



S.T.S.N. Govt. Degree College

KADIRI - 515591

Sri Sathya Sai (Dist.) A.P.



1.3.1: Institution integrates crosscutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability in transacting the Curriculum

Courses offered in the college integrate issues related to Gender, Human Values and Professional Ethics, Environment and Sustainability. The college offers Life Skill Courses and Skill Development Courses like Human Values and Professional Ethics, Indian Culture and Science, Environmental Education etc.,. All the above mentioned Skill Courses integrate crosscutting issues relevant to their respective courses. Every year the institution undertakes a host of activities in the nearby vicinity to promote the above programmes. The college takes efforts for integration of ethical and human values through extra-curricular activities also. Programs conducted under the flagship of all departments, N.S.S, and Women empowerment cell help to inculcate human values among the students. The activities that have been conducted by the college can be basically categorized into the following sections.

1.Human Values and Professional Ethics:

To create scientific approach and social awareness among the students, lectures, quiz, essay writing and elocution competitions etc., are organized by the college independent entities like NSS, Women empowerment cell, physical education and in collaboration with other NGOs or, Govt. bodies. The college takes efforts for integration of ethical and human values through extra-curricular activities also. Programs conducted under N.S.S., SVEEP, REDS, RDT, Eenaadu, Kalpataruh, Parthi Sai Samsthan Puttaparthi and Political Science Department acted as organizing agency in inculcating human values among the students. National festivals like Independence Day and Republic Day serve as a platform to enliven patriotic and moral values. Different social activities have been initiated by the college like Health and Hygiene awareness programs, Guest Lectures, Medical check-up camps, AIDS awareness programs, Voter's awareness program, Road safety Campaign, Blood donation camps etc.

2.Gender:

Regarding Gender sensitization and for providing equal opportunities a number of programs are conducted for women students such as organising folk dance competition, hemoglobin check up camps, Health awareness programme on women health issues, Legal awareness programme on the Laws for Woman and Women's Day etc.,. A special committee in this regard is constituted to look into the ragging and harassment cases. An awareness programme on the rights of women and the amount of punishment inflicted on the preparators of criminal activities on women has been conducted with the local police officials in the college to bring awareness among the students. Major gender issues are focused and addressed through the activities like Save girl child campaign, Essay writing competitions and poster presentations etc.,.

3.Environment and Sustainability

The college promotes environmental protection through tree plantation, cleaning the campus, gutters, plastic free drive, Debate Competition, etc.,. Various activities like quiz, invited talks are organized to create awareness about nature, biodiversity, environment and sustainability. Different activities have been initiated by the college to save environment such as Cleanliness Campaigns at Temple places, Bus and Public spaces etc. The cleanliness programme is organized to clean the campus and to water plants and to celebrate various days like World Environment Day, International Day of Forests , Earth Day, etc.,. The college has taken initiative in Swachh Bharat and Plantation programs which are introduced by the Government of AP.



Covid-19 Vaccination on 04-10-2021 (Medical Staff)



Fit India programme on 06-10-2021 Principal Dr. S. Smitha Madam Garu



Fit India programme on 06-10-2021



Fit India programme on 06-10-2021



Drugs Awareness Programme on 06-10-2021

Respected Principal Dr.S.Smitha Madam Garu, Town CI Garu and our College staff members



Drugs Awareness Programme on 06-10-2021
Respected Principal Dr.S.Smitha Madam Garu, Town CI Garu and our College staff members



Voters Awareness Programme on 28-10-2021 Guest of Honor Our Principal Dr. S.Smitha Madam,
MRO Sir, Dypt.MRO sir & Rajmahammad sir Lect. in History



Campus Cleaning Our Principal Madam and other Lecturers on 20-11-2021



Campus Cleaning on 20-10-2021





Long Jump & High Jump Pit Preparation Amount donated by Prasad our Alumni student on 22-11-2021





Yoga Programme - 18.12.2021



Conservation of Environment



World HIV-AIDS awareness Programme on 01-12-2021, Rally started by our beloved Principal



Blood Donation camp in our College on 02-12-2021



Inviting and briefing of this function by Dr. R. Narasimhachari, Lecturer in Physical Education on 04-12-2012



Our Principal Madam given importance of this programme



D.S.P. Madam Smt. BhavyaKishore Inaugurate the Programme and given importance of this programme and Appreciation of the programme.



G.L.N. Prasad Garu, Lecturer in Zoology, Govt. Degree College, Kalyandurg. Motivating the students



Felicitation of our Guests



Felicitating our Guests

ఆత్మస్థైర్యంతో ముందుకెళ్ళాలి



మాటాడుతున్న డీఎస్పీ భవ్యకిశోర్

కదిరి అర్బన్: యువత ఆత్మస్థైర్యంతో ముందు కెళ్తే ఉన్నత లక్ష్యాలకు చేరుకోవచ్చని డీఎస్పీ భవ్యకిశోర్ అన్నారు. శనివారం స్థానిక ఎస్టీఎస్ఎన్ ప్రభుత్వ డిగ్రీ కళాశాలలో పీఠీ నరసింహాచారి ఆధ్వర్యంలో పోలీసు ఉద్యోగాలకు దరఖాస్తు చేసుకున్న అభ్యర్థులకు ఒక నెల పాటు ఉచిత శిక్షణా కార్యక్రమం ఏర్పాటు చేశారు. కార్యక్రమానికి ముఖ్య అతిథులుగా డీఎస్పీతో పాటు ప్రిన్సిపాల్ డా.స్మిత, సీఐ సత్యబాబులు హాజరై మాట్లాడారు.





International Women's Day Celebrations on 08-03-2022 Guest of honor Dr. S. Smitha Principal Madam Garu



Plantation Programme -15.07.2023

STSN GOVT. DEGREE COLLEGE, KADIRI

FOR THE ACADEMIC YEAR 2020-21

CBCS-SEMESTER-I

GROUP: BA/B.Com/BSc

OPTION FORM OF LIFE SKILL COURSES (LSC) & SKILL DEVELOPMENT COURSES (SDC)

It is hereby informed to the student community that a wider choice is given to you as you can choose One Course from LSC & SDC. You can opt ONE out of Three Courses in the 'List of Life Skill Courses' (LSC) and One Course from 'Skill Development Courses (SDC)' out of Six Courses. Each Course consists of 50 Marks with Two hours of Teaching per week, with maximum two credits. These courses are open to all students.

Name of the Student	
Year/Course & Group	
Phone No	

Choose ANY ONE of the following Courses

List of Life Skill Courses (LSC):

S.NO	Name of the Life Skill Courses	Tick Mark	Name of the Lecturer
1	Computer Applications		Sri.N.Ershad Hussain/D.Hazi Vali
2	Human Values and Professional Ethics (HVPE)		Sri S.Chittemma/Sri.Rukimini Bai/Sri.S.Jamsheeda Begum
3	Entrepreneurship		Sri.B.Nikitha/S.Shabbir

Choose ANY ONE of the following Courses

Skill Development Courses (SDC):

S.NO	Name of the Skill Courses	Tick Mark	Name of the Lecturer
1	Tourism Guidance		Dr.V.Raj Mahammadh
2	Public Relations		Sri.K.Naresh Reddy/Dr.TT.P.Mohan Babu
3	Secretary ship		Sri.B.Nikitha/Sri.Siva Prakash
4	Insurance Promotion		Sri.B.Nikitha/Sri.Siva Prakash
5	Electrical Appliances		Sri.S.Masood Ahmad
6	Plant Nursery		Dr.K.Sreedevi

Department In-Charge

Signature of the Student



PRINCIPAL
STSN GOVERNMENT DEGREE COLLEGE
KADIRI-515 591

I SEMESTER FOUNDATION COURSES TIME TABLE

S.NO	GROUP	COURSE	MON		TUE	WED	THU		FRI	SAT	
			4th Period	6th Period	4th Period	4th Period	3rd Period	4th Period	4th Period	4th Period	5th Period
			12.15 - 1 P.M	3-4 PM	12.15 - 1 P.M	12.15 - 1 P.M	11.30-12.15	12.15 - 1 P.M	12.15 - 1 P.M	12.15 - 1 P.M	12.15 - 1 P.M
1	B. Sc	BZC MPC MPCs CZS	LS	SDC	SDC	LS
2	B.A	HEP THP UHP	SDC	...	LS	SDC	LS
3	B. Com	General CA	...	LS	SDC	LS	...	SDC

III SEMESTER FOUNDATION COURSES TIME TABLE

S.NO	GROUP	COURSE	MON		TUE		WED		THU			FRI	SAT
			4th Period	5th Period	4th Period	5th Period	2nd Period	5th Period	3rd Period	4th Period	5th Period	3rd Period	3rd Period
			2 - 3 P.M	3 - 4 P.M	2 - 3 P.M	3 - 4 P.M	11 - 12 P.M	3 - 4 P.M	12 - 01 P.M	2 - 3 P.M	3 - 4 P.M	12 - 01 P.M	12 - 01 P.M
1	B. Sc	BZC MPC MPCs CZS	CSS - II- S.Md.Ali	ICT - II Ershad	CSS - II- S.Md.Ali	ICT - II Ershad
	B.A	HEP	ICT - II Hazivali	CSS - II Dr.TTP	ICT - II Hazivali	CSS - II Dr.TTP
	B.A	THP	ICT - II Hazivali	CSS - II S.Md.Ali	ICT - II Hazivali	CSS - II- S.Md.Ali
2	B.A	UHP	ICT - II Ershad	CSS - II S.Md.Ali	ICT - II Ershad	CSS - II S.Md.Ali
3	B. Com	General	ICT - II Amar	ICT - II Amar	CSS - II Dr.TTP	CSS - II Dr.TTP
4	B. Com	CA	ICT - II Amar	CSS - II Dr.TTP	CSS - II Dr.TTP	CSS - II Dr.TTP


PRINCIPAL
2021

STSN GOVT DEGREE & PG COLLEGE, KADIRI
FOR THE ACADEMIC YEAR 2022-23
CBCS SEMESTER-I
GROUP: B.A/B.Com/B.Sc
OPTION FORM & INCHARGE OF LIFE SKILL COURSES (LSC)
& SKILL DEVELOPMENT COURSES (SDC)

It is hereby instructed to the student community that a wider choice is given to you can choose **One Course** out of **Three Courses** in the List of **Life Skill Courses (LSC)** and **One Course** out of **Three** from **Skill Development Courses (SDC)**. Each Course consists of 50 Marks with Two hours of Teaching per week, with maximum two credits. These courses are open to all students.

Name of the Student:

Course & Group:

Phone No:

Choose **ANY ONE** of the Following courses

List of Life Skill Courses (LSC)

S.No	Name of the Life Skill Courses	Tick Mark	Preferred teaching Department
1.	Computer Application		BA : D.Hazi Valli
			B.Com : N Puspha Latha
			B.Sc :N.Ershad Hussain
2.	Human Values and Professional Ethics		BA : S.Md.Ali (English)
			B.Com(G) : Dr.Smt.K.Chandra (Hindi) B.Com (CA): D.Raghunath Reddy (Telugu)
			BZC, CZS: K.Sundahar Mohan Reddy MPCs, CZPmT: Dr.K.Srinivasulu
3.	Entrepreneurship (Commerce)		B.A/B.Com/B.Sc: Dr.P.M.Siva Prakash

Choose **ANY ONE** of the Following courses

Skill Development Courses (SDC):

S.No	Name of the Life Skill Courses	Tick Mark	Preferred teaching Department
1.	Tourism Guidance		Dr.V.Rajmahammadh (History)
2.	Public Relations		G.J.Rathna Giri (Pol.Science)
3.	Insurance Promotions		K.Ashok (Commerce)
4.	Plant Nursery (Botany)		V.Roja Rani
5.	Electrical Appliance (Physics)		BA/B.Com/B.Sc : D.Subramanyam

Signature of the Student

STSN GOVT DEGREE & PG COLLEGE, KADIRI
FOR THE ACADEMIC YEAR 2022-23
CBCS SEMESTER-II
GROUP: B.A/B.Com/B.Sc
OPTION FORM & INCHARGE OF LIFE SKILL COURSES (LSC)
& SKILL DEVELOPMENT COURSES (SDC)

It is hereby instructed to the student community that a wider choice is given to you can choose **One Course** out of **Three Courses** in the List of **Life Skill Courses (LSC)** and **Two Courses** out of **Nine** from **Skill Development Courses (SDC)**. Each Course consists of 50 Marks with Two hours of Teaching per week, with maximum two credits. These courses are open to all students.

Name of the Student:

Course & Group:

Phone No:

Choose ANY ONE of the Following courses

List of Life Skill Courses (LSC)

S.No	Name of the Life Skill Courses	Tick Mark	Preferred teaching Department
	Information and Communication Technology (ICT)		BA : D.Hazi Valli
			B.Com : N Puspha Latha
			B.Sc :N.Ershad Hussain
	Indian Culture and Science (ICS)		BA : K.Sundhara Mohan Reddy
			B.Com : Dr.K.Srinivasulu
			B.Sc : Dr.V Raj Mahammad
	Elementary Statistics		BA : Dr.U.Sankar
			B.Com : Dr.P.M.Siva Prakash
			B.Sc : K.Ashok

(P.T.O)
(త్రిప్పి చూడుము)

Choose ANY TWO of the Following courses

Skill Development Courses (SDC):

S.No	Name of the Life Skill Courses	Tick Mark	Preferred teaching Department
	Journalistic Reporting (English)		BA/B.Com/B.Sc: S.Md.Ali
	Social Work Methods (Political Science)		BA/B.Com : G.J.Rathna Giri
			B.Sc : K.Hari Krishna
	Performing Arts (Telugu)		BA : D.Raghunath Reddy
			B.Com : Dr.K.Srinivasulu
			B.Sc : K.Sundhar Mohan Reddy
	Agricultural Marketing (Commerce)		BA /B.Com/B.Sc: Dr.P.M.Siva Prakash
	Business Communication (English)		BA : B .Lalitha Bai
			B.Com : Dr.R Hyder Ali
			B.Sc : S.Md. Ali
	Solar Energy (Physics)		BA/B.Com/B.Sc : D.Subramanyam
	Fruit & Vegetable Preservation (Botany)		B.Com : Dr.A.Narayana Swamy
			BA & B.SC : V.Roja Rani
	Dairy Techniques (Zoology)		BA : C.Lakshmi Reddy
			B.Com : Dr.D.Adinarayana
			B.Sc : C.Lakshmi Reddy
	Food Adulteration (Chemistry)		BA : J.V.Ramana
			B.Com :B.Bhaskar Reddy
			B.Sc : A.Hanumantha Rao

Signature of the Student

STSN GOVT DEGREE & PG COLLEGE, KADIRI
FOR THE ACADEMIC YEAR 2022-23
CBCS SEMESTER-III
GROUP: B.A/B.Com/B.Sc
OPTION FORM & INCHARGE OF LIFE SKILL COURSES (LSC)
& SKILL DEVELOPMENT COURSES (SDC)

It is hereby instructed to the student community that a wider choice is given to you can choose **Two Courses** out of **Three Courses** in the List of **Life Skill Courses (LSC)** and **One Course** out of **Five** from **Skill Development Courses (SDC)**. Each Course consists of 50 Marks with Two hours of Teaching per week, with maximum two credits. These courses are open to all students.

