



**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY- GURAJADA-
VIZIANAGARAM
VIZIANAGARAM – 535 003 Andhra Pradesh (India)**

**Curriculum for UG Degree in
Bachelor in Business Administration (BBA),
Bachelor in Business Administration
(Honours)**

**GENERAL COURSE STRUCTURE
&
CREDIT DISTRIBUTION**

Program Objectives

1. To exhibit factual and theoretical knowledge of management in general and business in particular to critically evaluate and analyse Indian and global business environments with ability to apply learning in different contexts.
2. Learner to imagine their role as a manager, entrepreneur and a leader in a business management context and ability to integrate with their positive contribution for the national interest first and also to be a responsible global citizen.
3. To be an effective communicator to present opinions, ideas based on critical thinking, analysis and logical reasoning.
4. To nurture an ability to articulate a business environment with clarity and mindfulness.
5. Exhibit ability to own roles and responsibilities with commitment, as members of multi-cultural team and communities in cross-cultural contexts and diversity management.
6. To conduct and demonstrate professional and ethical behaviour.
7. To develop as an effective and emotionally intelligent leader and a decision maker who has an acumen to influence and motivate teams.
8. To develop an ability to solve problems and provide solutions and facilitate informed decision making.
9. To build research skills to cultivate an in-depth understanding of Indian and Global Business Environment.

Program Outcomes

At the end of First Year: Under Graduate Certificate in Business Administration

1. To conceptualize and appreciate theoretical knowledge of management domain.
2. To appreciate the importance of effective communication skills in presenting opinions and ideas.
3. To nurture an ability to articulate a business environment
4. To identify a problem with the help of data and logical thinking

At the end of Second Year: Under Graduate Diploma in Business Administration

1. To describe the theoretical domain knowledge along with the managerial skills
2. To develop effective communication skills and logical thinking.
3. To learn and demonstrate professional conduct.
4. To appreciate the importance of group work culture.
5. To develop an ability to innovate and creative thinking.

At the end of Third Year: Bachelor in Business Administration (BBA)

1. To exhibit factual and theoretical knowledge of management in general and business in particular.
2. To critically evaluate and analyze Indian and global business environments in different contexts.
3. To recognize their role as a manager, entrepreneur and a leader in a business management
4. To be an effective communicator to present opinions, ideas based on critical thinking, analysis and logical reasoning.
5. To conduct and demonstrate professional and ethical behaviour.

At the fourth Year: Bachelor in Business Administration with Honours: BBA (Honours) and Bachelor in Business Administration Honours with Research: BBA (Honours with Research)

1. To exhibit factual and theoretical knowledge of management in general and business in particular to critically evaluate and analyse Indian and global business environments with ability to apply learning in different contexts.
2. To nurture an ability to articulate a business environment with clarity and mindfulness.
3. To exhibit ability to own roles and responsibilities with commitment, as members of multi-cultural team and communities in cross-cultural contexts and diversity management.
4. To be an effective and emotionally intelligent leader and a decision maker who has an acumen to influence and motivate teams.
5. To develop an ability to solve problems and provide solutions and facilitate informed decision making.
6. To promote research skills to conduct in-depth study of the understanding of Indian and Global Business Environment.

GENERAL COURSE STRUCTURE & THEME

A. Definition of Credit:

1 Hr. Lecture (L) per week	1 Credit
1 Hr. Tutorial (T) per week	1 Credit
1 Hr. Practical (P) per week	0.5 Credit
2 Hours Practical (P) per week	1 Credit

B. Course code and definition:

Course code	Definitions
L	Lecture
T	Tutorial
P	Practical
CC	Core Courses
AEC	Ability Enhancement Courses
MDE	Multi-Disciplinary Elective course
VAC	Value added Courses
SEC	Skill Enhancement courses
DSE	Discipline Specific Elective
OE	Open Elective

Course Name: Bachelor in Business Administration, Bachelor in Business Administration (Honours) and Bachelor in Business Administration (Honours with Research)

Course Level/Duration/System:

Undergraduate / Three or Four years/6 or 8 Semesters with multiple entry and exit. The following option will be made available to the students joining BBA Research Program:

- One year:** Under Graduate Certificate in Business Administration
- Two years:** Under Graduate Diploma in Business Administration
- Three years:** Bachelor in Business Administration (BBA)
- Four years:** Bachelor in Business Administration with Honours: BBA (Honours) and Bachelor in Business Administration Honours with Research: BBA (Honours with Research)

Minimum Eligibility Criteria:

Minimum eligibility criteria for opting the course in the fourth year will be as follows:

- BBA (Honours with Research):** Minimum 75% marks or equivalent CGPA in BBA Degree up to Sixth Semester.
- For BBA (Honours):** BBA Degree

Note : The students who are eligible for BBA (Honours with Research) shall have choice to pursue either BBA (Honours) or BBA (Honours with Research).

INDUCTION PROGRAM

The Essence and Details of Induction program can also be understood from the 'Detailed Guide on Student Induction program', as available on AICTE Portal, (Link:<https://www.aicteindia.org/sites/default/files/Detailed%20Guide%20on%20Student%20Induction%20program.pdf>). For more, Refer

Appendix 3.

Induction program (mandatory)	Three-week duration
Induction program for students to be offered right at the start of the first year.	<ul style="list-style-type: none">• Physical activity• Creative Arts• Universal Human Values• Literary• Proficiency Modules• Lectures by Eminent People• Visits to local Areas• Familiarization to Department/Branch & Innovations

Mandatory Visits/ Workshop/Expert Lectures:

1. It is mandatory to arrange one industrial visit every semester for the students of each branch.
2. It is mandatory to conduct a One-week workshop during the winter break after fifth semester on professional/ industry/ entrepreneurial orientation.
3. It is mandatory to organize at least one expert lecture per semester for each branch by inviting resource persons from domain specific industry.

For Summer Internship / Projects / Seminar etc.

1. Evaluation is based on work done, quality of report, performance in viva-voce, presentation etc.

Note: The internal assessment is based on the student's performance in mid semester tests (two best out of three), quizzes, assignments, class performance, attendance, viva-voce in practical, lab record etc.

Semester wise Structure and Curriculum for UG Course in BBA

SEMESTER - I

S. No.	Course Code	Course Title	L	T	P	Credit
3 WEEKS COMPULSORY INDUCTION PROGRAM (UHV-I)						
1		Principles and Practices of Management	3	1	0	4
2		Managerial Communication-I	1	1	0	2
3		Financial accounting	3	1	0	4
4		Business Statistics and Logic	3	1	0	4
5		General English	1	1	0	2
6		Indian Culture and Civilization	2	0	0	2
7		Environmental Science and sustainability	2	0	0	2
8		Additional Course - Indian or Foreign Language 1-1-0)) [op- tional course]*	1	1	0	0*
TOTAL						20

Note: ^Indian Knowledge System: Indian Culture and Civilization Indian Vision for Human Society Indian Science Indian Town Planning and Architecture Indian Mathematics and Astronomy Indian Aesthetics Indian Health, Wellness

*Indian Languages: Sanskrit/Hindi/All Regional languages
Foreign Languages: Spanish/German/French/Korean/Mandarin

SEMESTER II

S. No.	Course Code	Course Title	L	T	P	Credit
1		Human Behaviour and Organization	3	1	0	4
2		Marketing Management	3	1	0	4
3		Business Economics	3	1	0	4
4		Emerging Technologies and application	1	0	2	2
5		Media Literacy and Critical Thinking	1	1	0	2
6		Indian Constitution	2	0	0	2
7		Managerial Communication-II	1	1	0	2
8		Additional Course - Indian or Foreign Language (1-1-0)) [optional course]*	1	1	0	0*
TOTAL						20

Note: *Indian Languages: Sanskrit/Hindi/All Regional languages
Foreign Languages: Spanish/German/French/Korean/Mandarin

SEMESTER –I

SEMESTER – I

	Principles and Practices of Management	4L:0T:0P	4Credits
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Course Description:

This course introduces the student to the key aspects of management -planning, organizing, leading, and controlling by integrating both classical and contemporary management practices. Through case studies, interactive sessions, and practical exercises, students will learn to apply these principles to real-world scenarios that will prepare them for leadership roles in diverse organizational settings. The goal is to equip students with the tools and insights necessary to manage effectively and drive organizational success.

Course Objectives:

1. To understand the basic concepts, principles, and theories of management.
2. To examine the essential functions of managers.
3. To analyze the impact of globalization, diversity, and ethics on management.
4. To develop skills in strategic planning, decision-making, and leadership.

Course Content:

Unit 1: Introduction to Management

Definition, nature, and significance of management, principles of management, management and administration, levels of management, role of managers and managerial skills; Evolution of management thought: Classical, Behavioral, Quantitative, Systems, Contingency and Modern approaches; Management as a science and an art; Functions of management: Planning, organizing, leading, and controlling

Unit 2: Planning, Organizing and Staffing

Nature, Importance and Purpose of planning in management; Types of plans: Strategic, tactical, operational ; Planning process and techniques ; Decision-making- Importance and steps, decision making models and tools; Organizational structure and design; types of organizational structures: Functional, divisional, matrix; Authority, responsibility, and delegation, Centralization Vs Decentralization of authority and responsibility – Span of Control; Coordination and integration, MBO and MBE; Nature and Importance of staffing – Process of selection and recruitment

Unit 3: Leading, Directing and Controlling

Meaning and nature of directing, Leadership theories (trait, behavioral, contingency, participative, charismatic, transformational, level-5 leader), Motivation theories and practices (Maslow, Herzberg two factor, McGregor's theory x & theory y), Hawthorne effect, Communication (meaning and importance) in management, Team building and group dynamics; Controlling-meaning and steps in controlling, control process and systems, essentials of sound control system, methods of establishing control, types of control; Performance measurement and management.

Unit 4: Strategic Management, Ethics and Social Responsibility

Overview of strategic management, SWOT analysis and strategic formulation, Implementing and evaluating strategies. Ethical issues in management, Corporate social responsibility (CSR), Sustainable management practices.

Text Books (Latest Editions):

1. Rao, V. S. P. Management Principles and Applications. Taxmann Publications.
2. Bright, D. et al. Principles of Management. OpenStax Textbooks, Houston
3. Kapoor, Premvir, Principles of Management, Khanna Book Publishing.
4. Jones, G. R., and George, J. M. Essentials of contemporary management. New York, NY: McGraw-Hill Education.
5. Robbins, S. P. & Coulter, M. A. Management. Pearson.

References:

1. Indian Business Rising: The Contemporary Indian Way of Conducting Business-And How It Can Help You Improve Your Business | Harvard Business Review Press | 5813BC-PDF-ENG | <https://hbsp.harvard.edu/product/5813BC-PDF-ENG>

Reflective Exercises and Cases:

1. *Entrepreneurial Leadership in Forming High Tech Enclaves: Lessons from the Government of Andhra* / F. Warren McFarlan, Espen Andersen, Ramiro

Montealegre | Harvard Business School | 308079-PDF-ENG |
<https://hbsp.harvard.edu/product/308079-PDF-ENG?>

2. *ATH Technologies by Robert Simons and Jennifer Packard*
<https://www.hbs.edu/faculty/Pages/item.aspx?num=52711>
3. Article review and discussion:
Application of Ancient Indian Philosophy in Modern Management
(http://www.irdindia.in/journal_ijrdmr/pdf/vol5_iss4/8.pdf)
4. *Review of Lincoln Electric Co. by Norman Berg.*
5. *Review of Hawthorne case.*
6. Leadership Lessons from India | Peter Cappelli, Harbir Singh, Jitendra V. Singh, Michael Useem | Harvard Business Review | R1003G-PDF-ENG |
<https://hbsp.harvard.edu/product/R1003G-PDF-ENG?>
7. *Traditional Way of Learning Ayurveda and Practising It: A Dialogue with Vaidya Bhaskarbhai Hardikar | Mukund Dixit, Sanjay Verma | IIM Ahmedabad* | *A00135-PDF-ENG* |
<https://hbsp.harvard.edu/product/A00135-PDF-ENG?>
8. *Forest Essentials: Demystifying India's Luxury Ayurveda Brand | Veena Vohra, Seema Khanvilkar | Ivey Publishing | W28410-PDF-ENG*
[/https://hbsp.harvard.edu/product/W28410-PDF-ENG?](https://hbsp.harvard.edu/product/W28410-PDF-ENG?)
9. Atijeevan Foundation: Transforming Scars into Strength | Shubham Sharma, Satyendra C Pandey | Ivey Publishing | W36939-PDF-ENG |
<https://hbsp.harvard.edu/product/W36939-PDF-ENG?>
10. *How Do Great Leaders Overcome Adversity? By Mayo (2024)*
<https://hbswk.hbs.edu/item/cold-call-how-do-great-leaders-overcome-adversity>
11. *Leadership principles from Hindu scriptures*
(<https://blog.hua.edu/blog/leadership-principles-from-hindu-scriptures>)
12. 5 Principles of Purposeful Leadership | Hubert Joly | Harvard Business Review | H06YSB-PDF-ENG | <https://hbsp.harvard.edu/product/H06YSB-PDF-ENG?>
13. Bharti Airtel (A) | C.K. Prahalad, M.S. Krishnan, Sheel Mohnot | WDI Publishing | *W88C34-PDF-ENG* |
<https://hbsp.harvard.edu/product/W88C34-PDF-ENG?>
http://www.ibscdc.org/Case_Studies/Leadership/Leadership%2C_Organizational_Change_and_CEOs/LDS0028.htm

Course Outcomes:

1. Demonstrate how management principles are used to solve practical business problems
2. Compare and contrast different management theories and their effectiveness in various organizational contexts

3. Design a management strategy for a hypothetical or real organization using a mix of management theories and practices
4. Propose innovative management solutions to enhance efficiency and effectiveness in given business scenarios.

