I YEAR II SEMESTER BSc MPCs SYLLABUS

SRI RAMAKRISHNA DEGREE COLLEGE (AUTONOMOUS)

NANDYAL

English Syllabus-Semester-II

English Praxis Course-II

A Course in Reading & Writing Skills

Learning Outcomes

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

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

I. UNIT
Prose	: 1. How to Avoid Foolish Opinions	Bertrand Russell
Skills	: 2. Vocabulary: Conversion of Words	
	: 3. One Word Substitutes	
	: 4. Collocations	

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

III. UNIT
Prose	: 1. The Night Train at Deoli	Ruskin Bond
Poetry	: 2. Upagupta	Rabindranath Tagore
Skills	: 3. Reading Comprehension	
	: 4. Note Making/Taking	

IV. UNIT
Poetry	: 1. Coromandel Fishers	Sarojini Naidu
Skills	: 2. Expansion of Ideas	
	: 3. Notices, Agendas and Minutes	

V.UNIT
Non-Detailed Text	: 1. An Astrologer's Day	R K Narayan
Skills	: 2. Curriculum Vitae and Resume	
	: 3. Letters	
	: 4. E-Correspondence	

బి.ఏ., బి.కాం., బి.యస్.సి., తదితర ప్రోగ్రాములు

అంశం: జనరల్ తెలుగు   సెమిస్టర్–2

కోర్సు–2 : ఆధునిక తెలుగు సాహిత్యం

యూనిట్ల సంఖ్య:5   పీరియడ్ల సంఖ్య:60

✦   అభ్యసన ఫలితాలు:–

ఈ కోర్సు విజయవంతంగా ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.

1. ఆంగ్లభాష ప్రభావం కారణంగా తెలుగులో వచ్చిన ఆధునిక సాహిత్యాన్ని, దాని విశిష్టతను గుర్తిస్తారు.

2. సమకాలీన ఆధునిక సాహిత్య ప్రక్రియలైన "వచన కవిత్వం, కథ, నవల, నాటకం, విమర్శ"లపై అవగాహన పొందుతారు.

3. భావకవిత, అభ్యుదయ కవితాలక్ష్యాలను గూర్చిన జ్ఞానాన్ని పొందుతారు.అస్తిత్వవాద ఉద్యమాలపుట్టుకను, ఆవశ్యకతను గుర్తిస్తారు.

4. కథాసాహిత్యం ద్వారా సామాజిక చైతన్యాన్ని పొందుతారు. సిద్ధాంతాల ద్వారా కాకుండా, వాస్తవ పరిస్థితులను తెలుసుకోవడం ద్వారా సిద్ధాంతాన్ని సమీక్షించగలరు.

5. ఆధునిక తెలుగు కల్పనాసాహిత్యం ద్వారా సామాజిక, సాంస్కృతిక,రాజకీయ చైతన్యాన్ని పొందుతారు.

పాఠ్య ప్రణాళిక

యూనిట్-I : ఆధునిక కవిత్వం

1. ఆధునిక కవిత్వం- పరిచయం

2. కొండవీడు   – దువ్వూరి రామిరెడ్డి

                                      ('కవికోకిల' గ్రంథావళి–ఖండకావ్యాలు–నక్షత్రమాల సంపుటి నుండి)

3. మాతృసంగీతం   – అనిసెట్టి సుబ్బారావు   ('అగ్నివీణ' కవితాసంపుటి నుండి)

4. 'తాతకో నూలుపోగు'   – బండారు ప్రసాదమూర్తి ('కలనేత' కవితాసంపుటి నుండి)

యూనిట్-II : కథానిక

5. తెలుగు కథానిక – పరిచయం

6. భయం (కథ)   – కాళీపట్నం రామారావు

7. స్వేదం ఖరీదు....? – (కథ)   – రెంటాల నాగేశ్వరరావు

యూనిట్-III : నవల

8. తెలుగు 'నవల'   – పరిచయం

9. రథచక్రాలు (నవల) – మహీధర రామ్మోహన రావు (సంక్షిప్త ఇతివృత్తం మాత్రం)

10. రథచక్రాలు (సమీక్షా వ్యాసం)   – డా॥ యల్లాప్రగడ మల్లికార్జునరావు

యూనిట్-IV: నాటకం

11. తెలుగు 'నాటకం' – పరిచయం

12. యక్షగానము (నాటిక)   – ఎం.వి.ఎస్. హరనాథరావు.

