

AKKINENI NAGESWARA RAO COLLEGE

(WITH POST-GRADUATE COURSES)

(AUTONOMOUS & AFFILIATED TO KRISHNA UNIVERSITY)

POST BOX NO.20, GUDIVADA-521301, KRISHNA DIST., A.P., INDIA

AN ISO 9001:2015 & 14001:2015 CERTIFIED ORGANIZATION



1.3.1: Institution integrates cross-cutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability and other value framework enshrined in Sustainable Development Goals and National Education Policy–2020 into the Curriculum

ADDITIONAL INFO.

- **List of Courses integrating Cross Cutting Issues offered by College**
- **Syllabus/ Course Content of the relevant courses**

COURSES INTEGRATING HUMAN VALUES & PROFESSIONAL ETHICS

Sl. No	Name of the Course	Code	Addresses
1	MANAGERIAL COMMUNICATION	22MBA106	<ul style="list-style-type: none"> ✓ Evaluation of economic behavior consumer utility and maximizing the Traits in consumers.
2	PERSONALITY DEVELOPMENT THROUGH LIFEENLIGHTENMENTSKILLS	22MBA107	<ul style="list-style-type: none"> ✓ Develop their personality and achieve their highest goals of life. ✓ Practice emotional self-regulation. Develop a positive approach to work and duties. ✓ Develop a versatile personality.
3	EMOTIONALINTELLIGENCE FORMANAGERS	20MBA110	<ul style="list-style-type: none"> ✓ Discover personal competence and techniques of building emotional intelligence. ✓ Gain in-sights into establishing positive relationships.
4	PERSONALITY DEVELOPMENT	20MBA109	<ul style="list-style-type: none"> ✓ Develop skills to embrace change, handle setbacks, and thrive in dynamic work environments. ✓ Build self-confidence, overcome self-doubt, and be able to assert oneself in professional settings.
5	BUSINESS ENVIRONMENT	20MBA107	<ul style="list-style-type: none"> ✓ Theories of business ethics and role of Organizational culture in ethics.
6	TRAINING& DEVELOPMENT	20MBA305HRM	<ul style="list-style-type: none"> ✓ Human relations and work ethics
7	STARTUP AND NEW VENTURE MANAGEMENT	18MBA 304ENT	<ul style="list-style-type: none"> ✓ A Typology of Entrepreneurs — Entrepreneur & Entrepreneurship ✓ Identifying and Evaluating opportunities ✓ Starting Up – Legal Issues
8	VENTURE CAPITAL AND PRIVATE EQUITY	18MBA 305 ENT	<ul style="list-style-type: none"> ✓ Venture Capital Funding and Valuation ✓ Venture Capital Value-Added and Conflicts ✓ Private Equity and Angel Funding
9	ENTREPRENUERAL ECOSYSTEM IN INDIA	18MBA 306 ENT	<ul style="list-style-type: none"> ✓ Enabling the Ecosystem: Understanding the Entrepreneurial Ecosystem ✓ Support to Startup and Indian Venture Ecosystem ✓ Entrepreneurship-education and Mentoring
10	FAMILYBUSINESS MANAGEMENT	18MBA403ENT	<ul style="list-style-type: none"> ✓ To motivate the entrepreneurial instinct of students
11	JOURNALISTIC REPORTING	20JLR2	<ul style="list-style-type: none"> ✓ Growth and Development in post independence ✓ Reporting-Kinds of Reporting
12	PERFORMING ARTS	20PEA2	<ul style="list-style-type: none"> ✓ Arts - Learning & Imitation ✓ Dramatic Actor and its definition; Actor-characteristics

13	BUSINESS COMMUNICATION	20BCN2	<ul style="list-style-type: none"> ✓ organizational communication and its barriers ✓ Receiving business communications - Filing and processing
14	ADVERTISING	20ADV2	<ul style="list-style-type: none"> ✓ Role of advertising agencies and their responsibilities ✓ Basic characteristics of a typical advertisement
15	ANALYTICAL SKILLS	20ASK3	<ul style="list-style-type: none"> ✓ Algebraic operations BODMAS ✓ Quantitative Aptitude
16	ONLINE BUSINESS	20OBS3	<ul style="list-style-type: none"> ✓ Designing Online Business Website – Policies ✓ Online-business Strategies-Strategic Planning Process
17	Human Values And Professional Ethics	20HVPE2	<ul style="list-style-type: none"> ✓ Unity in Diversity in India ✓ Social Reforms and Modern Society ✓ Science and Technology
18	FINANCIAL MARKETS	20FMS3	<ul style="list-style-type: none"> ✓ Financial Instruments - Intermediaries – Services ✓ Role, Evolution in India - Future Trends ✓ Investors, Speculators

COURSES INTEGRATING GENDER ISSUES

Sl. No	Name of the Course	Code	Addresses
1	INDIANCULTURE AND SCIENCE	20ICS2	Gender sensitivity, Gender Equity and family unity

COURSES INTEGRATING ENVIRONMENT & SUSTAINABILITY

Sl. No	Name of the Course	Code	Addresses
1	Indian Culture and Science	20ICS2	✓ Gender sensitivity , Gender Equity and family unity
2	Tourism Guidance	20TSG1	
3	Insurance Promotion	20IPN1	<ul style="list-style-type: none"> ✓ Regulatory mechanism (IRDA) - Its functions ✓ General Insurance - It's products
4	Solar Energy	20SEY2	✓ The positive and negative aspects of solar Energy in relation to natural and human aspects of the environment.
5	Environment Education	20EE3	<ul style="list-style-type: none"> ✓ Nurture natural curiosity and creativity for the Immediate surroundings. ✓ Develop various processes/skills e.g. observation, discussion, explanation, experimentation, logical reasoning, through interaction with immediate surroundings.
6	Food Adulteration	20FAN2	✓ Understand the adulteration of common Foods and their adverse impact on health
7	Environmental Audit	20ENA3	✓ Provide knowledge for working with environmental issues, including recognizing environmental problems, selecting relevant audit topics, developing suitable audit criteria and audit methodology, and making meaningful recommendations.
8	Electrical Appliances	20EAS1	<ul style="list-style-type: none"> ✓ Voltage, Current, Resistance, Capacitance ✓ Direct current and alternating current ✓ Principles of working, parts and servicing
9	Information And Communication Technology	20ICT2	✓ Perform basic ICT operations, access digital resources and develop 21st Century Competencies (CC), design thinking skills and computational thinking skills.

**SYLLABUS/COURSE CONTENT OF
RELEVANT COURSES**

22MBA106: MANAGERIAL COMMUNICATION

Course Description:

This course explores the important roles that communication plays in managers/leaders being effective in their tasks as they exchange meaning with supervisees, peers, supervisors, the larger organization, and the community. Both formal and informal communication will be addressed. The course also explores the relationship between management and communication, providing students with the skills to improve their management communication skills.

Course Objectives:

- To develop application of written, oral and interpersonal communication skills and familiarize the students with gaps for personal effectiveness and ways to overcome them.

Course Learning Outcomes:

By the end of the course, students will be able to:

- ✓ Understand communication skills and sensitize them to their potential to become successful managers
- ✓ Explain the various types of communication in Business Organizations.
- ✓ To help them acquire some of the necessary skills to handle day-to-day managerial responsibilities, such as making speeches, controlling one-to-one communication, enriching group activities and processes, giving effective presentations, writing letters, memos, minutes, reports and advertising, and maintaining one's poise in private and in public.
- ✓ Identify the role of communication conflict in intercultural relationships.
- ✓ Analyzing the communication styles of successful managers.
- ✓ Identifying barriers to managerial communication and suggesting solutions for these problems.
- ✓ Explaining how communication styles affect the workplace.

Course Content:

UNIT-I (12 Hours)

Fundamentals of Communication – Introduction, Understanding Communication, the communication process, Barriers to communication, the Importance of Communication in the Workplace.

UNIT-II (12 Hours)

Expressive Communication – Written Communication, Business Letters. E-mail, Memo, Reports and Proposals, Oral Communication, Presentation Skills, Meetings, Group Discussion, Managerial Speeches, Interviews, Non-verbal Communication, Kinesics, Proxemics, Voice.

UNIT-III (08 Hours)

Receptive Communication Skills – Listening, Importance, Types, Barriers, Improving Listening, Reading Body Language.

UNIT-IV (08 Hours)

Organizational Communication – Internal, Types, Channels, Diversity and Intercultural Communication, External Communication, Types, Channels, Use of Technology.

