

**Adusumilli Gopalakrishnaiah & Sugarcane Growers
Siddhartha Degree College of Arts & Science**

Vuyyuru – 521165, Krishna District, Andhra Pradesh

(An Autonomous College in the Jurisdiction of Krishna University, Machilipatnam)

Accredited by NAAC with "A" Grade

ISO 9001:2015 Certified Institution



SKILL DEVELOPMENT COURSES

2018-19 to 2022-23

A .G & S .G. SIDDHARTHA DEGREE COLLEGE OF ARTS AND SCIENCE, VUYYURU
(An Autonomous college in the jurisdiction of Krishna University)

PLANT NURSERY

SEMESTER - I

CREDITS: 02

BOTANY	PNT- 501	B. Sc (BZC), AQUA	2020-21
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Type of the Course: **Skill Development Course. (I BZC & ABC)**

Course Objectives:

1. To study importance of nursery.
2. To study the basic requirements for nursery.
3. To study the management of nursery.
4. To study seasonal activities and routine operations in a nursery.
5. To study vegetative propagation techniques.

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

- CO1:** Understand the importance of plant nursery, basic infrastructure to establish it .
- CO2:** Explain the basic material, tools and techniques required for nursery.
- CO3:** Demonstrate expertise related to various practices in a nursery
- CO4:** Comprehend knowledge and skills to get an employment or to become an entrepreneur in plant nursery sector.

SYLLABUS

Course Details:

Unit	Learning Units	Lecture Hours
I	Introduction to Plant Nursery Plant nursery: Definition, importance. Different types of nurseries on the basis of duration, plant parts used for propagation. Basic facilities for a nursery: layout and components of a good nursery Plant propagation structures in brief Bureau of Indian standards (BIS -2008) related to nursery.	6
II	Basic Requirements for Nursery 1. Nursery beds – types and precautions to be taken during preparation. 2. Growing media, nursery tools and implements, containers for plant nursery in brief. 3. Outlines of vegetative propagation techniques to produce planting material. 4. Sowing methods of seeds and planting material.	6
III	Management of Nursery 1. Seasonal activities and routine operations in a nursery. Nursery management- watering, weeding and nutrients: pests and diseases Common possible errors in nursery activities. Economics of nursery development, pricing and record maintenance. Online nursery information and sales systems	6
IV	Practical Syllabus 1. Demonstration of Nursery bed making of propagation media. 2. Demonstration of preparation of media for Nursery. Hands on training on vegetative propagation techniques. Hands on training on sowing methods of seeds and other material. 5. Visit to an agriculture/horticulture/forest nursery. Case study on establishment and success of a plant nursery.	6

**A.G.&S.G. SIDDHARTHA DEGREE COLLEGE OF ARTS &
SCIENCE(AUTONOMOUS), VUYYURU**

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ACADEMIC YEAR-2020-21

SEMESTER - II

PAPER CODE: FA(SDC)

PAPER TITLE: FOOD ADULTERATION

UNIT-I: 02 Credits

Common Foods and Adulteration (10+10+5+5) 10Hrs

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 (10+10+5+5+5) 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 (10+10+5+5+5) 10Hrs

Highlights of Food Safety and Standards Act 2006 (FSSA) –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, COPRA2019-Offenses and Penalties-Procedures to Complain –Compensation to Victims.

Reference 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/](https://old.fssai.gov.in/Portals/0/Pdf/Draft%20Manuals/Beverages%20and%20Confectionary.pdf) Draft Manuals/ Beverages and Confectionary.pdf
4. <https://www.fssai.gov.in/>
5. <https://indianlegalsolution.com/laws-on-food-adulteration/>
6. <https://fssai.gov.in/dart/>
7. <https://byjus.com/biology/food-adulteration/>

A.G.&S.G. SIDDHARTHA DEGREE COLLEGE OF ARTS & SCIENCE(AUTONOMOUS),VUYYURU
(Accredited at “A” Grade by NAAC) **ACADEMIC YEAR-2022-23(ODD SEM)**

SEMESTER – III (SDC)	PAPERCODE: SDC CHE T01
PAPER TITLE: FOOD ADULTERATION	

UNIT-I: 02 Credits

Common Foods and Adulteration (10+10+5+5) 10Hrs

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 (10+10+5+5+5) 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 (10+10+5+5+5) 10Hrs

Highlights of Food Safety and Standards Act 2006 (FSSA) –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, COPRA2019-Offenses and Penalties-Procedures to Complain –Compensation to Victims.

Reference 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](https://old.fssai.gov.in/Portals/0/Pdf/Draft%20Manuals/Beverages%20and%20Confectionary.pdf)
- 4.<https://www.fssai.gov.in/>
- 5.<https://indianlegalsolution.com/laws-on-food-adulteration/>
- 6.<https://fssai.gov.in/dart/>
- 7.<https://byjus.com/biology/food-adulteration/>

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SEMESTER –I

Paper code: PR101

**Syllabus
PUBLIC RELATIONS
Skill Development Course**

Total 30 hrs : Credits :2

Max Marks 50

Course Outcomes:

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

1. Understand the historical background and role Public Relations in various areas
2. Have insight into the use of the technological advancements in Public Relations
3. Comprehend tools of Public Relations in order to develop the required skills.
4. Understand the ethical aspects and future of Public Relations in India
5. Develop writing skills for newspapers and creation of Blogs.

Unit I: 06 Hrs Public Relations-Meaning, Definition, Nature and Scope, Historical Background, Technological and Media Revolution and Role in Business, Government, Politics, NGOs and Industry.

Unit II: 10 Hrs Concepts of Public Relations-Press, Publicity, Lobbying, Propaganda, Advertising, Sales Promotion and Corporate Marketing Services, Tools of Public Relations Press Conferences, Meets, Press Releases, Announcements, Webcasts

Unit III:10 Hrs Public Relations and Mass Media, Present and future of Public Relations in India, Ethics of Public Relations and Social Responsibility, Public Relations and Writing Printed Literature, Newsletters, Opinion papers and Blogs

Co-curricular Activities Suggested: (04 Hrs)

1. Invited lecture by local field expert/eminant personality on Public Relations
2. Visit to Press
3. Opinion Survey, Media Survey and Feedback
4. Case Studies
5. Organising mock press conferences, exhibitions 6. Assignments, Group discussion, Quiz

Reference Books:

1. Brown, Rob, Public Relations and the Social Web, Kogan Page India, New Delhi,

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Commerce **CIP-104G/CC (2020-2021)**

I.B. Com (Gen& Comp) SEMESTER –I

INSURANCE PROMOTION

Skill Development Course

SYLLABUS:

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

Unit-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.

Unit 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.

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 &So

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Commerce: **SDCCOMT35S** (2022-23)

I.B. Com (Gen& Comp) SEMESTER –I

INSURANCE PROMOTION

Skill Development Course

SYLLABUS:

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

Unit-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.

Unit 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.