	Managerial Communication-I	1L:1T:0P	2 Credits
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Course Description:

This course focuses on bringing in perspective the importance of Business Communication for organizations and individual employees in the context of multicultural workforce in a digital world. The course will focus on instilling effective communication skills in students for organizational set up. The course will be taught using texts, cases and classroom exercises for improving both written and oral communication in students.

Course Objectives:

1. To understand the concept, process, and importance of Business Communication.
2. To help students in understanding the basic principles and techniques of business communication.
3. To train students to acquire and master written communication for the corporate world.
4. To sensitize students to understand Business Communication in Global and Cross-Cultural context.

Course Content:

Unit 1: Introduction to Communication in Organizations

Introduction to Business Environment and Communication, Models of communication, Basics of Communication (types, channels and barriers), 7Cs of communication, Formal and informal communication, Listening Skills, communication on social media platforms.

Unit 2: Written Communication

Planning and executing different types of messages, emails, formal letters (Planning & Layout of Business Letter) and informal messages on e-platforms, negative messages: indirect & direct negative messages; Persuasive messages, request letters to various stakeholders, Sales Letters, Complaint & Follow up Letters, Promotion Letters, Job application Letters, cover letters, resume, Resignation Letters.

Unit 3 - Interpersonal Communication

Team communication, managing communication during online meeting, communication with virtual team, communication in gig economy; Presentation skills (Verbal and non-verbal); Powerpoint presentation skills; Infographics, introduction to contemporary alternatives (such as- Prezi, Visme, Microsoft Sway, Zoho)

Unit 4 - Digital Communication

Social media and individual, social media & organizations, Media Literacy; Strong Digital communication skills – email, instant messaging, video conferencing, e-meetings, Digital collaboration, digital citizenship –digital etiquettes & responsibilities; introduction to personal and organizational websites.

Text Books (Latest Editions):

1. AICTE's Prescribed – Communication Skills in English, Khanna Book Publishing.
2. Lesikar, R.V. & M.E. Flatley, "Business Communication: Connecting in a Digital World", McGraw-Hill Education.
3. Murphy, H. A., Hildebrandt, H. & Thomas, J.P., Effective Business Communication. McGraw Hill.
4. Mukerjee H. S., Business Communication: Connecting at Work. Oxford Publication
5. Boove, C.L., Thill, J. V. & Raina, R. L, Business Communication Today, Pearson.

References:

1. Rao, M. T. (2023) Minor Hints: Lectures Delivered to H.H. the Maharaja Gaekwar, Sayaji Rao III. Gyan Publishing
2. Getting Ready for the Real World: HBR, 2020: The Science of Strong Business Writing.
<https://hbr.org/2021/07/the-science-of-strong-business-writing>

Reflective Exercises and Cases:

1. Review of Bharat Muni's Natya Shastra (Rasa, Sahridayata & Sadharanikaran)
2. Preparing on curriculum vitae/resume and cover letter
3. Reading of annual reports
4. The Future of Internal Communication | Rita Linjuan Men, Shannon A. Bowen
| Business Expert Press| BEP336-PDF-ENG |
<https://hbsp.harvard.edu/product/BEP336-PDF-ENG>

5. Change Management and Internal Communication | Rita Linjuan Men, Shannon A. Bowen | Business Expert Press |BEP334-PDF-ENG| <https://hbsp.harvard.edu/product/BEP334-PDF-ENG>
6. Lighting the Fire: Crafting and Delivering Broadly Inspiring Messages | Tsedal Neeley, Tom Ryder | Harvard Business School | 416046-PDF-ENG | <https://hbsp.harvard.edu/product/416046-PDF-ENG?>
7. Bad Writing Is Destroying Your Company's Productivity (2016) by Josh Bernoff <https://hbr.org/2016/09/bad-writing-is-destroying-your-companys-productivity>
8. Students are expected to display proficiency in writing the following Business Communication (and be evaluated for internal assessment): Persuasive Letters, Promotion letters and cover Letters; Prepare Elevator Pitch

Course Outcomes:

1. Apply the skills of effective letter writing and be able to create various kinds of Business letters.
2. Understand various barriers to communication and apply pre-emptive measures, including feedback, to minimize the same.
3. Students shall be able to effectively analyze and evaluate various kinds of business correspondence and e-correspondence.
4. Able to present in front of audience with confidence and expertise.

	Financial Accounting	4L:0T:0P	4 Credits
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Course Description:

This course intends to introduce basic accounting principles and practices. The students will have knowledge about the fundamental accounting processes such as journalizing, ledger posting, preparation of trial balance and final accounts in sole trading and company form of business. It also deals with providing an overview of accounting standards on sustainability accounting as value creation for business.

Course Objectives:

1. To provide an understanding of application of various principles and practice of Accounting.
2. To demonstrate the knowledge on the process of accounting cycle and basic steps involved in Accounting.
3. To apply the knowledge of systematic maintenance of books of accounts to real life business.
4. To estimate Annual Financial statements of Sole proprietorship and Company form of business.

Course Content:

Unit– I: Introduction to Accounting, Accounting system and process

Meaning, Need for accounting and accounting information system, Stakeholder using accounting information, Qualitative aspects of financial accounting, Accounting standards in India and International (outline), Branches of Accounting, Types of Business Organisations, Accounting taxonomy, Accounting concepts and conventions, Accounting concept of income and expenditure, Classification of capital and revenue- expenditure and income, accounting equation of assets equals capital and liabilities, accounting process, contingent assets and liabilities, Fictitious assets.

Unit – II: Recording transactions and Trial balance

Transactions -nature, Entry in Journal, Purchases, sales, Returns, Receivables, and payables, Inventory, Depreciation and amortizations, reserves, Intangible assets accounting, GST transactions, Entry in Ledger, Accounting accuracy through Trial balance, correction of errors.

Unit – III: Final Accounts

Preparation of Trading and Profit and Loss account, cash books, and Balance Sheet of sole trading concerns, importance of disclosures in final accounts

Unit - IV: Company Final Accounts

Introduction to company – kinds, share capital, issue of shares, schedules to accounts, Financial statements as per Companies Act- 2013, Provisions as to Preparation of Financial Statements, Preparation of Income statement and Balance sheet (horizontal and Vertical).

Green Accounting and Sustainable Reporting- Need and objectives, Sustainability reporting need and methods, data collection, analysis for sustainable reporting to improve value of business, IFRS Financial sustainability disclosure standards.

Text Books (Latest Editions):

1. Jain S.P., & Narang K L. . Basic Financial Accounting I, New Dehli, Kalyani publishers.
2. Kimmel, Financial accounting, Wiley Publications
3. Gupta, A.. Financial Accounting for Management: An Analytical Perspective, Noida, Pearson Education.
4. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi.
5. Ashish k Battacharya, Essentials of financial accounting for Business Managers, Six, PHL learning.
6. Accounting for sustainability: www.ifac.org
7. Peter Bartelmus, E K Seifert, Green Accounting, London, Routledge Publications
8. IFRS sustainability standards: www.ifrs.org

Suggested Cases

1. Smokey Valley Café
2. Irrigation Equipment's Limited
3. Monarch Trading Company

Course Outcomes:

On having completed this course student should be able to:

1. Identify the application of various principles and practice of Accounting in preparation of accounting statements.
2. Demonstrate the knowledge on the process of accounting cycle.
3. Apply the knowledge of systematic maintenance of books of accounts to real life business.
4. Estimate Annual Financial statements of Sole proprietorship and Company form of business.

	Business Statistics and Logic	3L:1T:0P	4 Credits
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Course Description:

Quantitative Aptitude tests have been one of the key components in all competitive exams across the globe in recent years. All tests include such aptitude problems to assess a candidate's arithmetic precision, conceptual numerical ability, analytical ability and rational thinking applicability. Hence this course on Business Statistics and Logic has been introduced as part of BBA programs.

Business Statistics helps us to make business decisions under uncertainties. Such decisions must be objective and unbiased and based on quantitative data. This necessitates an analysis of data using appropriate statistical tools and hence understanding of these techniques and models. With the business entities keen on making data-driven decisions it is essential for individuals working in this uncertain environment to possess such skills to make better decisions backed by data.

Course Objectives:

1. To establish importance of logical reasoning in human inquiry.
2. To demonstrate data handling skills and summarize data with clarity.
3. To extend an understanding of application of relevant concepts of Statistics to a given business scenario.
4. To understand business problems and make decisions using appropriate statistical models and explain trends
5. To demonstrate the knowledge on the process of organizing a data and conduct statistical treatment.

Pedagogy: This course could be dealt using multiple pedagogies like interactive lecture, students' discussions, case studies and experiential learning.

Unit – I: Measures of Central Tendency, Dispersion, Measures of Skewness and Kurtosis

Classification and tabulation of data, frequency distribution, diagrams and graphs, measure of central tendency- arithmetic mean, weighted arithmetic mean, median, mode, geometric mean and harmonic mean (theory only) and meaning of partition values- quartiles, deciles, percentiles, measures of dispersion - range, quartile deviation, mean deviation from mean and median, standard deviation and coefficient of variation.

Skewness - meaning, difference between dispersion and skewness, Karl Pearson's and Bowley's measures of skewness, concept of kurtosis, types of kurtoses and importance.

Unit – II: Correlation and Regression

Meaning, definition and use of correlation, covariance, scatter diagram, types of correlation, Karl Pearson's correlation coefficient, Spearman's Rank correlation coefficient, probable error. regression- meaning and utility of regression analysis, comparison between correlation and regression, regression lines –x on y, y on x, regression equations and regression coefficients. meaning,

Unit – III: Probability and Probability distributions

Introduction to probability, basic concepts of probability- classical definition, addition and multiplication rules, probability distributions – binomial, poisson and normal distributions, expected value.

Unit-IV: Introduction to Logic

Number series, coding decoding and odd man out series, direction sense test, seating arrangements – linear and circular, blood relations, arithmetic and geometric progressions, Inductive and deductive reasoning.

Practical Component:

Understanding basic concepts of statistics is possible by incorporating data sets from real life situations. In every unit one hour could be set aside to handle realistic data such as number of steps taken on a day, daily expenditures of students, air

quality index in various months in various cities, stock prices etc. using EXCEL and make their interpretations. Students may make short presentations of their analysis to add to the learning experience.

Readings:**Textbooks (Latest Editions):**

1. Levin R. I.& Rubin D. S. *Statistics for Management*. Delhi: Pearson.
2. Pillai & Bagavathi. *Statistics, Theory and Practice*, S Chand Publishing
3. SP Gupta. *Statistical Methods*, Sultan Chand and Sons
4. SC Gupta. *Fundamentals of Statistics*, Himalaya Publishing House
5. Sharma, Gupta, *The Practice of Business Statistics*, Khanna Publishing House.
6. Sharma J.K. *Business Statistics*, Vikas Publishing House

Reference Research Paper:

- Fildes, R., & Goodwin, P. (2007). Against your better judgment? How organizations can improve their use of management judgment in forecasting. *Interfaces*, 37(6), 570-576.
- Stanovich, K. E., & West, R. F. (2000). Individual differences in reasoning: Implications for the rationality debate? *Behavioral and Brain Sciences*, 23(5), 645-665.

Course Learning Outcomes:

On having completed this course student should be able to:

1. Demonstrate data handling skills with clarity and logical reasoning.
2. Outline the relevant concepts of Statistics to a given context/business scenario
3. Organize business data and conduct statistical treatment.
4. Evaluate and interpret data using appropriate statistical techniques.
5. Explain data trends using appropriate statistical models.

	General English - I	1L:1T:0P	2 Credits
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Course Objective:

1. To provide learning environment to practice listening, speaking, reading and writing skills.
2. To assist the students to carry on the tasks and activities through guided instructions and materials.
3. To effectively integrate English language learning with employability skills and training.
4. To provide hands-on experience through case-studies, mini-projects, group and individual presentations.

Course Content:

Unit- I: Vocabulary Building

The concept of Word Formation, Root words from foreign languages and their use in English, Acquaintance with prefixes and suffixes from foreign languages in English to form derivatives, Synonyms, antonyms, and standard abbreviations.

Unit-II: Basic Writing Skills

Sentence Structures, Use of phrases and clauses in sentences, Importance of proper punctuation, Creating coherence, Organizing principles of paragraphs in documents, Techniques for writing precisely

Unit- III: Identifying Common Errors in Writing

Subject-verb agreement, Noun-pronoun agreement, Misplaced modifiers, Articles, Prepositions, Redundancies

Unit- IV: Nature and Style of sensible Writing

Describing, Defining, Classifying, providing examples or evidence, writing introduction and conclusion, Module V: Writing Practices, Comprehension, Précis Writing, Essay Writing

Unit-V: Oral Communication (This Module involves interactive practice sessions in Language Lab)

Listening Comprehension, Pronunciation, Intonation, Stress and Rhythm, Common Everyday Situations: Conversations and Dialogues, Communication at Workplace, Interviews, Formal Presentations

Unit- VI: Oral Communication (This Module involves interactive practicesessions in Language Lab)

Listening Comprehension, Pronunciation, Intonation, Stress and Rhythm, Common Everyday Situations: Conversations and Dialogues, Communication at Workplace, Interviews, Formal Presentations

Text/Reference Books (Latest Editions):

1. AICTE's Prescribed Textbook: Communication Skills in English (with Lab Manual), Anjana Tiwari, Khanna Book Publishing Co.,
2. Effective Communication Skills. Kul Bhushan Kumar, Khanna Book Publishing,
3. Practical English Usage. Michael Swan. OUP.
4. Remedial English Grammar. F.T. Wood. Macmillan.
5. On Writing Well. William Zinsser. Harper Resource Book.
6. Study Writing. Liz Hamp-Lyons and Ben Heasley. Cambridge University Press.
7. Communication Skills. Sanjay Kumar and PushpLata. Oxford University Press.
8. Exercises in Spoken English. Parts. I-III. CIEFL, Hyderabad. Oxford University Press.

