

B.A. (Economics, Banking, Computer Applications) (Program Code :151)

Program Structure

Course code	Course	Internal Assessment	External Exams	Max Marks	Credits
SEMESTER – I					
Part – I					
101ENG21	English – A Course in Communication and Soft Skills	30	70	100	3
102TEL21	Second Language – Telugu – Pracheena Telugu Kavithvam	30	70	100	3
102HIN21	Second Language – Hindi - Prose				
102SAN21	Second Language – Sanskrit – Prose, Poetry & Grammar				
103LSA21	Life Skill Course : Human Values and Professional Ethics	--	50	50	2
104SDE21	Skill Development Courses : Public Relations	--	50	50	2
Part – II					
105ECO21	Economics : Microeconomic Analysis	30	70	100	4
112BAN21	Banking: Fundamentals of Banking	30	70	100	4
108BCO21	Comp. App. : Information Technology	30	70	100	4
109BCO21	Comp. App. : Information Technology - Practical	--	50	50	1
SEMESTER - II					
Part – I					
201ENG21	English – A Course in Reading & Writing Skills	30	70	100	3
202TEL21	Second Language – Telugu – Aadhunika Telugu Sahityam	30	70	100	3
202HIN21	Second Language – Hindi - Prose				
202SAN21	Second Language – Sanskrit – Prose, Poetry & Grammar				
203LSB21	Life Skill Course : Indian Culture and Science	--	50	50	2
204SDF21	Skill Development - Paper – 1 :Survey & Reporting	--	50	50	2
205SDG21	Skill Development - Paper – 2 : Social Work	--	50	50	2
Part – II					
206ECO21	Economics -2 : Macroeconomic Analysis	30	70	100	4
213BAN21	Banking: Commercial Banking	30	70	100	4
209BCO21	Comp. App. : E-commerce and Web Designing	30	70	100	4
210BCO21	Comp. App. : E-commerce and Web Designing - Practical	--	50	50	1
SEMESTER - III					
Part – I					
301ENG21	English – A Course in Conversational Skills	30	70	100	3

302TEL21	Second Language – Telugu-Srujanathmaka Rachana				
302HIN21	Second Language – Hindi - Poetry	30	70	100	3
302SAN21	Second Language – Sanskrit -Drama, Upanishad, Alankara and History of Literature				
303LSC21	Life Skill Course : Personality Development and Leadership	--	50	50	2
304LSD21	Life Skill Course : Environmental Education	--	50	50	2
305SDH21	Skill Development : Financial Markets	--	50	50	2
Part – II					
306ECO21	Economics -3 : Development Economics	30	70	100	4
313BAN21	Banking: Investment Banking	30	70	100	4
309BCO21	Comp. App.: Programming with C & C++	30	70	100	4
310BCO21	Comp. App.: Programming with C & C++ - Practical	--	50	50	2
SEMESTER - IV					
401ECO21	Economics - 4 : Economic Development in India and Andhra Pradesh	30	70	100	4
402ECO21	Economics - 5 : Statistical Methods for Economics	30	70	100	4
415BAN21	Banking: Banking Law and Practice	30	70	100	4
416BAN21	Banking: E- Commerce and Banking	30	70	100	4
407BCO21	Comp. App.: Data Base Management System	30	70	100	4
408BCO21	Comp. App.: Data Base Management System - Practical	--	50	50	1
SEMESTER - V					
Skill Enhancement courses					
Economics:					
501ESE21	Skill Enhancement course	30	70	100	4
502ESE21	Skill Enhancement course	30	70	100	4
Banking:					
515BSE21	Skill Enhancement course	30	70	100	4
516BSE21	Skill Enhancement course	30	70	100	4
Computer Applications					
	Skill Enhancement course	30	70	100	4
	Skill Enhancement course	30	70	100	4
SEMESTER - VI					
	Economics	THIRD PHASE of APPRENTICESHIP Entire 5th / 6thSemester			12
	Banking				
	Computer Applications				
	Economics	FIRST and SECOND PHASES (2 spells) of APPRENTICESHIP Between 1st and 2nd year and between 2nd and 3rd year (two summer vacations).			4
	Banking				
	Computer Applications				

English Syllabus-Semester-I

English Praxis Course-I

101ENG21- A Course in Communication and Soft Skills

Learning Outcomes

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

- Use grammar effectively in writing and speaking.
- Demonstrate the use of good vocabulary
- Demonstrate an understating of writing skills
- Acquire ability to use Soft Skills in professional and daily life.
- Confidently use the tools of communication skills

I. UNIT: Listening Skills

- i. Importance of Listening
- ii. Types of Listening
- iii. Barriers to Listening
- iv. Effective Listening

II. UNIT: Speaking Skills

- a. Sounds of English: Vowels and Consonants
- b. Word Accent
- c. Intonation

III. UNIT: Grammar

- a) Concord
- b) Modals
- c) Tenses (Present/Past/Future)
- d) Articles
- e) Prepositions
- f) Question Tags
- g) Sentence Transformation (Voice, Reported Speech & Degrees of Comparison)
- h) Error Correction

IV. UNIT: Writing

- i. Punctuation
- ii. Spelling
- iii. Paragraph Writing

V. UNIT: Soft Skills

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

బి.ఏ., బి.కా., బి.యస్.సి., తదితర ప్రోగ్రాములు

అంశం: జనరల్ తెలుగు

సెమిస్టర్-1

102TEL21 - కోర్సు-1 : ప్రాచీన తెలుగు కవిత్వం

యూనిట్ల సంఖ్య: 5

పీరియడ్ల సంఖ్య: 60

✦ అభ్యసన ఫలితాలు:-

ఈ కోర్సు విజయవంతంగా ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.

1. ప్రాచీన తెలుగుసాహిత్యం యొక్క ప్రాచీనతను, విశిష్టతను గుర్తిస్తారు. తెలుగుసాహిత్యంలో ఆదికవి నన్నయ కాలంనాటి భాషాసంస్కృతులను, ఇతిహాసకాలం నాటి రాజనీతి విషయాలపట్ల పరిజ్ఞానాన్ని సంపాదించగలరు.
2. శివకవుల కాలంనాటి మతపరిస్థితులను, భాషావిశేషాలను గ్రహిస్తారు. తెలుగు నుడికారం, సామెతలు, లోకోక్తులు మొదలైన భాషాంశాల పట్ల పరిజ్ఞానాన్ని పొందగలరు.
3. తిక్కన భారతంనాటి మత, ధార్మిక పరిస్థితులను, తిక్కన కవితాశిల్పాన్ని, నాటకీయతను అవగాహన చేసుకోగలరు.
4. ఎఱ్ఱన సూక్తివైచిత్రిని, ఇతిహాస కవిత్వంలోని విభిన్న రీతులపట్ల అభిరుచిని పొందగలరు. శ్రీనాథుని కాలం నాటి కవితావిశేషాలను, మొల్ల కవితా విశిష్టతను గుర్తించగలరు.
5. తెలుగు పద్యం స్వరూప-స్వభావాలను, సాహిత్యాభిరుచిని పెంపొందించుకుంటారు. ప్రాచీన కావ్యభాషలోని వ్యాకరణాంశాలను అధ్యయనం చేయడం ద్వారా భాషాసామర్థ్యాన్ని, రచనల మెళకువలను గ్రహించగలరు.

పాఠ్య ప్రణాళిక

యునిట్-I

రాజనీతి

- నన్నయ
మహాభారతం-సభాపర్వం-ప్రథమాశ్వాసం-(26-57 పద్యాలు)

యునిట్-II

దక్షయజ్ఞం

- నన్నెచోడుడు *వైకృత కౌప ప్రశ్నలు మూర్తవే.*
కుమారసంభవం-ద్వితీయాశ్వాసం-(49-86 పద్యాలు)

యునిట్-III

ధామ్య ధర్మోపదేశము

- తిక్కన
మహాభారతం-విరాటపర్వం-ప్రథమాశ్వాసం-(116-146) పద్యాలు

యునిట్-IV

పలనాటి బెబ్బలి

- శ్రీనాథుడు (పలనాటి వీరచరిత్ర-ద్విపద కావ్యం పుట 108-112
'బాలచంద్రుడు భీమంబగు సంగ్రామం బొనర్చుట.. (108)..
..... వెఱగంది కుంది' (112) సం. అక్కిరాజు ఉమాకాంతం
ముద్రణ.వి.కె.స్వామి, బెజవాడ 1911.

యునిట్-V

సీతారావణ సంవాదం

- మొల్ల
రామాయణము-సుందరకాండము-(40-87 పద్యాలు)

♦ వ్యాకరణం

108, 109, 110, 111, 112

సంధులు: ఉత్ప, త్రిక, *గ సడద వదో* ద్రుతప్రకృతిక, ముగాగమ, *స వర్ణ, గుణ,* ద్విరుక్తటకారాదేశ, యణాదేశ, వృద్ధి, *శ్చుత్వ,* జశ్య, అనునాసక సంధులు

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

అలంకారాలు:

అర్థాలంకారాలు : ఉపమ, ఉత్పేక్ష, రూపక, స్వభావోక్తి, అర్థాంతరవ్యాస, అతిశయోక్తి.
శబ్దాలంకారాలు : అనుప్రాస (వృత్త్యనుప్రాస, ఛేకామప్రాస లాటానుప్రాస, అంత్యానుప్రాస)

ఛందస్సు

వృత్తాలు: ఉత్పలమాల, చంపకమాల, శార్దూలము, మత్తేభము;
జాతులు : కందం, ద్విపద; ఉపజాతులు : ఆటవెలది, తేటగీతి, సీసం మరియు ముత్యాలసరాలు

Note: I, III, IV యూనిట్ల నుండి మూర్తవే ప్రతిపాఠ్యం తప్పిపోయి, కంప్యూటర్ వల్ల వ్యాకరణం వ్యాకరణం నుండి మూర్తవే ఇవ్వాలని కోరుతున్నాను.

