Program: B.A. **SOCIOLOGY**

SRI VENKATESWARA UNIVERSITY - TIRUPATI

FIRST YEAR - FIRST SEMESTER

PAPER – 1FUNDAMENTALS 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 beahaviour
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
4. Thought process and Social Behavior

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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 Danniel 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.Jhingan – 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

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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. **SOCIOLOGY**

SRI VENKATESWARA UNIVERSITY - TIRUPATI

FIRST YEAR - II 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

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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

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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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POLITICAL SCIENCE CONCEPTS, THEORIES AND INSTITUTIONS

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

As per Choice Based Credit System (CBCS)

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CONTENTS

UNIT - I

Lesson - 1

		Page No.
1.0	Aims and Objectives	**3**
1.1	Introduction	**3**
	1.1.1 Meaning of Politics	**4**
1.2	Meaning of Political Science	**5**
	1.2.1 Definition	**6**
1.3	Nature and Scope	**7**
	1.3.1 Meaning and Scope of Art	**7**
	1.3.2 Scope of Political Science	**9**
1.4	Relationship with Social Sciences	**10**
	1.4.1 Political Science and History	**11**
	1.4.2 Political Science and Economics	**11**
	1.4.3 Political Science and Sociology	**12**
	1.4.4 Political Science and Public Administration	**13**
	1.4.5 Political Science and Ethics	**14**
	1.4.6 Relevance of Political Science to the study of Law	**14**
1.5	Importancea of Political Science	**16**
1.6	Summary	**17**
1.7	Keywords	**17**
1.8	Review Questions	**18**
1.9	Suggested Readings	**18**

Lesson - 2

2.0	Aims and Objectives	**19**
2.1	Introduction	**20**
2.2	Meaning	**20**
2.3	Definition	**20**
2.4	Traditional Approaches	**20**
	2.4.1 Legal Approach	**22**
	2.4.2 Instititutional Approach	**22**
2.5	Modern Approaches	**22**
2.6	Post Behavioral Approach	**26**
2.7	Methods of Study of Political Science	**27**
2.8	Stages of Growth	**28**
2.9	Behaviourism	**29**
	2.9.1 Achievements and Limitations	**29**
	2.9.2 Liberal Approach to Politics	**29**

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2.9.3 Marxist Approach to Politics 31
2.9.4 Materialistic Conception of History 32
2.10 Summary 33
2.11 Keywords 33
2.12 Review Questions 33
2.13 Suggested Readings 34

UNIT - II

Lesson - 3

3.0 Aims and Objectives 38
3.1 Introduction 38
3.2 Meaning 38
3.3 Definition of State 39
3.4 Elements of State 39
3.4.1 Population 40
3.4.2 Territory 40
3.4.3 Government 41
3.4.4 Sovereignity 41
3.4.5 International Recognition 42
3.5 Society 42
3.6 Distinction between State and Society 43
3.7 Community and Association 43
3.7.1 Association 44
3.7.1.1 Characteristics or Essential elements of an Association 45
3.7.2 Association and Community 45
3.7.2.1 Characteristics of Community 46
3.7.2.2 Types of Communities 46
3.8 Difference between State & Associations 48
3.9 Nation and Nationality 48
3.10 Distinction between Nation & Nationality 49
3.10.1 Factors responsible for the rise of Nationalism 50
3.10.2 The Theory of "one Nation-one State" (Nation State) 51
3.11 Elements of Nationality 53
3.12 Summary 54
3.13 Keywords 55
3.14 Review Questions 55
3.15 Suggested Readings 56

Lesson - 4

4.0 Aims and Objectives 57
4.1 Introduction 57

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4.2 Meaning 58
4.3 Definitions 58
4.4 Basic Features of Sovereignty 59
4.5 Kinds of Sovereignty 60
4.6 Monistic Theory of Sovereignty 61
4.7 Pluralistic Theory of Sovereignty 62
4.7.1 Characteristics of Pluralistic theory of sovereignty 63
4.7.2 Advantages of Pluralistic theory of sovereignty 64
4.7.3 Criticism on Pluralistic theory of sovereignty 64
4.8 Summary 65
4.9 Keywords 65
4.10 Review Questions 66
4.11 Suggested Readings 66

UNIT - III

Lesson - 5

5.0 Aims and Objectives 70
5.1 Introduction 70
5.2 Theory of the Origin of State 71
5.2.1 Divine Theory of the Origin of State 71
5.2.2 The Natural Theory of the Origin of State 72
5.2.3 The Genetic Theory is one of the theories that explains the origin of the State. 73
5.2.4 The Horde Theory or the Matriarchal Theory of the Origin of State 75
5.2.5 The Evolutionary or Historical Theory of the Origin of State 75
5.2.6 Social Contract Theory of the Origin of State 77
5.3 Social contract theory 79
5.3.1 Thomas Hobbes (1588-1679) 79
5.3.1.1 Hobbes' view of State of Nature 79
5.3.1.2 The Laws of Nature 81
5.3.1.3 The Social Contract 81
5.3.1.4 Criticism 81
5.3.2 John Locke (1632-1704) 82
5.3.2.1 Locke Views on Human Nature 82
5.3.2.2 Locke on State of Nature 82
5.3.2.3 The Social Contract Theory 83
5.3.2.4 Salient Features of the Contract Theory 83
5.3.2.5 Evaluation of Locke's Theory 84
5.3.3 Jean Jacques Rousseau (1712-1778) 84
5.3.3.1 Rousseau Views on Human Nature 84

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5.3.3.2 The State of Nature **85**
5.3.3.3 Rousseau's Social Contract **85**
5.3.3.4 Criticism **86**
5.3.3.5 Importance of the Theory **87**
5.3.4 Marxist Theory of the Origin of State **87**
5.4 General Will **88**
5.4.1 Characteristics of General Will **89**
5.4.2 Importance of the Concept of the General Will **90**
5.4.3 Criticism of the Social Contract Theory **90**
5.5 Evolutionary or Historical Theory **90**
5.5.1 Natural and Social Instinct **91**
5.5.2 Kinship **91**
5.5.3 Religion **91**
5.5.4 Economic Activities **92**
5.5.5 Force **92**
5.5.6 Political Consciousness **92**
5.6 Summary **92**
5.7 Keywords **93**
5.8 Review questions **93**
5.9 Suggested Readings

Lesson - 6

6.0 Aims and Objectives **96**
6.1 Introduction **96**
6.1.1 Meaning of Law **97**
6.1.2 Definition of Law **97**
6.1.3 Characteristics of Law **98**
6.1.4 Evolution or Development of Law **99**
6.1.5 Different Schools of Law **100**
6.1.6 Sources of Law **102**
6.1.7 Classification of Laws **104**
6.1.8 Law and Morality **105**
6.1.8.1 Difference between Law and Morality **106**
6.1.8.2 Relation between Law and Morality **106**
6.1.9 Rule of Law **107**
6.1.9.1 Decline of the Rule of Law **108**
6.2 Liberty **108**
6.2.1 Definitions **109**
6.2.2 Types of Liberty **109**
6.2.3 Conditions for the Realisation of Liberty **111**

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TIRUPATI

6.2.4 Relationship between Liberty and Law **111**
6.2.5 Safeguards of Liberty **112**
6.2.6 The concept of Equality **113**
6.2.6.1 Kinds of Equality **114**
6.2.7 Relation between Liberty and Equality **115**
6.3 Theories of rights and kinds of rights **116**
6.3.1 Definitions **116**
6.3.2 Nature of Rights [Features of Rights] **117**
6.3.3 Classification of Rights **118**
6.3.4 Fundamental Rights **122**
6.3.5 theories of rights **123**
6.3.5.1 National Theory of Rights [Theory of Natural Rights] **123**
6.3.5.2 The Legal Theory of Rights **124**
6.3.5.3 The Idealist Theory of Rights [Personality Theory of Rights] **125**
6.3.5.4 Green's Theory **126**
6.3.5.5 Historical Theory of Rights **127**
6.3.5.6 Liberal Theory of Rights **127**
6.3.5.7 Social Welfare Theory of Rights [Laski's Theory of Rights] **129**
6.3.5.8 Marxian Theory of Rights **130**
6.4 Power and Authority **131**
6.4.1 Kinds of Power **132**
6.4.2 Concept of Authority **134**
6.4.2.1 Classification of Authority **134**
6.4.3 Difference between Power and Authority **135**
6.4.4 Concept of Legitimacy **135**
6.4.4.1 Characterstics of Legitimacy **137**
6.5 Summary **137**
6.6 Keywords **138**
6.7 Review questions **139**
6.8 Suggested Readings **140**

UNIT - IV

Lesson - 7

7.0 Aims and objectives **143**
7.1 Introduction **144**
7.2 Individualism **144**
7.2.1 Development of Individualistic Theory **144**
7.2.2 Modern Individualism **149**
7.3 Utilitarianism **150**
7.3.1 Development of Utilitarianism **151**

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TIRUPATI

7.3.2 Criticism of Utilitarianism **153**
7.4 Socialism **155**
7.4.1 Marxism or Scientific Socialism or Communism **158**
7.4.2 Lenin (1870-1924) **166**
7.4.3 Lenin and Marx **174**
7.5 Collectivism or State Socialism or Democratic Socialism **174**
7. 6 Anarchism, Syndicalism,Guild Socialism, Fascism and Nazism **177**
7.6.1 Anarchism **177**
7.6.2 Distinction Between Communism and Anarchism **179**
7.6.3 Syndicalism **179**
7.6.4 Guild Socialism **182**
7.6.5 Fascism **184**
7.7 Nazism **187**
7.8 Gandhism and Sarvodaya **188**
7.9 Summary **189**
7.10 Keywords **190**
7.11 Review Questions **191**

Lesson - 8

8.0 Aims and Objectives **193**
8.1 Introduction **193**
8.2 Democracy **194**
8.2.1 Concepts of Democracy and its Development **195**
8.2.2 Conditions for Success of Democracy **198**
8.2.3 Kinds of Democracy **200**
8.2.4 Criticism **203**
8.3 Unitary and Federal **204**
8.3.1 Unitary Government **204**
8.3.2 Federal Government **206**
8.3.3 Difference between Unitary and Federal form of Governments **209**
8.4 Parliamentary Form of Government **210**
8.5 Presidential Form of Government **213**
8.5.1 Difference between Parliamentary and Presidential forms of Government **215**
8.6 Summary **217**
8.7 Keywords **217**
8.8 Review Question **218**
8.9 Suggested Readings **218**

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UNIT - V

Lesson - 9

9.0 Aims and Objectives **220**

9.1 Introduction **220**

9.2 Meaning **221**

9.3 History of the Theory **221**

9.4 Importance of the Theory **221**

9.5 Theory of Separation of Powers—Montesquieu **222**

9.6 Arguments in Favour of Separation of Powers **222**

9.7 Criticism of the Theory **223**

9.8 Summary **225**

9.9 Keywords **225**

9.10 Review Question **226**

9.11 Suggested Readings **226**

Lesson - 10

10.0 Aims and Objectives **227**

10.1 Introduction **228**

10.2 Legislature **228**

10.2.1 Structure of Legislature **229**

10.2.2 Committee System **230**

10.2.2.1 Types of Committees **231**

10.2.3 Functions of Legislature **232**

10.2.3.1 Decline of Importance of Legislature **233**

10.3 Executive **233**

10.3.1 Types of Executive **233**

10.3.2 Functions and Powers of Executive **235**

10.3.3 Growth and Significance of Executive **236**

10.3.4 Role of Executives in Modern States **237**

10.4 Judiciary **237**

10.4.1 Structure of Judiciary **239**

10.4.2 Functions of Judiciary **239**

10.4.3 Judicial Review **240**

10.4.4 Rule of Law **241**

10.4.5 Role of Judiciary in Democracy **242**

10.4.6 Independence of Democracy **242**

10.5 Summary **244**

10.6 Keywords **244**

10.7 Review Questions **245**

10.8 Suggested Readings **245**

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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 Contact 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 Idelogies: Their Origins and Impact, Baradar, Prentice Hall of Inida

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INDIAN GOVERNMENT AND POLITICS

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

As per Choice Based Credit System (CBCS)

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CONTENTS

Page No.