Alternative NPTEL/SWAYAM Course:

S.No.	NPTEL/SWAYAM Course Name	Instructor	Host Institute
1	English language for competitive exams	Prof. Aysha iqbal	IIT MADRAS
2	Technical English for engineers	Prof. Aysha iqbal	IITM

Course Outcomes: The student will acquire basic proficiency in English including reading and listening comprehension, writing and speaking skills

	Indian Culture and Civilization	2L:0T:0P	2 Credits
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Course Objectives

- To introduce fundamentals of Ancient Indian Educations to understand the pattern and purpose of studying vedas, vedangas, upangas, upveda, purana & Itihasa
- To help students to trace, identify and develop the ancient knowledge systems.
- To help to understand the apparently rational, verifiable and universal solution from ancient Indian knowledge system for the holistic development of physical, mental and spiritual wellbeing
- To build in the learners a deep rooted pride in Indian knowledge, committed to universal human right, well-being and sustainable development.

Detailed contents:

Module 1: Introduction to IKS

Caturdaśa Vidyāsthānam, 64 Kalas, Shilpa Śāstra, Four Vedas, Vedāṅga, Indian Philosophical Systems, Vedic Schools of Philosophy (Sāṃkhya and Yoga, Nyaya and Vaiśeṣika, Pūrva-Mīmāṃsā and Vedānta), Non-Vedic schools of Philosophical Systems (Cārvāka, Buddhist, Jain), Puranas (Maha-puranas, Upa-Puranas and Sthala-Puranas), Itihasa (Ramayana, Mahabharata), Niti Sastras, Subhasitas

Module 2: Foundation concept for Science & Technology

Linguistics & Phonetics in Sanskrit (panini's), Computational concepts in Astadhyayi Importance of Verbs, Role of Sanskrit in Natural Language Processing, Number System and Units of Measurement, concept of zero and its importance, Large numbers & their representation, Place Value of Numerals, Decimal System, Measurements for time, distance and weight, Unique approaches to represent numbers (Bhūta Sāṃkhya System, Kaṭapayādi System), Pingala and the Binary system, Knowledge Pyramid, Prameya – A Vaiśeṣikan approach to physical reality, constituents of the physical reality, Pramāṇa, Saṃśaya

Module 3: Indian Mathematics & Astronomy in IKS

Indian Mathematics, Great Mathematicians and their contributions, Arithmetic Operations, Geometry (Sulba Sutras, Aryabhatiya-bhasya), value of π , Trigonometry, Algebra, Chandah Sastra of Pingala,

Indian Astronomy, celestial coordinate system, Elements of the Indian Calendar Aryabhatiya and the Siddhantic Tradition Pancanga – The Indian Calendar System Astronomical Instruments (Yantras) Jantar Mantar or Raja Jai Singh Sawal.

Module 4: Indian Science & Technology in IKS

Indian S & T Heritage ,sixty-four art forms and occupational skills (64 Kalas) Metals and Metalworking technology (Copper, Gold, Zinc, Mercury, Lead and Silver), Iron & Steel, Dyes and Painting Technology), Town & Planning Architecture in India, Temple Architecture, Vastu Sastra,

Module 5: Humanities & Social Sciences in IKS

Health, Wellness & Psychology, Ayurveda Sleep and Food, Role of water in wellbeing Yoga way of life Indian approach to Psychology, the Triguna System Body-Mind-Intellect- Consciousness Complex. Governance, Public Administration & Management reference to ramayana, Artha Sastra, Kautilyan State

References:

1. Textbook on IKS by Prof. B Mahadevan, IIM Bengaluru.
2. Kapur K and Singh A. K (Eds) 2005). Indian Knowledge Systems, Vol. 1. Indian Institute of Advanced Study, Shimla. Tatvabodh of sankaracharya, Central chinmay mission trust, Bombay, 1995.
3. Nair, Shantha N. Echoes of Ancient Indian Wisdom. New Delhi: Hindology Books, 2008.
4. SK Das, The education system of Ancient hindus, Gyan publication house, India
5. BL Gupta, Value and distribution system in india, Gyan publication house, India
6. Reshmi ramdhoni, Ancient Indian Culture and Civilisation, star publication ,2018
7. Supriya Lakshmi Mishra, Culture and History of Ancient India (With Special Reference of Sudras), 2020.
8. Gambirananda, Swami, Tr. *Upanishads with the Commentary of Sankaracharya*. Kolkata: Advaita Ashrama publication Department, 2002.
9. Ranganathananda, Swami. *The Massage of the Upanishads*. Bombay: Bharathya Vidya Bhaven, 1985.
10. Om Prakash, Religion and Society in Ancient India, Bhariya Vidhya Prakashan, 1985
11. J Auboyer, Daily Life in Ancient India from Approximately 200 BC to AD 700, Munshi ram Manoharlal publication, 1994.
12. DK Chakkrabarty, Makkhan Lal, History of Ancient India (Set of 5 Volumes), Aryan book International publication, 2014
13. Dr. Girish Nath Jha, Dr. Umesh Kumar Singh and Diwakar Mishra, Science and Technology in Ancient Indian Texts, DK Print World limited,
14. Swami BB Vishnu, Vedic Science and History - Ancient Indian's Contribution to the Modern World, gosai publication, 2015
15. Chatterjee, S.C. The Nyaya Theory of Knowledge. Calcutta: University of Calcutta Press, 1950.
16. Dasgupta, Surendra. A History of Indian Philosophy. Delhi: Motilal Banarsidass, 1991.Vols. III & IV.
17. Mercier, Jean L. From the Upanishads to Aurobindo. Bangalore: Asian Trading Corporation, 2001.
18. M. Hiriyanna. *Essentials of Indian Philosophy*. London: Diane Publications, 1985.
19. Hume, Robert Ernest, Tr. *The Thirteen Principal Upanishads*. Virginia: Oxford

- University Press, 1931.
20. Radhakrishnan, S. *Principal Upanishads*. New York: Harper Collins, 1963.
 21. Satprakashananda. *The Methods of Knowledge according to Advaita Vedanta*. Calcutta: Advaita Ashram, 2005.
 22. Potter, K.H. *Encyclopaedia of Indian Philosophies*, Vol.III. Delhi: MotilalBanarasidass, 2000.

	Environmental Science and Sustainability	2L:0T:0P	2 Credits
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Course description:

This course aims to familiarize students with fundamental environmental concepts and their relevance to business operations, preparing them to address forthcoming sustainability challenges. It is designed to equip students with the knowledge and skills needed to make decisions that account for environmental consequences, fostering environmentally sensitive and responsible future managers. The course content is divided into four comprehensive units. Unit 1 introduces basic environmental principles, the man-environment relationship, and sustainability issues. Unit 2 focuses on ecosystems, biodiversity, and sustainable practices. Unit 3 addresses environmental pollution, waste management, and sustainable development strategies. Finally, Unit 4 explores social issues, environmental legislation, and practical applications through hands-on fieldwork. Through this holistic approach, students will gain a deep understanding of environmental processes, the importance of sustainable practices, and their role in promoting sustainability within business contexts.

Course Objective(s):

1. This course aims to familiarize students with basic environmental concepts, their relevance to business operations, and forthcoming sustainability challenges.
2. This course will equip students to make decisions that consider environmental consequences.
3. This course will enable future business graduates to become environmentally sensitive and responsible managers.

Course Content:

Unit 1: Understanding Environment, Natural Resources, and Sustainability

Fundamental environmental concepts and their relevance to business operations; Components and segments of the environment, the man-environment relationship, and historical environmental movements. Concept of sustainability; Classification of natural resources, issues related to their overutilization, and strategies for their conservation. Sustainable practices in managing resources, including deforestation, water conservation, energy security, and food security issues. The conservation and equitable use of resources, considering both intergenerational and intergenerational equity, and the importance of public awareness and education.

Unit 2: Ecosystems, Biodiversity, and Sustainable Practices

Various natural ecosystems, learning about their structure, functions, and ecological characteristics. The importance of biodiversity, the threats it faces, and the methods used for its conservation. Ecosystem resilience, homeostasis, and carrying capacity, emphasizing the need for sustainable ecosystem management. Strategies for in situ and ex situ conservation, nature reserves, and the significance of India as a mega diverse nation.

Unit 3: Environmental Pollution, Waste Management, and Sustainable Development

Various types of environmental pollution, including air, water, noise, soil, and marine pollution, and their impacts on businesses and communities. Causes of pollution, such as global climate change, ozone layer depletion, the greenhouse effect, and acid rain, with a particular focus on pollution episodes in India. Importance of adopting cleaner technologies; Solid waste management; Natural and man-made disasters, their management, and the role of businesses in mitigating disaster impacts.

Unit 4: Social Issues, Legislation, and Practical Applications

Dynamic interactions between society and the environment, with a focus on sustainable development and environmental ethics. Role of businesses in achieving sustainable development goals and promoting responsible consumption. Overview of key environmental legislation and the judiciary's role in environmental protection, including the Water (Prevention and Control of Pollution) Act of 1974, the Environment (Protection) Act of 1986, and the Air (Prevention and Control of Pollution) Act of 1981. Environmental justice, environmental refugees, and the resettlement and rehabilitation of affected populations; Ecological economics, human population growth, and demographic changes in India.

Readings:

Text Books (Latest Editions):

- Poonia, M.P. *Environmental Studies* , Khanna Book Publishing Co.
- Bharucha, E. *Textbook of Environmental Studies*, Orient Blackswan Private Ltd.
- Dave, D., & Katewa, S. S. *Text Book of Environmental Studies*. Cengage Learning India Pvt Ltd.
- Rajagopalan, R. *Environmental studies: from crisis to cure* , Oxford University Press.

- Miller, G.T. & Spoolman S. *Living in the Environment*. Cengage.
- Basu, M., & Xavier Savarimuthu, S. J. *Fundamentals of environmental studies*. Cambridge University Press.
- Roy, M. G. *Sustainable Development: Environment, Energy and Water Resources*. Ane Books.
- Pritwani, K. *Sustainability of business in the context of environmental management*. CRC Press.
- Wright, R.T. & Boorse, D.F. *Environmental Science: Toward A Sustainable Future* (13th ed.). Pearson.

References

Web links:

- <https://www.ourplanet.com>
- <https://www.undp.org/content/undp/en/home/sustainable-development-goals.html>
- www.myfootprint.org
- <https://www.globalchange.umich.edu/globalchange1/current/lectures/kling/ecosystem/ecosystem.html>

Course Outcome(s):

1. Explore the basic environmental concepts and issues relevant to the business and management field.
2. Recognize the interdependence between environmental processes and socio-economic dynamics.
3. Determine the role of business decisions, policies, and actions in minimizing environmental degradation.
4. Identify possible solutions to curb environmental problems caused by managerial actions.
5. Develop skills to address immediate environmental concerns through changes in business operations, policies, and decisions.

SEMESTER –II

SEMESTER –II

	Human Behaviour and Organization	4L:0T:0P	4 Credits
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Course Description:

This course will cover principles and concepts to understand how individuals interact with each other and their environment in organizational contexts. Students will explore topics such as motivation, perception, personality, leadership, group decision-making, culture, and conflict resolution through a blend of theoretical frameworks and real-world applications

Course Objectives:

1. To develop basic understanding of the concept of human behavior and organization.
2. To highlight the importance of OB in modern organizations.
3. To understand individual and group behavior in the workplace to improve the effectiveness of an organization.
4. To critically evaluate leadership styles and strategies.

Course Content:

Unit 1: Introduction to Human Behavior and Organization

Meaning, importance, and historical development of organizational behavior; Factors influencing organizational behavior; Contributing disciplines of OB; OB models

Unit 2: Individual Behavior

Foundations of Individual Behavior; Personality- Determinants of personality, Type A and B, Big Five personality types, stages of personality development;

Attitude - components, job-related attitudes; Learning- concept, theories, and reinforcement; Perception - concept, perceptual process, factors influencing perception; Values - concept and types: terminal values and instrumental values.

Motivation – Concept, importance, and theories of motivation- Early Theories of motivation (Need Hierarchy, Theory X and Theory Y, Two Factors Theory); Contemporary Theories of motivation (Self-Determination Theory, Goal-setting Theory, Reinforcement Theory, Self-efficacy Theory).

Unit 3: Group & Team Behaviour

Groups and Work Teams: Concept: Five Stage model of group development; Groupthink and shift; Indian perspective on group norms, Group, and teams; Types of teams; Creating team players from individual building. Individual & Group conflict; e-teams.

Unit 4: Leadership & Power

Leadership: Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories, Authentic leadership; Mentoring, self-leadership; Inspirational Approaches (transformational, charismatic): Comparison of Indian leadership styles with other countries. Bases of Power.

Organizational Culture : Concept of culture; Impact (functions and liability); Creating and sustaining culture: Employees and culture; Creating positive and ethical cultures; Need and importance of Cross-Cultural management, Stress, and its Management.

Readings:

Text Books (Latest Editions):

1. Robbins, Stephen - Organizational Behavior Prentice Hall of India Ltd., New Delhi.
2. Luthans Fred - Organizational Behavior: An Evidence-Based Approach - McGraw Hil Publishers Co. Ltd., New Delhi.
3. Prasad, L.M-Organizational Theory Behavior-Sultan Chand & Sons, New Delhi.
4. Rao, VS P-Organization Behavior –Himalaya Publishing House.
5. Aswathappa.K.-Organizational Behavior–Himalaya Publishing House, Mumbai, 18th Edition.

