

# UG – PROGRAMME

(w.e.f. 2020-21 A.Y.)

## **LIFE SKILL COURSES (LSC) AND SKILL DEVELOPMENT COURSES (SDC)**



**SRR & CVR GOVT. DEGREE COLLEGE  
(AUTONOMOUS)  
VIJAYAWADA – 520 004**



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## 1. LIFE SKILL AND SKILL DEVELOPMENT COURSES

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, and BBA.

**A. 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.

SEM	No. of courses	Names of courses	Preferred teaching department
I	One	Computer Applications	Computer Applications
		Human Values and Professional Ethics	English/Telugu/Any Dept
		Entrepreneurship	Commerce
II	one	Information and Communication Technology	Computers
		Indian Culture and Science	History/Telugu
		Elementary Statistics	Statistics/Maths /Economics/ Commerce
III	two	Health and Hygiene	Zoology/Botany
		Personality Development and Leadership	English/ Any Dept
		Analytical Skills	Maths/Statistics
		Environmental Education	Botany/Zoology/Environmental Sciences/Any Dept



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**B. 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).

**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	One	1. Tourism Guidance (History)	Secretaryship	Electrical Appliances (Physics)
		2. Public Relations (Pol Science/ English)	Insurance Promotion	Plant Nursery (Botany)
II	Two	1. Journalistic Reporting (English)	Agricultural Marketing	Solar Energy (Physics)
		2. Survey & Reporting (Economics/History)	Business Communication (English)	Fruit & Vegetable Preservation (Botany)
		3. Social Work Methods (Political Science)	Advertising	Dairy Technology (Zoology)
		4. Performing Arts (Telugu)	Logistics & Supply Chain	Food Adulteration (Chemistry)
III	one	1. Financial Markets (Economics)	Online Business	Environment Audit (Chemistry)
		2. Disaster Management (English/Telugu)	Retailing	Poultry Farming (Zoology)

**Life /Skill Development Courses:** 4 courses of LSC and 4 courses of SDC with options. Each course of 2 hrs/ week containing 3 units of syllabi for 30 hrs teaching with 2 credits based on 50 marks evaluation. No internal assessment. Sem-end exam:50 marks (2 Hrs). Question paper would be only One section (Section A) for 50 marks

**Section A** consisting of 10 essay questions covering three questions from each unit and the remaining one to be from any unit. Student has to write any 5 questions and each question carries 10 marks (i.e., 5 X 10 = 50 marks). Each question to be answered with 10 to 15 points or 20 to 35 lines along with diagrams/equations/ figure/flow charts, if necessary.



## 2. Model Question papers for Life Skill/Skill Development Courses

MODEL QUESTION PAPER  
All UG Life/Skill development courses  
Semester:  
Paper:....., Title of the paper

Time: 2Hrs.

Max Marks: 50

### SECTION – A

**Answer any 5 questions. Each question carries 10 marks (5 X 10 = 50M)**

(Total 10 questions and at least three questions should be given from each unit)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.



**UG - LIFE SKILL COURSE**  
**HUMAN VALUES AND PROFESSIONAL ETHICS (HVPE)**  
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 hrs)
I	LS N-1010	Human values and professional ethics (HVPE)	30	2	2	50 Marks

**Objective: 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 (*Sarvabhaum Vyawastha* )- from family to world family.

**UNIT: 3 - Professional Ethics in Education:** Understanding about Professional Integrity, Respect & Equality, Privacy, Building Trusting Relationships. Understanding the concepts; Positive 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:**

1. R R Gaur, R Sangal, G P Bagaria, 2009, A Foundation Course in Human Values and Professional Ethics.
2. Bhatia, R. & Bhatia, A (2015) Role of Ethical Values in Indian Higher Education.



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**References books:**

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

**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.



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**MODEL QUESTION PAPER**

LIFE SKILL COURSE

Semester: I

HUMAN VALUES AND PROFESSIONAL ETHICS (HVPE)

Time: 2Hrs

Max Marks: 50

**SECTION-A**

**Answer any FIVE questions. Each question carries 10 marks.**

**5 x 10 = 50 Marks**

1. Write about your perspectives on the present scenario, in understanding values in Human relationship?
2. Elaborate on the problems faced due to differentiation in relationships.
3. Explain the concept of professional Integrity?
4. Write a note on the concepts of respect and equality
5. Define and write about the significance of value education in classroom?
6. Discuss the need for values in our daily life and write how they help us in making choices in our daily lives.
7. Explain the importance of harmony in the family.
8. Explain how samadhan, samridhi abhay and sah- astitva work as comprehensive human goals?
9. Write about the importance of taking initiative and promoting the culture of openness.
10. How do you understand the concepts positive co-operation, respecting the competence of other professions?



**UG- LIFE SKILL COURSE**  
**BASIC COMPUTER APPLICATIONS**

(w.e.f. 2020-2021 A.Y.)

Semester	Course Code	Course Title	Hrs/ Sem	Hrs/ wk	Credits	Sem End Exam (2 hrs)
I	LS N-1011	<b>Basic Computer Applications</b>	30	2	2	50 Marks

**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:

- Demonstrate basic understanding of computer hardware and software.
- Apply skills and concepts for basic use of a computer.
- Identify appropriate tool of MS office to prepare basic documents, charts, spreadsheets and presentations.
- Create personal, academic and business documents using MS office.
- Create spreadsheets, charts and presentations.
- 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.



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**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.



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**MODEL QUESTION PAPER**  
LIFE SKILL COURSE  
Semester : I  
BASIC COMPUTER APPLICATIONS

Time: 2Hrs.

Max Marks: 50

**SECTION-A**

**Answer any FIVE questions. Each question carries 10 marks.**

**5 x 10 = 50 Marks**

1. Write the Applications of Computers.
2. How to insert Headers, Footers and Page Numbers in MS-Word?
3. How to Sort and Filter elements in MS-Excel.
4. How to insert objects, audio and video in MS-PowerPoint.
5. Write about Slide Transition and Custom Animation.
6. Explain different types of Memories.
7. Explain about how to create a Table and Insert a chart to illustrate and compare data in MS-Word.
8. Explain the procedure of Mail Merge with example.
9. Prepare a Marks Table with Total, Percentage and Result using Formulae in MS-Excel.
10. Write the procedure to prepare a presentation with different animations in MS-PowerPoint.



**UG- LIFE SKILL COURSE**  
**ENTREPRENEURSHIP DEVELOPMENT (ED)**  
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code	Course Title	Hrs/ Sem	Hrs/ wk	Credits	Sem End Exam (2 hrs)
I	LS N-1012	Entrepreneurship Development	30	2	2	50 Marks

**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 startup and differentiate between financial, technical analysis and business feasibility.

**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. Kanishka Bedi, 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



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**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**

**LIFE SKILL COURSE**

Semester: I

**ENTREPRENEURSHIP DEVELOPMENT**

Time: 2Hrs.

Max Marks: 50

**SECTION-A**

**Answer any FIVE questions. Each question carries 10 marks.**

**5 x 10 = 50 Marks**

1. Entrepreneur Characteristics
2. Project Formulation
3. Financial Analysis
4. Tax Incentives
5. Define Entrepreneurship. Explain the classification of Entrepreneurs.
6. Briefly explain the role of Entrepreneurship in Economic Development.
7. What are the methods and sources of Idea Planning?
8. Explain the contents and guidelines for report preparation.
9. Define NABARD. Explain its role in the development of Entrepreneurship.
10. Explain how financial institutions help in Entrepreneurial Development.



UG- LIFE SKILL COURSE  
**INDIAN CULTURE AND SCIENCE(ICS)**  
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code	Course Title	Hrs/ Sem	Hrs/ wk	Credits	Sem End Exam (2 hrs)
II	LS N-2013	Indian Culture and Science (ICS)	30	2	2	50 Marks

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

- Understand the evolution of India's culture
- Analyze the process of modernization of Indian society and culture from past to future
- Comprehend objective education and evaluate scientific development of India in various spheres
- Inculcate nationalist and moral fervour and scientific temper

**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, Veerabrahman, Gurajada, Veeresalingam and Gurram Jashua (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: (11 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:** Assignments, Group discussions, Quiz etc

1. Invited Lecture by a local expert
2. Visit to a scientific institutions, local heritage sites, museums, industries etc.
- 3.



