

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 COURCE 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

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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:

a. **One year:** Under Graduate Certificate in Business Administration
b. **Two years**: Under Graduate Diploma in Business Administration
c. **Three years**: Bachelor in Business Administration (BBA)
d. **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:

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

2. **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.	• 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		Business 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		Business 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**

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: Startegic Mangement, 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?
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.

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	Business C o m m u n i c a t i o n -I	**1L:1T:0P**	**2 Credits**

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.

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	Financial Accounting	**4L:0T:0P**	**4 Credits**

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.

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

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.

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

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 Heasly. 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

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 Saṃkhya 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 Triguṇa System Body-Mind-Intellect- Consciousness Complex. Governance, Public Administration & Management reference to ramayana, Artha Sastra, Kauṭilyan 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 Sankarachrya.* 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 Internation 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.

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	Environmental Science and Sustainability	**2L:0T:0P**	**2 Credits**

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.

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SEMESTER –II

SEMESTER –II

	Human Behaviour and Organization	**4L:0T:0P**	**4 Credits**

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

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.

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	Marketing Management	**4L:0T:0P**	**4 Credits**

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.

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

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

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

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.

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	Media Literacy and Critical Thinking	1L:1T:0P	2 Credits

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.

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

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 impose 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.

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	Business Communication-II	1L:1T:0P	2 Credits

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 Converzations, 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-HTM-ENG|https://hbsp.harvard.edu/product/FO0001-HTM-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-ENGNtt=BUSINESS COMMUNICATION

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.

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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

SEMESTER-I

COURSE 1: A COURSE IN COMMUNICATION AND SOFT SKILLS

Theory Credits: 3 4 hrs/week

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 skills of communication.

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

II. UNIT

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

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

V.UNIT

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

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:

१. विद्यार्थियों को गद्य की विविध विधाओं से परिचित करवाना।

२. हिन्दी भाषा के विशिष्ट साहित्यकारों का परिचय उनकी रचनाओं की विशिष्टता का ज्ञान प्राप्त कर पाना।

३. हिन्दी साहित्य के संक्षिप्त इतिहास से परिचित करवाना।

४. हिन्दी व्याकरण की सभी पहलुओं पर विद्यार्थियों को विशद रूप अध्ययन कराना, क्योंकि व्याकरण ही भाषा की रीढ़ होती है।

५. विद्यार्थियों को पत्र लेखन के आवश्यक नियमों से अवगत कराना , शिष्ट भाषा का प्रयोग एवं प्रभावपूर्ण लेखन विधि से परिचित करवाना।

Unit-I

१.मित्रता - आचार्य रामचंद्र शुक्ल

२.साहित्य की महत्ता - महावीर प्रसाद द्विवेदी

३.बिंदा - महादेवी वर्मा

Unit-II

१.मुक्तिधन - प्रेमचन्द

२.पुरस्कार - जयशंकर प्रसाद

३. और वह पढ़ गई - डॉ कुसुम वियोगी.

Unit -III

१.हिन्दी साहित्य का इतिहास -

सामान्य परिचय

२.काल विभाजन

Unit - IV

१.कार्यालयीन शब्दावली (अंग्रेजी से हिन्दी, हिन्दी से अंग्रेजी)

२.लिंग

३.वचन

४.काल

५.कारक

Unit - V

पत्र लेखन

१. व्यक्तिगत पत्र

२. आवेदन पत्र

(छुट्टी पत्र, पिता जी के नाम पर पत्र , मित्र के नाम पर पत्र,प्राध्यापक पद केलिए आवेदन पत्र, अनुवादक पद केलिए आवेदन पत्र)

परिणाम: पाठ्यक्रम के सफल समापन के उपरांत विद्यार्थी निम्न विषयों में सक्षम होंगे।

१. निबंध, रेखाचित्र, कहानी जैसी गद्य की विभिन्न विधाओं को समझ पाना एवं विश्लेषण कर पाना।

२.सच्चे मित्र के गुणों से अवगत हो पाना,जो की स्नातक स्तर के विद्यार्थियों केलिए अति आवश्यक है।

३.पठित रचनाओं में दर्शित सामाजिक, ऐतिहासिक , सांस्कृतिक आदि संदर्भों का मूल्यांकन कर पाना।