13. "అపురూప కళారూపాల విధ్వంసదృశ్యం 'యక్షగానము' (సమీక్షా వ్యాసం)"

     –డా॥కందిమళ్ళసాంబశివరావు

యూనిట్-V: విమర్శ

14. తెలుగు సాహిత్య విమర్శ – పరిచయం

15. విమర్శ-స్వరూప స్వభావాలు; ఉత్తమ విమర్శకుడు–లక్షణాలు

ఆధార గ్రంథాలు/వ్యాసాలు:

1. ఆధునిక కవిత్వం-పరిచయం : చూ. 'దృక్పథాలు' పుట 1–22, ఆచార్య ఎస్వీ. సత్యనారాయణ
2. తెలుగు కథానిక-పరిచయం : చూ. మన నవలలు–మన కథానికలు, పుట 118–130,
   ఆచార్య రాచపాళెం చంద్రశేఖర రెడ్డి
3. తెలుగు నవల-పరిచయం : చూ. నవలాశిల్పం, పుట 1–17, వల్లంపాటి వెంకటసుబ్బయ్య
4. తెలుగు నాటకం-పరిచయం : చూ. తెలుగు నాటకరంగం, పుట 17–25 ఆచార్య ఎస్.గంగప్ప
5. తెలుగుసాహిత్య విమర్శ-పరిచయం: చూ.తెలుగుసాహిత్య విమర్శ–నాడు,నేడు పుట 213–217
   తెలుగువాణి, అయిదవ అఖిలభారత తెలుగు మహాసభల ప్రత్యేక సంచిక
   ఆచార్య జి.వి.సుబ్రహ్మణ్యం
6. నూరేళ్ళ తెలుగు నాటక రంగం – ఆచార్య మొదలి నాగభూషణశర్మ
7. నాటకశిల్పం – ఆచార్య మొదలి నాగభూషణశర్మ
8. సాంఘిక నవల-కథన శిల్పం – ఆచార్య సి.మృణాళిని.

✦ సూచించబడిన సహపాఠ్య కార్యక్రమాలు:

1. ఆధునిక కవిత్వానికి సంబంధించిన కొత్త కవితలను/అంశాలను ఇచ్చి, విద్యార్థులచేత
   వాటిమీద అసైన్మెంట్లు రాయించడం
2. పాఠ్యాంశాలకు సంబంధించిన విషయాలపై వ్యాసాలు రాయించడం (సెమినార్/అసైన్మెంట్)
3. తెలుగు సాహిత్యంలోని ప్రసిద్ధ కథలపై, కవితలపై సమీక్షలు రాయించడం.
4. ఆధునిక పద్యనిర్మాణ రచన చేయించడం.
5. విద్యార్థులను బృందాలుగా విభజించి, నాటకలపై/నవలలపై సమీక్షలు రాయించడం.
6. సాహిత్యవ్యాసాలు సేకరించడం, బృందచర్చ నిర్వహించడం, క్షేత్రపర్యటనలు.
7. ప్రసిద్ధుల విమర్శావ్యాసాలు చదివించి, వాటిని విద్యార్థుల సొంత మాటల్లో రాయించడం.
8. పాఠ్యాంశాలపై స్వీయ విమర్శావ్యాసాలు రాయించడం.

✦ప్రశ్నపత్ర నమూనా ✦

అ–విభాగము

సంక్షిప్త సమాధాన ప్రశ్నలు – ప్రతి యూనిట్ నుంచి తప్పనిసరిగా ఒక ప్రశ్న ఇస్తూ, మొత్తం ఎనిమిది ప్రశ్నలు ఇచ్చి, ఐదింటికి సమాధానం రాయమనాలి.   5×5=25 మా.

ఆ–విభాగము

వ్యాసరూప సమాధాన ప్రశ్నలు–ప్రతి యూనిట్ నుంచి తప్పనిసరిగా రెండు ప్రశ్నలు ఇచ్చి ఒక ప్రశ్నకు సమాధానం రాయమనాలి. మొత్తం ప్రశ్నలు 5.   5×10=50 మా.