UNIT - 1 **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 Confedaral Constitutions

1.4.3. Semi-federal Constitution

1.4.4. Confedaral Constitution

1.5 Difference between Indian Constitution and Others

1.6 Summary

1.7 Keywords

1.8 Review Questions

1.10 Suggested Readings

UNIT - 2 **09 - 32**

2.0 Aims and Objectives

2.1 Introduction

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

2.2.6 Early Congress: An Estimate

2.3 Moderate Nationalists: Their Demands, Ideology and Principles

2.4 Moderate Leaders

2.5 Extremist nationalism

2.5.1 Causes of the Growth of Extremist Movement

2.6 Extremist nationalism

2.6.1 The Political Ideology and Principles of the Extremists

2.6.2 Differences between moderates and extremists

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2.7 Mahatma Gandhi and national movement
2.7.1 Non Co-operation Movement
2.7.2 Non-Co-operation Movement: An Evaluation
2.7.3 Civil Disobedience Movement
2.8 Philosophy of the Constitution
2.9 Summary
2.10 Keywords
2.11 Review Question

UNIT - 3 **33 - 44**

3.0 Aims and Objectives
3.1 Introduction
3.2 Union–State Relations
3.2.1 Legislative Relations and Division of Powers
3.2.2 A Strong Centre
3.3 Center- State Relations
3.4 Summary
3.5 Keywords
3.6 Review Questions

UNIT - 4 **45 -68**

4.0 Aims and Objectives
4.1 Introduction
4.2 Fundamental Rights
4.2.1 Types of Rights
4.3 Important Cases
4.4 The Right to Constitutional Remedies
4.4.1 A Note on Writs
4.5 Directive Principles of State Policy
4.6 The Need to Balance Fundamental rights with Directive Principles
4.7 Summary
4.8 Keywords
4.9 Review Questions

UNIT - 5 **69 - 82**

5.0 Aims and Objectives
5.1. Introduction
5.2. The Union executives

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5.2.1 The Presiden

5.2.2 Vice President

5.2.3 The Prime Minister & Council of Ministers

5.2.4 The Council of Ministers

5.3 Cabinet System of Government

5.3.1 Cabinet Dictatorship

5.3.2 Importance of Cabinet Committees

5.3.3 Cabinet Committees - Organization and Functions

5.3.4 Working of the Cabinet Committee

5.4 Role of prime ministers office in union administration

5.4.1 Composition of the FMO in 2001

5.4.2 Role and Functions of the PMO

5.5 Review Question

UNIT - 6 **83 - 100**

6.0 Aims and Objectives

6.1. Introduciton

6.2. Composition of Council of State

6.2.1 Composition of the House of People

6.3. Priviliges of MPS

6.4 Speaker of Lok Sabha

6.4.1 Deputy Speaker

6.5 Procedure of Parliamentary Business

6.6 Powers and Functions of Parliament

6.7 Rajya Sabha

6.8 Lok Sabha

6.9 Law Making process in India

6.10 Working System of Committees

6.11 Summary

6.12 Keywords

6.13 Review Question

UNIT - 7 **101 - 112**

7.0 Aims and Objectives

7.1. Introduciton

7.2. Function of Judiciary

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7.2.1 Independence of Judiciary
7.2.2 Importance of Independent Judiciary
7.2.3 Organisation of Judiciary
7.2.4 Integrated Judiciary
7.3 Judicial Review
7.3.1 Maxims of Judiial Review
7.3.2 Judicial Activism
7.4 Supreme Court of India (Art 124-147)
7.4.1 Composition
7.4.2 Role of Supreme Court as guardian of Constitution
7.5 The High Court (Art 214-237)
7.5.1 Critical Assessment of the Role of The Supreme Court
7.6 Summary
7.7 Keywords
7.8 Review Question

UNIT - 8 **113 - 146**

8.0 Aims and Objectives
8.1 Introduciton
8.2 Nature of the Indian Party System
8.2.1 Classification of Political Parties in India
8.2.2 Salient Features of The Party System in India
8.3 Energizng Bipolar Party System
8.3.1 The Problems of Political Parties in India
8.4 The Party System in Indian National Parties
8.4.1 The Bharatiya Janata Party: Ideology and Social Base
8.4.2 BJP-RSS Relationship
8.4.3 The Bahujan Samaj Party (BSP) Ideology and social bases
8.4.4 The Communist Party of India (CPI): Ideology and Social Base
8.4.5 The CPI (Marxist) Ideology and Social Base
8.4.6 The Nationalist Congress Party (NCP)
8.4.7 Rashtriya Janata Dal
8.5 The Party System in India [Role of Regional and State Parties]
8.5.1 Regional Political Party
8.5.2 National Conference
8.6 India's Experiment with Coalition Governemnt at the Federal Level
8.6.1 Coalition Governments in Other Countries
8.7 Summary
8.8 Keywords
8.9 Review Questions

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UNIT - 9 **147 -164**

9.0 Aims and Objectives

9.1. Introduciton

9.2. Election Commission of India

9.2.1 Election Commission Reconstituted

9.2.2 Functions of the Election Commissions

9.3. Officers on Election - Duty

9.4 Types of Elections

9.5 Process of Election

9.6 Electoral Process in India

9.6.1 Some Defects in the Electoral Process

9.6.2 Proposals for Electoral Reforms: View of the Election Commission of India

9.7 The Election Commission of India

9.8 Summary

9.9 Keywords

9.10 Review Question

UNIT - 10 **165 - 172**

10.0 Aims and Objectives

10.1. Introduciton

10.2. Governor

10.2.1 Powers and Functions of the Governor

10.3 The State Government

10.4 Council of Ministers

10.5 Chief Minister

10.6 The State Legislature (Article 168-212)

10.6.1. Composition of Legislative Council (Vidhana Parishad)

10.6.2 Legislative Procedure

10.7 Summary

10.8 Keywords

10.9 Review Question

UNIT - 11 **173 - 196**

11.0 Aims and Objectives

11.1. Introduciton

11.2 Language Politics in India

11.2.1 Official Language of India

11.2.2 Language Associations vs Pressure Groups

11.2.3 Multi- Party System and Hindi-English Controversy

11.2.4 Linguistic Reorganization of India

11.2.5 Role of Regional or National Languages in Administration

11.3 Religion

11.3.1 Religion Living Patterns

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11.3.2 Interrelations Interaction and Conversions
11.4 Communalism
11.4.1 Concept of Communalism
11.4.2 Communalism in India
11.4.3 Hindu-Muslim Communalism
11.4.4 Hindu-Sikh Communalism
11.4.5 Communal Violence
11.4.6 Causes of Communal Violence
11.5 The Caste and Indian Politics
11.5.1 Caste in Historical Perspective
11.5.2 Caste in Modern Perspective
11.5.3 Political Dimensions of Caste: Rajni Kothari's Approach
11.6 Regionalism in Indian Politics
11.6.1 Growth of Regionalism
11.6.2 Forms of Expression of Regionalism
11.6.3 Regionalism and Secession Form the Indian Union
11.7 Regionalism and Problems of Linguistic Miniorities
11.8 Summary
11.9 Keywords
11.10 Review Questions

UNIT - 12 **197 - 220**

12.0 Aims and Objectives
12.1. Introduciton
12.2 Distinguish the New Social Movements from the Old Social Movements
12.2.1 Distinction between Old and New Social Movements in the Indian Context
12.2.2 Classification of Social Movements in India
12.3 Working Class or Trade Union Movements
12.4 Tribal Movements
12.4.1 Tribal Movements in Post-Independence India
12.5 Womens' Movements
12.5.1 Social Reform movements during Freedom Struggle and Women
12.5.2 Women's Movements in the Post-Independence Era
12.5.3 International Initiatives and Women's Movement
12.6 Dalit Movements
12.6.1 Nature of Dalit Movements
12.6.2 Dalits and Issues of Reservations
12.7 Backward Caste/ Class Movements

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12.8 Ecological Movements
12.9 Summary
12.10 Keywords
12.11 Review Questions

UNIT - 13 **221 - 244**

13.0 Aims and Objectives
13.1 Introduction
13.2 National Integration
13.2.1 India's Problems of National Integration
13.2.2 National Integration
13.2.3 Impediment to National Integration
13.3 Politics in India Model for Integration
13.4 Communalism in Indian Politics
13.4.1 Genesis and Growth of Communalism in India
13.4.2 Socio-Economic basis of Communalism
13.4.2.1 Growth of Communalism
13.4.3 Hindu Communalism
13.4.4 Muslim Communalism
13.4.5 Sikh Communalism
13.4.6 Anatomy of Communal Riots
13.4.7 Suggestions for Eradicating Communalism
13.5 Terrorism
13.5.1 Classification
13.5.2 Cause for Terrorism
13.5.3 Working Method of Terrorism
13.5.4 Terrorism in India
13.5.5 Legislation to Combat Terrorism
13.6 TADA vs POTA
13.7 International Terrorism
13.7.1 Global War against Terrorism
13.7.2 Efforts being made by the United Nations to meet the Menace of International Terrorism
13.7.3 Measures to Remove Terrorism
13.8 Summary
13.9 Keywords
13.10 Review Questions

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INDIAN GOVERNMENT AND POLITICS

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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.