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**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 Achievements
7. V. Ramakrishna, Social Reform Movement Andhra, Vikas Publications



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**MODEL QUESTION PAPER**  
LIFE SKILL COURSE  
Semester: II  
INDIAN CULTURE & SCIENCE (ICS)

Time: 2Hrs.

Max Marks: 50

**SECTION-A**

**Answer any FIVE questions. Each question carries 10 marks.**

**5 x 10 = 50 Marks**

1. Buddhism.
2. Swami vivekananda.
3. Important Seasonal Festivals.
4. Online Education.
5. Explain the impact of Islam on Indian Culture.
6. The concept of seela, karuna, kshama, mitre, venaya, santi and ahimsha.
7. Describe social religious movement in India?
8. Social reforms movement in andhra by gurazada veeresalingam and gurram jashuva.
9. Describe the role Mahatma Gandhi in Indian freedom struggle?
10. Describe the development of Industry and Agriculture in independent India.



**UG- LIFE SKILL COURSE**  
**INFORMATION AND COMMUNICATION TECHNOLOGY (ICT)**  
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code	Course Title	Hrs/ Sem	Hrs/ wk	Credits	Sem End Exam (2 hrs)
II	LS N-2014	Information and Communication Technology (ICT)	30	2	2	50 Marks

**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;

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

**UNIT-I: 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: 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:** 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, Swayam Prabha, National Academic Depository, National Digital Library of India, E-Sodh-Sindhu, Virtual labs, e-acharya, e-Yantra and NPTEL).

**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.

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 and Group Discussion
4. Slip Test
5. Try to solve MCQ's available online.



6. 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 Green law 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**

LIFE SKILL COURSE

Semester: II

INFORMATION & COMMUNICATION TECHNOLOGY

Time: 2Hrs.

Max Marks: 50

**SECTION-A**

**Answer any FIVE questions. Each question carries 10 marks.**

**5 x 10 = 50 Marks**

1. Write the Applications of Internet.
2. Write the advantages of Email.
3. Write History of Internet.
4. Discuss about Domain Names
5. Write about any four social networking applications.
6. Write about Digital Signatures.
7. What is URL? Discuss components of URL.
8. Explain about G-Suite.
9. What are the GOI digital initiatives of Higher Education? Discuss.
10. Explain about Email Threats and Secure Email.



UG- LIFE SKILL COURSE  
**ENVIRONMENTAL EDUCATION (EE) (Mandatory)**  
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code	Course Title	Hrs/ Sem	Hrs/ wk	Credits	Sem End Exam (2 hrs)
III	LS N-3015	Environmental Education (EE)	30	2	2	50 Marks

**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

- Understand the nature, components of an ecosystem and that humans are an integral part of nature.
- Realize the importance of environment, the goods and services of a healthy biodiversity, dependence of humans on environment.
- Evaluate the ways and ill effects of destruction of environment, population explosion on ecosystems and global problems consequent to anthropogenic activities.
- Discuss the laws/ acts made by government to prevent pollution, to protect biodiversity and environment as a whole.
- Acquaint with international agreements and national movements, and realize citizen's role in protecting environment and nature.

**Unit 1: Environment and Natural Resources:(06hrs)**

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:(10hrs)**

1. Concept of sustainability and sustainable development with judicious use of land, water and forest resources; a forestation.
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:**

1. Erach Barucha (2004) *Text book of Environmental Studies for Undergraduate courses* (Prepared for University Grants Commission) Universities Press.
2. Purnima Smarath (2018) *Environmental studies* Kalyani Publishers, Ludhiana

**Reference books:**

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



**MODEL QUESTION PAPERS**

Life Skill courses

Semester: III

ENVIRONMENTAL EDUCATION(Mandatory)

Time: 2Hrs.

Max Marks: 50

**SECTION-A**

**Answer any FIVE questions. Each question carries 10 marks.**

**5 x 10 = 50**

**Marks**

1. Write short notes on Ecosystem diversity
2. Write a brief account on Water resources in India
3. Write about any two kinds of pollutions
4. Wildlife protection Act
5. Write an essay on Scope & Importance of environmental education.
6. Give a detailed explanation on Biodiversity and its importance .
7. Explain about Non renewable energy resources, their utilization and influences.
8. Describe threats to biodiversity.
9. Write an detailed account and differences on In situ & Ex situ conservation.
10. Define sustainability? Explain sustainable development of Water and Forest resources.



UG- LIFE SKILL COURSE  
**PERSONALITY DEVELOPMENT AND LEADERSHIP (PDL)**  
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code	Course Title	Hrs/ Sem	Hrs/ wk	Credits	Sem End Exam (2 hrs)
III	LS N-3016	Personality Development and Leadership (PDL)	30	2	2	50 Marks

**Learning Outcomes:**

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

- Develop comprehensive understanding of personality
- Know how to assess and enhance one's own personality
- Comprehend leadership qualities and their importance
- Understand how to develop leadership qualities

**Unit – I:(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)**

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

**Reference Books:**

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



**MODEL QUESTION PAPER**

LIFE SKILL COURSE

Semester: III

PERSONALITY DEVELOPMENT AND LEADERSHIP

Time: 2Hrs.

Max Marks: 50

**SECTION-A**

**Answer any FIVE questions. Each question carries 10 marks. 5 x 10 = 50 Marks**

1. Write about meaning of Personality.
2. Write a brief note on the leadership qualities of 'Prakasam Panthulu'.
3. Dr. B.R.Ambedkar is a successful leader. Explain.
4. What are the qualities that made 'Abraham Lincoln' a great leader?
5. Write a note on 'Explanations of Human Personality'
6. What are 'big five traits' of Personality
7. How do you assess Personality.
8. How can one enhance Personality skills.
9. Explain the characteristics of leaderships.
10. Write about the importance of leadership and elaborate the leadership qualities of Mahatma Gandhi.



UG- LIFE SKILL COURSE

**ANALYTICAL SKILLS(AS)**

(w.e.f. 2020-2021 A.Y.)

Semester	Course Code	Course Title	Hrs/ Sem	Hrs/ wk	Credits	Sem End Exam (2 hrs)
III	LS N-3018	Analytical Skills (AS)	30	2	2	50 Marks

**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;

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

**UNIT – 1:**(10 Hrs)

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

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

**UNIT – 2:**(10 Hrs)

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

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

**UNIT – 3:**(07 Hrs)

**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.



**MODEL QUESTION PAPER**

LIFE SKILL COURSE  
Semester: III ANALYTICAL SKILLS(AS)

Time: 2Hrs.

Max Marks: 50

**SECTION-A**

Answer any FIVE questions. Each question carries 10 marks.

5 x 10 = 50 Marks

SECTION – A

Answer any 4 questions. Each question carries 5 marks.

(4x5 = 20 M)

ఏదైనా 4 ప్రశ్నలకు సమాధానం ఇవ్వండి. ప్రతి ప్రశ్నకు 5 మార్కులు.

(Total 8 questions and at least two questions should be given from each unit)

ప్రతి యూనిట్ నుండి మొత్తం 8 ప్రశ్నలు మరియు కనీసం రెండు ప్రశ్నలు ఇవ్వాలి

1. Simplify (i)  $896 \times 896 - 204 \times 204$ .

(ii)  $81 \times 81 + 68 \times 68 - 2 \times 81 \times 68$  సూక్ష్మీకరించండి

2. How many numbers between 11 and 90 are divisible by 7?

11 మరియు 90 అంతల మధ్య 7 చేత భాగించబడు అంతల ఎన్ని

3. What was the day of the week on the 16<sup>th</sup> April 2000?

2000 సంవత్సరంలో April 16 వ తేది వారంలో ఏ రోజు వచ్చును

4. Divide Rs 1162 among A, B, C in the ratio 35: 28: 20

1162 రూపాయలను A, B, C లకు 35: 28: 20 నిష్పత్తిలో భాగింపుము.