CHANDAN
Telugu B.L.S.
2.2.2022

ఆధార గ్రంథాలు:

1. శ్రీమదాంధ్ర మహాభారతము : సభాపర్వము-తిరుమల తిరుపతి దేవస్థానం ప్రచురణ
2. శ్రీమదాంధ్ర మహాభారతము : విరాటపర్వము-తిరుమల తిరుపతి దేవస్థానం ప్రచురణ
3. కుమార సంభవం - నన్నెచోడుడు
4. పలనాటి వీరచరిత్ర - శ్రీనాథుడు
5. రామాయణము - మొల్ల

✦ సూచించబడిన సహపాఠ్య కార్యక్రమాలు:

1. నన్నయ్య, తిక్కన, ఎఱ్ఱన మొదలైన ప్రసిద్ధ కవుల పాఠ్యాంశేతర పద్యాలను ఇచ్చి, విద్యార్థులచేత సమీక్షలు రాయించడం; అయా పద్యాల్లోని యతిప్రాసాది ఛందోవిశేషాలను గుర్తింపజేయడం.
2. విద్యార్థులచేత పాఠ్యాంశాలకు సంబంధించిన వ్యాసాలు రాయించడం (సెమినార్/అసైన్ మెంట్)
3. ప్రాచీన పాఠ్యాంశాలలోని సమకాలీనతను గూర్చిన బృంద చర్చ, ప్రాచీన సాహిత్యాన్ని నేటి సామాజిక దృష్టితో పునర్మూల్యాంకనం చేయించడం.
4. చారిత్రక, సాంస్కృతిక అంశాలకు సంబంధించిన పర్యాటక ప్రదేశాలను సందర్శించడం.
5. వ్యక్తిగత/బృంద ప్రాజెక్టులు చేయించడం. ప్రశ్నాపత్ర నిర్మాతలకు సూచనలు ప్రతిపదార్థ పద్యాలు, కంఠస్థ పద్యాలు “రాజనీతి, దక్షయజ్ఞం, ధౌమ్య ధర్మోపదేశం, సీతారావణ సంవాదం” అనే నాలుగు పాఠ్యాంశాల నుండి మాత్రమే ఇవ్వాలి.

ACHARYA NAGARJUNA UNIVERSITY
Hindi Syllabus from the Academic Year 2020-21
B.A., B.Com., BBA & B.Sc. FIRST YEAR SEMESTER - I
SECOND LANGUAGE - HINDI

102HIN21 - PROSE - 1) GADYA SANDESH - V.L. Narasimha Sinha
2) KATHALOK - Dr. Ghanshyam

Unit-I : गद्य संदेश (Prose)

1. साहित्य की महत्ता - महावीर प्रसाद द्विवेदी
2. मित्रता - आचार्य रामचंद्र शुक्ल
3. वही की वही बात - रमेश बख्शी

Unit-II : कथा लोक (Short Stories)

1. मुक्तिधन - मुन्शी प्रेमचंद
2. उसने कहा था - चन्द्रधर शर्मा गुलेरी
3. पुरस्कार - जयशंकर प्रसाद

Unit-III : अनुवाद (Translation)

कार्यालयीन शब्दावली (Official Terminology)

प्रशासनिक शब्दावली (Administrative Terminology)


(अंग्रेजी से हिन्दी में - English to Hindi)

Unit-IV : व्याकरण (Grammar)

1. लिंग, वचन, काल, वाच्य, कारक
2. विलोम शब्द
3. शब्दों का वाक्यों में प्रयोग

Unit - V : पत्र लेखन (Letter Writing): वैयक्तिक पत्र (Personal letters)

1. हिन्दी सीखने की आवश्यकता को बताते हुए छोटी बहन के नाम पर पत्र।
2. विहार यात्रा का वर्णन करते अपने मित्र के नाम पर पत्र।
3. शुल्क भरने के लिए पैसे भेजने अपने पिता के नाम पर पत्र।


Dr. G. VIJAYA RATNA KUMAR
Assistant Professor
Department of Hindi (U.G.)
Acharya Nagarjuna University
Vijaya Vittala, Warangal, T.S.

CBCS SEMESTER WISE SYLLABUS

Part I (B) Subject : SANSKRIT

SEMESTER – I

102SAN21 - PAPER – I : POETRY, PROSE & GRAMMAR . (w.e.f. 2020-21)

- UNIT – I OLD POETRY:**
1. "Arya Padukabhishekaha",
Valmiki Ramayanam- Ayodhya Kanda, Sarga-100 Geetha Press,
Gorakhpur.
 2. "YakshaPrasnaha", Mahabharatam of Vedavyasa,
Vanaparva, Adhyaya -313, Geeta Press, Gorakhpur.

- UNIT – II MODERN POETRY:**
1. "Mevada Rajyastapanam" 4th Canto, Srimat Pratapa
Ranayanam, Mahakavyam, Pt.Ogeti Parikshit sarma,
Published by, Pt.Ogeti Parikshitsarma, 10/11,
Sakal nagar, Pune, 1989.

2. "VivekanandaSuktayaha", Vivekanandasuktisudha by
Dr.SamudralaLakshmanaiah, Published by Author, 18-1-84,
Yasoda Nagar, Tirupati. Selected Slokas 25.

- UNIT – III PROSE:**
1. "Atyutkataihi papapunyairihaiva phalamasnute",
Hitopadesaha-Mitralabha 2 & 3 stories, Pages 61-84.
 2. "Sudraka -Veeravarakatha", Hitopadesaha-Vigraham,
8th story, Pages 63-70, Chowkhamba krishadas
academy, Varanasi, 2006.

- UNIT - IV GRAMMAR:**
1. **DECLENSIONS** Nouns ending in vowels
Deva, Kavi, Bhanu, Dhatru, Pitru, Go, Ramaa, Mati.

2. CONJUGATIONS

1st Conjugation - Bhoo, Gam, Shtha, Drusir, Labh, Mud.

2nd Conjugation - As. 10th Conjugation – Bhaash.

- UNIT – V GRAMMAR:**
1. **SANDHI - Swara Sandhi** : Savarnadeergha, ayavayava,
Guna, Vruddhi, yaanadesa.

-**Halsandhi**: Schutva, Stutva, Anunasika. 2. **SAMASA**

Dwandwa, Tatpurusha, Karmadharaya,, Dwigu.

103LSA21 - HUMAN VALUES AND PROFESSIONAL ETHICS (HVPE)

(SYLLABUS)

Learning Outcome:

On completion of this course, the UG students will be able to

- ✓ Understand the significance of value inputs in a classroom and start applying them in their life and profession
- ✓ Distinguish between values and skills, happiness and accumulation of physical facilities, the Self and the Body, Intention and Competence of an individual, etc.
- ✓ Understand the value of harmonious relationship based on trust and respect in their life and profession
- ✓ Understand the role of a human being in ensuring harmony in society and nature.
- ✓ Distinguish between ethical and unethical practices, and start working out the strategy to actualize a harmonious environment wherever they work.

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.

Text Books:

R R Gaur, R Sangal, G P Bagaria, 2009, A Foundation Course in Human Values and Professional Ethics.

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

References:

- Ivan Illich, 1974, Energy & Equity, The Trinity Press, Worcester, and Harper Collins, U
- E.F. Schumacher, 1973, Small is Beautiful: a study of economics as if people mattered, Blond & Briggs, Britain.
- Sussan George, 1976, How the Other Half Dies, Penguin Press. Reprinted 1986, 1991
- Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, Limits to Growth – Club of Rome’s report, Universe Books.
- A Nagraj, 1998, Jeevan Vidya EkParichay, Divya Path Sansthan, Amarkantak.
- P L Dhar, RR Gaur, 1990, Science and Humanism, Commonwealth Publishers.
- A N Tripathy, 2003, Human Values, New Age International Publishers.

Mode of Evaluation:

Assignment/ Seminar/Continuous Assessment Test/Semester End Exam.

Co curricular Activities:

1. Visit to an Old Age Home and spending with the inmates for a day.
2. Conduct of Group Discussions on the topics related to the syllabus.
3. Participation in community service activities.
4. Working with a NGO like Rotary Club or Lions International, etc.

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

104SDA21 - **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

SEMESTER – I :: COURSE - I
105ECO21-MICROECONOMIC ANALYSIS
NO. OF CREDITS: 4

LEARNING OUTCOMES FOR THE COURSE

At the end of the course, the student is expected to demonstrate the following cognitive abilities and psychomotor skills.

1. Remembers and states in a systematic way (Knowledge)
 - a. the differences between microeconomic analysis and macroeconomic analysis
 - b. various laws and principles of microeconomic theory under consumption,
2. Explains (understanding)
 - a. various terms and concepts relating to microeconomic analysis with the help of examples of real life
 - b. consumer's equilibrium and consumer's surplus using indifference curve analysis.
 - c. various laws and principles of consumption, production, and income distribution
 - d. determination of price and output discriminating different market conditions in short term and long term
3. Critically examines using data and figures (analysis and evaluation)
 - a. various laws and principles of microeconomic analysis and market conditions
 - b. application of the concept of demand elasticity and its relation with Average and Marginal Revenue
 - c. the relationship between average and marginal cost/revenue both in long term and
4. Draws critical diagrams and graphs to explain and examine the application of various laws and principles of microeconomic analysis

Module–1: Economic Analysis and Methodology

Economics – Definitions of Economics - Micro and Macro Analysis - Micro economic analysis – Scope and Importance -Principles of Microeconomics : Allocation of Resources - Optimization, Equilibrium and Marginal analysis -Rationality

Module -2: Theory of Consumption

Concept of Demand -Factors determining demand - Law of Demand - reasons and exceptions - Elasticity of Demand -Cardinal and Ordinal utility - Indifference Curve analysis : Properties of Indifference curves, Indifference Curve Map -Marginal Rate of Substitution - Budget Line - Consumer Equilibrium under Indifference Curve Analysis – PE-IE+SE.