UNIT-V (12 Hours)

Interpersonal Communication – Interpersonal needs, Reducing Misunderstandings, Rapport Building, Negotiation Skills, Johari Window, Transactional Analysis; **Employment Communication** – Resumes and Cover Letters, Introduction, Writing a Resume, Writing Job Application Letters, Group Discussion and Interviews

Case Study (Not Exceeding 300 words)

PRACTICAL COMPONENTS:

- ✓ Demonstrate the effect of noise as a barrier to communication.
- ✓ Make students enact and analyze the non-verbal cues.
- ✓ Give exercises for clarity and conciseness in written communication.
- ✓ A suitable case is to be selected and administered in the class sticking
- ✓ Demonstrate the effect of noise as a barrier to communication.
- ✓ Make students enact and analyze the non-verbal cues.
- ✓ Give exercises for clarity and conciseness in written communication.
- ✓ A suitable case is to be selected and administered in the class sticking to all the guidelines of case administering and analysis.
- ✓ Demonstrating Video conferencing & teleconferencing in the class.
- ✓ Conduct a mock meeting of students in the class identifying an issue of their concern. The students should prepare notice, agenda and minutes of the meeting.
- ✓ Each student to give presentation of 5 minutes (this can be spread throughout the semester) and to be evaluated by the faculty.

REFERENCE TEXT BOOKS:

- 1) Bovee and Thill: *Business Communication Today*, McGraw-Hill, Second Edition
- 2) Guffey M. E.: *Business Communication Process & Product*, Thompson, South-Western
- 3) Level D.A: *Managerial Communications*, Business Publications, Plano, Texas
- 4) Pradhan and Pradhan: *Business Communication*, Himalayan Publishing House
- 5) Seely J, *Oxford Writing and Speaking*, Oxford
- 6) Raman and Singh: *Business Communication*, Oxford University Press, New Delhi
- 7) Courtland L Bovee, John V. Thill, & Mukesh Chaturvedi, *Business Communication Today*. Ninth Edition. New Delhi: Pearson.
- 8) Jerry C. Wofford, Edwin A. Gerloff and Robert C. Cummins, *Organizational Communication – The Keystone to Managerial Effectiveness*, New York: McGraw-Hill.
- 9) Lesikar & Flatley., *Basic Business Communication – Skills for Empowering the Internet Generation*. 9th Edition, McGraw-Hill.
- 10) Monippally, M M., *Business Communication Strategies*, Mc Graw-Hill.
- 11) K.K. Ramachandran Lakshmi, Kartik, M. Krishna Kumar, *Business Communication*, MacMillan India Ltd., 2007.
- 12) Shirley Taylor, *Communication for Business*, Pearson Education.
- 13) Courtland L Bovee, John V. Thill, & Mukesh Chaturvedi, *Business Communication Today*. Ninth Edition. New Delhi: Pearson.
- 14) Herta A Murphy, Herbert W Hildebrandt, Jane P Thomas, *Effective Business Communication*, The McGraw-Hill Company, New Delhi.

22MBA107: PERSONALITY DEVELOPMENT THROUGH LIFE ENLIGHTENMENT SKILLS

Course Description:

Personality development is the development of your behavior patterns and attitude. It is the result of where we are born, the circle we interact with and our personal temperament. Every person is different. There are some characteristics traits that make you unique. Personality development through life enlightenment course aims to help students identify negative behaviors which may

be stopping them from reaching their desired goals. This course will help students both in their personal and desired professional life. The other purposes of personality development through life enlightenment course are to enable you lead stress-free and healthier life, ethical decision making ability, enhanced confidence level, and building a more pleasing personality.

Course Objectives:

The Course will introduce the students to

- 1) Learn to achieve the highest goal happily.
- 2) Become a person with stable mind, pleasing personality and determination.
- 3) Learn to build positive attitude, self-motivation, enhancing self-esteem and emotional intelligence
- 4) Learn to develop coping mechanism to manage stress through Yoga and meditation techniques
- 5) Awaken wisdom among them.

Course Learning Outcomes:

At the end of this course the students should be able to:

- ✓ Develop their personality and achieve their highest goals of life.
- ✓ Lead the nation and mankind to peace and prosperity
- ✓ Practice emotional self regulation.
- ✓ Develop a positive approach to work and duties
- ✓ Develop a versatile personality

Course Content:

UNIT I (12 Hours)

Introduction to Personality Development

The concept of personality - Dimensions of Personality – Theories of Personality development (Freud & Erickson) – The concept of Success and Failure – Factors responsible for Success – Hurdles in achieving Success and Overcoming Hurdles — Causes of failure – Conducting SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis.

UNIT II (10 Hours)

Attitude, Motivation and Self-esteem

Conceptual overview of Attitude – Types of Attitudes – Attitude Formation – Advantages/Disadvantages of Positive/Negative Attitude - Ways to Develop Positive Attitude

Concept of motivation: Definition and Nature of Motivation/Motive – Internal and external motives – Theories of Motivation – Importance of self- motivation- Factors leading to de-motivation.

Self-esteem - Definition and Nature of self-esteem – Do's and Don'ts to develop positive self-esteem – Low self esteem - Personality having low self esteem - Positive and negative self esteem.

UNIT III (10 Hours)

Other Aspects of Personality Development

Body language - Problem-solving - Conflict Management and Negotiation skills - Decision-making skills - Leadership and qualities of a successful leader – Character building -Team-work – Time management - Work ethics – Good manners and etiquette – Emotional Ability/Intelligence – Dimensions of Emotional Intelligence – Building Emotional Intelligence.

UNIT IV (10 Hours)

Neetisatakam-Holistic Development of Personality

Verses- 19,20,21,22 (wisdom) – Verses- 29,31,32 (pride and heroism) – Verses- 26,28,63,65(virtue)

Personality of Role Model – Shrimad Bhagwadgeeta

Chapter2-Verses 17 – Chapter 3-Verses 36,37,42 – Chapter 4-Verses 18, 38,39 – Chapter18 –Verses 37,38,63

UNIT V (10 Hours)

Yoga & Stress Management

Meaning and definition of Yoga - Historical Perspective of Yoga - Principles of Astanga Yoga by Patanjali – Meaning and Definition of Stress - Types of Stress - Eustress and Distress –Stress Management – Pranayama- Pranayama: Anulom and Vilom Pranayama - Nadishudhi Pranayama – Kapalabhati-Pranayama - Bhramari Pranayama - Nadanusandhana Pranayama – Meditation techniques: Om Meditation - Cyclic meditation : Instant Relaxation technique (IRT), Quick Relaxation Technique (QRT), Deep Relaxation Technique (DRT) (Theory & Practical).

PRACTICAL COMPONENTS:

- ✓ Students should identify different types of personality to know their own personality. Students are to describe the characteristics of their personalities and submit the same for assessment.
- ✓ Students are to form in groups (a group consists of 4-6 students) to identify and write a brief note on famous personalities of India and World.
- ✓ Students are required to identify different types of attitudes and give any five examples of each.
- ✓ Students are expected to check their attitudes and develop ways to improve their attitudes at work place and home.
- ✓ Students are required to identify keys to self-motivation to achieve their goals.
- ✓ Students are expected to identify at least seven types of body language and conduct activities with the following:

20MBA110: EMOTIONAL INTELLIGENCE FOR MANAGERS (2L + 1P+ 0T)

Course Objectives:

This course will enable the students to become aware of the sources of emotions and learn how to deal with human emotions. Making use of Enneagram typology, the course will focus on the managerial competencies and their emotional impacts.

UNIT-I

Introduction: Emotions and the Tripartite Brain–Emotions and Enneagram – Role of Emotions – Emotions and Attitudes –Fundamentals of Emotional Intelligence–Emotional Intelligence Models and Theories –Managing Emotions.

UNIT-II

Emotional Intelligence at Work: Intrapersonal and interpersonal Emotional Intelligence – Emotional Intelligence and Personality –Importance of Emotional Intelligence at Work – Empathy and Social Skills at Work Place – Individual and Group level Emotional Intelligence at Work.

UNIT-III

Executive Emotional Intelligence: Executive Emotional Quotient– Emotional Competence Framework– Emotional Transformation – Measuring Emotional Intelligence–Benefits of Emotional Intelligence.

UNIT-IV

Managerial Effectiveness: Understanding Organizational Goals – Innovation & Creativity –Optimizing Resources – Execution Skills (PDCA Cycle)–Challenges faced by Organizations – Expectations from Practicing Managers

UNIT-V

Emotional Intelligence and Organizational Effectiveness: Sources of EI in Organizations–Role of EI on Organizational effectiveness in the areas of Employ Recruitment and Selection – Team Work – Productivity – Efficiency – Quality of Service.