✦ మాదిరి ప్రశ్నాపత్రం ✦

అ–విభాగము

క్రింది వానిలో ఐదింటికి సంక్షిప్త సమాధానాలు రాయండి.

ప్రతి సమాధానానికి 5 మార్కులు.   5×5=25 మా.

1. కొండవీడు   5. కథానిక

2. తెలుగు నవల   6. విమర్శ

3. తెలుగు నాటకం   7. అనిసెట్టి సుబ్బారావు

4. ఆధునిక కవిత్వం   8. కాళీపట్నం రామారావు

ఆ–విభాగము

క్రింది వానిలో అన్ని ప్రశ్నలకు సమాధానాలు రాయండి.

ప్రతి సమాధానానికి 10 మార్కులు.   5×10=50 మా.

9. ఆధునిక కవిత్వ ఆవిర్భావ వికాసాలను వివరించండి.

    (లేదా)

    కొండవీడులో దువ్వూరి రామిరెడ్డి గారి సందేశాన్ని వివరించండి.

10. తెలుగు కథానికను పరిచయం చేయండి.

    (లేదా)

    భయం కథలోని రచయిత సందేశాన్ని రాయండి.

11. సాహిత్య ప్రక్రియగా నవల స్థానాన్ని విమర్శించండి.

    (లేదా)

    రథచక్రాలు నవలలోని ఇతివృత్తాన్ని విశ్లేషించండి.

12. తెలుగు నాటక పరిణామాన్ని గూర్చి రాయండి.

    (లేదా)

    యక్షగానం నాటికపై సమీక్షా వ్యాసం రాయండి.

13. తెలుగు సాహిత్య విమర్శను పరిచయం చేయండి

    (లేదా)

    విమర్శ స్వరూప స్వభావాలను వివరిస్తూ, ఉత్తమ విమర్శకుని లక్షణాలను రాయండి.

SRI RAMAKRISHNA DEGREE (A) COLLEGE::NANDYAL
B.Com.(Hons) (THREE YEARS) Degree Examinations, March - 2019
(Semester System:: Under CBCS)
FIRST YEAR SECOND SEMESTER END EXAMINATIONS
Part – II COMMERCE::(2018-19 Regulations)
Paper - 201: Financial Accounting - II
P.P.W. – 6 Hours   [Max. Marks: 70]

Objectives: The objective of this paper is to develop the skills of recording of final accounts of non-trading concerns and partnership organisations.

Unit- I : Depreciation - Provisions and Reserves
Depreciation – Accounting treatment of providing depreciation, Straight line Method, Diminishing balance method – change in method. Reserve Fund – Different Types of Provisions and Reserves.(Theory Only)

Unit-II : Single Entry System
Meaning and Definition – Uses and Limitations of Single Entry System – Differences between Single Entry System and Double Entry System – Preparing Statement of Affairs – Ascertainment of Profit or Loss of Business – Conversation Single Entry System to Double Entry System (Simple Problems Only)**.**

Unit- III : Accounts of Non-Trading Concerns.
Features of Non-Profit Entities – Accounting Process – Preparation of Summaries –Receipts and Payments Account – Meaning and Special features – Procedure for preparation – Uses and Limitations. Income and Expenditure Account - Features –Procedure for preparation – Preparation of Balance Sheet.

Unit – IV : Partnership Accounts - I
Methods of Maintaining Capital Accounts, Final Accounts, change in profit sharing ratio and treatment of good will (as per AS 10) on reconstitution of partnership - Admission of a Partner – Accounting Treatment – Treatment of Goodwill.

Unit –V : Retirement, Death of a Partner and Dissolution of partnership
 Retirement and Death of a Partner – Accounting Treatment - Dissolution of partnership firm (when all partners are solvent, one or more partners are insolvent)**.**

Suggested readings:

Jain &Narang	- Advanced accountancy
Shukla, Grewal& Gupta	- Advanced accountancy
TS Grewal	- Introduction to Accountancy
Mukherjee	- Advanced accountancy II
P.C. Tulsian	- Accountancy II
Haneef&Mukherji	- Financial Accounting
P.C. Tulsian	- Corporate Accounting

SRI RAMAKRISHNA DEGREE (A) COLLEGE::NANDYAL
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FIRST YEAR SECOND SEMESTER END EXAMINATIONS
Part – II COMMERCE::(2018-19 Regulations)
Paper - 202: Quantitative Techniques - I
P.P.W. – 4 Hours   [Max. Marks: 70]

Objectives: The objectives of this paper is to impart knowledge on the applications of Mathematics and Statistics in Business decision making.