- 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 &So

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LEADERSHIP EDUCATION (SDC LEP404)

SKILL DEVELOPMENT COURSE

SYLLAUBUS (SEMESTER-IV)

- 1.Organisation-Management-Leadership-Meaning and significance-different theories-trait theory, black & mountain theory-other functions of management.
- 2.Behavioral concepts- Individual behavior-perception-learning-attitude formation and change-motivation-theories of motivation-personality development
- 3.Interpersonalbehavior-communication-leadership-influencing-relationstransactional analysis
- 4.Groupdynamics-roles-morale-conflict-group-inter-groupbehavior-intergroup collaboration and conflict management.
- 5.Team building and management-developing team resources-designing team-participation and repercussion-team building

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Commerce

B. Com (Gen, Comp & e- com)

SEMESTER –II

ADVERTISING

(CAD-202 G/C 2020-2021)

(CAD201G/C 2022-2023)

Skill Development Course

02 credits

UNIT I: 06hrs Introduction of advertising concepts- functions - Types of advertising - Creative advertising messages - Factors determining opportunities of a product/service/Idea

UNIT II: 10 hrs Role of advertising agencies and their responsibilities - scope of their work and functions - - Ethical issues - Identifying target groups -Laws in advertising. Advertising Statutory Bodies in India - Role of AAI (Advertising Agencies Association of India), ASCI (Advertising Standard Council of India)

UNIT III: 10hrs Types of advertising – Basic characteristics of a typical advertisement – Reaching target groups - Local advertising – Feedback on impact of advertisement - Business promotion.

Recommended Co-curricular Activities (04 hrs):

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

Reference book sand Websites:

1. Bhatia. K. Tej - Advertising and Marketing in Rural India - Mc Millan Indi

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Commerce 2022-20223 CR202 G/C I.B. Com (Gen, Comp & e- com)

SEMESTER –II RETAILING

Course Code: CR202G/C

I B.COM., (Gen, Computer & e-com)

Learning Outcomes: After successful completion of this course, the students are able to;

1. Know the retailing business, its growth in India and social impact
2. Understand the and organization and supply in retailing
3. Comprehend the opportunities and challenges in retailing
4. Learn the functions that support outlet operations, sales and services
5. Create a shopping experience model that builds customer loyalty and business promotion

SYLLABUS:

Unit I: 06hrs Introduction -Retailing - Definition– Role of Retailing- Types of Retailing – Factors influencing the Growth of Retailing in India.

Unit II: 10 hrs Store location – factors influencing selection of location - Types of retail outlets - stores design & operations- Merchandise planning - Administrative mechanism Unit III: 10hrs Human resources in retailing - Job profile- Services to customers – Customer care - Communications with customers - Visual merchandising – enhancing customer loyalty and Sales promotion.

Recommended Co-curricular Activities (04 hrs):

1. Collection of information on local retailing
2. Invited lecture/skills training by a local expert
3. Visit near-by stores /Go downs/warehouses and prepare study projects
4. Field training during leisure hours
5. Assignments, Group discussion, Sharing of experience etc.

Reference books:

1. 1.Swapna pradhan.R.M - Retail Management - Tata Mg Graw Hill
2. Berman, Barry & Evans - Retailing Management- A strategic Approach - Pearso

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ONLINE BUSINESS -- COMT 35S

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. Analyse 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 BusinessChallenges- 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:(4hrs)

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.

**AG & SG Siddhartha Degree College of Arts & Science, Vuyyuru
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TITLE OF THE PAPER: ENTREPRENEURSHIP DEVELOPMENT

(COMT14S)

2021-2022 I.B.com(comp)

Semester- I Credits:2 (Total30Hrs)

CO1: To familiarize students with various concepts used in understanding process involved in entrepreneurship and business formation and development.

CO2: To identify various sources to generate potential business side as for new ventures and also enabling students to prepare a good feasibility report based on their understanding of the project appraisal techniques.

CO3: Understand the role of financial institutions in extending their support for the entrepreneur development and also acquiring thorough knowledge on various government policies and tax benefits supporting small scale industries.

Syllabus

Unit-I: Entrepreneurship: Entrepreneur characteristics–Classification of Entrepreneurships – Role of Entrepreneurship in economic development–Start-ups.

Unit-II: Idea Generation and Project Formulation: Sources of New Ideas in Entrepreneurships – Techniques for generating ideas - Preparation of Project Report –Content; Guidelines for Report preparation–Project Appraisal techniques– Economic Analysis; Financial Analysis; Market Analysis.

Unit III: Institutions Supporting and Taxation Benefits: Central level Institutions: NABARD; SID BI, NSIC–state level Institutions–DICs-SFC-SSIDC-Government Policy for SSIs tax Incentives and Concessions–Non-tax Concessions Rehabilitation and Investment Allowances.

Reference Books: 1. Arya Kumar, Entrepreneurship, Pearson, Delhi,2012.

2. PoornimaM.CH., Entrepreneurship Development– small Business Enterprises, Pearson, Delhi, 2009

3. Michael H. Morris, ET.al., Entrepreneurship and Innovation, Cengage Learning, NewDelhi,2011 4. Kanishka Bedi,

Management and Entrepreneurship, Oxford University Press, Delhi,2009 5. Anil Kumar, S.

,ET.al., Entrepreneurship Development, New Age International Pub lishers,NewDelhi,2011 6.

Khanka, SS, Entrepreneurship Development, S.Chand, New Delhi. 7. Peter F. Drucker,

Innovation and Entrepreneurship

**AG & SG Siddhartha Degree College of Arts & Science, Vuyyuru
(Autonomous)**

Title: JOURNALISTIC REPORTING SDC JR 201

SYLLABUS B.A., B. Com & B. Sc 2020-21

SKILL DEVELOPMENT COURSE Arts Stream (II SEMESTER)

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

1. Understand the evolution of journalism with a focus on its development in India.
2. Comprehend the role of Press in the Indian democracy and various reporting methods.
3. Realize the ethical aspects of Journalism in India
4. Develop basic writing skills for newspapers, 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)

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

Reference Books: 1. Mencher Melvin, News Reporting and Writing, 1997, Columbia University Press

2. Mazumdar Aurobindo, Indian Press and Freedom Struggle, 1993, Orient Longman.
3. Barun Roy, Beginners Guide to Journalism and Mass Communication, V&S Publishers, New Delhi.
4. Kamath M.V, Professional Journalism,1983, Vikas Publishers, New Delhi.
5. Carole Fleming, Emma Hemmingway, Gillian Moore and Dave Welford, 2006,SAGE Publications India Pvt. Ltd, New Delhi
6. Websites on Journalistic Reporting

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SKILL DEVELOPMENT COURSE Commerce Stream (II Semester)

BUSINESS COMMUNICATION SDC BC 201

02 Credits

Max marks:50

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 – Organizational 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

**AG & SG Siddhartha Degree College of Arts & Science, Vuyyuru
(Autonomous)
Skill Development Course**

DIGITAL MARKETING (Semester-II)

Course Code: SDCCSC02

Year of offering: 2021 - 22

The aim of the Digital Marketing Course is to provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success. The application of the gained knowledge, skills and competences will help students in forming digital marketing plan in order to manage a digital marketing performance efficiently.

Course Outcomes:

COURSE OUTCOME	On successful completion of this course, students should have the knowledge and skills to
CO1	Understand fundamental concepts of Digital Marketing and Channels (PO1, PO7, PSO1, PSO4)
CO2	Understand how to optimize a Web site and SEO optimization (PO7, PSO1, PSO4)
CO3	Understand Social Media Plan for measuring effects of digital marketing (PO1, PO7, PSO1, PSO4)

UNIT-I: INTRODUCTION:

What is Digital Marketing?