Name of the Student:

Course & Group:

Phone No:

Choose ANY ONE of the Following courses

List of Life Skill Courses (LSC)

S.No	Name of the Life Skill Courses	Tick Mark	Preferred teaching Department
1	Environmental Education (For All) (Chemistry) (Compulsory Paper)		BA : J.V.Ramana
			B.Com : M.Dasaradha Ramaiah
			B.Sc : B.Bhaskar Reddy
2	Personality Development and Leadership (English)		B.A: B.Lalitha Bai B.Com: Dr.R.Hyder Ali B.Sc: S.Md Ali
3	Health and Hygiene		C.Naresh (ParaMedical Technology)
4	Analytical Skills		B.A: P.Siva Prasad (Mathematics) B.Com: Dr.B.Srinivasa Rao (Physics) B.Sc: D.Subramanyam (Physics)

Choose ANY TWO of the Following courses

Skill Development Courses (SDC):

S.No	Name of the Life Skill Courses	Tick Mark	Preferred teaching Department
1	Financial Markets		BA/B.Sc: Dr.U.Sankara (Economics) B.Com: Dr.P.M.Siva Prakash (Commerce)
2	Disaster Management		BA/B.Com : Dr.K.Srinivasulu (Telugu)
			B.Sc : S.Md.Ali (English)
3	Online Business /Retailing (Commerce)		B.A: K.Ashok B.Com: M.Ravi Naik B.Sc: Dr.P.M.Siva Prakash

Signature of the Student

STSN GOVT DEGREE & PG COLLEGE, KADIRI
FOR THE ACADEMIC YEAR 2022-23
CBCS SEMESTER-I
GROUP: B.A/B.Com/B.Sc
OPTION FORM & INCHARGE OF LIFE SKILL COURSES (LSC)
& SKILL DEVELOPMENT COURSES (SDC)

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Course & Group:

Phone No:

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			B.Com : N Puspha Latha
			B.Sc :N.Ershad Hussain
2.	Human Values and Professional Ethics		BA : S.Md.Ali (English)
			B.Com(G) : Dr.Smt.K.Chandra (Hindi) B.Com (CA): D.Raghunath Reddy (Telugu)
			BZC, CZS: K.Sundahar Mohan Reddy MPCs, CZPmT: Dr.K.Srinivasulu
3.	Entrepreneurship (Commerce)		B.A/B.Com/B.Sc: Dr.P.M.Siva Prakash

Choose **ANY ONE** of the Following courses

Skill Development Courses (SDC):

S.No	Name of the Life Skill Courses	Tick Mark	Preferred teaching Department
1.	Tourism Guidance		Dr.V.Rajmahammadh (History)
2.	Public Relations		G.J.Rathna Giri (Pol.Science)
3.	Insurance Promotions		K.Ashok (Commerce)
4.	Plant Nursery (Botany)		V.Roja Rani
5.	Electrical Appliance (Physics)		BA/B.Com/B.Sc : D.Subramanyam

Signature of the Student

STSN GOVT DEGREE & PG COLLEGE, KADIRI
FOR THE ACADEMIC YEAR 2022-23
CBCS SEMESTER-II
GROUP: B.A/B.Com/B.Sc
OPTION FORM & INCHARGE OF LIFE SKILL COURSES (LSC)
& SKILL DEVELOPMENT COURSES (SDC)

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Course & Group:

Phone No:

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			B.Com : N Puspha Latha
			B.Sc :N.Ershad Hussain
	Indian Culture and Science (ICS)		BA : K.Sundhara Mohan Reddy
			B.Com : Dr.K.Srinivasulu
			B.Sc : Dr.V Raj Mahammad
	Elementary Statistics		BA : Dr.U.Sankar
			B.Com : Dr.P.M.Siva Prakash
			B.Sc : K.Ashok

(P.T.O)
(త్రిప్పి చూడుము)

Choose ANY TWO of the Following courses

Skill Development Courses (SDC):

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	Journalistic Reporting (English)		BA/B.Com/B.Sc: S.Md.Ali
	Social Work Methods (Political Science)		BA/B.Com : G.J.Rathna Giri
			B.Sc : K.Hari Krishna
	Performing Arts (Telugu)		BA : D.Raghunath Reddy
			B.Com : Dr.K.Srinivasulu
			B.Sc : K.Sundhar Mohan Reddy
	Agricultural Marketing (Commerce)		BA /B.Com/B.Sc: Dr.P.M.Siva Prakash
	Business Communication (English)		BA : B .Lalitha Bai
			B.Com : Dr.R Hyder Ali
			B.Sc : S.Md. Ali
	Solar Energy (Physics)		BA/B.Com/B.Sc : D.Subramanyam
	Fruit & Vegetable Preservation (Botany)		B.Com : Dr.A.Narayana Swamy
			BA & B.SC : V.Roja Rani
	Dairy Techniques (Zoology)		BA : C.Lakshmi Reddy
			B.Com : Dr.D.Adinarayana
			B.Sc : C.Lakshmi Reddy
	Food Adulteration (Chemistry)		BA : J.V.Ramana
			B.Com :B.Bhaskar Reddy
			B.Sc : A.Hanumantha Rao

Signature of the Student

STSN GOVT DEGREE & PG COLLEGE, KADIRI
FOR THE ACADEMIC YEAR 2022-23
CBCS SEMESTER-III
GROUP: B.A/B.Com/B.Sc
OPTION FORM & INCHARGE OF LIFE SKILL COURSES (LSC)
& SKILL DEVELOPMENT COURSES (SDC)

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Course & Group:

Phone No:

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List of Life Skill Courses (LSC)

S.No	Name of the Life Skill Courses	Tick Mark	Preferred teaching Department
1	Environmental Education (For All) (Chemistry) (Compulsory Paper)		BA : J.V.Ramana
			B.Com : M.Dasaradha Ramaiah
			B.Sc : B.Bhaskar Reddy
2	Personality Development and Leadership (English)		B.A: B.Lalitha Bai B.Com: Dr.R.Hyder Ali B.Sc: S.Md Ali
3	Health and Hygiene		C.Naresh (ParaMedical Technology)
4	Analytical Skills		B.A: P.Siva Prasad (Mathematics) B.Com: Dr.B.Srinivasa Rao (Physics) B.Sc: D.Subramanyam (Physics)

Choose ANY TWO of the Following courses

Skill Development Courses (SDC):

S.No	Name of the Life Skill Courses	Tick Mark	Preferred teaching Department
1	Financial Markets		BA/B.Sc: Dr.U.Sankara (Economics) B.Com: Dr.P.M.Siva Prakash (Commerce)
2	Disaster Management		BA/B.Com : Dr.K.Srinivasulu (Telugu)
			B.Sc : S.Md.Ali (English)
3	Online Business /Retailing (Commerce)		B.A: K.Ashok B.Com: M.Ravi Naik B.Sc: Dr.P.M.Siva Prakash

Signature of the Student

A.P. STATE COUNCIL OF HIGHER EDUCATION

GUIDELINES FOR THE REVISED CHOICE BASED CREDIT SYSTEM CBCS (W.E.F 2020-21)

I. Preamble:

Choice Based Credit System (CBCS) was introduced, under the aegis of Andhra Pradesh State Council of Higher Education (APSCHE), at the insistence of the University Grants Commission, for the general undergraduate programmes, i.e., BA, BCom, BSc, BCA, BBA, UG Honours etc., by the affiliating universities in all government, aided and private degree colleges in the state of Andhra Pradesh in 2015 - 2016.

The system of CBCS has been in vogue for the undergraduate programmes in all the advanced countries for several decades and proved to be advantageous to the students of higher education because of its features like courses in place of papers, availability of diverse courses, scope for choice, weightages with credits, space for multiple kinds of teaching, learning and assessing methods which can effectively cater to the diverse needs of students.

As the existing CBCS would be completing five years by 2019-20, the APSCHE decided to revise and strengthen the scheme while addressing the following issues.

- a. Overcoming the shortages in the existing system.
- b. Consolidating the system in its true spirit by providing multiple choices in domain as well as general courses.
- c. Revising the curricular framework wherever needed.
- d. Orienting syllabus to the course outcomes as advised by UGC
- e. Updating of syllabus to match to the present needs
- f. Replacing papers with courses
- g. Introducing better skill-oriented courses to align with the emerging and employment areas.

For carrying out the above task, the APSCHE constituted a Committee for recommending revised curricular framework and updated syllabus of UG Programmes,

i.e., B.A., B.Com., B.Sc., BCA, BBA, UG Honours etc., under CBCS pattern from the year 2020-21.

Based on the recommendations of the Committee, the following Guidelines are formulated. These Guidelines of Curricular Framework with revised Choice Based Credit System comes into effect from the academic year 2020 – 2021, to be strictly adhered for all Undergraduate Programmes offered in Affiliated Colleges and Autonomous Colleges.

1. The Curricular Framework for UG – Arts; UG – Science and UG – Commerce are appended as Annexures – I, II & III respectively.
2. **Life Skill Courses:** There will be 4 Life Skill Courses in place of earlier 10 foundation courses with the same hours, credits and maximum marks. The objective is to inculcate the required simple life-long skills. While the course in 'Environmental Education' continued to be mandatory, in case of others, students can opt one out of three courses, unlike in the existing system, where no choice is being given to students.
3. **Skill Development Courses:** A new set of 4 Skill Development Courses will be offered with 2 hours of teaching per week, two credits, 50 maximum marks and only external assessment. These courses are intended to train students in broad-based multiple career oriented general skills, in Arts, Commerce and Science streams but open to all students. A wider choice is given to students as they can choose one course from a total of six courses (two from each stream).
4. The preferred departments for teaching LSCs and SDCs are appended.
5. To ensure accountability among the teachers teaching LSCs and SDCs courses, the workload of these is to be reckoned for the calculation of workload of teachers.
6. **Core Courses:** Three core courses of Domain subjects will be in the first three semesters, and the fourth and fifth courses will be in the fourth semester. Two domain SECs will be in the fifth semester. There will be uniformly five Core Courses in each Domain Subject in BA and BSc, and 15 in BCom.

7. **Skill Enhancement Courses:** Two Skill Enhancement Courses will be offered for each domain subject, in Semester V. The two Skill Enhancement Courses of each domain subject will be linked for a wider basic and practical experience to students.
8. Programmes like BCA, BBA, UG Honours etc. will broadly have a similar framework as prescribed for B.Com considering them as single major subject programme.
9. Table-1: Main Features of the Courses in the Revised Curricular Framework.

Subject/Course	Hours / Week Theory	Hours / Week Practicals	Total Hours	Credits	Max Marks Internal Assessment	Max Marks University Exam	Total
Life Skills Course	02	-	02	02	-0-	50	50
Skill Development Course	02	-	02	02	-0-	50	50
Language Subject	04	-	04	03	25	75	100
Domain Arts/Commerce Subject	05	-	05	04	25	75	100
Domain Science Subject	04	02	05	05 (4+1)	25	75	100
Mathematics	06	-	06	05	25	75	100

10. The four courses of LSCs, SDCs and three courses of Languages (as they exist now) will be offered in the first three semesters as shown in the table below. The detailed structure is shown in Tabel-2 below.

Courses of	Sem-I	Sem-II	Sem-III	Sem-IV	Sem-V
Life Skills	1 (02)	1 (02)	2 (04)		
Skill Development	1 (02)	2 (04)	1 (02)		
Language – 1	C-1 (04)	C-2 (04)	C-3 (04)		
Language – 2	C-1 (04)	C-2 (04)	C-3 (04)		
Domain Sub -1	C-1 (06)	C-2 (06)	C-3 (06)	C-4 (06)	SEC-1(06)

				C-5 (06)	SEC-2 (06)
Domain Sub -2	C-1 (06)	C-2 (06)	C-3 (06)	C-4 (06) C-5 (06)	SEC-1(06) SEC-2 (06)
Domain Sub -3	C-1 (06)	C-2 (06)	C-3 (06)	C-4 (06) C-5 (06)	SEC-1(06) SEC-2 (06)
Total Hours/Week	30	32	32	36	36

* Figures in parenthesis are hours per week of Core Courses of Science. In respect of Arts and Commerce Courses, the hours per week for Core Courses will be 5.

** SEC1 and SEC-2 in Sem-V are C-6 and C-7 respectively.

11. Teaching of two appropriate LSCs/SDCs are to be assigned to the language departments to mitigate the workload shortage for the language subjects, as being done in respect of Foundation Courses in the previous system. The workload for teaching LSCs and SDCs by the respective language department shall be reckoned while calculating their workload.
12. The syllabus was revised and updated keeping the Learning Outcomes in view for ensuring higher order learning and skills, a requirement in higher education. The Universities and colleges shall make certain that teaching, learning and assessment are outcome oriented.
13. In the affiliation system which imposes limitations in assessing students, the internal assessment is crucial in ensuring the right learning. Universities and colleges may strengthen the internal assessment without disturbing its flexibility.
14. Co-curricular activities play an important role in promoting experiential self-learning and field-based learning in students, especially in learning higher order skills. The measurable pedagogical activities can be a small part of internal assessment.
15. The respective Boards of Studies of the affiliating universities/autonomous colleges may modify the syllabus prepared by the subject committees as mentioned above to a limited extent, without disturbing the Frame work recommended above.
16. In view of the advantages of using ICT in teaching and learning, the universities and colleges may offer 'online courses' on extra credits. They may take into consideration the standardized online courses offered by various government/public agencies and also may design their own new online courses following due procedures.

17. Similarly, online programmes such as Webinars, with greater participation of students, may be encouraged in colleges.
18. The system of credit transfer facilitates students getting better training at appropriate places. The universities may discuss and develop a uniform system and guidelines in this regard across the state. The number of credits earned under credit transfer shall, however, be limited to a small number. APSCHE will issue separate guidelines.
19. To ensure inculcating social responsibility and compassionate commitment among the students, the summer vacation in the intervening 1st and 2nd years of study shall be for Community Service. Detailed guidelines on the Community Service will be circulated shortly.
20. To make the students employable, an Apprenticeship / Internship / On the job training shall be undertaken by the students in the intervening summer vacation between the 2nd and 3rd years.
21. During the entire 6th Semester, the student shall undergo Apprenticeship / Internship / On the Job Training. This is to ensure that the students develop hands on technical skills which will be of great help in facing the world of work.
22. APSCHE shall issue guidelines for the implementation and assessment of the Apprenticeship / Internship / On the job Training.

LIST OF LIFE SKILL COURSES

Semester	No. of Courses	Choices	Preferred Teaching Dept.
I	01	Computer Applications	Computers
		Human Values and Professional Ethics	English/Telugu/Any Dept
		Entrepreneurship	Commerce
II	01	Information and Communication Technology	Computers
		Indian Culture and Science	History/Telugu
		Elementary Statistics	Statistics/Maths/Economics/Commerce
III	02	Health and Hygiene	Zoology/Botany
		Personality Development and Leadership	English/ Any Dept
		Analytical Skills	Maths/Statistics
		Environmental Education	Botany/Zoology/Environmental Sciences/Any Dept.

List of Skill Development Courses along with their Semester-wise allotment with choices. Preferred Teaching Departments are given in the parenthesis.

Sem	No. of Courses	Stream – A (Arts)	Stream – B (Commerce)	Stream – C (Science)
I	01	Tourism Guidance (History) Public Relations (Pol Sci /English)	Secretaryship Insurance Promotion	Electrical Appliances (Physics) Plant Nursery (Botany)
II	02	Journalistic Reporting (English) Survey & Reporting (Economics/History) Social Work Methods (Pol Sci) Performing Arts (Telugu)	Agricultural Marketing Business Communication (English) Advertising Logistics & Supply Chain	Solar Energy (Physics) Fruit & Vegetable Preservation (Botany) Dairy Techniques (Zoology) Food Adulteration (Chemistry)
III	01	Financial Markets (Economics) Disaster Management (English /Telugu)	Online Business Retailing	Environment Audit (Chemistry) Poultry Farming (Zoology)



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SYLLABUS OF

ANALYTICAL SKILLS

AS PART OF LIFE SKILLS COURSES

UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21

PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME

CBCS/ SEMESTER SYSTEM

(w.e.f 2020-21)

ANALYTICAL SKILLS

Syllabus

Total 30 Hrs

Course Objective: Intended to inculcate quantitative analytical skills and reasoning as an inherent ability in students.

Course Outcomes:

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

- 1) Understand the basic concepts of arithmetic ability, quantitative ability, logical reasoning, business computations and data interpretation and obtain the associated skills.
- 2) Acquire competency in the use of verbal reasoning.
- 3) Apply the skills and competencies acquired in the related areas
- 4) Solve problems pertaining to quantitative ability, logical reasoning and verbal ability inside and outside the campus.

UNIT – 1: (10 Hours)

Arithmetic ability: Algebraic operations BODMAS, Fractions, Divisibility rules, LCM & GCD (HCF).

Verbal Reasoning: Number Series, Coding & Decoding, Blood relationship, Clocks, Calendars.

UNIT – 2: (10 Hours)

Quantitative aptitude: Averages, Ratio and proportion, Problems on ages, Time-distance – speed.

Business computations: Percentages, Profit & loss, Partnership, simple compound interest.

UNIT – 3: (07 Hours)

Data Interpretation: Tabulation, Bar Graphs, Pie Charts, line Graphs. Venn diagrams.

Recommended Co-Curricular Activities (03 hrs)

Surprise tests / Viva-Voice / Problem solving/Group discussion.

Text Book:

Quantitative Aptitude for Competitive Examination by R.S. Agrawal, S.Chand Publications.

Reference Books

1. Analytical skills by Showick Thorpe, published by S Chand And Company Limited, Ramnagar, New Delhi-110055
2. Quantitative Aptitude and Reasoning by R V Praveen, PHI publishers.
3. Quantitative Aptitude for Competitive Examination by Abhijit Guha, Tata Mc Graw Hill Publications.



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SYLLABUS OF

BASIC COMPUTER APPLICATIONS

AS PART OF

LIFE SKILLS COURSES

UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21

PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME

ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

B.Sc. / B.Com / B.A

Revised Syllabus under CBCS w.e.f. 2020-2021

**LIFE SKILL COURSE
BASIC COMPUTER APPLICATIONS**

Semester	Course Code	Course Title	Hours	Credits
I	Life skill course	BASIC COMPUTER APPLICATIONS	30	2

Objectives:

This course aims at providing exposure to students in skill development towards basic office applications.

Course Learning Outcomes:

After successful completion of the course, student will be able to:

1. Demonstrate basic understanding of computer hardware and software.
2. Apply skills and concepts for basic use of a computer.
3. Identify appropriate tool of MS office to prepare basic documents, charts, spreadsheets and presentations.
4. Create personal, academic and business documents using MS office.
5. Create spreadsheets, charts and presentations.
6. Analyze data using charts and spread sheets.

Unit-I: (08 hrs)

Basics of Computers: Definition of a Computer - Characteristics of computers, Applications of Computers – Block Diagram of a Digital Computer – I/O Devices, hardware, software human ware, application software, system software, Memories - Primary, Auxiliary and Cache Memory.