REFERENCE BOOKS:

1. The Brain and Emotional Intelligence: New Insights by Daniel Goleman
2. Dalip Singh, Emotional Intelligence at Work: A Professional Guide, Response Books, New Delhi.
3. Daniel Goleman, Working with Emotional Intelligence, Bloomesbury.
4. [Goleman](#), Emotional Intelligence: Why It Can Matter More Than IQ, Academic Internet Publishers, 2006.
5. Daniel Goleman, Leadership: The Power of Emotional Intelligence; Selected Writings.
6. Hendrie Weisenger, Emotional intelligence at work – The untapped edge for success, Wiley-India .
7. Steven J. Stein, Emotional Intelligence for Dummies, Wiley Publishers.

WEBSITES

- http://www.unh.edu/emotional_intelligence/ei%20Reprints/EIpubs%201990-1999.htm
- <http://www.dirjournal.com/guides/emotional-intelligence/>
- <http://eqi.org/>
- <http://www.emotionalintelligencecourse.com/eq-blog/>
- <http://www.byronstock.com/emotional-intelligence-blog/>
- <http://completeintelligence.com/blog/just-what-is-emotional-intelligence/>

20MBA109: PERSONALITY DEVELOPMENT (2L + 1P + 0T)

Course Objectives:

By the end of the course, students will be able to

- To develop orientation towards business etiquettes and the proper etiquette practice for different business scenarios.
- To learn the etiquette requirements for meeting, telephone, entertaining, internet business interaction scenarios.
- To minimize nervousness in social situations.

UNIT-I

Introduction to Personality: Concept, Meaning and Definition of Personality – Physical Appearance and Body Language – Voice Modulation and Diction – Communication styles.

UNIT-II

Business Style and Professional Image: Dress Code – Guidelines for Appropriate Business Attire – Multi-cultural Dressing – Personal Grooming for Success – Business Etiquettes, Media Etiquettes, and Table Etiquettes.

UNIT-III

Impression Management: Impression Formation – Tactics – Self presentational Motive – Compass Qualities – Toxic Traits – Social Context: Norms and Roles – Powerful Persuasion Strategies.

UNIT-IV

Interpersonal Relations & Conflict Management: Analysis of different Ego States – Analysis of Transactions – Causes of Conflicts – Conflicts Resolution and Management.

UNIT-V

Stress and Time Management: Causes of Stress, Types of Stress– Coping with Stress and stress Management Techniques – Time as a Resource – Individual Time Management Styles – Better Time Management Techniques.

REFERENCE BOOKS:

1. Mitra Barun, *Personality Development and Soft Skills*, Oxford University Press.
2. E.H. McGrath, *Basic Managerial Skills for all*, Prentice Hall.

20MBA107: BUSINESS ENVIRONMENT (4L + 1P + 1T)

Course Objectives

By the end of the course, students will be able to understand the challenges and complexities faced by businesses and their leaders as they endeavour to maximize returns while responsibly managing their duties to all stakeholders of business; understand the rationale for government interventions in market systems; understand and appreciate the social aspects of business; develop Social Responsibility and make their own judgments as to the proper balance of attention to multiple bottom lines; develop the skills needed to work through ethical dilemmas in a globalised economic era.

UNIT-I

Introduction – Dynamic Factors of Business Environment: Economic, Socio-Cultural, Political/ Legal, regulatory, and Technological Environment – Changing Role of Government–Social Responsibilities of Business.

UNIT-II

Overview of Indian Economy: Structural Dimensions of Indian Economy – Trends and Structure of Indian Economy– Public Sector in India – Private Sector in India– Small sector in India – Sickness in Indian Industry – Legal Framework: Special features of The SICA (Special Provisions) 1985, and BIFR.

UNIT-III

Planning and Policies: Planning Goals and Strategies – Evolution of Industrial Policy– Regulatory and Promotional Framework – Current State of Growth and Investment –Policy on Foreign Direct Investment in Indian industry – Interface between Government and Public Sector – India's Competitiveness in the World Economy.

UNIT-IV

External Sector: Globalization Trends and Challenges –Balance of Payments Trends –India's Trade Policy: Magnitude and Direction of Indian International Trade, Bilateral and Multilateral Trade Agreements, New EXIM Policy, Role of EXIM Bank–Exchange Rate Movements and their Impact–India's External Debt – External Influences on India's Business Environment.

UNIT-V

New Economic Policy Environment in India: Liberalization, Globalization, and Privatization – Industrial Policy of 1991and Recent Developments– Financial Sector Reforms – Indian Banking Sector – Fiscal Sector Reforms – Economic Reforms and Social Justice – Special Economic Zones (SEZs) – Environmental and sustainability Issues in Development–Corporate Governance: Elements of Governance in Organizations, Obligation to Stakeholders of Business, Major Corporate Governance Failures in Domestic and MNCs

Case Study (Not Exceeding 300 words)

Practical Components:

- Students are expected to study any five CSR initiatives by Indian organizations and submit a report for the same.
- A group assignment on “The relationship between Business, Government and Society in Indian Context and relating the same with respect the models studied in unit-1.
- Case studies/Role plays related ethical issues in business with respect to Indian context.

REFERENCE BOOKS:

1. Douglas E. Geer, *Business, Government and Society*, 3rd Edition, Prentice Hall.
2. John Steiner and George Steiner, *Business, Government and Society: A Managerial Perspective*, TMH.
3. AC Fernando, *Business Ethics: An Indian Perspective*, Pearson publications, 2009.
4. Boatright, *Ethics and the conduct of Business*, fifth edition, Pearson publications, 2007
5. M. Friedman, *The social responsibility of business is to increase its profits*, New York Times Magazine, Sept 13, 1970
6. Manual G Velasquez, *Business Ethics: Concepts & Cases*, sixth edition, PHI publications, 2010.
7. K.Aswathappa, *Essentials of Business Environment*, Himalaya Publishing House. Page 14 of 56
8. Justin Paul, *Business Environment*, Tata McGraw Hill.
9. Francis Cherunilam, *Business Environment – Text and Cases*, Himalaya Publishing
10. Recent Economic Survey Reports – Government of India
11. Praveen B Malla, *Corporate Governance: Concept, Evolution and India Story*, Routledge.
12. Bob Tricker, *Corporate Governance: Principles, Policies and Practices*, Oxford University Press.
13. Mathur, *Corporate Governance and Business Ethics*, Macmillan India Ltd.

20MBA 305 HRM: TRAINING AND DEVELOPMENT (4L + 0T + 1P)

Course Objectives

The course aims at exposing the learner to the concept and practice of training and development in the modern organizational setting through the pedagogy of case discussions and recent experiences. To provide an experimental skill-based exposure to the process of planning, organizing, and implementing of training program in a globalised organization. To provide an in depth understanding of the role of training in the development process of an employee and also to educate the employee about career objectives and career planning.

UNIT-I

Introduction: Concepts and Rationale of Training and Development; overview of training and development systems; organizing training department; training and development policies; Linking training and development to company's strategy; Requisites of Effective Training; Role of External Agencies in Training and Development.

UNIT- II

Training Needs Assessment (TNA) and Development Methodologies: Training Needs Analysis: Meaning and significance of training needs types of needs, components of needs, data collection, analysis and interpretation. Meaning and significance of training design and development, principles of training design, design process, identifying the training objectives, determining structure, content, duration, method, learning activities.

UNIT- III

Designing Training and Development Programs: Organization of Training and Development programs, Training design, kinds of training and development programs - competence based and role based training; orientation and socialization; Preparation of trainers; developing training materials; E - learning environment; Flexible learning modules; Self development; Training process out sourcing.

UNIT- IV

Training Evaluation: Meaning, Reasons for Evaluating Training and Significance of Training Evaluation, Donald Kirkpatrick's Evaluation Model, Return on investment in Training, Types of Evaluation Designs, Considerations in Choosing an Evaluation Design, Data Collection for Training Evaluation, Threats to Validity, Determining Costs, Evaluation Practices in different organizations, Measuring Human Capital and Training Activity

UNIT- V

Executive Development/ Management Development: Need, factors affecting MDP, Methods, Process, Administration, Delivery, Costing & Pricing, Company Strategies for Providing Development, Increased Use of New Technologies for Learning, Increased Demand for Learning for Virtual Work Arrangements, Increased Use of Training Partnerships & Outsourcing Training - Emerging Trends in Training and Development: Team training and six sigma training; Electronic Enabled Training Systems (EETS).

Case Study (Not Exceeding 300 words)

Practical Component:

- Study training programs and processes in different organizations and analyze their effectiveness.
- Students to design a training program for a specific job role.
- Students are expected to conduct a mock training session including need identification and a set of students to evaluate the effectiveness of the same.
- Give a training needs analysis case and ask the students to find out the training needs.
- Implement various training methods, observe and submit a report on its effectiveness

Reference Text Books

1. Prior, John, Handbook of Training and Development, Jaico Publishing House, Bombay.
2. Warren, M.W. Training for Results, Massachusetts, Addison-Wesley.
3. Craig, Robert L., Training and Development Handbook, McGraw Hill.
4. Garner, James, Training Interventions in Job Skill Development, Addison-Wesley.
5. Kenney, John; Donnelly, Eugene L. and Margaret A. Reid, Manpower Training and
6. Development, London Institute of Personnel Management.