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

As per Choice Based Credit System (CBCS)

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CONTENTS

UNIT - I

		Page No.
1.0	Aims and Objectives	**1.2**
1.1	Introduction	**1.2**
1.2	Nature of Ancient Indian Political Thought	**1.2**
	1.2.1 Use of Different Terms/Names	**1.2**
	1.2.2 Nature or Features of Ancient Indian Political Thought or Hindu Polity	**1.3**
	1.2.3 Scope	**1.6**
	1.2.4 Sources of Ancient Indian Political Thought	**1.6**
	1.2.5 Origin and Development of Polity in Ancient India	**1.10**
	1.2.6 Relationship of Ethics and Politics in Ancient India	**1.11**
1.3	MANU The Law Book of Manu-SMRITI Business	**1.13**
	1.3.1 Importance of Manu	**1.13**
	1.3.2 Date of Authorship of Manusmriti	**1.14**
	1.3.3 Subject Matter of Manusmriti	**1.14**
	1.3.4 Manu on Origin of State	**1.14**
	1.3.5 Manu on Kingship	**1.14**
	1.3.6 Manu's Views on State or Manu on Saptanga Sidhanta	**1.22**
1.4	Kautilya: State and Society	**1.23**
	1.4.1 Authorship and Date of Arthashastra	**1.23**
	1.4.2 Meaning, Nature and Elements of the State	**1.26**
	1.4.3 Comparison with the Modern Concept	**1.30**
	1.4.4 Function of State	**1.30**
	1.4.5 Kautilya's Views about Kingship	**1.32**
	1.4.6 Duties and Functions of King	**1.34**
	1.4.7 Kautilya's View on the Council of Ministers	**1.36**
	1.4.8 The Doctrine of Mandal Theory (SIDHANTA) or Circle of State	**1.41**
	1.4.9 The Shatguna Anti (Six-Fold Policy) or Six forms of Foreign Policy	**1.41**
	1.4.10 Rules of War and Peace	**1.44**
	1.4.11 Kautilya as Political Scientist	**1.50**
	1.4.12 Kautilya and Machivelli	**1.52**
1.5	Gautama Buddha: Dharma and sangha	**1.54**
	1.5.1 Origin of State or Kingship	**1.54**
	1.5.2 Principles of Political Righteousness of Dharma	**1.54**
	1.5.3 Principles and Policies of Government	**1.55**

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	1.5.4 Conception of a World-Ruler	**1.55**
1.6	Summary	**1.55**
1.7	Keywords	**1.56**
1.8	Review Questions	**1.56**
1.9	Suggested Readings	**1.58**

UNIT - II

2.0	Aims and Objectives	**2.60**
2.1	Introduction	**2.60**
2.2	Political Principles or Postulates or Philosophy of Gandhiji (Contribution to Political Thought by Gandhiji), The Concept of Ahimsa (Non-violence)	**2.61**
	2.2.1 The Concept or Doctrine or Principle of Satyagraha (Satyagraha A History of Conflict)	**2.62**
	2.2.2 Techniques of Satyagraha	**2.63**
	2.2.3 Gandhiji's views on State, State is the Embodiment of Power & Force	**2.65**
	2.2.4 Non-violent Society and Gandhian Economy	**2.67**
	2.2.5 Gandhiji for Social Uplift	**2.68**
	2.2.6 Compare and Contrast between Gandhism and Communism (Marxism)	**2.70**
2.3	Nehru: Democratic socialism	**2.70**
	2.3.1 Back Ground	**2.71**
	2.3.2 The Pragmatic Thinker	**2.71**
	2.3.3 Structure of Governance : Nehruvian Inputs	**2.73**
	2.3.4 Planning for Development	**2.75**
	2.3.5 The Dilemma of a Democrat	**2.76**
	2.3.6 Internationalist Jawaharlal Nehru	**2.78**
	2.3.7 Concluding Observations	**2.80**
2.4	B.R. Ambedkar business	**2.82**
	2.4.1 A Life For The Cause of Untouchables	**2.83**
	2.4.2 Castes and Untouchability in Hindu Society	**2.85**
	2.4.3 Annihilation of Caste	**2.85**
	2.4.4 Gandhi Ambedkar Debate	**2.87**
	2.4.5 Political Thoughts of Ambedkar	**2.90**
	2.4.6 Right of People	**2.90**
	2.4.7 Constitutional Democracy	**2.91**
	2.4.8 Social Justice	**2.92**
2.5	M.N. Roy	**2.93**
	2.5.1 Roy's Return to India	**2.94**

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2.5.2 Philosophy of Radical Humanism of M.N Roy **2.95**

2.5.3 Philosophy of History **2.98**

2.5.4 Criticism of Roy's Radical Humanism **2.98**

2.5.5 Roy's Break from Soviet Communism and his Theory of Decolonisation **2.100**

2.5.6 Basis of Roy's Criticism of Modern Democracy and Criticism of Political Parties. **2.102**

2.5.7 Constitution of India **2.103**

2.6 Summary **2.108**

2.7 Keywords **2.108**

2.8 Review Questions **2.109**

2.9 Suggested Readings **2.110**

UNIT - III

3.0 Aims and Objectives **3.111**

3.1 Introduction **3.112**

3.2 Plato **3.112**

3.2.1 To Study Politics is to Study power; to Study Philosophy is to Study Rationality **3.112**

3.2.2 The Platonic Utopia **3.116**

3.2.3 Slavery, Sin Salvation **3.119**

3.2.4 The Conspiracy of The Godly **3.121**

3.2.5 Why Men Need Government **3.122**

3.2.6 Tyranny and Revolution **3.125**

3.2.7 Politics and The Philosopher **3.129**

3.2.8 The Dynamics of Political Change Democracy & Degeneration **3.132**

3.3 Aristotle **3.135**

3.3.1 Works of Aristotle **3.136**

3.3.2 Differences between Aristotle and Plato **3.137**

3.3.3 Classification of Constitutions **3.140**

3.3.4 Aristotle on Property **3.145**

3.3.5 Aristotle on Revolutions **3.147**

3.3.6 Aristotle's Views on Justice **3.150**

3.4 St. Augustine and St. Thomas Aquinas **3.153**

3.4.1 St. Augustine and St. Thomas Aquinas Political Theology **3.154**

3.4.2 God Man and Politics **3.154**

3.4.3 The Two Cities **3.156**

3.4.4 Slavery, Sin, and Salvation **3.158**

3.4.5 The Conspiracy of The Godly **3.160**

3.4.6 Tyranny and Revolution **3.161**

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3.4.7 The Rule of Law **3.166**

3. 5 Niccolo Machiavelli **3.168**

3.5.1 A Policy Science **3.171**

3.5.2 A Model of Man **3.173**

3.5.3 A Handbook of Power **3.175**

3.5.4 Liberty, Law and Majority Rule **3.177**

3.6 Thomas Hobbes (1581 -1679) **3.181**

3.6.1 Methodology of Hobbes **3.181**

3.6.2 Hobbes on Human Nature **3.182**

3.6.3 Hobbes on State of Nature **3.182**

3.6.4 Hobbes on Sovereignty **3.184**

3.6.5 Laws Hobbes **3.185**

3.6.6 Hobbes on Rights and Liberty **3.185**

3.6.7 Individualism and Absolutism in Hobbes **3.186**

3.7 John locke **3.187**

3.7.1 Locke's Views on State of Nature **3.189**

3.7.2 Locke on Law of Nature **3.189**

3.7.3 Locke on Social Contract **3.189**

3.7.4 Ambiguities in Contract **3.190**

3.7.5 Locke on State **3.190**

3.7.6 Locke on Revolution **3.192**

3.7.7 Locke on Property **3.193**

3.8 Jean jacques rousseau (1712 – 1778) [JJ Rousseau] **3.197**

3.8.1 Influences on Rousseau **3.198**

3.8.2 Rousseau on Human Nature **3.198**

3.8.3 Rousseau on the State of Nature **3.199**

3.8.4 Rousseau on Social Contract **3.199**

3.8.5 Individualism and Absolutism in Rousseau **3.201**

3.9 Utilitarian Thinkers [Jermy benthom , J.S mill] **3.203**

3.9.1 Main Principles of Utilitarian Philosophy **3.203**

3.9.2 Utilitarian Philosophers **3.204**

3.9.3 Principle of Utility **3.204**

3.9.4 Bentham on Natural Law and Natural Rights **3.206**

3.9.5 Bentham on State **3.207**

3.9.6 Bentham on Individual Liberty **3.207**

3.9.7 Reforms of Law and judicial Administration **3.208**

3.9.8 Bentham on Punishments and Prison Reforms **3.208**

3.9.9 Bentham on Education **3.209**

3.9.10 Shortcomings of Bentham **3.209**

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3.10 John stuart mill (1806-1878) **3.210**

3.10.1 Mill and Utilitarianism **3.210**

3.10.2 Mill on Liberty **3.212**

3.10.3 Mill on State **3.213**

3.10.4 Mill on Representative Government **3.213**

3.10.5 Mill as Individualist and Socialist **3.215**

3.10.6 Estimation of Mill **3.216**

3.11 Hegel [George Withelem Friedrich Hegel (1770 -1831)]

Early Life and Works **3.216**

3.11.1 Hegel on Human Nature **3.217**

3.11.2 Hegel on State **3.217**

3.11.3 Hegel on Freedom **3.218**

3.11.4 Hegel on Constitution **3.219**

3.11.5 Hegel on War **3.219**

3.11.6 Hegel on International Law **3.220**

3.11.7 Defects or Short-comings **3.220**

3.12 Karl Marx(1818 – 1883) **3.222**

3.12.1 Sources of Marxian Philosophy **3.223**

3.12.2 Writings of Marx **3.223**

3.12.3 The Communist Manifesto **3.224**

3.12.4 Main Ideas of Marx's Political Philosophy **3.225**

3.12.5 Theory of Class-war **3.227**

3.12.6 Inevitability of Destruction of Capitalism **3.228**

3.12.7 Marx's Theory of Value **3.229**

3.12.8 Marx's Theory of State and Revolution **3.229**

3.12.9 Shortcomings of Marx **3.232**

3.13 Gramsci **3.235**

3.13.1 Turin **3.235**

3.13.2 In the PCI **3.236**

3.13.3 Thought **3.237**

3.13.4 Hegemony **3.237**

3.13.5 Intellectuals and Education **3.237**

3.13.6 State and Civil Society **3.238**

3.13.7 Historicism **3.238**

3.13.8 Influence **3.238**

3.13.9 The Revolutionary Party as "Modern Prince" **3.238**

3.14 Summary **3.239**

3.15 Keywords **3.239**

3.16 Review questions **3.240**

3.17 Suggested Readings **3.240**

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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 : Ebentein W.