४.धार्मिक सहिष्णुता,देश प्रेम आदि उत्तम भावनाओं को जागृत कर पाना।

५. हिन्दीसाहित्येतिहास के संक्षिप्त अध्ययन से विविध काल एवं तत्कालीन परिस्थितियों से अवगत होना।

६. व्याकरणिक इकाइयों की समझ एवं प्रभावपूर्ण पत्र लेखन का ज्ञान अर्जित कर सकना।

SEMESTER - II

हिन्दी पद्य साहित्य

Theory. **Credits - 3** **4hrs/week**

Units: 5

Periods: 60

लक्ष्य:

१.कबीर और तुलसी के दोहों में व्यक्त सामाजिक संदेश जो आज के समय में भी प्रासंगिक है, विद्यार्थियों को उनसे परिचित कराना। सूर के पदों की लयात्मकता से परिचित हो पाना।

२. आधुनिक काल के प्रमुख हिन्दी कवियों का योगदान एवं विभिन्न साहित्यिक परंपराओं में उनके योगदान का आकलन कर सकेंगे।

३.निबंध के माध्यम से विद्यार्थियों के सामाजिक ज्ञान की वृद्धि होना।

४. प्रयोजन मूलक हिन्दी के अंतर्गत विद्यार्थी विभिन्न सरकारी पत्रों से अवगत हो पाना।

५.अनुवाद और संक्षेपण ऐसी कलाएँ हैं, जिनके अभ्यास से विद्यार्थी भाषाओं पर निपुणता हासिल कर सकेंगे।

Unit - I

प्राचीन कविता

१. कबीर दास - ५ दोहे

२. सूरदास - बाल वर्णन

३. तुलसीदास - ५ दोहे

Unit - II

आधुनिक कविता

१. मातृभाषा - भारतेंदु हरिश्चंद्र - ५ दोहे

२. भिक्षुक - सूर्यकांत त्रिपाठी निराला

३. मादा भ्रूण - रजनी तिलक

Unit - III

सामान्य निबन्ध

१. विद्यार्थी और अनुशासन

२. विश्व भाषा के रूप में हिंदी

३. पर्यावरण प्रदूषण

Unit -IV

प्रयोजन मूलक हिन्दी - परिचय

सरकारी पत्र- परिभाषा एवं पत्र का नमूना

१.परिपत्र

२.ज्ञापन

३.अधिसूचना

Unit - V

१. अनुवाद - अंग्रेजी से हिन्दी(४ - ५ पंक्तियॉ)

तेलुगू से हिन्दी (४ - ५ पंक्तियॉ)

२. संक्षेपण

परिणाम: द्वितीय सत्र के सफल समापन के उपरांत विद्यार्थी निम्न विषयों में सक्षम होंगे।

१.प्राचीन कविता के अध्ययन से विद्यार्थियों में सामाजिक चेतना जागृत होगी, काव्यगत विशेषताओं से परिचित होंगे।

२.आधुनिक काल की विविध प्रक्रियाओं का आकलन तथा विश्लेषण।

३.विभिन्न निबंधों के माध्यम से विद्यार्थियों के सामाजिक ज्ञान की श्रीवृद्धि।

४.प्रयोजन मूलक हिन्दी का ज्ञान प्राप्त कर विद्यार्थी सरकारी तथा गैर सरकारी संगठनों में अनुवादक पद केलिए अपने आप को तैयार कर पायेंगे।

५.अनुवाद अभ्यास जो साहित्यिक एवं अनुप्रयुक्त माध्यम से करवाया जाता है, यह विद्यार्थियों केलिए उपयोगी सिद्ध होगा। संक्षेपण कला के अभ्यास से भाषाई निपुणता प्राप्त कर सकते हैं।

संदर्भ ग्रंथ

१. गद्य संदेश - डॉ नरसिंहम शिवकोटि

२.कथालोक- डॉ घनश्याम

३.काव्य दीप- श्री बी राधाकृष्ण मूर्ति

४. आधुनिक हिन्दी व्याकरण और रचना - डॉ वासुदेव नंदन प्रसाद

ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

Programme: General Telugu

(1 & 2 Semesters)

w.e.f. AY 2023-24

ఆంధ్రప్రదేశ్ రాష్ట్ర ఉన్నత విద్యామండలి.