- Difference between Traditional Marketing and Digital Marketing?
- Benefits of Digital Marketing?
- Latest Digital Marketing Trends
- Digital Marketing Platforms
- Digital Marketing Strategies for Websites
- Career Opportunities in Digital Marketing
- Difference Between Digital Marketing, Online Marketing and Internet Marketing
- Functions and Types of Digital marketing

What is Marketing and how to build Online Marketing Plan

- Digital Marketing Process
- How to increase Visibility and People Engagement
- Traffic Generation Techniques, Leads and How to gauge Performance Evaluation
- Digital Marketing Techniques for Product Marketing and Service Marketing

UNIT-II: SEO Training (Search Engine Optimization)

- Introduction to SEO
- What are Search engines and How Search Engines Work

- Search Engine Algorithms and Latest Updates
- Keyword Research
- Google Trends
- Purpose of website analytics
- How to choose Website Analysis Tools
- Installing Google Analytics in website
- Competitive Analysis
- Domain Registration and Hosting Plans
- Keyword Placement
- SEO Content Writing and Rewriting
- Google Webmaster Tools
- Sitemap Creation
- Robots.txt File Creation
- Google Updates and their effects in website Rankings.
- On page Optimization strategies

Unit-III: SEM Training (Search Engine Marketing)

- Introduction to Free and Paid Marketing
- What is Search Engine Marketing?
- What is Link Building
- Advantages and Disadvantages of Link Building
- Difference Between Search engines and Directories
- Directory Submission Techniques
- Classified Postings
- Press Release Postings
- Article Posting Techniques
- Forum Postings
- Advantages and Disadvantages of Forums
- How and when to Participate in Groups
- Trade Fairs and Trade lead Postings
- Participating in Questions and Answers sites
- What are Do Follow and No Follow Links
- SMO Training (Social Media Optimization) Introduction to social media optimization and SocialMedia Marketing
 - Twitter Marketing
 - Facebook Marketing, Facebook for Business, Advantages and Disadvantages
 - LinkedIn Account creation and LinkedIn Marketing
 - Social Bookmarking Sites, Advantages and Disadvantages of Submitting your website to Social bookmarking Sites

TEXT/ REFERENCE BOOKS:

1. The Beginner's Guide to Digital Marketing (2015). Digital Marketer. Pulizzi, J. (2014) Epic Content Marketing, Mcgraw Hill Education.
2. Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited.

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II B.A (HEP) – SEMESTER-III

FINANCIAL MARKETING

SDCECOT01

Learning Outcomes

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

1. Acquire knowledge of financial terms
2. Know the concepts relating to markets and different avenues of investment
3. Understand the career skills related to stock exchanges
4. Comprehend the personal financial planning and money market skills

UNIT –I INTRODUCTION

Structure of Indian Financial System and its components,
Financial markets and institutions

UNIT –II MONEY MARKET

Structure and Components of Money markets, Submarkets (Call money, Commercial Bills, Treasury Bills, Certificate of Deposits, Commercial Papers), Defects in Indian Money market.

UNIT –III CAPITAL MARKET

Functions of Capital Market, Elements of Capital Markets (Shares, Debentures, Bonds, Mutual funds), Equity Market (Structures and Functions of SEBI), Secondary Market (BSE, NSE)

Co-curricular Activities:

1. Collection and Study of pamphlets, Application forms etc.,
2. Invited Lectures on the field topics by local experts
3. Introducing online classes from NSE
4. Field visit to Mutual fund offices and share brokers
5. Observation, study and analysis of selected companies share prices
6. Assignments, Group Discussions, Quiz

Recommended Reference book:

- 1.T.R. Jain, R.L. Sarma, Indian Financial System, VK Global Publishers
- 2.Jithendra Gala – Guide to Indian Stock Markets Buzzing Stock Publishing House
- 3.Saha Siddhartha –Indian Financial System and Markets – Mc. Grawhill Publishers

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ELECTRICAL APPLIANCES

SDCPHYT01

I B.Sc (MPCS,BZC,MSCS,AQUA,MCCS)

Credits-2

Learning Outcomes:

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

- CO 1. Acquire necessary skills/hand on experience/ working knowledge on multi meters, galvanometers, ammeters, voltmeters, ac/dc generators, motors, transformers, single phase and three phase connections, basics of electrical wiring with electrical protection devices.
- CO2. Understand the working principles of different household domestic appliances.
- CO3. Check the electrical connections at house-hold but will also learn the skill to repair the electrical appliances for the general troubleshoots and wiring faults.

SYLLABUS

UNIT-I

(6 hrs)

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

UNIT-II

(10 hrs)

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

UNIT-III

(10 hrs)

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

Co-curricular Activities (Hands on Exercises):

(04 hrs)

[Any four of the following may be taken up]

1. Studying the electrical performance and power consumption of a given number of bulbs connected in series and parallel circuits.

2. Measuring parameters in combinational DC circuits by applying Ohm's Law for different resistor values and voltage sources
3. Awareness of electrical safety tools and rescue of person in contact with live wire.
4. Checking the specific gravity of lead acid batteries in home UPS and topping-up with distilled water.
5. Identifying Phase, Neutral and Earth on power sockets.
6. Identifying primary and secondary windings and measuring primary and secondary voltages in various types of transformers.
7. Observing the working of transformer under no-load and full load conditions.
8. Observing the response of inductor and capacitor with DC and AC sources.
9. Observing the connections of elements and identify current flow and voltage drops.
10. Studying electrical circuit protection using MCBs, ELCBs
11. Assignments, Model exam etc.

Reference Books:

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

**AG & SG Siddhartha Degree College of Arts & Science, Vuyyuru
(Autonomous)**

SOLAR ENERGY

Skill Development Courses

SDCPHYT02

I B.Sc. (MPC, MPCS, BZC, MSCS, AQUA, MCCS)

Learning Outcomes:

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

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

SYLLABUS:

UNIT-I – Solar Radiation: (6 hrs)

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

UNIT-II – Solar Thermal Systems: (10 hrs)

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

UNIT-III – Solar Photovoltaic Systems: (10 hrs)

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

Co-curricular Activities (Hands on Exercises) : (04 hrs)

[Any four of the following may be taken up]

1. Plot sun chart and locate the sun at your location for a given time of the day.

2. Analyse shadow effect on incident solar radiation and find out contributors.
3. Connect solar panels in series & parallel and measure voltage and current.
4. Measure intensity of solar radiation using Pyranometer and radiometers.
5. Construct a solar lantern using Solar PV panel (15W)
6. Assemble solar cooker
7. Designing and constructing photovoltaic system for a domestic house requiring 5kVA power
8. Assignment/Model exams.

Reference Books:

1. Solar Energy Utilization, G. D. Rai, Khanna Publishers
2. Solar Energy- Fundamentals, design, modelling & 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.

AG & SG Siddhartha Degree College of Arts & Science, Vuyyuru (Autonomous)

POULTRY FARMING

Skill Development Course

SDC PF-301

2021-2022	B.Sc- MPC (TM), MP(EM), MCCS, MPCS, BZC & ABC
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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 its 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.

COURSE OUTCOMES

CO 1	Understand the basic concepts of poultry farming and apply the same in the management practices of poultry farming.
CO 2	Acquaint with the poultry feed management practices
CO 3	Gain knowledge in harvesting of eggs and recycling of poultry waste.