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

7. Political Ideologies : Their Origins and Impact, Baradat, Prentice Hall of India.

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INTRODUCTION TO PUBLIC ADMINISTRATION

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

As per Choice Based Credit System (CBCS)

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CONTENTS

UNIT - I

Block I: Introduction **Page No.**

Lesson - 1

1.0 Aims and Objectives **1.1**
1.1 Introduction **1.2**
1.2 Meaning **1.2**
1.3 Definitions **1.2**
1.4 Nature and scope of Public Administration **1.3**
1.4.1 Scope of Public Administration **1.3**
1.5 Administrative Theory & Applied Administration **1.4**
1.6 Public Administration and Private Administration **1.4**
1.6.1 Similarities **1.4**
1.6.2 Differences between Public & Private Administration **1.5**
1.7 Public Administration a Science **1.6**
1.8 Various approaches to the study of Public Administration **1.8**
1.9 Public Administration differs from Management **1.10**
1.10 Challenges in the Scope of Public Administration **1.12**
1.10.1 Importance of Public Administration in the Changing Context **1.12**
1.11 Public Administration in The Modern States **1.14**
1.12 Importance of Public Administration **1.15**
1.13 Globalization **1.16**
1.13.1 Privatization **1.17**
1.13.2 Liberalization **1.17**
1.14 Summary **1.18**
1.15 Keywords **1.18**
1.16 Answers to 'Check Your Progress' **1.19**
1.17 Questions for Discussion **1.20**
1.18 Suggested Readings **1.20**

Lesson - 2

2.0 Aims and Objectives **2.21**
2.1 Introduction **2.21**
2.2 Evolution of Public Administration **2.21**
2.3 Summary **2.23**
2.4 Keywords **2.23**
2.5 Answers to 'Check Your Progress' **2.23**
2.6 Questions for Discussion **2.24**
2.7 Suggested Readings **2.24**

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Lesson - 3

3.0	Aims and Objectives	**3.25**
3.1	Introduction	**3.25**
3.2	Political Science & Public Administration	**3.26**
3.3	Public Administration and Sociology	**3.27**
3.4	Economics and Public Administration	**3.28**
3.5	Law and Public Administration	**3.29**
3.6	Economics and Public Administration	**3.30**
3.7	Science & Technology and Public Administration	**3.31**
3.8	Psychology and Public Administration	**3.32**
3.9	Other Sciences and Public Administration	**3.33**
3.10	Summary	**3.35**
3.11	Keywords	**3.35**
3.12	Answers to 'Check Your Progress'	**3.35**
3.13	Questions for Discussion	**3.36**
3.14	Suggested Readings	**3.36**

Lesson - 4

4.0	Aims and Objectives	**4.37**
4.1	Introduction	**4.38**
4.2	Wilson's Works	**4.38**
4.2.1	Wilson's Views on Administration	**4.38**
4.2.2	Wilson History of Administrative Science	**4.39**
4.2.3	Critical Evaluation Wilson's Views	**4.39**
4.3	Significance of Historical & Comparative Methods	**4.40**
4.4	Dichotomy between Politics & Administration	**4.41**
4.5	Reasons for Dichotomy	**4.42**
4.6	Seperation Accepted	**4.43**
4.7	Dichotomy Abondened	**4.44**
4.8	Bureaucracy	**4.45**
4.8.1	The Role of Bureaucracy in Different Political Systems	**4.45**
4.8.2	The Concept of Neutral Bureaucracy	**4.45**
4.8.3	Concept of Committed Bureaucracy	**4.46**
4.8.4	Political Bureaucracy	**4.46**
4.8.5	Politicians and Bureaucrats: Areas and Modes of Interaction in Decision making Process	**4.46**
4.9	Vanishing point of Dichotomy	**4.46**
4.9.1	Top Management Level	**4.46**
4.10	Criticism	**4.47**
4.11	Summary	**4.47**
4.12	Keywords	**4.47**
4.13	Answers to 'Check Your Progress'	**4.48**
4.14	Questions for Discussion	**4.48**

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4.15 Suggested Readings **4.49**

UNIT - II

Block II: Theories and Approaches

Lesson - 5

5.0 Aims and Objectives **5.51**
5.1 Introduction **5.51**
5.2 Fayal's Views on an Organisation **5.52**
5.3 Fayol's Administrative Management **5.54**
5.4 Characteristics of the Classical Theory **5.64**
5.5 Luther Gulick , Urwick and their Works **5.66**
5.6 Papers on the science of Administration Gulick and Urwick **5.66**
5.7 Gulick and Urwick on the Principles of Organization **5.67**
5.8 Gullick: POSDCORB **5.68**
5.9 Summary **5.69**
5.10 Keywords **5.69**
5.11 Answers to 'Check Your Progress' **5.70**
5.12 Review Questions **5.71**
5.13 Suggested Readings **5.71**

Lesson - 6

6.0 Aims and Objectives **6.73**
6.1 Introduction **6.73**
6.2 Need for Scientific Management **6.73**
6.3 Principles of Scientific Management **6.74**
6.4 Advantages of Scientific Management **6.74**
6.5 Criticism **6.75**
6.6 Summary **6.76**
6.7 Keywords **6.76**
6.8 Answers to 'Check Your Progress' **6.76**
6.9 Review Questions **6.77**
6.10 Suggested Readings **6.77**

Lesson - 7

7.0 Aims and Objectives **7.79**
7.1 Introduction **7.79**
7.2 Max Weber Views on Bureaucracy **7.80**
7.3 Weber's Model of Bureaucracy- Its Characteristics **7.80**
7.4 The Weber's Models of Bureaucracy **7.81**
7.5 Criticism on Weber's Bureaucracy **7.81**
7.6 Marx's Objection to Hegel **7.82**
7.7 Max Characteristics of Bureaucracy **7.83**
7.8 Ideas of Marx on State and bureaucracy **7.83**
7.9 Summary **7.83**
7.10 Keywords **7.84**

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7.11 Answers to 'Check Your Progress' **7.85**
7.12 Review Questions **7.86**
7.13 Suggested Readings **7.86**

Lesson - 8

8.0 Aims and Objectives **8.87**
8.1 Introduction **8.87**
8.2 Mayo - Basic Experiments **8.88**
8.3 Hawthorne Studies **8.90**
8.3.1 The Illumination Experiments **8.90**
8.3.2 Relay Assembly Test Room Experiments **8.90**
8.3.3 Bank Wiring Observation Room Study **8.91**
8.4 Human Attitudes and Sentiments **8.91**
8.5 Absentism in the Industries **8.92**
8.6 Features of Human Relations Movement **8.93**
8.7 Critical Appraisal **8.93**
8.7.1 Status - Quo Oriented **8.93**
8.7.2. Ignores Institutional and Structural Factors **8.93**
8.7.3 Emphasis Non-Scientific Management Variables **8.94**
8.7.4 Manipulative Technique **8.94**
8.8 Summary **8.94**
8.9 Keywords **8.94**
8.10 Answers to 'Check Your Progress' **8.95**
8.11 Questions for Discussion **8.95**
8.12 Suggested Readings **8.95**

Lesson - 9

9.0 Aims and Objectives **9.97**
9.1 Introduction **9.98**
9.2 Behavioral Sciences **9.98**
9.3 Contemporary Research in Behavioral Studies **9.99**
9.4 Contributions in the field of decision making **9.99**
9.5 Classical theory **9.101**
9.6 Behavioural Approach : Criticism **9.101**
9.7 Simon's Contribution to the Science of Public Administration **9.102**
9.8 Simon Decision Making Theory **9.102**
9.9 Simon Decision Making Process **9.105**
9.10 Simon on Fact and Value **9.105**
9.11 Simon's Behavior Alternative Model **9.105**
9.12 Programmed and Non-Programmed Decisions **9.106**
9.13 Simon's Theory **9.106**
9.14 Models of Decision Making Behavior and Organizational Influence **9.107**
9.14.1 Modes of Organizational Influence **9.109**

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9.15 Theory of Equilibrium Organisation **9.111**
9.16 Let us Sum up **9.113**
9.17 Keywords **9.113**
9.18 Answers to 'Check Your Progress' **9.114**
9.19 Questions for Discussion **9.114**
9.20 Suggested Readings **9.114**

Lesson - 10

10.0 Aims and Objectives **10.115**
10.1 Introduction **10.115**
10.2 Acceptance as the Basis of Legitimacy of Authority **10.116**
10.3 Varied Bases of Responsibility **10.117**
10.4 Formal and Informal Organizations **10.118**
10.5 The Mechanism of Communication **10.119**
10.6 Balancing the Positive and Negative Motivations **10.119**
10.7 Favorable Factors in Decision-Making **10.120**
10.8 The Functions of the Executive **10.120**
10.9 Theory 'X' **10.121**
10.10 Theory 'Y' **10.121**
10.11 The Principle of Integration **10.122**
10.12 Differences between the Assumptions of Theory x' and Theory 'Y' **10.123**
10.13 Summary **10.123**
10.14 Keywords **10.124**
10.15 Answers to 'Check Your Progress' **10.124**
10.16 Questions for Discussion **10.125**
10.17 Suggested Readings **10.125**

Lesson - 11

11.0 Aims and Objectives **11.127**
11.1 Introduction **11.127**
11.2 Meaning **11.128**
11.3 Definition **11.128**
11.4 Comparative Public Administrative Movement - Sources **11.129**
11.5 Comparative Administration Movement - Certain Organizational Aspects **11.129**
11.6 Advantages of Comparative Public Administration **11.131**
11.7 Conceptual Approaches in the Field of Comparative Public Administration **11.132**
11.8 Comparative Approach - Criticism **11.133**
11.9 The Contribution of F. W. Riggs to Administrative Thought **11.133**
11.9.1 Riggs Approach **11.134**
11.9.2 Ideal Models **11.134**
11.9.3 Fused - Prismatic Diffracted Models **11.134**
11.9.4 Transformation of Society Transition of a Ray through Prism **11.134**

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11.11 Prismatic Model of Societies Characteristics **11.135**
11.12 Prismatic Society's Administrative Subsystem **11.135**
11.13 Riggs Philosophy **11.136**
11.14 Summary **11.136**
11.15 Keywords **11.137**
11.16 Answers to 'Check Your Progress' **11.137**
11.17 Questions for Discussion **11.138**
11.18 Suggested Readings **11.138**

UNIT - III

Block III: Concepts and Principles of Public Administration

Lesson - 12

12.0 Aims and Objectives **12.139**
12.1 Introduction **12.140**
12.2 Meaning and Definitions of Planning **12.140**
12.3 Planning **12.141**
12.4 Importance of Planning **12.142**
12.5 Principles of planning **12.143**
12.6 Characteristics of Planning **12.143**
12.7 Steps in planning **12.144**
12.8 Kinds of Planning **12.145**
12.9 Planning Progress **12.147**
12.10 Planning Commission **12.147**
12.11 Department (Earlier Bureau) Of Public Enterprises **12.150**
12.12 Administrative Implication of Planning in India **12.150**
12.12.1 Administrative Organization and Management **12.151**
12.13 Summary **12.152**
12.14 Keywords **12.153**
12.15 Answers to 'Check Your Progress' **12.153**
12.16 Review Questions **12.154**
12.17 Suggested Readings **12.154**

Lesson - 13

13.0 Aims and Objectives **13.156**
13.1 Introduction **13.156**
13.2 Meaning and Definitions of Leadership **13.156**
13.3 Theories of Leadership **13.157**
13.4 Need for Leadership **13.159**
13.4.1 Basis of Leadership **13.159**
13.4.2 Qualities of Leadership **13.159**
13.5 Types of Leadership **13.160**
13.5.1 Autocratic or Authoritarian Leader **13.160**

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13.5.2 Participative or Democratic Leader **13.160**
13.5.3 Free Rein or Laissez Faire Leader **13.160**
13.5.4 Paternalistic Leadership **13.160**
13.6 Characteristic features of Leadership **13.161**
13.7 Functions of Leadership **13.162**
13.8 Meaning and Definitions of Supervision **13.162**
13.9 Purpose of Supervision **13.163**
13.10 Scope of Supervision **13.164**
13.11 Types of Supervision **13.164**
13.12 Phases of Supervision **13.164**
13.13 Techniques of Supervision **13.165**
13.14 Principles of Supervision **13.166**
13.15 Good Supervisor and qualities **13.167**
13.5.1 Qualities of A Good Supervisor **13.167**
13.16 Let us Sum up **13.168**
13.17 Keywords **13.169**
13.18 Answers to 'Check Your Progress' **13.170**
13.19 Questions for Discussion **13.172**
13.20 Suggested Readings **13.172**