బి.ఏ, బి. ఎస్. సి., బి. కాం. తదితర ప్రోగ్రాములు (నాలుగు సంవత్సరాల వ్యవధి)

సి.బి.సి.ఎస్. పద్ధతిలో సవరించబడిన పాఠ్యప్రణాళిక 2023 -24 విద్యా సంవత్సరం నుంచి 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 సౌరభం	4	3
Semester-II	2	సృజనాత్మక రచన	4	3

SEMESTER-I

COURSE 1: సాహితీ సౌరభం

Theory Credits:3 4 hrs/week

- **అభ్యసన లక్ష్యాలు**

యూనిట్ల సంఖ్య 5

పీరియడ్ల సంఖ్య: 60

1. తెలుగు సాహిత్యం యొక్క ప్రాచీనతను, విశిష్టతను గుర్తించడం

ఆదికవి నన్నయ కాలంనాటి భాషా, సంస్కృతులను పరిచయం చేయడం

2. జాషువా కాలంనాటి మతపరిస్థితులు, గబ్బిలం కావ్య విశేషాలు తెలియజేయడం ద్వారా సమాజం పట్ల అవగాహన పెంపొందింపజేయడం

3. సంపన్న కుటుంబాలలోని పరిస్థితులు, ప్రేమ, పరువు వంటివి మనిషిని ఎలా నడిపిస్తాయో అవగాహన కల్పించడం

4. జమీందారీ వ్యవస్థ ఎలా బీటలు వారుతుందో, మన సమాజంలో పెట్టుబడిదారీ బీజాలు ఎలా నాటుకున్నాయో అర్థం చేసుకోవడంతో పాటు మన పల్లెటూళ్లు, మానవ సంబంధాలు, ఆస్తి అంతస్తులు వికృత రూపంలో ఎలా సాక్షాత్కరిస్తాయో తెలియజేయడం

5. జీవిత చరిత్ర ప్రక్రియను, దాని విశిష్టతను పరిచయం చేయడం

6. ప్రాచీన కావ్యభాషలోని వ్యాకరణాంశాలను అధ్యయనం చేయడం

వ్యాకరణాంశాల ద్వారా భాషాసామర్థ్యాన్ని పెంపొందింపజేయడం

పాఠ్య ప్రణాళిక

యూనిట్ -I (ప్రాచీన కవిత్వం)

రాజనీతి – నన్నయ్య - ఆంధ్ర మహాభారతం – సభాపర్వం – ప్రథమాశ్వాసం (26-57 పద్యాలు)

- నన్నయ్య - కవి పరిచయం
- ప్రజాపాలన – నాడు, నేడు
- రాజనీతి - పాఠ్యాంశ ఇతివృత్తం
- రాజనీతి పాఠ్యాంశ సందేశం

యూనిట్ -II (ఆధునిక కవిత్వం)

గబ్బిలం - జాషువా - ప్రథమ భాగం (1-40 పద్యాల వరకు)

- గుర్రం జాషువా – కవి పరిచయం, కవితా శైలి
- కావ్య రచనా నేపథ్యం
- పాఠ్యాంశ సందేశం
- గబ్బిలం పాఠ్యాంశ ఇతివృత్తం

<u>యూనిట్ -III (కథానిక)</u>

అలరాస పుట్టిళ్ళు – కళ్యాణ సుందరీ జగన్నాథ్

- రచయిత్రి పరిచయం
- కథా నేపథ్యం, సందేశం
- కథాంశం
- పాత్ర చిత్రణ

<u>యూనిట్ -IV (నవల)</u>

అసమర్థుని జీవయాత్ర - గోపీచంద్

- గోపీచంద్ – రచయిత పరిచయం
- నవల నేపథ్యం
- నవల ఇతివృత్తం, పాత్ర చిత్రణ
- నవలా సందేశం

<u>యూనిట్ -V (జీవిత చరిత్ర)</u>

మూడు వాఙ్మయ శిఖరాలు - తిరుమల రామచంద్ర

- తిరుమల రామచంద్ర – కవిపరిచయం
- నిడదవోలు వేంకట రావు
- వేటూరి ప్రభాకర శాస్త్రి
- మానవల్లి రామకృష్ణ కవి

<u>వ్యాకరణం</u>

సంధులు: అత్వ, ఇత్వ, ఉత్వ, త్రిక, సరళాదేశ, గసడదవాదేశ, ద్విరుక్త టకార, సవర్ణ దీర్ఘ, గుణ, యణాదేశ, వృద్ధి సంధులు.