Syllabus

Unit	Learning Units	Lecture Hours
I	Section I (Introduction to Poultry Farming): General introduction to poultry farming -Definition of Poultry; past and present scenario of poultry industry in India. Principles of poultry housing. Poultry houses. Systems of poultry farming. Management of chicks, growers and layers. Management of Broilers. Preparation of project report for banking and insurance	10
II	Section II (Feed and Livestock Health Management): Poultry feed management – Principles of feeding, Nutrient requirements for different stages of layers and broilers. Feed formulation and Methods of feeding. Poultry diseases – viral, bacterial, fungal and parasitic (two each); symptoms, control and management; Vaccination programme.	10
III	Section III (Harvesting of Eggs and Sanitation): Selection, care and handling of hatching eggs. Egg testing .Methods of hatching. Brooding and rearing. Sexing of chicks. Farm and Water Hygiene, Recycling of poultry waste.	10

Co- Curricular Activities suggested:

(4 Hrs)

1. Group discussion & SWOT analysis
2. Visit to a poultry farm
3. Invited Lectures by Concerned officers of government or private farms
4. Cheap and Healthy Feed preparation by students based on government standards
5. Market study and Survey (Monitoring of daily price hike in poultry market and analysis)
6. Online Swayam Moocs course on poultry farming (see reference 9 below)

Reference books:

1. Sreenivasaiah., P. V., 2015. Textbook of Poultry Science. 1st Edition. Write & Print Publications, New Delhi
2. Jull A. Morley, 2007. Successful Poultry Management. 2nd Edition. Biotech Books, New Delhi"

**AG & SG Siddhartha Degree College of Arts & Science, Vuyyuru
(Autonomous)**

SKILL DEVELOPMENT COURSE

Commerce Stream (II Semester)

Title: BUSINESS COMMUNICATION SDC BC 201

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 – Organizational 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.

AG & SG Siddhartha Degree College of Arts & Science, Vuyyuru (Autonomous)

SKILL DEVELOPMENT COURSE

Arts Stream (II SEMESTER)

Title: JOURNALISTIC REPORTING

Course Code: SDC JR 201

Course Outcomes:

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

1. Understand the evolution of journalism with a focus on its development in India.
2. Comprehend the role of Press in the Indian democracy and various reporting methods.
3. Realise the ethical aspects of Journalism in India
4. Develop basic writing skills for newspapers, 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)

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

AG & SG Siddhartha Degree College of Arts & Science, Vuyyuru (Autonomous)

ENRICHING COMMUNICATION SKILLS

SDC ENG T01

Semester – II (For all Degree Courses)

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

CO1: create clear messages by eliminating unnecessary words and making the message relevant to the target audience.

CO2: learn the techniques of Interview etiquette, group discussions, debates, extempore and oral presentation skills.

CO3: learn report writing both technical and non-technical, how to research a topic and organize the thoughts into an introduction, a body and a conclusion in essay writing, to create original works of literature, culminating in a significant, extended body of poetry, fiction, and/or creative nonfiction that manifests learner's artistic potential.

SYLLABUS

CONTENTS

UNIT – I: COMMUNICATION PROFICIENCY

1. Formal and Informal conversations (Introducing oneself & others)
2. Contextual conversations (At the bus stop, market, Railway station, Bank, Airport etc)
3. Idiomatic Expressions/Cliché/foreign Expressions/Catch Phrases

UNIT – II: EMPLOYABILITY SKILLS

1. Interview etiquette
2. Group Discussions/Debates/Extempore
3. Oral presentation

UNIT – III: WRITING PROFICIENCY

1. Report Writing – Technical, Non-Technical
2. Essay Writing – Expository, Descriptive, Narrative, Argumentative.
3. Creative Writing – Introduction to Fiction (Novel & Short stories) & Nonfiction (Prose, Poetry & Drama), Anecdotes, Memoirs.

**Adusumilli Gopalakrishnaiah & Sugarcane Growers
Siddhartha Degree College of Arts & Science**

Vuyyuru – 521165, Krishna District, Andhra Pradesh

(An Autonomous College in the Jurisdiction of Krishna University, Machilipatnam)

Accredited by NAAC with "A" Grade

ISO 9001:2015 Certified Institution



FOUNDATION COURSES

2018-19 to 2022-23

**A.G & S.G SIDDHARTHA DEGREE COLLEGE OF ARTS AND SCIENCE,
VUYYURU-521165, KRISHNA Dt, A.P.**
(An Autonomous College in the jurisdiction of Krishna University, Machilipatnam)
Accredited with “A” Grade by NAAC, Bengaluru

Foundation Course

Code: ANS-402

II Degree

2018-2019

SEMESTER-IV

PAPER-IV

Max. Marks: 50

Hours/ Week: 2

ANALYTICAL SKILLS

No.of Credits: 2

UNIT – 1

6 Hrs

Test of Reasoning – I:-Coding – Decoding, Direction Test, Interchange of Signs, Logical Venn diagrams, Series Puzzles.

UNIT – 2

6 Hrs

Test of Reasoning – II: - Analogies of numbers and Alphabets completion of blank spaces following the pattern in A: B: C: D relationship odd thing out; Missing number in a sequence or a series.

UNIT – 3

6 Hrs

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

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

UNIT – 4

6 Hrs

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

UNIT – 5

6 Hrs

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

Reference Books:

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

AG & SG SIDDHARTHA COLLEGE OF ARTS AND SCIENCES - VUYURU.

An Autonomous college within the jurisdiction of Krishna University A.P, India.

(With Effect from Academic Year 2018-'19)

Foundation Course

COMPUTER SCIENCE	ICT-I-201	2018-'19	B.A, B.Com, B.Sc.
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SEMESTER – I PAPER – I Max. Marks 50 Pass Marks 2 Total Hrs: 30

COMPUTER FUNDAMENTALS & OFFICE TOOLS

Syllabus:

Unit-I: Basics of Computers

6 Hrs

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

Unit-II: Memory Devices & Operating Systems

6Hrs

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

Unit-III: MS-Word

6 Hrs

Features of MS-Word – MS-Word Window Components – Creating, Editing, Formatting and Printing of Documents – Headers and Footers – Insert/Draw Tables, Table Auto format – Page Borders and Shading – Inserting Symbols, Shapes, Word Art, Page Numbers, Equations – Spelling and Grammar – Thesaurus – Mail Merge

Unit-IV: MS-PowerPoint

6 Hrs

Features of PowerPoint – Creating a Blank Presentation - Creating a Presentation using a Template - Inserting and Deleting Slides in a Presentation – Adding Clip Art/Pictures -Inserting Other Objects, Audio, Video - Resizing and Scaling of an Object – Slide Transition – Custom Animation

Unit-V : MS-Excel

6 Hrs

Overview of Excel features – Creating a new worksheet, Selecting cells, Entering and editing Text, Numbers, Formulae, Referencing cells – Inserting Rows/Columns – Changing column widths and row heights, auto format, changing font sizes, colors, shading and attributes – Data Sorting and Filters – Functions – Functions requiring Addins, Functions by category Creating different types of Charts

Reference Books:

1. Fundamentals of Computers by V.Raja Raman, Publishers : PHI
2. Fundamentals of Computers by Reema Thareja, Publishers: Oxford University Press, India
3. Microsoft Office 2010 Bible by John Walk enbach, Herb Tyson, Michael R. Grohand Faithe Wempen, Publishers: Wiley

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(With Effect from Academic Year 2018-'19)

Foundation Course

COMPUTER SCIENCE	ICT-II-301C	2018-'19	B.A, B.Com, B.Sc.
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SEMESTER – III PAPER – II Max. Marks 50 Pass Marks 20 Total Hrs 30

INTERNET FUNDAMENTALS AND WEB TOOLS:

Credits: 2

Unit-I :

6Hrs

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

Unit-II:

6Hrs

Internet applications: Using Internet Explorer, Standard Internet Explorer Buttons, Entering a Web Site Address, Searching the Internet – Introduction to Social Networking: twitter, tumblr, LinkedIn, face book, flicker, Skype, yelp, vimeo, yahoo, Google+, YouTube, WhatsApp, etc.

