



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

(A Statutory body of the Government of Andhra Pradesh)

3rd, 4th and 5th floors, Neeladri Towers, Sri Ram Nagar, 6th Battalion Road,
Atmakur (V), Mangalagiri (M), Guntur-522 503, Andhra Pradesh

Web: www.apsche.org **Email:** acapsche@gmail.com

SYLLABUS OF

TOURISM GUIDANCE

AS PART OF

SKILL DEVELOPMENT COURSES

UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21

PROGRAMME: THREE-YEAR UG PROGRAMME

A.P. State Council of Higher Education

B.A., B. Com & B. Sc Programmes

Revised CBCS w.e.f. 2020-21

SKILL DEVELOPMENT COURSES

Arts Stream

Tourism Guidance

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

Learning Outcomes:

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

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

Syllabus:

Unit I: (06 hrs)

Tourism – What is Tourism - Characteristics of Tourist Places – Guidance in Tourism
- Meaning of Guidance – Types of Tour Guidance - Government/Department Regulations

Unit II: (10 hrs)

Types of Guides – Characteristics of a Guide - Duties and Responsibilities of a Guide
- The Guiding Techniques –Guide's personality- Training Institutions – Licence.
Leadership and Social Skills - Presentation and Communication Skills - Working with different age and linguistic groups - Working under difficult circumstances –
Precautions at the site -Relationship with Fellow Guides and Officials.

Unit III: (10 hrs)

Guest Relationship Management- Personal and Official - Arrangements to Tourists –
Coordinating transport - VISA/Passport -Accident/Death -Handling Guests with Special Needs/ Different Abilities –Additional skills required for Special/Adventure Tours - Knowledge of Local Security and Route Chart – PersonalHygiene and Grooming - Checklist - Code of Conduct

Co-curricular Activities Suggested: (04 hrs)

1. Assignments, Group discussion, Quiz etc.
2. Invited lecture/training by local tourism operators/expert/guides
3. Visit to local Tourism Department office and a tourist service office
4. Organisation of college level short-duration tours to local tourist sites.

Reference Books:

1. Jagmohan Negi (2006); Travel Agency and Tour Operations, Kanishka Publishers, New Delhi
2. Mohinder Chand (2009); Travel Agency and Tour Operations: An Introductory Text, Anmol Publications Pvt. Limited, New
3. Pat Yale (1995); Business of Tour Operations, Longman Scientific & Technical, New Delhi
4. Websites on Tourism guidance.

MODEL QUESTION PAPER FORMAT

Max Marks: 50

Time: 1 ½ hr (90 Min)

SECTION A (Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)

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SECTION B

(Total: 3x10 = 30 Marks)

(Answer any three questions. Each answer carries 10 marks
(At least 1 question should be given from each Unit)

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Subject Committee Members

Prof. S. Murali Mohan,
Dept. of History,
Acharya Nagarjuna Univ,
Guntur

Dr. J. Krishna Prasad Babu,
Associate Professor,
Dept. of History,
Jawahar Bharathi U.G &P.G College,
Kavali

Vetted by:

Prof. G. Sambasiva Reddy,
Dept. of History,
Y. V. University,
Kadapa



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SYLLABUS OF

JOURNALISTIC REPORTING

AS PART OF

SKILL DEVELOPMENT COURSES

UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21

PROGRAMME: THREE-YEAR UG PROGRAMME

A.P. State Council of Higher Education

B.A., B. Com & B. Sc Programmes

Revised CBCS w.e.f 2020-21

SKILL DEVELOPMENT COURSES

Arts Stream

JOURNALISTIC REPORTING

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

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 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)

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.

ReferenceBooks:

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.

MODEL QUESTION PAPER & PATTERN

Max Marks: 50

Time: 1 ½ hr (90 Min)

SECTION A (Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)

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SECTION B

(Total: 3x10 = 30 Marks)

(Answer any three questions. Each answer carries 10 marks
(At least 1 question should be given from each Unit)

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Subject Committee Members

Prof. B.V.Raghavulu,
Dept. of Political Science & Public Administration,
SK University,
Anantapur.

Dr.T.S.Shyam Prasad,
Lecturer,
Department of Political Science,
Government College (Autonomous),
Anantapur



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SYLLABUS OF

PUBLIC RELATIONS

AS PART OF

SKILL DEVELOPMENT COURSES

UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21

PROGRAMME: THREE-YEAR UG PROGRAMME

A.P. State Council of Higher Education
B.A., B. Com & B. Sc Programmes

Revised CBCS w.e.f 2020-21

SKILL DEVELOPMENT COURSES

(To be offered from Semesters I to IV)

Arts Stream

PUBLIC RELATIONS

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

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 news papers and creation of Blogs.*

Syllabus:

Unit I	Public Relations-Meaning, Definition, Nature and Scope, Historical Background,
06 Hrs	Technological and Media Revolution and Role in Business, Government, Politics, NGOs and Industry.
Unit II	Concepts of Public Relations-Press, Publicity, Lobbying, Propaganda, Advertising,
10 Hrs	Sales Promotion and Corporate Marketing Services, Tools of Public Relations-Press Conferences, Meets, Press Releases, Announcements, Webcasts
Unit III	Public Relations and Mass Media, Present and future of Public Relations in India,
10 Hrs	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/eminent 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 etc.

Reference Books:

1. Brown, Rob, Public Relations and the Social Web, Kogan Page India, New Delhi, 2010.
2. Cutlip Scott et al, Effective Public Relations, London, 1995.
3. Black Sam, Practical Public Relations, Universal Publishers, 1994.
4. S.M. Sardana, Public Relations: Theory and Practice.

5. J.V.Vilani, Public Relations in India: New Tasks and Responsibilities, SAGE Publications India Pvt Ltd, New Delhi 2011.
6. Websites on Public relations.

MODEL QUESTION PAPER & PATTERN

Max Marks: 50

Time: 1 ½ hr (90 Min)

SECTION A (Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit))

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SECTION B

(Total: 3x10 = 30 Marks)

(Answer any three questions. Each answer carries 10 marks
(At least 1 question should be given from each Unit))

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Subject Committee Members

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SYLLABUS OF

SURVEY AND REPORTING

AS PART OF

SKILL DEVELOPMENT COURSES

UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-2021

PROGRAMME: THREE-YEAR UG PROGRAMME

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SKILL DEVELOPMENT COURSES

Arts Stream

SURVEY & REPORTING

Total Hours : 30 (2h/w), Credits : 02, Max Marks: 50.