MS Windows – Desktop, Recycle bin, My Computer, Documents, Pictures, Music, Videos, Task Bar, Control Panel.

Unit-II: (08 hrs)

MS-Word : Features of MS-Word - MS-Word Window Components - Creating, Editing, Formatting and Printing of Documents – Headers and Footers – Insert/Draw Tables, Table Auto format – Page Borders and Shading – Inserting Symbols, Shapes, Word Art, Page Numbers, Mail Merge.

Unit-III: (10 hrs)

MS-Excel : Overview of Excel features – Creating a new worksheet, Selecting cells, Entering and editing Text, Numbers, Inserting Rows/Columns –Changing column widths and row heights, Formulae, Referencing cells , Changing font sizes and colors, Insertion of Charts, Auto fill, Sort.

MS-PowerPoint: Features of PowerPoint – Creating a Presentation - Inserting and Deleting Slides in a Presentation – Adding Clip Art/Pictures -Inserting Other Objects, Audio, Video - Resizing and scaling of an Object – Slide Transition – Custom Animation.

RECOMMENDED CO-CURRICULAR ACTIVITIES: (04 hrs)

(Co-curricular activities shall not promote copying from textbook or from others work and shall encourage self/independent and group learning)

1. Assignments (in writing and doing forms on the aspects of syllabus content and outside
 - a. the syllabus content. Shall be individual and challenging))
2. Student seminars (on topics of the syllabus and related aspects (individual activity))
3. Quiz, Group Discussion
4. Solving MCQ's available online.
5. Suggested student hands on activities:
 - Create two folders, Rename the folder, create two files each using notepad and paint, move the files from one folder to another folder, delete a file you have created, copy and paste text within notepad.
 - Create a letter head for your college with watermark, your resume, visiting card, brochure for your college activity, organization chart for your college, any advertisement, Prepare your Class time table.
 - Prepare your mark sheet, Prepare your class time table, Prepare a salary bill for an organization, Sort the bill as per the alphabetical order of the names, Get online weather data and analyze it with various charts.
 - Create a PowerPoint presentation for a student seminar.

REFERENCE BOOKS:

1. Working in Microsoft Office – Ron Mansfield - TMH.
2. MS Office 2007 in a Nutshell –Sanjay Saxena – Vikas Publishing House.
3. Excel 2020 in easy steps-Michael Price – TMH publications

Model Question Paper Format

Time: 1 1/2 hrs (90 Minutes)

Max. Marks: 50 Time: 1 1/2 hrs (90 Minutes)

Section -A

(Total: 4x5=20 Marks)

(Answer any **four questions**. Each answer carries **5 marks**)

(Total 8 questions. At least 1 question should be given from each Unit)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

Section- B

(Total: 3x10 = 30 Marks)

(Answer any **three questions**. Each answer carries **10 marks**)

(Total five questions. At least 1 question should be given from each Unit)

- 1.
- 2.
- 3.
- 4.
- 5.



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SYLLABUS OF

ELEMENTARY STATISTICS

AS PART OF

LIFE SKILLS COURSES

UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21

PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME

Elementary Statistics

Objective: To provide basic understating of general statistical tools and their elementary applications and to create awareness on Indian Statistical System.

Learning outcomes

Unit-I: To understand the concept of Statistics and its merits and demerits. Distinguishing primary and secondary data. Classification, Tabulation and Pictorial representation of data.

Unit - II: To understand the basic nature of data and how a single value describes the entire data set. Measuring the degree of departure of a distribution from symmetry and reveals the direction of scatterdness of the items.

Unit - III: To understand the spread of the data and to draw conclusions from the comparison of averages.
To understand the concept of correlation and regression and to learn the degree of association between two variables and establishing relationship between the variables.

Unit I: Meaning, scope and limitations of Statistics

Collection of data: Primary and Secondary, Classification and Tabulation, Construction of frequency distribution.

Graphical Representation: Histogram, Bar, Pie and Frequency polygon.
(8hrs)

Unit II: *Measures of Central Tendency:* Features of good average, Arithmetic Mean, Median, Mode. Empirical relationship between Mean Median and Mode and skewness based on central values. (8hrs)

Unit III: *Measures of Dispersion:* Range, Quartile Deviation(QD), Mean Deviation(MD), Variance, Standard Deviation(SD), relationship between QD, MD and SD. Familiarization of the concepts relating to Correlation and Linear Regression line. (8hrs)

Books for Study:

1. Statistics (Theory, Methods, Application) D C Sancheti, V K Kapoor, Sultan Chand and Sons, New Delhi
2. Statistical Methods, S.P. Gupta, Sultan Chand and Sons, New Delhi
3. Statistics (Theory and Practice) B.N Gupta, Sahitya Bhavan, Agra

Web sites for free download books for Statistics

<https://www.pdfdrive.com/introduction-to-statistics-books.html>

<http://www.freebookcentre.net/SpecialCat/Free-Statistics-Books-Download.html>

<https://bookboon.com/en/statistics-ebooks>

http://onlinestatbook.com/Online_Statistics_Education.pdf

Degree	:Arts/Science/Commerce
Program Name	:Foundation Course
Course Name	:Elementary Statistics
Semester	:I/II/III
Hrs/Week	: 2
Credits	:2

Co-curricular activities:

Objective is to apply the theoretical concept to real life data which enhances the learning and interpretation ability to the current environment.

CoCA I: (i) Collect primary or secondary data and establish frequency distribution.

(ii) Suitable pictorial/ Graphical representation to the established frequency distribution

CoCA II: (i) Select the data and then calculate AM,Median and Mode and interpret the result.

(ii) Calculate the skewness based on central values and interpret the degree of departure of a distribution from symmetry and the direction of scatterness of the items.

CoCA III: (i) Calculate the dispersion values of a data for a single or double data sets and to draw conclusions from the comparison of averages.

- (ii) Select the bivariate data (for example, select marks of any two subjects of your course) and calculate the degree of association and establish the linear relationship and find the forecasting value.

CoCA IV: If there is an internet facility at your college/home, go through the Ministry of Statistics and Program Implementationsite www.mospi.gov.in to know about the Indian Statistical System and <https://desap.cgg.gov.in> or www.apdes.in to know about the Andhra Pradesh Directorate of Economics and Statistics(APDES) and its activities.

SUBJECT COMMITTEE MEMBERS

Dr Nunna Srinivasa Rao,
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SYLLABUS OF

ENTREPRENEURSHIP DEVELOPMENT

AS PART OF

LIFE SKILLS COURSES

UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21

PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME

ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION
PROGRAMME: THREE-YEAR B.A./B. Sc./B. Com.

LIFE SKILL COURSE

ENTREPRENEURSHIP DEVELOPMENT

(With Learning Outcomes, Unit-wise Syllabus, References, Co-curricular Activities & Model Question Paper

(To be Implemented from 2020-21 Academic Year)

Sl. No	Code	Sem	Course	Name of Life Skill Course (Course consists 3 Units)	Hours/ Week	Credits	Marks (Sem-End)
1		I		Entrepreneurship Development	2	2	50

Syllabus

ENTREPRENEURSHIP DEVELOPMENT

(Total 30Hrs)

Course Objective: A Generic Course that is intended to inculcate an integrated personal Life Skill to the student.

Learning Outcomes:

After successful completion of the course the student will be able to;

- Understand the concept of Entrepreneurship, its applications and scope.
- Know various types of financial institutions that help the business at Central, State and Local Level
- Understand Central and State Government policies, Aware of various tax incentives, concessions
- Applies the knowledge for generating a broad idea for a starting an enterprise/start up
- Understand the content for preparing a Project Report for a start up and differentiate between financial, technical analysis and business feasibility.

Syllabus:

Unit-I: Entrepreneurship: Definition and Concept of entrepreneurship - Entrepreneur Characteristics – Classification of Entrepreneurs – Role of Entrepreneurship in Economic Development – Start-ups.

Unit-II: Idea Generation and Project Formulation: Ideas in Entrepreneurships – Sources of New Ideas – Techniques for Generating Ideas – Preparation of Project Report – Contents; Guidelines for

Report preparation – Project Appraisal Techniques –Economic Analysis-Financial Analysis-Market Analysis.

Unit-III: Institutions Supporting and Taxation Benefits: Central level Institutions: NABARD; SIDBI,– State Level Institutions –DICs – SFC - Government Policy for MSMEs - Tax Incentives and Concessions.

Reference Books:

1. Arya Kumar, Entrepreneurship, Pearson, Delhi
2. Poornima MCH, Entrepreneurship Development –Small Business Enterprises, Pearson, Delhi
3. Sangeetha Sharma, Entrepreneurship Development, PHI Learning
4. KanishkaBedi, Management and Entrepreneurship, Oxford University Press, Delhi
5. Anil Kumar, S., ET.al., Entrepreneurship Development, New Age International Publishers, New Delhi
6. Khanka, SS, Entrepreneurship Development, S. Chand, New Delhi
7. Peter F. Drucker, Innovation and Entrepreneurship
8. A.Sahay, M. S. Chhikara, New Vistas of Entrepreneurship: Challenges & Opportunities
9. Dr B E V L Naidu, Entrepreneurship. Seven Hills Publishers

Suggested Co-Curricular Activities(As far as possible)

1. Group Discussion
2. Debate
3. Seminar
4. Visit to an SSI and preparing of an outline Report
5. Invited Lecture by a Bank Employee on the Bank Support to a Start Up.
6. Chart showing tax concessions to SSI, MSME both direct and indirect.

Model Question Paper Format

Time: 1 1/2 hrs (90 Minutes)

Max. Marks: 50 Time: 1 1/2 hrs (90 Minutes)

Section -A(Total: 4x5=20 Marks)

(Answer any **four questions**. Each rewsna carries **5 marks**

(Total 8 questions. At least 1 question should be given from each Unit)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

Section- B(Total: 3x10 = 30 Marks)

(Answer any **three questions**. Each rewsna carries **10 marks**

(Total five questions. At least 1 question should be given from each Unit)

- 1.
- 2.
- 3.
- 4.
- 5.

Subject Committee Members

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SYLLABUS OF

ENVIRONMENTAL EDUCATION

AS PART OF LIFE SKILLS COURSES

UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21

PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME

AP State Council of Higher Education

Revised Syllabus under CBCS Pattern

(w.e.f. 2020-'21 Academic Year)

A Mandatory Course for BA/BCom/BSc etc.

ENVIRONMENTAL EDUCATION

(Total hours of Teaching – 30 Hrs. @ 02 Hrs. per Week)

Course objective: A Generic Course intended to create awareness that the life of human beings is an integral part of environment and to inculcate the skills required to protect environment from all sides.

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

06 Hrs.

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

10Hrs

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

Unit 3: Conservation of Environment

10 Hrs

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.

Suggested activities to learner: (4 hours)

1. Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc
2. Visit to a local polluted site-Urban/Rural/Industrial/Agricultural site.
3. Study of common plants, insects, birds and basic principles of identification.
4. Study of simple ecosystems-forest, tank, pond, lake, mangroves etc.
5. Case study of a Forest ecosystem or a pond ecosystem.

Suggested text book :

- ErachBarucha (2004) *Text book of Environmental Studies for Undergraduate courses* (Prepared for University Grants Commission) Universities Press.
- PurnimaSmarath (2018) *Environmental studies* Kalyani Publishers, Ludhiana

Reference books :

- Odum, E.P., Odum, H.T. & Andrews, J. (1971) *Fundamentals of Ecology*. Philadelphia: Saunders.
- Pepper, I.L., Gerba, C.P. & Brusseau, M.L. (2011). *Environmental and Pollution Science*. Academic Press.
- Raven, P.H., Hassenzahl, D.M. & Berg, L.R. (2012) *Environment. 8th edition*. John Wiley & Sons.
- Singh, J.S., Singh, S.P. and Gupta, S.R. (2014) *Ecology, Environmental Science and Conservation*. S. Chand Publishing, New Delhi.
- Sengupta, R. (2003) *Ecology and economics: An approach to sustainable development*. OUP.
- Wilson, E. O. (2006) *The Creation: An appeal to save life on earth*. New York: Norton.
- Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll (2006) *Principles of Conservation Biology*. Sunderland: Sinauer Associates,

**Model question paper for theory examination at the end of IV Semester
Life Skill Course / ENVIRONMENTAL SCIENCE**

Max. Time : 2 Hrs.

Max. Marks: 50

Max. Marks: 50 Time: 1 1/2 hrs (90 Minutes)

Section -A

(Total: 4x5=20 Marks)

(Answer any **four questions**. Each answer carries **5 marks**)

(Total 8 questions. At least 1 question should be given from each Unit)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

Section- B

(Total: 3x10 = 30 Marks)

(Answer any **three questions**. Each answer carries **10 marks**)

(Total five questions. At least 1 question should be given from each Unit)

- 1.
- 2.
- 3.
- 4.
- 5.

Note: Questions may be set in such a way to test the outcomes instead of recalling of information.



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SYLLABUS OF

HEALTH AND HYGIENE

**AS PART OF LIFE SKILLS COURSES
UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21**

PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME

APSCHE/ Life Skill Course / HEALTH & HYGIENE

IV Semester/ Optional

(Total teaching hours – 30 Hrs. @ 02 Hrs. per Week)

The course is designed to provide a complete guidance on health and hygiene systems, guidelines for implementing and role of government and public in maintaining a healthy life. At the end of the course the student shall be able to understand –

- the importance of health and hygiene in life
- the importance of nutrition for a healthy life
- different health care programmes of India
- basic concept of health impact assessment as a means of assessing the policies, plans and projects using quantitative and qualitative techniques
- importance of community and personal health & hygiene measures
- Importance of food, social tenets, mental condition, physical activity on health

Learning Objectives:

- To provide knowledge on different health indicators and types of hygiene methods
- To impart knowledge on different health care programmes taken up by India
- To make student understand the latest concepts of health such as HIA, EIA, SIA and SEA
- To enable student with disaster mitigation strategies
- To create awareness on community health and hygiene
- To enrich knowledge on communicable and non-communicable diseases and their control
- To aware the student on the importance of food, social strategies, mental status and physical activities on health
- To introduce different community-based mobile apps on health to student and thereby to the community

Learning / Course Outcomes: On completion of this course, the students will be able to understand -

- What is a healthy diet
- How can we use available information to optimize our diet?
- Can nutrition be used for a healthy life?
- Is there a one-size-fits-all “good” diet or should we individualize our dietary goals?
- Disaster management and responsiveness of public in pandemic and epidemic diseases
- Assess the impact of policies on health and hygiene Health measures to consider while travelling
- Awareness in public through digital media viz., mobile apps

Unit I: Basics of Nutrition**10 Hrs.**

1. Nutrition – definition, importance, Good nutrition and mal nutrition; Balanced Diet: Basics of Meal Planning
2. Carbohydrates –functions, dietary sources, effects of deficiency.
3. Lipids –functions, dietary sources, effects of deficiency.
4. Proteins –functions, dietary sources, effects of deficiency.
5. Brief account of Vitamins- functions, food sources, effects of deficiency,
6. Macro and micro minerals –functions, effects of deficiency; food sources of Calcium, Potassium and Sodium; food sources of Iron, Iodine and Zinc
7. Importance of water– functions, sources, requirement and effects of deficiency.