Lesson - 14

14.0 Aims and Objectives **14.173**
14.1 Introduction **14.174**
14.2 Meaning and Definitions **14.174**
14.3 Importance of Communication **14.174**
14.4 Process of Communication **14.175**
14.5 Types of Communications **14.176**
14.6 Directions of Communication Flow **14.177**
14.7 Means of Communication **14.178**
14.8 Channels / Networks of Communication **14.179**
14.9 Barriers to Communications **14.180**
14.10 Public Relations Meaning **14.181**
14.11 Importance of Public Relations **14.182**
14.12 Process of Public Relations **14.183**
14.13 Tools and Techniques of Public Relations **14.183**
14.14 Limitations to Public Relations **14.186**
14.15 Summary **14.186**
14.16 Keywords **14.186**
14.17 Answers to 'Check Your Progress' **14.187**
14.18 Review Questions **14.191**
14.19 Suggested Readings **14.191**

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UNIT - IV

Block IV: Emerging Trends

Lesson - 15

15.0 Aims and Objectives **15.193**
15.1 Introduction **15.193**
15.2 Meaning **15.193**
15.3 The Honey Report on Higher Education for Public Service (1967) **15.194**
15.4 Conference on the Theory and Practice of Public Administration (1967) **15.195**
15.5 The Minnowbrook Conference (1968) **15.196**
15.6 TheMinnowbrook Perspective, and Public Administration in a Time Turbulence **15.198**
15.7 Evaluation Administration **15.199**
15.8 Summary **15.199**
15.9 Keywords **15.199**
15.10 Review Questions **15.200**
15.11 Suggested Readings **15.200**

Lesson - 16

16.0 Aims and Objectives **16.201**
16.1 Introduction **16.201**
16.2 Meaning **16.202**
16.3 Concepts of Public and Policy **16.202**
16.4 Differences between Public and Private Sectors **16.203**
16.5 Nature Scope of Public Policy **16.204**
16.5.1 Nature of Public Policy **16.204**
16.6 Policy Sciences **16.206**
16.7 Importance of Public Policy **16.207**
16.8 Summary **16.210**
16.9 Keywords **16.210**
16.10 Answers to 'Check Your Progress' **16.210**
16.11 Review Questions **16.211**
16.12 Suggested Readings **16.211**

Lesson - 17

17.0 Aims and Objectives **17.213**
17.1 Introduction **17.213**
17.2 The Challenge of NPM **17.214**
17.3 NPM based reform movements in 1980's and 1990's **17.216**
17.4 Summary **17.220**
17.5 Answers to 'Check Your Progress' **17.220**
17.6 Review Questions **17.221**
17.7 Suggested Readings **17.221**

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Lesson - 18

18.0 Aims and Objectives	**18.223**
18.1 Introduction	**18.223**
18.2 Meaning of Governance	**18.223**
18.3 Types of Governance	**18.225**
18.4 Corporate Governance	**18.226**
18.5 Governance and Good Governance: Varying Definitions	**18.226**
18.6 Good Governance	**18.227**
18. 6.1 Definition	**18.227**
18.6.2 Characteristics of Good Governance	**18.227**
18.6.3 Benefits of Good Governance	**18.228**
18.7 Post Modern Public Adminsitration	**18.229**
18.8 Summary	**18.235**
18.9 Keywords	**18.236**
18.10 Review Questions	**18.236**

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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

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

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B.A. PUBLIC ADMINISTRATION

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B.A. PUBLIC ADMINISTRATION
FIRST YEAR - SECOND SEMESTER
(Under CBCS W.E.F. 2020-21)

The aims and objectives of the B. A. General Public Administration are

- Provide students with learning experiences that develop broad knowledge and understanding of key concepts of Public Administration and equip them with advanced knowledge and understanding for analyzing and performing the tasks concerning Public Affairs and Public System;
- Nurture ability among students to apply the acquired knowledge and skills to find solutions to specific theoretical and applied problems in Public Administration settings;
- Develop abilities in students to come up with innovative prescriptions/solutions for the benefit of society by diligence, leadership, team work and lifelong learning;
- Provide students with skills that enable them to get employment in public, private and non-governmental sectors pursue higher studies or research assignments.

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B.A. PUBLIC ADMINISTRATION
FIRST YEAR - SECOND SEMESTER
(Under CBCS W.E.F. 2020-21)

Course – 2: THEORIES OF PUBLIC ADMINISTRATION (PA-2)

UNIT – I

Classical Approaches: Classical Approaches- Henry Fayol, Luther Gullick and Lyndall Urwick

Scientific Management Approach- F.W.Taylor.

UNIT – II

Bureaucratic Approach: Bureaucratic Approach – Max Weber and KarlMarx

Human Relations Approach: Elton Mayo.

UNIT – III

Behavioral Approach: Behavioural Approach – H. A Simon

Socio-Psychological Approach: Hierarchy of Needs: Abram Maslow.

Theory X and Theory Y - Douglas Mc Gregor.

UNIT – IV

Ecological Approach: Comparative Public Administration

Ecological Approach – F.W. Riggs

UNIT – V

Systems Approach: Systems Approach, Development Administration.

Learning outcomes

1. Understanding the theoretical background ofpublic administration.
2. Theory is as important as practice
3. Understanding the contributions of different social science thinkers to the theory of public administration.
4. Learning public administration function in an environment.

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Recommended Readings:

1. Prabutva Palana Sastram:Bhavanalu, Siddantalu, Telugu Academy
2. D. Raveendra Prasad and Y. Partha sarathi (EDS) Public Administration concepts, theories and principles (English), Telugu Academy, Hyderabad (2011)
3. Avasthi, Amareswar and Maheswari, SriRam, Public Administration (30th) Edition, Lakshmi Narayana Agrawal, Agra. 2010.
4. RumkiBasu, Public Administration concepts and theories (5th revised) Publishers, New Delhi 2004.
5. Nicholas, Henry, Public Administration and public affairs (10th) Edition, PHI, New Delhi 2007.

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SRI VENKATESWARA UNIVERSITY
B.A. PUBLIC ADMINISTRATION
FIRST YEAR - SECOND SEMESTER
(Under CBCS W.E.F. 2020-21)
THEORIES OF PUBLIC ADMINISTRATION (PA-2)
(ప్రభుత్వ పాలనా శాస్త్రం - సిద్ధాంతాలు)

Max. Marks: 75 Time: 3 Hrs.

MODEL QUESTION PAPER

SECTION A (Total: 5x5=25 Marks)

Answer any five questions. Each question carries 5 marks

ఈ క్రిందివానిలో ఏవైనా ఐదు ప్రశ్నలకు జవాబులు వ్రాయండి. ప్రతీ ప్రశ్నకు 5 మార్కులు.

1. POSDCoRB
   పోస్డ్ కార్బ్

2. Lyndall Urwick
   లిండాల్ ఉర్విక్

3. Max Weber
   మేక్స్ వెబర్

4. Bureaucracy
   ఉద్యోగస్వామ్యం

5. Behavioural Approach
   ప్రవర్తనావాద దృక్పదము

6. Hierarchy of Needs
   అవసరాల క్రమానుగత శ్రేణి

7. Ecological approach
   ఆవరణ దృక్పదము

8. Bazaar Canteen Model
   బజార్ కేంటీన్ పద్ధతి

9. Systems Approach
   వ్యవస్థల దృక్పదము

10. Development Administration

ప్రగతి పరిపాలన

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SECTION B (Total: 5x10 = 50 Marks)

Answer all questions. Each question carries 10 marks
ఈ క్రిందివానిలో ఏవైనా ఐదుప్రశ్నలకు జవాబులు వ్రాయండి. ప్రతీ ప్రశ్నకు 10 మార్కులు

11. A. Write an essay on Henry Fayal's classical approach.
హెన్రీ ఫేయాల్ యొక్క సాంప్రదాయ దృక్పదము పై ఒక వ్యాసము వ్రాయుము.

(Or) (లేదా)

B. Explain F. W. Taylor's Scientific Management Approach.
F.W. టేలర్ యొక్క శాస్త్రీయ నిర్వహణా దృక్పదమును వివరింపుము.

12. A. Examine Karl Marx Bureaucratic Approach.
ఉద్యోగస్వామ్యము పై కార్ల్ మార్క్స్ దృక్పదమును పరిశీలింపుము

(Or) (లేదా)

B. Explain Human Relations Approach of Elton Mayo.
ఎల్టన్ మేయో యొక్క మానవ సంబంధాల దృక్పదమును వివరింపుము.

13. A. Elucidate Hierarchy of Needs approach of Abram Maslow.
అబ్రహాం మాస్లో యొక్క అవసరాల క్రమానుగత శ్రేణి దృక్పదమును వివరింపుము.

(Or) (లేదా)

B. Write an essay on Douglas Mc Gregor's Theory X and Theory Y.
డగ్లస్ మెక్ గ్రెగర్ యొక్క X సిద్ధాంతము, మరియు Y సిద్ధాంతము పై ఒక వ్యాసము వ్రాయుము.

14. A. What is Comparative Public Administration? Explain.
తులనాత్మక ప్రభుత్వ పాలనాశాస్త్రం అనగానేమి? వివరింపుము.

(Or) (లేదా)

B. Write an essay on F. W. Riggs Ecological Approach.
F. W. రిగ్స్ యొక్క పాలనా ఆవరణ దృక్పదము పై ఒక వ్యాసము వ్రాయుము.

15. What is Systems Approach? Explain.
వ్యవస్థల దృక్పదము అనగానేమి? వివరింపుము.

(Or) (లేదా)

B. Write an essay on Development Administration.
ప్రగతి పాలన పై ఒక వ్యాసము వ్రాయుము.

****

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ప్రాచీన తెలుగు కవిత్వం

డిగ్రీ (జనరల్) / సెమిస్టర్ - I

రచయితలు

డా॥ బి. అశోక్

డా॥ ఎస్. సునీల్ కుమార్

తెలుగు విభాగం

ఎస్. వి. విశ్వ విద్యాలయం

తిరుపతి, ఆంధ్రప్రదేశ్ - 517 502

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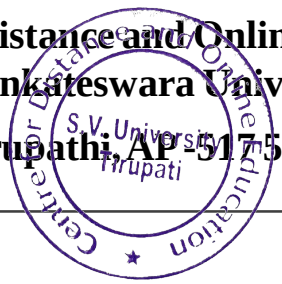

విజయోస్తు

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

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

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

– రచయితలు

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జనరల్ తెలుగు / సెమిస్టర్ - 1

ప్రాచీన తెలుగు కవిత్వం

ఈ కోర్సు విజయవంతంగా ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.