Module -3: Theory of Production

Production Function : Cobb- Douglas Production Function -Law of Variable Proportions -Laws of Returns to Scale - Economies of large scale - Concepts of Cost - Total, Average and Marginal Costs - Law of Supply - Concept of Revenue : Total, Average and Marginal Revenues - Relation between Average and Marginal Revenues and elasticity of Demand.

Module-4: Theory of Exchange

Concepts of Market : Criteria for Classification of Markets - Perfect Competition– Conditions, Price and Output determination ; Monopoly : Conditions, Price and Output Determination - Price Discrimination; Monopolistic Competition - Assumptions - Price and output determination - Selling Costs ; Oligopoly - Kinky demand curve and Price rigidity

Module - 5: Theory of Distribution

Marginal Productivity Theory of Distribution - Concept of Rent - Ricardian Theory of Rent – Marshall's concepts of Economic Rent and Quasi Rent; Theories of Wage Determination: Subsistence Theory and Standard of Living Theory - Modern Theory of Wages; Classical Theory of Interest -Loanable Funds Theory of Interest -Liquidity Preference Theory of Interest; Theories of Profit: Risk and Uncertainty, Dynamic and Innovations Theories.

Reference Books:

1. A. Koutsoyiannis, *Modern Microeconomics* – Macmillan, London.
2. A. W. Stonier and D.C. Hague, *A Text book of Economic Theory* - ELBS & Longman Group, London.
3. H. L. Ahuja, *Advanced Economic Theory*, S. Chand, 2004.
4. P. N. Chopra, *Principles of Economics*, Kalyani Publishers, Ludhiana, 2018.
5. H.S. Agarwal: *Principles of Economics*.
6. P.A Samuelson & W.D. Nordhaus - *Macroeconomics*, Tata McGraw Hill, 18/e, 2005
7. M. L. Seth, *Microeconomics*, Lakshmi Narayan Agarwal, 2006.
8. D.M. Mithani & G.K. Murthy, *Fundamentals of Business Economics*, Himalaya Publishing, 2007.
9. *Telugu Academi Publications on Microeconomics*.
10. *Microeconomics*, Spectrum Publishing House, Hyderabad, 2017.

Recommended Co-curricular Activities:

1. Assignments and Student Seminars on themes of critical appreciation of microeconomic theory and relevant issues of current importance in Indian and AP economies
2. Quiz testing the understanding and application of various microeconomic concepts and theories
3. Group Study projects on the trends in the demand, supply and prices of goods and services in the local markets
4. Survey and analysis of data published in the Economic Survey of GOI and the Socio-economic survey of the State Government relevant to microeconomic aspects.
(Assignments preferably for all students in each semester. In respect of others, as far as possible, all students shall participate in each of the co-curricular activity by the end of fourth semester, @ roughly a fourth of total students in each semester)

112BAN21 - **FUNDAMENTALS OF BANKING**

B.A. (Economics, Banking, Computer Applications) - Semester – I

Syllabus

Objective of the Course:

The main objective of this course is to introduce the basic concepts of banking as a financial intermediary and bank as a financial institution to the students.

UNIT –I:

Meaning and origin of the word Bank – Evolution of Banking in India – Types of Banks – Banking System and Structure in India – Meaning and Functions of Commercial Banks – Credit Creation - Unit Banking Vs. Branch Banking.

UNIT-II:

Central Banking – Functions of Central Bank – Quantitative Credit Controls and Qualitative Credit Controls – History of Reserve Bank of India.

UNIT – III:

Unit Banking, Branch Banking, Investment Banking – Innovation in banking – E banking – Online and Offshore Banking, Internet Banking – Anywhere Banking – ATMs – RTGS – Indigenous Banking – Cooperative Banks, Regional Rural Banks, SIDBI, NABARD – EXIM Bank.

UNIT – IV:

Meaning and Definition of Banker and Customer – Types of Customers – General Relationship and Special Relationship between Banker and Customer – KYC Norms.

UNIT – V:

Concepts – Duties & Responsibilities of Collecting Banker – Holder for Value – Holder in Due Course – Statutory Protection to Collecting Banker – Responsibilities of paying Banker – Payment Gateways.

Books for Reference:

1. Banking Theory: Law & Practice: KPM Sundaram and V L Varsheney
2. Banking Theory, Law and Practice: B. Santhanam; Margam Publications
3. Banking and Financial Systems: Aryasri
4. Introduction to Banking: Vijaya Raghavan
5. Indian Financial System: M. Y. Khan
6. Indian Financial System: Murthy & Venugopal

ACHARYA NAGARJUNA UNIVERSITY-GUNTUR
Structure of B.Com (Computer Applications) Programme under Revised CBCS
Semester-wise Syllabus under CBCS (w.e.f. 2020-21 Admitted Batch)

I Year B Com (CA), Semester- I

Discipline: COMPUTER APPLICATIONS

COURSE 1C: INFORMATION TECHNOLOGY SYLLABUS
108BCO21-COURSE 1C: INFORMATION TECHNOLOGY

Unit-I Introduction computers

Computer Definition - Characteristics and Limitations of Computer, Generations of Computer, Classification of Computers, Applications of Computer, Hardware — Basic organization of Computer - Input and Output Devices

Unit- II (Understanding computer memory and software)

Memories: primary, secondary and cache memory, **Software:** types of software, system software, Application software, commercial software, open source software, domain software and free ware software, **Programming Languages:** Introduction to Programming Languages – Generations of Programming Languages

Unit- III Get in touch with Word Processing (MS word)

Features of MS Word - Parts of Word Window – Creating, Saving, Opening document, Printing, Formatting: Formatting of Text and Paragraph - Bullets and Numbering - Editing - Moving and Copying - Find and Replace Text –Tables: Creating tables, inserting and deleting rows and columns, Insertion of pictures – Insertion of clipart - Mail Merge

Unit-IV Working with MS Excel

Features of Excel, Parts of Excel window, Workbooks, Creating, Opening and Saving a Workbook, Worksheets, rows, columns, Inserting and Deleting rows and columns, cells, Entering labels, values, and formulas in worksheet, Formatting: Adjusting row height and column width - Formatting cell values, Formulas and Functions: operators used in formula, cell references in formula, Mathematical, Statistical, Logical and Text functions, Charts: Different types of charts, Creating a chart

Unit-V MS Power point

Features of PowerPoint, Parts of PowerPoint window, creating, saving and opening presentation, working with slides: Inserting, deleting, copying slides, editing text, formatting text, Formatting and Modifying Presentations: Applying transition and animation to the slides, inserting music or sound on a slide, viewing slide show

Learning Resources (Course 1C: Information Technology)

References:

- (1) P.Mohan computer fundamentals- HimalayaPublications.
- (2) R.K.Sharma and Shashi K Gupta, Computer Fundamentals - Kalyani Publications
- (3) Fundamentals of Computers ByBalagurusamy, Mcgraw Hill
- (4) Fundamentals of Computers Rajaraman V Adabala N
- (5) MS-Office S.S. Shrivastava
- (6) Microsoft Office 2007 Fundamentals, 1st Edition By Laura Story, Dawna Walls

Online Resources:

<https://support.office.com/en-us/office-training-center>

<https://www.skillshare.com/browse/microsoft-office>

https://www.tutorialspoint.com/computer_fundamentals/i

<ndex.htm> <https://www.javatpoint.com/computer->

<fundamentalstutorial>

<https://edu.gcfglobal.org/en/subjects/office/>

<https://www.microsoft.com/en-us/learning/training.aspx>

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I Year B Com (CA), Semester- I

Discipline: COMPUTER APPLICATIONS

109BCO21- COURSE 1C: INFORMATION TECHNOLOGY PRACTICAL SYLLABUS

Computer Basics

1. Identifying different parts of Computer.
2. Identifying different input and output devices.
3. Installing a software (for example ms word, antivirus) using license key.
4. Identifying different desktop icons and it's working.

MS WORD

1. Creation of documents letters invitations etc,
2. Creating your personal resume.
3. Creating your class timetable.
4. Perform mail merge using MS Word

MS EXCEL

1. MS Excel performing different formulas
2. Creating charts in Excel.
3. Printing and adjusting MS Excel worksheet
4. Prepare a worksheet for calculating percentages of your class mates using different excel formulas.

MS Power Point.