Reflective Exercises and supplementary readings:

Unit 1

1. Personality assessment through a questionnaire (MBTI/16PF etc.)
2. Personality assessment through Indian scriptures.
3. Review Literature of the book “Personality Development” by Swami Vivekananda by Exotic India Art.
4. Translating Swami Vivekananda into Management Practice
5. https://link.springer.com/chapter/10.1007/978-981-19-1158-3_17

Unit 2

1. Assess the ways of self-directed Learning.

Unit 3

1. Watch the movie “Ruka hua Faisla”/12 Angry Men on group decision-making.
2. Reflective essay on group behaviour on “Draupadi Cheer Haran”
3. Identify a firm and analyze how business decisions are made in a particular situation as Individuals versus a team. Also, state which form is better and why.
4. Understanding Belbin Individual Team Roles

<https://belbin.scot/wp-content/uploads/2022/08/Belbin-8-SPI-Report-Sample.pdf>.

Unit 4

1. Reflective exercise on the concept of leadership in Mahabharata versus Ramayana.
2. HBR, 2022: *How Great Leaders Communicate*.
3. (<https://hbr.org/2022/11/how-great-leaders-communicate>)
[https://www.researchgate.net/publication/340607402 LEADERSHIP AND INNOVATION AT APPLE INC](https://www.researchgate.net/publication/340607402_LEADERSHIP_AND_INNOVATION_AT_APPLE_INC)

Unit 5

1. Practice stress management techniques
2. *Leading strategic and organizational change at Tata Steel: the role of culture* <https://www.cambridge.org/core/books/abs/leading-strategic-change/leading-strategic-and-organizational-change-at-tata-steel-the-role-of-culture/AEBA5AF709A6E343>

Learning Outcomes:

After completing this Course Students will be able to:

1. Describe individual and group behavior in organizational settings.
2. Demonstrate theoretical knowledge of human behavior in human life setting in management.
3. Judge the lacunae in the system to be able to improve the organization health and other OB outcomes.
4. Formulate a more productive system and high-performance work culture operating on the principles of OB.

	Marketing Management	4L:0T:0P	4 Credits
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Course Description:

Marketing management course is designed to help undergraduate students gain a broad, foundational understanding of the basic components of modern marketing. This course aims to familiarize students with the marketing function in organizations. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing. The course is intended to bring in key principles and activities crucial for the role that marketing has in an organization.

Course Objective(s):

1. Develop understanding about marketing management concepts and frameworks, and apply these to a new or existing business.
2. Develop skills to analyze and synthesize information and derive insights related to marketing management, from several perspectives
3. It also explores best practices in managing marketing activities within an organization and how to measure the impact on demand and attempt to forecast and influence its future levels, magnitude and timing.

Course Content:

Unit 1:

Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, selling concept, Marketing concept, Holistic marketing concept; Marketing Environment: Demographic, Economic, Political, Legal, Socio cultural, Technological environment (Indian context); Market and competition analysis, Market Analysis and Creating and Delivering Customer Value. types of marketing (B2C, B2G, B2B, C2C)

Unit 2:

Segmentation, Targeting and Positioning: Concept; Levels of Market Segmentation, Basis for Segmenting Consumer Markets; Consumer Behavior, The Rise of Consumer Democracy, Stimulus Response Model of Consumer Behavior, Buyer's Cultural, Social, Personal, and Psychological Characteristics particularly in Indian context, Consumer Buying Decision Process, Business Customer's Buying Decision Process, and Traditional vs. Experiential Marketing's View of Customer

Unit 3:

Product decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling. Portfolio approach – Boston Consulting Group (BCG) matrix. Introduction to Brand Management and Innovation and New Product Development.

Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), and Adapting Price.

Promotion Decisions: Factors determining promotion mix, Promotional Tools – Fundamentals of advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling. Marketing Channel Decision: Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailers, Introduction to Retail Management.

Unit 4:

Marketing of Services: unique characteristics of services, marketing strategies for service firms – 7Ps. Contemporary issues in Marketing, E-commerce, Digital Marketing, Ethics and social responsibility in Marketing, Integrated Marketing, Online Payments, Rural Marketing, Social Marketing, Green Marketing (Introductory aspects only).

Readings:

Text Books (Latest Editions):

1. Kotler P., Keller K., et al. *Marketing Management* (16th edition). Pearson Education Pvt. Ltd.
2. Aaker, D. A. and Moorman Christine., *Strategic Market Management: Global Perspectives*. John Wiley & Sons.
3. Shainesh G. Kotler Philip, Keller Kevin, Alexander Chernev, Jagdish N. Sheth | *Marketing Management*. Pearson Higher Education
4. Kotler, P., Armstrong, G., and Agnihotri, P. Y. *Principles of Marketing* (17th edition). Pearson Education.
5. Ramaswamy, V.S. & Namakumari, S. *Marketing Management: Indian Context Global Perspective* (6th edition). Sage Publications India Pvt. Ltd.
6. Sheth, J. N., & Sisodia, R. S. (Eds). *Does Marketing Need Reform?: Fresh Perspectives on the Future*. Routledge.
7. Percy, L. *Strategic Integrated Marketing Communications*. Routledge.
8. Chaffey, D., & Ellis-Chadwick, F. *Digital Marketing* (7th edition). Pearson Higher Education.

9. Biswas A. K. *Strategic Market Management: Managing Markets for profit and growth* Notion Press.
10. Schmitt, B. *Experiential marketing*. Bilbao: Deusto.
11. Kumar, N. *Marketing as Strategy: Understanding the CEO's Agenda for driving Growth and Innovation*. Harvard Business Review Press.
12. Treacy, M., and Wiersema, F. *The discipline of market leaders: Choose your customers, narrow your focus, and dominate your market*. Basic Books.
13. Treacy, M. *Double-digit Growth: How Great Companies Achieve It--No Matter what?* Penguin.
14. Capon, N. *The marketing mavens*. Crown Business.
15. Levitt T. *Marketing Myopia*.
16. Hamel & Prahalad *Competing for the Future*
17. Peter Doyle : *Value-Based Marketing*
18. Forsyth, Gupta, Haldar : *A Segmentation You Can Act on*.
19. Daniel Yankelovich and David Meer (HBS) : *Rediscovering Market Segmentation*
20. C. K. Prahalad : *The Fortune at the Bottom of the Pyramid*
21. Al Ries & Jack Trout : *Positioning: The battle for your mind*

Course Outcome(s):

1. Understand fundamental marketing concepts, theories and principles; the role of marketing in the organization context.
2. Recognize various elements marketing mix for effective functioning of an organization.
3. Critically analyze an organization's marketing strategies.
4. Learn appropriate tools and techniques of marketing with focus on Indian experiences, approaches and cases.
5. Evaluate marketing implementation strategies and formulate and assess strategic, operational and tactical marketing decisions.

	Business Economics	4L:0T:0P	4 Credits
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Course Objective:

Business economics uses economic concepts and principles by emphasizing on demand and supply analysis, production & cost analysis and different market structures which are fundamental for further study. This course also introduces important macroeconomic concepts which are indispensable for understanding the functioning of an economy that might affect business performance.

- It equips students with fundamental concepts of microeconomics.
- Business economics delves into the complexities of market structures, helping students navigate
- challenges such as competition, regulatory environments, and technological disruptions.
- It fosters critical thinking by analyzing real-world case studies, enabling students to propose
- innovative solutions to business problems.
- A grasp of business economics is essential for aspiring entrepreneurs, managers, and analysts
- seeking to thrive in today's dynamic and interconnected business landscape.

Course Content:

Unit-1: Fundamentals and Basic elements of Microeconomics

- The Economic Problem: Scarcity and Choice, Nature and Scope-Positive and Normative Economics.
- Scope of Study and Central Problems of Micro and Macroeconomics
- Demand Schedule: Individual and Market Demand Curve, Determinants of Demand, Law of Demand, Movement and Shift among Demand Curve, Elasticity of Demand.
- Supply Schedule: individual and market supply, determinants of supply, law of supply, Elasticity of supply. Determination of demand and supply, effect of a shift in demand and supply.

Unit-2: Producer And Consumer Behavior

- Theory of Production-Factors of Production, Production Function, Law of Variable Proportions, Returns to Scale, Producers' Equilibrium.
- Theory of Cost- Short Run and Long Run Average, Marginal and Total Cost Curves.

- Cardinal Utility Approach-Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility, Indifference Curves, Budget Lines and Consumer Equilibrium.

Unit-3: Analysis of Market

- Concept of Market and Main Forms of Market.
- Price and Output Determination Under Perfect Competition, Monopoly, Monopolistic Competition, and oligopoly.

Unit-4: National Income and Various Indian Economy Challenges

- Circular Flow of Income. Concept of GDP, GNP, NDP, NNP (At Market Price and Factor Cost), Methods of Calculating National Income.
- A Brief Introduction of Indian Economy - Pre-and Post-Independence.
- Current Challenges Facing by Indian Economy- Human Capital Formation, Poverty, Dynamic
- Business Environment, Trade with Various Nations, Sustainable Economic Development.

Readings:

Text Books (Latest Editions):

1. Varian. H.R: Micro Economics A modern Approach
2. Mc Connell & Brue: Micro Economics Principal, problems & policies. McGraw Hills Professional Publication.
3. Ahuja, H.L. Advanced Economic theory
4. Jain K.P. Advanced Economic theory
5. Jhingan M.L. Modern Micro Economics
6. J. Shapiro: Macro Economic Theory and Policy
7. W.H. Bransin: Macro-Economic Analysis
8. M.L. Jhingan: Macro-Economic Theory and Policy
9. M.C. Vaishya: Macro-Economic Theory
10. Sunil Bhaduri: Macro Economic Analysis
11. H.L. Ahuja: Micro Economic Theory; Modern Publisher, Gulab Bhawan, 6, Bahadurshah Zafar Marg, New Delhi.
12. Samuelson & William D. Nordhaus: Economics; McGraw Hills.
13. A.N. Agarwal: Indian Economy.
14. M. Maria John Kennedy: Advanced Micro Economic Theory; Himalaya Publishing House, Delhi.
15. I.C. Dhingra & V.K. Garg: Economic Development & Planning in India.
16. D.M. Mithani: Macro Economics; Himalaya Publishing House.
17. Macroeconomics" by N. Gregory Mankiw

18. Macroeconomics: Principles, Applications, and Tools" by Arthur O'Sullivan, Steven Shiffrin, and Stephen Perez
19. Macroeconomics" by Olivier Blanchard

References

Pedagogy and Teachings Method (Teacher should use the following strategies to achieve various outcomes of the course):

- Different methods of teaching and media to be used to attain classroom attention.
- Massive open online courses (MOOCs) may be used to teach various topics/sub topics.
- 15-20% of the topics which are relatively simpler of descriptive in nature should be given to the students for self-learning and assess the development of competency through classroom presentations.
- Micro-projects may be given to group of students for hand-on experiences.
- Encouraging students to visit to sites such as local or seasonal markets and research establishment around the institution.

Course outcomes:

At the end of the course students will be able to:

1. Understand basic concepts of microeconomics and solve the problem of reallocation and
2. distribution of the scarce resources.
3. To analyze the form and nature of the market and their pricing strategies.
4. Understand the calculation of national income and true measure for increasing economic welfare.
5. Understand various challenges associated with the Indian economy and help to balance the economy

	Emerging Technologies and Applications	1L:0T:2P	2 Credits
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Course Objective:

- To provide a comprehensive understanding of emerging technologies such as block chain, IoT, cloud computing, robotics, AR/VR, etc.
- To explore the applications, implications, and strategic advantages of emerging technologies in business for competitive advantage.

Contents:

Unit-1: Cloud Computing

Cloud service models (IaaS, PaaS, SaaS) – Deployment models (public, private, hybrid) – Cloud-based -enterprise solutions – Cost-benefit analysis and scalability – Security and Governance – Data security and compliance in the cloud – Cloud governance frameworks

Unit-2: Internet of Things (IoT) & Industry 4.0

Sensor technologies and connectivity - IoT Applications in Smart cities and infrastructure – Industrial IoT and manufacturing – IoT data processing and storage – Real-time analytics and decision-making – Concept of Industry 4.0 – Automation and smart manufacturing – Cyber-physical systems and digital twins – Robotics and advanced manufacturing technologies – Impact on Business Models – Transformation of production and supply chains – Business process optimization

Unit-3: Block chain Technology

Fundamentals of Block chain – Decentralization and distributed ledger – Cryptography and consensus mechanisms – Smart contracts – Financial services and digital identity – Challenges and Opportunities – Security and privacy issues – Regulatory and compliance considerations

Unit-4: Augmented Reality (AR) and Virtual Reality (VR)

Introduction to AR/VR – Key concepts and differences between AR and VR – Historical development and current state - AR/VR applications in marketing and customer experience – Training and development through immersive technologies – Challenges and Opportunities – Technological limitations and advancements – Integration with existing business processes.

Practical (Suggestive List):

- Hands on sessions on utilizing popular cloud platforms for development and deployment, offering hands-on experience with free tiers and trial accounts.

- Hands on sessions on block chain technologies, focusing on the basics development and deployment of decentralized applications.

Readings:

Text Books (Latest Editions):

1. Emerging Technologies by Errol S. van Engelen
2. Internet of Things by Jeeva Jose, Khanna Book Publishing.
3. Digital Transformation: A Strategic Approach to Leveraging Emerging Technologies, Anup Maheshwari
4. Virtual & Augmented Reality by Rajiv Chopra, Khanna Book Publishing.
5. Emerging Technologies for Effective Management by Rahul Dubey, Cengage Publications.
6. IoT Fundamentals: Networking Technologies, Protocols, and Use Cases for the Internet of Things by David Hanes, Jerome Henry, Rob Barton, Gonzalo Salgueiro and Patrick Grossetete.
7. Blockchain for Business by Jai Singh Arun, Jerry Cuomo and Nitin Gaur.
8. Block Chain & Crypto Currencies by Anshul Kausik, Khanna Book Publishing.
9. Industry 4.0 Technologies for Business Excellence: Frameworks, Practices, and Applications by Edited By Shivani Bali, Sugandha Aggarwal, Sunil Sharma.
10. Blockchain, Artificial Intelligence, and the Internet of Things: Possibilities and Opportunities" by Pethuru Raj, Ashutosh Kumar Dubey, Abhishek Kumar, Pramod Singh Rathore.