Learning Outcomes:

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

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

Syllabus:

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|--------------------------|--|
| Unit I
08Hrs | Survey: Meaning and Definition –Identifying need for survey - Identifying Sample –Characteristics of Sample - Types of Survey – Survey Methods – Advantages and Disadvantages of Survey – Essential Steps in Survey – Online Survey. |
| Unit II
09Hrs | Preparing Questionnaire: Types and Parts of Questionnaire – Qualities of good Questionnaire – Precautions inPreparing Questionnaire Administering/Piloting Questionnaire –Collection of data -Dealing with People – Maintaining objectivity/neutrality. |
| Unit III
10Hrs | Methods of Organizing data – Forms of data presentation - Tables and Figures – Basic Statistical Methods of Analysis of data –Percentages - Mean, Mode and Median –Simple Ways of showing Results– Tables/Graphs/Diagrams Report Writing: Forms of Reporting - Parts of a Report - Title page to Acknowledgements -Characteristics of a Good Report – Style of language to be used - Explaining Data in the Report – Writing fact-based Conclusions – making Recommendations – Annexing required material. |

Recommended Co-curricular Activities (03 hrs):

1. Invited Lecture/Training by a Local Expert
2. Collection and study of questionnaires
3. Preparation of sample questionnaire and conduct a live sample survey
4. Preparation of a sample Report
5. Assisting a real time field survey and report writing
6. Assignments, Group discussion, Quiz etc.

References:

1. Denscombe M., The Good Research Guide: For Small-Scale Social Research Projects, Open Uni. Press, 1998
2. Sudman S & Bradburn N.M., Asking Questions, 1973
3. Wayne W Daniel, Questionnaire Design, 1979
4. Websites on Survey and Reporting.

MODEL QUESTION PAPER FORMAT

Max. Marks: 50

Time: 1 1/2hrs (90 Minutes)

SECTION A (Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)

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SECTION B (Total: 3x10 = 30 Marks)

(Answer any three questions. Each answer carries 10 marks
(At least 1 question should be given from each Unit)

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Subject Committee Members

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Dept. of History
JawaharBharathi U.G&P.G College,
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Vetted by

Prof. G. Sambasiva Reddy,
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SYLLABUS OF

DISASTER MANAGEMENT

UNDER SKILL DEVELOPMENT COURSES

UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-2021

PROGRAMME: THREE-YEAR UG PROGRAMME

A.P STATE COUNCIL OF HIGHER EDUCATION
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Revised CBCS w.e.f 2020-21

SKILL DEVELOPMENT COURSES

ARTS STREAM

DISASTER MANAGEMENT

Total 30hrs (2hrs/week) 2 Credits Total 50 Marks

Learning Outcomes:

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

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

Syllabus:

UNIT-I: 06 hrs

Introduction of Disaster - Different types of disasters- Natural- (flood, cyclone, earthquake, famine and pandemic) - Accidental- (Fire, Blasting, Chemical leakage, Rail, Aviation, Road boat tragedies and nuclear pollution) - Disaster Management Act 2005

UNIT-II: 09hrs

Causes and immediate effects of Disasters - Preparedness of disasters –Precautions – Dissemination of information - Nature and concepts - Role of National Disaster Management Authority and Role of Government and non governmental organizations in protecting human livestock and natural resources.-Use of technology -Role of Citizens and Youth in the prevention.

UNIT-III - 09 hrs

Post disaster effects - short term - Procedures for Rehabilitation and Recovery - Role of volunteers and Safety Precautions - Long term remedial and preventive measures – Collection, filing and storage of information - Case studies

Suggested co curriculum Activities: (06 hrs)

1. Invite lectures by local experts
2. Training on preparedness, post disaster services
3. Analysis of Case studies
4. Visit to a disaster management office and facility
5. Assignments, Group discussion, quiz etc.

References:

1. Jagbirsingh - Disaster Management Future challenges and opportunities- - K.W.Publishers

2. GOI - UNDP Disaster Management Guidelines
3. J.P.Singhal - Disaster Management - Laxmi Publications
4. www.ndma.gov.in
5. Wikipedia and other websites on Disaster management.

MODEL QUESTION PAPER FORMAT

Max Marks: 50

Time: 1 ½ hr (90 Min)

SECTION A (Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)

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SECTION B

(Total: 3x10 = 30 Marks)

(Answer any three questions. Each answer carries 10 marks
(At least 1 question should be given from each Unit)

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Subject Committee Member:

1. Dr. J. Sanath Kumar, Principal (Retd.), GDC, Tanuku, WG Dt.



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SYLLABUS OF

SOCIAL WORK METHODS

UNDER SKILL DEVELOPMENT COURSES

UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21

PROGRAMME: THREE-YEAR UG PROGRAMME

(To be Implemented from 2020-21 Academic Year)

A.P. State Council of Higher Education
B.A., B. Com., B.Sc. etc. Programmes
(Revised CBCS w.e.f.2020-2021)

**Skill Development Courses
To be offered from Semesters I to IV**

ARTS STREAM

Syllabus of
SOCIAL WORK
(Total 25 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 relating to social work practice, values, principles of social work and social problems in India*
- 2. List out different approaches of providing help to the people in need.*
- 3. Acquaint the process of primary methods of social work*
- 4. Get to know the skills of working with individuals, groups and communities.*

Syllabus

Unit-I:(07Hrs)- Introduction to social work and concepts related to social work

Introduction to Social Work- Definition- Scope- objectives - Functions- social service, social welfare services, social reform, major social problems in India; Social work philosophy, values, objectives, principles, methods and fields of social work.

Unit-II:(09Hrs) Methods of Working with Individuals and Groups

Social case work –Definition-scope and importance of social case work, principles and process of social case work -Tools and techniques in social case work- Counselling skills. Social Group Work-Definition-scope- the need for social group work –Group work process - Principles of Group Work -Stages of Group Work-Facilitation skills and techniques.

Unit-III: (09Hrs)Workingwith Communitiesand Field Work in social work

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

concepts of community development, community participation and community empowerment.

Field work in social work – Nature, objectives and types of field work - Importance of field work supervision.

Suggested Co-curricular Activities:(05 hours)

1. Divide the students into groups, each group containing not exceeding 10 students depending upon the total number of students in a class or section. Each group can search in internet about any one of the institutions which work for the welfare of children or women or elderly or scheduled caste and scheduled tribe children or differently abled persons or Juvenile homes or Correctional homes or hospitals or Mahila Pragathi pranganam or Swadhar project or any social welfare project or non governmental organizations (NGOs) to have an idea about welfare agencies working for the needy.
2. Ask each group to exchange and discuss the information with other groups in the classroom with the information they collected on Internet.
3. Group Discussion with the students- what type of community problems they observe in their villages/towns/cities? Ask them to tell what are the line departments which will help to solve the problems of their communities and suggest them what type strategies help the communities to empower.
4. Invited lectures/Training by local experts
5. Visit to a community
6. Assignments, Quiz etc.