18MBA 304ENT: STARTUP AND NEW VENTURE MANAGEMENT (4L + 1P + 0T)

Course Objectives:

1. To instill a spirit of entrepreneurship among the student participants.
2. To provide an overview of the competences needed to become an entrepreneur
3. To give insights into the Management of Small Family Business

UNIT-I

Introduction: A Typology of Entrepreneurs — Entrepreneur & Entrepreneurship — Entrepreneurial Competencies — Factor Affecting Startup and New Venture — Innovation and Entrepreneurship — Reward, Challenges and Myths of Entrepreneurship - Entrepreneur and Corporate Manager — Entrepreneurship and Economic Growth – New Venture Management: Significance, Challenges and Options — Venture Management versus Corporate Management — Five Critical Success Factors for New Ventures.

UNIT-II

Identifying and Evaluating opportunities – The Entrepreneurial Process – Opportunity Identification Market Research for Entrepreneurship – Evaluating Opportunities — The Business Plan – The concept and Business Plan – The need for Business Plan – Contents of a Business plan – Making the Business plan – Presenting the Business plan.

UNIT-III

Starting Up – Legal Issues: The Legal Environment – Forms of Startup Organization – Approval for New Venture – Taxes or Duties Payable – Intellectual Property – Franchising

Starting Up – Financial Issues: Types of Finance – Estimating Capital Cost of Project – Securing Finance – Sources of Finance – What lenders and investors look for.

UNIT-IV

Starting Up – Human Angle: Individual or Team Start-up – Acquiring Influence by Networking – Leadership – Designing the organization – organization culture. Venture Survival and Growth: Venture Life patterns – Start-up Phase – Early Growth – Changes in Management Style and Organization Design – New venture failures.

UNIT-V

Harvesting: Venture Harvesting/Exit Strategies – Handing over to family Member – Selling the business – Going Public (IPO) – Liquidation.

Case Study (Not Exceeding 300 words)

REFERENCE TEXT BOOKS:

1. Ram Chandra, 'Entrepreneurial Development', Tata McGraw Hill, New Delhi
2. Sinai, J. S., 'Entrepreneurial Development Programmes and Practices', Deep & Deep Publications (P), Ltd.
3. Khanka, S. 'Entrepreneurial Development', S Chand & Company Ltd. New Delhi
4. Badhai, B 'Entrepreneurship for Engineers', Dhanpat Ray & co. (p) Ltd.
5. Desai, Vacant, 'Project Management and Entrepreneurship', Himalayan Publishing House, Mumbai, 2002.
6. Gupta and Srinivasan, 'Entrepreneurial Development', S Chand & Sons, New Delhi.

18MBA 305 ENT: VENTURE CAPITAL AND PRIVATE EQUITY (4L + 1P + 0T)

Course Objectives: The objectives of the course are to support the entrepreneurial talent by providing finance, to provide business management skills, and to get the returns in the form of capital gains. The main aim of the course is to build students skills, frameworks and knowledge in entrepreneurial finance. The specific course aims are to improve your capacity to:

- Recognize an opportunity worthy of financing, Value an opportunity.
- Understand the difference between the funder's perspectives and those of the company being financed.
- Appreciate the difference between venture capital, private equity, early stage and traditional financing sources.
- Approach a venture capital source and present your idea.
- Use different financing techniques, Understand the importance of options
- Use strategic partnering and Operate internationally

UNIT-I

Introduction to Venture Capital - Overview of Entrepreneurial Finance – Financing choices for startups – Alternative Forms of Venture Capital – Venture Capitalists Decision Making: An Information Processing Perspective – Banks Versus Venture Capital in the Financing of New Ventures – Corporate Venture Capital – Venture Capital Funding – Angel Finance: The Other Venture Capital – Business Incubation and its Connection to Venture Capital – Philanthropic Venture Capital: A New Model of Financing for Social Entrepreneurs.

UNIT-II

Venture Capital Funding and Valuation: The Structure of Venture Capital Investments – Financial Contracts and Venture Capitalists' Value-Added - Venture Capitalists, Monitoring and Advising – Project Externalities and Moral Hazard – Doing It Not Alone: Antecedents, Dynamics, and Outcomes of Venture Capital Syndication.

UNIT-III

Venture Capital Value-Added and Conflicts: Time to Grow Up: Large Sample Evidence on the Maturation Dynamics of Private Venture-Backed Firms – How Do Venture Capitalists Create Value for Entrepreneurial Firms? Venture Capital and Innovation – Reputation in Financial Intermediation: Evidence from Venture Capital – Investor Opportunism, and Governance in Venture Capital – Conflicts of Interest and Litigation in the Venture Capital Industry – Venture Capital Exits and Returns.

UNIT-IV

Private Equity and Angel Funding: Difference between Venture Capital, Private Equity and Angel Investing — Fund Organization and Structure of Private Equity companies (Overview) — Private Equity Activity, Growth, and Performance in India — Role of VC and PE for Innovation and Development of SMEs – Structure and Terms of Venture Capital and Private Equity Fund — Life Cycle of Private Equity Fund – Identifying Opportunities and Investment Decisions: Key Tools for Assessment, Valuation, Structuring and Terms – Interactions between Private Equity Investors and Entrepreneurs – Angel Financing for Entrepreneurs: Basics about Angel Investors, Looking for Angels and What Angels Are Looking for.

UNIT-V

Financing the Growth and Achieving Liquidity: Private Equity Funding Sources - Private Equity Funding - Rounds and Process of Financing Growth of their Portfolio Companies - Private Equity Investment Strategy —Constraints for private Equity Financing of Small and Medium Enterprises— Growth Financing and Exits — Collaborations with other Private Equity Firms — Emerging Trends in Private Equity Funding— Funds of Funds.

Case Study (Not Exceeding 300 words)

REFERENCE TEXT BOOKS:

1. Douglas J. Cumming, 2010, VENTURE CAPITAL - Investment Strategies, Structures, and Policies, John Wiley & Sons, Inc.USA.
2. Susan L. Preston, 2007, Angel Financing for Entrepreneurs – Early Stage Funding for Long-Term Success – John Wiley & Sons, Inc. USA.

WEB LINKS:

1. "Venture-capital funding drops sharply in Southern California"
2. "History of private equity and venture capital"
3. "Why Angel Investors Don't Make Money ... And Advice For People Who Are Going To Become Angels Anyway"
4. "Center for Ventura Research: The Angel Investor Market in 2007: Mixed Signs of Growth"

18MBA 306 ENT: ENTREPRENEURIAL ECOSYSTEM IN INDIA (4L + 1P + 0T)

Course Objectives: The objectives of this are to enable students to understand the entrepreneurial ecosystem in India, and get awareness about the ecosystem. Helps the students to know various institutional avenues for startups and make them to understand the gaps in Eco system.

UNIT-I

Introduction: Concept, Definition – Critical role of entrepreneurship in shaping India's future – Evolution and Growth of Ecosystem in India (brief history) – Startups and Entrepreneurs – Key Elements of Entrepreneurial Ecosystem – Opportunities and Challenges – Changing Business Landscape in India during 2000-2015 – Nurturing the Early Stage Ecosystem – Success and failed startup ventures in India – Women & Startups.

UNIT-II

Enabling the Ecosystem: Understanding the Entrepreneurial Ecosystem – Entrepreneurial Motivation, Performance and Reward – Government Policy & Regulations – Industrial Policy Resolution-2013, 2015 and 2016 – Ease of Doing Business Initiatives – Startup India, Standup India -Access to Fund: India Aspiration Fund (IAF), SIDBI Make in India Loan for Small Enterprises (SMILE), Micro Units Development and Refinance Agency (MUDRA Bank) – Income Tax Credits – Incentives and Subsidies – Support Entrepreneurship through Entrepreneurship Hubs (E- Hubs) – Listing Rules for Startups.

UNIT-III

Support to Startup and Indian Venture Ecosystem: Registration: Institutional Support – Financing for Startups – Types of Business Funding: Venture capitalist, Angel Investor, Venture Debt – Industry Associations – Non-Govt. Initiatives – Indian Venture Ecosystem: Evolving landscape during 2010-2015, Venture Funds, Private Equity Funds, Public Markets – Venture Capital Investments and Angel Investments – Gaps in Ecosystem – Obstacles and Constraints in Ecosystem.

UNIT-IV

Sustaining Competitiveness: Disrupt Startup Ecosystem – Ways of Sustaining Competitive Advantage (Case: Twitter's sustainable competitive advantage) – Maintaining Competitive Advantage (Case: Amazon's sustainable competitive advantage) – Evaluation of Open Sources for Competitive Advantage – Changing role of Entrepreneur – Harvesting Strategies versus go for Growth.