Readings:

- Abdi, S., Kitsara, I., Hawley, M. S., & de Witte, L. P. (2021). Emerging technologies and their potential for generating new assistive technologies. *Assistive Technology*, 33(sup1), 17–26. <https://doi.org/10.1080/10400435.2021.1945704>
- Seokbeom Kwon, Xiaoyu Liu, Alan L. Porter, Jan Youtie, Research addressing emerging technological ideas has greater scientific impact, *Research Policy*, Volume 48, Issue 9, 2019, 103834, <https://doi.org/10.1016/j.respol.2019.103834>.
- Philip, J. (2022), "A perspective on embracing emerging technologies research for organizational behavior", *Organization Management Journal* , Vol. 19 No. 3, pp. 88-98. <https://doi.org/10.1108/OMJ-10-2020-1063>

Case Studies

1. Software and/or Data: Dilemmas in an AI Research Lab of an Indian IT Organization, Rajalaxmi Kamath; Vinay V Reddy, <https://hbsp.harvard.edu/product/IMB889-PDF-ENG?Ntt=emerging%20technologies>
2. Volkswagen Group: Driving Big Business With Big Data, Ning Su; Naqaash Pirani, <https://hbsp.harvard.edu/product/W14007-PDF-ENG?Ntt=emerging%20technologies>

Course Outcomes:

1. Students will **understand** foundational knowledge of emerging technologies such as blockchain, IoT, cloud computing, AR/VR, etc., comprehending their principles, components, and functionalities.
2. Students will **analyze** the practical applications of these technologies in various business contexts, evaluating how they can optimize operations, enhance decision-making, and drive innovation.
3. Students will **evaluate** the strategic implications of adopting emerging technologies, including potential challenges, risks, and opportunities, to formulate informed strategies for competitive advantage.
4. Students will develop skills to plan and manage the integration of emerging technologies into business processes, ensuring alignment with organizational goals and effective change management.

	Media Literacy and Critical Thinking	1L:1T:0P	2 Credits
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This course equips students with essential media literacy and critical thinking skills to analyze and navigate various media forms. It covers the dynamics of media production and ownership in India, ethical and regulatory considerations, and enhances digital literacy for responsible online engagement. Through comprehensive study and practical exercises, students will learn to critically engage with media content, uncover biases, and make informed decisions in media consumption and production.

Course Objective(s):

1. Develop critical thinking skills to analyse various media forms effectively and identify underlying biases.
2. Foster media literacy principles for navigating digital media landscapes and evaluating credibility.
3. Explore media production dynamics and ownership structures in the Indian context.
4. Address ethical and regulatory considerations in media practices.
5. Enhance digital media literacy for responsible online engagement and combating misinformation.

Course Content:

Unit 1: Foundations of Media Literacy and Critical Thinking

Core principles of media literacy and critical thinking; Definition and significance of media literacy, its historical evolution within the Indian context; Understanding media as a powerful communication tool and its role in shaping societal perceptions and behaviors.

Unit 2: Deconstructing Media Texts

Forms of media texts, including print, broadcast, digital, and social media; Textual analysis and the deconstruction of visual media using semiotics; The impact of media representations on individual perceptions and societal attitudes, from relevant case studies in the Indian context.

Unit 3: Media Consumption and Production Dynamics

Dynamics of media production, distribution, and consumption in India: Influence of ownership and control structures on media content; Techniques for critically evaluating media content and analysing audience consumption patterns

Unit 4: Ethics, Regulation, and Digital Media Literacy

Ethical and regulatory considerations inherent in media practices and the evolving landscape of digital media literacy. Ethical principles in media, the regulatory framework governing media content, and the role of self-regulatory bodies in upholding ethical standards; Digital media's impact on contemporary media literacy practices, strategies for navigating online information, and promoting digital citizenship.

Text Books (Latest Editions):

1. Potter, W. J. Media literacy (8th ed.). SAGE Publications.
2. Hobbs, R. Media literacy in the digital age. Routledge.
3. Halpern, D. F. Thought & knowledge: An introduction to critical thinking (5th ed.). Psychology Press.
4. Kahneman, D. Thinking, fast and slow. Farrar, Straus and Giroux.
5. Baran, S. J., & Davis, D. K. Mass communication theory: Foundations, ferment, and future (8th ed.). Cengage Learning.
6. Kahne, J., & Bowyer, B. Media literacy education in action: Theoretical and pedagogical perspectives. Routledge.
7. Barbour, K., & Marshall, J. The media literacy handbook. ASCD.
8. Bhaskar, N. K. Media laws and ethics in India. Lexis Nexis.
9. West, R., & Turner, L. H. Understanding intercultural communication: Negotiating a grammar of culture (2nd ed.). Routledge.
10. Aufderheide, P., & Jaszi, P. Reclaiming fair use: How to put balance back in copyright (2nd ed.). University of Chicago Press.
11. Hammond, J. S., Keeney, R. L., & Raiffa, H. Smart choices: A practical guide to making better decisions. Harvard Business Review Press.
12. Covey, S. R. The 7 habits of highly effective people: Powerful lessons in personal change (30th anniversary ed.) Simon & Schuster.

Course Outcome(s):

1. Demonstrate proficiency in analysing media texts and identifying implicit messages and ideologies.
2. Apply media literacy principles to make informed decisions about media consumption and production.
3. Understand the complexities of media production, distribution, and audience

behavior.

4. Adhere to ethical standards in media content creation and consumption.
5. Promote responsible digital citizenship by navigating online information critically and combating misinformation.

	Indian Constitution	2L:0T:0P	2 Credits
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Course Description:

This course offers a unique perspective on the Constitution of India, focusing on its economic dimensions and impact on business. It delves into the historical and ideological underpinnings of the Constitution as an economic document, tracing its evolution from post-colonial economic governance to contemporary debates. Students explore constitutional battles over land reforms, economic liberalization, and fiscal federalism, gaining insights into competing economic ideologies and interests. Through case studies and legal analysis, they examine fundamental rights related to business, fiscal federalism, and constitutional issues shaping India's economic landscape.

By the end of the course, students will develop a nuanced understanding of the Constitution's role in shaping economic policies and its implications for business practices, equipping them with valuable insights for careers in business management and policy advocacy.

Course Objective(s):

1. Develop an understanding of the Indian Constitution beyond legal and political lenses, emphasizing its significance for business students.
2. Recognize the importance of comprehending constitutional basics and their impact on trade, economy, and business practices.
3. Analyze the inclusion of economic justice in the preamble and its implications for post-colonial economic policies.
4. Explore the legal history of competing claims between economic development and principles of equity and justice in India.
5. Examine the transition from state-led industrialization to liberalization, highlighting the constitutional underpinnings of these economic shifts.
6. Investigate the constitutional provisions relevant to business, such as the fundamental right to practice any profession, occupation, trade, or business as enshrined in Article 19.

Course Content:

Unit 1: An Economic History of the Constitution of India

Historical understanding of the constitution as an economic document. Understanding the Preamble, Starting from the land reform cases in the 1950s to the validity of the bitcoin ban imposed by the RBI, this module signpost all of the important economic moments in the constitutional history of post-colonial India; Constitutional design, Legal Regulation and economic justice

Unit 2: Fundamental Rights and Business in India

Article 19(1)(g), grants every citizen the right, to practise any profession, or to carry on any profession, occupation, trade, or business. Like other fundamental rights, this right is subject to reasonable restrictions imposed by the state. This particular provision of the Constitution has been one of the most severely litigated freedoms. Fundamental Duties.

Unit 3: Fiscal Federalism

Article articles 301 to 307 of the Constitution pertains to Trade, Commerce and Intercourse within the Territory of India; Challenges associated with fiscal federalism in India including the vertical fiscal imbalance; Article 280 of the Constitution.

Unit 4: Constitutional battles that shaped the economy

This module will be taught through key case studies that demonstrate the complex and fascinating overlap between the constitution and business and shall use Saurabh Kirpal's book *Fifteen Judgments: Cases that Shaped India's Financial Landscape* as our guide through this landscape. The case studies include the banning of diesel engine cars, Telecom regulation and ownership of broadcast media, Demonetisation, Aadhaar, the lifting of restrictions on dealing in cryptocurrencies

Readings:

References:

- The Oxford Handbook of the Indian Constitution, Oxford university press.

Cases

- *Rustom Cavasjee Cooper v. Union of India*, (1970) 1 SCC 248
- *State of Rajasthan v. Mohan Lal Vyas*, AIR 1971 SC 2068 (confirmation of a private monopoly, not a violation of fundamental right)
- *Mithilesh Garg v. Union of India*, (1992) 1 SCC 168 : AIR 1992 SC 221 (Right to carry on business, not breached when it is liberalised)
- *Chintamanrao v. The State of Madhya Pradesh*, AIR 1951 SC 118 (scope of reasonable restrictions in relation to trade and occupation)
- *Cooverjee B. Bharucha v. Excise Commissioner, Ajmer*, AIR 1954 SC 220 (the reasonableness of the restriction imposed may depend upon the nature of the business and prevailing conditions including public health and morality)
- *T. B. Ibrahim v. Regional Transport Authority. Tanjore*, AIR 1953 SC 79
- *Harman Singh v. RTA, Calcutta*, AIR 1954 SC 190
- *Dwarka Prasad Laxmi Narain v. State of U.P.*, AIR 1954 SC 224
- *State of Bombay v. R.M.D. Chamarbaugwala*, AIR 1957 SC 699
- *Parbhani Transport Coop. Society Ltd. v. Regional Transport Authority, Aurangabad*, AIR 1960 SC 801

- State of Bombay v. R. M. D. Chamarbaugwala, (1957) S.C.R. 874,
- G.K.Krishnan vs State of Tamil Nadu, 1975 SCC (1) 375
- Automobile Transport (Rajasthan) Ltd. Vs State of Rajasthan, AIR 1962 SC 1406

Course Outcome(s):

1. Students of the BBA programme get equipped with a knowledge of the Indian Constitution, particularly from the perspective of economic governance and business
2. They begin to develop a nuanced analytical framework about ongoing constitutional debates and battles which affect the domain of business
3. Developing a sense of how questions of economic growth have to be balanced with other constitutional commitments, including social and economic justice.

	Managerial Communication-II	1L:1T:0P	2 Credits
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Course Description:

This course focuses on bringing in perspective the importance of Business Communication for organizations and individual employees in the context of multicultural workforce in a digital world. The course will focus on instilling effective written and oral communication skills in students. The course will be taught using texts, cases and classroom exercises for improving both written and oral communication in students.

Course Objectives:

1. To understand the concept, process, and importance of business communication with a strategic imperative.
2. To help students in understanding the basic principles and techniques of various workplace communication including digital communication skills
3. To train students to acquire and master intra and interorganizational communication
4. To train students for communicating effectively for the purpose of gaining employment.

Course Content:

Unit 1: Written communication: intra organizational/ departmental/ workplace communication

Need and Types, Basics of Writing Office Circulars, Agenda, Notice, Office Memoranda, Office Orders, News Letters; Positive and Negative Messages, Use of Technology for Communication, Effective IT communication tools- Electronic mail: advantages, safety and smartness in writing email, E-mail etiquettes; Use of online social media for communication and Public Relations; Ethical dilemmas in use of social media for communication. Report Writing: Types of Business Reports, responding to request for proposals (RFP), response to RFP, Formal Report- Components and Purpose, Organizing Information- Outlining & Numbering Sections, Section Headings, Sub-Headings, & Presentation; Reporting in Digital Age, Writing Reports on Field Work/Visits to Industries, Business Proposals; Summarizing Annual Reports of Companies- Purpose, Structure and Principles; Drafting Minutes of a Meeting; Corporate Communication- channels of corporate communication, target segments of corporate communication, types of corporate communication; Managing Crisis-Communication; Managing communication during change; Culture as communication

Unit 2: Oral Communication, Professionalism and team work

Meaning, Nature, and Scope of Effective Oral Communication; Techniques of Effective Speech, Media for Oral Communication- Face-to-Face Conversation, Teleconferences, Press Conference, Telephonic Conversations, Radio Presentation, Public address and Podcast.

Constructing Oral Report; Group Discussion, Teams communication; Communication during online meeting; Online and offline professional etiquettes; Conducting appraisals, conducting interviews.

Unit 3: Negotiation Skills and Cross-Cultural Communication

Negotiation communication with vendors, suppliers, employees and other stakeholders; BATNA & communication during negotiations; Body language and negotiation;

Impact of globalization on organizational communication; Cross-Cultural frameworks (ex. Geert Hofstede); Culture & appropriate communication; Etic and Emic approaches to Culture; Communication to a diverse workforce; Overcoming barriers and biases in Cross-Cultural Communication; Building Inter-Cultural Workplace Skills; Cross-cultural etiquettes across clusters/countries.

Unit 4: Contemporary Communication

Digital communication- individual communicating via social media, organizations communicating via social media, Media Literacy; Strong Digital communication skills – email, instant messaging, video conferencing, e-meetings, digital collaboration, digital citizenship –digital etiquettes & responsibilities; Introduction to personal and organizational websites; communication through podcasts.

Job Searching in Digital Age; Creating Resume (CV, cover letter), Creating Customized Cover Messages for Job Applications, Purposes and Types of Employment Interviews, Performing Optimally in a Job Interview- Do's and Don'ts Before, During and After the Interview.