Unit II: Health**10 Hrs.**

8. Health - Determinants of health, Key Health Indicators, Environment health & Public health; Health-Education: Principles and Strategies
9. Health Policy & Health Organizations: Health Indicators and National Health Policy of Govt. of India-2017; Functioning of various nutrition and health organizations in India viz., NIN (National Institution of Nutrition), FNB (Food and Nutrition Board), ICMR (Indian Council of Medical Research), IDA (Indian Dietetics Association), WHO-India, UNICEF-India
10. National Health Mission: National Rural Health Mission (NRHM) Framework, National Urban Health Mission (NUHM) Framework
11. Women & Child Health Care Schemes: Reproductive, Maternal, Newborn, Child and Adolescent Health (RMNCH+); Janani Shishu Suraksha Karyakaram (JSSK); Rashtriya Bal Swasthya Karyakram(RBSK); India Newborn Action Plan (INAP); Adolescent Health- Rashtriya Kishor Swasthya Karyakram (RKSK)
12. Disaster Management – Containment, Control and Prevention of Epidemics and Pandemics – Acts, Guidelines and Role of Government and Public

Unit III: Hygiene

10 Hrs.

13. Hygiene – Definition; Personal, Community, Medical and Culinary hygiene; WASH (WAter, Sanitation and Hygiene) programme
14. Rural Community Health: Village health sanitation & Nutritional committee (Roles & Responsibilities); About Accredited Social Health Activist (ASHA); Village Health Nutrition Day, Rogi Kalyan Samitis
15. Community & Personal Hygiene: Environmental Sanitation and Sanitation in Public places
16. Public Awareness through Digital Media - An Introduction to Mobile Apps of Government of India: NHP, Swasth Bharat, No More Tension, Pradhan Mantri Surakshit Mantritva Abhiyan (PM Suman Yojana), My Hospital (Mera aspataal), India fights Dengue, JSK Helpline, Ayushman Bhava, Arogya Setu, Covid 19AP

REFERENCES

- **Bamji, M.S., K. Krishnaswamy & G.N.V. Brahmam (2009)** *Textbook of Human Nutrition(3rd edition)* Oxford and IBH Publishing Co. Pvt. Ltd., New Delhi
- **Swaminathan (1995)***Food & Nutrition*(Vol I, Second Edition) The Bangalore Printing &Publishing Co Ltd., , Bangalore
- **Vijaya Khader (2000)**Food, nutrition & health, Kalyan Publishers, New Delhi
- **Srilakshmi, B., (2010)***Food Science, (5th Edition)* New Age International Ltd., New Delhi
- Weblinks: <https://nhm.gov.in/>
 - National Rural Health Scheme:
<https://nhm.gov.in/index1.php?lang=1&level=1&sublinkid=969&lid=49>
 - National Urban Health Scheme:
<https://nhm.gov.in/index1.php?lang=1&level=1&sublinkid=970&lid=137>
 - Village health sanitation & Nutritional committee
<https://nhm.gov.in/index1.php?lang=1&level=1&sublinkid=149&lid=225>
 - About Accredited Social Health Activist (ASHA)
<https://nhm.gov.in/index1.php?lang=1&level=1&sublinkid=150&lid=226>
 - Village Health Nutrition Day
<https://nhm.gov.in/index1.php?lang=1&level=1&sublinkid=152&lid=228>

- Rogi Kalyan Samitis
<https://nhm.gov.in/index1.php?lang=1&level=1&sublinkid=153&lid=229>
- Health Impact Assessment - <https://www.who.int/hia/about/faq/en/>
(suggested information only)
http://www.euro.who.int/_data/assets/pdf_file/0011/261929/Health-in-Impact-Assessments-final-version.pdf?ua=1
- WASH <https://www.unicef.org/wash/> and
https://www.unicef.org/wash/files/UNICEF_Strategy_for_WASH_2016_2030.PDF
- Healthy Living <https://www.nhp.gov.in/healthylivingViewall>

Note: The above web links are from MoHFW, GoI. Teachers can prepare their notes from other resources also.



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SYLLABUS OF HUMAN VALUES PROFESSIONAL ETHICS AS PART OF LIFE SKILLS COURSES

UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21

PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME

HUMAN VALUES AND PROFESSIONAL ETHICS (HVPE)

(SYLLABUS)

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 (*AkhandSamaj*), Universal Order (*SarvabhaumVyawastha*)- 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 co-operation, Respecting the competence of other professions.
- ✓ Understanding about Taking initiative and Promoting the culture of openness.
- ✓ Depicting Loyalty towards Goals and objectives.

Text Books:

R R Gaur, R Sangal, G P Bagaria, 2009, A Foundation Course in Human Values and Professional Ethics.

Bhatia, R. & Bhatia, A (2015) Role of Ethical Values in Indian Higher Education.

References:

- Ivan Illich, 1974, Energy & Equity, The Trinity Press, Worcester, and Harper Collins, U
- E.F. Schumacher, 1973, Small is Beautiful: a study of economics as if people mattered, Blond & Briggs, Britain.
- Sussan George, 1976, How the Other Half Dies, Penguin Press. Reprinted 1986, 1991
- Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, Limits to Growth – Club of Rome’s report, Universe Books.
- A Nagraj, 1998, Jeevan Vidya EkParichay, Divya Path Sansthan, Amarkantak.
- P L Dhar, RR Gaur, 1990, Science and Humanism, Commonwealth Publishers.
- A N Tripathy, 2003, Human Values, New Age International Publishers.

Mode of Evaluation:

Assignment/ Seminar/Continuous Assessment Test/Semester End Exam.

Co curricular Activities:

1. Visit to an Old Age Home and spending with the inmates for a day.
2. Conduct of Group Discussions on the topics related to the syllabus.
3. Participation in community service activities.
4. Working with a NGO like Rotary Club or Lions International, etc.

Subject Committee Members

Dr.A.S.Dayakar,
Head, Dept. of Political Science,
Andhra Loyola College,
Vijayawada

Sri.R.John,
Dept. of Service Learning,
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SYLLABUS OF

INDIAN CULTURE AND SCIENCE

AS PART OF

LIFE SKILLS COURSES

UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-2021

PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME

A.P. State Council of Higher Education

B.A., B. Com & B. Sc Programmes

Revised CBCS w.e.f 2020-21

LIFE SKILL COURSE

Indian Culture & Science

Total 30 hrs (02 h/wk, 02 Cr & Max 50 Marks)

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

Syllabus:

Unit – I: Unity in Diversity in India: (09 hrs)

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: (09 hrs)

Reforms by Basaveswara - Raja Rama Mohan Roy – Dayananda Saraswathi –Swamy

Vivekananda –Mahatma Gandhi - B. R. Ambedkar - Reforms in Andhra by

Vemana, Veerabrahmam, Gurajada, Veeresalingam and GurrarnJashua (only reforms in brief, biographies not needed)

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

Unit – III: Science and Technology: ((09 hrs)

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: (03 hrs)

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

Reference Books:

1. History of India and Culture (Upto 1526 A.D), Telugu Academy
2. History of India and Culture (1526 A.D to 1964), Telugu Academy
3. Basham, A.L (ed), A Cultural History of India
4. Hana S. Noor Al-Deen&J.A.Hendricks, Social Media : Usage and Impact
5. Bipan Chandra, Aditya Mukherjee, Mridula Mukherjee, India After Independence
6. S.K.Thakur, ISRO: History and Acheivements
7. V. Ramakrishna, Social Reform Movement Andhra, Vikas Publications

MODEL QUESTION PAPER & PATTERN

Max Marks: 50

Time: 1 ½ hr (90 Min)

SECTION A (Total: 4x5=20 Marks)

(Answer any **four questions**. Each rewsna carries **5 marks**
(At least **1 question** should be given from each Unit)

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SECTION B

(Total: 3x10 = 30 Marks)

(Answer any **three questions**. Each rewsna carries **10 marks**
(At least **1 question** should be given from each Unit)

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@@@@@

Subject Experts:

Prof. S. Murali Mohan,
Dept. of History,
Acharya Nagarjuna University,
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Dr. J. Krishna Prasad Babu,
Associate Professor,
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SYLLABUS OF

INFORMATION AND COMMUNICATION TECHNOLOGY

**AS PART OF LIFE SKILLS COURSES
UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21**

PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME

ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

B.Sc./B.Com/B.A

Syllabus under CBCS w.e.f.2020-21

INFORMATION & COMMUNICATION TECHNOLOGY

Semester	Course Code	Course Title	Hours	Credits
I	Life skill Course	INFORMATION & COMMUNICATION TECHNOLOGY	30	2

Objectives:

This course aims at acquainting the students with basic ICT tools which help them in their day to day and life as well as in office and research.

Course outcomes:After completion of the course, student will be able to;

1. Understand the literature of social networks and their properties.
2. Explain which network is suitable for whom.
3. Develop skills to use various social networking sites like twitter, flickr, etc.
4. Learn few GOI digital initiatives in higher education.
5. Apply skills to use online forums, docs, spreadsheets, etc for communication, collaboration and research.
6. Get acquainted with internet threats and security mechanisms.

SYLLABUS:

UNIT-I: (08 hrs)

Fundamentals of Internet: What is Internet?, Internet applications, Internet Addressing – Entering a Web Site Address, URL–Components of URL, Searching the Internet, Browser –Types of Browsers, Introduction to Social Networking: Twitter, Tumblr, LinkedIn, Facebook, flickr, Skype, yahoo, YouTube, WhatsApp .

UNIT-II:(08 hrs)

E-mail: Definition of E-mail -Advantages and Disadvantages –User Ids, Passwords, Email Addresses, Domain Names, Mailers, Message Components, Message Composition, Mail Management.

G-Suite: Google drive, Google documents, Google spread sheets, Google Slides and Google forms.

UNIT-III:(10 hrs)

Overview of Internet security, E-mail threats and secure E-mail, Viruses and antivirus software, Firewalls, Cryptography, Digital signatures, Copyright issues.

What are GOI digital initiatives in higher education? (SWAYAM, SwayamPrabha, National Academic Depository, National Digital Library of India, E-Sodh-Sindhu, Virtual labs, e-acharya, e-Yantra and NPTEL).

RECOMMENDED CO-CURRICULAR ACTIVITIES: (04 hrs)

(Co-curricular activities shall not promote copying from textbook or from others work and shall encourage self/independent and group learning)

1. Assignments(in writing and doing forms on the aspects of syllabus content and outside the syllabus content. Shall be individual and challenging)
2. Student seminars (on topics of the syllabus and related aspects (individual activity))
 1. Quiz and Group Discussion
 3. Slip Test
 4. Try to solve MCQ's available online.
 5. Suggested student hands on activities :
 - a. Create your accounts for the above social networking sites and explore them, establish a video conference using Skype.
 - b. Create an Email account for yourself- Send an email with two attachments to another friend. Group the email addresses use address folder.
 - c. Register for one online course through any of the online learning platforms like NPTEL, SWAYAM, Alison, Codecademy, Coursera. Create a registration form for your college campus placement through Google forms.

Reference Books :

1. In-line/On-line : Fundamentals of the Internet and the World Wide Web, 2/e – by Raymond Greenlaw and Ellen Hepp, Publishers : TMH
2. Internet technology and Web design, ISRD group, TMH.
3. Information Technology – The breaking wave, Dennis P.Curtin, Kim Foley, Kunai Sen and Cathleen Morin, TMH.

Model Question Paper Format

Time: 1 1/2 hrs (90 Minutes)

Max. Marks: 50 Time: 1 1/2 hrs (90 Minutes)

Section -A

(Total: 4x5=20 Marks)

(Answer any **four questions**. Each answer carries **5 marks**)

(Total 8 questions. At least 1 question should be given from each Unit)

- 1.
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- 8.

Section- B

(Total: 3x10 = 30 Marks)

(Answer any **three questions**. Each answer carries **10 marks**)

(Total five questions. At least 1 question should be given from each Unit)

- 1.
- 2.
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- 4.
- 5.



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SYLLABUS OF

PERSONALITY ENHANCEMENT AND LEADERSHIP

AS PART OF

LIFE SKILL COURSES

UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-2021

PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME

A.P. STATE COUNCIL OF HIGHER EDUCATION
B.A., B. Com & B. Sc Programmes

Revised CBCS w.e.f 2020-21

LIFE SKILL COURSE

Personality Enhancement & Leadership

Total 30 hrs (02 h/wk, 02 Cr & Max 50 Marks)

Learning Outcomes:

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

1. Develop comprehensive understanding of personality
2. Know how to assess and enhance one's own personality
3. Comprehend leadership qualities and their importance
4. Understand how to develop leadership qualities

Syllabus:

Unit – I:(7 hrs)

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

Unit – II: (8 hrs)

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

Unit – III:(10 hrs)

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

Co-curricular Activities Suggested: (05 hrs)

1. Assignments, Group discussions, Quiz etc
2. Invited Lecture by a local expert
3. Case Studies (ex., on students behavior, local leaders etc.)

Reference Books:

- Girish Batra, Experiments in Leadership, Chennai: Notion Press, 2018
- Mitesh Khatri, Awaken the Leader in You, Mumbai: Jaico Publishing House, 2013
- Carnegie Dale, Become an Effective Leader, New Delhi: Amaryllis, 2012
- Hall, C.S., Lindzey. G. & Campbell, J.B Theories of Personality. John Wiley & Sons, 1998

MODEL QUESTION PAPER & PATTERN

Max Marks: 50

Time: 1 ½ hr (90 Min)

SECTION A (Total: 4x5=20 Marks)

(Answer any **four questions**. Each rewsna carries **5 marks**
(At least **1 question** should be given from each Unit)

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SECTION B

(Total: 3x10 = 30 Marks)

(Answer any **three questions**. Each rewsna carries **10 marks**
(At least **1 question** should be given from each Unit)

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@@@@@

SUBJECT COMMITTEE MEMBERS

Dr. G. Koteshwaraiah,
Associate Professor,
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Dr. B. R. Prasad Reddy,
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SYLLABUS OF

ADVERTISING

AS PART OF

SKILL DEVELOPMENT COURSES

UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21

PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME

AP STATE COUNCIL OF HIGHER EDUCATION

B.A,B.com & B.Sc Programmes

Revised CBCS w.e.f 2020-21
SKILL DEVELOPMENT COURSES
COMMERCE STREAM

ADVERTISING

Total 30 hrs (2hrs/wk) 02 credits & Maximum 50 Marks

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*

Syllabus

UNIT I: 06hrs

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

UNIT II: 10 hrs

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 III: 10hrs

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

Recommended Co-curricular Activities (04 hrs):

1. Collection and segmentation of advertisements
2. Invited Lectures/skills training on local advertising basics and skills
3. Visit to local advertising agency
4. Model creation of advertisements in compliance with legal rules
5. Assignments, Group discussion, Quiz etc.

Reference books and Websites:

1. Bhatia. K. Tej - Advertising and Marketing in Rural India - Mc Millan India

2. Ghosal Subhash - Making of Advertising - Mc Millan India
3. JethWaneyJaishri & Jain Shruti - Advertising Management - Oxford university Press
Publications of Indian Institute of Mass Communications
4. Websites on Advertising

MODEL QUESTION PAPER FORMAT

Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

SECTION A (Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)

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SECTION B

(Total: 3x10 = 30 Marks)

(Answer any three questions. Each answer carries 10 marks
(At least 1 question should be given from each Unit)

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SYLLABUS OF

AGRICULTURE MARKETING

AS PART OF

SKILL DEVELOPMENT COURSES

UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-2021

PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME

A.P. STATE COUNCIL OF HIGHER EDUCATION
B A, B Com & B Sc Programmes

Revised CBCS w.e.f. 2020-21
SKILL DEVELOPMENT COURSES

COMMERCE STREAM

AGRICULTURAL MARKETING

Total 30 hrs (02h/wk), 02 Credits & Max 50 Marks

Learning Outcomes:

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

- 1. Know the kinds of agricultural products and their movement*
- 2. Understand the types, structure and functioning of agricultural marketing system*
- 3. Comprehend related skills and apply them in sample situations*
- 4. Extend this knowledge and skills to their production/consumption environment*

SYLLABUS:

Unit- I: 06hrs

Introduction of Agriculture and agricultural products (including agriculture, horticulture, sericulture, floriculture, aquaculture- genetic culture and dairy product) - Agricultural Marketing - Role of marketing - Concepts - Goods and services - Movement of product from farm to consumer –Middlemen – Moneylenders - Types of agricultural markets (basic classification).

Unit- II: 09hrs

Basic structure and facilities of an agricultural market – Primary, secondary and tertiary markets–Functioning of Market Yards–Market information - RythuBharosaKendras (RBK) - Govtmarket policies and regulations- Contract farming -Govt Apps for marketing of agri products.

Unit- III: 10hrs

Planning production – assembling – grading - transportation– storage facilities.Price fixation. Dissemination of market information –and role of ICT.Marketing - Mix- Product element- Place element- Price element- Promotion element. Selection of target market. Government programs in support of Agricultural marketing in India.

Suggested Co-curricular Activities: 05hrs

1. Study visit to agricultural marketsand RythuBharosaKendras (RBK)
2. Invited lecture by field expert

3. Survey of various involved activities e.g. assembling, grading, storage, transportation and distribution
4. Identify the demand for food processing units
5. Application of Govt Apps as one Nation and one Market
6. Assignments, Group discussion, Quiz etc.

Reference books

1. S.S. Acharya & N.L. Agarwala, Agricultural Marketing in India - Oxford and IBH Publications
2. K.S. Habib - Ur - Rahman Rural Marketing in India - Himalaya publishing
3. S.S. Chinna Agricultural Marketing in India - KALYANI publishers
4. Publications of National Institute of Agricultural Marketing, Odisha
5. Wikipedia and other websites on Agricultural Marketing.

MODEL QUESTION PAPER FORMAT

Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

SECTION A (Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)

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SECTION B

(Total: 3x10 = 30 Marks)

(Answer any three questions. Each answer carries 10 marks
(At least 1 question should be given from each Unit)

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SYLLABUS OF

BUSINESS COMMUNICATION

**AS PART OF SKILL DEVELOPMENT COURSES
UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-2021**

PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME

(To be Implemented from 2020-21 Academic Year)

A.P.STATE COUNCIL OF HIGHER EDUCATION

B.A,B.Com & B.Sc Programmes

Revised CBCS w.e.f 2020-21

SKILL DEVELOPMENT COURSE

COMMERCE STREAM

BUSINESS COMMUNICATION

Total 30 hrs (02hrs/wk), 02 Credits, Max 50 marks

Learning Outcomes:

After successful completion of this course, students will be able to;

- 1. Understand the types of business communication and correspondence*
- 2. Comprehend the processes like receiving, filing and replying*
- 3. Acquire knowledge in preparing good business communications*
- 4. Acquaint with organizational communication requirements and presentations.*

SYLLABUS:

UNIT I : 06hrs

Introduction and Importance of communication an overview - meaning and process of communication - organizational communication and its barriers.