5. Evaluate (i) 28% of 450 + 45% of 280 in subjects

(ii)  $16\frac{2}{3}\%$  of 600 gm -  $33\frac{1}{3}\%$  of 180 gm లను ఉత్తరించండి

6. If the radius of a circle is diminished by 10% what is the area is diminished?

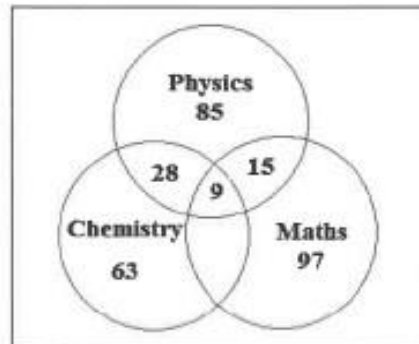
వృత్తానికి వ్యాసార్థాన్ని 10% తగ్గిస్తే, దాని వైశాల్యంలో ఎంత శాతం తగ్గుతుంది.

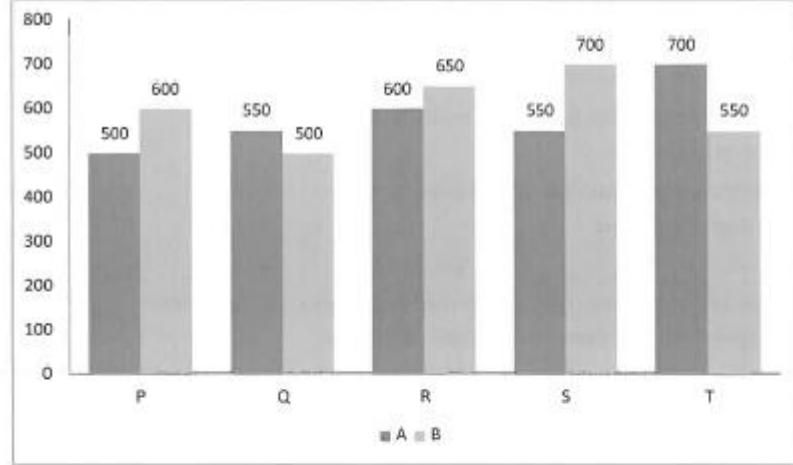
7. What is meant by Bar diagram or Bar Charts?

బార్ పటము మరియు బార్ చార్టు లను నిర్వచించండి.

8. Venn diagram number of students passed in subjects

వేరు వేరు సబ్జెక్టులలో పాసైన విద్యార్థుల సంఖ్యను క్రింది వెన్ డయాగ్రామ్ లో ఇవ్వబడింది.





(i) What is the total number of users of broad band B across all five cities together?

అన్ని నగరాలలో మొత్తంగా కలుపుకొని ఎంత మంది బ్రాడ్ బాండ్ B సేవలను వినియోగించు కొంటున్నారు.

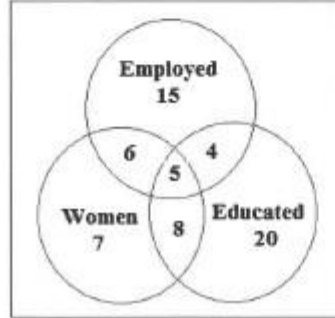
(ii) What is the average number of users of broad band A across all five cities together?

5 నగరాలలో మొత్తం కలుపుకొని బ్రాడ్ బాండ్ A ను వినియోగించి వారి సగటు ఎంత.

(OR)

14. Study the Venn diagram carefully and answer the questions given below

పెన్ పటాన్ని పరిశీలించి మరియు క్రిందిప్రశ్నలకు సమాధానాలు వ్రాయుము.



(i) Find out the number of women who are educated and employed both?

పటము నుండి చదువుకున్న మరియు ఉద్యోగస్థుల స్త్రీల వివారాలను కనుగొనుము.

(ii) Find out the number of women who are employed?

స్త్రీల లో ఉద్యోగస్థుల సంఖ్యను తెలపండి.

(iii) How many educators are employed?

చదువుతు ఉద్యోగాలు చేస్తున్న వారి ఎంత మంది ఉన్నారు.



UG- SKILL DEVELOPMENT COURSE  
**TOURISM GUIDANCE**  
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code	Course Title	Hrs/ Sem	Hrs/ wk	Credits	Sem End Exam (2 hrs)
I	SD N-1031	Tourism Guidance	30	2	2	50 Marks

**Learning Outcomes:**

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

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

**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  
– Personal Hygiene 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**

**SKILL DEVELOPMENT COURSE SEMESTER I  
TOURISM GUIDANCE**

Time: 2Hrs.

Max Marks: 50

**SECTION-A**

**Answer any FIVE questions. Each question carries 10 marks.**

**5 x 10 = 50 Marks**

1. Tourism
2. Explain the meaning of Tourism Guidance
3. Training institutions
4. Adventure Tourism
5. Explain the features of Tourism on places
6. Explain the duties and responsibilities of a mentor
7. Explain the personal and official arrangements of the Tourism
8. Explain different types of Tourism Guidelines
9. Describe the display and communicate skills
10. Explain Knowledge of local security and route chart



UG- SKILL DEVELOPMENT COURSE  
**ELECTRICAL APPLIANCES**  
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code	Course Title	Hrs/ Sem	Hrs/ wk	Credits	Sem End Exam (2 hrs)
I	SD N-1033	Electrical Appliances	30	2	2	50 Marks

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

- 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.
- Understand the working principles of different household domestic appliances.
- 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.

**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**

**SKILL DEVELOPMENT COURSE**

Semester –I

Electrical Appliances

Time: 2Hrs.

Max Marks: 50

**SECTION-A**

**Answer any FIVE questions. Each question carries 10 marks. 5 x 10 = 50 Marks**

1. Explain the terms (i) Voltage and (ii) Current.
2. Define IS codes and IE codes
3. What is the principle of Microwave oven
4. Explain the parts and servicing of Electric fan
5. Explain about the series and parallel combinations of resistors
6. Distinguish between Electrical conductors and Insulators
7. Discuss about single phase and three phase connections
8. What is electric shock and discuss necessary steps for first aid for electric shock
9. Write the concept of illumination and discuss about LED light
10. Distinguish between Water heater and Induction heater.



UG- SKILL DEVELOPMENT COURSE  
**PLANT NURSERY**  
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code	Course Title	Hrs/ Sem	Hrs/ wk	Credits	Sem End Exam (2 hrs)
I	SD N-1034	Plant Nursery	30	2	2	50 Marks

**Learning Outcomes:** On successful completion of this course students will be able to;

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

**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.



**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. Kumar Mishra, K., N.K. Mishra and Satish Chand (1994) *Plant Propagation*, John Wiley & Sons, New Jersey.



**MODEL QUESTION PAPER**  
Semester: I  
SKILL DEVELOPMENT COURSES

Time: 2Hrs.

Max Marks: 50

**SECTION-A**

**Answer any FIVE questions. Each question carries 10 marks. 5 x 10 = 50 Marks**

1. Components of good nursery
2. Seasonal activities
3. Errors in nursery activities
4. Importance of plan nursery
5. Define Plant Nursery and Describe in detail its types.
6. Describe in detail about Bureau of Indian Standards in relation to nursery.
7. Write a note on Nursery beds types and precautions for propagation.
8. Write a note on outlines of Vegetative propagation techniques.
9. Describe in detail about Nursery management.
10. Write a note on online nursery information and sales systems.



**UG- SKILL DEVELOPMENT COURSE**  
**INSURANCE PROMOTION**  
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code	Course Title	Hrs/ Sem	Hrs/ wk	Credits	Sem End Exam (2 hrs)
I	SD N-1036	Insurance Promotion	30	2	2	50 Marks

**Learning Outcomes:**

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

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

**UNIT I: Section I: (06 Hrs)**

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

**UNIT II: 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.

**UNIT III: Section III: (10 Hrs)**

General Insurance - Its 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 PAPERS**

SKILL DEVELOPMENT COURSES)

Semester: I

PAPER: INSURANCE PROMOTION

Time: 2Hrs.