సమాసాలు: అవ్యయీభావ, తత్పురుష, కర్మధారయ, ద్వంద్వ, ద్విగు, బహువ్రీహి.

అర్థాలంకారాలు : ఉపమ, ఉత్ప్రేక్ష, రూపక, స్వభావోక్తి, అర్థాంతర వ్యాస, అతిశయోక్తి, శ్లేష.

శబ్దాలంకారాలు: వృత్యనుప్రాస, ఛేకానుప్రాస, లాటానుప్రాస, అంత్యానుప్రాస

వృత్తాలు: ఉత్పలమాల, చంపకమాల, శార్దూలము, మత్తేభము

జాతులు : కందం, ద్విపద

ఉపజాతులు : ఆటవెలది, తేటగీతి, సీసం

ముత్యాలసరాలు

- **<u>ఆధార గ్రంథాలు:</u>**

1. శ్రీమదాంధ్ర మహాభారతము - సభాపర్వము- తిరుమల తిరుపతి దేవస్థానం ప్రచురణ
2. గబ్బిలం - జాషువా
3. అలరాస పుట్టిళ్లు - కళ్యాణ సుందరీ జగన్నాథ్
4. అసమర్థుని జీవయాత్ర - త్రిపురనేని గోపీచంద్
5. మూడు వాఙ్మయ శిఖరాలు - తిరుమల రామచంద్ర

- **<u>సూచించబడిన సహపాఠ్య కార్యక్రమాలు:</u>**

1. నన్నయ్య, తిక్కన, ఎఱ్ఱన మొదలైన ప్రసిద్ధ కవుల పాఠ్యాంశేతర పద్యాలను ఇచ్చి, విద్యార్థులచేత సమీక్షలు రాయించడం; ఆయా పద్యాల్లోని యతిప్రాసాది ఛందోవిశేషాలను గుర్తింపజేయడం.

2. విద్యార్థులచేత పాఠ్యాంశాలకు సంబంధించిన వ్యాసాలు రాయించడం (సెమినార్/అసైన్మెంట్)
3. ప్రాచీన పాఠ్యాంశాలలోని సమకాలీనతను గూర్చిన బృంద చర్చ, ప్రాచీన సాహిత్యాన్ని నేటి సామాజిక దృష్టితో పునర్మూల్యాంకనం చేయించడం.
4. చారిత్రిక, సాంస్కృతిక అంశాలకు సంబంధించిన పర్యాటక ప్రదేశాలను సందర్శించడం.
5. వ్యక్తిగత/బృంద ప్రాజెక్టులు చేయించడం.

- **<u>అభ్యసన ఫలితాలు</u>**

ఈ కోర్సు విజయవంతంగా ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.

1. తెలుగు సాహిత్యం యొక్క ప్రాచీనతను, విశిష్టతను గుర్తిస్తారు. ఆదికవి నన్నయ కాలంనాటి భాషాసంస్కృతులను, ఇతిహాసకాలం నాటి రాజనీతి విషయాలపట్ల పరిజ్ఞానాన్ని సంపాదించగలరు. ప్రాచీన కావ్యభాషలోని వ్యాకరణాంశాలను అధ్యయనం చేయడం ద్వారా భాషాసామర్థ్యాన్ని, రచనలు మెళకువలను గ్రహించగలరు.
2. జాషువా కాలంనాటి మతపరిస్థితులను, గబ్బిలం కావ్య విశేషాలను గ్రహిస్తారు. తెలుగు నుడికారం, సామెతలు, లోకోక్తులు మొదలైన భాషాంశాల పట్ల పరిజ్ఞానాన్ని పొందగలరు.
3. అలరాస పుట్టిళ్లు కథా నేపథ్యాన్ని, సంపన్న కుటుంబాలలోని పరిస్థితులను, ప్రేమ, పరువు వంటివి మనిషిని ఎలా నడిపిస్తాయో అవగాహన చేసుకోవడంతో పాటు కథా రచన ఎలా చేయాలో తెలుసుకుంటారు.
4. అసమర్థుని జీవయాత్ర రచనలో అప్పటి మన పల్లెటూళ్లు, మానవ సంబంధాలు, ఆస్తి అంతస్తులు వికృత రూపంలో ఎలా సాక్షాత్కరిస్తాయో, జమీందారీ వ్యవస్థ ఎలా బీటలు వారుతుందో, మన సమాజంలో పెట్టుబడిదారీ బీజాలు ఎలా నాటుకున్నాయో విద్యార్థి తెలుసుకుంటాడు. ఒక తరం జీవితాన్ని కళ్లకు కట్టే మనోవైజ్ఞానిక నవలగా పేరు పొందిన అసమర్థుని జీవయాత్ర విద్యార్థి వ్యక్తిత్వ వికాసానికి దోహదం చేస్తుంది.
5. వేటూరి ప్రభాకర శాస్త్రి, నిడదవోలు వేంకటరావు, మానవల్లి రామకృష్ణ కవి వంటి ప్రముఖుల జీవిత చరిత్రలను తిరుమల రామచంద్ర ఎలా రాశారో అధ్యయనం చేయడంతోపాటు జీవిత చరిత్ర ప్రక్రియను ఎలా రచించాలో తెలుసుకుంటారు.
6. ప్రాచీన కావ్యభాషలోని వ్యాకరణాంశాలను అధ్యయనం చేయడం ద్వారా భాషాసామర్థ్యం పెంపొందుతుంది.