UNIT II: 10hrs

Types of Business Communications –Categories, methods and formats - Business vocabulary - Business idioms and collocations – Organisational Hierarchy - Various levels of communication in an organization – Top-down, Bottom-up and Horizontal-Business reports, presentations– Online communications.

UNIT III: 10hrs

Receiving business communications -Filing and processing -Sending replies. Routine cycle of communications – Writing Communications - Characteristics of a good business communication -Preparation of business meeting agenda – agenda notes - minutes –circulation of minutes – Presentations of communication using various methods.

Recommended Co-curricular Activities (04hrs):

1. Collection of various model business letters
2. Invited lecture/field level training by a local expert
3. Reading of various business reports and minutes and its analysis
4. Presentations of reports, charts etc.
5. Assignments, Group discussion, field visit etc.

Reference books:

1. Chaturvedi. P.D.Chaturvedi.M - Business Communication concepts, Cases and applications - Pearsons Education
2. Kaul Asha - Effective Business Communication - PHI Learning pvt Ltd
3. www.swayam.gov.in
4. Websites on business communication

MODEL QUESTION PAPER FORMAT

Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

SECTION A

(Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)

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SECTION B

(Total: 3x10 = 30 Marks)

(Answer any three questions. Each answer carries 10 marks
(At least 1 question should be given from each Unit)

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SYLLABUS OF

DAIRY TECHNOLOGY

**AS PART OF SKILL DEVELOPMENT COURSES
UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-2021**

PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME

A.P. STATE COUNCIL OF HIGHER EDUCATION

B A, B Com & B Sc Programmes

Revised CBCS w.e.f. 2020-21

SKILL DEVELOPMENT COURSES

To be Offered from Semesters I to IV

ZOOLOGY STREAM

Syllabus of

DAIRY TECHNOLOGY

Total 30 hrs (02h/wk), 02 Credits & Max 50 Marks

Learning Outcomes:

After successful completion of the course, students will be able to;

1. Understand the pre-requisites for starting a Dairy farm
2. Recognize different breeds of Cows & buffaloes following safety precautions.
3. Prepare and give recommended feed and water for livestock
4. Maintain health of livestock along with productivity
5. Vaccination of cattle, nutrients requirements
6. Entrepreneurship i.e., Effectively market dairy products
7. Ensure safe and clean dairy farm and Standard safety measures to be taken in establishing an industry
8. Efficiently start and manage to establish or develop a Dairy Industry

SYLLABUS:

Section I (Introduction and Establishment of a Dairy Farm):

05 Hrs

- 1.1 Dairy development in India – Dairy Cooperatives (NDRI, NDDB, TCMPPF)(1hr)
- 1.2 Constraints of Present Dairy Farming and Future Scope of Dairy Farmer.(1 hr)
- 1.3 Selection of site for dairy farm; Systems of housing – Loose housing system, Conventional Dairy Farm; Records to be maintained in a dairy farm. (2 hrs)

Section II (Livestock Identification and Management): 13 Hrs

- 2.1 Breeds of Dairy Cattle and Buffaloes – Identification of Indian cattle and buffalo breeds and Exotic breeds; Methods of selection of Dairy animals. (5 hrs)
- 2.2 Systems of inbreeding and crossbreeding. (2 hrs)
- 2.3 Weaning of calf, Castration, Dehorning, Deworming and Vaccination programme (3 hrs)
- 2.4 Care and management of calf, heifer, milk animal, dry and pregnant animal, bulls and bullocks. (3 hrs)

Section III (Feed Management, Dairy Management, Cleaning and Sanitation): 8 Hrs

- 3.1 Basic Principles of Feed, Important Feed Ingredients, Feed formulation and Feed Mixing(2 hrs)
- 3.2 Operation Flood –Definition of Milk and Nutritive value of milk and ICMR recommendation of nutrients –Per Capita Milk production and availability in India and Andhra Pradesh -Methods of Collection and Storage of Milk–Labelling and Storage of milk products (4 hrs)
- 3.3 Cleaning and sanitation of dairy farm – Safety precautions to prevent accidents in an industry. (2 hrs)

Co-curricular Activities Suggested: (4 hrs)

1. Group discussion&SWOT analysis
2. Visit to a Dairy Farm
3. Visit to Milk Cooperative Societies
4. Visit to Feed Milling Plants
5. Market Study and Identification of Government Schemes, Insurance and Bank Loans in relation to dairy farming

Reference books:

1. Dairy Science: Petersen (W.E.) Publisher – Lippincott & Company
2. Principles and practices of Dairy Farm –Jagdish Prasad
3. Text book of Animal Husbandry - G C Benarjee
4. Hand book of Animal Husbandry - ICAR Edition
5. Outlines of Dairy Technology – Sukumar (De) – Oxford University press
6. Indian Dairy Products – Rangappa (K.S.) & Acharya (KT) – Asia Publishing House.
7. The technology of milk Processing – Ananthkrishnan, C.P., Khan, A.Q. and Padmanabhan, P.N. – Shri Lakshmi Publications.
8. Dairy India 2007, Sixth edititon
9. Economics of Milk Production – Bharati Pratima Acharya Publishers.
10. <http://www.asci-india.com/BooksPDF/Dairy%20Farmer%20or%20Entrepreneur.pdf>
11. <https://labour.gov.in/industrial-safety-health>

Model Format for Question Paper:

MODEL QUESTION PAPER & PATTERN

Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

SECTION A (Total: 4x5=20 Marks)

(Answer any **four questions**. Each answer carries **5 marks**
(At least **1 question should be given from each Unit**)

1.	Conventional Dairy Farm
2.	Animal Inbreeding
3.	Sanitation of Dairy Farm
4.	Dairy development in India
5.	Feed Mixing
6.	Deworming
7.	Milk Storage Methods
8.	Identification of characters of any Two Dairy cattle

SECTION B

(Total: 3x10 = 30 Marks)

(Answer any **three questions**. Each answer carries **10 marks**
(At least **1 question should be given from each Unit**)

1.	Write an essay on Dairy development in India, its current position and future scenario.
2.	List our different methods involved in selection of dairy animals and discuss briefly.
3.	Give an account of feed ingredients and feed management required for dairy animals.
4.	Explain different methods of collection of milk.
5.	Explain two methods of systems of housing of dairy animals.

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Note: Please read the following in addition to the Guidelines sent.

1. *In Unit-2 and Unit-3, Sub-titles highlighted in Yellow colour are Skills. Sub-titles not highlighted are of Theoretical base.*
2. *Skills, though separately shown, shall also have 'content' to be learnt and written in the examination by the students.*
3. *The field (hands on) skills are learnt through the Co-curricular Activities.*
4. *One or two books referred shall be related to 'learning of skills'*
5. *Topics and syllabus may be prepared keeping all (BA/BSc/BCom) urban as well as rural students in view.*



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SYLLABUS OF

DISASTER MANAGEMENT

UNDER SKILL DEVELOPMENT COURSES

UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-2021

PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME

A.P STATE COUNCIL OF HIGHER EDUCATION
B.A,B.Com & B.Sc Programmes
Revised CBCS w.e.f 2020-21

SKILL DEVELOPMENT COURSES

ARTS STREAM

DISASTER MANAGEMENT

Total 30hrs (2hrs/week) 2 Credits Total 50 Marks

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*

Syllabus:

UNIT-I: 06 hrs

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: 09hrs

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 - 09 hrs

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

Suggested co curriculum Activities: (06 hrs)

1. Invite lectures by local experts
2. Training on preparedness, post disaster services
3. Analysis of Case studies
4. Visit to a disaster management office and facility
5. Assignments, Group discussion, quiz etc.

References:

1. Jagbirsingh - Disaster Management Future challenges and opportunities- - K.W.Publishers

2. GOI - UNDP Disaster Management Guidelines
3. J.P.Singhal - Disaster Management - Laxmi Publications
4. www.ndma.gov.in
5. Wikipedia and other websites on Disaster management.

MODEL QUESTION PAPER FORMAT

Max Marks: 50

Time: 1 ½ hr (90 Min)

SECTION A (Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit))

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SECTION B

(Total: 3x10 = 30 Marks)

(Answer any three questions. Each answer carries 10 marks
(At least 1 question should be given from each Unit))

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Subject Committee Member:

1. Dr. J. Sanath Kumar, Principal (Retd.), GDC, Tanuku, WG Dt.



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SYLLABUS OF

ELECTRICAL APPLIANCES

**AS PART OF SKILL DEVELOPMENT COURSES
UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-2021**

PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME

A.P. STATE COUNCIL OF HIGHER EDUCATION
B A, B Com & B Sc Programmes

Revised CBCS w.e.f. 2020-21
SKILL DEVELOPMENT COURSES

SCIENCE STREAM

Syllabus of
ELECTRICAL APPLIANCES

Total 30 hrs (02h/wk),

02 Credits & Max Marks :50

Learning Outcomes:

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

- 1. Acquire necessary skills/hand on experience/ working knowledge on multimeters, galvanometers, ammeters, voltmeters, ac/dc generators, motors, transformers, single phase and three phase connections, basics of electrical wiring with electrical protection devices.*
- 2. Understand the working principles of different household domestic appliances.*
- 3. Check the electrical connections at house-hold but will also learn the skill to repair the electrical appliances for the general troubleshoots and wiring faults.*

SYLLABUS:

UNIT-I

(6 hrs)

Voltage, Current, Resistance, Capacitance, Inductance, Electrical conductors and Insulators, Ohm's law, Series and parallel combinations of resistors, Galvanometer, Ammeter, Voltmeter, Multimeter, Transformers, Electrical energy, Power, Kilowatt hour (kWh), consumption of electrical power

UNIT-II

(10 hrs)

Direct current and alternating current, RMS and peak values, Power factor, Single phase and three phase connections, Basics of House wiring, Star and delta connection, Electric shock, First aid for electric shock, Overloading, Earthing and its necessity, Short circuiting, Fuses, MCB, ELCB, Insulation, Inverter, UPS

UNIT-III

(10 hrs)

Principles of working, parts and servicing of Electric fan, Electric Iron box, Water heater; Induction heater, Microwave oven; Refrigerator, Concept of illumination, Electric bulbs, CFL, LED lights, Energy efficiency in electrical appliances, IS codes & IE codes.

Co-curricular Activities (Hands on Exercises): (04 hrs)

[Any four of the following may be taken up]

1. Studying the electrical performance and power consumption of a given number of bulbs connected in series and parallel circuits.
2. Measuring parameters in combinational DC circuits by applying Ohm's Law for different resistor values and voltage sources

3. Awareness of electrical safety tools and rescue of person in contact with live wire.
4. Checking the specific gravity of lead acid batteries in home UPS and topping-up with distilled water.
5. Identifying Phase, Neutral and Earth on power sockets.
6. Identifying primary and secondary windings and measuring primary and secondary voltages in various types of transformers.
7. Observing the working of transformer under no-load and full load conditions.
8. Observing the response of inductor and capacitor with DC and AC sources.
9. Observing the connections of elements and identify current flow and voltage drops.
10. Studying electrical circuit protection using MCBs, ELCBs
11. Assignments, Model exam etc.

Reference Books:

1. A Text book on Electrical Technology, B.L.Theraja, S.Chand& Co.,
2. A Text book on Electrical Technology, A.K.Theraja.
3. Performance and design of AC machines, M.G.Say, ELBSEdn.,
4. Handbook of Repair & Maintenance of domestic electronics appliances; BPB Publications
5. Consumer Electronics, S.P.Bali, Pearson
6. Domestic Appliances Servicing, K.P.Anwer, Scholar Institute Publications

MODEL QUESTION PAPER

Max. Marks: 50

Time: 1½ hrs (90 Minutes)

SECTION- A

(4x5M=20 Marks)

*Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)*

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SECTION B

(3x10M = 30 Marks)

*Answer any three questions. Each answer carries 10 marks
(At least 1 question should be given from each Unit)*

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SYLLABUS OF

ENVIRONMENTAL AUDIT

**AS PART OF SKILL DEVELOPMENT COURSES
UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21**

PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME

A.P. STATE COUNCIL OF HIGHER EDUCATION
B A, B Com & B Sc Programmes

Revised CBCS w.e.f. 2020-21
SKILL DEVELOPMENT COURSES

SCIENCE STREAM

Syllabus of
ENVIRONMENTAL AUDIT
Total 30 hrs (02h/wk), 02 Credits & Max 50 Marks

Learning Outcomes:

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

1. *Understand the basic concepts Environmental health*
2. *Learn and identify the industrial pollution*
3. *Explain the highlights in the regulatory aspects of Environmental law and policy*
4. *Understand the various phases of Environmental Audit*

UNIT – I

Industrial Pollution and its effects 06h

Climate – Weather and Air Pollution – Classification of water and water bodies – Water Quality Parameters – Water Pollution – Sources – Classification, nature and Toxicology of water pollutants. - Soil parameters –Soil pollution and impacts – Soil conservation

UNIT - II

Environmental Law & Policy: 09h

Highlights of the Acts, Institutional arrangements for: (1) The Water (Prevention & Control of Pollution) Act, 1974 amended in 1988; (2) The Air (Prevention and Control of Pollution) Act, 1981 amended in 1987; (3) The Water (Prevention and Control of Pollution) Cess Act, 1977 amended in 1991; (4) The Environment (Protection) Act, 1986; (5) The Public Liability Insurance Act, 1991; – Indian Policy Statement for abatement of Pollution, 1992.

UNIT - III

Environmental Audit - Scope & Requisites: 10h

Environmental Audit: Definition; Objectives; Scope, Coverage - GOI Notification on Environmental Audit - Benefits to Industry. Reporting Environmental Audit Findings - Importance of Environmental Audit Report to industry, public and the governments.

Co-curricular Activities Suggested:

05h

1. Visit to understand Institutional arrangements and functioning of Pollution Control Boards.
2. Visiting different Ecosystems
3. **Soil analysis:** Determination of soil type and texture, pH, Soil Moisture, Nitrogen, Potassium and Phosphorous.
4. **Water analysis:** Determination of pH, Dissolved solids and suspended solids, Dissolved Oxygen, COD, BOD.
5. Assignments, Group discussion, Quiz etc.

Reference books and websites:

1. Environmental Education in India by K.R. Gupta
2. Environmental Legislation in India by K.R. Gupta
3. <https://parivesh.nic.in/>
4. <https://www.cpcb.nic.in/>
5. <https://www.free-ebooks.net/environmental-studies-academic>

Recommended MODEL QUESTION PAPER FORMAT

Max. Marks: 50

Time: 1½ hrs (90 Minutes)

SECTION- A

(4x5M=20 Marks)

*Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)*

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SECTION B

(3x10M = 30 Marks)

*Answer any three questions. Each answer carries 10 marks
(At least 1 question should be given from each Unit)*

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MODEL QUESTION PAPER

Max. Marks: 50

Time: 1½ hrs (90 Minutes)

SECTION- A

(4x5M=20 Marks)

*Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)*

1. Write any three global environmental problems?
2. Write a short note on soil pollution and its impact?
3. What is BOD and explain its significance in determining the quality of water?
4. What are the objectives of the environmental Acts and the Institutional arrangements
5. Write a brief note on the environmental laws that governs the water pollution
6. Write a brief note on the functioning of central and state pollution control boards?
7. What are the objectives of environmental audit
8. What is GoI notification on environmental audit?

SECTION B

(3x10M = 30 Marks)

*Answer any three questions. Each answer carries 10 marks
(At least 1 question should be given from each Unit)*

1. What is water pollution and explain in detail about the water pollutants?
2. What is air pollution and explain in detail about the air pollutants?
3. Write an essay on the Water (Prevention & Control of Pollution) Act, 1974 amended in 1988
4. Write an essay on the Air (Prevention and Control of Pollution) Act, 1981 amended in 1987
5. What is environmental audit and explain the various stages involved in it and the benefits of environmental audit to the industry?



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SYLLABUS OF

FINANCIAL MARKETS

AS PART OF

SKILL DEVELOPMENT COURSES

UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21

PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME

AP State Council of Higher Education
B.A, B.Com and B.Sc Programmes
Revised CBCS w.e.f 2020-21

SKILL DEVELOPMENT COURSES

ARTS STREAM

Syllabus of

FINANCIAL MARKETS

Total 30 hrs (2hrs/wk) 02 credits & Maximum 50 Marks

Learning Outcomes:

After successful completion of this course, the students will be able to;

- 1. Acquire knowledge of financial terms*
- 2. Know the concepts relating to and markets and different avenues of investment*
- 3. Understand the career skills related to Stock Exchanges*
- 4. Comprehend the personal financial planning and money market skills*

Syllabus

UNIT-I: 06hrs

Indian Financial System- its components - Financial markets and institutions

UNIT-II: 10hrs

Capital Market - its function - organizations - elements - (shares, debentures, bonds, mutual funds) debt market - Equity market (SEBI) and secondary market (NSE)

UNIT-III: 10hrs

Money market - Organized - Unorganized - Sub market (call money, commercial bills, Treasury bill, Certificate of Deposit, Commercial papers)

Co-curricular activities: (04 hrs)

1. Collection and study of pamphlets, application forms etc.
2. Invited lectures on the field topics by local experts
3. Introducing Online classes from NSE
4. Field visit to mutual fund offices/share brokers
5. Observation, study and analysis of selected companies share prices
6. Assignments, Group discussion, quiz etc.