Unit – I – Introduction to Statistics
Meaning – Definition- Functions – Importance and limitations of Statistics – Collection of Data – Primary and Secondary - Data Schedule and Questionnaire – Frequency Distribution – Tabulation –

Unit- II::**Graphic Presentation of Data:**
Diagrammatic and Graphic Presentation of Data – Different Bar Diagrams – Graphs of Frequency Distribution -..

Unit – III:: Measures of Central Tendency
Definition – Objectives and Characteristics of Measures of Central Tendency – Types of Averages: Arithmetic Mean: Geometric Mean, Harmonic Mean: Median, Mode, Quartiles, Deciles, Percentiles, Properties of Averages and their application.

Unit-IV: Measures of Dispersion and Skewness
Meaning and Definition – Objectives of Dispersion – Range, Quartile Deviation, Mean Deviation, Standard Deviation. Types of Skewness, Measures of Skewness – Karl Pearson's Method and Bowley's Method.

Unit -V: Matrix: Meaning and Operation - Matrix Algebra - Types of Matrices -Matrices - Multiplication – Matrix Determinants, Minors and Co Factors, Matrix Inverse.

Suggested readings (Statistics)
1. Sancheti D.C. &Kapoor V.K.: Statistics; Theory, Methods and Applications, Sultan Chand & Co. N. Delhi.
2. Gupta S.C. : Fundamentals of Statistics, Himalaya Publishing House.
3. Gupta S.P. : Statistical Methods, S. Chand & Co;
4. Gupta B.N. : Statistics; SahityaBhavan, Agra.
5. S.K. Aggarwal, S.K. Bharadwaj& K. Raghu Veer: Business Statistics, Kalyani Publishers.
6. Quantitative Techniques :Kalyani Publications
7. . Quantitative Techniques : Himalaya Publications

Sri Ramakrishna Degree College(A) :Nandyal
Dept. Of Sanskrit
First Year, Semester -II, Syllabus

प्रथमविभागः (Unit-I) प्राचीनपद्यकाव्यम्

1. इन्दुमती स्वयंवरम्

2.शिष्येभ्योदीश्राप्रदानम्

द्वितीयविभाग: (Unit II) आधुनिक पद्यकाव्यम्

3. गंगावतरणं

4.मोहापनोदः

5.वन्देकाश्मीरभारतं

तृतीया विभाग: (Unit III) गद्यकाव्यम्

6. अवन्तिसुन्दरीकथा

7. चारुदत्तचरितं

चतुर्थविभागः (Unit IV) व्याकरणं

8.अजन्तशब्दाः

(नद, तन, वधू,मातृ,वन,फल,वारि,मधु)

9.धातवः

(यध्,इष,लिख,कृ,क्रीञ्,कथ,रमु,वदी)

पञ्चमविभागः (Unit V) व्याकरणं

10.सन्धयःहल् सन्धिः,विसर्गसन्धिः)

11.समासाः (अव्ययीभावः, बहुव्रीहिः)

SRI RAMAKRISHNA DEGREE (A) COLLEGE::NANDYAL
B.Com.(Hons) (THREE YEARS) Degree Examinations, March - 2019
(Semester System:: Under CBCS)
FIRST YEAR SECOND SEMESTER END EXAMINATIONS
Part – II COMMERCE::(2018-19 Regulations)
Paper - 204: E-commerce & Web Designing
P.P.W. – 4 Hours   [Max. Marks: 70]

Learning Outcomes: At the end of the course, the students are expected to DEMONSTRATE the following cognitive abilities (thinking skill) and psychomotor skills.