SEMESTER-II

COURSE 2: సృజనాత్మక రచన

Theory Credits: 3 4 hrs/week

- **అభ్యసన లక్ష్యాలు**

1. తెలుగు సాహిత్య అభ్యసన నైపుణ్యాలను, సృజనాత్మక నైపుణ్యాలుగా మార్చడం

విద్యార్థులు భాషాతత్వాన్ని, భాష యొక్క ఆవశ్యకతను, భాష యొక్క ప్రాధాన్యాన్ని గుర్తింపజేయడం

మనిషి వ్యక్తిగత జీవనానికి, సామాజిక వ్యవస్థ పటిష్టతకు భాష ప్రధానమని తెలుసుకునేలా జేయడం

తెలుగుభాషలోని కీలకాంశాలైన వర్ణం, పదం, వాక్యాల ప్రాధాన్యాన్ని అవగాహన చేసుకోవడం

2. అనువాద రంగంలో నైపుణ్య సంపాదనను కలగజేయడం

3. సృజన రంగం, ప్రసార మాధ్యమ రంగాల్లో ఉపాధి అవకాశాలను అందిపుచ్చుకునేలా జేయడం

4. వ్యాస రచన ఎలా చేయాలో నేర్పించడం

5. సాంకేతికత రంగంలో తెలుగు ప్రాధాన్యతను గుర్తించేలా జేయడం

పాఠ్య ప్రణాళిక

I. వ్యక్తీకరణ నైపుణ్యాలు

భాష- నిర్వచనాలు, లక్షణాలు

భాష- ఆవశ్యకత, ప్రయోజనాలు

భాష – ఉత్పత్తి వాదాలు

వర్ణం - పదం – వాక్యం

II. అనువాద రచన

అనువాదం - నిర్వచనాలు, ఆవశ్యకత

అనువాద పద్ధతులు

అనువాద సమస్యలు - భౌగోళ, భాష, సాంస్కృతిక సమస్యలు.

- అభ్యాసం ఆంగ్లంనుంచి తెలుగుకు, తెలుగు నుంచి ఆంగ్లానికి ఒక ‘పేరా’ అనువాదం చేయడం

III. మాధ్యమాలకు రచన

పత్రికా రచన – వార్తారచన, సంపాదకీయం, సమీక్ష

శ్రవ్య మాధ్యమం – రేడియో రచన (కథ), podcast (డాక్యుమెంటరీ)

దృశ్య మాధ్యమం – టెలివిజన్ (కెమెరా) రచన [రూపకం (Skit), వాఖ్యానం (Anchoring)]

- ముద్రణా మాధ్యమ / శ్రవ్య మాధ్యమ / దృశ్య మాధ్యమ రచన విద్యార్థుల చేత చేయించడం

IV. తెలుగు వ్యాస రచన

తెలుగు వ్యాసం - నిర్వచనాలు, లక్షణాలు

సాక్షి వ్యాసం – స్వభాష

ఉపాధ్యాయ ఉవాచ – మునిమాణిక్యం నరసింహారావు

- విద్యార్థి చేత వ్యాస రచన చేయించడం

V. తెలుగు సాంకేతికత

తెలుగు లిపి పరిచయం - యూనికోడ్

తెలుగు వికిపీడియా

సామాజిక మాధ్యమాల్లో తెలుగు

(' ఇ' పత్రికలు, వెబ్సైట్లు, బ్లాగ్లు)