1. Create presentation in power point
2. Inserting, deleting slides in Power Point
3. Illustrate Animation in presentation

RECOMMENDED CO-CURRICULAR ACTIVITIES:

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

Measurable

1. Assignments (in writing and doing forms on the aspects of syllabus content and outside the syllabus content. Shall be individual and challenging)
2. Student seminars (on topics of the syllabus and related aspects (individual activity))
3. Quiz (on topics where the content can be compiled by smaller aspects and data (Individuals or groups as teams))
4. Field studies (individual observations and recordings as per syllabus content and related areas (Individual or team activity))
5. Study projects (by very small groups of students on selected local real-time problems pertaining to syllabus or related areas. The individual participation and contribution of students shall be ensured (team activity))

General

1. Group Discussion
2. Visit to Software Technology parks / industries

RECOMMENDED CONTINUOUS ASSESSMENT METHODS:

Some of the following suggested assessment methodologies could be adopted;

1. The oral and written examinations (Scheduled and surprise tests),
2. Closed-book and open-book tests,
3. Coding exercises,
4. Practical assignments and laboratory reports,
5. Observation of practical skills,
6. Individual and group project reports,
7. Efficient delivery using seminar presentations,
8. Viva voce interviews.
9. Computerized adaptive testing, literature surveys and evaluations,
10. Peers and self-assessment, outputs form individual and collaborative work

English Syllabus-Semester-II

English Praxis Course-II

201ENG21 -A Course in Reading & Writing Skills

Learning Outcomes

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

- Use reading skills effectively
- Comprehend different texts
- Interpret different types of texts
- Analyse what is being read
- Build up a repository of active vocabulary
- Use good writing strategies
- Write well for any purpose
- Improve writing skills independently for future needs

I. UNIT

Prose	: 1. How to Avoid Foolish Opinions Bertrand Russell	
Skills	: 2. Vocabulary: Conversion of Words	
	: 3. One Word Substitutes	
	: 4. Collocations	

II. UNIT

Prose	: 1. The Doll's House	Katherine Mansfield
Poetry	: 2. Ode to the West Wind	P B Shelley
Non-Detailed Text	: 3. Florence Nightingale	Abrar Mohsin
Skills	: 4. Skimming and Scanning	

III. UNIT

Prose	: 1. The Night Train at Deoli	Ruskin Bond
Poetry	: 2. Upagupta	Rabindranath Tagore
Skills	: 3. Reading Comprehension	
	: 4. Note Making/Taking	

IV. UNIT

Poetry	: 1. Coromandel Fishers	Sarojini Naidu
Skills	: 2. Expansion of Ideas	
	: 3. Notices, Agendas and Minutes	

V. UNIT

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

బి.ఏ., బి.కా., బి.యస్.సి., తదితర ప్రోగ్రాములు

అంశం: జనరల్ తెలుగు

సెమిస్టర్-2

202TEL21 - కోర్సు-2 : ఆధునిక తెలుగు సాహిత్యం

యూనిట్ల సంఖ్య:5

పీరియడ్ల సంఖ్య:60

◆ అభ్యసన ఫలితాలు:-

ఈ కోర్సు విజయవంతంగా ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.

1. ఆంగ్లభాష ప్రభావం కారణంగా తెలుగులో వచ్చిన ఆధునిక సాహిత్యాన్ని, దాని విశిష్టతను గుర్తిస్తారు.
2. సమకాలీన ఆధునిక సాహిత్య ప్రక్రియలైన “వచన కవిత్వం, కథ, నవల, నాటకం, విమర్శ”లపై అవగాహన పొందుతారు.
3. భావకవిత, అభ్యుదయ కవితాలక్ష్యాలను గూర్చిన జ్ఞానాన్ని పొందుతారు. అస్తిత్వవాద ఉద్యమాలపుట్టుకను, ఆవశ్యకతను గుర్తిస్తారు.
4. కథాసాహిత్యం ద్వారా సామాజిక చైతన్యాన్ని పొందుతారు. సిద్ధాంతాల ద్వారా కాకుండా, వాస్తవ పరిస్థితులను తెలుసుకోవడం ద్వారా సిద్ధాంతాన్ని సమీక్షించగలరు.
5. ఆధునిక తెలుగు కల్పనాసాహిత్యం ద్వారా సామాజిక, సాంస్కృతిక, రాజకీయ చైతన్యాన్ని పొందుతారు.



CHAIRMAN
TELUGU B.E.-2.

పాఠ్య ప్రణాళిక

యూనిట్-I : ఆధునిక కవిత్వం

1. ఆధునిక కవిత్వం- పరిచయం
2. కొండవీడు - దువ్వూరి రామిరెడ్డి
(‘కవికోకిల’ గ్రంథావళి-ఖండకావ్యాలు-నక్షత్రమాల సంపుటి నుండి)
3. మాతృసంగీతం - అనిసెట్టి సుబ్బారావు (‘అగ్నివీణ’ కవితాసంపుటి నుండి)
4. ‘తాతకో నూలుపోగు’ - బండారు ప్రసాదమూర్తి (‘కలనేత’ కవితాసంపుటి నుండి)

యూనిట్-II: కథానిక

5. తెలుగు కథానిక - పరిచయం
6. భయం (కథ) - కాళీపట్నం రామారావు
7. స్వేదం ఖరీదు....? - (కథ) - రెంటాల నాగేశ్వరరావు

యూనిట్-III: నవల

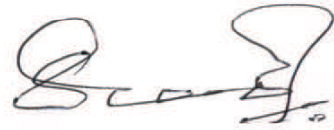
8. తెలుగు ‘నవల’ - పరిచయం
9. రథచక్రాలు (నవల) - మహీధర రామోహన రావు (సంక్షిప్త ఇతివృత్తం మాత్రం)
10. రథచక్రాలు (సమీక్షా వ్యాసం) - డా॥ యల్లాప్రగడ మల్లికార్జునరావు

యూనిట్-IV: నాటకం

11. తెలుగు ‘నాటకం’ - పరిచయం
12. యక్షగానము (నాటిక) - ఎం.వి.ఎస్. హరనాథరావు.
13. “అపురూప కళారూపాల విధ్వంసదృశ్యం ‘యక్షగానము’ (సమీక్షా వ్యాసం)”
-డా॥కందిమళ్ళసాంబశివరావు

యూనిట్-V: విమర్శ

14. తెలుగు సాహిత్య విమర్శ - పరిచయం
15. విమర్శ-స్వరూప స్వభావాలు; ఉత్తమ విమర్శకుడు-లక్షణాలు



Chairman

Tel. R. S.

ఆధార గ్రంథాలు/వ్యాసాలు:

1. ఆధునిక కవిత్వం-పరిచయం : చూ. 'దృక్పథాలు' పుట 1-22, ఆచార్య ఎస్వీ. సత్యనారాయణ
2. తెలుగు కథానిక-పరిచయం : చూ. మన నవలలు-మన కథానికలు, పుట 118-130,
ఆచార్య రాచపాళెం చంద్రశేఖర రెడ్డి
3. తెలుగు నవల-పరిచయం : చూ. నవలాశిల్పం, పుట 1-17, వల్లంపాటి వెంకటసుబ్బయ్య
4. తెలుగు నాటకం-పరిచయం : చూ. తెలుగు నాటకరంగం, పుట 17-25 ఆచార్య ఎస్.గంగప్ప
5. తెలుగుసాహిత్య విమర్శ-పరిచయం: చూ.తెలుగుసాహిత్య విమర్శ-నాడు,నేడు పుట 213-217
తెలుగువాణి, అయిదవ అఖిలభారత తెలుగు మహాసభల ప్రత్యేక సంచిక
ఆచార్య జి.వి.సుబ్రహ్మణ్యం
6. నూరేళ్ళ తెలుగు నాటక రంగం - ఆచార్య మొదలి నాగభూషణశర్మ
7. నాటకశిల్పం - ఆచార్య మొదలి నాగభూషణశర్మ
8. సాంఘిక నవల-కథన శిల్పం - ఆచార్య సి.మృణాళిని.

✦ సూచించబడిన సహపాఠ్య కార్యక్రమాలు:

1. ఆధునిక కవిత్వానికి సంబంధించిన కొత్త కవితలను/అంశాలను ఇచ్చి, విద్యార్థులచేత
వాటిమీద అసైన్మెంట్లు రాయించడం
2. పాఠ్యాంశాలకు సంబంధించిన విషయాలపై వ్యాసాలు రాయించడం (సెమినార్/అసైన్మెంట్)
3. తెలుగు సాహిత్యంలోని ప్రసిద్ధ కథలపై, కవితలపై సమీక్షలు రాయించడం.
4. ఆధునిక పద్యనిర్మాణ రచన చేయించడం.
5. విద్యార్థులను బృందాలుగా విభజించి, నాటకలపై/నవలలపై సమీక్షలు రాయించడం.
6. సాహిత్యవ్యాసాలు సేకరించడం, బృందచర్చ నిర్వహించడం, క్షేత్రపర్యటనలు.
7. ప్రసిద్ధుల విమర్శావ్యాసాలు చదివించి, వాటిని విద్యార్థుల సొంత మాటల్లో రాయించడం.
8. పాఠ్యాంశాలపై స్లీయ విమర్శావ్యాసాలు రాయించడం.

ACHARYA NAGARJUNA UNIVERSITY

Hindi Syllabus from the Academic Year 2020-21

B.A., B.Com., BBA & B.Sc. FIRST YEAR SEMESTER - II

SECOND LANGUAGE - HINDI

202HIN21 - PROSE - 1) GADYA SANDESH - V.L. Narasimha Sinha

2) KATHALOK - Dr. Ghanshyam

Unit-I : गद्य संदेश (Prose) :

1. भारत एक है - रामधारी सिंह 'दिनकर'
2. बेईमानी की परत - हरिशंकर परसाई
3. एच.आई.वी. / एड्स - डॉ. प्रकाश भातल बंडे

Unit-II : कथा लोक (Short Stories) :

1. भूख हड़ताल - श्री बालशौरी रेड्डी
2. परमात्मा का कुत्ता - मोहन राकेश
3. वापसी - उषा प्रियंवदा

Unit-III : अनुवाद (Translation)

कार्यालयीन हिन्दी (Functional Hindi)

प्रशासनिक शब्दावली (Administrative Terminology)


(हिन्दी से अंग्रेजी में) (Hindi to English)

Unit-IV : व्याकरण (Grammar)

1. वाक्यों को शुद्ध कीजिए
2. संधि विच्छेद
3. शब्दों का वाक्यों में प्रयोग

Unit - V : पत्र लेखन (Letter Writing) : शिकायती, आवेदन पत्र

1. नौकरी के लिए आवेदन पत्र।
2. नगर पालिका के अधिकारी के नाम शिकायती पत्र।
3. पुस्तक विक्रेता के नाम पर पत्र।


Dr. G. VIJAYA RATNA KULKARNI
CHAIRMAN
Board of Studies, Hindi & Urdu (U.G.)
Acharya Nagarjuna University
Nagarjuna Nagar-522 510.