   B. Remembers and states in a systematic way (Knowledge)
   1. Understand the foundations and importance of E-commerce
   2. Define Internet trading relationships including Business to Consumer, Business-to-Business, Intra-organizational
   3. Describe the infrastructure for E-commerce
   4. Discuss legal issues and privacy in E-Commerce
   5. Understand the principles of creating an effective web page, including an in-depth consideration of information architecture
B. *Explains (Understanding)*
6. Recognize and discuss global E-commerce issues
7. Learn the language of the web: HTML and CSS.
C. *Critically examines, using data and figures (Analysis and Evaluation)*
8. Analyze the impact of E-commerce on business models and strategy
9. Assess electronic payment systems
10. Exploring a web development framework as an implementation example and create dynamically generated web site complete with user accounts, page level security, modular design using css
D. Working in 'Outside Syllabus *Area' under a Co-curricular Activity*(Creativity)
Use the Systems Design Approach to implement websites with the following steps:
• Define purpose of the site and subsections
• Identify the audience
• Design and/or collect site content
• Design the website theme and navigational structure
• Design & develop web pages including: CSS Style Rules, Typography, Hyperlinks, Lists, Tables, Frames, Forms, Images, Behaviours, CSS Layouts
E. Build a site based on the design decisions and progressively incorporate tools and techniques covered

SYLLABUS
Unit I: Introduction:
Meaning, Nature, Concepts, Advantages, Disadvantages and reasons for Transacting Online, Types of E-Commerce, e-commerce Business Models (Introduction , Key Elements of a Business Model And Categorizing Major E-Commerce Business Models), Forces Behind e-commerce.
Technology used in E-commerce: The dynamics of World Wide Web and Internet (Meaning, Evolution And Features); Designing, Building and Launching e-commerce website (A systematic approach involving decisions regarding selection of hardware, software, outsourcing Vs. in-house development of a website)

Unit-II: E-payment System:

Models and methods of e–payments (Debit Card, Credit Card, Smart Cards, e-money), Digital Signatures (Procedure, Working And Legal Position), Payment Gateways, Online Banking (Meaning, Concepts, Importance, Electronic Fund Transfer, Automated Clearing House, Automated Ledger Posting), Risks Involved in e-payments.

Unit-III: On-line Business Transactions:

Meaning, Purpose, Advantages and Disadvantages of Transacting Online, E-Commerce Applications in Various Industries Like {Banking, Insurance, Payment of Utility Bills, Online Marketing, E-Tailing (Popularity, Benefits, Problems and Features), Online Services (Financial, Travel and Career), Auctions, Online Portal, Online Learning, Publishing and Entertainment} Online Shopping (Amazon, Snap Deal, Alibaba, Flipkart, etc.)

Unit-IV: Website designing

Designing a home page, HTML document, Anchor tag Hyperlinks, Head and body section, Header Section, Title, Prologue, Links, Colorful Pages, Comment, Body Section, Heading Horizontal Ruler, Paragraph, Tabs, Images And Pictures, Lists and Their Types, Nested Lists, Table Handling.

Frames: Frameset Definition, Frame Definition, Nested Framesets, Forms and Form Elements. DHTML and Style Sheets: Defining Styles, elements of Styles, linking a style sheet to a HTML Document, Inline Styles, External Style Sheets, Internal Style Sheets & Multiple Style Sheets.

Unit V: Security and Encryption:

Need and Concepts, E-Commerce Security Environment: (Dimension, Definition and Scope Of E-Security), Security Threats in The E-Commerce Environment (Security Intrusions And Breaches, Attacking Methods Like Hacking, Sniffing, Cyber-Vandalism Etc.), Technology Solutions (Encryption, Security Channels Of Communication, Protecting Networks And Protecting Servers And Clients)

Learning Resources (Course 2C: E-commerce & Web Designing)

References: References:

(1) E-commerce and E-business Himalaya publishers
(2) E-Commerce by Kenneth C Laudon, PEARSON INDIA
(3) Web Design: Introductory with Mind Tap Jennifer T Campbell, Cengage India
(4) HTML & WEB DESIGN:TIPS & TECHNIQUES JAMSA, KRIS, McGraw Hill
(5) Fundamentals Of Web Development by Randy Connolly, Ricardo Hoar, Pearson
(6) HTML & CSS: COMPLETE REFERENCE POWELL,THOMAS, McGraw Hill