Readings:

Text Books (Latest Edition):

1. AICTE's Prescribed Textbook: Communication Skills in English (with Lab Manual), Anjana Tiwari, Khanna Book Publishing Co.
2. Lesikar, R.V. & M.E. Flatley, "Business Communication: Connecting in a Digital World", McGraw-Hill Education.
3. Murphy, H. A., Hildebrandt, H. & Thomas, J.P. Effective Business Communication. McGraw Hill.
4. Mukerjee H. S., Business Communication: Connecting at Work. Oxford Publication
5. Boove, C.L. et al., Business Communication Today, Pearson.

References:

1. Culture as Communication (2001) by Stever Robbins
<https://hbsp.harvard.edu/product/C0108A-HCB-ENG>
2. The Future of Internal Communication | Rita Linjuan Men, Shannon A. Bowen | Business Expert Press| BEP336-PDF-ENG | <https://hbsp.harvard.edu/product/BEP336-PDF-ENG>

Suggested Exercise and cases:

1. Negotiation exercise as vendor/seller
2. Analyzing verbal and non-verbal aspects of speeches of great leaders and orators.
3. Delivering Effective Presentations using presentation tools/software and use of infographics.
4. Cases on business communication
5. Summarizing Annual Report of a Company.
6. Preparing elevator pitch
7. Preparing curriculum vitae/resume/letter
8. Communicating Effectively in Group Discussion and personal interviews
9. How to Communicate Organizational Change (2020) by Angela Fisher Ricks
 - a. <https://online.hbs.edu/blog/post/how-to-communicate-organizational-change>
10. Change Management and Internal Communication | Rita Linjuan Men, Shannon A. Bowen | Business Expert Press |BEP334-PDF-ENG|
<https://hbsp.harvard.edu/product/BEP334-PDF-ENG>
11. Lighting the Fire: Crafting and Delivering Broadly Inspiring Messages | Tsedal Neeley, Tom Ryder | Harvard Business School | 416046-PDF-ENG |
<https://hbsp.harvard.edu/product/416046-PDF-ENG?>
12. Bad Writing Is Destroying Your Company's Productivity (2016) by Josh Bernoff
 - a. <https://hbr.org/2016/09/bad-writing-is-destroying-your-companys-productivity>
13. Group Communication and Decision-Making Simulation: Wildfire Mitigation | Matthew Koschmann| FO0001-HTML-ENG|<https://hbsp.harvard.edu/product/FO0001-HTML-ENG>
14. Three Rules for Communicating During a Crisis | Nancy Koehn| 5238AV-AVO-ENG |
<https://hbsp.harvard.edu/product/5238AV-AVO-ENG>
[https://hbsp.harvard.edu/product/5238AV-AVO-ENG?tt=BUSINESS COMMUNICATION](https://hbsp.harvard.edu/product/5238AV-AVO-ENG?tt=BUSINESS%20COMMUNICATION)

Course Outcomes:

1. Apply the skills for writing various workplace written communications.
2. Effectively analyze and evaluate Business Reports.
3. Demonstrate competence in delivering impressive power- point presentations.
4. Create objective and succinct Resumes and be prepared to perform optimally in Job Interviews.



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

Programme: GENERAL ENGLISH

(1 & 2 Semesters)

w.e.f. AY 2023-24

COURSE STRUCTURE

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
Semester-I	1	A Course in Communication and Soft Skills	4	3
Semester-II	2	A Course in Reading & Writing Skills	4	3

Objectives & Outcomes

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

- Understand the importance of listening and practice effective listening.
- Use grammar effectively for accuracy in writing and speaking.
- Use relevant vocabulary in everyday communication.
- Acquire ability to use Soft Skills in professional and daily life.
- Confidently use the s k i l l s o f c o m m u n i c a t i o n .

I. UNIT: Listening Skills

- a. Importance of Listening
- b. Types of Listening
- c. Barriers to Listening
- d. Effective Listening

II. UNIT: Phonetics

- a. Sounds of English: Vowels and Consonants
- b. Syllable
- c. WordStress
- d. Intonation

III. UNIT: Grammar

- a. Concord
- b. Articles
- c. Prepositions
- d. Tenses
- e. Question tags

IV. UNIT: Speaking Skills

- a. Greetings & Introduction
- b. Asking and Giving Information
- c. Yes, We Can Barack Obama
- d. Agreeing/ Disagreeing
- e. A Leader Should Know How to Manage Failure Dr. A.P.J. Abdul Kalam

V. UNIT: Soft Skills

- a. SWOC
- b. Attitude
- c. Emotional Intelligence
- d. Netiquette
- e. Interpersonal Skills

References:

1. Soft Skills, Dr. Alex (New Delhi: S. Chand & Company Ltd) 2009.
2. Interpersonal Skills Training, Philip Burnard (New Delhi: Viva Books Private Ltd)
3. Soft Skills for Everyone, Jeff Butterfield (New Delhi: Cengage Learning India Pvt Ltd) 2012
4. Emotional Intelligence, Daniel Goleman (London: Bloomsbury Publishing) 1996
5. A Text Book of English Phonetics for Indian Students, Balasubramanian
6. A Handbook for English Language Labor, E. Suresh Kumar, P. Sreehari
7. Communication Skills (2nd Edition), Sanjay Kumar & PushpLata, Oxford University Press, 2016.

Activities:

Make the students listen to news excerpts.

Watch interviews and speeches on You Tube.

Role plays on formal and informal conversations.

SEMESTER-II
COURSE 1: A COURSE IN READING & WRITING SKILLS

Theory

Credits: 3

4 hrs/week

Objectives & Outcomes

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

- Use reading skills for effective comprehension.
- Build up a repository of active vocabulary.
- Own writing strategies in academic skills.
- Enable writing skills for future purposes.
- Enhance communicative competence through Reading and Writings skills acquired.

I. UNIT

Poetry Skills	:1.Ulysses :2. Vocabulary: Conversion of Words :3. One Word Substitutes :4.Collocations	Alfred Lord Tennyson
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II. UNIT

Prose	:1. The Best Investment I Ever Made	A.J.Cronin
Non-Detailed Text Skills	:2.Florence Nightingale : 3.Skimming and Scanning	Abrar Mohsin

III. UNIT

Prose	:1.TheNight Train at Deoli	RuskinBond
Poetry	: 2. Stopping by Woods on a Snowy Evening	Robert Frost
Skills	:3.Reading Comprehension (Top Down, Bottom Up and Schema Theory) :4. Note Making/ Taking	

IV.UNIT

Poetry Skills	:1.Night of the Scorpion :2.Expansion of Ideas :3.Notices, Agendas and Minutes	Nissim Ezekiel
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V.UNIT

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

1. Communication Skills (2nd Edition), Sanjay Kumar &PushpLata, Oxford University Press, 2016.
2. The New Oxford Guide to Writing, Thomas. S. Kane,

3. Reading Skills: How to Read Better and Faster- Speed Reading, Reading Comprehension & Accelerated Learning (2nd Edition), Nick Bell.
4. English Vocabulary in Use: Upper Intermediate, Cambridge University Press.

Activities:

Asking the students to prepare a model resume.

Quiz on one word substitutes.

Collocation pair activity.

Asking the students to read news clippings and make notes.



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

Programme: GENERAL HINDI

(1 & 2 Semesters)

w.e.f. AY 2023-24

COURSE STRUCTURE

Semester	Course	Title of the Course	No. of Hrs /Week	No. of Credits
Semester-I	1	Hindi Gadya Sahitya	4	3
Semester-II	2	Hindi Padya Sahitya	4	3

GENERAL HINDI

SEMESTER. -I

हिन्दी गद्य साहित्य

Theory.

Credits - 3.

4hrs/week

Units: 5

Periods: 60

लक्ष्य:

1. विद्यार्थियों को गद्य की विविध विधाओं से परिचित कराना।
2. हिन्दी भाषा के विशिष्ट साहित्यकारों का परिचय उनकी विन्यासों की विशेषता का ज्ञान प्राप्त कर पाना।
3. हिन्दी साहित्य के संक्षिप्त इतिहास से परिचित कराना।
4. हिन्दी व्याकरण की सभी पिल्लुओं को विविध रूप अध्ययन कराना, क्योंकि व्याकरण ही विद्यार्थ्या की ठीक होती है।
5. विद्यार्थियों को पत्र लेखन के आवश्यक तन्त्रों से अवगत कराना, शिष्ट भाषा का प्रयोग एवं प्रभाषित लेखन विधि से परिचित कराना।

Unit-I

1. शमश्रुता - आचार्य विमलेंद्र कुल
2. साहित्य की मतिता - मणिषि प्रसाद द्विवेदी
3. बंदा - मण्डेरी मिश्र

Unit-II

1. मुक्तधन - प्रेमिन्द
2. पुष्पा - जयिंक प्रसाद
3. औषि पढ़ गई - डॉ कु सुम वियोगी.

Unit -III

1. हिन्दी साहित्य का इतिहास - सामान्य परिचय
2. काल विभाजन

Unit - IV

१. कायालिलयीन िब्दालिली (अंग्रेजी से हिन्दी, हिन्दी से अंग्रेजी)

२. शलघं

३. िनि

४. काल

५. काि

क Unit -

v पत्र

लेखन

१. व्यक्त्तगत पत्र

२. आिदन पत्र

(छु टटी पत्र, वपता जी के नाम पत्र, शम्र के नाम पत्र, प्राध्यापक पद के शलए आिदन पत्र, अनुिादक पद के शलए आिदन पत्र)

परिणाम: पाठ्यक्रम के सफल समापन के उपिांत विद्याथी तनमून विषयों में सिम िोंगे।

१. तन ंध, िेखार्ितर, किाननी जैसी गद्य की विशभन्न विधाओं को समझ पाना ँिं विश्लेषण कि पाना।

२. सचिे शम्र के गुणों से अिगत िो पाना, जो की स्नातक स्तति के विद्यार्थयों के शलए अतत आिश्यक िै

३. पहित सामाजक, ऐततिाशसक, कृतक आहद संदभों यांकन कि पाना।
िनिाओं में सास का मल
दशित

४. धाशमक सहिष्णुता, देिे प्रेम आहद उत्तम ि पाना।
भािनाओं को जागत

५. हिन्दीसाहित्येतततिास के संक्षिप्त अध्ययन से विविध काल ँिं तत्कालीन परिस्थितयों से अिगत िोना।

६. व्याकिणक इकाइयों की समझ ँिं ऋभापिषू ि पत्र लेखन का ज्ञान अकृत कि सकन।

SEMESTER - II

हिन्दी पद्य साहित्य

Theory.

Credits - 3

4hrs/week

Units: 5

Periods: 60

लक्ष्य:

१. कबीर और तुलसी के दोहों में व्यक्त सामाजिक संदेशों को जो आज के समय के लोगों को में भी प्रासंगिक है, विद्यार्थ्यन से परिचित करना। सूक्ति के पदों की लयात्मकता से परिचित हो पाना।

२. आधुनिक काल के प्रमुख हिन्दी कवियों का योगदान एवं विशिष्ट साहित्यिक परिपक्वताओं में उनके योगदान का आकलन कि सकेंगे।

३. तन्ध के माध्यम से लोगों के सामाजिक रूढ़ि को नया विद्यार्थ्य ज्ञान की दि

४. प्रयोजन मूलक हिन्दी के अंतर्गत विद्यार्थी विशिष्ट साहित्यिक पत्रों से अगत हो पाना।

५. अनुविद और संक्षेपण ऐसी कलाएँ हैं, जिनके अभ्यास ता विशाल कि सकेंगे से विद्यार्थी भाषाओं में परिणत पण

Unit - I

प्राचीन कविता

१. कबीरदास - ५ दोहे

२. सदास - ाल विन

३. तुलसीदास - ५ दोहे

Unit - II

आधुनिक कविता

१. मातृभाषा - भावितदेव उ रिश्विंदर - ५ दोहे

२. शक्ति - सख कान्त ब्रह्माणी तनिला

३. मादा भ्र - जिनी ततलक

Unit - III

सामान्य तन्ध

१. विद्यार्थी और अनुविासन

२. विश्व भाषा के रूप में हिंदी

३. पयािििण प्रदषण

Unit -IV

प्रयोजन म क हिन्दी - परिणिय

सिकािी पत्र- परिभाषा एि पत्र का नम ा

१.परिपत्र

२.ज्ञापन

३.अर्धस ना

Unit - V

१. अनुििाद - अंग्रेजी से हिन्दी(४ - ५

पंक्तयों)तेलुगू से

हिन्दी (४ - ५ पंक्तयों)

२. संिेपण

परिणाम: द्वितीय सत्र के सफल समापन के उपिांत विद्यार्थी तनम्र विषयों में सिमिोंगे।

१.प्रािीन कविता के अध्ययन से ाओं में सामाजक िोगी, काव्यगत विद्यार्थपरिित िोंगे। िेतना जागत वििेषताओं से

२.आधुनक काल की विविध प्रक्रयाओं का आकलन तथा विश्लेषण।

३.विशभन्न तन ंधों के माध्यम से ाओं के सामाजक ज्ञान की श्रीिद विद्यार्थय

४.प्रयोजन मूलक हिन्दी का ज्ञान प्राप्त कि विद्यार्थी सिकािी तथा गैि सिकािी संगििनों में अनुििादक पद के शलए अपने आप को तैयारि कि पायेंगे।

५.अनुििाद अभ्यास जो साहित्यक एिं अनुप्रयुक्त माध्यम से ाओं के शलए उपयोगी किाया जाता िै, यि विद्यार्थसद्व िोगा। संिेपण कला के अभ्यास से भाषाई तनपुणता प्राप्त कि सकते िैं।

संदभि ग्रंथ

१. गद्य संदेि - मशिकोहट
डॉ निशसि

२.कथालोक- डॉ घनश्याम

३.काव्य दीप- श्री िी िाधाकृ ष्ण मठू
ति

ेि नंदन प्रसाद

४. आधुनक हिन्दी व्याकणि औि िििना
- डॉ िासद



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

**Programme: General Telugu
(1 & 2 Semesters)**

w.e.f. AY 2023-24

ఆంధ్రప్రదేశ్ రిజర్వ్ ఉన్నత విద్యామండలి.