Unit-III:

6Hrs

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

Unit IV:

6Hrs

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

Unit-V:

6Hrs

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

Reference Books:

1. In-line/On-line : Fundamentals of the Internet and the World Wide Web, 2/e - by Raymond Green law and Ellen Hepp, Publishers: TMH

AG & SG SIDDHARTHA COLLEGE OF ARTS AND SCIENCES - VUYYURU.

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(With Effect from Academic Year 2020-'21)

Foundation Course

COMPUTER SCIENCE	ICT-I-201	2020-'21	B. A, B. Com, B.Sc.
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SEMESTER – II PAPER – I Max. Marks 50 Pass Marks 20 Total Hrs: 30

Syllabus: INFORMATION & COMMUNICATION TECHNOLOGY NO. of Hrs: 2

Credits: 2

Unit-I: Basics of Computers

6 Hrs

Definition of a Computer - Characteristics and Applications of Computers – Block Diagram of computer, What is Network, Definition, Network Types, Network Topologies, OSI MODEL

UNIT-II:

8 Hrs

Fundamentals of Internet: What is Internet? Internet applications, Internet Addressing –Entering a Web Site Address, URL–Components of URL, Searching the Internet, Browser –Types of Browsers, Introduction to Social Networking: Twitter, Tumbler, LinkedIn, Face book, flicker, Skype, yahoo, YouTube, WhatsApp.

UNIT-III:

8 Hrs

E-mail: Definition of E-mail -Advantages and Disadvantages –User Ids, Passwords, Email Addresses, Domain Names, Mailers, Message Components, Message Composition, Mail Management.

G-Suite: Google drive, Google documents, Google spread sheets, Google Slides and Google forms.

UNIT-IV:

8Hrs

Overview of Internet security, E-mail threats and secures E-mail, Viruses and antivirus software, Firewalls, Cryptography, Digital signatures, Copyright issues.

What are GOI digital initiatives in higher education? (SWAYAM, Swayam Prabha, National Academic Depository, National Digital Library of India, E-Sodh-Sindhu, Virtual labs, e-acharya, e-Yantra and NPTEL).

Reference Books:

1. In-line/On-line: Fundamentals of the Internet and the World Wide Web, 2/e – by Raymond Green law and Ellen Hepp, Publishers: TMH

2. Internet technology and Web design, ISRD group, TMH. 3. Information Technology – The breaking wave, Dennis P.Curtin, Kim Foley, Kunai Sen and Cathleen Morin, TMH.

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(With Effect from Academic Year 2019-'20)

Foundation Course

COMPUTER SCIENCE	ICT-II-301C	2020-'21	B. A, B. Com, B.Sc.
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SEMESTER – III PAPER – II Max. Marks 50 Pass Marks 20 Total Hrs 30

FUNDAMENTALS AND WEB TOOLS

Credits: 2

SYLLABUS

Unit-I:

6Hrs

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

Unit-II:

6Hrs

Internet applications: Using Internet Explorer, Standard Internet Explorer Buttons, Entering a Web Site Address, Searching the Internet – Introduction to Social Networking: twitter, tumbler, LinkedIn, face book, flicker, Skype, yelp, vimeo, yahoo, Google+, YouTube, WhatsApp, etc.

Unit-III :

6Hrs

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

Unit IV:

6Hrs

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

Unit-V :

6Hrs

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

Reference Books :

1. In-line/On-line : Fundamentals of the Internet and the World Wide Web, 2/e - by Raymond Greenlaw and Ellen Hepp, Publishers : TMH

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Foundation Course

Department of Commerce

SEMESTER–V

IIIB.Com(gen/comp)

BUSINESS LEADERSHIP

Course Code: CBL-501(U)

SYLLABUS

Unit-I: Introductory: Leadership - Traits, Skills and Styles- Leadership Development –Qualities of a Good Leader.

Unit-II: Decision-Making and Leadership: Leadership for Sustainability - Power, Influence, Impact - Leadership Practices - Organizations and Groups: Organizational Culture and Leadership-Leader ship in Business Organizations

Unit-III: Special Topics: Profiles of a few Inspirational Leaders in Business–Jemshedji Tata -Aditya Birla-Swaraj Paul-L N Mittal-N R Narayana Murthy -Azim Premji, etc.

References:

1. Northouse, Peter G., Leadership: Theory and Practice, Sage Publications.
2. Daloz Parks, S., Leadership can be taught: A Bold Approach for a Complex World, Boston: Harvard Business School Press.
3. Drucker Foundation (Ed.), Leading Beyond the Walls, San Francisco: Jossey Bass.
4. Al Gini and Ronald M. Green, Virtues of Outstanding Leaders: Leadership and Character, John Wiley & Sons Inc.
5. S Balasubramanian, The Art of Business Leadership – Indian Experiences, Sage Publications

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(With Effect from Academic Year 2019-'20)

Foundation Course

Department of Commerce

EVENT MANAGEMENT

Course Code: CEM -601G/CC

III B. Com(gen/comp)

Unit-I: Event Concept: Corporate Events and Customer's needs - Types of Events - Corporate hospitality – Exhibitions – Trade Fairs – Conferences –Business and Government Meets-Corporate event packages-Menu Selection-Customization.

Unit-II: Outdoor Events: Logistics, Types of Outdoor events, Risk management - Health and safety, Marketing and sponsorship, HR Management, Programming and Entertainment.

Unit-III: Celebrity Events: Launches, Fashion shows, National festivals and high-profile charity events- Liaison with agents, Contract Negotiations, Client briefings, Celebrity wish lists and expectations-Liaisoning with Govt. Departments.

References:

1. Event Management: A Blooming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh -Har-and Publications Pvt. Ltd.
2. Event Management by Swarup K. Goyal- Adhyayan Publisher.
3. EventManagement&PublicRelationsbySavitaMohan-EnkayPublishingHouse
4. Event Entertainment and Production- Mark Sonder, CSEP, Wiley & Sons,Inc.
5. Special Event Production - Doug Matthews. 6. Fenich, G. Meetings, Expositions, Events, and Conventions: An introduction to the industry. New Jersey: Pearson Prentice Hall.

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FOUNDATION COURSE	CSS 201C	2018-2019	B.A, B.Com &B.Sc.
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COMMUNICATION AND SOFT SKILLS -1
FOUNDATION COURSE SYLLABUS
Semester – II

Unit I: Vocabulary Building

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

Unit II: Grammar – 1

1. Types of Verbs
2. Subject-Verb Agreement

Unit III: Grammar – 2

1. Meanings of Modals
2. Common Errors (Correction of Sentences)

Unit IV: Listening Skills

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

Unit V: Reading Skills

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

Reference Book:

English in Use – A Course in Communication Skills and Soft Skills -1
published by Orient Black Swan

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FOUNDATION COURSE	CSS 301C	2018-2019	B. A,B.Com &B.Sc
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B.A., B.Com. and B.Sc.