UNIT-V

Entrepreneurship-education and Mentoring: National Policy for Skills Development and Entrepreneurship 2015 – Education & Capacity Building – Research & Development Activities – Incubation & Technical Services – Technology Incubation Platforms – Accelerator Programmes – Co-working Spaces – Industry Bodies, Facilitators & Networks – Innovative Incubators and Industry-Incubator Collaborations and Mentor Networks (The Indus Entrepreneurs (TiE)).

Case Study (Not Exceeding 300 words)

REFERENCE TEXT BOOKS:

- (1) Bains (2015) India Private Equity Report 2015
- (2) InnoVen Capital (2015) India Angel Report 2015
- (3) Nasscom and Zinnov (2015) Start-up India - Momentous Rise of the Indian Start-up Ecosystem
- (4) Niti Aayog (2015) Report of the Expert Committee on Innovation and Entrepreneurship
- (5) Sonne, L. and Jamal, A. (2014) Regional Social Enterprise Ecosystems in India: A Snapshot of Nine Regions. Report
- (6) Thillai Annamalai (2014) IITM India Venture Capital and Private Equity Report 2014 - A study of limited partners
- (7) Units Seed Fund (2015) Global Best Practices in Incubation and Acceleration

18MBA 403 ENT: FAMILY BUSINESS MANAGEMENT (4L + 1T + 1P)

Course Objectives:

To motivate the entrepreneurial instinct of students and expose them to family owned business challenges and issues; to develop and strengthen entrepreneurial quality and motivation especially towards family owned business.

UNIT-I

Family Business Uniqueness: Definitions of Family Business – What Constitutes a Family business – Succession and Continuity – Economic Impact – What Makes it Unique – Nature, Importance, and Uniqueness of Family Business – Special Strengths – Family Business Culture and Values, Predictable Problem Resolution, Commitment, Knowledge, Flexibility in Work, Time and Money, Long-range Thinking, A stable Culture, Speedy Decisions, Reliability and Pride – Dilemmas and Challenges for Family Business – Resistance to Change, Business challenges, Succession, Emotional Issues, Leadership.

UNIT-II

Family Business Dynamics: People, System and Growing Complexity: Family Culture, Organizational Culture, and Cultural Blur in family Firms, A System Perspective on Continuity Resulting from Generational Conflict and Culture Change, Family Business People – Founders, women in Family Businesses, Husband wife Teams, In-laws, Multifamily Ownership, Non-family employees, Managing conflicts in family firms – Family Unity and a Positive Family-business Interaction as a Resource in the Creation of Inimitable Competitive Advantages. Family Business Systems – Seeking a Balanced Approach, Introducing the Ownership dimensions. Family Business Life Cycles: a story of Growing Complexity – Life-Cycle Stages, A customer-Active Paradigm, Continuous evolution- not Revolution- and Family Business continuity, Ownership transitions – Erosion of the future entrepreneurial culture – Need to preserve the entrepreneurial spirit and promote a Positive– Great Family Businesses.

UNIT-III

The family's Relationship with Business: Developing a Strategic Vision and Building Team work: Articulating Values and Shared Vision, Effective Business Families – How families add Value – The Family Business Interaction Factor – Ingredients of Successful Planning –Family Emotional Intelligence, Establishing Open Communication– Family communication: Family meetings, The Benefits of family Meetings, Family Councils, and Family Offices, family Retreats, family Constitutions, Family Meetings, the use of Facilitators and Advisors, the Family Employment Policy, Ownership and Family Policy Making, Guidelines for Policy making, the family contribution, creative versus destructive conflict, building family team work – Unifying Plans, Processes and Structures – Designing Family Governance.

UNIT-IV

The next Generation: Human Resource Management and Leadership Perspective: To Join or not to join? – The Importance of Outside Experience – Self-esteem and Confidence – Wider Business Experience, Credibility with non-family Employees – Systems Overlap and Human Resource Management Issues-recruitment, Training and development, Remuneration, Performance Appraisal and Promotion. Working in the Business – Seek out a Mentor, Gain the Respect of Employees, Tread Carefully, beware Sibling Rivalry, work at Establishing Personal Identity, Relationship with the Senior Generation.

UNIT-V

Getting Help: Making the most of Outside Resources – The perspective of Non- family Managers, Career Opportunities for Non-family Managers, Non-family Managers-Relationship with the Family – Introducing External Executives, Motivation and Rewards, Incentive Design and delivery. Extending the family culture to non-family managers, motivating and retaining non Family Managers, Non-executive Directors – Selecting the Right Candidate, Board Practices – Professional Advisors and Consultants – a Non-family Manager as a Bridging President or CEO, Outsider Advisors.

Case Study (Not Exceeding 300 words)

Practical component:

- Student is required to identify and analyze any two successful and failed family businesses in their locality or region.
- Conduct group discussion on challenges and perspectives of family businesses in India.
- Students are asked to develop case studies on local family businesses who are in third generation.

REFERENCE TEXT BOOKS:

1. Ernesto J. Poza, Family Business, Cengage Learning, 2009.
2. Keanon J. Alderson, Understanding The Family Business, Business Expert Press, 2011.
3. Kelly LeCouvie, Jennifer Pendergast, Family Business Succession: Your Roadmap to Continuity, Palgrave Macmillan, 2014.
4. John L. Ward, Craig E Aronoff, Stephen L. McClure, Family Business Succession: The Final Test of Greatness, Palgrave Macmillan, 2011.
5. Stephanie Brun de Pontet, Craig E. Aronoff, Drew S. Mendoza, John L. War, Siblings and the Family Business: Making It Work for Business, the Family, and the Future, Pa Palgrave Macmillan, 2011.
6. Otis W. Baskin, Craig E. Aronoff, Effective Leadership in the Family Business, Palgrave Macmillan, 2011.
7. Craig E. Aronoff, John L. Ward, Family Business Ownership: How to Be an Effective Shareholder, Palgrave Macmillan, 2011.
8. McCann, Greg. When Your Parents Sign the Paychecks: Finding Success Inside or Outside the Family Enterprise. 2d ed. Deland, FL: McCann & Associates, 2013.
9. Poza, Ernesto J., and Mary S. Daugherty. Family Business. 4th ed. Mason, OH: SouthWesternCengage Learning, 2014

SKILL DEVELOPMENT COURSES
Arts Stream

JOURNALISTIC REPORTING

Total: 30 hrs (02 h/wk, 02 Cr & Max 50 Marks)

(20JLR2)

Course Outcomes:

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

- ✓ Understand the evolution of journalism with a focus on its development in India.
- ✓ Comprehend the role of Press in the Indian democracy and various reporting methods.
- ✓ Realise the ethical aspects of Journalism in India
- ✓ Develop basic writing skills for news papers, Radio and Television

Syllabus:

Unit-I: 06 Hrs

Introduction to Journalism-Nature, Growth and Development in post independence era -Print Media, Mass Media and Electronic Media, Press as a Fourth Estate-Role of Press in Democracy.

Unit-II: 10 Hrs

Concept of News-News Values-Sources of News - News gathering ways: Press Conferences, Press Releases, Events, Meets, Interviewing-Types of Interviews and Interviewing techniques- Methods of News Writing: Leads, News Stories and Body Development.

Unit- III:10 Hrs

Reporting-Kinds of Reporting-Objectives, Interpretative, Investigative, Legal, Developmental, Political, Sports, Crime, Economic, Commercial, Disaster, Technical and Scientific Reporting-Writing Special features: Photo features, Human interest features, profiles, Column Writing, Writing for Radio and Television-Values and Ethics of Journalism.

Co-curricular Activities Suggested: (04 Hrs)

- ✓ Collection and study of various English and Telugu Newspapers
- ✓ Invited lecture/basic training by local experts
- ✓ Visit to local Press office
- ✓ Informally attending Press Conferences and Meets and taking notes
- ✓ Assignments, Group discussion, Quiz etc.

Reference Books:

- ✓ Mencher Melvin, News Reporting and Writing, 1997, Columbia University Press.
- ✓ Mazumdar Aurobindo, Indian Press and Freedom Struggle, 1993, Orient Longman.
- ✓ Barun Roy, Beginners Guide to Journalism and Mass Communication, V&S Publishers, New Delhi.