CBCS SEMESTER WISE SYLLABUS

Part I (B) Subject : SANSKRIT

SEMESTER – II

202SAN21 - PAPER – II : POETRY, PROSE & GRAMMAR.

- UNIT – I OLD POETRY:
- 1."Indumateeswayamvaram", Raghuvamsam of kalidasa, 6thcanto, Chowkhamba krishadas academy, Varanasi-2012.
 2. "Deekshaapradanam", Buddacharitam of Aswagosha, 16thcanto. Selected verses.
- UNIT – II MODERN POETRY:
1. "Gangavataranam", Bhojas Champu Ramayanam, Balakanda.
 2. "Mohapanodaha", 4th cant. Dharma Souhrudam by P.Pattabhi Ramarao, , Published by Author, Ramanth Nagar.
 3. "VandeKasmeerabharatam", by Doolypala Ramakrishna from Samskrita pratibha, sahitya academy , New Delhi -2018.
- UNIT – III PROSE:
1. "Avantisundarikatha", 5th Chapter. Dasakumara Charitam, Purva peetika.
 2. "Charudattacharitam", Bhasakathasaraha by Y.Mahalingasastry.
- UNIT - IV GRAMMAR:
1. DECLENSIONS :Nouns ending in vowels
Nadee, Janu, vadhoo, Matru, Phala, Vaari & Madhu.
 2. CONJUGATIONS
III Conjugation- Yudh, IV Conjugation- Ish, VIII Conjugation- Likh, Kru, IX Conjugation-Kreen X, Conjugation-Kath, Ram, Vand.
- UNIT – V GRAMMAR:
1. SANDHI - Halsandhi : Latva, Jastva
-Visarga sandhi: Utva, Visargalopa, Rephadesa, Ooshma.
 - 2.SAMASA
Avyayeebhava, Bahruvrihi.

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

Revised CBCS w.e.f 2020-21

LIFE SKILL COURSE

203LSB21 - **Indian Culture & Science**

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

Syllabus:

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

Coexistence of various religions since ancient times - Hinduism, Buddhism, Jainism and Atheism, and later Sikhism, Islam and Christianity

The Bhakti (Vishnavite and Saivaite) and Sufi Movements

The concepts of seela, karuna, kshama, maitri, vinaya, santhi and ahimsa Achievements in Literature, Music, Dance, Sculpture and Painting - Craftsmanship in cloth, wood, clay, metal and ornaments

Cultural diversity, Monogamy, Family system, Important seasonal festivals

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

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

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

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

Objectivity and Scientific Temper – Education on Scientific lines (Bloom's Taxonomy) - Online Education

Developments in Industry, Agriculture, Medicine, Space, Alternate Energy, Communications, Media through ages

Co-curricular Activities Suggested: (03 hrs)

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

Reference Books:

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

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

204SDF21 - 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:

- Unit I** Survey: Meaning and Definition –Identifying need for survey - Identifying
08Hrs Sample –Characteristics of Sample - Types of Survey – Survey Methods –
Advantages and Disadvantages of Survey – Essential Steps in Survey – Online
Survey.
- Unit II** Preparing Questionnaire: Types and Parts of Questionnaire – Qualities of good
09Hrs Questionnaire – Precautions inPreparing Questionnaire
Administering/Piloting Questionnaire –Collection of data -Dealing with People –
Maintaining objectivity/neutrality.
- Unit III** Methods of Organizing data – Forms of data presentation - Tables and Figures –
10Hrs 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.

(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
205SDG21 - **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.

SEMESTER – 2:: COURSE –2
206ECO21- MACROECONOMIC ANALYSIS
NO. OF CREDITS: 4

LEARNING OUTCOMES FOR THE COURSE

At the end of the course, the student is expected to demonstrate the following cognitive abilities and psychomotor skills.

1. Remembers and states in a systematic way (knowledge)

Various concepts, definitions, laws and principles of macroeconomic theory with reference to income, employment, money, banking and finance

2. Explains (understanding)

a. the difference between various concepts and components of national income with illustrations and methods of measuring national income

b. various terms, concepts, laws and principles, theories relating to income, employment, consumption, investment, money, price-level and phases of trade cycles

d. functions of commercial banks and central bank, creation and control of credit

3. Critically examines using data and figures (analysis and evaluation)

a. in order to understand the interrelationship between various components of national income

b. the theories of macroeconomics with reference to their assumptions, implications and applicability

c. Empirical evidences of Consumption and Investment Functions and factors influencing them

4. Draws critical formulae, diagrams and graphs.

a. consumption and investment functions; concepts of multiplier and accelerator

b. price indices, inflation and trade cycles

Module - 1: National Income

Macroeconomics - Definition, Scope and Importance - Circular Flow of Income -National Income: Definitions, Concepts, Measurement of National Income - Difficulties - Importance

Module -2: Theory of Employment

Classical Theory of Employment - Say's Law of Markets - Criticism -Keynesian Theory of Employment - Consumption Function - Keynes' Psychological Law of Consumption - Average and Marginal Propensity to Consume - Factors determining Consumption Function - Investment Function: Marginal Efficiency of Capital -Multiplier and Accelerator - Keynesian Theory of Employment and Applicability to Developing countries

Module – 3: Money and Banking

Definitions of Money - Concepts of Money, Money Illusion - Gresham's Law - RBI classification of Money - Theories of Money: Fisher and Cambridge (Marshall, Pigou, Robertson and Keynes equations) - Banking - Definition and types of Banking - Commercial Banks - Functions -Recent Trends in Banking - Mergers and Acquisitions - Central Bank - Functions - Control of Credit by Central Bank

Module – 4: Inflation and Trade Cycles

Inflation: Concepts of Inflation, deflation, reflation and stagflation - Phillip's Curve - Measurement of Inflation - CPI and WPI -Types of Inflation - Causes and Consequences of Inflation -Measures to Control Inflation. Trade Cycles: Phases of a Trade Cycle -Causes and Measures to control Trade Cycles

Module -5: Finance and Insurance

Financial Instruments - Financial Markets - Functions of Money Market - Functions of Capital Market - Stock Market - Exchanges – Indices:Sensex and Nifty - Concept of Insurance -Types and Importance of Insurance

Reference Books:

1. Dillard. D., *The Economics of John Maynard Keynes*, Cross by Lockwood and sons, London
2. M. C. Vaish - *Macroeconomic Theory*, Vikas Publishing House, New Delhi.
3. S. B Guptha - *Monetary Economics*, S. Chand & Co, Delhi
4. P. N. Chopra, *Macroeconomics*, Kalyani Publishers, Ludhiana, 2014
5. D. M. Mithani, *Macro Economic Analysis and Policy*, Oxford and IBH, New Delhi
6. M N Mishra & S B Mishra, *Insurance Principles & Practice*, S Chand.
7. Lewis, M.K and P.DMizan - *Monetary Economics*, Oxford University Press, New Delhi
8. Central Statistical Organization, *National Accounts Statistics*.
9. M.L.Seth, *Macroeconomics*, Lakshmi Narayan Agarwal, 2006.
10. K. P. M. Sundaram, *Money, Banking & International Trade*, Sultan Chand, 2006.
11. R. R. Paul, *Monetary Economics*, Kalyani Publishers, Ludhiana, 2018
12. *Macroeconomics*, Spectrum Publishing House, Hyderabad, 2016

Recommended Co-curricular Activities:

1. Assignments on trends in national income, money supply and inflation
2. Student Seminars/webinars on macroeconomic themes of contemporary importance for Indian economy(Eg., Covid-19 impact on aggregate demand, supply chain disruption, policy response etc.,)
3. Quiz to test critical understanding of the concepts and theories of macroeconomics and their application in practice
4. Group discussions on monetary policy and its effectiveness with reference to recent developments.
5. Group project work to study the trends in national income, inflation, money supply etc.,
6. Chart/poster presentation on National Income Trends, inflation, aggregate demand etc.,
7. Web-based assignment on Banking/money

SEMESTER - II

213BAN21 - **COMMERCIAL BANKING**

Syllabus

UNIT -I:

Introduction: Meaning, importance and scope of commercial banking – Role and importance of Commercial Banking – Role and importance of Commercial Banking in Economic Development – Origin and History of Commercial Banking in India.

UNIT-II:

Functions of Commercial Banks: Primary, Secondary and General Utility Functions of Commercial Banks. Accepting Deposits – Credit Creation – Discounting Bills of Exchange – Different types of Loans sanctioned by Commercial Banks etc.

UNIT – III:

History of Public Sector Banks, Private Sector Banks and Foreign Banks. State Bank of India – its Subsidiaries – Merger of Subsidiaries of Banks with State Bank of India – Nationalization of Commercial Banks – Amalgamation of Commercial Banks.

UNIT – IV:

Banking Technology: Concept of Universal Banking – Home Banking – ATMs – Internet Banking – Mobile Banking – Core Banking Solutions – Debit, Credit and Smart Cards – Electronic Payment Systems.

UNIT – V:

Customer Service in Commercial Banks: Meaning, importance and objectives of Customer Relationship Management in Commercial Banks – Strategies for Expanding Customer Base and Customer Retention – Handling Grievances of Customers.