COMMUNICATION AND SOFT SKILLS-II

SYLLABUS

Semester - III

Unit I: Pronunciation - 1

The Sounds of English

Unit II: Pronunciation – 2

1. Word Accent
2. Intonation

Unit III: Speaking Skills -1

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

Unit IV: Speaking Skills -2

1. Role Play
2. Debate
3. Group Discussion

Unit V: Writing Skills

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

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(An autonomous college in the Jurisdiction of Krishna University, Machilipatnam.)
Accredited at 'A' Grade by NAAC

FOUNDATION COURSE	CSS 401C	2018-2019	B.A,B.Com &B.Sc
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COMMUNICATION AND SOFT SKILLS -III
FOUNDATION COURSE SYLLABUS

Semester – IV

Unit I: Soft Skills

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

Unit II: Paragraph Writing

1. Paragraph Structure
2. Development of Ideas

Unit III: Paraphrasing and Summarizing

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

Unit IV: Letter Writing

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

Unit V: Job Application, CV and Dialogue Writing

1. Resume and CV
2. Dialogue Writing

Reference Book: English in Use –A Course in Communication Skills and Soft Skills -3,
Published by Orient Black Swan

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(An autonomous college in the Jurisdiction of Krishna University, Machilipatnam.)

ENVIRONMENTAL STUDIES

Course Code ENS 101

Common for BA/B. Com/BSc Programmes

Semester – I (Total 30 Hours)

Unit-I: Natural Resources:

Definition, scope and importance. Need for public awareness. Brief description of; Forest resources: Use and over-exploitation. Deforestation; timber extraction, mining, dams. Effect of deforestation environment and tribal people

Water resources: Use and over-utilization. Effects of over utilisation of surface and ground water. Floods, drought.; Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources.

Food resources: World food problems, Effects of modern agriculture; fertilizer- pesticide, salinity problems. Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources.

Land resources: Land as resources, land degradation, man induced landslides, soil erosion and desertification

Unit-II: Ecosystems, Biodiversity and its conservation

Concept of an ecosystem: Structure and function of an ecosystem: Producers, consumers and decomposers; Food chains, food webs and ecological pyramids

Characteristic features of the following ecosystems: - Forest ecosystem, Desert ecosystem, Aquatic ecosystem.

Value of biodiversity: Consumptive use, productive use. Biodiversity in India. Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts. Endangered and endemic species of India, Conservation of biodiversity

Unit-III: Environmental Pollution

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

Unit-IV: Social Issues and the Environment

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

Unit-V: Human Population and the Environment

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

Reference Books:

- 1.Environmental Studies by Dr. M. Satyanarayana, Dr. M. V .R. K. Narasimha charyulu, Dr. G. Rambabu and Dr. V. Viveka Vardhani, Published by Telugu Academy, Hyderabad.
- 2.Environmental Studies by R.C.Sharma, Gurbir Sangha, published by Kalyani publishers

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Foundation Course

ENTREPRENEURSHIP

ENP 403

Syllabus for all Degree Programs.

Semester – IV

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

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

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

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

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

Reference Books:

1. Arya Kumar, Entrepreneurship, Pearson, Delhi, 2012.
2. Poornima M.CH., Entrepreneurship Development –Small Business Enterprises, Pearson, Delhi,2009
3. Michael H. Morris, ET. al., Entrepreneurship and Innovation, Cen gage Learning, New Delhi, 2011
4. KanishkaBedi, Management and Entrepreneurship, Oxford University Press, Delhi, 2009
5. Anil Kumar, S., ET.al., Entrepreneurship Development, New Age International Publishers, New Delhi, 2011
6. Khanka, SS, Entrepreneurship Development, S. Chand, New Delhi.
7. Peter F. Drucker, Innovation and Entrepreneurship. 8. A.Sahay, M. S. Chhikara, New Vistas of Entrepreneurship: Challenges &Opportunities

A.G & S.G SIDDHARTHA DEGREE COLLEGE OF ARTS AND SCIENCE, VUYYURU
(An autonomous college in the Jurisdiction of Krishna University, Machilipatnam.)

Foundation Course

HUMAN VALUES AND PROFESSIONAL ETHICS

(HVPE101)

(SYLLABUS)

UNIT: 1 Introduction – Definition, Importance, Process & Classifications of Value Education

- ❖ Understanding the need, basic guidelines, content and process for Value Education
- ❖ Understanding the thought-provoking issues; need for Values in our daily life.
- ❖ Choices making– Choosing, Cherishing& Acting
- ❖ Classification of Value Education: understanding Personal Values, Social Values, Moral Values & Spiritual Values.

UNIT:2 Harmony in the Family–Understanding Values in Human Relationships

- ✓ Understanding harmony in the Family-the basic unit of human interaction
- ✓ Understanding the set of proposals to verify the Harmony in the Family.
- ✓ Trust (*Vishwas*)and Respect (*Samman*)as the foundational values of relationship
- ✓ Present Scenario: Differentiation (Disrespect)in relationships on the basis of body, physical facilities, or beliefs.
- ✓ Understanding the Problems faced due to differentiation in Relationships
- ✓ Understanding the harmony in the society (society being an extension of family): *Samadhan, Samridhi, Abhay, Sah-astitva* as comprehensive Human Goals
- ✓ Visualizing a universal harmonious order in society-Undivided Society (*AkhandSamaj*), Universal Order (*SarvabhaumVyawastha*)-from family to world family.

UNIT:3 Professional Ethics in Education

- ✓ Understanding about Professional Integrity, Respect & Equality, Privacy, Building Trusting Relationships.
- ✓ Understanding the concepts: Positive co-operation, Respecting the competence of the professions.
- ✓ Understanding about Taking initiative and Promoting the culture of openness.
- ✓ Depicting Loyalty towards Goals and objectives.

Text Books:

R R Gaur, R Sandal, GPBalaria,2009, A Foundation Course in HumanValuesandProfessionalEthics.

Bhatia, R.&Bhatia, A(2015)Role of Ethical Values in Indian Higher Education

**Adusumilli Gopalakrishnaiah & Sugarcane Growers
Siddhartha Degree College of Arts & Science**

Vuyyuru – 521165, Krishna District, Andhra Pradesh

(An Autonomous College in the Jurisdiction of Krishna University, Machilipatnam)

Accredited by NAAC with "A" Grade

ISO 9001:2015 Certified Institution



LIFE SKILL COURSES

2018-19 to 2022-23

LIFE SKILL COURSE

AG & SG SIDDHARTHA COLLEGE OF ARTS AND SCIENCES - VUYYURU.
An Autonomous college within the jurisdiction of Krishna University A.P, India.

Academic Year:2021-22

Semester I	Course Code	Course Title	Credits	Periods
Life Skill Course	LSC1	BASIC COMPUTER APPLICATIONS	2	30

COURSE OBJECTIVES:

This course aims at providing exposure to students in skill development towards basic office applications.

Course Learning Outcomes:

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

1. Demonstrate basic understanding of computer hardware and software.
2. Apply skills and concepts for basic use of a computer.
3. Identify appropriate tool of MS office to prepare basic documents, charts, spreadsheets and presentations.
4. Create personal, academic and business documents using MS office.
5. Create spreadsheets, charts and presentations.
6. Analyze data using charts and spread sheets.

Unit- I Basics of Computers:

8 Hrs

Definition of a Computer - Characteristics of computers, Applications of Computers – Block Diagram of a Digital Computer – I/O Devices, hardware, software human ware, application software, system software, Memories - Primary, Auxiliary and Cache Memory.

MS Windows – Desktop, Recycle bin, My Computer, Documents, Pictures, Music, Videos, Task Bar, Control Panel.

Unit-II: MS-Word:

8Hrs

Features of MS-Word - MS-Word Window Components - Creating, Editing, Formatting and Printing of Documents – Headers and Footers – Insert/Draw Tables, Table Auto format – Page Borders and Shading – Inserting Symbols, Shapes, Word Art, Page Numbers, MailMerge.