Max Marks: 50

**SECTION-A**

**Answer any FIVE questions. Each question carries 10 marks. 5 x 10 = 50 Marks**

1. Functions of IRDA.
2. Point Insurance Services.
3. Types of Insurances.
4. Health Insurance.
5. Explain the need and significance of Insurance.
6. Briefly discuss the role of IRDA in Insurance promotions and regulations.
7. Write in detailed about life Insurance products and features?
8. Discuss the doubts for health Insurance ? Narrate the issues in helping customer infiling.
9. Write about the significance of general Insurance?  
Explain any TWO generalinsurance productives
10. Explain the procedure in handling and dealing with the customers and enhancing thecustomer royalty .



UG- SKILL DEVELOPMENT COURSE  
**SURVEY & REPORTING**  
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code	Course Title	Hrs/ Sem	Hrs/ wk	Credits	Sem End Exam (2 hrs)
II	SD N-2037	Survey & Reporting	30	2	2	50 Marks

**Learning Outcomes:**

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

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

**Unit I:** (08Hrs)

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

**Unit II:** (09Hrs)

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

**Unit III: (10 Hrs):** Methods of Organizing data – Forms of data presentation - Tables and Figures – 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 (3 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.

**Reference books:**

1. Denscombe M., The Good Research Guide: For Small-Scale Social Research Projects, OpenUni. Press, 1998
2. Sudman S & Bradburn N.M., Asking Questions, 1973



**MODEL QUESTION PAPER**

SKILL DEVELOPMENT COURSE  
Semester: II-(Group A)  
SURVEY & REPORTING

Time: 2Hrs.

Max Marks: 50

**SECTION-A**

**Answer any FIVE questions. Each question carries 10 marks.**

**5 x 10 = 50 Marks**

1. Online surveys
2. Piloting Questionnaire
3. Forms of Reporting
4. Survey Advantages and Disadvantages
5. Define Survey and explain its characteristics ?
6. Evaluate Survey methods and explain the importance of research area?
7. Explain the characteristics of Good Questionnaire?
8. Questionnaire plays a dominant role in the process of Research. Explain it?
9. Explain the importance of primary and secondary data in Research?
10. Explain the detailed procedure of writing research report?



UG- SKILL DEVELOPMENT COURSE

**PERFORMING ARTS**

**(w.e.f. 2020-2021 A.Y.)**

Semester	Course Code	Course Title	Hrs/ Sem	Hrs/ wk	Credits	Sem End Exam (2 hrs)
II	SD N-2038	Performing Arts	30	2	2	50 Marks

**Learning Outcomes:**

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

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

**Unit-I: Introduction to performing Arts: (06 Hrs)**

Arts – and its definition; Fine Arts; Arts - Learning & Imitation – Rasaas, Bhaavas and Rasa Sutra. Dasaropakaas; 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.

**Reference books:**

1. Andhra Naataka Ranga Charithra –Mikkilineni Radha Krishna Murthy
2. Telugu Sahithya Sameeksha (Vol-II) – Dr. G. Nagaiah
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 (Visleshanathmaka Adhyayanam) – 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**

SKILL DEVELOPMENT COURSE  
SEMESTER-II-(Group B)  
PERFORMING ARTS

Time: 2Hrs.

Max Marks: 50

**SECTION-A**

**Answer any FIVE questions. Each question carries 10 marks. 5 x 10 = 50 Marks**

1. Explain the theatrical Stage of dialogue style.
2. Explain the Actor of costume characteristics and Responsibilities of the artists.
3. Explain the importance and uniqueness of the Kolaatam.
4. Explain and Introduce about Veedhinaatakaalu.
5. Write about the Dasaroopakaas.
6. Describe the famous Dramatic Artist and its works.
7. Write about the development of Telugu drama.
8. Explain the performing of folk Arts.
9. Give a Brief introduction about Pagativeshaalu, Bommalaatalu.
10. Explain in detail about Runjakathalu, Burrakathalu.



UG- SKILL DEVELOPMENT COURSE  
**SOLAR ENERGY**  
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code	Course Title	Hrs/ Sem	Hrs/ wk	Credits	Sem End Exam (2 hrs)
II	SD N-2040	Solar Energy	30	2	2	50 Marks

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

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

**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.



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**Reference Books:**

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



MODEL QUESTION PAPER

SKILL DEVELOPMENT COURSE

Semester –II-(Group A)

SOLAR ENERGY

Time: 2Hrs.

Max Marks: 50

**SECTION-A**

**Answer any FIVE questions. Each question carries 10 marks.**

**5 x 10 = 50 Marks**

1. What is Photovoltaic Effect
2. Explain about the solar hot water systems,
3. Explain the Solar dryers
4. How can we Store the solar energy
5. Discuss about the Solar radiation at the Earth's surface
6. What is solar energy? Explain its importance
7. What is the principle of conversion of solar radiation into heat?
8. Discuss about the Solar Thermal Power Plant and its importance in daily life.
9. Describe solar photovoltaic cell and its working principle
10. Define a solar cell. what are the types of Solar cells.



UG- SKILL DEVELOPMENT COURSE

**DAIRY TECHNOLOGY**

(w.e.f. 2020-2021 A.Y.)

Semester	Course Code	Course Title	Hrs/ Sem	Hrs/ wk	Credits	Sem End Exam (2 hrs)
II	SD N-2041	Dairy Technology	30	2	2	50 Marks

**Learning Outcomes:**

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

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

**Unit- I (Introduction and Establishment of a Dairy Farm): (05 Hrs)**

- 1.1 Dairy development in India – Dairy Cooperatives (NDRI, NDDDB, TCMPF) (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)

**Unit - 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)

**Unit- 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



**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 – Ananthakrishnan, C.P., Khan, A.Q. and Padmanabhan, P.N. – Shri Lakshmi Publications.
8. Dairy India 2007, Sixth edition
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 QUESTION PAPER**  
SKILL DEVELOPMENT COURSE SEMESTER-II (Group B)  
DAIRY TECHNOLOGY

Time: 2Hrs.

Max Marks: 50

**SECTION-A**

**Answer any FIVE questions. Each question carries 10 marks. 5 x 10 = 50 Marks**

1. Write about conventional dairy farming
2. Write about role of NDRI in dairy development in India
3. Write short notes on records to be maintained in a Dairy farm
4. Write in detail about vaccination programme in dairy farm
5. Write an essay on constraints of present dairy farming and future scope of dairy Farmer.
6. Write an essay on selection of site for dairy farming
7. Write in detail about systems of inbreeding and cross breeding
8. Enumerate about care and management of bulls and bullocks
9. Write an essay on cleaning and sanitation of dairy farm .
10. Write an essay on feed formulation and feed mixing



UG- SKILL DEVELOPMENT COURSE  
**BUSINESS COMMUNICATION**  
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code	Course Title	Hrs/ Sem	Hrs/ wk	Credits	Sem End Exam (2 hrs)
II	SD N-2043	Business Communication	30	2	2	50 Marks

**Learning Outcomes:**

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

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

**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



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**MODEL QUESTION PAPER**

SKILL DEVELOPMENT COURSE  
Semester: II-(Group A)  
BUSINESS COMMUNICATION

Time: 2Hrs.

Max Marks: 50

**SECTION-A**

**Answer any FIVE questions. Each question carries 10 marks. 5 x 10 = 50 Marks**

1. What is the meaning and process of communication?
2. Explain the types of Business communication
3. Write a brief note on organizational Hierarchy.
4. Write about circulation of minutes.
5. Explain organizational communication and its barriers.
6. Give an overview regarding the importance of communication in your own words.
7. What are the categories, methods and formats in Business communication
8. Explain various levels of communication in an organization.
9. What are the characteristics of a good business communication
10. Write about presentations of communication using various method



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UG- SKILL DEVELOPMENT COURSE

**ADVERTISING**

(w.e.f. 2020-2021 A.Y.)