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

దక్షయజ్ఞం - నన్నెచోడుడు

కుమారసంభవం - ద్వితీయాశ్వాసం - (49 - 86 పద్యాలు)

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యూనిట్ – III

ధౌమ్య ధర్మోపదేశము – తిక్కన

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

యూనిట్ – IV

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

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

యూనిట్ – V

సీతారావణ సంవాదం – మొల్ల

రామాయణము – సుందరకాండము – (40 – 87 పద్యాలు)

వ్యాకరణం

సంధులు: ఉత్వ, త్రిక, ద్రుతప్రకృతిక, నుగాగమ, ద్విరుక్తటకారాదేశ, యణాదేశ, వృద్ధి, శ్చుత్వ, జశ్త్వ, అనునాసిక సంధులు.

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

అలంకారాలు:

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

శబ్దాలంకారాలు: అనుప్రాస (వృత్యనుప్రాస, ఛేకానుప్రాస లాటానుప్రాస, అంత్యానుప్రాస)

ఛందస్సు

వృత్తాలు: ఉత్పలమాల, చంపకమాల, శార్దూలము, మత్తేభము;

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

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విషయ సూచిక

ప్రాచీన తెలుగు కవిత్వం

యూనిట్-1: రాజనీతి

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

యూనిట్-2: దక్షయజ్ఞం

2.1	ఉద్దేశం	**33**
2.2	కవి పరిచయం	**33**
2.3	పాఠ్యభాగము	**34**
2.4	పాఠ్యాంశ పరిచయం	**39**
2.5	ప్రతిపదార్థ – తాత్పర్యాలు	**42**
2.6	సందర్భ సహిత వ్యాఖ్యలు	**49**
2.7	పాఠ్యభాగసారాంశము	51

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2.8	ప్రశ్నలు – జవాబులు	**54**
2.9	సంగ్రహ ప్రశ్నలు	**63**
2.10	అభ్యాసం	**64**
	యూనిట్–3: ధౌమ్య ధర్మోపదేశం	
3.1	ఉద్దేశం	**67**
3.2	పరిచయం	**67**
3.3	పాఠ్యభాగము	**68**
3.4	పాఠ్యభాగ పరిచయం	**73**
3.5	కఠిన పదాలకు అర్థాలు	**73**
3.6	ప్రతిపదార్థ – తాత్పర్యాలు	**75**
3.7	సందర్భ సహిత వ్యాఖ్యలు	**80**
3.8	పాఠ్యభాగ సారాంశము	**82**
3.9	ప్రశ్నలు –సమాధానములు	**85**
3.10	సంగ్రహ ప్రశ్నలు	**91**
3.11	అభ్యాసం	**93**
	యూనిట్–4: పలనాటి బెబ్బులి	
4.1	ఉద్దేశం	**95**
4.2	పరిచయం	**95**
4.3	పాఠ్యభాగము	**96**
4.4	పాఠ్యభాగ పరిచయం	**104**
4.5	కఠిన పదాలకు అర్థాలు	**104**
4.6	సందర్భ సహిత వ్యాఖ్యలు	**108**
4.7	పాఠ్యభాగం సారాంశం	**110**

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4.8	వ్యాసరూప ప్రశ్నలు	**113**
4.9	సంగ్రహ ప్రశ్నలు	**118**
4.10	అభ్యాసం	**120**

యూనిట్-5: సీతారావణ సంవాదం

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

యూనిట్-6: వ్యాకరణం

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

DIRECTOR
Centre for Distance and Online Education (CDOE)
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Tirupati

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డా॥ బి. అశోక్

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తెలుగు విభాగం

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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 కవితలక్ష్యాలను గూర్చిన జ్ఞాన్నాన్ని 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 నక్షత్రమాల 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)	:	కాళీపట్నం రామారావు
7.	స్వేదస్మృతి (కథ)	:	రెంటాల నాగేశ్వరరావు

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యూనిట్ - III: నవల

8. తెలుగు నవల : పరిచయం

9. రథచక్రాలు (నవల) : మహీధర రామ్మోహన రావు (సంక్షిప్త ఇతివత్తం 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 వ్యాక్యాలు	**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 వ్యాఖ్యలు	**39**
3.7	పాఠ్యభాగ సారాంశం	**[illegible]**
3.8	ప్రశ్నలు – వ్యాసరూప ప్రశ్నలు	**42**
3.9	సంగ్రహ ప్రశ్నలు	**44**

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TIRUPATI

3.10 విద్యార్థులకు అభ్యాసం **46**

3.11 పాఠ్యభాగంలోని వ్యాకరణాంశాలు **46**

4. తాతకో నూలు పోగు

4.1 ఉద్దేశం **47**

4.2 కవి పరిచయం **47**

4.3 పాఠ్యభాగం **48**

4.4 పాఠ్యభాగ పరిచయం **50**

4.5 అర్థాలు **50**

4.6 సందర్భ సహిత వ్యాఖ్యలు **51**

4.7 పాఠ్యభాగ సారాంశము **52**

4.8 ప్రశ్నలు – జవాబులు వ్యాసరూప ప్రశ్నలు **53**

4.9 సంగ్రహ ప్రశ్నలు **54**

4.10 విద్యార్థులకు అభ్యాసం **56**

యూనిట్ - II : కథానిక

5. తెలుగు కథానిక - పరిచయం

5.1 ఉద్దేశ్యం **58**

5.2 పాఠ్యభాగ సారాంశం **58**

5.3 వ్యాసరూప ప్రశ్నలు – జవాబులు **62**

5.4 వ్యాసరూప ప్రశ్నలు – జవాబులు **65**

6. భయం (కథ)

6.1 ఉద్దేశం **67**

6.2 రచయిత గురించి **67**

6.3 పాఠ్యభాగం **68**

6.4 పాఠ్యభాగ పరిచయం **85**

6.5 పాఠ్యభాగ సారాంశం **85**

6.6 ప్రశ్న జవాబులు : వ్యాసరూప ప్రశ్నలు **88**

6.7 సంగ్రహ ప్రశ్నలు **90**

6.8 విద్యార్థులకు అభ్యాసం **92**

7. స్వేదం ఖరీదు

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 వ్యాకరూప ప్రశ్నలు 101
7.7 సంగ్రహ ప్రశ్నలు 103
7.8 విద్యార్థులకు అభ్యాసం 104

యూనిట్ - III: నవల

8. తెలుగు నవల - పరిచయం

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

9. రథ చక్రాలు (నవల)

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

10. రథచక్రాలు – సమీక్ష

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

యూనిట్ - IV: నాటకం

11. తెలుగు నాటకం – పరిచయం

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

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TIRUPATI

12. యక్షగానం (నాటిక)

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

13. అపురూప కళారూపాల విధ్వంస దృశ్యం యక్షగానం

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

యూనిట్ - V: విమర్శ

14. తెలుగు సాహిత్య విమర్శ – పరిచయం

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

15. విమర్శ – స్వరూప స్వభావాలు

15.1 ఉద్దేశ్యం **343**
15.2 పాఠ్యభాగం **343**
15.3 పాఠ్యభాగ పరిచయం **346**
15.4 పాఠ్యభాగ సారాంశం **346**
15.5 వ్యాసరూప ప్రశ్నలు **347**
15.6 సంగ్రహ ప్రశ్నలు **350**
15.7 విద్యార్థులకు అభ్యాసం **352**

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రచయితలు

డా॥ బి. అశోక్

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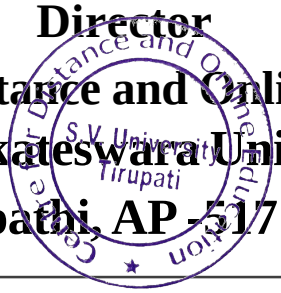

జనరల్ తెలుగు / సెమిస్టర్ - III

సృజనాత్మక రచన

అభ్యసన ఫలితాలు

ఈ కోర్సు విజయవంతం ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.

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

   తెలుగుభాషలోని కీలకాంశాలైన 'వర్ణం–పదం–వాక్యా'ల ప్రాధాన్యాన్ని గుర్తిస్తూ, వాగ్రూప– లిఖితరూప వ్యక్తీకరణ ద్వారా భాషానైపుణ్యాలను మొరుగుపరచుకోగలరు.
3. భాషానైపుణ్యాలను అలవరుచుకోవడంతోపాటు వినియోగించడం నేర్చుకుంటారు. రచనా, భాషణానైపుణ్యాలను సృజనాత్మక రూపంలో వ్యక్తీకరించగలరు.
4. ప్రాచీన పద్యరచనతో పాటు ఆధునిక కవిత, కథ, వ్యాసం మొదలైన సాహిత్యప్రక్రియల నిర్మాణాలకు సంబంధించిన సిద్ధాంతవిషయాలను నేర్వడంతో 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. కవితా రచన : ఉత్తమ కవితా – లక్షణాలు
5. కథారచన : ఉత్తమ కథ – లక్షణాలు
6. వ్యాస 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

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	**45**
4.2	పాఠ్యభాగం	**45**
4.3	పాఠ్యభాగ పరిచయం	**45**

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4.4 పాఠ్యభాగ సారాంశము 48

4.5 వ్యాసరూప ప్రశ్నలు 49

4.6 సంగ్రహ ప్రశ్నలు 52

5. కథారచన

5.1 ఉద్దేశ్యం 55

5.2 పాఠ్యభాగం 55

5.3 పాఠ్యభాగ పరిచయం 60

5.4 పాఠ్యభాగ సారాంశము 61

5.5 వ్యాసరూప ప్రశ్నలు 61

5.6 సంగ్రహ ప్రశ్నలు 66

5.7 విద్యార్థులకు అభ్యాసం 70

6. వ్యాస రచన

6.1 ఉద్దేశ్యం 55

6.2 పాఠ్యభాగం 55

6.3 పాఠ్యభాగ పరిచయం 60

6.4 పాఠ్యభాగ సారాంశము 61

6.5 వ్యాసరూప ప్రశ్నలు 61

6.6 సంగ్రహ ప్రశ్నలు 66

6.7 విద్యార్థులకు అభ్యాసం 70

6.8 ప్రాజెక్టు వర్క్ 80

యూనిట్ - III: అనువాద రచన

7. అనువాదం

7.1 ఉద్దేశ్యం 83

7.2 పాఠ్యభాగం 83

7.3 పాఠ్యభాగ పరిచయం 86

7.4 పాఠ్యభాగ సారాంశము 86

7.5 వ్యాసరూప ప్రశ్నలు 86

7.6 సంగ్రహ ప్రశ్నలు 91

7.7 విద్యార్థులకు అభ్యాసం 92

8. అనువాద సమస్యలు

8.1 ఉద్దేశ్యం 93

8.2 పాఠ్యభాగం 93

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

9. అభ్యాసం

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

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

10. ముద్రణామాధ్యమం

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

11. వివిధ రకాల పత్రికలు

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

12. పత్రికా రచన

12.1 ఉద్దేశ్యం **145**
12.2 పాఠ్యభాగం **145**
12.3 పాఠ్యభాగ పరిచయం **149**

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

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

13. ప్రసార మాధ్యమాలు

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

14. శ్రవణ మాధ్యమాలు

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

15. దృశ్య మాధ్యమాలు

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

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A Course in
Communication and Soft Skills

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

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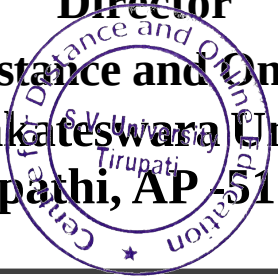

