



**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

<b>Prose</b>	: 1. How to Avoid Foolish Opinions Bertrand Russell
<b>Skills</b>	: 2. Vocabulary: Conversion of Words : 3. One Word Substitutes : 4. Collocations

#### II. UNIT

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

#### III. UNIT

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

#### IV. UNIT

<b>Poetry</b>	: 1. Coromandel Fishers	Sarojini Naidu
<b>Skills</b>	: 2. Expansion of Ideas : 3. Notices, Agendas and Minutes	

#### V. UNIT

<b>Non-Detailed Text</b>	: 1. An Astrologer's Day	R K Narayan
<b>Skills</b>	: 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 ఎస్సీ. 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.

**◆ప్రశ్నాపత్ర నమూనా ◆**

**అ-విభాగము**

సంక్షిప్త సమాధాన ప్రశ్నలు - ప్రతి యూనిట్ నుంచి తప్పనిసరిగా ఒక ప్రశ్న ఇస్తూ, మొత్తం ఎనిమిది ప్రశ్నలు ఇచ్చి, ఐదింటికి సమాధానం రాయమనాలి.  $5 \times 5 = 25$  మా.

**ఆ-విభాగము**

వ్యాసరూప సమాధాన ప్రశ్నలు-ప్రతి యూనిట్ నుంచి తప్పనిసరిగా రెండు ప్రశ్నలు ఇచ్చి ఒక ప్రశ్నకు సమాధానం రాయమనాలి. మొత్తం ప్రశ్నలు 5.  $5 \times 10 = 50$  మా.

◆ మాదిరి ప్రశ్నాపత్రం ◆

అ-విభాగము

క్రింది వానిలో ఐదింటికి సంక్షిప్త సమాధానాలు రాయండి.

ప్రతి సమాధానానికి 5 మార్కులు.

5×5=25 మా.

1. కొండవీడు
2. తెలుగు నవల
3. తెలుగు నాటకం
4. ఆధునిక కవిత్వం
5. కథానిక
6. విమర్శ
7. అనిసెట్టి సుబ్బారావు
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 College(A) :Nandyal

## Dept. Of Sanskrit

### First Year, Semester -II, Syllabus

प्रथमविभागः (Unit-I) प्राचीनपद्यकाव्यम्

1. इन्दुमती स्वयंवरम्
2. शिष्येभ्यो दीश्राप्रदानम्

द्वितीयविभागः (Unit II) आधुनिक पद्यकाव्यम्

3. गंगावतरणं
4. मोहापनोदः
5. वन्दे काश्मीरभारतं

तृतीया विभागः (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. सन्धयः (हल् सन्धिः, विसर्गसन्धिः)

11. समासाः (अव्ययीभावः, बहुव्रीहिः)

SRI RAMAKRISHNA DEGREE (A) COLLEGE::NANDYAL  
B.Com.(Gen & CA) (THREE YEARS) Degree Examinations, April - 2022  
(Semester System:: Under CBCS)

FIRST YEAR SECOND SEMESTER END EXAMINATIONS  
Part – II COMMERCE::(2020-21 Regulations)

**Paper – 2.A :: FINANCIAL ACCOUNTING - Syllabus**

Time: 3 [Hours]

[Max. Marks: 70]

**Learning Outcomes:** At the end of the course the student will able to;   Understand the concept of consignment and learn the accounting treatment of the various aspects of consignment.   Analyze the accounting process and preparation of accounts in consignment and joint venture.   Distinguish Joint Venture and Partnership and to learn the methods of maintaining records under Joint Venture.   Determine the useful life and value of the depreciable assets and maintenance of Reserves in business entities.   Design an accounting system for different models of businesses at his own using the principles of existing accounting system.

### Syllabus

**Unit-I: Depreciation:** Meaning and Causes of Depreciation - Methods of Depreciation: Straight Line – Written Down Value – Annuity and Depletion Method (including Problems).

**Unit-II: Provisions and Reserves:** Meaning – Provision vs. Reserve – Preparation of Bad Debts Account – Provision for Bad and Doubtful Debts – Provision for Discount on Debtors – Provision for Discount on Creditors - Repairs and Renewals Reserve A/c (including Problems).

**Unit-III: Bills of Exchange:** Meaning of Bill – Features of Bill – Parties in the Bill – Discounting of Bill – Renewal of Bill – Entries in the Books of Drawer and Drawee (including Problems).

**Unit-IV: Consignment Accounts:** Consignment - Features - Proforma Invoice - Account Sales – Del-credere Commission - Accounting Treatment in the Books of Consigner and Consignee - Valuation of Closing Stock - Normal and Abnormal Losses (including Problems).

**Unit-V: Joint Venture Accounts:** Joint Venture - Features - Difference between Joint- Venture and Consignment – Accounting Procedure – Methods of Keeping Records – One Vendor Keeps the Accounts and Separate Set off Books Methods (including Problems).

**Reference Books:** 1. Ranganatham G and Venkataramanaiah, **Financial Accounting-II**, S Chand Publications, New Delhi.

