

ప్రాచీన తెలుగు కవిత్వం

డిగ్రీ (జనరల్) / సెమిస్టర్

రచయితలు

డా॥ బి. అశోక్

డా॥ ఎస్. సునీల్ కుమార్

తెలుగు విభాగం

ఎస్. వి. విశ్వ విద్యాలయం

తిరుపతి, ఆంధ్రప్రదేశ్ - 517 502



Centre for Distance and Online Education

Sri Venkateswara University

Tirupathi, AP -517 502

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



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

విజయోస్తు

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

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

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

- రచయితలు

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 భాషానమ్కృతులను, 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)

యూనిట్ - III

ధామ్య ధర్మోపదేశము - తిక్కన

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

యూనిట్ - IV

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

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

యూనిట్ - V

సీతారావణ సంవాదం - మొల్ల

రామాయణము - సుందరకాండము - (40 - 87 పద్యాలు)

వ్యాకరణం

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

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

అలంకారాలు:

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

శబ్దాలంకారాలు: అనుప్రాస (వృత్తనుప్రాస, ఛేకామప్రాస లాటానుప్రాస, అంత్యానుప్రాస)

ఛందస్సు

వృత్తాలు: ఉత్పలమాల, చంపకమాల, శార్దూలము, మత్తేభము;

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

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

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 వ్యాఖ్యాలు	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 వ్యాఖ్యాలు	108
4.7	పాఠ్యభాగం సారాంశం	110

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

A Course in Communication and Soft Skills

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



Authors

Prof. V. Ravi Naidu

Dr. E. Gangadhar

Dr. A. Sreenivasulu

Dept. of English

S.V. University, Tirupati - 517502 AP



**Centre for Distance and Online Education
Sri Venkateswara University**

Tirupathi, AP -517 502

Year : 2024

Edition : First

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

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam

Near B K Guda Park, S R Nagar

Hyderabad - 500 038 TS

P.No:+91 40 23710657, 238000657, 23810657

Cell:+91 94405 75657, 93925 75657, 93935 75657

Reg. Off.: 5-68, Pedda Gorpada, Pakala, Tirupathi - 517 112 AP

mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education

Sri Venkateswara University

Tirupathi, AP -517 502

mail : directorddesvu@gmail.com

Cell: +91 877-2289380

www.svudde.in

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

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

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 Grammar	84
3.2	Concord	84
	3.2.1 Rules for Concord	85
	3.2.2 Concord of Proximity	88

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

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

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

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



Authors

Dr. M. Shanthi

Dr. B. Sudheeshna

Dept. of Management Studies

S.V. University, Tirupati - 517502 AP



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

Year : 2024

Edition : First

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

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam

Near B K Guda Park, S R Nagar

Hyderabad - 500 038 TS

P.No: +91 40 23710657, 238000657, 23810657

Cell: +91 94405 75657, 93925 75657, 93935 75657

Reg. Off.: 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP

mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education

Sri Venkateswara University

Tirupathi, AP -517 502

mail : directorddesvu@gmail.com

Cell: +91 877-2289380

www.svudde.in

Human Values and Professional Ethics

Learning Outcome

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

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

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

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

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

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

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

Unit-3: Professional Ethics in Education

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

Content
Human Values and Professional Ethics

Unit-1: Introduction

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

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

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

Unit-3: Professional Ethics in Education

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

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

Skill Development Course
Office Secretaryship

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



Authors

Dr. M. Shanthi

Dr. B. Sudheeshna

Dept. of Management Studies

S.V. University, Tirupati - 517502 AP



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

Year : 2024

Edition : First

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

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam

Near B K Guda Park, S R Nagar

Hyderabad - 500 038 TS

P.No:+91 40 23710657, 238000657, 23810657

Cell:+91 94405 75657, 93925 75657, 93935 75657

Reg. Off.: 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP

mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education

Sri Venkateswara University

Tirupathi, AP -517 502

mail : directorddesvu@gmail.com

Cell: +91 877-2289380

www.svudde.in

Office Secretaryship

Learning Outcomes

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

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

Unit-I: Introduction

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

Unit-II: Office Secretary

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

Unit-III: Office Procedures

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

Content

Office Secretaryship

Unit-1: Introduction

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

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

Unit-2: Office Secretary

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

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

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

Unit-3: Office Procedures

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

3.4	Notice	134
3.5	Circular	137
3.6	Preparation of Notice, Agenda and Minutes of Meeting	139
3.7	Press Note	147
	3.7.1 Press Notes have the Force of Law	147
	3.7.2 Press Notes are Subject to Judicial Review	149
3.8	Maintenance of Files and Records	149
	3.8.1 Improve Records Management in Any Office	153
3.9	Maintenance of Inventory Records	154
	3.9.1 Maintaining Inventory Records	157
3.10	Maintenance 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