References:

1. Chowdhary, Paul. D. (1992). Introduction to Social Work. New Delhi: Atma Ram and Sons.
2. Friedlander W.A. (1955). Introduction to social welfare, New York, Prentice Hall.
3. Government of India, (1987). Encyclopedia of Social Work in India (Set of 4 Volumes). New Delhi, Publications Division, Ministry of Information and Broadcasting.
4. Lal Das, D.K. (2017). Practice of Social Research – Social Work Perspective, Jaipur, Rawat Publications.
5. Madan, G.R. (2009). Indian Social Problems (Volume 1 & 2). New Delhi: Allied publishers Private Limited.
7. Siddiqui, H.Y.(2007). Social Group Work. Jaipur: Rawat Publications
8. Pasty McCarthy & Carolin Hatcher, (2002). Presentation skills. The Essential Guide for Students. New Delhi, Sage Publications.
9. Websites on Social work methods.

MODEL QUESTION PAPER FORMAT

Max Marks: 50

Time: 1 ½ hr (90 Min)

SECTION A (Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)

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SECTION B

(Total: 3x10 = 30 Marks)

(Answer any three questions. Each answer carries 10 marks
(At least 1 question should be given from each Unit)

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MODEL QUESTION PAPER

Max.Marks:50

Time: 1^{1/2} hour (90 minutes)

SECTION-A (Total 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks)

1. Elucidate the objectives of social work.
2. Write the difference between social service and social welfare service.
3. Discuss about values of social work.
4. Write the various fields of social work.
5. Describe the techniques-ventilation and Empathy.
6. Write the qualities of a leader.
7. Explain the characteristics of community.
8. Describe the importance of field work in social work.

SECTION-B (Total=3x10 =30 marks)

(Answer any three questions. Each question carries 10 marks)

9. Discuss any two major social problems in India.
10. Write in detail principles of social work.
11. Define Social Case work and discuss the process of social case work.
12. Describe the stages of social group work and discuss how you resolve group conflicts in a group.
13. Define Community Organisation? Write the phases of community organisation?



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SYLLABUS OF

PERFORMING ARTS

AS PART OF

SKILL DEVELOPMENT COURSES

UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-2021

PROGRAMME: THREE-YEAR UG PROGRAMME

A.P. STATE COUNCIL OF HIGHER EDUCATION

B.A., B.Com., & B.Sc., Programmes

**Revised CBCS w.e.f. 2020-21
SKILL DEVELOPMENT COURSES**

ARTS STREAM

**Syllabus of
PERFORMING ARTS**
Total 30 hrs (02h/wk), 02 Credits & Max. 50 Marks

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. Dasaroopakaas; 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 Pagavateshaalu, Bommalaatalu, Veedhinaatakaalu, Yakshaganaalu, Harikathalu, Burrakathalu, Oggukathalu, Chindu, Yakshaganaam, Kolaatam and Pulivesham.

Co-curricular Activities Suggested: (4 hrs)

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

References:

1. Andhra Naataka Ranga Charithra –Mikkilineni Radha Krishna Murthy
2. Telugu Sahithya Sameeksha (Vol-II) – Dr. G. Nagaiah
3. Telugu Naataka Vilaasam – Dr. P.S.Rappa Rao
4. Telugu Jaanapada Vignanam – Prof. Tangirala Venkata Subba Rao
5. Jaanapada Vignandhyayanam – Prof. G.S. Mohan
6. Naatya Sasthramu (Visleshanathmaka Adhyayanam) – Dr. P.S.Rappa Rao
7. Sahithya Silpa Sameeksha – Prof. Pingali Lakshmikantham
8. Nurella Telugu Nataka Rangam – Prof. Modali Nagabhushana Sarma
9. Websites on Performing Arts.

MODEL QUESTION PAPER FORMAT

Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

SECTION - A (Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks)
(At least 1 question should be given from each Unit)

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SECTION - B (Total: 3x10 = 30 Marks)

(Answer any three questions. Each answer carries 10 marks)
(At least 1 question should be given from each Unit)

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MODEL QUESTION PAPER

Time: 1 ½ hours (90 Minutes)

Max. Marks: 50

SECTION – A (Total 4 x 5 = 20 Marks)

Answer any Four Questions. Each answer carries 5 marks.

1. Rasa Sutra
2. Fine Arts
3. Natya, Nrittha, Nrithya,
4. Stage - Features
5. Dialogue Modulation
6. *PagatiVeshaalu*
7. *Kolaatam*
8. *VeedhiNaatakaalu*

SECTION – B (Total 3 x 10 = 30 marks)

Answer any Three questions. Each answer carries 10 marks.

1. Write about Dasaroopakaas.
2. Describe the main Characteristics of a Stage Actor?
3. Explain about origin and developments of Drama (Theatre) and introduce famous Telugu actors.
4. Write about the importance of Performing Folk Art Forms.
5. Write an explanatory notes on the Folk Arts “*Pagativeshalu* and *Bommatalu*”.

Suggestions for Teachers:

1. The aim of Skill Development Course is to inculcate field – related practical skills with equal emphasis on theory and skills thereby learnt by all students irrespective of their streams.
2. Only a few field visits may be possible in view of large numbers and less time, hence, no undue emphasis on field learning.
3. As there will not be any practical examination for this course, the student shall be able to answer the skills part also theoretically.



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

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SYLLABUS OF

ADVERTISING

AS PART OF

SKILL DEVELOPMENT COURSES

UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21

PROGRAMME: THREE-YEAR UG PROGRAMME

AP STATE COUNCIL OF HIGHER EDUCATION

B.A,B.com & B.Sc Programmes

Revised CBCS w.e.f 2020-21 SKILL DEVELOPMENT COURSES COMMERCE STREAM

ADVERTISING

Total 30 hrs (2hrs/wk) 02 credits & Maximum 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 AAAI (Advertising Agencies Association of India), ASCI (Advertising Standard Council of India)

UNIT III: 10hrs

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

Recommended Co-curricular Activities (04 hrs):

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

Reference books and Websites:

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

2. Ghosal Subhash - Making of Advertising - Mc Millan India
3. JethWaneyJaishri& Jain Shruti - Advertising Management - Oxford university Press
Publications of Indian Institute of Mass Communications
4. Websites on Advertising

MODEL QUESTION PAPER FORMAT

Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

SECTION A (Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)

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SECTION B

(Total: 3x10 = 30 Marks)

(Answer any three questions. Each answer carries 10 marks
(At least 1 question should be given from each Unit)

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SYLLABUS OF

PERSONALITY ENHANCEMENT AND LEADERSHIP

AS PART OF

LIFE SKILL COURSES

UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-2021

PROGRAMME: THREE-YEAR UG PROGRAMME

A.P. STATE COUNCIL OF HIGHER EDUCATION
B.A., B. Com & B. Sc Programmes

Revised CBCS w.e.f 2020-21

LIFE SKILL COURSE

Personality Enhancement & Leadership

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

Learning Outcomes:

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

1. Develop comprehensive understanding of personality
2. Know how to assess and enhance one's own personality
3. Comprehend leadership qualities and their importance
4. Understand how to develop leadership qualities

Syllabus:

Unit – I:(7 hrs)

Meaning of Personality – Explanations of Human Personality – Psychodynamic Explanations – Social Cognitive Explanation – Big Five traits of Personality

Unit – II: (8 hrs)

Assessment of Personality - Projective& Self Report Techniques - Building Self-Confidence – Enhancing Personality Skills

Unit – III:(10 hrs)

Leadership Characteristics – Types of Leaders – Importance of Leadership – Leadership Skills – Building and Leading Efficient Teams – Leadership Qualities of Abraham Lincoln, mahatma Gandhi, Prakasam Pantulu, Dr. B. R. Ambedkar & J.R.D.Tata

Co-curricular Activities Suggested: (05 hrs)

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

Reference Books:

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

MODEL QUESTION PAPER & PATTERN

Max Marks: 50

Time: 1 ½ hr (90 Min)

SECTION A (Total: 4x5=20 Marks)

(Answer any **four questions**. Each answer carries **5 marks**
(At least 1 question should be given from each Unit)

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SECTION B

(Total: 3x10 = 30 Marks)

(Answer any **three questions**. Each answer carries **10 marks**
(At least 1 question should be given from each Unit)

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SUBJECT COMMITTEE MEMBERS

Dr. G. Koteswaraiah,
Associate Professor,
Dept. of Psychology,
Govt. College (Men), Autonomous,
Kadapa

Dr. B. R. Prasad Reddy,
Associate Professor,
Dept. of History,
K.H. Govt. Degree College,
Dharmavaram

Vetted by:
Prof. S. Samiullah,
Dept. of Psychology,
S. V. University,
Tirupati



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SYLLABUS OF

BUSINESS COMMUNICATION

**AS PART OF SKILL DEVELOPMENT COURSES
UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-2021**

PROGRAMME: THREE-YEAR UG PROGRAMME

(To be Implemented from 2020-21 Academic Year)

A.P.STATE COUNCIL OF HIGHER EDUCATION

B.A,B.Com & B.Sc Programmes

Revised CBCS w.e.f 2020-21

SKILL DEVELOPMENT COURSE

COMMERCE STREAM

BUSINESS COMMUNICATION

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

MODEL QUESTION PAPER FORMAT

Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

SECTION A

(Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)

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SECTION B

(Total: 3x10 = 30 Marks)

(Answer any three questions. Each answer carries 10 marks
(At least 1 question should be given from each Unit)

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SYLLABUS OF

INSURANCE PROMOTION

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

PROGRAMME: THREE-YEAR UG PROGRAMME

A.P. STATE COUNCIL OF HIGHER EDUCATION

B A, B Com & B Sc Programmes

Revised CBCS w.e.f. 2020-21

SKILL DEVELOPMENT COURSES

To be Offered from Semesters I to IV

COMMERCE STREAM

Syllabus of

INSURANCE PROMOTION

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 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.*

SYLLABUS:

Section I: 06 Hrs

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

Section II: 10 Hrs

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

Section III : 10 Hrs

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

MODEL QUESTION PAPER FORMAT

Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

SECTION A (Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)

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SECTION B

(Total: 3x10 = 30 Marks)

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(At least 1 question should be given from each Unit)

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SYLLABUS OF

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

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

PROGRAMME: THREE-YEAR UG PROGRAMME

A.P. State Council of Higher Education
B A, B Com & B Sc Programmes

Revised CBCS w.e.f. 2020-21
SKILL DEVELOPMENT COURSES

COMMERCE STREAM
Syllabus of
LOGISTICS AND SUPPLY CHAIN MANAGEMENT
Total 30 hrs (02h/wk), 02 Credits & Max 50 Marks

Learning Outcomes:

At the successful completion of the course, the student will able to;

- 1. Summarize relationship between marketing and Logistic Management*
- 2. Understand the concepts of Supply Chain Management in connection with products.*
- 3. Understanding various types of seller and suppliers*
- 4. Evaluate best logistic method among all means of transport operations*
- 5. Analysis of different distribution strategies - online and physical distribution*
- 6. Compare the Logistics in National and International Scenario.*
- 7. Design and develop new methods and models of Logistics in SCM*

SYLLABUS:

Unit-1: Introduction to Logistics and Supply Chain Management (SCM):

Functions of Logistics - Structure of logistics - Logistics Costs - Modes of Logistics - Logistics in 21st Century -- Role of Supply Chain Management - Design and Development of Supply Chain Network - Different types of Supply Chain Networks

Unit-II: Logistics:

Customer Selection - Process -Customer Service and Customer Retention – Relationship Management - Integrating Logistics and Customer Relationship Management

Unit-III: Supply Chain Management:

Managing and Estimating Supply Chain Demand – Forecasting Techniques – Supplier Networks –Skills to Manage SCM - Recent Trends in SCM

Suggested Co-curricular Activities:

1. Invited lecture from Domain/Industry Experts
2. Field Visit (Manufacturing units, Suppliers)
3. Assignments, Seminars, Group Discussion, Quiz and Role Play
4. Poster presentations on SCM
5. Case Study Development

References:

1. Shailesh Kasande, Materials and logistics Management, NiraliPrakashan
2. Jhamb LC, Materials and logistics Management, Everest Publishing House.
3. Martin Christopher, Logistics & Supply Chain Management, Prentice Hall.
4. Alan Rushton, Phil Croucher & Peter Baker (CILT), Logistics and Distribution Management, Kogan Page Ltd.
5. G. Raghuram , Logics and Supply Chain Management, Macmillan.
6. Dr. Gopal Krishnan – Material Management Rearview, Pearson New Delhi.
7. B.S. Sahay, Macmillan, Supply Chain Management, Pearson Education.
8. Bowersox, Closs & Cooper, Supply Chain Logistics Management, McGraw-Hill.
9. Websites on Logistics and supply chain management.