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SKILL DEVELOPMENT COURSE

B.A., B. Com & B. Sc Programmes Revised CBCS w.e.f 2020-21

SEMESTER-II	Class : I B.A	SUB: Performing Arts	Code:20PEA2	2021-22
No. Teaching Hours per week-2 (Total 30 Hrs)		No. of Credits-2		Paper – II
Theory :	Max Marks-50	Time:1 ½ Hrs	Pass Marks-20	

Syllabus of PERFORMING ARTS

Learning Outcomes:

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

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

SYLLABUS:

Unit-I: Introduction to performing Arts 06 Hrs
Arts – and its definition; Fine Arts; Arts - Learning & Imitation – Rasaas, Bhaavas and Rasa Sutra. Dasaropakaas; Nritha, Nrithya, Natya; Action – Kinds of Actions; Ancient Costume style

Unit-II: Performing Arts – Stage Arts 10 Hrs

Origin of Drama (Theatre); Features of Stage; Varieties of Modern Telugu Drama; Famous Telugu Dramas.

Stage performance; Dramatic Actor and its definition; Actor–characteristics, Functions and Responsibilities.

Traits of an Actor – Diction, Articulation, Dialogue modulation, Time sense, Observation, Mime, Improvisation, Commentary, Dress code, Make-up, lighting & Stage Direction.

Unit-III: Performing Arts – Forms 10 Hrs

Folk Arts, their nature and significance – Brief introduction to Pagativeshaalu, Bommalaatalu, Veedhinaatakaalu, Yakshagaanaalu, Harikathalu, Burrakathalu, Oggukathalu, Chindu, Yakshaganam, Kolaatam and Pulivesham.

Co-curricular Activities Suggested: (4 hrs)

1. Collection of information on modern stage plays, nataka samajams and audio visual material.
2. Providing training classes/inviting lectures with the help of local artists
3. Visit to a real time performing folk arts, if possible.
4. Mock experience classes of Stage plays and Folk arts.
5. Assignments, Group discussion, Quiz etc.

References:

1. Andhra Naataka Ranga Charithra –Mikkilineni Radha Krishna Murthy
2. Telugu SahithyaSameeksha (Vol-II) – Dr. G. Nagaiah
3. Telugu NaatakaVilaasam – Dr. P.S.RAppa Rao
4. Telugu JaanapadaVignanam – Prof. Tangirala Venkata Subba Rao
5. JaanapadaVignandhyayanam – Prof. G.S. Mohan
6. NaatyaSasthramu (VisleshanathmakaAdhyayanam) – Dr. P.S.RAppa Rao
7. SahithyaSilpaSameeksha – Prof. PingaliLakshmikantham
8. Nurella Telugu NatakaRangam – Prof. ModaliNagabhushanaSarma
9. Websites on Performing Arts.

SKILL DEVELOPMENT COURSE

COMMERCE STREAM

BUSINESS COMMUNICATION (20BCN2)

Total 30 hrs (02hrs/wk)- 02 Credits, Max 50 marks

Learning Outcomes:

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

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

Syllabus:

UNIT I : 06hrs

Introduction and Importance of communication an overview - meaning and process of communication - organizational communication and its barriers.

UNIT II: 10hrs

Types of Business Communications –Categories, methods and formats - Business vocabulary
Business idioms and collocations – Organisational Hierarchy - Various levels of communication in an organization – Top-down, Bottom-up and Horizontal-Business reports, presentations–Online communications.

UNIT III: 10hrs

Receiving business communications -Filing and processing -Sending replies. Routine cycle of communications – Writing Communications - Characteristics of a good business communication-Preparation of business meeting agenda – agenda notes - minutes –circulation of minutes – Presentations of communication using various methods.

Recommended Co-curricular Activities (04hrs):

1. Collection of various model business letters
2. Invited lecture/field level training by a local expert
3. Reading of various business reports and minutes and its analysis
4. Presentations of reports, charts etc.
5. Assignments, Group discussion, field visit etc.

Reference books:

1. Chaturvedi. P.D.Chaturvedi.M - Business Communication concepts, Cases and applications - Pearsons Education
2. Kaul Asha - Effective Business Communication - PHI Learning pvt Ltd
3. www.swayam.gov.in
4. Websites on business communication

ADVERTISING (20ADV2)

Total 30 hrs (02h/wk), 02 Credits & Max 50 Marks

Learning Outcomes:

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

1. Understand the field of Advertising
2. Comprehend opportunities and challenges in Advertising sector
3. Prepare a primary advertising model
4. Understand applying of related skills
5. Examine the scope for making advertising a future career

Syllabus

UNIT I: 06hrs

Introduction of advertising concepts- functions - Types of advertising - Creative advertising messages - Factors determining opportunities of a product/service/Idea

UNIT II: 10 hrs

Role of advertising agencies and their responsibilities - scope of their work and functions - - Ethical issues - Identifying target groups -Laws in advertising. Advertising Statutory Bodies in India - Role of AAI (Advertising Agencies Association of India), ASCI (Advertising Standard Council of India)

UNIT III: 10hrs

Types of advertising – Basic characteristics of a typical advertisement –Reaching target groups - Local advertising – Feedback on impact of advertisement - Business promotion.

Recommended Co-curricular Activities (04 hrs):

1. Collection and segmentation of advertisements
2. Invited Lectures/skills training on local advertising basics and skills
3. Visit to local advertising agency
4. Model creation of advertisements in compliance with legal rules
5. Assignments, Group discussion, Quiz etc.

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MATHEMATICS CODE (20ASK3) 2021-22 B.A/B.com/B.sc

ANALYTICAL SKILLS

Common for B.A/B.com/B.sc Programmes

Semester-III

(Total 30 Hours)

Unit-I

Arithmetic ability

Algebraic operations BODMAS, Fractions, Divisibility Rules, LCM and HCF.

Verbal reasoning

Number series, Coding and Decoding, Calendars.

Unit-II

Quantitative Aptitude

Averages, Ratio and Proportions, Time, Distance and speed.

Business computation

Percentages, Profit & loss, Partnership, simple interest and compound interest

UNIT – III

Data Interpretation

Tabulation, Bar Graphs, Pie Charts, line Graphs, Venn diagrams.

Reference Books:

1. Analytical Skills by KSR Publishers
2. Analytical Skills by Kalyani Publishers

ONLINE BUSINESS (20OBS3)

Learning Outcomes:

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

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

SYLLABUS

Section-I:

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

Section-II:

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

Section-III:

Designing Online Business Website – Policies - Security & Legal Issues - Online Advertisements - Payment Gateways - Case Study

Co-curricular Activities Suggested: (4 hrs)

1. Assignments, Group discussion, Quiz etc.
2. Short practical training in computer lab
3. Identifying online business firms through internet
4. Invited Lectures by e-commerce operators
5. Working with Google and HTML advertisements.
6. Visit to a local online business firm.

Reference books:

1. David Whiteley, “E-Commerce”, Tata McGraw Hill, 2000.
2. E Business by Jonathan Reynolds from Oxford University Press.
3. Soka, From EDI to Electronic Commerce, McGraw Hill.
4. Websites on Online business.

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LIFE SKILL COURSE- Human Values And Professional Ethics -Revised CBCS w.e.f 2021-22

SEMESTER-I	Class : I B.A/B.Sc./B.Com	SUB: Human values and professional ethics	Code:20Hvpe2	2021-22
No. Teaching Hours per week-2 (Total 30 Hrs)		No. of Credits-2		Paper – I
Theory : 2	Max Marks-50	Time:1 ½ Hrs	Pass Marks-20	

Learning Outcomes:

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

1. Understand the evolution of India's culture
2. Analyze the process of modernization of Indian society and culture from past to future
3. Comprehend objective education and evaluate scientific development of India in various spheres
4. Inculcate nationalist and moral fervor and scientific temper

HUMANVALUES AND PROFESSIONAL ETHICS

Unit – I: Unity in Diversity in India: (09 hrs)

Coexistence of various religions since ancient times - Hinduism, Buddhism, Jainism and Atheism, and later Sikhism, Islam and Christianity The Bhakti (Vishnavite and Saivaite) and Sufi Movements

The concepts of Seela, Karuna, Kshama, Maitri, Vinaya, Santhi and ahimsa Achievements in Literature, Music, Dance, Sculpture and Painting – Craftsmanship in cloth, wood, clay, metal and ornaments Cultural diversity, Monogamy, Family system, important seasonal festivals

Unit – II: Social Reforms and Modern Society: (09 hrs)

Reforms by Basaveswara - Raja Rama Mohan Roy – Dayananda Saraswathi –Swamy Vivekananda –Mahatma Gandhi - B. R. Ambedkar - Reforms in Andhra by Vemana,Veerabrahmam, Gurajada, Veeresalingam and Gurrām Jashua (only reforms in brief, biographies not needed) Modern Society: Family unity, Community service, Social Harmony, Civic Sense, Gender Sensitivity, Equality, National Fervor

Unit – III: Science and Technology: ((09 hrs)

Objectivity and Scientific Temper – Education on Scientific lines (Bloom's Taxonomy) - Online Education Developments in Industry, Agriculture, Medicine, Space, Alternate Energy, Communications, Media through ages