2. T. S. Reddy and A. Murthy - **Financial Accounting**, Margham Publications.

3. R.L. Gupta & V.K. Gupta, **Principles and Practice of Accounting**, Sultan Chand.

4. SN Maheswari and SK Maheswari – **Financial Accounting**, Vikas Publications.

5. S.P. Jain & K.L Narang, **Accountancy-I**, Kalyani Publishers.

6. Tulsan, **Accountancy-I**, Tata McGraw Hill Co.

7. V.K. Goyal, **Financial Accounting**, Excel Books 8. T.S. Grewal, **Introduction to Accountancy**, Sultan Chand & Co. 9. Haneef and Mukherjee, **Accountancy-I**, Tata McGraw Hill.

10. Arulanandam and Ramana, **Advanced Accountancy**, Himalaya Publishers.

11. S.N.Maheshwari & V.L.Maheshwari, **Advanced Accountancy-I**, Vikas Publishers.

12. Prof E Chandraiah, **Financial Accounting**, Seven Hills International Publishers.

**Suggested Co-Curricular Activities:**   Quiz Programs   Problem Solving Exercises   Operative learning   Seminar   Group Discussions on problems relating to topics covered by syllabus   Reports on Proforma invoice and account sales   Visit a consignment and joint venture firms (Individual and Group)   Collection of Proforma of bills and promissory notes   Examinations (Scheduled and surprise tests)   Any similar activities with imaginative thinking beyond the prescribed syllabus



SRI RAMAKRISHNA DEGREE (A) COLLEGE::NANDYAL  
B.Com.(Gen & CA) (THREE YEARS) Degree Examinations, April - 2022  
(Semester System:: Under CBCS)  
FIRST YEAR SECOND SEMESTER END EXAMINATIONS  
Part – II COMMERCE::(2020-21 Regulations)

**Paper – 2.B :: Business Economics - Syllabus**

Time: 3 [Hours]

[Max. Marks: 70]

**Learning Outcomes:** At the end of the course, the student will be able to; □ □ Describe the nature of economics in dealing with the issues of scarcity of resources. □ □ Analyze supply and demand analysis and its impact on consumer behaviour. □ □ Evaluate the factors, such as production and costs affecting firms behaviour. □ □ Recognize market failure and the role of government in dealing with those failures. □ □ Use economic analysis to evaluate controversial issues and policies. □ □ Apply economic models for managerial problems, identify their relationships, and formulate the decision making tools to be applied for business.

**Syllabus**

**Unit-I: Introduction:** Meaning and Definitions of Business Economics - Nature and Scope of Business Economics -Micro and Macro Economics and their Interface.

**Unit-II: Demand Analysis:** Meaning and Definition of Demand – Determinants to Demand –Demand Function -Law of Demand – Demand Curve – Exceptions to Law of Demand - Elasticity of Demand – Measurements of Price Elasticity of Demand

**Unit – III: Production, Cost and Revenue Analysis:** Concept of Production Function – Law of Variable Proportion -Law of Returns to Scale - Classification of Costs -Break Even Analysis - Advantages

**Unit-IV: Market Structure:** Concept of Market – Classification of Markets -Perfect Competition – Characteristics – Equilibrium Price -Monopoly – Characteristics – Equilibrium Under Monopoly.

**Unit-V: National Income:** Meaning – Definition – Measurements of National Income - Concepts of National Income -Components of National Income-Problems in Measuring National Income

**References:** 1. Business Economics -S.Sankaran, Margham Publications, Chennai.

2. Business Economics - Kalyani Publications.

3. Business Economics - Himalaya Publishing House.

4. Business Economics - Aryasri and Murthy, Tata McGraw Hill.

5. Business Economics -H.L Ahuja, Sultan Chand & Sons

6. Principles of Economics -Mankiw, Cengage Publications

7. Fundamentals of Business Economics -Mithani, Himalaya Publishing House

8. Business Economics -A.V. R. Chary, Kalyani Publishers, Hyderabad.

9. Business Economics -Dr K Srinivasulu, Seven Hills International Publishers.

**Suggested Co-Curricular Activities:** □ Assignments □ Student Seminars □ Quiz , JAM □ Study Projects □ Group Discussion □ Graphs on Demand function and demand curves □ Learning about markets □ The oral and written examinations (Scheduled and surprise tests), □ Market Studies □ Individual and Group project reports, □ Annual talk on union and state budget □ Any similar activities with imaginative thinking beyond the prescribed syllabus

SRI RAMAKRISHNA DEGREE (A) COLLEGE::NANDYAL  
B.Com.(CA) (THREE YEARS) Degree Examinations, April - 2022  
(Semester System:: Under CBCS)  
FIRST YEAR SECOND SEMESTER END EXAMINATIONS  
Part – II COMMERCE::(2020-21 Regulations)

**Paper – 2.C :: E-Commerce & Web Designing - Syllabus**

Time: 3 [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

# 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

(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:**

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.