Semester	Course Code	Course Title	Hrs/ Sem	Hrs/ wk	Credits	Sem End Exam (2 hrs)
II	SD N-2044	Advertising	30	2	2	50 Marks

**Learning Outcomes:**

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

- Understand the field of Advertising
- Comprehend opportunities and challenges in Advertising sector
- Prepare a primary advertising model
- Understand applying of related skills
- Examine the scope for making advertising a future career

**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 AAI (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:**

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 PressPublications of Indian Institute of Mass Communications
4. Websites on Advertising



**MODEL QUESTION PAPER**

SKILL DEVELOPMENT COURSES  
Semester: II-(Group B) ADVERTISING

Time: 2Hrs.

Max Marks: 50

**SECTION-A**

**Answer any FIVE questions. Each question carries 10 marks.**

**5 x 10 = 50 Marks**

1. Types of Advertising
2. Objectives of Advertising
3. Local Advertising
4. Advertising Copy
5. What is the meaning of Advertising? Explain the Characteristics and importance of advertising.
6. What factors determine opportunities for a Product/service in Advertising?
7. What are the basic objectives and functions of Advisory Statutory Bodies in India?
8. Briefly explain the role and responsibilities of AAI.
9. Explain the process of Advertising.

Discuss how the advertising industry contributes to the economic growth of the country.



UG- SKILL DEVELOPMENT COURSE

**ONLINE BUSINESS**  
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code	Course Title	Hrs/ Sem	Hrs/ wk	Credits	Sem End Exam (2 hrs)
III	SD N-3045	Online Business	30	2	2	50 Marks

**Learning Outcomes:**

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

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

**Unit-I: (06 Hrs)**

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

**Unit-II: (10 Hrs)**

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

**Unit-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.



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**MODEL QUESTION PAPER**

SKILL DEVELOPMENT COURSES

Semester: III

ONLINE BUSINESS

Time: 2Hrs.

Max Marks: 50

**SECTION-A**

**Answer any FIVE questions. Each question carries 10 marks.**

**5 x 10 = 50 Marks**

1. E-Commerce
2. Models of E-Business
3. Online Vs Offline Business
4. Strategic Planning
5. What are the advantages and limitation of Online Business?
6. Differences between Off-line Business, E-commerce and Online Business.
7. Suggest strategies for existing business to migrate to Online Business.
8. Elaborate on recent trends in Customer Relationship Management.
9. Discuss the advantages and disadvantages of online advertisement in detail.
10. Explain the legal issues and ethical issues related to Online Business.



UG- SKILL DEVELOPMENT COURSE  
**FINANCIAL MARKETS**  
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code	Course Title	Hrs/ Sem	Hrs/ wk	Credits	Sem End Exam (2 hrs)
III	SD N-3046	Financial Markets	30	2	2	50 Marks

**Learning Outcomes:**

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

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

**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 PAPERS**

SKILL DEVELOPMENT COURSES

Semester: III

FINANCIAL MARKETS

Time: 2Hrs.

Max Marks: 50

**SECTION-A**

**Answer any FIVE questions. Each question carries 10 marks.**

**5 x 10 = 50 Marks**

1. Financial Institutions.
2. Call Money.
3. Treasury Bills.
4. Primary Market.
5. Write an essay on Financial system and its components in India.
6. Explain various financial Markets and their Institutions?
7. Explain the functions of capital markets in India?.
8. Explain the functions of SEBI?
9. Explain the types money market instruments?
10. Write an essay on Indian money Market?



UG- SKILL DEVELOPMENT COURSE

**POULTRY FARMING**  
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code	Course Title	Hrs/ Sem	Hrs/ wk	Credits	Sem End Exam (2 hrs)
III	SD N-3048	Poultry Farming	30	2	2	50 Marks

**Learning Outcomes:** By successful completion of the course, students will be able to;

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

**Unit 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

**Unit 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.

**Unit 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 Swayam Moocs 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](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](https://swayam.gov.in/nd2_nou19_ag09/preview)



**MODEL QUESTION PAPERS**

SKILL DEVELOPMENT COURSES

Semester: III

**POULTRY FARMING**

Time: 2Hrs.

Max Marks: 50

**SECTION-A**

**Answer any FIVE questions. Each question carries 10 marks.**

**5 x 10 = 50 Marks**

1. Management of Broilers
2. Parasitic diseases in Poultry
3. Egg testing
4. Recycling of Poultry wastes
5. Define Poultry. Discuss the past and present scenario of Poultry industry in India
6. Write in detail about the Principles involved in Poultry housing.
7. Give an account on Principles of feeding in poultry. Add a note on nutrient requirements for different stages of layers and broilers.
8. Describe the commonly encountered viral, bacterial and fungal diseases in poultry.
9. Write an essay on methods of hatching.
10. Explain the management practices involved in brooding and rearing.



UG- SKILL DEVELOPMENT COURSE  
**SOCIAL WORK METHODS**  
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code	Course Title	Hrs/ Sem	Hrs/ wk	Credits	Sem End Exam (2 hrs)
II	SD N-2051	Social Work Methods	30	2	2	50 Marks

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

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

**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) Working with Communities and Field Work in social work**

Community – definition - characteristics- types- community organisation as a method of social work-definition-objectives-principles- phases of community organization - 3 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



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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.

**Reference books:**

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.
6. Siddiqui, H.Y. (2007). Social Group Work. Jaipur: Rawat Publications
7. Pasty McCarthy & Carolin Hatcher, (2002). Presentation skills. The Essential Guide for Students. New Delhi, Sage Publications.
8. Websites on Social work methods.



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**MODEL QUESTION PAPER**

SKILL DEVELOPMENT COURSES

Semester: II-(Group B)

SOCIAL WORK METHODS

Time: 2Hrs.

Max Marks: 50

**SECTION-A**

**Answer any FIVE questions. Each question carries 10 marks.**

**5 x 10 = 50 Marks**

1. Social Work Philosophy.
2. Methods of Social Work.
3. Community Empowerment.
4. Important of Field work.
5. Explain the Nature and Scope of Social Work.
6. Write an essay on major social problems in India.
7. Explain the importance of social case work?
8. What are the Objectives and types of Filed work.
9. Write an essay on social group work.
10. Explain the characteristics and types of Community Orgnisation.



SRR & CVR Government Degree College (A), Vijayawada  
UG – Life Skill and Skill Development Course Syllabus (2020-21)

UG- SKILL DEVELOPMENT COURSE  
**DISASTER MANAGEMENT**  
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code	Course Title	Hrs/ Sem	Hrs/ wk	Credits	Sem End Exam (2 hrs)
III	SD N-3052	Disaster Management	30	2	2	50 Marks

**Learning Outcomes:**

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

- Understand the nature, cause and effects of disasters
- Comprehend the importance of Disaster Management and the need of awareness
- Acquire knowledge on disaster preparedness, recovery remedial measures and personal precautions
- Volunteer in pre and post disaster management service activities

**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.

**Reference books:**

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**

SKILL DEVELOPMENT COURSE

Semester: III

DISASTER MANAGEMENT

Time: 2Hrs.

Max Marks: 50

**SECTION-A**

**Answer any FIVE questions. Each question carries 10 marks. 5 x 10 = 50 Marks**

1. Write down causes and immediate effects of Disaster.
2. Write the role of citizens and youth in preventing natural Disasters.
3. Explain the use of technology during Disasters.
4. Write the importance of collection, filing and storage of information in Disastermanagement?
5. Explaine different types of Disasters.
6. Write about Disaster management act – 2005.
7. Write a note on Role of National Disaster Management Authority
8. Comprehend the importance of Disaster Management and the need of awareness.
9. What are the procedures to be followed for rehabilitation and recovery after disaster

What are the long term remedial and preventive measures to be taken in prevention of Disasters?



UG- SKILL DEVELOPMENT COURSE  
**AGRICULTURAL MARKETING**  
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code	Course Title	Hrs/ Sem	Hrs/ wk	Credits	Sem End Exam (2 hrs)
II	SD N-2053	Agricultural Marketing	30	2	2	50 Marks

**Learning Outcomes:**

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

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

**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 – Rythu Bharosa Kendras (RBK) – Govt market 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 markets and Rythu Bharosa Kendras (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.Habeeb - 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. Wikiepedia and other websites on Agricultural Marketing.