A Course in Communication and Soft Skills

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. Telephone Etiquette
e. Interpersonal Skills

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Content

A Course in Communication and Soft Skills

Unit-1: Listening skills

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

Unit-2: Speaking Skills

2.0	Objectives	**25**
2.1	Introduction	**25**
2.2	Essentials Of Effective Speaking Skills	**26**
	2.2.1 Principles of Speaking Skills	**27**
	2.2.2 Improving Speaking Skills	**28**
2.3	Barriers of Speaking skills	**29**
	2.3.1 Effectiveness of Speaking Skills	**30**

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

Unit-3: Grammar

3.0 Objectives **83**
3.1 Importance of Grammarq **84**
3.2 Concord **84**
3.2.1 Rules for Concord **85**
3.2.2 Concord or Proximity **88**

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	3.2.3	The Basics of Subject-Verb Concord	**89**
	3.2.4	Tasks	**90**
	3.2.5	Check Out	**93**
3.3	Modals		**94**
	3.3.1	List of Modal Verbs	**94**
	3.3.2	Tasks	**99**
	3.3.3	Check Out	**101**
3.4	Tenses (Present/ Past/ Future)		**102**
	3.4.1	Present Tense	**103**
	3.4.2	Past Tense	**105**
	3.4.3	Future Tense	**106**
	3.4.4	Tasks	**108**
	3.4.5	Check Out	**113**
3.5	Articles		**121**
	3.5.1	The Definite Article	**122**
	3.5.2	The Indefinite Article	**122**
	3.5.3	Indefinite articles with Incountable Nouns	**123**
	3.5.4	Uses of Article ‘a’	**124**
	3.5.5	Uses of Article ‘an’	**125**
	3.5.6	Omission of Articles/Zero Article	**125**
	3.5.7	Use of the Definite Article ‘the’	**127**
	3.5.8	Omission of the Article ‘the’	**128**
	3.5.9	Task	**129**
	3.5.10	Check Out	**132**
3.6	Prepositions		**136**
	3.6.1	Types of Prepositions	**136**
	3.6.2	Unnecessary Prepositions	**138**
	3.6.3	Other Uses of Preposition	**138**
	3.6.4	Task (GATE 2018)	**139**
	3.6.5	Check Out	**142**
3.7	Question Tags		**144**
	3.7.1	Positive or Negative Question Tags	**144**
	3.7.2	Intonation	**146**
	3.7.3	Tone Groups	**148**
	3.7.4	Some Important Points to be Remembered	**150**
	3.7.5	Tasks	**151**
	3.7.6	Check Out	**153**

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

Unit-4: Writing

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

Unit-5: Soft Skills

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

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	5.1.3	Soft Skills List and Examples	**231**
	5.1.4	Improvement of Soft Skills	**232**
	5.1.5	Highlight your Soft Skills	**233**
5.2	SWOC		**234**
	5.2.1	Personal SWOT Analysis	**235**
	5.2.2	SWOT Questions to Ask Yourself	**237**
	5.2.3	Determining the Outcomes	**238**
	5.2.4	Taking Action	**238**
	5.2.5	Why do A Personal SWOT Analysis?	**238**
	5.2.6	When Should you Perform a Personal SWOT Analysis	**241**
5.3	Attitude		**242**
	5.3.1	Definition of Attitude	**242**
	5.3.2	Components of Attitude	**244**
	5.3.3	Factors Influencing Attitude	**246**
	5.3.4	Differences between Attitude and Behaviour	**247**
	5.3.5	Differences between Attitude and Behavior	**248**
	5.3.6	Attitude at Workplace	**248**
	5.3.7	Effects of Positive Attitude	**249**
	5.3.8	Effects of Negative Attitude	**250**
5.4	Emotional Intelligence		**251**
	5.4.1	The 4 Dimensions of Emotional Intelligence (and a Chart)	**253**
	5.4.2	Key Skills in the Emotional Intelligence Framework	**254**
	5.4.3	Emotional Intelligence, IQ, and Personality Are Different	**255**
	5.4.4	Emotional Intelligence Is Linked to Performance	**256**
	5.4.5	Emotional Intelligence Can Be Developed	**257**
5.5	Telephone Etiquette		**259**
	5.5.1	Essential Rules of Phone Etiquette	**261**
	5.5.2	Customer Service Phone Etiquette	**263**
	5.5.3	Ways to Improve Your Telephone Etiquette	**265**
5.6	Interpersonal Skills		**266**
	5.6.1	Understanding Interpersonal Skills	**266**
	5.6.2	Importance of Interpersonal Skills	**267**
	5.6.3	How to Improve Interpersonal Skills	**268**
	5.6.4	Highlight Interpersonal Skills when Applying for Jobs	**269**
5.7	Outcomes		**269**
5.8	Interview Questions		**270**

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A Course in

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Learning Outcomes

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

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

Unit-1

Prose : 1. How to Avoid Foolish Opinions Bertrand Russell

Skills : 2. Vocabulary: Conversion of Words

: 3. One Word Substitutes

: 4. Collocations

Unit-2

Prose	: 1. The Doll's House	Katherine Mansfield
Poetry	: 2. Ode to the West Wind	P B Shelley
Non-Detailed Text	: 3. Florence Nightingale	Abrar Mohsin
Skills	: 4. Skimming and Scanning	

Unit-3

Prose : 1. The Night Train at Deoli Ruskin Bond

Poetry : 2. Upagupta Rabindranath Tagore

Skills : 3. Reading Comprehension

: 4. Note Making/Taking

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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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Content

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Unit-1

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

Unit-2

2.0	Objective	**42**
2.1	The Doll's House Katherine Mansfield	**42**
2.2	Ode to the West Wind	**48**
2.3	Florence Nightingale Abrar Mohsin	**53**
2.4	Skimming and Scanning	**59**
	2.4.1 Skimming Reading for the Gist of a Text	**59**
	2.4.2 Practice Exercises	**62**
	2.4.3 Scanning	**69**
	2.4.4 Practice Exercises	**71**
2.5	Outcomes	**74**

Unit-3

3.0	Objective	**76**
3.1	The Night Train at Deoli Ruskin Bond	**76**
3.2	Upagupta Rabindranath Tagore	**82**

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

Unit-4

4.0 Objective 134
4.1 Introduction 134
4.2 Coromandel Fishers 134
4.3 Expansion of Ideas / Proverb Expansion 137

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4.3.1 How to Write a Proverb Expansion or Expansion of an idea **137**

4.3.2 Expansion of Ideas of some Famous proverbs and Idioms **139**

4.3.3 Practice Exerises **142**

4.4 Notices, Agendas and Minutes **143**

4.4.1 Notice **143**

4.4.1.1 Notice of a Meeting **143**

4.4.1.2 Important Tips and Guidelines **144**

4.4.1.3 Format / Template of Notice Writing **144**

4.4.1.4 Specimen Notice **145**

4.4.2 Agenda **146**

4.4.2.1 Some Guidelines for Listing the Items below **147**

4.4.2.2 Importance / Necessity of Agenda **148**

4.4.2.3 Specimen Agendas **149**

4.4.3 Minutes of the Meeting **149**

4.4.3.1 Tips for Writing Minutes **150**

4.4.3.2 Format of Meeting Minutes **151**

4.4.3.3 Specimen of Minutes **153**

4.4.4 Difference between Agenda and Minutes **155**

4.5 Sample Meeting Notice, Agenda, and Minutes **155**

4.6 Outcomes **157**

4.7 Review Questions **158**

Unit-5

5.0 Objective **160**

5.1 Introduction **160**

5.1.1 Characterisation Notes **166**

5.1.2 Narrative Techniques **167**

5.1.3 Figurative Language **167**

5.1.4 Societal Satire **168**

5.1.5 Astrology as a Profession **168**

5.2 Resume Writing **168**

5.2.1 Resume Contents **168**

5.2.2 The Difference between C.V. and Resume **169**

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

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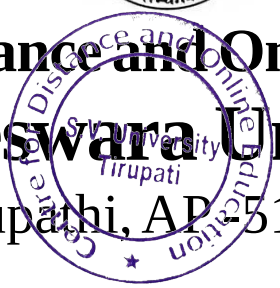

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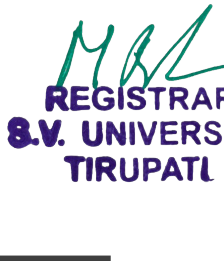

A Course in Conversational Skiils

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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Content

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Unit-1

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

Unit-2

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

Unit-3

3.0	Objectives	**64**
3.1	Introduction	**64**

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3.2 Nelson Mandela's Interview with Larry King **65**

3.3 Asking and Giving Information **83**

3.2.1 Practice Exercises **85**

3.4 Agreeing and Disagreeing **87**

Unit-4

4.0 Objectives **96**

4.1 Introduction **96**

4.2 JRD Tata's Interview with T.N.Ninan **96**

4.3 Dialogue Building **101**

4.3.1 Rules for Writing Dialogue **103**

4.3.2 Activities **103**

4.4 Giving Instructions/ Directions **107**

4.4.1 Practice Exercises **113**

4.4.2 Asking For and Giving Instructions **114**

4.4.3 Practice Exercises **116**

Unit-5

5.0 Objectives **118**

5.1 Introduction **118**

5.2 'You've got to find what you Love,' **118**

5.3 Debae **124**

5.3.1 Necessity of Debate **124**

5.3.2 The Basic Debating Skills **124**

5.3.3 Essentials of a Good Debate **125**

5.3.4 Structure for Debate **127**

5.3.5 Debate Vocabulary and Phrases **128**

5.3.6 Exercises **129**

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TIRUPATI

5.4 Descriptions **133**

5.4.1 Qualities of a Descriptive Essay **134**

5.4.2 Format **134**

5.4.3 Describing Places **134**

5.4.4 Describing People **134**

5.4.5 Describing Events **135**

5.5 Role Plays **136**

5.5.1 Examples **140**

5.5.2 Practice Exercises **144**

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Life Skill Course

Human Values and Professional Ethics

As per Choice Based Credit System (CBCS)
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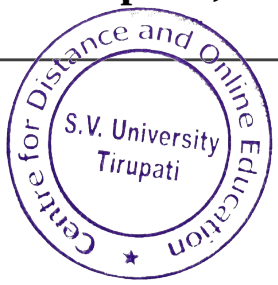

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Human Values and Professional Ethics

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;

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- 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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Content

Human Values and Professional Ethics

Unit-1: Introduction

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

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1.10.2 Ways to Apply our Personal Core values in Daily Life **27**
1.10.3 Ways to Select Choice Making **29**
1.11 Prosperity as parts of Value Education **29**
1.11.1 Physical Facilities for Animals and Humans **32**
1.11.2 Basic Human Aspirations **35**
1.11.3 Our State Today in Human Aspiration **36**
1.11.4 Need for Right Understanding **37**
1.11.5 Why is Happiness so Important to All of Us? **38**
1.11.6 Differences between Prosperity and Wealth **38**
1.11.7 SVDD, SSDD, SSSS **40**
1.12 Outcomes **42**
1.13 Review Questions **42**
1.14 Multiple Choice Questions **43**