Online Resources:

http://www.kartrocket.com
http://www.e-commerceceo.com
http://www.fastspring.com
https://teamtreehouse.com/tracks/web-design

Practical Component:@ 2 hours/week/batch

1. Creation of simple web page using formatting tags
2. Creation of lists and tables with attributes
3. Creation of hyperlinks and including images
4. Creation of forms
5. Creation of framesets
6. Cascading style sheets – inline, internal and external

Practical Component:@ 2 hours/week/batch

RECOMMENDED CO-CURRICULAR ACTIVITIES:

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

MEASURABLE

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)
3. Quiz (on topics where the content can be compiled by smaller aspects and data (Individuals or groups as teams)
4. Field studies (individual observations and recordings as per syllabus content and related areas (Individual or team activity)
5. Study projects (by very small groups of students on selected local real-time problems pertaining to syllabus or related areas. The individual participation and contribution of students shall be ensured (team activity)

GENERAL

   (1) Group Discussion   (2) Visit to Software Technology parks / industries

RECOMMENDED CONTINUOUS ASSESSMENT METHODS:

Some of the following suggested assessment methodologies could be adopted;

1. The oral and written examinations (Scheduled and surprise tests),
2. Closed-book and open-book tests,
3. Coding exercises,
4. Practical assignments and laboratory reports,
5. Observation of practical skills,
6. Individual and group project reports,
7. Efficient delivery using seminar presentations,
8. Viva voce interviews.
9. Computerized adaptive testing, literature surveys and evaluations, work

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(Semester System:: Under CBCS)
FIRST YEAR SECOND SEMESTER END EXAMINATIONS
Part – II COMMERCE::(2018-19 Regulations)
Paper - 203: Principles of Management
P.P.W. – 4 Hours   [Max. Marks: 70]

Objective: The objective of this paper is to help the students in Principles of Management of a Business enterprise.

Unit-1-Concepts of Management

Management-Meaning- Nature-Management as Science, Arts and Profession-Significance of Management-Management v/s, Administration-Level of Management-Functions of Management. Classical-Neo Classical, System-Contingency-Approach-Management Styles -Principles of Management-Scientific Management-Fayal's Principles of Management.

Unit-2-Planning and Decision Making

Planning-Meaning-Significance-Types f Plans-Planning Process-Limitations of Planning-Decision Making Meaning-Significance, Process and Techniques.

Unit-3: Organization

Organizing-Meaning-Process of Organizing-Organizational Structure-Line-Functional-Line and Staff-Conflict between Line and Staff-Matrix Organizational Structure-Span of Supervision-Formal v/s.Informal Organisation. Authority-Power-Responsibility-Accountability-Delegation-Its Elements –Barriers-Delegation-Centralization vs. Decentralization.

Unit-4: Staffing and Leadership

Staffing – Meaning – Definition – Features – Recruitment – Types – Selection Process - -Leadership-Concept, Style of Leadership.

Unit-5: Control

Control Process-Meaning and Importance and Process -Requisites for Effective Managerial Control System, Time Management.

Reference Books:
1.. Koontz & O. Donnell: Essentials of Management Mc. GawKogakusha Ltd. New Delhi.
2. Prasad L.M. : Principles and Practice of Management, S. Chand & Co. , (New Delhi).
3. Peter F. Drucker: The Practice of Management, Allied Publishers (P) Ltd., New Delhi.
4. Srivastava: Industrial Management & Business Administration.
5. Sherlekar and Shelekar: Principles of Business Management – Himalaya Publishers.
6. James A.F. Stoner: management Principles – Hall of India – New Delhi.
7. Heinz Weihrich – Management Excellence: Productivity through MBO, Mc-Graw Hill, New York.
8. Cole. C.A., Management, Letts Educational, London
9. Y.K. Bhushan ; Fundamentals of Business Organizations, S. Chand & Sons, New Delhi.
10. C.B. Gupta – Business Organization & Management; S. Chand & Sons, N. Delhi.

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 typicaladvertisement –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 booksand 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

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:
Aftersuccessful 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 – OrganisationalHierarchy - 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-curricularActivities (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:

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, MessageComposition, 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 andGroup 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 – byRaymond 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.