SRR & CVR Government Degree College (A), Vijayawada  
UG – Life Skill and Skill Development Course Syllabus (2020-21)

MODEL QUESTION PAPER

SKILL DEVELOPMENT COURSE  
Semester –II-(Group A) AGRICULTURAL MARKETING

Time: 2Hrs.

Max Marks: 50

**SECTION-A**

**Answer any FIVE questions. Each question carries 10 marks. 5 x 10 = 50 Marks**

1. Agriculture marketing.
2. Market Yards
3. Storage Facilities
4. Role of ICT in Marketing
5. Explain the types of Agriculture Marketing .
6. Explain the importance of Agriculture Marketing in India?.
7. Write an essay on structure and facilities of Agriculture Markets in India?
8. Write about root Agriculture Market polices and Regularities?
9. Explain the stages of Agriculture Marketing ?
10. Write recent Govt. programms in support of Agriculture Marketing in India ?

**SRR & CVR GOVERNMENT  
DEGREE COLLEGE (A),  
VIJAYAWADA – 520 004**



**Academic Council Meeting  
held on: 24-02-2018**

**Foundation Courses**

**SRR & CVR Government Degree College (A), Vijayawada**  
**UG – Foundation Courses Syllabus (w.e.f. 2017-18)**

**Andhra Pradesh State Council of Higher Education: Hyderabad**  
**Foundation Courses under CBCS; Revised Syllabi**  
**For All Degree Programmes**  
**w.e.f. 2015-16 (Revised in May 2016)**

As a part of curriculum upgradation, Semester and CBCS systems were introduced in all affiliated colleges in Andhra Pradesh from 2015-16. As an effective part of the overall curriculum, Foundation Courses were introduced with an aim to prepare students in the required basic skills and values in diverse areas. Hence, courses covering a broad spectrum were introduced. The following are the revised syllabi of the ten Foundation Courses, each with 30 teaching hours per semester and worth 2 credits. They were spread in the first four semesters. This was approved by the concerned Departments in their BOS meetings and approved the same in the Academic Council also.

S.No	Foundation Course	Sem	Hrs/Week	Total Hrs	Credits	Marks
1	Human Values and Professional Ethics	I	2	30	2	50
2	Environmental Studies	I	2	30	2	50
3	Information and Communication Technology (ICT) – 1	II	2	30	2	50
4	Communication and Soft Skills (CSS)-1	II	2	30	2	50
5	Information and Communication Technology (ICT) – 2	III	2	30	2	50
6	Communication and Soft Skills (CSS)-2	III	2	30	2	50
7	Communication and Soft Skills (CSS)-3	IV	2	30	2	50
8	Analytical Skills	IV	2	30	2	50
9	Entrepreneurship	IV	2	30	2	50
10	Leadership Education	IV	2	30	2	50

The objective of the foundation courses is to create awareness among students and train them in the skills of the course concerned. Hence, teaching learning may be focused, and limited to the hours prescribed.

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**UG - LIFE FOUNDATION COURSE**  
**Common for BA/BCom/BSc/BBA Programmes**  
(w.e.f. 2017-18 A.Y.)  
**Semester-I**

Semester	Course Code (FC)	Course Title	Hrs/ Sem	Hrs/ week	Credits	Sem End Exam (2 hrs)
I	HVP-1021F	Human Values and Professional Ethics	30	2	2	50 Marks

(Total 30 Hrs)

***Unit-I : Introduction to Value Education***

1. Value Education, Definition, Concept and Need for Value Education
2. The Content and Process of Value Education
3. Self-Exploration as a means of Value Education
4. Happiness and Prosperity as parts of Value Education

***Unit-II : Harmony in the Human Being***

1. Human Being is more than just the Body
2. Harmony of the Self ('I') with the Body
3. Understanding Myself as Co-existence of the Self and the Body
4. Understanding Needs of the Self and the Needs of the Body

***Unit-III : Harmony in the Family and Society and Harmony in the Nature***

1. Family as a basic unit of Human Interaction and Values in Relationships
2. The Basics for respect and today's Crisis : Affection, Care, Guidance, Reverence, Glory, Gratitude and Love
3. Comprehensive Human Goal : The Five dimensions of Human Endeavour

***Unit-IV : Social Ethics***

1. The Basics for Ethical Human conduct
2. Defects in Ethical Human Conduct
3. Holistic Alternative and Universal order
4. Universal Human Order and Ethical Conduct

***Unit-V : Professional Ethics***

1. Value Based Life and Profession
2. Professional Ethics and Right Understanding
3. Competence in Professional Ethics
4. Issues in Professional Ethics – The Current scenario
5. Vision for Holistic Technologies, Production System and Management Models

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**UG – Foundation Courses Syllabus (w.e.f. 2017-18)**

**Reference Books :**

1. A.N.Tripaty, Human Values, New Age International Publishers, 2003
2. Bajpai.B.L., Indian Ethos and Modern Management, New Royal Book Co.,Lucknow, Reprinted, 2004
3. Bertrand Russell, Human Society in Ethics and Politics
4. Corliss Lamont, Philosophy of Humanism
5. Gaur.R.R., Sangal.R, Bagaria.G.P., A Foundation Course in Value Education,Excel Books, 2009
6. Gaur.R.R., Sangal.R, Bagaria.G.P., Teacher's Manual, Excel Books, 2009
7. I.C.Sharma, Ethical Philosophy of India, Nagin & Co., Julundhar
8. Mortimer.J.Adler, What Man has Made of Man
9. R.Subramanian, Professional Ethics, Oxford University Press
10. Text Book for Intermediate Ethics and Human Values, Board of Intermediate Education & Telugu Academy, Hyderabad
11. William Lilly, Introduction to Ethics, Allied Publishers

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**SEMESTER-I**

Semester	Course Code (FC)	Course Title	Hrs/ Sem	Hrs/ week	Credits	Sem End Exam (2 hrs)
I	ENS-1022F	Environmental Studies	30	2	2	50 Marks

(Total 30 Hours)

*Unit-I : Natural Resources:*

*6 Hrs*

Definition, scope and importance. Need for public awareness.

Brief description of;

- Forest resources: Use and over-exploitation. Deforestation; timber extraction, mining, dams. Effect of deforestation environment and tribal people
- Water resources: Use and over-utilization. Effects of over utilisation of surface and ground water. Floods, drought.
- Mineral resources: Use and exploitation, environmental effects of Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources.
- Land resources: Land as resources, land degradation, man induced landslides, soil erosion and desertification

*Unit-II : Ecosystems, Biodiversity and its conservation*

*6 Hrs*

- Concept of an ecosystem
- Structure and function of an ecosystem  
Producers, consumers and decomposers
- Food chains, food webs and ecological pyramids Characteristic features of the following ecosystems:-
  - Forest ecosystem, Desert ecosystem, Aquatic ecosystem.
- Value of biodiversity: Consumptive use, productive use. Biodiversity in India. Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts.
- Endangered and endemic species of India  
Conservation of biodiversity

*Unit-III : Environmental Pollution*

*6 Hrs*

- Definition
- Causes, effects and control measures of :-
  - a. Air pollution
  - b. Water pollution
  - c. Soil pollution
  - d. Noise pollution
- Solid waste management; Measures for safe urban and industrial waste disposal
- Role of individual in prevention of pollution Disaster Management: Drought, floods and cyclones

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*Unit-IV : Social Issues and the Environment*

*6 Hrs*

- From Unsustainable to Sustainable development
- Water conservation, rain water harvesting, watershed management. Climate change, global warming, ozone layer depletion, Environment protection Act
- Wildlife Protection Act, Forest Conservation Act

*Unit-V : Human Population and the Environment*

*6 Hrs*

- Population explosion, impact on environment. Family welfare Programme
- Environment and human health Women and Child Welfare Value Education
- Role of Information Technology in Environment and human health.

Reference Books :

1. Environmental Studies by Dr.M.Satyanarayana, Dr.M.V.R.K.Narasimhacharyulu, Dr.G. Rambabu and Dr.V.VivekaVardhani, Published by Telugu Academy, Hyderabad.
2. Environmental Studies by R.C.Sharma, Gurbir Sangha, published by Kalyani Publishers.
3. Environmental Studies by Purnima Smarath, published by Kalyani Publishers.