- తెలుగు వికీపీడియాలో మార్పులు చేర్పులు విద్యార్థుల చేత చేయించడం/
- సామాజిక మాధ్యమాల్లో తెలుగు రచనలు చేయించడం

- **<u>ఆధార గ్రంథాలు/వ్యాసాలు</u>**

1. వ్యక్తీకరణ నైపుణ్యాలు - 1. ఆధునిక భాషాశాస్త్ర సిద్ధాంతాలు - ఆచార్య పి. ఎస్. సుబ్రహ్మణ్యం

2. తెలుగు భాషా చరిత్ర – (సం.) ఆచార్య భద్రిరాజు కృష్ణమూర్తి

3. తెలుగు వాక్యం – ఆచార్య చేకూరి రామారావు,

2. ఉత్తమ కవిత-లక్షణాలు - నవ్యకవిత్వ లక్షణములు - ఆచార్య సి. నారాయణరెడ్డి

ఆధునికాంధ్ర కవిత్వము-సంప్రదాయములు, ప్రయోగములు, చతుర్ధ ప్రకరణము.

3. ఉత్తమ కథ –లక్షణాలు - కథాశిల్పం-వల్లంపాటి వెంకటసుబ్బయ్య, పుటలు 11-17.

4. తెలుగు కథానిక – స్వరూప స్వభావాలు – పోరంకి దక్షిణామూర్తి

5. ఉత్తమ వ్యాసం లక్షణాలు - చదువు - సంస్కృతి (వ్యాసం) - కొడవటిగంటి కుటుంబరావు

6. తెలుగు వ్యాస పరిణామం - ఆచార్య కొలకలూరి ఇనాక్

7. అనువాద రచన - 1. అనువాద సమస్యలు - రాచమల్లు రామచంద్రారెడ్డి (పుటలు 61-75, 85-94)

2. అనువాదన పద్ధతులు - ఆచరణ సమస్యలు-చేకూరి రామారావు.

"భాషాంతరంగం", తెలుగు విశ్వవిద్యాలయం ప్రచురణ. (పుటలు 130-146,)

8. ముద్రణా మాధ్యమం - మాధ్యమాలకు రచన (పుటలు 9-12)

డా॥ బి.ఆర్. అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ

9. పత్రికా భాష - మాధ్యమాలకు రచన (పుటలు 67-74)

డా॥ బి.ఆర్. అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ

10. పత్రికా రచన - తెలుగు మౌలికాంశాలు (పుటలు 59-69)

డా॥ బి.ఆర్. అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ

11. ప్రసార మాధ్యమాలు- మాధ్యమాలకు రచన (పుటలు 3-10)

డా॥ బి.ఆర్. అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ

12. రేడియో రచన - మాధ్యమాలకు రచన (పుటలు 141-148)

డా॥ బి.ఆర్. అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ

- చూ. మాధ్యమాలకు రచన (పుటలు 141-148)

13. వ్యాఖ్యానం (యాంకరింగ్) - మాధ్యమాలకు రచన (పుటలు 178-181)

డా॥ బి.ఆర్. అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ

14. టెలివిజన్ రచన - మాధ్యమాలకు రచన (పుటలు 153 -160)

డా॥ బి.ఆర్. అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ

15. తెలుగు జర్నలిజం - డా॥ బూదరాజు రాధాకృష్ణ

సూచించబడిన సహపాఠ్య కార్యక్రమాలు

1. భాషాంశాలపై, వాక్య నిర్మాణంపై అసైన్మెంట్లు రాయించడం, పత్రికల్లోని సాహిత్య/భాషాంశాలను సేకరింపజేయడం.

2. విద్యార్థులచేత తెలుగు భాషా సాహిత్యాలపై ప్రసంగ వ్యాసం ఇప్పించడం (సెమినార్, అసైన్మెంట్)

3. వ్యాసరచన, లేఖారచన, స్వీయ కవితలు రాయించి తరగతిలో చదివింపచేయడం

4. వివిధ కార్యక్రమాల్లో విద్యార్థులచేత సదస్సు నిర్వహణ, వ్యాఖ్యానం (యాంకరింగ్) చేయించడం.