Unit-III: MS-Excel:

10Hrs

Overview of Excel features – Creating a new worksheet, Selecting cells, Entering and editing Text, Numbers, Inserting Rows/Columns – Changing column widths and row heights, Formulae, Referencing cells, Changing font sizes and colors, Insertion of Charts, Auto fill, Sort.

MS-PowerPoint: Features of PowerPoint – Creating a Presentation - Inserting and Deleting Slides in a Presentation – Adding Clip Art/Pictures -Inserting Other Objects, Audio, Video - Resizing and scaling of an Object – Slide Transition – Custom Animation.

(Co-curricular activities shall not promote copying from textbook or from others work and shall encourage self/independent and group learning)

1. Assignments (in writing and doing forms on the aspects of syllabus content and outside
 - a. the syllabus contents. Shall be individual and challenging))
2. Student seminars (on topics of the syllabus and related aspects (individual activity))
3. Quiz, Group Discussion
4. Solving MCQ's available online.
5. Suggested student hands on activities:
 - Create two folders, Rename the folder, create two files each using notepad and paint, move the files from one folder to another folder, delete a file you have created, copy and paste text within notepad.
 - Create a letter head for your college with watermark, your resume, visiting card, brochure for your college activity, organization chart for your college, any advertisement, Prepare your Class time table.
 - Prepare your mark sheet, Prepare your class time table, Prepare a salary bill for an organization, Sort the bill as per the alphabetical order of the names, Get online weather data and analyze it with various charts.
 - Create a PowerPoint presentation for a student seminar.

Reference Books

1. Working in Microsoft Office – Ron Mansfield - TMH.
2. MS Office 2007 in a Nutshell –Sanjay Saxena – Vikas Publishing House.
3. Excel 2020 in easy steps-Michael Price – TMH publications

**A.G & S.G SIDDHARTHA DEGREE COLLEGE OF ARTS AND SCIENCE,
VUYYURU-521165, KRISHNA Dt, A.P.**

(An Autonomous College in the jurisdiction of Krishna University, Machilipatnam)

Accredited with "A" Grade by NAAC, Bengaluru

Title of the Paper: ANALYTICAL SKILLS

Semester: III

Course Code	ANS - 301	Course Delivery Method	Class Room / Blended Mode - Both
Credits	2	CIA Marks	0
No. of Lecture Hours / Week	2	Semester End Exam Marks	50

Course Outcomes:

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

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

UNIT – 1

6 Hrs

Test of Reasoning – I: -Coding – Decoding, Direction Test, Interchange of Signs, Logical Venn diagrams, Series Puzzles.

UNIT – 2

6 Hrs

Test of Reasoning – II: - Analogies of numbers and Alphabets completion of blank spaces following the pattern in A: B: C: D relationship odd thing out; Missing number in a sequence or a series.

UNIT – 3

6 Hrs

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

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

UNIT – 4

6 Hrs

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

UNIT – 5

6 Hrs

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

Reference Books:

1. Quantitative Aptitude for Competitive Examination by R S Agrawal, S.Chand publications.
2. Quantitative Aptitude and Reasoning by R V Praveen, PHI publishers.
3. Quantitative Aptitude: Numerical Ability (Fully Solved) Objective Questions, Kiran Prakashan, Pratogitaprakasan, Kic X, Kiran Prakasan publishers
4. Quantitative Aptitude for Competitive Examination by Abhijit Guha, Tata Mc Graw hill Publications.

**A.G & S.G SIDDHARTHA DEGREE COLLEGE OF ARTS AND SCIENCE,
VUYYURU-521165, KRISHNA Dt, A.P.**

LEADERSHIP EDUCATION

Course Code LEP 404

SYLLAUBUS (SEMESTER-IV)

- 1.Organisation-Management-Leadership-Meaning and significance-different theories-trait theory, black & Moutan theory-other functions of management.
- 2.Behavioral concepts-individual behaviour-perception-learning-attitude formation and change-motivation-theories of motivation-personality development.
- 3.Interpersonal behavior-communication-leadership-influencing-relationstransactional analysis
- 4.Group dynamics-roles-morale-conflict-group-inter-group behaviour-intergroup collaboration and conflict management.
- 5.Team building and management-developing team resources-designing team-participation and repercussion-team building

**A.G & S.G SIDDHARTHA DEGREE COLLEGE OF ARTS AND SCIENCE, VUYYURU
(AUTONOMOUS)**

ENVIRONMENTAL STUDIES

Course Code LSCT01

Common for BA/B. Com/BSc Programmes

Semester – I (Total 30 Hours)

Unit-I: Natural Resources:

Definition, scope and importance. Need for public awareness. Brief description of; Forest resources: Use and over-exploitation. Deforestation; timber extraction, mining, dams. Effect of deforestation environment and tribal people

Water resources: Use and over-utilization. Effects of over utilisation of surface and ground water. Floods, drought.; Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources.

Food resources: World food problems, Effects of modern agriculture; fertilizer- pesticide, salinity problems. Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources.

Land resources: Land as resources, land degradation, man induced landslides, soil erosion and desertification

Unit-II: Ecosystems, Biodiversity and its conservation

Concept of an ecosystem: Structure and function of an ecosystem: Producers, consumers and decomposers; Food chains, food webs and ecological pyramids

Characteristic features of the following ecosystems: - Forest ecosystem, Desert ecosystem, Aquatic ecosystem.

Value of biodiversity: Consumptive use, productive use. Biodiversity in India. Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts. Endangered and endemic species of India, Conservation of biodiversity

Unit-III: Environmental Pollution

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

Unit-IV: Social Issues and the Environment

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

Unit-V: Human Population and the Environment

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

Reference Books:

1.Environmental Studies by Dr. M. Satyanarayana,

Dr. M. V .R. K. Narasimha charyulu, Dr. G. Rambabu and Dr. V. Viveka Vardhani,
Published by Telugu Academy, Hyderabad.

2.Environmental Studies by R.C.Sharma, Gurbir Sangha, published by Kalyani publishers

A.G & S.G SIDDHARTHA DEGREE COLLEGE OF ARTS AND SCIENCE, VUYYURU
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ENVIRONMENTAL STUDIES (CLSC001)

Common for BA/B.Com/BSc Programmes

Semester – I(Total 30 Hours)

Unit-I : Natural Resources:

Definition, scope and importance. Need for public awareness. Brief description of; Forest resources: Use and over-exploitation. Deforestation; timber extraction, mining, dams. Effect of deforestation environment and tribal people

Water resources: Use and over-utilization. Effects of over utilisation of surface and ground water. Floods, drought.

Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources.

Food resources: World food problems, Effects of modern agriculture; fertilizer- pesticide, salinity problems.

Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources.

Land resources: Land as resources, land degradation, man induced landslides, soil erosion and desertification

Unit-II: Ecosystems, Biodiversity and its conservation

Concept of an ecosystem Structure and function of an ecosystem Producers, consumers and decomposers Food chains, food webs and ecological pyramids

Characteristic features of the following ecosystems: - Forest ecosystem, Desert ecosystem, Aquatic ecosystem.

Value of biodiversity: Consumptive use, productive use. Biodiversity in India.

Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts. Endangered and endemic species of India Conservation of biodiversity

Unit-III: Environmental Pollution

Definition, Causes, effects and control measures of: - a. Air pollution b. Water pollution
c. Soil pollution d. Noise pollution Solid waste management; Measures for safe urban and industrial waste disposal

Role of individual in prevention of pollution Disaster management: Drought, floods and cyclones

A.G & S.G SIDDHARTHA DEGREE COLLEGE OF ARTS AND SCIENCE, VUYYURU
(An autonomous college in the Jurisdiction of Krishna University, Machilipatnam.)