MODEL QUESTION PAPER FORMAT

Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

SECTION A (Total: 4x5=20 Marks)
(Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)

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SECTION B (Total: 3x10 = 30 Marks)
(Answer any three questions. Each answer carries 10 marks
(At least 1 question should be given from each Unit)

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

PROGRAMME: THREE-YEAR UG PROGRAMME

(To be Implemented from 2020-21 Academic Year)

A.P. State Council of Higher Education
B A, B Com & B Sc Programmes

Revised CBCS w.e.f. 2020-21
SKILL DEVELOPMENT COURSES

COMMERCE STREAM

Syllabus of
ONLINE BUSINESS

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

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: 06 Hrs

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

Section-II: 10 Hrs

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

Section-III: 10 Hrs

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

Co-curricular Activities Suggested: (4 hrs)

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

Reference books:

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

MODEL QUESTION PAPER FORMAT

Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

SECTION A (Total: $4 \times 5 = 20$ Marks)
(Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)

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SECTION B (Total: $3 \times 10 = 30$ Marks)
(Answer any three questions. Each answer carries 10 marks
(At least 1 question should be given from each Unit)

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SYLLABUS OF

OFFICE SECRETARYSHIP

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

PROGRAMME: THREE-YEAR UG PROGRAMME

AP STATE COUNCIL OF HIGHER EDUCATION
B.A, B.Com AND B.Sc PROGRAMMES
Revised CBCS w.e.f 2020 - 21
To be Offered from Semester I to IV
SKILL DEVELOPMENT COURSE
COMMERCE STREAM

OFFICE SECRETARYSHIP

SYLLABUS

Learning Outcomes:

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

- 1. Understand the organizational hierarchy and outlines of functioning*
- 2. Comprehend the role of office secretaryship in a small and medium organization*
- 3. Acquire knowledge on office procedures and interpersonal skills*
- 4. Apply the skills in preparing and presenting notes, letters, statements, reports in different situations.*

Syllabus

UNIT I: 06 hrs

Introduction – Organisational structure of a small and medium organization – Types of offices - Kinds of secretaries - The scope of office secretaryship

UNIT II: 10 hrs

The role of an office secretary -Duties and responsibilities- Usage of different devices - Flowchart and office manuals – Coordinating different wings of an office/organisation – Arranging common meetings - Operations of banking and financial services - travel and hospitality management services

UNIT III: 10hrs

Office procedures – Filing– Circulating files - Preparation of notes, circulars, agenda and minutes of meetings – Issue of press notes - Maintenance of files and records - Inventory, office, human resources, financial and confidential - maintaining public relations.

Co curricular Activities: 04 hrs

1. Visit various organizations (Hospitals, Hotels, Hospitality centers)
2. Preparation of appointment letters, dismissal letters, memos, Issue of appreciation/ motivation letters,
3. Releasing of Press notes, notices and circulars
4. Arranging invited lectures from office executives, auditors and managers
5. Assignments, Group discussion, Quiz etc.

Reference books:

1. Rapidex Professional course - PustalMahal Group

2. James Stromen, Kevin Wilson and Jennifer Wauson - American Management Association
3. M.C.Kuchal, Secretarial Practice - S.Chand Publications
4. Charles K.B 1856 Ober - The Association of Secretaryship - Nabu Press
5. Websites on Office secretaryship

MODEL QUESTION PAPER FORMAT

Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

SECTION A (Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)

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SECTION B (Total: 3x10 = 30 Marks)

(Answer any three questions. Each answer carries 10 marks)
(At least 1 question should be given from each Unit)

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SYLLABUS OF

RETAILING

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

PROGRAMME: THREE-YEAR UG PROGRAMME

(To be Implemented from 2020-21 Academic Year)

A.P STATE COUNCIL OF HIGHER EDUCATION

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

SKILL DEVELOPMENT COURSES

COMMERCE STREAM

RETAILING

Total 30hrs (02hrs/wk) 02 credits & Maximum 50 Marks

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 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 /Godowns/warehouses and prepare study projects
4. Field training during leisure hours
5. Assignments, Group discussion, Sharing of experience etc.

Reference books:

1. Swapna pradhan.R.M - Retail Management - Tata McGraw Hill

2. Berman, Barry & Evans - Retailing Management- A strategic Approach - Pearson Publications
3. Lamba.A.J. - The Art of Retailing - Tata McGraw Hill Publications
4. Websites on Retailing.

MODEL QUESTION PAPER FORMAT

Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

SECTION A (Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)

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SECTION B

(Total: 3x10 = 30 Marks)

(Answer any three questions. Each answer carries 10 marks
(At least 1 question should be given from each Unit)

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SYLLABUS OF

ELECTRICAL APPLIANCES

**AS PART OF SKILL DEVELOPMENT COURSES
UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-2021**

PROGRAMME: THREE-YEAR UG PROGRAMME

A.P. STATE COUNCIL OF HIGHER EDUCATION
B A, B Com & B Sc Programmes

Revised CBCS w.e.f. 2020-21
SKILL DEVELOPMENT COURSES

SCIENCE STREAM

Syllabus of
ELECTRICAL APPLIANCES

Total 30 hrs (02h/wk),

02 Credits & Max Marks :50

Learning Outcomes:

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

- 1. Acquire necessary skills/hand on experience/ working knowledge on multimeters, galvanometers, ammeters, voltmeters, ac/dc generators, motors, transformers, single phase and three phase connections, basics of electrical wiring with electrical protection devices.*
- 2. Understand the working principles of different household domestic appliances.*
- 3. 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

MODEL QUESTION PAPER

Max. Marks: 50

Time: 1½ hrs (90 Minutes)

SECTION- A

(4x5M=20 Marks)

*Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)*

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SECTION B

(3x10M = 30 Marks)

*Answer any three questions. Each answer carries 10 marks
(At least 1 question should be given from each Unit)*

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SYLLABUS OF

SOLAR ENERGY

**AS PART OF SKILL DEVELOPMENT COURSES
UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-2021**

PROGRAMME: THREE-YEAR UG PROGRAMME

A.P. STATE COUNCIL OF HIGHER EDUCATION
B.A, B.Com & B.Sc. PROGRAMMES

Revised CBCS w.e.f. 2020-21
SKILL DEVELOPMENT COURSES

Science Stream

Syllabus of
SOLAR ENERGY

Total 30 hrs (02h/wk),

02 Credits & Max Marks: 50

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-Pyroheliometer, Pyranometer, Sunshine recorder, Prediction of available solar radiation, Solar energy-Importance, Storage of solar energy, Solar pond

UNIT-II – Solar Thermal Systems:

(10 hrs)

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

UNIT-III – Solar Photovoltaic Systems:

(10 hrs)

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

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

[Any four of the following may be taken up]

- 1. Plot sun chart and locate the sun at your location for a given time of the day.*
- 2. Analyse shadow effect on incident solar radiation and find out contributors.*
- 3. Connect solar panels in series & parallel and measure voltage and current.*
- 4. Measure intensity of solar radiation using Pyranometer and radiometers.*
- 5. Construct a solar lantern using Solar PV panel (15W)*
- 6. Assemble solar cooker*
- 7. Designing and constructing photovoltaic system for a domestic house requiring 5kVA power*
- 8. Assignments/Model Exam.*

Reference Books:

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

Recommended MODEL QUESTION PAPER FORMAT

Max. Marks: 50

Time: 1½ hrs (90 Minutes)

SECTION- A

(4x5M=20 Marks)

*Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)*

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SECTION B

(3x10M = 30 Marks)

*Answer any three questions. Each answer carries 10 marks
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SYLLABUS OF

FOOD ADULTERATION

**UNDER SKILL DEVELOPMENT COURSES
UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21**

PROGRAMME: THREE-YEAR UG PROGRAMME

A.P. STATE COUNCIL OF HIGHER EDUCATION
B.A, B.Com & B.Sc. PROGRAMMES

Revised CBCS w.e.f. 2020-21
SKILL DEVELOPMENT COURSES

Science Stream

Syllabus of
FOOD ADULTERATION

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 (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, 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 firstcourseinFoodAnalysis–A.Y.Sathe,NewAgeInternational(P)Ltd.,1999
2. FoodSafety,casestudies–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_Manuals/Beverages_and_confectionary.pdf)
4. <https://cbseportal.com/project/Download-CBSE-XII-Chemistry-Project-Food-Adulteration#gsc.tab=0> (Downloadable e material on food adulteration)
5. <https://www.fssai.gov.in/>
6. <https://indianlegalsolution.com/laws-on-food-adulteration/>
7. <https://fssai.gov.in/dart/>
8. <https://byjus.com/biology/food-adulteration/>
9. Wikiepedia
10. Vikaspedia

Recommended MODEL QUESTION PAPER FORMAT

Max. Marks: 50

Time: 1½ hrs (90 Minutes)

SECTION- A

(4x5M=20 Marks)

*Answer any four questions. Each answer carries 5 marks
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SECTION B

(3x10M = 30 Marks)

*Answer any three questions. Each answer carries 10 marks
(At least 1 question should be given from each Unit)*

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MODEL QUESTION PAPER

Max. Marks: 50

Time: 1½ hrs (90 Minutes)

SECTION- A

(4x5M=20 Marks)

*Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)*

1. Define food adulteration?
2. Explain the adulteration through Food Additives
3. Name few cheap substitutes used in food adulteration
4. Give examples for food additives and sweetening agents
5. Write a short notes on processed food
6. Explain the procedures to complain about the food adulteration
7. Name the laws that governs the food adulteration
8. Explain the procedure to get compensation to the victims of food adulteration

SECTION B

(3x10M = 30 Marks)

*Answer any three questions. Each answer carries 10 marks
(At least 1 question should be given from each Unit)*

9. Write an essay on the common Foods which are subjected to Adulteration and explain the types poisonous substances added for food adulteration
10. Describe the highlights of Food Safety and Standards Act 2006 (FSSAI)
11. Explain the food testing and standardized testing methods and protocols
12. Write in detail about the general Impact of food adulteration on Human Health
13. Write an essay on different types of offenses of food adulteration and the penalties imposed



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SYLLABUS OF

ENVIRONMENTAL AUDIT

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

PROGRAMME: THREE-YEAR UG PROGRAMME

A.P. STATE COUNCIL OF HIGHER EDUCATION
B A, B Com & B Sc Programmes

Revised CBCS w.e.f. 2020-21
SKILL DEVELOPMENT COURSES

SCIENCE STREAM

Syllabus of
ENVIRONMENTAL AUDIT
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>

Recommended MODEL QUESTION PAPER FORMAT

Max. Marks: 50

Time: 1½ hrs (90 Minutes)

SECTION- A

(4x5M=20 Marks)

*Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)*

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SECTION B

(3x10M = 30 Marks)

*Answer any three questions. Each answer carries 10 marks
(At least 1 question should be given from each Unit)*

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MODEL QUESTION PAPER

Max. Marks: 50

Time: 1½ hrs (90 Minutes)

SECTION- A

(4x5M=20 Marks)

Answer any four questions. Each answer carries 5 marks

(At least 1 question should be given from each Unit)

1. Write any three global environmental problems?
2. Write a short note on soil pollution and its impact?
3. What is BOD and explain its significance in determining the quality of water?
4. What are the objectives of the environmental Acts and the Institutional arrangements
5. Write a brief note on the environmental laws that governs the water pollution
6. Write a brief note on the functioning of central and state pollution control boards?
7. What are the objectives of environmental audit
8. What is GoI notification on environmental audit?

SECTION B

(3x10M = 30 Marks)

Answer any three questions. Each answer carries 10 marks

(At least 1 question should be given from each Unit)

1. What is water pollution and explain in detail about the water pollutants?
2. What is air pollution and explain in detail about the air pollutants?
3. Write an essay on the Water (Prevention & Control of Pollution) Act, 1974 amended in 1988
4. Write an essay on the Air (Prevention and Control of Pollution) Act, 1981 amended in 1987
5. What is environmental audit and explain the various stages involved in it and the benefits of environmental audit to the industry?



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SYLLABUS OF

PLANT NURSERY

**UNDER SKILL DEVELOPMENT COURSES
UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21**

PROGRAMME: THREE-YEAR UG PROGRAMME

A.P. STATE COUNCIL OF HIGHER EDUCATION
B.A, B.Com & B.Sc. PROGRAMMES

Revised CBCS w.e.f. 2020-21
SKILL DEVELOPMENT COURSES
Science Stream

Syllabus of
PLANT NURSERY

Total 30 hrs (02h/wk),

02 Credits & Max Marks: 50

Learning Outcomes :

On successful completion of this course students will be able to;

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

Syllabus:

Unit-1 :Introduction to plant nursery

06 Hrs.

1. Plant nursery: Definition, importance.
2. Different types of nurseries –on the basis of duration, plants produced, structure used.
3. Basic facilities for a nursery; layout and components of a good nursery.
4. Plant propagation structures in brief.
5. Bureau of Indian Standards (BIS-2008) related to nursery.

Unit- 2 :Necessities for nursery

09 Hrs.

1. Nursery beds – types and precautions to be taken during preparation.
2. Growing media, nursery tools and implements, and containers for plant nursery, in brief.
3. Seeds and other vegetative material used to raise nursery in brief.
4. Outlines of vegetative propagation techniques to produce planting material.
5. Sowing methods of seeds and planting material.

Unit-3 :Management of nursery

09 Hrs.

1. Seasonal activities and routine operations in a nursery.
2. Nursery management – watering, weeding and nutrients; pests and diseases.
3. Common possible errors in nursery activities.
4. Economics of nursery development, pricing and record maintenance.
5. Online nursery information and sales systems.

Suggested Co-curricular activities (6 Hrs.)

1. Assignments/Group discussion/Quiz/Model Exam.
2. Demonstration of nursery bed making.
3. Demonstration of preparation of media for nursery.
4. Hands on training on vegetative propagation techniques.
5. Hands on training on sowing methods of seeds and other material.
6. Invited lecture cum demonstration by local expert.
7. Watching videos on routine practices in plant nurseries.
8. Visit to an agriculture/horticulture /forest nursery.
9. Case study on establishment and success of a plant nursery.