బి.ఎ, బి. ఎస్. సి., బి. కాం. తదితర ప్రగ్గీ ములు (నయలుగు సంవతసరాల వావధి)

సి.బి.సి.ఎస్. వడ్ధతిలో సవరంచబడిన పఠాఠాపణయశీ 2023 -24 విద్యా సంవతసరం న్ంచు
అమలు

General Telugu - సాధారణ తెలుగు

COURSE STRUCTURE

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
Semester-I	1	Sahiti Sourabham	4	3
Semester-II	2	Srujanaatmaka Rachana	4	3

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
Semester-I	1	సాహితీ సారభం	4	3
Semester-II	2	సృజనాత్మక రచన	4	3

SEMESTER-I

COURSE 1: సాహితీ సౌరభం

Theory

Credits:3

4 hrs/week

▪ అభయనన లక్ష్యములు

యూనిట్ల సంఖ్య: 5

పీరయడల సంఖ్య: 60

1. తెలుగు సాహిత్యం యొక్క పక్షర చరిత్ర, విశిష్టతన్, విశిష్టతన్
గుర్తించడం ఆదికవి న్నయ కాలనయటి భాష, సంసకృతులన్
ప్రచయం చేయడం
2. జాషువా కాలనయటి మతప్రసతిలు, గబిలిం కాల విశేషాల తెలియజేయడం దయా
సమజం పట్ల అవగృహన్ పంపిందింజేయడం
3. సంపన్న కుట్లంబాలలోని ప్రసతులు, పరరమ, ప్రపు వంటివి మనిషిని ఎలా నివసతాయో అవగృహన్
కలిపంచడం
4. జమందయి వావసరి ఎలా బీట్లు వారంతయిందో, మనన్ సమజంలో పట్లబడిదయిరీ బీజాల ఎలా
నయట్లనయినయో అరిం చేసడంతో పట్ల మనన్ పట్లాల, మనన్ సంబంధయలం, అసరి
అంతనలం వికృత రూపంలో ఎలా
స్వతంత్రసతాయో తెలియజేయడం
5. జీవిత చరిత్ర పక్షకాయన్, దయసి విశిష్టతన్ ప్రచయం చేయడం
6. పోర చీన్ కావాభాషలోని వాకరణయంశాలన్ అధ్యయన్ చేయడం
వాకరణయంశాల దయా భాషసమరతానిన పంపిందింజేయడం

పాఠ్యా ప్రణయశీక

యూనిట్ -I (పా చీన కవిత్యం)

రజనీతి - నన్నన్యా - అంధర మహాభరతం -
సభాపక్షం - పక్ష

మశరణం (26-57 పక్షం)

- న్నయా - కవి ప్రచయం
- రజనీతి - పక్షంశ
ఇతివృతం

- పక్షపక్షం - నడం, నడం
- రజనీతి పక్షంశ సందేశం

యూనిట్ -II (ఆధునిక కవిత్యం)

గబిలం - జాషువా - పథమ భాగం (1-40 పదాల వరకు)

- గుంరకం జాబ్బయివర - కవీ
పర్వచయం, కవిత
- గబిలిం పోరాంశ ఇతివృత్తం

- కువర రచన ధం
నప్
- పోరాంశ సందేశం

యూనిట్ -III (కథానిక)

అలరక పర్వచయం - కళానిక
సంపదర్శి జగన్నాథ

- రచయిత
ప్రచయం
- కథానికం
- కథానికం, సందేశం
- పోతర చిత్రణ

యూనిట్ -IV (నవల)

అసమరిని జీవయాతర - ం
గోపద

- గో ంద - రచయిత ప్రచయం
పచ
- నవల ఇతివృత్తం, పోతర చిత్రణ
- నవల ధం
నప్
- నవల సందేశం

యూనిట్ -V (జీవిత చరిత్ర)

మూడు వాక్యం శిఖాలు - తిరుమల రామచంద్

- తిరుమల రామచంద్ - కవీపర్వచయం
- వర్ణనార కర
* పర్వ శాసత
- నిడదవోలం వంకర్ రచన
- మనోవలం రచనకృష్ణ కవి

మోక్షరణం

సంధ్యలం: అతర, ఇతర, ఉతర,
తరి, సరళిదశ, గనదదవదశ,
దరికరకత ట్కర,

సవరణ దర్శి, గుణ,
యణదేశ,

వృద్ధి సంధ్యలం.

సమరసలం: అవయవభవ,
తతపరంపరి, కరపదరయ, దర్శింద్,
దరిగం, బహుభవ.

అరకలంకరలం: ఉపమ, ఉతరీ,
రంపర్క, సాభవత, అరధంతర
వరస, అతీయోకరత, శ్రీశబ

అలంకరలం: వృత్తానందోర స, భీకానందోర
స, లాటానందోర స, అంతానందోర స
వృత్తలం: ఉతపలమల, చంపకమల,
శారాలము, మతభము
జాతులు : కందం, దిష్

▪ **ఆధార గ్రంథాలు:**

1. శ్రీమదయంధర్ మహాభారతము -
సభాప్రాము- తిరుమల తిరుప్పి
దేవసినన్ పురణ
2. గబిలం - జాష్టువా
3. అలరస ప్రింటింగ్ లు - కళ్యాణ సంస్థ
జగనయనధ్

ఉపజాతలు : దీ,
అటవల తేటగీతీ,
ససం
ముతాలసరాలు

4. అసమరిని జీవయాతర - తిరప్పరనేని గోపీచంద్
5. మూడు వాఙ్మయ శిఖాలు - తిరుమల
రామచంద్ర

▪ **సూచించబడిన సహపాఠ్ కారకము:**

1. న్నయా, తికకన్, ఎఱ్ఱన్ మొదలైన హింద్
కవుల పాఠశాలశత్రు ఫయలన్ ఇచిరి,
విదయాలచేత సమక్షలు రాయించడం; ఆయా
ఫయలలని యతిపేర సాది ఛంద్
విశేషాలన్ గురతంఘేయడం.

2. విద్యార్థులచేత పాఠశాలకు
సంబంధించిన వాసాలు రాయించడం
(సమీక్ష/అసెస్మెంట్)

3. పాఠశాల చీఫ్ పాఠశాలలోని సమకాలీనత
గూర్చిన బృందం చర్య, పాఠశాల చీఫ్
సాక్షాత్తుని నేటి సామర్థ్య దృష్టితో
ప్రస్తుత పాఠశాలకు చేయించడం.

4. చయితీ, సాంసకృతిక అంశాలకు
సంబంధించిన ప్రాథమిక పాఠశాలకు
సంబంధించడం.

5. వాతావరణ/బృందం పాఠశాల జెకెట్
చేయించడం.

■ అభ్యుదయ ఫలితాలు

ఈ కోరుకు విజయవంతంగా
ముగించుకు, విద్యార్థులు కరం
అభ్యుదయ ఫలితాలను పొందుతారు.

1. తెలుగు సాహిత్యం యొక్క పాఠశాల చీఫ్, విశిష్టతను గుర్తించుతారు. అదికాని న్నయ కాంక్షలతో భాషాసంస్కృతులను, ఇతిహాసాల నయతో రాజనీతి విప్లవాలను ప్రజానయని సంపాదించగలరు. పాఠశాల చీఫ్ కావాభివృద్ధిని వాతావరణాలను అధ్యయనం చేయడం ద్వారా భాషాసామర్థ్యాని, రచన మెళుకువలను గమించగలరు.

2. జాప్య కాంక్షలతో మతప్రసాదాలను, గమిలం కావా విశేషాలను గాహిస్తారు.

సామర్థ్యం, లోకోత్తర మార్గదర్శన
భాషాసంస్కార పాఠశాల ప్రజానయని పొందుతారు.

3. అలరస పాఠశాల కథలు నేర్పయిన, సంస్కృతులలోని ప్రసాదాలను, పరమ, ప్రభు వంటివి మనిషిని ఎలా నివసితాయో అవగాహనచేసేవడంతో పాఠశాల కథలు రచన ఎలా చేయాలో తెలుసుకుంటారు.

4. అసమర్థుని జీవితాంతర రచన అప్పటికి మన్ పాఠశాల, మనస్ సంబంధాలను, అసాంక్షికతను వికృత రూపంలో ఎలా సాక్షాత్తుకొనాలో, జమందయరీ వాసని ఎలా బీట్లు వారుతుందో, మన్ సమాజంలో పాఠశాలదయరీ బీజాలు ఎలా నయబీజునయనయో విద్యారణి తెలుసుకుంటుంటారు. ఒక తరం జీవితయని కళ్ళకు కట్టి మనోవైజ్ఞానిక న్యాయపరమ పాఠశాల అసమర్థుని జీవితాంతర విద్యారణి వాతావరణ వికాసానిక దోహదం చేసేందరి.

5. వేటారా పాఠశాల శాసన, నిడదొడ్లువేంకట్రావు, మనస్వలీల రూపకృష్ణ కవి వంటి పుష్కల జీవిత చరిత్రలను తిరుమల రామచంద్

తెలుగు నడికారం,

ఎలా రశారో అధ్యాయన్
చేయడంతోపాటే జీవిత చరతర
పక్యన్ ఎలా రచించులో
తెలుసుకుంటారు.

6. పోర చీన్ కావాభాష్టలోని
వాకరణయంశాలన్
అధ్యాయన్ చేయడం దయారా
భాషాసామర్థ్యం పంపా
ందొందు.

SEMESTER-II

COURSE 2: సృజనాత్మక రచన

Theory

Credits: 3

4 hrs/week

■ అభ్యసన లక్ష్యాలు

1. తెలుగు సాహిత్య అభాసన నైపుణ్యాలను, సృజనాత్మక నైపుణ్యాలను గురించి విద్యార్థులకు భాషాతత్వాన్ని, భాష యొక్క ఆవశ్యకతను, భాష యొక్క పాఠ్య ధృవీకరణను గురించి తెలియజేయడం ముఖ్యమైనది. వాస్తవ జీవనాన్ని, సామాజిక వాస్తవాన్ని పోషించేలా భాష పాఠ్యనిపుణి తెలుసుకునేలా చేయడం తెలుగుభాషలోని కీలకాలైన వరణం, స్థం, వాక్యాల పాఠ్య ధృవీకరణ అవగాహన చేసేలా చేయడం
2. అన్వయ రంగాలలో నైపుణ్య సంపాదనకు కలగజేయడం
3. సృజన రంగం, పాఠ్య మార్గము రంగాలలో ఉపాధి అవకాశాలను అందించేలా చేయడం
4. వాస్తవ రచన ఎలా చేయాలో నేర్పించడం
5. సాంకేతికత రంగాలలో తెలుగు పాఠ్య ధృవీకరణ గురించేలా చేయడం

పాఠ్య ప్రణాళిక

I. వాస్తవ సృజనాలు

భాష- నిరూపణలు,
లక్షణాల భాష- ఆవశ్యకత,
పాఠ్యభాష- భాష-
ఉత్పత్తి వాస్తవం
వరణం - పాఠ్యం - వాస్తవం

II. అనువాద రచన

అన్వయం - నిరూపణలు,
ఆవశ్యకత అన్వయ ప్లాటులు
అన్వయ సమస్యలు - భాగ్యం, భాష, సాంకేతిక సమస్యలు.

- అభాసన అంగలనుంచి అంగల నుంచి అన్వయం చేయడం
తెలుగుకు, తు అంగలనుంచి ఒక 'పాఠ్య'

III. మాధ్యమాలకు రచన

పాఠ్య రచన - పాఠ్యరచన, సంపాదకయం, సమక్ష
శాస్త్ర మార్గము - రచన (కథ), podcast (డౌన్లోడ్)

ద్యోశా మధోమం – టెలీవిజన్ (కెమెరా) రచన్ [స్కీట్ (Skit), హ్యాంకింగ్ (Anchoring)]

- ముద ి మధోమ ా మధోమ / ద్యోశా మధోమ రచన్ విద్యారంబిల చరీత చరీయించడం
ిణ / శవ

IV. తెలుగు వాచన రచన

తెలుగు వాచనం - నిరూపణలు,

లక్షణాలు సాక్షి వాచనం - సాక్షి

ఉపాధ్యాయ ఉపాధ్యాయ - మునిమాణిక్యం నర్తకిహారము

- విద్యార్థి వాచన రచన చతుర

V. తెలుగు

సాంకేతికత

యం - యూనికోడ్

తెలుగు

లలిపి పరిచయ

తెలుగు వికపద్యం

సామాజిక మార్గదర్శకతలతో తెలుగు

('ఇ' పరిచయం, వర్ణాక్షరాలు, బుచ్చిగారి)

- తెలుగు వికపద్యాలలో మార్గదర్శకతలతో తెలుగు లలిపి చతుర
- సామాజిక తెలుగు రచనలలో తెలుగు మార్గదర్శకతలతో తెలుగు

■ ఆధార గ్రంథాలు/వాచనాలు

1. వాక్యీకరణ నైపుణ్యం - సామాజిక

1. ఆధునిక భాషాశాస్త్రం సిద్ధాంతాలు - ఆచార్య పి. ఎస్.

2. తెలుగు భాషా చరిత్ర - (సం.) ఆచార్య భద్రాచల కృష్ణమూర్తి

3. తెలుగు వాచనం - ఆచార్య చౌదరి రామారావు,

2. ఉత్తమ కవిత-లక్షణాలు - స్వామితా లక్షణములు - ఆచార్య సి. నయరాయణరెడి

ఆధునికాంధ్ర కవితామంసంపద్యములు, పోల్లములు, చతురధి పరిచయం.