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SEMESTER-II

Semester	Course Code (FC)	Course Title	Hrs/ Sem	Hrs/ week	Credits	Sem End Exam (2 hrs)
I	ICT-2024F	Information & Communication Technology -1 (ICT-1)	30	2	2	50 Marks

(30 Hours of Teaching Learning including Lab)

**Unit-I: Basics of Computers:**

Definition of a Computer - Characteristics and Applications of Computers – Block Diagram of a Digital Computer – Classification of Computers based on size and working – Central Processing Unit – I/O Devices.

**Unit-II:** Primary, Auxiliary and Cache Memory – Memory Devices. Software, Hardware, Firmware and People ware – Definition and Types of Operating System – Functions of an Operating System – MS-DOS – MS Windows – Desktop, Computer, Documents, Pictures, Music, Videos, Recycle Bin, Task Bar – Control Pane.

**Unit-III: 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, Equations – Spelling and Grammar – Thesaurus – Mail Merge

**Unit-IV: MS-PowerPoint**

Features of PowerPoint – Creating a Blank Presentation - Creating a Presentation using a Template - 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.

**Unit-V: MS-Excel**

Overview of Excel features – Creating a new worksheet, selecting cells, Entering and editing Text, Numbers, Formulae, Referencing cells – Inserting Rows/Columns – Changing column widths and row heights, auto format, changing font sizes, colors, shading.

**Reference Books:**

1. Fundamentals of Computers by ReemaThareja, Publishers: Oxford University Press, India
2. Fundamentals of Computers by V.Raja Raman, Publishers : PHI
3. Microsoft Office 2010 Bible by John Walkenbach, Herb Tyson, Michael R.Groh andFaitheWempen, Publishers : Wiley

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SEMESTER-III

Semester	Course Code (FC)	Course Title	Hrs/ Sem	Hrs/ week	Credits	Sem End Exam (2 hrs)
I	ICT-2026F	Information & Communication Technology -2 (ICT-2)	30	2	2	50 Marks

(30 Hours of Teaching Learning including Lab)

*Unit-I :*

**Fundamentals of Internet :** Networking Concepts, Data Communication – Types of Networking, Internet and its Services, Internet Addressing – Internet Applications – Computer Viruses and its types – Browser –Types of Browsers.

*Unit-II:*

**Internet applications:** Using Internet Explorer, Standard Internet Explorer Buttons, entering a Web Site Address, Searching the Internet – Introduction to Social Networking: twitter, Tumblr, LinkedIn, Facebook, Flickr, skype, yelp, vimeo, yahoo!, google+, YouTube, WhatsApp, etc.

*Unit-III :*

**E-mail: Definition** of E-mail - Advantages and Disadvantages – User Ids, Passwords, Email Addresses, Domain Names, Mailers, Message Components, Message Composition, MailManagement, Email Inner Workings.

*Unit IV:*

**WWW-** Web Applications, Web Terminologies, Web Browsers, URL – Components of URL, Searching WWW – Search Engines and Examples

*Unit-III :*

**Basic HTML:** Basic HTML – Web Terminology – Structure of a HTML Document – HTML, Head and Body tags – Semantic and Syntactic Tags – HR, Heading, Font, Image and Anchor Tags –Different types of Lists using tags – Table Tags, Image formats – Creation of simple HTML Documents.

*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

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**Common for BA/BCom/BSc/BBA Programmes**  
(w.e.f. 2017-18 A.Y.)

***Foundation courses 4, 6 & 7***

**COMMUNICATION SKILLS AND SOFT SKILLS**  
**(Three papers spread over three Semesters)**  
(Each Paper: Total 30 hours of Teaching Learning)

The course helps the student hone their four skills – listening, speaking, reading, and writing – and also initiates them into the fifth skill, "thinking," in English. The learner-friendly material and the task-based activities enhance their communicative competence. The course focuses on all the four areas of knowledge and skill that constitute Communicative Competence: Linguistic/Grammatical Competence, Sociolinguistic Competence, Discourse Competence, and Strategic Competence. It also aims at equipping the student with a wide range of sub-skills: understanding gist in listening; skimming and scanning in reading; pronunciation and intonation, fluency, accuracy, and appropriacy in speaking; and organizational and editing skills in writing. In addition, the course helps the student acquire knowledge of soft skills. Thus, the three- semester course helps the learner in their personal life as well as their professional life. The efficacy of the course largely depends on continuous and consistent practice by the students in and outside the classroom. Therefore, the designed content and the modules thereof provide ample scope for activity based learning. The teacher shall ensure the conduct of activity in the classroom meticulously as per the syllabus.

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Semester	Course Code (FC)	Course Title	Hrs/Sem	Hrs/week	Credits	Sem End Exam (2 hrs)
I	CSS-2023F	Communication Skills And Soft Skills -1 (CSS-1)	30	2	2	50 Marks

**COURSE CONTENT**

(30 hours)

Vocabulary is considered the key to communication and it plays a great role for learners in acquiring a language. The first unit, therefore, is on the different aspects of vocabulary. Since English is a predicate-oriented language, there are two units on grammar focusing on the verb phrase. Listening and speaking are the two receptive skills. Listening is the basic skill of communication, and reading helps a person refine their writing skills. Unit IV and Unit V are on listening and reading respectively.

**Unit I: Vocabulary Building**

- 1a. Prefixes and Suffixes
- 1b. Conversion
- 1c. Compounding
- 1d. Analogy
  
2. One-Word Substitutes
3. Words Often Confused
4. Synonyms and Antonyms
5. Phrasal Verbs

**Unit II: Grammar - 1**

1. Types of Verbs
2. Subject-Verb Agreement

**Unit III: Grammar - 2**

1. Meanings of Modals
2. Tense (Present and Past) and Aspect
3. The Several Possibilities for Denoting Future Time
4. Articles and Prepositions

**Unit IV: Listening Skills**

1. The Importance of Listening
2. Types of Listening
3. Barriers/Obstacles to Effective Listening
4. Strategies for Effective Listening

**Unit V: Reading Skills**

1. Skimming
2. Scanning
3. Intensive Reading and Extensive Reading
4. Comprehension

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Semester	Course Code (LS)	Course Title	Hrs/Sem	Hrs/week	Credits	Sem End Exam (2 hrs)
I	CSS-3025F	Communication Skills And Soft Skills -2 (CSS-2)	30	2	2	50 Marks

**COURSE CONTENT**

(30 hours)

CSS 02 aims at improving the speaking skills of the learner. For many learners of English, the sound-spelling relationship of the language appears anarchic. Another problem many Indian learners face is English word accent. Unit I and Unit II help learners overcome these problems to a great extent. The remaining units are on the two productive skills, speaking and writing. The techniques of day-to-day conversations and the important characteristics of interviews and GDs presented in this course strengthen the learner's speaking skills. The last unit presents various aspects of presentation in writing.

**Unit I: Pronunciation - 1**

The Sounds of English

**Unit II: Pronunciation – 2**

1. Word Accent
2. Intonation

**Unit III: Speaking Skills -1**

1. Conversation Skills
2. Interview Skills
3. Presentation Skills
4. Public Speaking

**Unit IV: Speaking Skills -2**

1. Role Play
2. Debate
3. Group Discussion

**Unit V: Writing Skills**

1. Spelling
2. Punctuation
3. Information Transfer
  - Tables
  - Bar Diagrams
  - Line Graphs
  - Pie Diagrams
  - Flow Charts
  - Tree Diagrams
  - Pictures

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Semester	Course Code (FC)	Course Title	Hrs/Sem	Hrs/week	Credits	Sem End Exam (2 hrs)
I	CSS-4028F	Communication Skills And Soft Skills -3 (CSS-3)	30	2	2	50 Marks

**COURSE CONTENT**

(30 hours)

A current axiom is that hard skills will get a person an interview, but soft skills will get that person the job. Unit I of the course is on soft skills, which are absolutely necessary in the global job market. Writing is considered the most difficult of all the skills. Units II to V help the learner improve their writing skills, especially academic/formal writing.