Suggested text books/reference books :

1. Ratha Krishnan, M., et.al. (2014) *Plant nursery management : Principles and practices*, Central Arid Zone Research Institute (ICAR), Jodhpur, Rajasthan
2. Kumar, N., (1997) *Introduction to Horticulture*, Rajalakshmi Publications, Nagercoil.
3. KumarMishra, K., N.K. Mishra and Satish Chand (1994) *Plant Propagation*, John Wiley & Sons, New Jersey.

MODEL QUESTION PAPER

Max. Marks: 50

Time: 1½ hrs (90 Minutes)

SECTION- A

(4x5M=20 Marks)

*Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)*

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SECTION B

(3x10M = 30 Marks)

*Answer any three questions. Each answer carries 10 marks
(At least 1 question should be given from each Unit)*

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SYLLABUS OF

FRUITS AND VEGETABLE PRESERVATION

AS PART OF SKILL DEVELOPMENT COURSES

UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21

PROGRAMME: THREE-YEAR UG PROGRAMME

A.P. STATE COUNCIL OF HIGHER EDUCATION

B.A, B.Com & B.Sc. PROGRAMMES

Revised CBCS w.e.f. 2020-21
SKILL DEVELOPMENT COURSES

Science Stream

Syllabus of
FRUITS AND VEGETABLES PRESERVATION

Total 30 hrs (02h/wk),

02 Credits & Max Marks: 50

Learning Outcomes:

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

- 1. Identify various types of fruits and vegetables and explain their nutritive value.*
- 2. Understand the fragile nature of fruits and vegetables and causes for their damage.*
- 3. Explain various methods of preservation for fresh fruits and vegetables.*
- 4. Get to know the value-added products made from fruits and vegetables.*

Syllabus:

Unit – 1 : Introduction to fruits and vegetables

06 Hrs.

1. Fruits: Definition, elementary knowledge on types of fruits (fleshy and dry) with local /common examples.
2. Vegetables: Definition, elementary knowledge on types of vegetables (root, leafy, stem, flower and fruit) with local/ common examples.
3. Importance of fruits and vegetables in human nutrition.
4. Concept of perishable plant products – maturation and spoilage, shelf life; preservation – definition and need for preservation of fruits and vegetables.

Unit – 2 :Preservation of Fruit

09 Hrs.

1. Fruits – ripening and biological aging; storage and preservation concerns.
2. Preservation of fresh fruits at room temperature and in cold storage.
3. Fruit preservation at room temperature as juices, squashes and syrups.
4. Preservation of fruits by application of heat; making of fruit products (jams, jellies and fruit slices in processing factories).
5. Preservation by dehydration (Eg. banana chips), application of sugar (Eg. mango candy), application of salt (pickling).
6. Fruit preservation by freezing – storage at the lowest temperatures.

Unit – 3 :Preservation of vegetables

09 Hrs.

1. Vegetables – losses after harvesting and causes; problems in handling and storage.
2. Modern methods of packaging and storage to reduce losses.
3. Trimming of vegetables and packing in cartons; dehydration technique -factory processing.
4. Making of vegetable products (flakes/chips of potato and onion; garlic powder).
5. Frozen vegetables – Carrots, Cauliflower, Okra and Spinach.
6. Preservation of sliced vegetables in factories by canning and bottling.
- 7.

Suggested Co-curricular activities (6 Hrs.)

1. Assignments/Group discussion/Quiz/Model Exam.
2. Invited lecture and demonstration by local expert
3. Exhibition of various types of locally available fruits and vegetables.
4. Hands on training on handling and packaging methods of fresh fruits and vegetables.
5. Hands on training on making fruit juices.
6. Display of various preserved fruit products available in local markets.
7. Hands on training on making of potato, yam, onion chips.
8. Display of various preserved vegetable products available in local markets.
9. Watching videos on preservation of fruits and vegetables.
10. Visit to Horticulture University or research station to learn about value added products of fruits and vegetables.

Suggested text books/reference books :

1. Giridharilal, G. S. Siddappa and G.L.Tandon(2007) *Preservation of Fruits and Vegetables*, Indian Council of Agri. Res., New Delhi
2. Srivastava, R.P., and Sanjeev Kumar (2019) *Fruit and Vegetable Preservation : Principles and Practices*, CBS Publishers & Distributors Pvt., Ltd., New Delhi
3. Thompson, A.K. (1995) *Post Harvest Technology of Fruits and Vegetables*. Blackwell Sci.,U.K.
4. Verma, L.R. and V.K. Joshi (2000) *Post Harvest Technology of Fruits and Vegetables*. Indus Publ., New Delhi

Recommended MODEL QUESTION PAPER FORMAT

Max. Marks: 50

Time: 1½ hrs (90 Minutes)

SECTION- A

(4x5M=20 Marks)

*Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)*

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SECTION B

(3x10M = 30 Marks)

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SYLLABUS OF

DAIRY TECHNOLOGY

**AS PART OF SKILL DEVELOPMENT COURSES
UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-2021**

PROGRAMME: THREE-YEAR UG PROGRAMME

A.P. STATE COUNCIL OF HIGHER EDUCATION

B A, B Com & B Sc Programmes

Revised CBCS w.e.f. 2020-21

SKILL DEVELOPMENT COURSES

To be Offered from Semesters I to IV

ZOOLOGY STREAM

Syllabus of

DAIRY TECHNOLOGY

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

Learning Outcomes:

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

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

SYLLABUS:

Section I (Introduction and Establishment of a Dairy Farm): 05 Hrs

- 1.1 Dairy development in India – Dairy Cooperatives (NDRI, NDDB, TCMF)(1hr)
- 1.2 Constraints of Present Dairy Farming and Future Scope of Dairy Farmer.(1 hr)
- 1.3 Selection of site for dairy farm; Systems of housing – Loose housing system, Conventional Dairy Farm; Records to be maintained in a dairy farm. (2 hrs)

Section II (Livestock Identification and Management): 13 Hrs

- 2.1 Breeds of Dairy Cattle and Buffaloes – Identification of Indian cattle and buffalo breeds and Exotic breeds; Methods of selection of Dairy animals. (5 hrs)
- 2.2 Systems of inbreeding and crossbreeding. (2 hrs)
- 2.3 Weaning of calf, Castration, Dehorning, Deworming and Vaccination programme (3 hrs)
- 2.4 Care and management of calf, heifer, milk animal, dry and pregnant animal, bulls and bullocks. (3 hrs)