Reference books:

1. T.R. Jain R.L.Sarma - Indian Financial System- VK Global publisher
2. Jithendra Gala - Guide to Indian Stock markets Buzzing Stock publishing house

- 3. Saha Siddhartha- Indian financial System- and Markets - McGraw hill
- 4. Websites on Indian Financial markets.

MODEL QUESTION PAPER FORMAT

Max. Marks: 50

Time: 1 1/2hrs (90 Minutes)

SECTION A (Total: 4x5=20 Marks)

(Answer any four questions. Each rewsna carries 5 marks
(At least 1 question should be given from each Unit)

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SECTION B (Total: 3x10 = 30 Marks)

(Answer any three questions. Each rewsna carries 10 marks
(At least 1 question should be given from each Unit)

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SYLLABUS OF

FOOD ADULTERATION

**UNDER SKILL DEVELOPMENT COURSES
UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21**

PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME

A.P. STATE COUNCIL OF HIGHER EDUCATION
B.A, B.Com & B.Sc. PROGRAMMES

Revised CBCS w.e.f. 2020-21
SKILL DEVELOPMENT COURSES

Science Stream

Syllabus of
FOOD ADULTERATION

Total 30 hrs (02h/wk),

02 Credits & Max Marks: 50

Learning Outcomes:

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

- 1. Get basic knowledge on various foods and about adulteration.*
- 2. Understand the adulteration of common foods and their adverse impact on health*
- 3. Comprehend certain skills of detecting adulteration of common foods.*
- 4. Be able to extend their knowledge to other kinds of adulteration, detection and remedies.*
- 5. Know the basic laws and procedures regarding food adulteration and consumer protection.*

SYLLABUS:

UNIT-I – Common Foods and Adulteration: (07hrs)

Common Foods subjected to Adulteration - Adulteration – Definition – Types; Poisonous substances, Foreign matter, Cheap substitutes, Spoiled parts. Adulteration through Food Additives – Intentional and incidental. General Impact on Human Health.

UNIT-II –: Adulteration of Common Foods and Methods of Detection: (10hrs)

Means of Adulteration Methods of Detection Adulterants in the following Foods; Milk, Oil, Grain, Sugar, Spices and condiments, Processed food, Fruits and vegetables. Additives and Sweetening agents (at least three methods of detection for each food item).

UNIT-III –: Present Laws and Procedures on Adulteration: (08hrs)

Highlights of Food Safety and Standards Act 2006 (FSSA) – Food Safety and Standards Authority of India – Rules and Procedures of Local Authorities.
Role of voluntary agencies such as, Agmark, I.S.I. Quality control laboratories of companies, Private testing laboratories, Quality control laboratories of consumer co-operatives.
Consumer education, Consumer's problems, rights and responsibilities, COPRA 2019 - Offenses and Penalties – Procedures to Complain – Compensation to Victims.

Recommended Co-curricular Activities (including Hands on Exercises): (05hrs)

1. Collection of information on adulteration of some common foods from local market
2. Demonstration of Adulteration detection methods for a minimum of 5 common foods (one method each)

3. Invited lecture/training by local expert
4. Visit to a related nearby laboratory
5. Assignments, Group discussion, Quiz etc.

Reference e Books and Websites:

1. A firstcourseinFoodAnalysis–A.Y.Sathe,NewAgeInternational(P)Ltd.,1999
2. FoodSafety,casestudies–Ramesh.V.Bhat,NIN,1992
3. [https://old.fssai.gov.in/Portals/0/Pdf/Draft_Manuals/Beverages and confectionary.pdf](https://old.fssai.gov.in/Portals/0/Pdf/Draft_Manuals/Beverages_and_confectionary.pdf)
4. <https://cbseportal.com/project/Download-CBSE-XII-Chemistry-Project-Food-Adulteration#gsc.tab=0> (Downloadable e material on food adulteration)
5. <https://www.fssai.gov.in/>
6. <https://indianlegalsolution.com/laws-on-food-adulteration/>
7. <https://fssai.gov.in/dart/>
8. <https://byjus.com/biology/food-adulteration/>
9. Wikiepedia
10. Vikaspedia

Recommended MODEL QUESTION PAPER FORMAT

Max. Marks: 50

Time: 1½ hrs (90 Minutes)

SECTION- A

(4x5M=20 Marks)

*Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)*

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SECTION B

(3x10M = 30 Marks)

*Answer any three questions. Each answer carries 10 marks
(At least 1 question should be given from each Unit)*

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MODEL QUESTION PAPER

Max. Marks: 50

Time: 1½ hrs (90 Minutes)

SECTION- A

(4x5M=20 Marks)

*Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)*

1. Define food adulteration?
2. Explain the adulteration through Food Additives
3. Name few cheap substitutes used in food adulteration
4. Give examples for food additives and sweetening agents
5. Write a short notes on processed food
6. Explain the procedures to complain about the food adulteration
7. Name the laws that governs the food adulteration
8. Explain the procedure to get compensation to the victims of food adulteration

SECTION B

(3x10M = 30 Marks)

*Answer any three questions. Each answer carries 10 marks
(At least 1 question should be given from each Unit)*

9. Write an essay on the common Foods which are subjected to Adulteration and explain the types poisonous substances added for food adulteration
10. Describe the highlights of Food Safety and Standards Act 2006 (FSSAI)
11. Explain the food testing and standardized testing methods and protocols
12. Write in detail about the general Impact of food adulteration on Human Health
13. Write an essay on different types of offenses of food adulteration and the penalties imposed



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SYLLABUS OF

FRUITS AND VEGETABLE PRESERVATION

AS PART OF SKILL DEVELOPMENT COURSES

UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21

PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME

A.P. STATE COUNCIL OF HIGHER EDUCATION

B.A, B.Com & B.Sc. PROGRAMMES

Revised CBCS w.e.f. 2020-21
SKILL DEVELOPMENT COURSES

Science Stream

Syllabus of
FRUITS AND VEGETABLES PRESERVATION

Total 30 hrs (02h/wk),

02 Credits & Max Marks: 50

Learning Outcomes:

On successful completion of this course the students will be able to;

- 1. Identify various types of fruits and vegetables and explain their nutritive value.*
- 2. Understand the fragile nature of fruits and vegetables and causes for their damage.*
- 3. Explain various methods of preservation for fresh fruits and vegetables.*
- 4. Get to know the value-added products made from fruits and vegetables.*

Syllabus:

Unit – 1 : Introduction to fruits and vegetables

06 Hrs.

1. Fruits: Definition, elementary knowledge on types of fruits (fleshy and dry) with local /common examples.
2. Vegetables: Definition, elementary knowledge on types of vegetables (root, leafy, stem, flower and fruit) with local/ common examples.
3. Importance of fruits and vegetables in human nutrition.
4. Concept of perishable plant products – maturation and spoilage, shelf life; preservation – definition and need for preservation of fruits and vegetables.

Unit – 2 :Preservation of Fruit

09 Hrs.

1. Fruits – ripening and biological aging; storage and preservation concerns.
2. Preservation of fresh fruits at room temperature and in cold storage.
3. Fruit preservation at room temperature as juices, squashes and syrups.
4. Preservation of fruits by application of heat; making of fruit products (jams, jellies and fruit slices in processing factories).
5. Preservation by dehydration (Eg. banana chips), application of sugar (Eg. mango candy), application of salt (pickling).
6. Fruit preservation by freezing – storage at the lowest temperatures.

Unit – 3 :Preservation of vegetables

09 Hrs.

1. Vegetables – losses after harvesting and causes; problems in handling and storage.
2. Modern methods of packaging and storage to reduce losses.
3. Trimming of vegetables and packing in cartons; dehydration technique -factory processing.
4. Making of vegetable products (flakes/chips of potato and onion; garlic powder).
5. Frozen vegetables – Carrots, Cauliflower, Okra and Spinach.
6. Preservation of sliced vegetables in factories by canning and bottling.
- 7.

Suggested Co-curricular activities (6 Hrs.)

1. Assignments/Group discussion/Quiz/Model Exam.
2. Invited lecture and demonstration by local expert
3. Exhibition of various types of locally available fruits and vegetables.
4. Hands on training on handling and packaging methods of fresh fruits and vegetables.
5. Hands on training on making fruit juices.
6. Display of various preserved fruit products available in local markets.
7. Hands on training on making of potato, yam, onion chips.
8. Display of various preserved vegetable products available in local markets.
9. Watching videos on preservation of fruits and vegetables.
10. Visit to Horticulture University or research station to learn about value added products of fruits and vegetables.

Suggested text books/reference books :

1. Giridharilal, G. S. Siddappa and G.L.Tandon(2007) *Preservation of Fruits and Vegetables*, Indian Council of Agri. Res., New Delhi
2. Srivastava, R.P., and Sanjeev Kumar (2019) *Fruit and Vegetable Preservation : Principles and Practices*, CBS Publishers & Distributors Pvt., Ltd., New Delhi
3. Thompson, A.K. (1995) *Post Harvest Technology of Fruits and Vegetables*. Blackwell Sci.,U.K.
4. Verma, L.R. and V.K. Joshi (2000) *Post Harvest Technology of Fruits and Vegetables*. Indus Publ., New Delhi

Recommended MODEL QUESTION PAPER FORMAT

Max. Marks: 50

Time: 1½ hrs (90 Minutes)

SECTION- A

(4x5M=20 Marks)

*Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)*

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SECTION B

(3x10M = 30 Marks)

*Answer any three questions. Each answer carries 10 marks
(At least 1 question should be given from each Unit)*

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SYLLABUS OF

INSURANCE PROMOTION

**AS PART OF SKILL DEVELOPMENT COURSES
UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21**

PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME

A.P. STATE COUNCIL OF HIGHER EDUCATION

B A, B Com & B Sc Programmes

Revised CBCS w.e.f. 2020-21

SKILL DEVELOPMENT COURSES

To be Offered from Semesters I to IV

COMMERCE STREAM

Syllabus of

INSURANCE PROMOTION

Total 30 hrs (02h/wk), 02 Credits & Max 50 Marks

Learning Outcomes:

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

- 1. Understand the field level structure and functioning of insurance sector and it's role in protecting the risks*
- 2. Comprehend pertaining skills and their application for promoting insurance coverage*
- 3. Prepare better for the Insurance Agent examination conducted by IRDA*
- 4. Plan 'promoting insurance coverage practice' as one of the career options.*

SYLLABUS:

Section I: 06 Hrs

Introduction of Insurance - Types of insurances. Growth of Insurance sector in India - Regulatory mechanism (IRDA) - Its functions

Section II: 10 Hrs

Life Insurance plans. Health insurance plans. Products and features. Contents of documents - Sales Promotion methods - Finding prospective customers - Counselling - Helping customers in filing - Extending post-insurance service to customers.

Section III : 10 Hrs

General Insurance - It's products (Motor, Marine, Machinery, Fire, Travel and Transportation) and features. Contents of documents. Dealing with customers - Explaining Products to Customers - Promoting Customer loyalty. Maintenance of Records.

Co-curricular Activities Suggested: (4 hrs)

1. Collection of pamphlets of various insurance forms and procedures
2. Invited Lectures by Development Officers concerned

3. Mock practice of selling of insurance products
4. Preparation of working documents
5. Assignments, Group discussion, Quiz etc.

Reference books:

1. Principles of Insurance, Himalaya publishing House
2. Principles and Practice of Insurance, "
3. Fundamentals of insurance, "
4. Life and General Insurance Management, "
5. Financial services, Tata McGraw hill
6. Insurance Principles and Practices, Sultan Chand & Sons
7. Websites on insurance promotion

MODEL QUESTION PAPER FORMAT

Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

SECTION A (Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)

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SECTION B

(Total: 3x10 = 30 Marks)

(Answer any three questions. Each answer carries 10 marks
(At least 1 question should be given from each Unit)

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SYLLABUS OF

JOURNALISTIC REPORTING

AS PART OF

SKILL DEVELOPMENT COURSES

UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21

PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME

A.P. State Council of Higher Education

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Revised CBCS w.e.f 2020-21

SKILL DEVELOPMENT COURSES

Arts Stream

JOURNALISTIC REPORTING

Total 30 hrs (02 h/wk, 02 Cr & Max 50 Marks)

Course Outcomes:

After successful completion of this course, the student will be able to:

- 1. Understand the evolution of journalism with a focus on its development in India.*
- 2. Comprehend the role of Press in the Indian democracy and various reporting methods.*
- 3. Realise the ethical aspects of Journalism in India*
- 4. Develop basic writing skills for news papers, Radio and Television.*

Syllabus:

Unit-I: 06 Hrs

Introduction to Journalism-Nature, Growth and Development in post independence era -Print Media, Mass Media and Electronic Media, Press as a Fourth Estate-Role of Press in Democracy.

Unit-II: 10 Hrs

Concept of News-News Values-Sources of News - News gathering ways: Press Conferences, Press Releases, Events, Meets, Interviewing-Types of Interviews and Interviewing Techniques- Methods of News Writing: Leads, News Stories and Body Development.

Unit- III 10 Hrs

Reporting-Kinds of Reporting-Objectives, Interpretative, Investigative, Legal, Developmental, Political, Sports, Crime, Economic, Commercial, Disaster, Technical and Scientific Reporting-Writing Special features: Photo features, Human interest features, Profiles, Column Writing, Writing for Radio and Television-Values and Ethics of Journalism.

Co-curricular Activities Suggested: (04 Hrs)

1. Collection and study of various English and Telugu Newspapers
2. Invited lecture/basic training by local experts
3. Visit to local Press office
4. Informally attending Press Conferences and Meets and taking notes
5. Assignments, Group discussion, Quiz etc.

ReferenceBooks:

1. Mencher Melvin, News Reporting and Writing, 1997, Columbia University Press.
2. Mazumdar Aurobindo, Indian Press and Freedom Struggle, 1993, Orient Longman.
3. Barun Roy, Beginners Guide to Journalism and Mass Communication, V&S Publishers, New Delhi.

4. Kamath M.V, Professional Journalism,1983,Vikas Publishers, New Delhi.
5. Carole Fleming, Emma Hemmingway, Gillian Moore and Dave Welford, 2006,SAGE Publications India Pvt.Ltd, New Delhi
6. Websites on Journalistic Reporting.

MODEL QUESTION PAPER & PATTERN

Max Marks: 50

Time: 1 ½ hr (90 Min)

SECTION A (Total: 4x5=20 Marks)

(Answer any four questions. Each rewsna carries 5 marks
(At least 1 question should be given from each Unit)

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SECTION B

(Total: 3x10 = 30 Marks)

(Answer any three questions. Each rewsna carries 10 marks
(At least 1 question should be given from each Unit)

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Subject Committee Members

Prof. B.V.Raghavulu,
Dept. of Political Science & Public Administration,
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Lecturer,
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SYLLABUS OF

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

**AS PART OF SKILL DEVELOPMENT COURSES
UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21**

PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME

A.P. State Council of Higher Education
B A, B Com & B Sc Programmes

Revised CBCS w.e.f. 2020-21
SKILL DEVELOPMENT COURSES

COMMERCE STREAM
Syllabus of
LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Total 30 hrs (02h/wk), 02 Credits & Max 50 Marks

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*

SYLLABUS:

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

Suggested Co-curricular Activities:

1. Invited lecture from Domain/Industry Experts
2. Field Visit (Manufacturing units, Suppliers)
3. Assignments, Seminars, Group Discussion, Quiz and Role Play
4. Poster presentations on SCM
5. Case Study Development

References:

1. Shailesh Kasande, Materials and logistics Management, NiraliPrakashan
2. Jhamb LC, Materials and logistics Management, Everest Publishing House.
3. Martin Christopher, Logistics & Supply Chain Management, Prentice Hall.
4. Alan Rushton, Phil Croucher & Peter Baker (CILT), Logistics and Distribution Management, Kogan Page Ltd.
5. G. Raghuram , Logics and Supply Chain Management, Macmillan.
6. Dr. Gopal Krishnan – Material Management Rearview, Pearson New Delhi.
7. B.S. Sahay, Macmillan, Supply Chain Management, Pearson Education.
8. Bowersox, Closs & Cooper, Supply Chain Logistics Management, McGraw-Hill.
9. Websites on Logistics and supply chain management.

MODEL QUESTION PAPER FORMAT

Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

SECTION A (Total: 4x5=20 Marks)
(Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)

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SECTION B (Total: 3x10 = 30 Marks)
(Answer any three questions. Each answer carries 10 marks
(At least 1 question should be given from each Unit)

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SYLLABUS OF

OFFICE SECRETARYSHIP

**AS PART OF SKILL DEVELOPMENT COURSES
UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21**

PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME

AP STATE COUNCIL OF HIGHER EDUCATION
B.A, B.Com AND B.Sc PROGRAMMES
Revised CBCS w.e.f 2020 - 21
To be Offered from Semester I to IV
SKILL DEVELOPMENT COURSE
COMMERCE STREAM

OFFICE SECRETARYSHIP

SYLLABUS

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.*

Syllabus

UNIT I: 06 hrs

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

UNIT II: 10 hrs

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: 10hrs

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.