Unit-2: Harmony in the Family

2.0 Objectives **45**
2.1 Introduction **45**
2.2 Harmony **46**
2.2.1 Harmony in Society **47**
2.2.2 Extended Relationship from Family to Society **47**
2.2.3 Harmony from Family to World Family **48**
2.3 Harmony in Nature **48**
2.4 Harmony in the family **49**
2.4.1 Family is Basic Unit of Human Interaction **50**
2.4.2 Family is a Natural Laboratory **50**
2.5 Family is Basic Unit of all Interaction **50**
2.5.1 Set of Proposals to Verify Harmony in Family **51**
2.5.2 Justice (Nyaya) **51**
2.5.3 Differentiation (Disrespect) in Relationships **52**
2.5.4 Problems Faced Due to Differentiation in Relationships **54**
2.6 Values in Relationships **55**

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2.6.1 Values in Human Relationships **56**

2.7 Basics for respect and today's Crisis **57**

2.7.1 Trust (Vishwas) **57**

2.7.2 Respect (Samman) **59**

2.7.3 Affection **60**

2.7.4 Care **61**

2.7.5 Guidance **61**

2.7.6 Reverence **62**

2.7.7 Glory **62**

2.7.8 Gratitude **62**

2.7.9 Love **63**

2.7.10 Difference between Belief & Understanding **64**

2.8 Comprehensive Human Goal: The Five dimensions of Human Endeavour **64**

2.8.1 Comprehensive Human Goal **67**

2.8.2 Five Dimensions of Human Endeavour **68**

2.8.3 Prosperity in Families **69**

2.8.4 Recyclability and Self-regulation in Nature **70**

2.9 Universal Human Order **71**

2.9.1 Right understanding in the Individuals is the basis for Harmony in the Family **72**

2.10 Outcomes **72**

2.11 Review Questions **73**

2.12 Multiple Choice Questions **74**

Unit-3: Professional Ethics in Education

3.0 Objectives **77**

3.1 Introduction **77**

3.2 Value Based Life and Profession **78**

3.3 Professional Integrity **78**

3.3.1 Professional Integrity in Business **79**

3.3.2 Equality and Respect **80**

3.3.3 Is Professional Integrity is Possible in Actual Working **80**

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

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Life Skill Course

Indian Culture & Science

As per Choice Based Credit System (CBCS)
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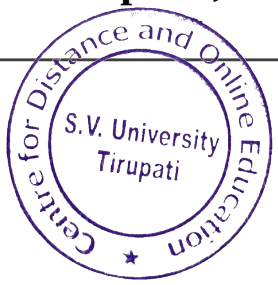

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Indian Culture & Science

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 GurramJashua (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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Content

Indian Culture & Science

Unit-1: Indian Culture & Science

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

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1.5.6	Interaction between Hindu and Muslim Saints	**58**
1.5.7	Differences between Bhakti and Sufi Movements	**58**
1.6	The concepts	**59**
1.7	Achievements in Literature	**62**
1.8	Music	**64**
1.8.1	Treatises	**65**
1.9	Dance	**65**
1.9.1	Early Texts on Classical Dance	**66**
1.9.2	Basic Techniques in Classical Dance	**68**
1.10	Sculpture	**70**
1.11	Painting	**76**
1.12	Crafts Traditions	**77**
1.13	Cultural Diversity	**79**
1.14	Monogamy	**81**
1.15	Family	**81**
1.15.1	Advantages of Joint Family	**82**
1.15.2	Imbibing Values	**83**
1.16	Seasonal Festivals in India	**83**
1.17	Outcomes	**86**
1.18	Review Questions	**86**
1.19	Multiple Choice Questions	**86**

Unit-2: Social Reforms and Modern Society

2.0	Objectives	**89**
2.1	Introduction	**89**
2.2	Reforms by Basaveswara	**90**
2.3	Raja Rammohan Roy	**94**
2.3.1	Contributions	**95**
2.3.2	Economic and Political Reforms	**96**
2.3.3	Religious Reforms	**97**
2.3.4	Brahmo Samaj	**97**
2.3.5	Synthetic Approach	**97**
2.3.6	Regeneration of Women	**98**
2.4	Dayananda Saraswathi	**98**
2.4.1	Religious Reforms	**98**

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

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

Unit-3: Science and Technology

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

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

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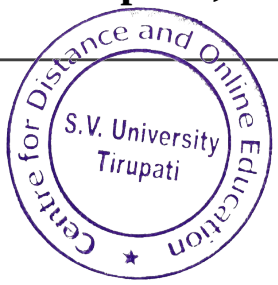

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Environmental Education

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.

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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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Content

Environmental Education

Unit-1: Environment and Natural Resources

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

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

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

Unit-3: Conservation of Environment

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

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

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Life Skill Course

Personality Enhancement & Leadership

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

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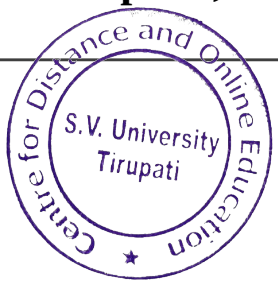

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Personality Enhancement & Leadership

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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Content

Personality Enhancement & Leadership

Unit-1

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

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

Unit-2

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

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2.5.3 Steps to Improve Personal Development Skills **65**

2.5.4 Personal Development Skills in the Workplace **66**

2.6 Outcomes **67**

2.7 Review Questions **67**

Unit-3

3.2 Definition **70**

3.2.1 Characteristics of Leadership **70**

3.2.2 Nature of Leadership **71**

3.2.3 Importance of Leadership **72**

3.2.4 Need of Leadership **73**

3.3 Leadership Types **73**

3.4 Styles of Leadership **75**

3.5 Leadership skills **79**

3.5.1 Functions of Leader **80**

3.5.2 Qualities of an Effective Leader **81**

3.5.3 Leadership Skills **82**

3.5.4 Qualities of Leadership **83**

3.6 Building and Leading Efficient Teams **83**

3.6.1 Team Development Stages **84**

3.6.2 Different Types of Teams **84**

3.6.3 Team Building **85**

3.6.4 Importance of Building Strong Teams **86**

3.6.5 Steps in Building Strong Teams **87**

3.6.6 Team Activities **89**

3.7 Leadership Qualities of Abraham Lincoln **90**

3.8 Leadership Qualities of Mahatma Gandhi **91**

3.9 Leadership Qualities of Prakasham Pantulu **92**

3.10 Leadership Qualities of B.R. Ambdkar **93**

3.11 Leadership Qualities of J.R.D. Tata **93**

3.11.1 Leadership Skills **95**

3.12 Outcomes **95**

3.13 Review Questions **96**

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Skill Development Course

Office Secretaryship

As per Choice Based Credit System (CBCS)

Common to all Branches

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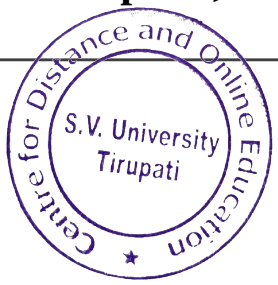

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Office Secretaryship

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/organisaton - 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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Content

Office Secretaryship

Unit-1: Introduction

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

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1.6.2 Qualifications and Personal Qualities of a Secretary **31**

1.6.3 Remuneration of a Secretary **35**

1.6.4 Functions or Duties of a Secretary **35**

1.6.5 Rights of a Secretary **36**

1.6.6 Powers of a Secretary **36**

1.6.7 Liabilities of a Secretary **37**

1.6.8 Importance of Secretary **37**

1.7 Types of Secretary **38**

1.8 Scope of Secretary **40**

1.9 Outcomes **43**

1.10 Review Questions **43**

Unit-2: Office Secretary

2.0 Objectives **45**

2.1 Introduction **45**

2.2 Role of an Office Secretary **46**

2.3 Duties of Office Secretary **48**

2.4 Responsibilites of Secretary **51**

2.5 Usage of Different Devices **53**

2.5.1 Brief Overview of Office Equipments **54**

2.5.2 Brief List of Modern Office Technologies **55**

2.5.3 Summary of the Advantages of Office Equipments **56**

2.5.4 Meaning and Types of Mail **56**

2.5.4.1 Handling of Incoming Mail **57**

2.5.4.2 Handling of Outgoing Mail **59**

2.5.4.3 Handling of Electronic Mail **62**

2.5.4.4 Mail Room Equipment **63**

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

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S.V. University
Tirupati

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S.V. UNIVERSITY
TIRUPATI

2.11.2 Air Travel **101**

2.11.3 E-Ticket and Paper Ticket **103**

2.11.4 Travel Agencies **103**

2.11.5 Hotel Reservation **104**

2.11.6 Itinerary **105**

2.11.7 Organizing Travel **105**

2.11.8 Tour Advance and Tour Claim **106**

2.11.9 Overse as Travel Appangement **106**

2.12 Outcomes **108**

2.13 Review Questions **109**

Unit-3: Office Procedures

3.0 Objectives **111**

3.1 Introduction **111**

3.2 Meaning of Procedure **113**

3.2.1 Definition **113**

3.2.2 Importance of Systems and Procedures **114**

3.2.3 Benefits and Limitations of Systems and Procedures **114**

3.3 Filing - Meaning, Importance and Essentials **115**

3.3.1 Essentials of a Good Filing System **117**

3.3.2 Classification of Filing - Alphabetical, Numerical, Geogr-Aphical, Subject, Chronological **117**

3.3.3 Methods of filing- Horizontal and Vertical **122**

3.3.4 E-Filing **124**

3.3.5 Weeding out or Destruction of Old Records **128**

3.3.6 Indexing **128**

3.3.7 Filing Procedure **132**

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S.V. University
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TIRUPATI

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

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Skill Development Course

Advertising

As per Choice Based Credit System (CBCS)
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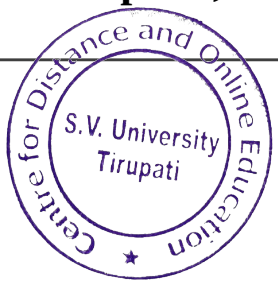

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Advertising

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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TIRUPATI

Content

Advertising

Unit-1

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

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Unit - 2

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

Unit - 3

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

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

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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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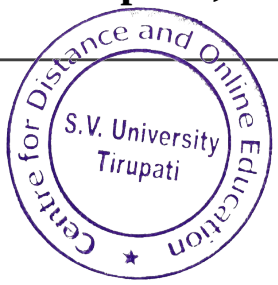

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Logistics and Supply Chain Management

Learning Outcomes

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

Logistics and Supply Chain Management

UNIT -1

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

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1.13 Review Questions 33
1.14 Multiple Choice Questions 34

Unit -2

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

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UNIT-3

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

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Skill Development Course

Disaster Management

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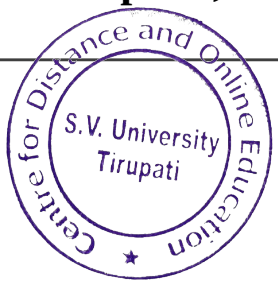

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Disaster Management

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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Content
Disaster Management

Unit-1

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

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

Unit-2

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

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Unit-3

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

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