3. ఉత్తమ కథ - లక్షణాలు - కథాశిల్పం-వలంపర్తి వెంకటాచార్య, పేజీలు 11-17.

4. తెలుగు కథానిక - సారూప్య సామాజికత - పరిచయం కథానిక

5. ఉత్తమ వాచనం లక్షణాలు - చదువు - సంస్కృతి (వాచనం) - కొడవటిగంటి కంట్లంబరావు

6. తెలుగు వాచన ప్రామాణ్యం - ఆచార్య కొలకలూరి ఇనయ్య

7. అన్వయ రచన - 1. అన్వయ సమస్యలు - రూపములు రూపచంద్ర రెడి (పేజీలు 61-75, 85-94)

2. అన్వయాద్వైత పద్ధతులు - ఆచార్య సమస్యలు-చౌదరి రామారావు.

"భాషాంతరంగం", తెలుగు విశిష్టతలయం పరిచయం. (పేజీలు 130-

146,)

8. ముందర్ణః మఠేఢేమం - మఠేఢేమాలకు రచన్ (పేజీలు 9-12)

డయ|| బి.ఆర్. అంబేద్కర్ విశిషటయాలయ పఠ఑రణ

9. ప్తిరక఑ భాష - మఠేఢేమాలకు రచన్ (పేజీలు 67-74)

డయ|| బి.ఆర్. అంబేద్కర్ విశావిద్యాలయ పురణ

10. ప్రిరకా రచన్ - తెలుగు మౌలికాంశాలు (పేజీలు 59-69)

డయ|| బి.ఆర్. అంబేద్కర్ విశావిద్యాలయ పురణ

11. తెలంగాణ మూలము - మూలములకు రచన్ (పేజీలు 3-10)
పేజీ

డయ|| బి.ఆర్. అంబేద్కర్ విశావిద్యాలయ పురణ

12. రేడియో రచన్ - మూలములకు రచన్ (పేజీలు 141-148)

డయ|| బి.ఆర్. అంబేద్కర్ విశావిద్యాలయ పురణ

- చం. మూలములకు రచన్ (పేజీలు 141-148)

13. వాఖ్యానం (యాంకరంగ్) - మూలములకు రచన్ (పేజీలు 178-181)

డయ|| బి.ఆర్. అంబేద్కర్ విశావిద్యాలయ పురణ

14. టీవీవిజన్ రచన్ - మూలములకు రచన్ (పేజీలు 153 -160)

డయ|| బి.ఆర్. అంబేద్కర్ విశావిద్యాలయ పురణ

15. తెలుగు జరనలిజం - డయ|| బంధురూప రూపకము

సూచించబడిన సహపాఠీ కార్యక్రమములు

1. భాషాంశాలపై, వాకా నిరూపణంపై అసైన్మెంట్ రాయించడం, ప్రిరకలోని సాహిత్య/భాషాంశాలను సరికొత్తయడం.

2. విద్యార్థులచేత తెలుగు భాషా సాహిత్యంపై పాఠాంగ వాచనం ఇవ్వించడం (సమీక్ష, అసైన్మెంట్)

3. వాచనం, లేఖనం, సీయ కవితలు రాయించి తరగతిలో చదివిపెయడం

4. వివిధ కార్యక్రమాలలో విద్యార్థులచేత సద్గుణ నిరూపణ, వాఖ్యానం (యాంకరంగ్) చేయించడం.

5. సమకాలీన్ భాషాసమస్యలపై / ఉద్దేశ్యాలపై/సంఘటిక సమస్యలపై 'బృందచర్చ' (Group Discussion)

6. తెలుగుభాషా దినోత్సవం/అంతర్జాతీయ మాతృభాషా దినోత్సవం మొదలైన రోజులలో జరిగే

సంస్కృతిక కార్యక్రమాలు విద్యార్థులచేత నిరూపించేయడం, వాటిపై సమక్షం/ప్రకాశం పుట్టుక రాయించడం.

7. సమకాలీన్ సంఘటనలపై సామాజిక మూలములలో/ టీ.వి.లో జరిగే చరిత్ర నవలలో చీసరి సంకలనం చేయడం.

8. సంస్కృతిక / చరిత్ర పాఠా శాస్త్రం కలిగిన కటర్డయల్ దేవాలయం, కళాకార్యాలయం, కళాకార్యాలయం 'బృందచర్చ/ క్షేత్ర ప్రకటన'

దయారా విద్యార్థులచేత సంప్రదించేయడం.

■ అభ్యసన పాఠాలు

ఈ కోర్సున విజయవంతంగా ముగించుకు,
విద్యారంజనం కోసం

ది అభాసన్ ఫలితయలన్ పోంధలరు.

1. తెలంగాణ సాహిత్య అభివృద్ధి దయ్యం నేరంకికున్ నైవేణ్యాలన్, సృజనయతమక నైవేణ్యాలన్
మొరొకిగలరం. విద్యారంబుల భాషాతయనన, భాష యొకక ఆవశాకతన్, భాష యొకక పక్షర
ధయనయనిన గురతసతరం. మనిషి వాతగత
జీవనయనిన, సామాజిక వాసనీ ఫ్లిషిట్ తకం భాష పద్ధయన్ మని తెలంసకంబ్దరం. తెలంగాణభాషలోని
కీలకంశాలనైన్ వరణం, ఫ్లిం, వాకాల పక్షర ధయనయనిన గురతసం వాగడా ప్, లిఖితరంప్ వాకీతకరణ
దయ్యం భాషానైవేణ్యాలన్
మరెంగుప్రచకోగలరం.
2. అన్వేషణ అవశాకతన్ తెలుసకంబ్దరం. అన్వేషణ రంగంలో నైవేణ్యం పరుగుతుంది.
3. సృజన రంగం, పక్షర మధ్యమ రంగంలలో ఉపక్షర అవశాకతన్ అందించకోగలరం.
4. భాషానైవేణ్యాలన్ అలవరచకోవడంతోపక్షర వినియోగంచడం నేరంకికుంబ్దరం.
భాషానైవేణ్యాలన్ సృజనయతమక రంప్లో వాకీతకరంచగలరం. మంచీ వాస రచనయ నైవేణ్యాలన్
పంప్ అందించకోగలరు.
5. సాంకేతికత రంగంలో తెలుగు పక్షర ధయనయ గురంచి అవశాకతన్ పంధలరు.



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

Programme: GENERAL SANSKRIT

(1 & 2 Semesters)

w.e.f. AY 2023-24

COURSE STRUCTURE

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
Semester-I	1	Poetry, Prose & Grammar -I	4	3
Semester-II	2	Poetry, Prose & Grammar -II	4	3

ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

REVISED UG SINGLE MAJOR SYLLABUS UNDER CBCS

(Implemented from Academic Year 2023-24)

PROGRAMME: B.A (Honours) in Sanskrit

Major Subject: SANSKRIT

Course 1: POETRY, PROSE & GRAMMER -I

I Learning Outcomes:

1. प्राचीन संस्कृतसाहित्य्ये वैविध्यं परिचिन्तयन् भवेत् ।
2. आधुनिक संस्कृतसाहित्य्ये वैविध्यं परिचिन्तयन् भवेत् ।
3. मौलिक व्याकरणं परिचयः भवेत् ।

II Syllabus: (Teaching Hours: 45)

Unit - 1: प्राचीन पद साहित्य्यम् (9h)

1. धनभट्टः - प्रियदर्शयणे बालकाचरे 67 सर्गः
2. शरणागतरक्षणम् - प्रियदर्शयणे अनशासनपर्वणि 32 अध्यायः

Unit - 2: आधुनिक पद साहित्य्यम् (9h)

1. महोदयः - मल्लिकार्जुन नारायणशर्माः पृथुसंजीवन काव्ये 2 सर्गाः
2. रामकथितः - सत्यभूषणशर्माः प्रियदर्शयणे महाकाव्ये 1 सर्गः

Unit - 3: गत साहित्य्यम् (9h)

1. खलोजनः - हितोपदेशे सिद्धि परिच्छेदात्
2. लोकमार्गः - प्रियदर्शयणशर्माः निबन्धः

Unit - 4: व्याकरणम् (9h)

1. अजुत शब्दाः (देव, कवि, भानु, श्रुति, गो, रमा, मति)
2. धातवः (भ, गम, धा, 7शिर, लाभ, मद, अस, भाष)

Unit - 5: व्याकरणम् (9h)

1. संधयः (अच - हल संधयः)
2. समासः (तु, तपक्ष, कमधाय, तिग)

III Skill Outcomes:

On successful completion of this course, student shall be able to:

1. साहित्य्यकार, ऋषि, कवि उदय विवेचनम् भवेत् ।
2. मानवीयमयस्योपदन्तिलाषः भवेत् ।
3. मौलिकव्याकरणज्ञानेन अथवा पठन लेखन वेलास भाषाशब्दय नियमः भवेत् ।

IV References:

1. Prescribed Sanskrit Text Book I

V Co-Curricular Activities: (Hours for Activity: 15h)

1. Assignments
2. Seminars, Group discussions, Quiz, Debates etc.
3. Invited lectures and presentations on related topics by experts.

ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

REVISED UG SINGLE MAJOR SYLLABUS UNDER CBCS

(Implemented from Academic Year 2023-24)

PROGRAMME: B.A (Honours) in Sanskrit

Major Subject: SANSKRIT

Course 2: POETRY, PROSE & GRAMMER -II

I Learning Outcomes:

1. सः कत पक्वयोग मध्यमं कत भितः भवति ।
2. सः गक्वयोग माधयन भितः भवति ।
3. ंयाकरणानत लखनशः भवति ।

II Syllabus: (Teaching Hours: 45)

Unit - 1: सचौन पः सःहःयम (9h)

1. पणःहणम - रघवःशमहःकःये 7 सगः
2. पःचानम - नानःथः

Unit - 2: आधनक पः सःहःयम (9h)

1. पःनधः — मःसतःपरणःयने मेवःडकःडे 13 सगः
2. सखवः — धःमपदम (Sanskrit Version of Prof. P.Sriramachandrudu)

Unit - 3: गः सःहःयम (9h)

1. अमःघदशनम - बाणःय कादः रतः
2. चःचैःयतम - कःवकोपकलापतः

Unit - 4: ंयाकरणम (9h)

1. अजःत शःदः (नदः, तनः, वधः, मातः, वनः, फलः, वःहरः, मधः)
2. धःतवः (इषः, लिखः, कजः, छःजः, चरः, रमः, वःदः, यधः)

Unit - 5: ंयाकरणम (9h)

1. सःधयः (हल सःधः — वःसगसःधः)
2. समःसः (अःयायःभावः, बहःमःहः)

III Skill Outcomes:

On successful completion of this course, student shall be able to:

1. सःकतकवःनः पदवःयोगसरणःवगतिः भवति ।
2. सःकतकवःनः भावगःभयः पःरःनम भवति ।
3. वःयचनःयम दोषःहःयमः भवति ।

IV References:

1. Prescribed Sanskrit **Text Book II**

V Co-Curricular Activities: (Hours for Activity: 15h)

1. Assignments
2. Seminars, Group discussions, Quiz, Debates etc.
3. Invited lectures and presentations on related topics by experts.



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

Programme: GENERAL URDU

(1 & 2 Semesters)

w.e.f. AY 2023-24

COURSE STRUCTURE

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
Semester-I	1	Urdu Poetry	4	3
Semester-II	2	Urdu Prose Non Fiction	4	3

SEMESTER-I

COURSE 1: Urdu Poetry

Theory

Credits: 3

4 hrs/week

UNIT – I	1. GHAZAL MEER – <i>Raah-e-Daur-e-Ishq me Roothaika</i> 2. NAZM Nazeer Akbarabadi – <i>Kaljug</i>
UNIT – II	1. GHAZAL GHALIB – <i>Dard Minnatkash-e-Dawandana</i> 2. NAZM SHIBLI – <i>Adl-e-Farooqi</i>
UNIT – III	1. GHAZAL MOMIN – <i>Who jo Hum me Tum me Qaraartha</i> 2. NAZM IQBAL – <i>Chaandaur Tare</i>
UNIT – IV	1. GHAZAL DAGH DEHLAVI – <i>Duniya me Aadmi ko Museebat Kahan nahi</i> 2. NAZM AKBAR – <i>Naseehat-e-Akhlaqi</i>
UNIT – V	1. GHAZAL JIGAR MURADABADI – <i>Koi Ye Kehde Gulshan Gulshan</i> 2. NAZM FAIZ – <i>Lauh-o-Qalam</i>

SUGGESTED READING:

URDU SHAIKY KA FANNI IRTEQA – FARMAN FATEHPOOR
URDU GHAZAL – KAAMIL QURAIISH
URDU SHAIKY KA TANQEEDI MUTA'A – SUMBUL NIGAAR

SEMESTER-II

COURSE 2: URDU PROSE NON FICTION

Theory

Credits: 3

4 hrs/week

UNIT – I	GHAIR AFSANAWI ADAB KA TA'ARUF
UNIT – II	MAZMOON <i>Guzra Hua Zamana</i> (Sir Syed)
UNIT – III	KHAKA <i>Nam Dev Maali</i> (Baba-e-Urdu Maulvi Abdul Haq)
UNIT – IV	INSHAIYYA <i>Diyasalaai</i> (Khaja Hasan Nizami)
UNIT – V	KHUTOOT-E-GHALIB 1. <i>Hatim Ali Mehrke Naam</i> 2. <i>Meer Mehdi Majroohke Naam</i>

SUGGESTED READING:

GAIR AFSANAVI URDU NASR – ATIYA RAYEES
INSHAIYA AUR INSHAIYE – SYED MOHAMMED HASNAIN
GHALIB KE KHUTOOT – KHALIQ ANJUM