Co curricular Activities: 04 hrs

1. Visit various organizations (Hospitals, Hotels, Hospitality centers)
2. Preparation of appointment letters, dismissal letters, memos, Issue of appreciation/ motivation letters,
3. Releasing of Press notes, notices and circulars
4. Arranging invited lectures from office executives, auditors and managers
5. Assignments, Group discussion, Quiz etc.

Reference books:

1. Rapidex Professional course - PustalMahal Group

2. James Stromen, Kevin Wilson and Jennifer Wauson - American Management Association
3. M.C.Kuchal, Secretarial Practice - S.Chand Publications
4. Charles K.B 1856 Ober - The Association of Secretaryship - Nabu Press
5. Websites on Office secretaryship

MODEL QUESTION PAPER FORMAT

Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

SECTION A (Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)

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SECTION B

(Total: 3x10 = 30 Marks)

(Answer any three questions. Each answer carries 10 marks)
(At least 1 question should be given from each Unit)

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SYLLABUS OF

PERFORMING ARTS

AS PART OF

SKILL DEVELOPMENT COURSES

UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-2021

PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME

A.P. STATE COUNCIL OF HIGHER EDUCATION

B.A., B.Com., & B.Sc., Programmes

Revised CBCS w.e.f. 2020-21

SKILL DEVELOPMENT COURSES

ARTS STREAM

Syllabus of

PERFORMING ARTS

Total 30 hrs (02h/wk), 02 Credits & Max. 50 Marks

Learning Outcomes:

After successful completion of this course, the student will be able to:

1. Acquire the basic knowledge in performing arts
2. Understand the modern stage and performance on the stage
3. Comprehend and improve the skills related to performing arts on the stage
4. Understand various Telugu folk arts and their significance
5. Know the modes of presentation and skills pertaining to folk arts.

SYLLABUS:

Unit-I: Introduction to performing Arts

06 Hrs

Arts – and its definition; Fine Arts; Arts - Learning & Imitation – Rasaas, Bhaavas and Rasa Sutra. Dasaroopakaas; Nritha, Nrithya, Natya; Action – Kinds of Actions; Ancient Costume style

Unit-II: Performing Arts – Stage Arts

10 Hrs

Origin of Drama (Theatre); Features of Stage; Varieties of Modern Telugu Drama; Famous Telugu Dramas.

Stage performance; Dramatic Actor and its definition; Actor–characteristics, Functions and Responsibilities.

Traits of an Actor – Diction, Articulation, Dialogue modulation, Time sense, Observation, Mime, Improvisation, Commentary,

Dress code, Make-up, lighting & Stage Direction.

Unit-III: Performing Arts – Forms

10 Hrs

Folk Arts, their nature and significance – Brief introduction to Pagativeshaalu, Bommalaatalu, Veedhinaatakaalu, Yakshagaanaalu, Harikathalu, Burrakathalu, Oggukathalu, Chindu, Yakshaganam, Kolaatamand Pulivesham.

Co-curricular Activities Suggested: (4 hrs)

1. Collection of information on modern stage plays, natakasamajams and audio visual material.
2. Providing training classes/inviting lectures with the help of local artists
3. Visit to a real time performing folk arts, if possible.
4. Mock experience classes of Stage plays and Folk arts.
5. Assignments, Group discussion, Quiz etc.

References:

1. Andhra Naataka Ranga Charithra –Mikkilineni Radha Krishna Murthy
2. Telugu Sahithya Sameeksha (Vol-II) – Dr. G. Nagaiyah
3. Telugu Naataka Vilaasam – Dr. P.S.Rappa Rao
4. Telugu Jaanapada Vignanam – Prof. Tangirala Venkata Subba Rao
5. Jaanapada Vignandhyayanam – Prof. G.S. Mohan
6. Naatyasastramu (Visleshanathmakadhyayanam) – Dr. P.S.Rappa Rao
7. Sahithya Silpa Sameeksha – Prof. Pingali Lakshmi Kantham
8. Nurella Telugu Nataka Rangam – Prof. Modali Nagabhushana Sarma
9. Websites on Performing Arts.

MODEL QUESTION PAPER FORMAT

Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

SECTION - A (Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks)
(At least 1 question should be given from each Unit)

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SECTION - B (Total: 3x10 = 30 Marks)

(Answer any three questions. Each answer carries 10 marks)
(At least 1 question should be given from each Unit)

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MODEL QUESTION PAPER

Time: 1 ½ hours (90 Minutes)

Max. Marks: 50

SECTION – A (Total 4 x 5 = 20 Marks)

Answer any Four Questions. Each answer carries 5 marks.

1. Rasa Sutra
2. Fine Arts
3. Natya, Nrittha, Nrithya,
4. Stage - Features
5. Dialogue Modulation
6. *PagatiVeshaalu*
7. *Kolaatam*
8. *VeedhiNaatakaalu*

SECTION – B (Total 3 x 10 = 30 marks)

Answer any Three questions. Each answer carries 10 marks.

1. Write about Dasaropakaas.
2. Describe the main Characteristics of a Stage Actor?
3. Explain about origin and developments of Drama (Theatre)and introduce famous Telugu actors.
4. Write about the importance of Performing Folk Art Forms.
5. Write an explanatory notes on the Folk Arts “*Pagativeshalu* and *Bommalatalu*”.

Suggestions for Teachers:

1. The aim of Skill Development Course is to inculcate field – related practical skills with equal emphasis on theory and skills thereby learnt by all students irrespective of their streams.
2. Only a few field visits may be possible in view of large numbers and less time, hence, no undue emphasis on field learning.
3. As there will not be any practical examination for this course, the student shall be able to answer the skills part also theoretically.



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SYLLABUS OF

PLANT NURSERY

**UNDER SKILL DEVELOPMENT COURSES
UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21**

PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME

A.P. STATE COUNCIL OF HIGHER EDUCATION
B.A, B.Com & B.Sc. PROGRAMMES

Revised CBCS w.e.f. 2020-21
SKILL DEVELOPMENT COURSES
Science Stream

Syllabus of
PLANT NURSERY

Total 30 hrs (02h/wk),

02 Credits & Max Marks: 50

Learning Outcomes :

On successful completion of this course students will be able to;

- 1. Understand the importance of a plant nursery and basic infrastructure to establish it.*
- 2. Explain the basic material, tools and techniques required for nursery.*
- 3. Demonstrate expertise related to various practices in a nursery.*
- 4. Comprehend knowledge and skills to get an employment or to become an entrepreneur in plant nursery sector.*

Syllabus:

Unit-1 :Introduction to plant nursery

06 Hrs.

1. Plant nursery: Definition, importance.
2. Different types of nurseries –on the basis of duration, plants produced, structure used.
3. Basic facilities for a nursery; layout and components of a good nursery.
4. Plant propagation structures in brief.
5. Bureau of Indian Standards (BIS-2008) related to nursery.

Unit- 2 :Necessities for nursery

09 Hrs.

1. Nursery beds – types and precautions to be taken during preparation.
2. Growing media, nursery tools and implements, and containers for plant nursery, in brief.
3. Seeds and other vegetative material used to raise nursery.in brief.
4. Outlines of vegetative propagation techniques to produce planting material.
5. Sowing methods of seeds and planting material.

Unit-3 :Management of nursery

09 Hrs.

1. Seasonal activities and routine operations in a nursery.
2. Nursery management – watering, weeding and nutrients; pests and diseases.
3. Common possible errors in nursery activities.
4. Economics of nursery development, pricing and record maintenance.
5. Online nursery information and sales systems.

Suggested Co-curricular activities (6 Hrs.)

1. Assignments/Group discussion/Quiz/Model Exam.
2. Demonstration of nursery bed making.
3. Demonstration of preparation of media for nursery.
4. Hands on training on vegetative propagation techniques.
5. Hands on training on sowing methods of seeds and other material.
6. Invited lecture cum demonstration by local expert.
7. Watching videos on routine practices in plant nurseries.
8. Visit to an agriculture/horticulture /forest nursery.
9. Case study on establishment and success of a plant nursery.

Suggested text books/reference books :

1. Ratha Krishnan, M., et.al. (2014) *Plant nursery management : Principles and practices*, Central Arid Zone Research Institute (ICAR), Jodhpur, Rajasthan
2. Kumar, N., (1997) *Introduction to Horticulture*, Rajalakshmi Publications, Nagercoil.
3. KumarMishra, K., N.K. Mishra and Satish Chand (1994) *Plant Propagation*, John Wiley & Sons, New Jersey.

MODEL QUESTION PAPER

Max. Marks: 50

Time: 1½ hrs (90 Minutes)

SECTION- A

(4x5M=20 Marks)

*Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)*

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SECTION B

(3x10M = 30 Marks)

*Answer any three questions. Each answer carries 10 marks
(At least 1 question should be given from each Unit)*

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Web: www.apsche.org **Email:** acapsche@gmail.com

SYLLABUS OF

POULTRY FARMING

**AS PART OF SKILL DEVELOPMENT COURSES
UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-2021**

PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME

A.P. STATE COUNCIL OF HIGHER EDUCATION
B A, B Com & B Sc Programmes

Revised CBCS w.e.f. 2020-21
SKILL DEVELOPMENT COURSES
To be Offered from Semesters I to IV

ZOOLOGY STREAM
Syllabus of
POULTRY FARMING

Total 30 hrs (02h/wk), 02 Credits & Max 50 Marks

Learning Outcomes:

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

1. Understand the field level structure and functioning of insurance sector and it's role in protecting the risks
2. Comprehend pertaining skills and their application for promoting insurance coverage
3. Prepare better for the Insurance Agent examination conducted by IRDA
4. Plan 'promoting insurance coverage practice' as one of the career options.

SYLLABUS:

Section I (Introduction to Poultry Farming): 10Hrs

- 1.1 General introduction to poultry farming -Definition of Poultry; Past and present scenario of poultry industry in India.
- 1.2 Principles of poultry housing. Poultry houses. Systems of poultry farming.
- 1.3 Management of chicks, growers and layers. Management of Broilers.
- 1.4 Preparation of project report for banking and insurance

Section II (Feed and Livestock Health Management): 10 Hrs

- 2.1 Poultry feed management – Principles of feeding, Nutrient requirements for different stages of layers and broilers. Feed formulation and Methods of feeding.
- 2.2 Poultry diseases – viral, bacterial, fungal and parasitic(two each); symptoms, control and management; Vaccination programme.

Section III(Harvesting of Eggs and Sanitation): 10 Hrs

- 3.1 Selection, care and handling of hatching eggs. Egg testing. Methods of hatching.
- 3.2 Brooding and rearing. Sexing of chicks.
- 3.3 Farm and Water Hygiene, Recycling of poultry waste.

Co-curricular Activities Suggested: (4 hrs)

1. Group discussion & SWOT analysis
2. Visit to a poultry farm
3. Invited Lectures by Concerned officers of government or private farms
4. Cheap and Healthy Feed preparation by students based on government standards
5. Market study and Survey (Monitoring of daily price hike in poultry market and analysis)
6. Online SwayamMoocs course on poultry farming (see reference 9 below)

Reference books:

1. Sreenivasaiah., P. V., 2015. Textbook of Poultry Science. 1st Edition. Write & Print Publications, New Delhi
2. Jull A. Morley, 2007. Successful Poultry Management. 2nd Edition. Biotech Books, New Delhi"
3. Hurd M. Louis, 2003. Modern Poultry Farming. 1st Edition. International Book Distributing Company, Lucknow."
4. Life and General Insurance Management, "
5. Financial services, Tata McGraw hill
6. <http://www.asci-india.com/BooksPDF/Small%20Poultry%20Farmer.pdf>
7. https://nsdcindia.org/sites/default/files/MC_AGR-Q4306_Small-poultry-farmer-.pdf
8. <http://ecoursesonline.iasri.res.in/course/view.php?id=335>
9. https://swayam.gov.in/nd2_nou19_ag09/preview

MODEL QUESTION PAPER & PATTERN

Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

SECTION A (Total: 4x5=20 Marks)

(Answer any **four questions**. Each answer carries **5 marks**
(At least **1 question** should be given from each Unit)

1.	Poultry house
2.	Broilers
3.	Any two viral diseases of poultry
4.	Any two bacterial diseases of poultry
5.	Any two fungal diseases of poultry
6.	Egg testing
7.	Brooding
8.	Sexing chicks

SECTION B

(Total: 3x10 = 30 Marks)

(Answer any **three questions**. Each answer carries **10 marks**
(At least **1 question** should be given from each Unit)

1.	Discuss briefly the past, present and future scenario of poultry farming industry in India.
2.	Explain principles of poultry housing in detail, with examples.
3.	Write an essay on viral diseases of poultry.
4.	Give an account of fungal and bacterial diseases (any two each) of poultry
5.	Write an essay on selection, handling and hatching of eggs.

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Note: Please read the following in addition to the Guidelines sent.

1. *In Unit-2 and Unit-3, Sub-titles highlighted in Yellow colour are Skills. Sub-titles not highlighted are of Theoretical base.*
2. *Skills, though separately shown, shall also have 'content' to be learnt and written in the examination by the students.*
3. *The field (hands on) skills are learnt through the Co-curricular Activities.*
4. *One or two books referred shall be related to 'learning of skills'*
5. *Topics and syllabus may be prepared keeping all (BA/BSc/BCom) urban as well as rural students in view.*



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SYLLABUS OF

PUBLIC RELATIONS

AS PART OF

SKILL DEVELOPMENT COURSES

UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21

PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME

A.P. State Council of Higher Education
B.A., B. Com & B. Sc Programmes

Revised CBCS w.e.f 2020-21

SKILL DEVELOPMENT COURSES
(To be offered from Semesters I to IV)

Arts Stream

PUBLIC RELATIONS

Total 30 hrs (02 h/wk, 02 Cr & Max 50 Marks)

Course Outcomes:

After successful completion of this course, the student will be able to:

1. Understand the historical background and role Public Relations in various areas
2. Have insight into the use of the technological advancements in Public Relations
3. Comprehend tools of Public Relations in order to develop the required skills.
4. Understand the ethical aspects and future of Public Relations in India
5. Develop writing skills for news papers and creation of Blogs.

Syllabus:

Unit I 06 Hrs	Public Relations-Meaning, Definition, Nature and Scope, Historical Background, Technological and Media Revolution and Role in Business, Government, Politics, NGOs and Industry.
Unit II 10 Hrs	Concepts of Public Relations-Press, Publicity, Lobbying, Propaganda, Advertising, Sales Promotion and Corporate Marketing Services, Tools of Public Relations- Press Conferences, Meets, Press Releases, Announcements, Webcasts
Unit III 10 Hrs	Public Relations and Mass Media, Present and future of Public Relations in India, Ethics of Public Relations and Social Responsibility, Public Relations and Writing- Printed Literature, Newsletters, Opinion papers and Blogs

Co-curricular Activities Suggested: (04 Hrs)

1. Invited lecture by local field expert/ eminent personality on Public Relations
2. Visit to Press
3. Opinion Survey, Media Survey and Feedback
4. Case Studies
5. Organising mock press conferences, exhibitions
6. Assignments, Group discussion, Quiz etc.

Reference Books:

1. Brown, Rob, Public Relations and the Social Web, Kogan Page India, New Delhi, 2010.
2. Cutlipscottetal, Effective Public Relations, London, 1995.
3. Black Sam, Practical Public Relations, Universal Publishers, 1994.
4. S.M.Sardana, Public Relations: Theory and Practice.

5. J.V.Vilani, Public Relations in India: New Tasks and Responsibilities, SAGE Publications India Pvt Ltd, New Delhi 2011.
6. Websites on Public relations.

MODEL QUESTION PAPER & PATTERN

Max Marks: 50

Time: 1 ½ hr (90 Min)

SECTION A (Total: 4x5=20 Marks)

(Answer any four questions. Each question carries 5 marks
(At least 1 question should be given from each Unit))

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SECTION B

(Total: 3x10 = 30 Marks)

(Answer any three questions. Each question carries 10 marks
(At least 1 question should be given from each Unit))

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Subject Committee Members

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SYLLABUS OF

RETAILING

**AS PART OF SKILL DEVELOPMENT COURSES
UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21**

PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME

(To be Implemented from 2020-21 Academic Year)

A.P STATE COUNCIL OF HIGHER EDUCATION

B.A, B.Com & B.Sc Programmes
Revised CBCS w.e.f 2020 -21

SKILL DEVELOPMENT COURSES

COMMERCE STREAM

RETAILING

Total 30hrs (02hrs/wk) 02 credits & Maximum 50 Marks

Learning Outcomes:

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

- 1. Know the retailing business, its growth in India and social impact*
- 2. Understand the organization and supply in retailing*
- 3. Comprehend the opportunities and challenges in retailing*
- 4. Learn the functions that support outlet operations, sales and services*
- 5. Create a shopping experience model that builds customer loyalty and business promotion*

SYLLABUS:

Unit I: 06hrs

Introduction -Retailing - Definition– Role of Retailing- Types of Retailing – Factors influencing the Growth of Retailing in India.