HUMAN VALUES AND PROFESSIONAL ETHICS

(LSCT06)

(SYLLABUS)

UNIT: 1 Introduction – Definition, Importance, Process & Classifications of Value Education

- ❖ Understanding the need, basic guidelines, content, and process for Value Education
- ❖ Understanding the thought-provoking issues; need for Values in our daily life.
- ❖ Choices making– Choosing, Cherishing & Acting
- ❖ Classification of Value Education: understanding Personal Values, Social Values, Moral Values & Spiritual Values.

UNIT:2 Harmony in the Family–Understanding Values in Human Relationships

- ✓ Understanding harmony in the Family-the basic unit of human interaction
- ✓ Understanding the set of proposals to verify the Harmony in the Family.
- ✓ Trust (*Vishwas*) and Respect (*Samman*) as the foundational values of relationship
- ✓ Present Scenario: Differentiation (Disrespect) in relationships on the basis of body, physical facilities, or beliefs.
- ✓ Understanding the Problems faced due to differentiation in Relationships
- ✓ Understanding the harmony in the society (society being an extension of family): *Samadhan, Samridhi, Abhay, Sah-astitva* as comprehensive Human Goals
- ✓ Visualizing a universal harmonious order in society-Undivided Society (*AkhandSamaj*), Universal Order (*SarvabhaumVyawastha*)-from family to world family.

UNIT:3 Professional Ethics in Education

- ✓ Understanding about Professional Integrity, Respect & Equality, Privacy, Building Trusting Relationships.
- ✓ Understanding the concepts; Positive co-operation, Respecting the competence of other professions.
- ✓ Understanding about Taking initiative and Promoting the culture of openness.
- ✓ Depicting Loyalty towards Goals and objectives.

TextBooks:

RRGaur, RSangal, GPBagaria, 2009, A
Foundation Course in Human Values and Professional Ethics.

Bhatia, R. & Bhatia, A (2015) Role of Ethical Values in Indian Higher Education

A.G & S.G Siddhartha Degree College of Arts and Science, Vuyyuru

Academic Year; 2022 -2023:

Life Skill Course: ANALYTICAL SKILLS (LSCT03)

(An autonomous college in the jurisdiction of Krishna University, Machilipatnam, A.P., India)

LIFE SKILL COURSE	LSCT03	2022 -'23	All Degree Programs
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SEMESTER – III

Credits: 2

(Total 30 Hrs)

ANALYTICAL SKILLS

CO1: After studying this chapter student update them to analyze the data in Graphs, tables, passages etc.

CO2: After studying this chapter student understand to find missing object in a sequence and analyze the objects. And also, the student easily identifies the family relations, find the day of the week for a particular date and improves the calculations in an easy way.

CO3: After studying this chapter student understand the age-related problems and how to calculate speed in different methods and also the student can update themselves to solve business related problems and banking related problems.

UNIT – 1 (5 Hours)

Data Interpretation: -The data given in a Table, Graph, Bar Diagram, Pie Chart, Venn diagram or a passage is to be analysed and the questions pertaining to the data are to be answered.

UNIT – 2 (10 Hours)

Verbal Reasoning: - Analogies of numbers and alphabets completion of blank spaces following the pattern in A:b::C: d relationship odd thing out; Missing number in a sequence or a series. Coding & Decoding. Calendar Problems, Clock Problems, Blood Relationship

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

. UNIT - 3 (15Hours)

Quantitative aptitude: - Averages, Ration and proportion, Problems on ages, Time-distance – speed.

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

Reference Books:

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

**ADUSUMILLI GOPALAKRISHNAIAH & SUGAR CANE GROWERS SIDDHARTHA DEGREE
COLLEGE OF ARTS & SCIENCE, VUYYURU-521165, KRISHNA Dt., A.P. (AUTONOMOUS).**

NAAC recredited at 'A' level
Autonomous –ISO 9001-2015 Certified
Title of the Paper: **HEALTH AND HYGIENE**

LSCZOOT01

Semester: - III

Learning Outcomes:

- To provide knowledge on different health indicators and types of hygiene methods
- To impart knowledge on different health care programs taken up by India
- To make student understand the latest concepts of health such as HIA, EIA, SIA and SEA
- To enable student with disaster mitigation strategies
- To create awareness on community health and hygiene
- To enrich knowledge on communicable and non-communicable diseases and their control
- To aware the student on the importance of food, social strategies, mental status and physical activities on health
- To introduce different community-based mobile apps on health to student and thereby to the community

Course Outcomes: On completion of this course, the students will be able to understand -

COURSE OUTCOMES

CO 1	Gain knowledge in the fundamental concepts of Nutrients
CO 2	To understand Health Policy & Health Organizations
CO 3	Awareness in public through digital media viz., mobile apps

Syllabus

Course Details

Unit	Learning Units	Lecture Hours
I	<p><u>Basics of Nutrition</u> Nutrition – definition, importance, Good nutrition and mal nutrition; Balanced Diet: Basics of Meal Planning Carbohydrates –functions, dietary sources, effects of deficiency. Lipids –functions, dietary sources, effects of deficiency. Proteins –functions, dietary sources, effects of deficiency. Brief account of Vitamins- functions, food sources, effects of deficiency, Macro and micro minerals –functions, effects of deficiency; food sources of Calcium, Potassium and Sodium; food sources of Iron, Iodine and Zinc Importance of water– functions, sources, requirement and effects of deficiency.</p>	10
II	<p><u>Health</u> Health - Determinants of health, Key Health Indicators, Environment health & Public health; Health-Education: Principles and Strategies Health Policy & Health Organizations: Health Indicators and National Health Policy of Govt. of India-2017; Functioning of various nutrition and health organizations in India viz., NIN (National Institution of Nutrition), FNB (Food and Nutrition Board), ICMR (Indian Council of Medical Research), IDA (Indian Dietetics Association), WHO-India, UNICEF-India National Health Mission: National Rural Health Mission (NRHM) Framework, National Urban Health Mission (NUHM)Framework Women & Child Health Care Schemes: Reproductive, Maternal, Newborn, Child and Adolescent Health (RMNCH+); Janani Shishu Suraksha Karyakaram (JSSK); Rashtriya Bal Swasthya Karyakram(RBSK); India Newborn Action Plan (INAP); Adolescent Health- Rashtriya Kishor Swasthya Karyakram(RKSK) Disaster Management – Containment, Control and Prevention of Epidemics and Pandemics – Acts, Guidelines and Role of Government and Public.</p>	10
III	<p><u>Hygiene</u> Hygiene – Definition; Personal, Community, Medical and Culinary hygiene; WASH (WAter, Sanitation and Hygiene) programme Rural Community Health: Village health sanitation & Nutritional committee (Roles & Responsibilities); About Accredited Social Health Activist (ASHA); Village Health Nutrition Day, Rogi Kalyan Samitis Community & Personal Hygiene: Environmental Sanitation and Sanitation in Public places Public Awareness through Digital Media - An Introduction to Mobile Apps of Government of India: NHP, Swasth Bharat, No More Tension, Pradhan Mantri Surakshit Mantritva Abhiyan (PM Suman Yojana), My Hospital (Meraasptaal), India fights Dengue, JSK Helpline, Ayushman Bhava, Arogya Setu, Covid19AP</p>	10