Reference Books:

1. Introduction to Banking, Vijaya Raghavan
2. Banking and Financial Systems: Aryasri

ACHARYA NAGARJUNA UNIVERSITY-GUNTUR

Structure of B.Com (Computer Applications) Programme under Revised CBCS
Semester-wise Syllabus under CBCS (w.e.f. 2020-21 Admitted Batch)

I Year B Com (CA), Semester- II

Discipline: COMPUTER APPLICATIONS

209BCO21- COURSE 2C: E-COMMERCE & WEB DESIGNING

Unit I: Introduction:

Introduction to Internet: Internet Terminology – History of the Internet – Advantages & disadvantages of Internet – How internet works

Electronic Commerce: Definition, types, advantages and disadvantages, E-Commerce transaction on World Wide Web. Electronic Market-Online shopping, Three models of Electronic Market - E-Business.

Unit-II: E-payment System

Models and methods of e-payments (Debit Card, Credit Card, Smart Cards, e-money), Digital Signatures (Procedure, Working And Legal Position), Payment Gateways, Online Banking (Meaning, Concepts, Importance), Risks Involved in e-payments.

Unit-III: On-line Business Transactions:

Meaning, Purpose, Advantages and Disadvantages of Transacting Online, E-Commerce Applications in Various Industries Like (Banking, Insurance, Payment of Bills), Benefits, Problems and Features, Online Services (Financial, Travel and Career), Online Learning, Online Shopping (Amazon, Flipkart, etc.)

Unit-IV: Website Designing

Introduction to HTML: Basic HTML – HTML document structure – HTML tags – Basefont tag – title tag – body tag – Horizontal Rule Tag - Text formatting tags – Character tags, **HTML Lists :** Ordered List , Unordered List & Definition List – Using colors – Using Images

Unit V: Website Designing:

Hyperlinks: Textual links, Graphical links, types of document links, anchor tag **HTML Tables –** table creations tags, Nested Tables, **Frames:** Frame introduction - frame creation tags – Nested Frames.

Learning Resources (Course 2C: E-commerce & Web Designing)

References:

- (1) E-commerce and E-Business , Himalaya publishers
- (2) E-Commerce by Kenneth C Laudon, PEARSON INDIA
- (3) Web Design: Introductory with MindTap Jennifer T Campbell, Cengage India
- (4) HTML & WEB DESIGN:TIPS& TECHNIQUES JAMSA, KRIS, McGraw Hill
- (5) Fundamentals Of Web Development by Randy Connolly, Ricardo Hoar, Pearson
- (6) HTML & CSS: COMPLETE REFERENCE POWELL,THOMAS, McGrawHill

Online Resources:

<http://www.kartrocket.com>

<http://www.e-commerceceo.com>

<http://www.fastspring.com>

<https://teamtreehouse.com/tracks/web-design>

RECOMMENDED CO-CURRICULAR ACTIVITIES:

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

MEASURABLE

1. Assignments (in writing and doing forms on the aspects of syllabus content and outside the syllabus content. Shall be individual and challenging)
2. Student seminars (on topics of the syllabus and related aspects (individual activity)
3. Quiz (on topics where the content can be compiled by smaller aspects and data (Individuals or groups as teams)
4. Field studies (individual observations and recordings as per syllabus content and related areas (Individual or team activity)
5. Study projects (by very small groups of students on selected local real-time problems pertaining to syllabus or related areas. The individual participation and contribution of students shall be ensured (team activity)

GENERAL

Group Discussion

Visit to Software Technology parks / industries

RECOMMENDED CONTINUOUS ASSESSMENT METHODS:

Some of the following suggested assessment methodologies could be adopted;

1. The oral and written examinations (Scheduled and surprise tests),
2. Closed-book and open-book tests,
3. Coding exercises,
4. Practical assignments and laboratory reports,

5. Observation of practical skills,
6. Individual and group project reports,
7. Efficient delivery using seminar presentations,
8. Viva voce interviews.
9. Computerized adaptive testing, literature surveys and evaluations,
10. Peers and self-assessment, outputs form individual and collaborative work

ACHARYA NAGARJUNA UNIVERSITY-GUNTUR

**Structure of B.Com (Computer Applications) Programme under Revised CBCS
Semester-wise Syllabus under CBCS (w.e.f. 2020-21 Admitted Batch)**

I Year B Com (CA), Semester- II

Discipline: COMPUTER APPLICATIONS

210BCO21-COURSE 1C: E-COMMERCE & WEB DESIGNING

1. Creation of simple web page using formatting tags
2. Creation of lists and
3. Creation of web page with text tags
4. Creation of tables with attributes
5. Creation of hyperlinks
6. Creation of hyperlinks and including images
7. Creation of forms
8. Creation of framesets

English Syllabus-Semester-III

English Praxis Course-III

301ENG21 -A Course in Conversational Skills

Learning Outcomes

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

- Speak fluently in English
- Participate confidently in any social interaction
- Face any professional discourse
- Demonstrate critical thinking
- Enhance conversational skills by observing the professional interviews

I. UNIT

Speech Skills : 1. Tryst with Destiny Jawaharlal Nehru
: 2. Greetings
: 3. Introductions

II. UNIT

Speech Interview Skills : 1. Yes, We Can Barack Obama
: 2. A Leader Should Know How to Manage Failure
Dr.A.P.J.Abdul Kalam/ India Knowledge at Wharton
: 3. Requests

III. UNIT

Interview Skills : 1. Nelson Mandela's Interview With Larry King
: 2. Asking and Giving Information
: 3. Agreeing and Disagreeing

IV. UNIT

Interview Skills : 1. JRD Tata's Interview With T.N.Ninan
: 2. Dialogue Building
: 3. Giving Instructions/Directions

V. UNIT

1. **Speech Skills** : 1. You've Got to Find What You Love Steve Jobs
: 2. Debates
: 3. Descriptions
: 4. Role Play

బి.ఏ., బి.కాం., బి.యస్.సి., తదితర ప్రోగ్రాములు

అంశం: జనరల్ తెలుగు సెమిస్టర్-3

302TEL21 - కోర్సు-3 : సృజనాత్మక రచన

యూనిట్ల సంఖ్య: 5

పీరియడ్ల సంఖ్య: 60

✦ అభ్యసన ఫలితాలు:-

- ఈ కోర్సు విజయవంతంగా ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.
1. తెలుగు సాహిత్య అభ్యసన ద్వారా నేర్చుకున్న నైపుణ్యాలను, సృజనాత్మక నైపుణ్యాలుగా మార్చుకోగలరు.
 2. విద్యార్థులు భాషాతత్వాన్ని, భాష యొక్క ఆవశ్యకతను, భాష యొక్క ప్రాధాన్యాన్ని గుర్తిస్తారు. మనిషి వ్యక్తిగత జీవనానికి, సామాజికవ్యవస్థ పటిష్టతకు భాష ప్రధానమని తెలుసుకుంటారు. తెలుగుభాషలోని కీలకాంశాలైన 'వర్ణం-పదం-వాక్యాల ప్రాధాన్యాన్ని గుర్తిస్తూ, వాగ్రూప- లిఖితరూప వ్యక్తీకరణ ద్వారా భాషానైపుణ్యాలను మెరుగుపరచుకోగలరు.
 3. భాషానైపుణ్యాలను అలవరచుకోవడంతోపాటు వినియోగించడం నేర్చుకుంటారు. రచనా, భాషానైపుణ్యాలను సృజనాత్మక రూపంలో వ్యక్తీకరించగలరు.
 4. ప్రాచీన పద్యరచనతో పాటు ఆధునిక కవిత, కథ, వ్యాసం, మొదలైన సాహిత్యప్రక్రియల నిర్మాణాలకు సంబంధించిన సిద్ధాంతవిషయాలను నేర్పడంతో పాటు వారిలో రచనా నైపుణ్యాలను పెంపొందించుకోగలరు.
 5. సృజన రంగం, ప్రసారమాధ్యమ రంగాల్లో ఉపాధి అపకాశాలను అందిపుచ్చుకోగలరు.
 6. అనువాద రంగంలో నైపుణ్యం సంపాదించగలరు.

CHANDRAN
B.O.S. Telugu.

పాఠ్య ప్రణాళిక

యూనిట్-I: వ్యక్తీకరణ నైపుణ్యాలు

1. భాష-ప్రాథమికాంశాలు: భాష-నిర్వచనం, లక్షణాలు, ఆవశ్యకత, ప్రయోజనాలు
2. వర్ణం-పదం-వాక్యం', వాక్య లక్షణాలు, సామాన్య-సంయుక్త-సంశ్లిష్టవాక్యాలు
3. భాషా నిర్మాణంలో 'వర్ణం-పదం-వాక్యం' ప్రాధాన్యత

యూనిట్-II సృజనాత్మక రచన

4. కవితా రచన : ఉత్తమ కవిత - లక్షణాలు
5. కథారచన : ఉత్తమ కథ - లక్షణాలు
6. వ్యాస రచన : ఉత్తమ వ్యాసం-లక్షణాలు

యూనిట్-III: అనువాద రచన

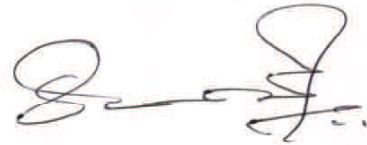
7. అనువాదం-నిర్వచనం, అనువాద పద్ధతులు,
8. అనువాద సమస్యలు-భౌగోళిక,భాషా,సాంస్కృతిక సమస్యలు, పరిష్కారాలు
9. అభ్యాసము : ఆంగ్లం నుండి తెలుగుకు,తెలుగు నుండి ఆంగ్లానికి ఒక పేరాను అనువదించడం

యూనిట్ IV మాధ్యమాలకు రచన-1 (ముద్రణామాధ్యమం/ప్రింట్ మీడియా)