Co-curricular Activities Suggested: (03 hrs)

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

Reference Books:

1. History of India and Culture (Upto 1526 A.D), Telugu Academy
2. History of India and Culture (1526 A.D to 1964), Telugu Academy
3. Basham, A.L (ed), A Cultural History of India
4. Hana S. Noor Al-Deen&J.A.Hendricks, Social Media: Usage and Impact
5. Bipan Chandra, Aditya Mukherjee, Mridula Mukherjee, India after Independence
6. S.K.Thakur, ISRO: History and Achievements
7. V. Ramakrishna, Social Reform Movement Andhra, Vikas Publications

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LIFE SKILL COURSE- Indian Culture & Science -Revised CBCS w.e.f 2020-21

SEMESTER-II	Class : I B.A/B.Sc./B.Com	SUB: Indian Culture & Science	Code:20ICS 2	2021-22
No. Teaching Hours per week-2 (Total 30 Hrs)		No. of Credits-2		Paper – II
Theory : 2	Max Marks-50	Time:1 ½ Hrs	Pass Marks-20	

Learning Outcomes:

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

1. Understand the evolution of India's culture
2. Analyze the process of modernization of Indian society and culture from past to future
3. Comprehend objective education and evaluate scientific development of India in various spheres
4. Inculcate nationalist and moral fervor and scientific temper

Indian Culture & Science Syllabus

Unit – I: Unity in Diversity in India: (09 hrs)

Coexistence of various religions since ancient times - Hinduism, Buddhism, Jainism and Atheism, and later Sikhism, Islam and Christianity The Bhakti (Vishnavite and Saivaite) and Sufi Movements

The concepts of Seela, Karuna, Kshama, Maitri, Vinaya, Santhi and ahimsa Achievements in Literature, Music, Dance, Sculpture and Painting – Craftsmanship in cloth, wood, clay, metal and ornaments

Cultural diversity, Monogamy, Family system, important seasonal festivals

Unit – II: Social Reforms and Modern Society: (09 hrs)

Reforms by Basaveswara - Raja Rama Mohan Roy – Dayananda Saraswathi –Swamy Vivekananda –Mahatma Gandhi - B. R. Ambedkar - Reforms in Andhra by Vemana,Veerabrahmam, Gurajada, Veeresalingam and Gurram Jashua (only reforms in brief, biographies not needed)

Modern Society: Family unity, Community service, Social Harmony, Civic Sense, Gender Sensitivity, Equality, National Fervor

Unit – III: Science and Technology: ((09 hrs)

Objectivity and Scientific Temper – Education on Scientific lines (Bloom's Taxonomy) - Online Education Developments in Industry,Agriculture,Medicine, Space,Alternate Energy,Communications,Media through ages

Co-curricular Activities Suggested: (03 hrs)

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

Reference Books:

1. History of India and Culture (Upto 1526 A.D), Telugu Academy
2. History of India and Culture (1526 A.D to 1964), Telugu Academy
3. Basham, A.L (ed), A Cultural History of India
4. Hana S. Noor Al-Deen&J.A.Hendricks, Social Media: Usage and Impact
5. Bipan Chandra, Aditya Mukherjee, Mridula Mukherjee, India after Independence
6. S.K.Thakur, ISRO: History and Achievements
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COURSES INTEGRATING ENVIRONMENT AND SUSTAINABILITY

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LIFE SKILL COURSE- Indian Culture & Science -Revised CBCS w.e.f 2020-21

SEMESTER-II	Class : I B.A/B.Sc./B.Com	SUB: Indian Culture & Science	Code:20ICS 2	2021-22
No. Teaching Hours per week-2 (Total 30 Hrs)		No. of Credits-2		Paper – II
Theory : 2	Max Marks-50	Time:1 ½ Hrs	Pass Marks-20	

Learning Outcomes:

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

1. Understand the evolution of India's culture
2. Analyze the process of modernization of Indian society and culture from past to future
3. Comprehend objective education and evaluate scientific development of India in various spheres
4. Inculcate nationalist and moral fervor and scientific temper

Indian Culture & Science Syllabus

Unit – I: Unity in Diversity in India: (09 hrs)

Coexistence of various religions since ancient times - Hinduism, Buddhism, Jainism and Atheism, and later Sikhism, Islam and Christianity The Bhakti (Vishnavite and Saivaite) and Sufi Movements

The concepts of Seela, Karuna, Kshama, Maitri, Vinaya, Santhi and ahimsa Achievements in Literature, Music, Dance, Sculpture and Painting – Craftsmanship in cloth, wood, clay, metal and ornaments

Cultural diversity, Monogamy, Family system, important seasonal festivals

Unit – II: Social Reforms and Modern Society: (09 hrs)

Reforms by Basaveswara - Raja Rama Mohan Roy – Dayananda Saraswathi –Swamy Vivekananda –Mahatma Gandhi - B. R. Ambedkar - Reforms in Andhra by Vemana, Veerabrahmam, Gurajada, Veeresalingam and Gurram Jashua (only reforms in brief, biographies not needed) Modern Society: Family unity, Community service, Social Harmony, Civic Sense, Gender Sensitivity, Equality, National Fervor

Unit – III: Science and Technology: ((09 hrs)

Objectivity and Scientific Temper – Education on Scientific lines (Bloom's Taxonomy) - Online Education Developments in Industry, Agriculture, Medicine, Space, Alternate Energy, Communications, Media through ages

Co-curricular Activities Suggested: (03 hrs)

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

Reference Books:

1. History of India and Culture (Upto 1526 A.D), Telugu Academy
2. History of India and Culture (1526 A.D to 1964), Telugu Academy
3. Basham, A.L (ed), A Cultural History of India
4. Hana S. Noor Al-Deen&J.A.Hendricks, Social Media: Usage and Impact
5. Bipan Chandra, Aditya Mukherjee, Mridula Mukherjee, India after Independence
6. S.K.Thakur, ISRO: History and Achievements
7. V. Ramakrishna, Social Reform Movement Andhra, Vikas Publications

INSURANCE PROMOTION(20IPN1)

Semester – 1

SYLLABUS

Learning Outcomes:

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

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

Section I:

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

Section II:

Life Insurance plans. Health insurance plans. Products and features. Contents of documents– Sales Promotion methods - Finding prospective customers –Counselling – Helping customers in filing - Extending post-insurance service to customers.

Section III:

General Insurance - It's products (Motor, Marine, Machinery, Fire, Travel and Transportation) and features. Contents of documents. Dealing with customers – Explaining Products to Customers - Promoting Customer loyalty. Maintenance of Records.

Co-curricular Activities Suggested: (4 hrs)

1. Collection of pamphlets of various insurance forms and procedures
2. Invited Lectures by Development Officers concerned
3. Mock practice of selling of insurance products
4. Preparation of working documents
5. Assignments, Group discussion, Quiz etc.

Reference books:

1. Principles of Insurance, Himalaya publishing House
2. Principles and Practice of Insurance, "
3. Fundamentals of insurance, "
4. Life and General Insurance Management, "
5. Financial services, Tata McGraw hill
6. Insurance Principles and Practices, Sultan Chand & Sons
7. Websites on insurance promotion

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I-B.Sc, II-Semester Paper: II Skill Development course Syllabus SOLAR ENERGY	Paper Code: 20SEY2	2020-21 Admitted Batch	No. Teaching Hours per week: 2 No. of Credits : 2
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Paper-I: SOLAR ENERGY

UNIT-I

Chapter-1: - Solar Radiation (6 hrs)

Sun as a source of energy, Solar radiation, Solar radiation at the Earth's surface, Measurement of Solar radiation-Pyroheliometer, Pyranometer, Sunshine recorder, Prediction of available solar radiation, Solar energy-Importance, Storage of solar energy, Solar pond

UNIT-II

Chapter-2: – Solar Thermal Systems (10 hrs)

Principle of conversion of solar radiation into heat, Collectors used for solar thermal conversion: Flat plate collectors and Concentrating collectors, Solar Thermal Power Plant, Solar cookers, Solar hot water systems, Solar dryers, Solar Distillation, Solar greenhouses.

UNIT-III

Chapter-3:–Solar Photovoltaic Systems (10 hrs)

Conversion of Solar energy into Electricity - Photovoltaic Effect, Solar photovoltaic cell and its working principle, Different types of Solar cells, Series and parallel connections, Photovoltaic applications: Battery chargers, domestic lighting, street lighting and water pumping

Reference Books:

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

SKILL DEVELOPMENT COURSES

Science Stream

Syllabus of

FOOD ADULTERATION(20FAN2)

Total 30 hrs (02h/wk),02 Credits & Max Marks: 50

Learning Outcomes:

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

1. Get basic knowledge on various foods and about adulteration.
2. Understand the adulteration of common foods and their adverse impact on health
3. Comprehend certain skills of detecting adulteration of common foods.
4. Be able to extend their knowledge to other kinds of adulteration, detection and remedies.
5. Know the basic laws and procedures regarding food adulteration and consumer protection.