Unit II: 10 hrs

Store location – factors influencing selection of location - Types of retail outlets - stores design & operations- Merchandise planning - Administrative mechanism

Unit III: 10hrs

Human resources in retailing - Job profile- Services to customers – Customer care - Communications with customers - Visual merchandising – enhancing customer loyalty and Sales promotion.

Recommended Co-curricular Activities (04 hrs):

1. Collection of information on local retailing
2. Invited lecture/skills training by a local expert
3. Visit near-by stores /Godowns/warehouses and prepare study projects
4. Field training during leisure hours
5. Assignments, Group discussion, Sharing of experience etc.

Reference books:

1. Swapna pradhan.R.M - Retail Management - Tata McGraw Hill

2. Berman, Barry & Evans - Retailing Management- A strategic Approach - Pearson Publications
3. Lamba.A.J. - The Art of Retailing - Tata McGraw Hill Publications
4. Websites on Retailing.

MODEL QUESTION PAPER FORMAT

Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

SECTION A (Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)

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SECTION B

(Total: 3x10 = 30 Marks)

(Answer any three questions. Each answer carries 10 marks
(At least 1 question should be given from each Unit)

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SYLLABUS OF

SOCIAL WORK METHODS

UNDER SKILL DEVELOPMENT COURSES

UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21

PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME

(To be Implemented from 2020-21 Academic Year)

A.P. State Council of Higher Education
B.A., B. Com., B.Sc. etc. Programmes
(Revised CBCS w.e.f.2020-2021)

**Skill Development Courses
To be offered from Semesters I to IV**

ARTS STREAM

Syllabus of **SOCIAL WORK**

(Total 25 hrs (02h/wk), 02 Credits & Max. 50 Marks)

Learning Outcomes:

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

- 1. Understand the basic concepts relating to social work practice, values, principles of social work and social problems in India*
- 2. List out different approaches of providing help to the people in need.*
- 3. Acquaint the process of primary methods of social work*
- 4. Get to know the skills of working with individuals, groups and communities.*

Syllabus

Unit-I:(07Hrs)- Introduction to social work and concepts related to social work

Introduction to Social Work- Definition- Scope- objectives - Functions- social service, social welfare services, social reform, major social problems in India; Social work philosophy, values, objectives, principles, methods and fields of social work.

Unit-II:(09Hrs) Methods of Working with Individuals and Groups

Social case work –Definition-scope and importance of social case work, principles and process of social case work -Tools and techniques in social case work- Counselling skills. Social Group Work-Definition-scope- the need for social group work –Group work process - Principles of Group Work -Stages of Group Work-Facilitation skills and techniques.

Unit-III: (09Hrs)Workingwith Communitiesand Field Work in social work

Community – definition - characteristics- types- community organisation as a method of social work-definition-objectives-principles- phases of community organization -

concepts of community development, community participation and community empowerment.

Field work in social work – Nature, objectives and types of field work - Importance of field work supervision.

Suggested Co-curricular Activities:(05 hours)

1. Divide the students into groups, each group containing not exceeding 10 students depending upon the total number of students in a class or section. Each group can search in internet about any one of the institutions which work for the welfare of children or women or elderly or scheduled caste and scheduled tribe children or differently abled persons or Juvenile homes or Correctional homes or hospitals or Mahila Pragathi pranganam or Swadhar project or any social welfare project or non governmental organizations (NGOs) to have an idea about welfare agencies working for the needy.
2. Ask each group to exchange and discuss the information with other groups in the classroom with the information they collected on Internet.
3. Group Discussion with the students- what type of community problems they observe in their villages/towns/cities? Ask them to tell what are the line departments which will help to solve the problems of their communities and suggest them what type strategies help the communities to empower.
4. Invited lectures/Training by local experts
5. Visit to a community
6. Assignments, Quiz etc.

References:

1. Chowdhary, Paul. D. (1992). Introduction to Social Work. New Delhi: Atma Ram and Sons.
2. Friedlander W.A. (1955). Introduction to social welfare, New York, Prentice Hall.
3. Government of India, (1987). Encyclopedia of Social Work in India (Set of 4 Volumes). New Delhi, Publications Division, Ministry of Information and Broadcasting.
4. Lal Das, D.K. (2017). Practice of Social Research – Social Work Perspective, Jaipur, Rawat Publications.
5. Madan, G.R. (2009). Indian Social Problems (Volume 1 & 2). New Delhi: Allied publishers Private Limited.
7. Siddiqui, H.Y.(2007). Social Group Work. Jaipur: Rawat Publications
8. Pasty McCarthy & Carolin Hatcher, (2002). Presentation skills. The Essential Guide for Students. New Delhi, Sage Publications.
9. Websites on Social work methods.

MODEL QUESTION PAPER FORMAT

Max Marks: 50

Time: 1 ½ hr (90 Min)

SECTION A (Total: 4x5=20 Marks)

(Answer any four questions. Each rewsna carries 5 marks
(At least 1 question should be given from each Unit)

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SECTION B

(Total: 3x10 = 30 Marks)

(Answer any three questions. Each rewsna carries 10 marks
(At least 1 question should be given from each Unit)

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MODEL QUESTION PAPER

Max.Marks:50

Time: 1^{1/2} hour (90 minutes)

SECTION-A (Total 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks)

1. Elucidate the objectives of social work.
2. Write the difference between social service and social welfare service.
3. Discuss about values of social work.
4. Write the various fields of social work.
5. Describe the techniques-ventilation and Empathy.
6. Write the qualities of a leader.
7. Explain the characteristics of community.
8. Describe the importance of field work in social work.

SECTION-B (Total=3x10 =30 marks)

(Answer any three questions. Each question carries 10 marks)

9. Discuss any two major social problems in India.
10. Write in detail principles of social work.
11. Define Social Case work and discuss the process of social case work.
12. Describe the stages of social group work and discuss how you resolve group conflicts in a group.
13. Define Community Organisation? Write the phases of community organisation?



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SYLLABUS OF

SOLAR ENERGY

**AS PART OF SKILL DEVELOPMENT COURSES
UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-2021**

PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME

A.P. STATE COUNCIL OF HIGHER EDUCATION
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Revised CBCS w.e.f. 2020-21
SKILL DEVELOPMENT COURSES

Science Stream

Syllabus of
SOLAR ENERGY

Total 30 hrs (02h/wk),

02 Credits & Max Marks: 50

Learning Outcomes:

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

- 1. Acquire knowledge on solar radiation principles with respect to solar energy estimation.*
- 2. Get familiarized with various collecting techniques of solar energy and its storage*
- 3. Learn the solar photovoltaic technology principles and different types of solar cells for energy conversion and different photovoltaic applications.*
- 4. Understand the working principles of several solar appliances like Solar cookers, Solar hot water systems, Solar dryers, Solar Distillation, Solar greenhouses*

SYLLABUS:

UNIT-I – Solar Radiation: (6 hrs)

Sun as a source of energy, Solar radiation, Solar radiation at the Earth's surface, Measurement of Solar radiation-Pyroheliometer, Pyranometer, Sunshine recorder, Prediction of available solar radiation, Solar energy-Importance, Storage of solar energy, Solar pond

UNIT-II – Solar Thermal Systems: (10 hrs)

Principle of conversion of solar radiation into heat, Collectors used for solar thermal conversion: Flat plate collectors and Concentrating collectors, Solar Thermal Power Plant, Solar cookers, Solar hot water systems, Solar dryers, Solar Distillation, Solar greenhouses.

UNIT-III – Solar Photovoltaic Systems: (10 hrs)

Conversion of Solar energy into Electricity - Photovoltaic Effect, Solar photovoltaic cell and its working principle, Different types of Solar cells, Series and parallel connections, Photovoltaic applications: Battery chargers, domestic lighting, street lighting and water pumping

Co-curricular Activities (Hands on Exercises): (04 hrs)

[Any four of the following may be taken up]

- 1. Plot sun chart and locate the sun at your location for a given time of the day.*
- 2. Analyse shadow effect on incident solar radiation and find out contributors.*
- 3. Connect solar panels in series & parallel and measure voltage and current.*
- 4. Measure intensity of solar radiation using Pyranometer and radiometers.*
- 5. Construct a solar lantern using Solar PV panel (15W)*
- 6. Assemble solar cooker*
- 7. Designing and constructing photovoltaic system for a domestic house requiring 5kVA power*
- 8. Assignments/Model Exam.*

Reference Books:

1. Solar Energy Utilization, G. D. Rai, Khanna Publishers
1. Solar Energy- Fundamentals, design, modeling & applications, G.N. Tiwari, Narosa Pub., 2005.
2. Solar Energy-Principles of thermal energy collection & storage, S.P. Sukhatme, Tata McGraw Hill Publishers, 1999.
3. Solar Photovoltaics- Fundamentals, technologies and applications, Chetan Singh Solanki, PHI Learning Pvt. Ltd.,
4. Science and Technology of Photovoltaics, P. Jayarama Reddy, BS Publications, 2004.

Recommended MODEL QUESTION PAPER FORMAT

Max. Marks: 50

Time: 1½ hrs (90 Minutes)

SECTION- A

(4x5M=20 Marks)

*Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)*

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SECTION B

(3x10M = 30 Marks)

*Answer any three questions. Each answer carries 10 marks
(At least 1 question should be given from each Unit)*

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SYLLABUS OF

SURVEY AND REPORTING

AS PART OF

SKILL DEVELOPMENT COURSES

UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21

PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME

A.P. State Council of Higher Education
B.A., B. Com & B. Sc Programmes

Revised CBCS w.e.f. 2020-21
SKILL DEVELOPMENT COURSES

Arts Stream

SURVEY & REPORTING

Total Hours : 30 (2h/w), Credits : 02, Max Marks: 50.

Learning Outcomes:

After successful completion of this course, the student will be able to:

- 1. Understand the basics of survey and reporting needs and methods*
- 2. Comprehend designing of a questionnaire*
- 3. Conduct a simple and valid survey and Collect data*
- 4. Organize and interpret data and Prepare and submit report.*

Syllabus:

Unit I Survey: Meaning and Definition –Identifying need for survey - Identifying
08Hrs Sample –Characteristics of Sample - Types of Survey – Survey Methods –
Advantages and Disadvantages of Survey – Essential Steps in Survey – Online
Survey.

Unit II Preparing Questionnaire: Types and Parts of Questionnaire – Qualities of good
09Hrs Questionnaire – Precautions inPreparing Questionnaire
Administering/Piloting Questionnaire –Collection of data -Dealing with People –
Maintaining objectivity/neutrality.

Unit III Methods of Organizing data – Forms of data presentation - Tables and Figures –
10Hrs Basic Statistical Methods of Analysis of data –Percentages - Mean, Mode and
Median –Simple Ways of showing Results– Tables/Graphs/Diagrams
Report Writing: Forms of Reporting - Parts of a Report - Title page to
Acknowledgements -Characteristics of a Good Report – Style of language to be
used - Explaining Data in the Report – Writing fact-based Conclusions – making
Recommendations – Annexing required material.

Recommended Co-curricular Activities (03 hrs):

1. Invited Lecture/Training by a Local Expert
2. Collection and study of questionnaires
3. Preparation of sample questionnaire and conduct a live sample survey
4. Preparation of a sample Report
5. Assisting a real time field survey and report writing
6. Assignments, Group discussion, Quiz etc.

References:

1. Denscombe M., The Good Research Guide: For Small-Scale Social Research Projects, Open Uni. Press, 1998
2. Sudman S & Bradburn N.M., Asking Questions, 1973
3. Wayne W Daniel, Questionnaire Design, 1979
4. Websites on Survey and Reporting.

MODEL QUESTION PAPER FORMAT

Max. Marks: 50

Time: 1 1/2hrs (90 Minutes)

SECTION A (Total: 4x5=20 Marks)

(Answer any four questions. Each rewsna carries 5 marks
(At least 1 question should be given from each Unit)

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SECTION B (Total: 3x10 = 30 Marks)

(Answer any three questions. Each rewsna carries 10 marks
(At least 1 question should be given from each Unit)

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Subject Committee Members

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SYLLABUS OF

TOURISM GUIDANCE

AS PART OF

SKILL DEVELOPMENT COURSES

UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21

PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME

A.P. State Council of Higher Education

B.A., B. Com & B. Sc Programmes

Revised CBCS w.e.f. 2020-21

SKILL DEVELOPMENT COURSES

Arts Stream

Tourism Guidance

Total 30 hrs (02 h/wk, 02 Cr & Max 50 Marks)

Learning Outcomes:

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

- 1. Understand the basic tourism aspects*
- 2. Comprehend the requirements, role and responsibilities of profession of a Tourist Guide*
- 3. Apply the knowledge acquired in managing different groups and guiding in a tour*
- 4. Explain basic values related to tourism and heritage*

Syllabus:

Unit I: (06 hrs)

Tourism – What is Tourism - Characteristics of Tourist Places – Guidance in Tourism - Meaning of Guidance – Types of Tour Guidance - Government/Department Regulations

Unit II: (10 hrs)

Types of Guides – Characteristics of a Guide - Duties and Responsibilities of a Guide - The Guiding Techniques –Guide’s personality- Training Institutions – Licence. Leadership and Social Skills - Presentation and Communication Skills - Working with different age and linguistic groups - Working under difficult circumstances – Precautions at the site -Relationship with Fellow Guides and Officials.

Unit III: (10 hrs)

Guest Relationship Management- Personal and Official - Arrangements to Tourists – Coordinating transport - VISA/Passport -Accident/Death -Handling Guests with Special Needs/ Different Abilities –Additional skills required for Special/Adventure Tours - Knowledge of Local Security and Route Chart – PersonalHygiene and Grooming - Checklist - Code of Conduct

Co-curricular Activities Suggested: (04 hrs)

1. Assignments, Group discussion, Quiz etc.
2. Invited lecture/training by local tourism operators/expert/guides
3. Visit to local Tourism Department office and a tourist service office
4. Organisation of college level short-duration tours to local tourist sites.

Reference Books:

1. Jagmohan Negi (2006); Travel Agency and Tour Operations, Kanishka Publishers, New Delhi
2. Mohinder Chand (2009); Travel Agency and Tour Operations: An Introductory Text, Anmol Publications Pvt. Limited, New
3. Pat Yale(1995); Business of Tour Operations, Longman Scientific & Technical, New Delhi
4. Websites on Tourism guidance.

MODEL QUESTION PAPER FORMAT

Max Marks: 50

Time: 1 ½ hr (90 Min)

SECTION A (Total: 4x5=20 Marks)

(Answer any four questions. Each rewsna carries 5 marks
(At least 1 question should be given from each Unit)

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SECTION B

(Total: 3x10 = 30 Marks)

(Answer any three questions. Each rewsna carries 10 marks
(At least 1 question should be given from each Unit)

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4.	
5.	

@@@@@

Subject Committee Members

Prof. S. Murali Mohan,
Dept. of History,
Acharya Nagarjuna Univ,
Guntur

Dr. J. Krishna Prasad Babu,
Associate Professor,
Dept. of History,
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ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

(A Statutory body of the Government of Andhra Pradesh)

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SYLLABUS OF ONLINE BUSINESS AS PART OF SKILL DEVELOPMENT COURSES UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21

PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME

(To be Implemented from 2020-21 Academic Year)

A.P. State Council of Higher Education
B A, B Com & B Sc Programmes

Revised CBCS w.e.f. 2020-21
SKILL DEVELOPMENT COURSES

COMMERCE STREAM

Syllabus of
ONLINE BUSINESS

Total 30 hrs (02h/wk), 02 Credits & Max 50 Marks

Learning Outcomes:

After successful completion of the course, students will be able to;

- 1. Understand the online business and its advantages and disadvantages*
- 2. Recognize new channels of marketing, their scope and steps involved*
- 3. Analyze the procurement, payment process, security and shipping in online business*
- 4. Create new marketing tools for online business*
- 5. Define search engine, payment gateways and SEO techniques.*

SYLLABUS:

Section-I: 06 Hrs

Introduction to Online-business-Definition-Characteristics-Advantages of Online Business- Challenges- Differences between off-line business, e-commerce and Online Business.

Section-II: 10 Hrs

Online-business Strategies-Strategic Planning Process- Procurement -Logistics & Supply Chain Management- Customer Relationship management.

Section-III: 10 Hrs

Designing Online Business Website – Policies - Security & Legal Issues - Online Advertisements - Payment Gateways - Case Study

Co-curricular Activities Suggested: (4 hrs)

1. Assignments, Group discussion, Quiz etc.
2. Short practical training in computer lab
3. Identifying online business firms through internet
4. Invited Lectures by e-commerce operators
5. Working with Google and HTML advertisements.
6. Visit to a local online business firm.

Reference books:

1. David Whiteley, "E-Commerce", Tata McGraw Hill, 2000.
2. E Business by Jonathan Reynolds from Oxford University Press.
3. Soka, From EDI to Electronic Commerce, McGraw Hill.
4. Websites on Online business.

MODEL QUESTION PAPER FORMAT

Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

SECTION A (Total: $4 \times 5 = 20$ Marks)
(Answer any four questions. Each answer carries 5 marks)
(At least 1 question should be given from each Unit)

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SECTION B (Total: $3 \times 10 = 30$ Marks)
(Answer any three questions. Each answer carries 10 marks)
(At least 1 question should be given from each Unit)

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