10. ముద్రణామాధ్యమం (అచ్చుమాధ్యమం) : పరిచయం, పరిధి, వికాసం
11. వివిధ రకాల పత్రికలు-పరిశీలన, పత్రికాభాష, శైలి, వైవిధ్యం
12. పత్రికా రచన : వార్తా రచన, సంపాదకీయాలు, సమీక్షలు-అవగాహన

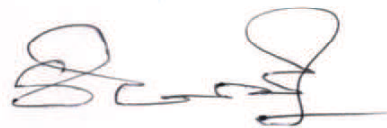
యూనిట్ V మాధ్యమాలకు రచన-2 (ప్రసార మాధ్యమం/ఎలక్ట్రానిక్ మీడియా)

13. ప్రసారమాధ్యమాలు : నిర్వచనం, రకాలు, విస్తృతి, ప్రయోజనాలు
14. శ్రవణ మాధ్యమాలు - రచన: రేడియో రచన, ప్రసంగాలు, నాటికలు, ప్రసార సమాచారం
15. దృశ్యమాధ్యమాలు - రచన: వ్యాఖ్యానం (యాంకరింగ్), టెలివిజన్ రచన



ఆధార గ్రంథాలు/వ్యాసాలు:

1. వ్యక్తీకరణ నైపుణ్యాలు - చూ. 1. ఆధునిక భాషాశాస్త్ర సిద్ధాంతాలు-ఆచార్య పి.ఎస్.సుబ్రహ్మణ్యం
2. తెలుగు భాషా చరిత్ర - సం.ఆచార్య భద్రరాజు కృష్ణమూర్తి
3. తెలుగు వాక్యం - డా. చేకూరి రామారావు
2. ఉత్తమ కవిత-లక్షణాలు - చూ. నవ్యకవిత్వ లక్షణములు- ఆచార్య సి.నారాయణరెడ్డి
ఆధునికాంధ్ర కవిత్వము-సంప్రదాయములు, ప్రయోగములు: చతుర్థ ప్రకరణము.
3. ఉత్తమ కథ-లక్షణాలు - చూ.కథాశిల్పం-వల్లంపాటి వెంకటసుబ్బయ్య, పుటలు 11-17
4. ఉత్తమ వ్యాసం-లక్షణాలు- చూ.చదువు-సంస్కృతి (వ్యాసం) - కొడవటిగంటి కుటుంబరావు
5. అనువాద రచన - చూ.1. అనువాద సమస్యలు - రాచమల్లు రామచంద్రారెడ్డి
పుటలు 61-75, 85-94
2. అనువాదన పద్ధతులు ఆచరణ సమస్యలు-చేకూరి రామారావు
“భాషాంతరంగం”, పుటలు 130-146, తెలుగు విశ్వవిద్యాలయం ప్రచురణ
6. ముద్రణా మాధ్యమం - చూ. మాధ్యమాలకు రచన, పుటలు 9-12
- డా॥ బి.ఆర్.అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ
7. పత్రికా భాష - చూ. మాధ్యమాలకు రచన, పుటలు 67-74
- డా॥ బి.ఆర్.అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ
8. పత్రికా రచన - చూ. తెలుగు- మౌలికాంశాలు, పుటలు 59-69
- డా॥ బి.ఆర్.అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ
9. ప్రసార మాధ్యమాలు - చూ. మాధ్యమాలకు రచన, పుటలు 3-10
- డా॥ బి.ఆర్.అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ
10. రేడియో రచన - చూ.మాధ్యమాలకు రచన, పుటలు 141-148
- డా॥ బి.ఆర్.అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ
11. వ్యాఖ్యానం (యాంకరింగ్) - చూ.మాధ్యమాలకు రచన, పుటలు 178-181
- డా॥ బి.ఆర్.అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ
12. టెలివిజన్ రచన - చూ.మాధ్యమాలకు రచన, పుటలు 153-160
- డా॥ బి.ఆర్.అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ
13. తెలుగు జర్నలిజం - డా॥ బూదరాజు రాధాకృష్ణ



సూచించబడిన సహపాఠ్య కార్యక్రమాలు

1. భాషాంశాలపై, వాక్య నిర్మాణంపై అసైన్మెంట్లు రాయించడం, పత్రికల్లోని సాహిత్య/భాషాంశాలను సేకరింపజేయడం.
2. విద్యార్థులచేత తెలుగుభాషా సాహిత్యాలపై ప్రసంగవ్యాసం ఇప్పించడం (సెమినార్/ అసైన్మెంట్)
3. వ్యాసరచన, లేఖారచన, స్వీయకవితలు రాయించి, తరగతిలో చదివింపజేయడం మొదలైనవి.
4. వివిధ కార్యక్రమాల్లో విద్యార్థులచేత సదస్సు నిర్వహణ, వ్యాఖ్యానం (యాంకరింగ్) చేయించడం.
5. సమకాలీన భాషాసమస్యలపై / ఉద్యమాలపై/సాంఘిక సమస్యలపై 'బృందచర్చ' (Group Discussion) నిర్వహించజేయడం.
6. తెలుగుభాషా దినోత్సవం/అంతర్జాతీయ మాతృభాషా దినోత్సవం మొదలైన రోజుల్లో జరిగే సాంస్కృతిక కార్యక్రమాలు విద్యార్థులచేత నిర్వహించజేయడం, వాటిపై సమీక్షలు/పత్రికా ప్రకటనలు రాయించడం.
7. సమకాలీన సంఘటనలపై సామాజిక మాధ్యమాల్లో/ టి.వి.ల్లో జరిగే చర్చలను నమోదు చేయించి సంకలనం చేయడం.
8. సాంస్కృతిక / చారిత్రక ప్రాశస్త్యం కలిగిన కట్టడాలు , దేవాలయాలు, కళానిలయాలను 'బృందపర్యటన/క్షేత్ర పర్యటన' ద్వారా విద్యార్థులచేత సందర్శింపజేయడం.

ACHARYA NAGARJUNA UNIVERSITY

Hindi Syllabus from the Academic Year 2021-22

B.A., B.Com., BBA & B.Sc. SECOND YEAR SEMESTER - III

SECOND LANGUAGE - HINDI

302HIN21 - POETRY - KAVYADEEP - B. Radha Krishna Murthy

Unit-I : काव्यदीप (Ancient & Modern Poetry) :

1. साखी - दोहे (1 से 10 तक) - कबीरदास
2. दोहे (1 से 10 तक) - रहीम
3. मातृभूमि - मैथिलीशरण गुप्त
4. तोड़ती पत्थर - सूर्यकांत त्रिपाठी 'निराला'
5. ओ दीपक! बुझने के पहले - प्रो. पी. आदेश्वर राव

Unit-II : हिन्दी साहित्य का इतिहास (History of Hindi Literature) :

भक्तिकाल - निर्गुण भक्ति धारा

1. ज्ञानाश्रयी शाखा - कबीर
2. प्रेमाश्रयी शाखा - जायसी

Unit-III: साधारण निबन्ध (General Essays) :


1. समाचार पत्र
2. बेकारी की समस्या
3. कंप्यूटर
4. पर्यावरण और प्रदूषण
5. साहित्य और समाज

Unit-IV : अनुवाद (Translation) :

अनुवाद (अंग्रेजी से हिन्दी में) (Five Sentences)

Unit - V : प्रयोजनमूलक हिन्दी (Functional Hindi) :

1. परिपत्र (Circular)
2. ज्ञापन (Memorandum)


Dr. G. VIJAYA RATNA KUM.
CHAIRMAN
Board of Studies, Hindi & Urdu (UG)
Acharya Nagarjuna University
Nagarjuna Nagar-522 510.

CBCS SEMESTER WISE SYLLABUS

Part I (B) Subject : SANSKRIT

SEMESTER – III

PAPER – III : Drama, Upanishad, Alankara and History of Literature.- 302SAN21

UNIT – I : OLD DRAMA

1. "Madhyamavyayogaha". Bhasa Natakachakram.
krishadas academy, Varanasi 1998.

UNIT – II : MODERN DRAMA

"Sankalpabalam" by Prof.G.S.R.Krishna Murthy,
Published by Semushi, R.S.Vidyapeetam, Tirupati-2019.

UNIT – III : UPANISHAD

1. "Sishyanusasanam" – Sikshavalli of Taittireeyopanishad.
2. "Sraddatrayavibhagayoga",
17th Chapter, Bhagavadgita, Geetapress, Gorakhpur.

UNIT - IV : ALANKARAS:

1. Upama 2. Ananvaya 3. Utpreksha 4. Deepakam
5. Aprastutaprasamsa 6.Drushtanta 7. Prateepa.

UNIT – V : HISTORY OF SANSKRIT LITERATURE

- 1.Panini 2.Kautilya 3.Bharatamuni 4. Bharavi 5.Magha
- 6.Bhavabhuti 7. Sankaracharya, 8.Jagannatha. 9. Dandi.

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

Revised CBCS w.e.f 2020-21
LIFE SKILL COURSE

303LSC21 - **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

AP State Council of Higher Education

Revised Syllabus under CBCS Pattern

(w.e.f. 2020-'21 Academic Year)

A Mandatory Course for BA/BCom/BSc etc.

304LSD21 -ENVIRONMENTAL EDUCATION

(Total hours of Teaching – 30 Hrs. @ 02 Hrs. per Week)

Course objective: A Generic Course intended to create awareness that the life of human beings is an integral part of environment and to inculcate the skills required to protect environment from all sides.

Learning outcomes: On completion of this course the students will be able to

1. Understand the nature, components of an ecosystem and that humans are an integral part of nature.
2. Realize the importance of environment, the goods and services of a healthy biodiversity, dependence of humans on environment.
3. Evaluate the ways and ill effects of destruction of environment, population explosion on ecosystems and global problems consequent to anthropogenic activities.
4. Discuss the laws/ acts made by government to prevent pollution, to protect biodiversity and environment as a whole.
5. Acquaint with international agreements and national movements, and realize citizen's role in protecting environment and nature.