**Unit I: Soft Skills**

1. Positive Attitude
2. Body Language
3. SWOT/SWOC Analysis
4. Emotional Intelligence
5. Netiquette

**Unit II: Paragraph Writing**

1. Paragraph Structure
2. Development of Ideas

**Unit III: Paraphrasing and Summarizing**

1. Elements of Effective Paraphrasing
2. Techniques for Paraphrasing
3. What Makes a Good Summary?
4. Stages of Summarizing

**Unit IV: Letter Writing**

1. Letter Writing (Formal and Informal)
2. E-correspondence

**Unit V:**

1. Resume and CV
2. Cover Letter

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**SEMESTER-END EXAMINATION**

**Pattern of the Question Paper for CSS 01**

**Time: 2 Hours**

**Maximum Marks: 50**

**Part - A**

1. Comprehension - 5 Marks(Five Multiple Choice Questions)

**Part - B**

2. Objective Type Questions - 20 Marks (Twenty Multiple Choice Questions)

**Part - C**

3. One Word Answers - 10 Marks (Ten Questions)

**Part - D**

4. One Sentence Answers - 10 Marks (Five Questions)

**Part - E**

5. Matching - 5 Marks (5=6)

**Reference Books:**

1. Commissionerate of Collegiate Education, Government of Andhra Pradesh (2015)  
a. *JKC -Communication Skills and Soft Skills: Student's Book*
2. Sethi, J., and P.V. Dhamija (1999) *A Course in Phonetics and Spoken English* New Delhi: Prentice-Hall of India
3. Daniel Jones (2011)*English Pronouncing Dictionary* (18<sup>th</sup> Edition) Ed. Peter Roach, Jane Setter, and John Esling
4. Quirk, Randolph and Sydney Greenbaum (1973) *A University Grammar of English*.  
a. Harlow: Longman. Chapters 2, 3, and 7
5. White, Goodith (2010) *Listening (Resource Book for Teachers)*. Oxford University Press
6. Nageshwar Rao and Rajendra P. Das (2009) *Communication Skills*. Mumbai: Himalaya Publishing House
7. Burton, S.H. (1983) *Mastering English Language*. The Macmillan Press Limited Chapter 3: Comprehension
8. [Grellet](#), Françoise (2007) *Developing Reading Skills*. Cambridge University Press  
Roberts, Rachael, Joanne Gakonga, and Andrew Preshous (2004) *IELTS Foundation:*  
1. *Student's Book*. Oxford: Macmillan Education
9. Roberts, Rachael, Joanne Gakonga, and Andrew Preshous (2004) *IELTS Foundation: Study Skills*. Oxford: Macmillan Education

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**Semester – IV**

Semester	Course Code (FC)	Course Title	Hrs/Sem	Hrs/week	Credits	Sem End Exam (2 hrs)
I	ANS-4027F	Analytical Skills	30	2	2	50 Marks

(Total 30 Hrs)

UNIT – 1: **Data Analysis:** -The data given in a Table, Graph, Bar Diagram, Pie Chart, Venn diagram or a passage is to be analyzed and the questions pertaining to the data are to be answered.

UNIT – 2: **Sequence and Series:** - Analogies of numbers and alphabets completion of blank spaces following the pattern in A:b::C: d relationship odd thing out; Missing number in a sequence or a series.

UNIT – 3: **Arithmetic ability:** -Algebraic operations BODMAS, Fractions, Divisibility rules, LCM&GCD(HCF).

**Date, Time and Arrangement Problems:** Calendar Problems, Clock Problems, Blood Relationship.

UNIT – 4: **Quantitative aptitude:** - Averages, Ratio and proportion, Problems on ages, Time-distance –speed.

UNIT – 5: **Business computations:** - Percentages, Profit & loss, Partnership, simple compound interest.

Reference Books:

1. Quantitative Aptitude for Competitive Examination by R S Agrawal, S.Chand publications.
2. Quantitative Aptitude and Reasoning by R V Praveen, PHI publishers.
3. Quantitative Aptitude : Numerical Ability (Fully Solved) Objective Questions, Kiran Prakashan, Pratogitaprakasan, Kic X, Kiran Prakashan publishers
4. Quantitative Aptitude for Competitive Examination by Abhijit Guha, Tata Mc Graw hill publications.
5. Old question Paper of the exams conducted by (Wipro, TCS, Infosys, Etc) at their recruitment process, source-Internet.

**Note:** The teachers/students are expected to teach /learn the contents by not converting them to the problems of algebra at the maximum possible extent, but to use analytical thinking to solve the exercises related to those topics. This is the main aim of the course.

**SRR & CVR Government Degree College (A), Vijayawada**  
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(w.e.f. 2017-18 A.Y.)

**Semester – IV**

(Total 30 Hrs)

Semester	Course Code (FC)	Course Title	Hrs/Sem	Hrs/week	Credits	Sem End Exam (2 hrs)
I	EPS-4029F	Entrepreneurship	30	2	2	50 Marks

**Unit-I: Entrepreneurship:** Entrepreneur characteristics – Classification of Entrepreneurships – Incorporation of Business – Forms of Business organizations –Role of Entrepreneurship in economic development – Start-ups.

**Unit-II: Idea Generation and Opportunity Assessment:** Ideas in Entrepreneurships – Sources of New Ideas – Techniques for generating ideas – Opportunity Recognition – Steps in tapping opportunities.

**Unit-III: Project Formulation and Appraisal :** Preparation of Project Report – Content; Guidelines for Report preparation – Project Appraisal techniques – economic – Steps Analysis; Financial Analysis; Market Analysis; Technical Feasibility.

**Unit-iv: Institutions Supporting Small Business Enterprises:** Central level Institutions: NABARD; SIDBI, NIC, KVIC; SIDIO; NSIC Ltd; etc. – state level Institutions –DICs- SFC- SSIDC- Other financial assistance.

**Unit-V: Government Policy and Taxation Benefits:** Government Policy for SSIs- tax Incentives and Concessions –Non-tax Concessions – Rehabilitation and Investment Allowances.

Reference Books:

1. Arya Kumar, Entrepreneurship, Pearson, Delhi, 2012.
2. Poornima M.CH., Entrepreneurship Development –Small BusinessEnterprises, Pearson, Delhi,2009
3. Michael H. Morris, ET. al., Entrepreneurship and Innovation, Cen gage Learning, New Delhi, 2011
4. KanishkaBedi, Management and Entrepreneurship, Oxford University Press, Delhi, 2009
5. Anil Kumar, S., ET.al., Entrepreneurship Development, New AgeInternational Publishers, New Delhi, 2011
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.

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(w.e.f. 2017-18 A.Y.)

**Semester – IV**


(Total 30 Hrs)

Semester	Course Code (LS)	Course Title	Hrs/Sem	Hrs/week	Credits	Sem End Exam (2 hrs)
I	LED-4030F	Leadership Education	30	2	2	50 Marks

1. Organisation – Management – Leadership –Meaning and Significance – Different theories – Trait Theory, Blake &Mountain Theory – Other functions of Management.
2. Behavioral Concepts – Individual Behaviour – Perception – Learning – Attitude Formation and Change – Motivation – Theories of Motivation – Personality Development.
3. Interpersonal Behaviour – Communication – Leadership – Influencing Relations – Transactional Analysis.
4. Group Dynamics – Roles – Morale – Conflict – Groups – Inter-Group Behaviour – Inter-Group Collaboration and Conflict Management.
5. Team Building and Management – Developing team resources – Designing team – Participation and Repercussion – Team buildingactivities.

Reference Books:

1. Fred Luthans, “Organizational Behaviour”, Tata McGraw Hill Publishing Co., New Delhi.
2. Robins, Stephen P, “OrganisationalBehaviour”, 9<sup>th</sup> Edition, Prentice Hall of India, New Delhi.
3. Koontz and O “Donnell”, Essentials of Management,Tata McGraw Hill Publishing Co., New Delhi, 2000.
4. Keith Davis, “Human Behaviour at Work”, Tata McGraw Hill PublishingCo., New Delhi.
5. Aswathappa,”OrgnizationalBehaviour”, Himalaya Publishing House, Mumbai Stoner Freeman, “Management”, Prentice Hall of India, New Delhi.

  
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