Section III (Feed Management, Dairy Management, Cleaning and Sanitation): 8 Hrs

- 3.1 Basic Principles of Feed, Important Feed Ingredients, Feed formulation and Feed Mixing(2 hrs)
- 3.2 Operation Flood –Definition of Milk and Nutritive value of milk and ICMR recommendation of nutrients –Per Capita Milk production and availability in India and Andhra Pradesh -Methods of Collection and Storage of Milk–Labelling and Storage of milk products (4 hrs)
- 3.3 Cleaning and sanitation of dairy farm – Safety precautions to prevent accidents in an industry. (2 hrs)

Co-curricular Activities Suggested: (4 hrs)

1. Group discussion&SWOT analysis
2. Visit to a Dairy Farm
3. Visit to Milk Cooperative Societies
4. Visit to Feed Milling Plants
5. Market Study and Identification of Government Schemes, Insurance and Bank Loans in relation to dairy farming

Reference books:

1. Dairy Science: Petersen (W.E.) Publisher – Lippincott & Company
2. Principles and practices of Dairy Farm –Jagdish Prasad
3. Text book of Animal Husbandry - G C Benarjee
4. Hand book of Animal Husbandry - ICAR Edition
5. Outlines of Dairy Technology – Sukumar (De) – Oxford University press
6. Indian Dairy Products – Rangappa (K.S.) & Acharya (KT) – Asia Publishing House.
7. The technology of milk Proceesing – Ananthakrishnan, C.P., Khan, A.Q. and Padmanabhan, P.N. – Shri Lakshmi Publications.
8. Dairy India 2007, Sixth edititon
9. Economics of Milk Production – Bharati Pratima Acharya Publishers.
10. <http://www.asci-india.com/BooksPDF/Dairy%20Farmer%20or%20Entrepreneur.pdf>
11. <https://labour.gov.in/industrial-safety-health>

Model Format for Question Paper:

MODEL QUESTION PAPER & PATTERN

Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

SECTION A (Total: 4x5=20 Marks)

(Answer any **four questions**. Each answer carries **5 marks**
(At least **1 question should be given from each Unit**)

1.	Conventional Dairy Farm
2.	Animal Inbreeding
3.	Sanitation of Dairy Farm
4.	Dairy development in India
5.	Feed Mixing
6.	Deworming
7.	Milk Storage Methods
8.	Identification of characters of any Two Dairy cattle

SECTION B

(Total: 3x10 = 30 Marks)

(Answer any **three questions**. Each answer carries **10 marks**
(At least **1 question should be given from each Unit**)

1.	Write an essay on Dairy development in India, its current position and future scenario.
2.	List our different methods involved in selection of dairy animals and discuss briefly.
3.	Give an account of feed ingredients and feed management required for dairy animals.
4.	Explain different methods of collection of milk.
5.	Explain two methods of systems of housing of dairy animals.

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Note: Please read the following in addition to the Guidelines sent.

1. *In Unit-2 and Unit-3, Sub-titles highlighted in Yellow colour are Skills. Sub-titles not highlighted are of Theoretical base.*
2. *Skills, though separately shown, shall also have 'content' to be learnt and written in the examination by the students.*
3. *The field (hands on) skills are learnt through the Co-curricular Activities.*
4. *One or two books referred shall be related to 'learning of skills'*
5. *Topics and syllabus may be prepared keeping all (BA/BSc/BCom) urban as well as rural students in view.*



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

(A Statutory body of the Government of Andhra Pradesh)

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SYLLABUS OF

POULTRY FARMING

**AS PART OF SKILL DEVELOPMENT COURSES
UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-2021**

PROGRAMME: THREE-YEAR UG PROGRAMME

A.P. STATE COUNCIL OF HIGHER EDUCATION
B A, B Com & B Sc Programmes

Revised CBCS w.e.f. 2020-21
SKILL DEVELOPMENT COURSES
To be Offered from Semesters I to IV

ZOOLOGY STREAM
Syllabus of
POULTRY FARMING
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 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.

SYLLABUS:

Section I (Introduction to Poultry Farming): 10Hrs

- 1.1 General introduction to poultry farming -Definition of Poultry; Past and present scenario of poultry industry in India.
- 1.2 Principles of poultry housing. Poultry houses. Systems of poultry farming.
- 1.3 Management of chicks, growers and layers. Management of Broilers.
- 1.4 Preparation of project report for banking and insurance

Section II (Feed and Livestock Health Management): 10 Hrs

- 2.1 Poultry feed management – Principles of feeding, Nutrient requirements for different stages of layers and broilers. Feed formulation and Methods of feeding.
- 2.2 Poultry diseases – viral, bacterial, fungal and parasitic(two each); symptoms, control and management; Vaccination programme.

Section III(Harvesting of Eggs and Sanitation): 10 Hrs

- 3.1 Selection, care and handling of hatching eggs. Egg testing. Methods of hatching.
- 3.2 Brooding and rearing. Sexing of chicks.
- 3.3 Farm and Water Hygiene, Recycling of poultry waste.

Co-curricular Activities Suggested: (4 hrs)

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

Reference books:

1. Sreenivasiah., P. V., 2015. Textbook of Poultry Science. 1st Edition. Write & Print Publications, New Delhi
2. Jull A. Morley, 2007. Successful Poultry Management. 2nd Edition. Biotech Books, New Delhi"
3. Hurd M. Louis, 2003. Modern Poultry Farming. 1st Edition. International Book Distributing Company, Lucknow."
4. Life and General Insurance Management, "
5. Financial services, Tata McGraw hill
6. <http://www.asci-india.com/BooksPDF/Small%20Poultry%20Farmer.pdf>
7. https://nsdcindia.org/sites/default/files/MC_AGR-Q4306_Small-poultry-farmer-.pdf
8. <http://ecoursesonline.iasri.res.in/course/view.php?id=335>
9. https://swayam.gov.in/nd2_nou19_ag09/preview

MODEL QUESTION PAPER & PATTERN

Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

SECTION A (Total: 4x5=20 Marks)

(Answer any **four questions**. Each answer carries **5 marks**
(At least **1 question** should be given from each Unit)

1.	Poultry house
2.	Broilers
3.	Any two viral diseases of poultry
4.	Any two bacterial diseases of poultry
5.	Any two fungal diseases of poultry
6.	Egg testing
7.	Brooding
8.	Sexing chicks

SECTION B

(Total: 3x10 = 30 Marks)

(Answer any **three questions**. Each answer carries **10 marks**
(At least **1 question** should be given from each Unit)

1.	Discuss briefly the past, present and future scenario of poultry farming industry in India.
2.	Explain principles of poultry housing in detail, with examples.
3.	Write an essay on viral diseases of poultry.
4.	Give an account of fungal and bacterial diseases (any two each) of poultry
5.	Write an essay on selection, handling and hatching of eggs.

@@@@@

Note: Please read the following in addition to the Guidelines sent.

1. *In Unit-2 and Unit-3, Sub-titles highlighted in Yellow colour are Skills. Sub-titles not highlighted are of Theoretical base.*
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