SYLLABUS

UNIT-I – Common Foods and Adulteration: (07hrs)

Common Foods subjected to Adulteration - Adulteration – Definition – Types; Poisonous substances, Foreign matter, Cheap substitutes, Spoiled parts. Adulteration through Food Additives – Intentional and incidental. General Impact on Human Health.

UNIT-II – Adulteration of Common Foods and Methods of Detection: (10hrs)

Means of Adulteration Methods of Detection Adulterants in the following Foods; Milk, Oil, Grain, Sugar, Spices and condiments, Processed food, Fruits and vegetables. Additives and Sweetening agents (at least three methods of detection for each food item).

UNIT-III – Present Laws and Procedures on Adulteration: (08hrs)

Highlights of Food Safety and Standards Act 2006 (FSSAI) – Food Safety and Standards Authority of India – Rules and Procedures of Local Authorities.

Role of voluntary agencies such as, Agmark, I.S.I. Quality control laboratories of companies, Private testing laboratories, Quality control laboratories of consumer co-operatives.

Consumer education, Consumer's problems, rights and responsibilities, COPRA 2019 - Offenses and Penalties – Procedures to Complain – Compensation to Victims.

Recommended Co-curricular Activities (including Hands on Exercises): (05hrs)

1. Collection of information on adulteration of some common foods from local market
2. Demonstration of Adulteration detection methods for a minimum of 5 common foods (one method each)
3. Invited lecture/training by local expert
4. Visit to a related nearby laboratory
5. Assignments, Group discussion, Quiz etc.

Reference e Books and Websites:

1. A first course in Food Analysis – A. Y. Sathe, New Age International (P) Ltd., 1999
2. Food Safety, case studies – Ramesh. V. Bhat, NIN, 1992
3. https://old.fssai.gov.in/Portals/0/Pdf/Draft_Manuals/Beverages and confectionary.pdf
4. <https://cbseportal.com/project/Download-CBSE-XII-Chemistry-Project-Food->

SYLLABUS OF

ENVIRONMENTAL AUDIT (20ENA3)

AS PART OF SKILL DEVELOPMENT COURSES UNDER CBCS FRAMEWORK WITH EFFECT FROM
2020-21

PROGRAMME: FOUR-YEAR UG HONOURS PROGRAMME

B A, B Com & B Sc Programmes
Revised CBCS w.e.f. 2020-21

SKILL DEVELOPMENT COURSES SCIENCE STREAM
Syllabus of

ENVIRONMENTAL AUDIT (20ENA3)

Total 30 hrs (02h/wk), 02 Credits & Max 50 Marks

Learning Outcomes:

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

1. Understand the basic concepts Environmental health
2. Learn and identify the industrial pollution
3. Explain the highlights in the regulatory aspects of Environmental law and policy
4. Understand the various phases of Environmental Audit

UNIT – I

Industrial Pollution and its effects 06h

Climate – Weather and Air Pollution – Classification of water and water bodies – Water Quality Parameters – Water Pollution – Sources – Classification, nature and Toxicology of water pollutants. – Soil parameters – Soil pollution and impacts – Soil conservation

UNIT - II

Environmental Law & Policy: 09h

Highlights of the Acts, Institutional arrangements for: (1) The Water (Prevention & Control of Pollution) Act, 1974 amended in 1988; (2) The Air (Prevention and Control of Pollution) Act, 1981 amended in 1987; (3) The Water (Prevention and Control of Pollution) Cess Act, 1977 amended in 1991; (4) The Environment (Protection) Act, 1986; (5) The Public Liability Insurance Act, 1991; – Indian Policy Statement for abatement of Pollution, 1992.

UNIT - III

Environmental Audit - Scope & Requisites: 10h Environmental Audit: Definition; Objectives; Scope, Coverage - GOI Notification on Environmental Audit - Benefits to Industry. Reporting Environmental Audit Findings - Importance of Environmental Audit Report to industry, public and the governments.

Co-curricular Activities Suggested: 05h

1. Visit to understand Institutional arrangements and functioning of Pollution Control Boards.
2. Visiting different Ecosystems
3. Soil analysis: Determination of soil type and texture, pH, Soil Moisture, Nitrogen, Potassium and Phosphorous.
4. Water analysis: Determination of pH, Dissolved solids and suspended solids, Dissolved Oxygen, COD, BOD.
5. Assignments, Group discussion, Quiz etc.

Reference books and websites:

1. Environmental Education in India by K.R. Gupta
2. Environmental Legislation in India by K.R. Gupta
3. <https://parivesh.nic.in/>
4. <https://www.cpcb.nic.in/>
5. <https://www.free-ebooks.net/environmental-studies-academic>

SEMESTER – III

Course 2: FINANCIAL MARKETS (20FAN2)

Theory

Credits: 4

4 hrs/ week

Learning Objectives:

The course provides a complete knowledge of finance and financial markets related subjects so that the students are well equipped with the finance markets and capital markets in our country.

Learning Outcomes:

Learning Outcomes: After successful completion of this course, the students will be able to;
Acquire knowledge of financial terms and know the concepts relating to and markets and different avenues of investment. Understand the career skills related to Stock Exchanges and comprehend the personal financial planning and money market skills

Unit-I: Financial Markets: Financial Instruments - Intermediaries - Services - Structure of Financial Market in India.

Unit-II: Capital Market: Role, Evolution in India - Future Trends - Primary Market - Issue of Capital: Process, Pricing, Methods of Issue, Book-building - Managing Shareholders Relations.

Unit-III: Secondary Market: Growth, Development, Regulation - Stock Exchange Mechanism: Trading, Settlement - Carry Forward, Badla system - Insider Trading, Price Rigging.

Unit-IV: Players on Stock Exchange: Investors, Speculators, Market Makers, Bulls, Bears, Stags - Stock Exchange Regulations - Stock Indices - Regulations and Regulatory Agencies (SEBI).

Unit-V: Bond Market in India: Bond Market and its Interface with Equity Market and Debt Market - Mutual Funds.

Activities:

- ✓ Collection and study of pamphlets, application forms etc.
- ✓ Invited lectures on the field topics by local experts
- ✓ Introducing online classes from NSE
- ✓ Field visit to mutual fund offices /share brokers
- ✓ Observation, study and analysis of selected companies share prices
- ✓ Assignments, Group discussion, quiz etc.

Reference Books:

1. Gupta, L.C: Stock Exchange Trading in India; Society for Capital Market Research and Development, Delhi.
2. Bhole, I.M., Financial Institutions and Market, Tata McGraw Hill.
3. Vasant Desai, Indian Financial System, Himalaya Publishing House.
4. Pathak, Bharati V., Indian Financial System: Markets, Institutions and Services, Pearson Education (Singapore), New Delhi.
5. Gordon E. & K. Natarajan, "Financial Markets and Services", Himalaya Publishing House, New Delhi.

Paper-I: ELECTRICAL APPLIANCES (20EAS1)

UNIT-I

Chapter-1: ELECTRICAL MEASURING DEVICES

Voltage, Current, Resistance, Capacitance, Inductance, Electrical conductors and Insulators, Ohm's law, Series and parallel combinations of resistors, Galvanometer, Ammeter, Voltmeter, Multimeter, Transformers, Electrical energy, Power, Kilowatt hour (kWh), consumption of electrical power.

UNIT-II

Chapter-2: ELECTRICAL CURRENTS, CIRCUIT THEORY AND SAFETY

Direct current and alternating current, RMS and peak values, Power factor, Single phase and three phase connections, Basics of House wiring, Star and delta connection, Electric shock, First aid for electric shock, Overloading, Earthing and its necessity, Short circuiting, Fuses, MCB, ELCB, Insulation, Inverter, UPS.

UNIT-III

Chapter-3: HOME APPLIANCES

Principles of working, parts and servicing of Electric fan, Electric Iron box, Water heater; Induction heater, Microwave oven; Refrigerator, **Washing machine, Grinder**, Concept of illumination, Electric bulbs, CFL, LED lights, Energy efficiency in electrical appliances, IS codes & IECodes.

Reference Books:

1. A Text book on Electrical Technology, B.L.Theraja, S.Chand & Co.,
2. A Text book on Electrical Technology, A.K.Theraja.
3. Performance and design of AC machines, M.G.Say, ELBSEdn.,
4. Handbook of Repair & Maintenance of domestic electronics appliances; BPB Publications
5. Consumer Electronics, S.P.Bali, Pearson
6. Domestic Appliances Servicing, K.P.Anwar, Scholar Institute Publications