5. సమకాలీన భాషాసమస్యలపై / ఉద్యమాలపై/సాంఘిక సమస్యలపై 'బృందచర్చ' (Group Discussion)

6. తెలుగుభాషా దినోత్సవం/అంతర్జాతీయ మాతృభాషా దినోత్సవం మొదలైన రోజుల్లో జరిగే సాంస్కృతిక కార్యక్రమాలు విద్యార్థులచేత నిర్వహింపజేయడం, వాటిపై సమీక్షలు/పత్రికా ప్రకటనలు రాయించడం.

7. సమకాలీన సంఘటనలపై సామాజిక మాధ్యమాల్లో/ టి.వి.ల్లో జరిగే చర్చలను నమోదు చేసి సంకలనం చేయడం.

8. సాంస్కృతిక / చారిత్రక ప్రాశస్త్యం కలిగిన కట్టడాలు, దేవాలయాలు, కళానిలయాలను 'బృందపర్యటన/ క్షేత్ర పర్యటన' ద్వారా విద్యార్థులచేత సందర్శింపజేయడం.

- **అభ్యసన ఫలితాలు**

ఈ కోర్సు విజయవంతంగా ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.

1. తెలుగు సాహిత్య అభ్యాసన ద్వారా నేర్చుకున్న నైపుణ్యాలను, సృజనాత్మక నైపుణ్యాలుగా మార్చుకోగలరు. విద్యార్థులు భాషాతత్వాన్ని, భాష యొక్క ఆవశ్యకతను, భాష యొక్క ప్రాధాన్యాన్ని గుర్తిస్తారు. మనిషి వ్యక్తిగత జీవనానికి, సామాజిక వ్యవస్థ పటిష్టతకు భాష ప్రధానమని తెలుసుకుంటారు. తెలుగుభాషలోని కీలకాంశాలైన వర్ణం, పదం, వాక్యాల ప్రాధాన్యాన్ని గుర్తిస్తూ వాగ్రూప, లిఖితరూప వ్యక్తీకరణ ద్వారా భాషానైపుణ్యాలను మెరుగుపరచుకోగలరు.

2. అనువాద ఆవశ్యకతను తెలుసుకుంటారు. అనువాద రంగంలో నైపుణ్యం పెరుగుతుంది.

3. సృజన రంగం, ప్రసార మాధ్యమ రంగాల్లో ఉపాధి అవకాశాలను అందిపుచ్చుకోగలరు.

4. భాషానైపుణ్యాలను అలవరచుకోవడంతోపాటు వినియోగించడం నేర్చుకుంటారు. భాషణానైపుణ్యాలను సృజనాత్మక రూపంలో వ్యక్తీకరించగలరు. మంచి వ్యాస రచనా నైపుణ్యాలను పెంపొందించుకోగలరు.

5. సాంకేతికత రంగంలో తెలుగు ప్రాధాన్యత గురించి అవగాహన పొందగలరు.

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 संस्कृतसाहित्य स्वरूप परिज्ञानम् भवति ।
2. आधुनिक संस्कृतसाहित्य स्वरूप परिज्ञानम् भवति।
3. मौलिक व्याकरण परिचयः भवति।

II Syllabus: (Teaching Hours: 45)

Unit - 1: प्राचीन पद्य साहित्यम् **(9h)**

1. धनुर्भङ्गः - श्रीमद्रामायणे बालकाण्डे 67 सर्गः
2. शरणागतरक्षणम् - श्रीमहाभारते अनुशासनपर्वणि 32 अध्यायः

.Unit - 2: आधुनिक पद्य साहित्यम् **(9h)**

1. महोदयः - मुळ्ळपूडि नारयणशास्त्रिणः पुत्रसंजीवन काव्ये 2 सर्गः
2. रामकीर्तिः - सत्यव्रतशास्त्रिणः श्रीरामकीर्ति महाकाव्ये 1 सर्गः

Unit - 3: गद्य साहित्यम् **(9h)**

1. खलोक्तिः - हितोपदेशे सन्धि परिच्छेदात्
2. लोकमान्यः - श्रीरामनाथशास्त्रिकृतः निबन्धः

Unit - 4: व्याकरणम् **(9h)**

1. अजन्त शब्दाः (देव, कवि, भानु, धातृ, पितृ, गो, रमा, मति)
2. धातवः (भू, गम्, स्था, दृशिर्, लाभ्, मुद्, अस्, भाष्)

Unit - 5: व्याकरणम् **(9h)**

1. सन्धयः (अच् - हल् सन्धयः)
2. समासाः (द्वन्द्व, तत्पुरुष, कर्मधारय, द्विगु)

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

1. साहित्यकार, ऋषि, कवि हृदय विवेचनम् भवति ।
2. मानवीयमूल्यसम्पदनाभिलाषः भवति ।
3. मौलिकव्याकरणज्ञानेन प्रयोगे अर्थात् पठन लेखन वेलासु भाषाशुद्ध्यै प्रयत्नः भवति ।

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. संस्कृत पद्यकविप्रयोग माधुर्यानुभूतिः भवति ।
2. संस्कृत गद्यकविप्रयोग माधुर्यानुभूतिः भवति ।
3. व्याकरणज्ञानात् लेखनशुद्धिः भवति ।

II Syllabus: (Teaching Hours: 45)

Unit - 1: प्राचीन पद्य साहित्यम् **(9h)**

1. पाणिग्रहणम् - रघुवम्शमहाकाव्ये 7 सर्गः
2. पत्रार्चानम् - नानाग्रन्थेभ्यः

.Unit - 2: आधुनिक पद्य साहित्यम् **(9h)**

1. पन्नाधात्री – श्रीमत्प्रतापरणायने मेवाडकाण्डे 13 सर्गः
2. सुखवर्गः – धम्मपदम् (Sanskrit Version of Prof. P.Sriramachandrudu)

Unit - 3: गद्य साहित्यम् **(9h)**

1. अमोघदर्शनम् - बाणस्य कादंबरीतः
2. चारुचेष्टितम् - कविकोपकलापतः

Unit - 4: व्याकरणम् **(9h)**

1. अजन्त शब्दाः (नदी, तनु, वधू, मातृ, वन, फल, वारि, मधु)
2. धातवः (इष्, लिख्, कृञ्, क्रीञ्, चुर्, रमु, वन्द्, युध्)

Unit - 5: व्याकरणम् **(9h)**

1. सन्धयः (हल् सन्धिः – विसर्गसन्धिः)
2. समासाः (अव्ययीभावः, बहुव्रीहिः)

III Skill Outcomes:

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

1. संस्कृतकवीनां पदवाक्यप्रयोगसरणेरवगतिः भवति ।
2. संस्कृतकवीनां भावगम्भीर्य परिज्ञानम् भवति ।
3. वाक्यरचनायाम् दोषराहित्यप्राप्तिः 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 – *Raah-e-Daur-e-Ishq me Rootahaikya*** **2. NAZM** **Nazeer Akbarabadi – *Kaljug***
UNIT – II	**1. GHAZAL** **GHALIB – *Dard Minnatkash-e-Dawanahua*** **2. NAZM** **SHIBLI – *Adl-e-Farooqi***
UNIT – III	**1. GHAZAL** **MOMIN – *Who jo Hum me Tum me Qaraartha*** **2. NAZM** **IQBAL – *Chaandaur Tare***
UNIT – IV	**1. GHAZAL** **DAGH DEHLAVI – *Duniya me Aadmi ko Museebat Kahan nahi*** **2. NAZM** **AKBAR – *Naseehat-e-Akhlaqi***
UNIT – V	**1. GHAZAL** **JIGAR MURADABADI – *Koi Ye Kehde Gulshan Gulshan*** **2. NAZM** **FAIZ – *Lauh-o-Qalam***

SUGGESTED READING:

URDU SHAIRY KA FANNI IRTEQA – FARMAN FATEHPOOR
URDU GHAZAL – KAAMIL QURAISHI
URDU SHAIRI 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** ***Guzra Hua Zamana* (Sir Syed)**
UNIT – III	**KHAKA** ***Nam Dev Maali*(Baba-e-Urdu Maulvi Abdul Haq)**
UNIT – IV	**INSHAIYYA** ***Diyasalaai* (Khaja Hasan Nizami)**
UNIT – V	**KHUTOOT-E-GHALIB** ***1. Hatim Ali Mehrke Naam*** ***2. Meer Mehdi Majroohke Naam***

SUGGESTED READING:

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