Unit 1: Environment and Natural Resources

06 Hrs.

1. Multidisciplinary nature of environmental education; scope and importance.
2. Man as an integral product and part of the Nature.
3. A brief account of land, forest and waterresources in India and their importance.

4. Biodiversity : Definition; importance of Biodiversity - ecological,consumptive, productive, social, ethical and moral, aesthetic, and option value.
5. Levels of Biodiversity: genetic, species and ecosystem diversity.

Unit-2: Environmental degradation and impacts

10Hrs

1. Human population growth and its impacts on environment; land use change, land degradation, soil erosion and desertification.
2. Use and over-exploitation of surface and ground water, construction of dams, floods, conflicts over water (within India).
3. Deforestation: Causes and effects due to expansion of agriculture, firewood, mining, forest fires and building of new habitats.
4. Non-renewable energy resources, their utilization and influences.
5. A brief account of air, water, soil and noise pollutions; Biological, industrial and solid wastes in urban areas. Human health and economic risks.
6. Green house effect - global warming; ocean acidification, ozone layer depletion, acid rains and impacts on human communities and agriculture.
7. Threats to biodiversity: Natural calamities, habitat destruction and fragmentation, over exploitation, hunting and poaching, introduction of exotic species, pollution, predator and pest control.

Unit 3: Conservation of Environment

10 Hrs

1. Concept of sustainability and sustainable development with judicious use of land, water and forest resources; afforestation.
2. Control measures for various types of pollution; use of renewable and alternate sources of energy.
3. Solid waste management: Control measures of urban and industrial waste.
4. Conservation of biodiversity: In-situ and ex-situ conservation of biodiversity.
5. Environment Laws: Environment Protection Act; Act; Wildlife Protection Act; Forest Conservation Act.
6. International agreements: Montreal and Kyoto protocols; Environmental movements: Bishnois of Rajasthan, Chipko, Silent valley.

Suggested activities to learner: (4 hours)

1. Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc
2. Visit to a local polluted site-Urban/Rural/Industrial/Agricultural site.
3. Study of common plants, insects, birds and basic principles of identification.
4. Study of simple ecosystems-forest, tank, pond, lake, mangroves etc.
5. Case study of a Forest ecosystem or a pond ecosystem.

Suggested text book :

- ErachBarucha (2004) *Text book of Environmental Studies for Undergraduate courses* (Prepared for University Grants Commission) Universities Press.
- PurnimaSmarath (2018) *Environmental studies* Kalyani Publishers, Ludhiana

Reference books :

- Odum, E.P., Odum, H.T. & Andrews, J. (1971) *Fundamentals of Ecology*. Philadelphia: Saunders.
- Pepper, I.L., Gerba, C.P. & Brusseau, M.L. (2011). *Environmental and Pollution Science*. Academic Press.
- Raven, P.H., Hassenzahl, D.M. & Berg, L.R. (2012) *Environment. 8th edition*. John Wiley & Sons.
- Singh, J.S., Singh, S.P. and Gupta, S.R. (2014) *Ecology, Environmental Science and Conservation*. S. Chand Publishing, New Delhi.
- Sengupta, R. (2003) *Ecology and economics: An approach to sustainable development*. OUP.
- Wilson, E. O. (2006) *The Creation: An appeal to save life on earth*. New York: Norton.
- Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll (2006) *Principles of Conservation Biology*. Sunderland: Sinauer Associates,

AP State Council of Higher Education
B.A, B.Com and B.Sc Programmes
Revised CBCS w.e.f 2020-21

SKILL DEVELOPMENT COURSES

ARTS STREAM

Syllabus of
305SDH21 - **FINANCIAL MARKETS**
Total 30 hrs (2hrs/wk) 02 credits & Maximum 50 Marks

Learning Outcomes:

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

- 1. Acquire knowledge of financial terms*
- 2. Know the concepts relating to and 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*

Syllabus

UNIT-I: 06hrs

Indian Financial System- its components - Financial markets and institutions

UNIT-II: 10hrs

Capital Market - its function - organizations - elements - (shares, debentures, bonds, mutual funds) debt market - Equity market (SEBI) and secondary market (NSE)

UNIT-III: 10hrs

Money market - Organized - Unorganized - Sub market (call money, commercial bills, Treasury bill, Certificate of Deposit, Commercial papers)

Co-curricular activities: (04 hrs)

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/share brokers
5. Observation, study and analysis of selected companies share prices
6. Assignments, Group discussion, quiz etc.

Reference books:

1. T.R. Jain R.L.Sarma - Indian Financial System- VK Global publisher
2. Jithendra Gala - Guide to Indian Stock markets Buzzing Stock publishing house
3. Saha Siddhartha- Indian financial System- and Markets - McGraw hill
4. Websites on Indian Financial markets.

SEMESTER – 3:: COURSE – 3
306ECO21-DEVELOPMENT ECONOMICS
NO. OF CREDITS: 4

LEARNING OUTCOMES FOR THE COURSE

At the end of the course, the student is expected to demonstrate the following cognitive abilities and psychomotor skills.

1. Remembers and states in a systematic way (Knowledge)
 - Various concepts and definitions and indicators relating to economic growth and Development including recent developments
2. Explains (understanding)
 - a. Distinction between growth and development with examples
 - c. Characteristics of developing and developing economies and distinction between the two
 - d. factors contributing to development, Choice of Techniques and a few important models and strategies of growth
3. Critically examines using data and figures (analysis and evaluation)
 - a. the theoretical aspects of a few models and strategies of economic growth
 - b. role and importance of various financial and other institutions in the context of India's economic development
4. Draws critical diagrams and graphs.
 - a. to explain the models and strategies
 - b. to highlight empirical evidences to support the strategies

Module - 1: Economic Growth and Development

Economic Development as a Branch of Study of Economics – Scope and Importance - Distinction between Economic Growth and Economic Development -Measures of Economic Development and their limitations - three core values of economic development : Sustainability, Self-esteem and

Freedom – Economy and Environment : Concepts of sustainable development and inclusive growth

Module -2: Modern Economic Growth

Characteristics of Underdeveloped Countries - World Bank and IMF Classification of countries -Obstacles to economic development -Factors of economic growth: Economic and Non-economic - Capital Formation – Foreign and Domestic capital, Debt and Disinvestment.

Module-3: Theories of Development and Underdevelopment

Classical Theory: Adam Smith, Ricardo and Malthus -Marxian Theory - Rostow's Stages of Economic Growth -Harrod-Domar two sector model - Robinson's Golden Age

Module – 4: Strategies of Economic Development

Strategies of Economic Development – Big Push -Balanced Growth -Unbalanced Growth - Capital Intensive Technology vs Labour Intensive Technology -Role of Infrastructure in Economic Development

Module - 5: Institutions and Economic Development

Role of State in Economic Development -Public sector vs Private sector - Economic Federalism -Financial Institutions and Economic Development -Role of International Institutions-IBRD, ADB, IMF -Foreign Trade - FIIs and FDIs

Reference Books:

1. Dhingra, I.C., *Indian Economy*, Sultan Chand, New Delhi, 2014.
2. Gaurav Datt and Ashwani Mahajan, *Datt and Sundharam's Indian Economy*, S.Chand& Co., 2016.
3. G. M. Meier, *Leading Issues in Economic Development*, Oxford University Press, New York, 3/e.
4. M. P. Todaro and Stephen C. Smith, *Economic Development*, 10/e, Indian Edition Published by Dorling Kindersley India Pvt. Ltd. 2012.
5. M. L. Koncham, *Economic development and planning*, Himalaya publications
6. S.K.Misra&V,K,Puri, *Indian Economy*, Himalaya Publishing House, 2015.
7. R.S.Rao, V.Hanumantha Rao &N.Venu Gopal (Ed.), *Fifty Years of Andhra Pradesh (1956-2006)*, Centre for Documentation, Research and Communications, Hyderabad, 2007.
8. G. Omkarnath, *Economics - A Primer for India* - Orient Blackswan, 2012.
9. *Economic development and growth*, Spectrum Publishing House, Hyderabad, 2016

Recommended Co-curricular Activities:

1. Assignments on the models and the strategies of economic development adopted in Indian economy
2. Student Seminar on development oriented themes relating to Indian economy
3. Quiz to test critical understanding of the fundamental concepts of growth and development and the growth models and strategies
4. Group discussion on the effectiveness of the roles played by various institutions in India's economic development
5. Group project work to examine specific aspects of growth like poverty, unemployment, human development, gender development as Indian experience in the context of economic development preferably at the state and local level
6. Poster presentation

313BAN21 - **INVESTMENT BANKING**

III SEMESTER

Syllabus

UNIT – I:

INTRODUCTION TO INVESTMENT BANKING

Introduction to Capital Markets – Functions of Capital Markets – Regulatory Framework of Securities Market in India - Listing Procedure in Stock Markets – Introduction to Investment Banking – Purpose of Investment Banking – Types of Investment Banks – Functions of Investment Banks – Investment Banking vs. Merchant Banking – Evolution of Investment Banking –Global Perspective and India Perspective – Business of Investment Banking – Overview of Indian Investment Banks.

UNIT - II:

ISSUE MANAGEMENT

Initial Public Offering (IPO) - Significance and Decisions of IPO – Regulatory norms of IPO – IPO Pricing - Due Diligence Process – Rights Issues – Investment Bankers role in Listed Companies.

UNIT – III:

SERVICES OF INVESTMENT BANKER

Corporate Advisory Services – Business Advisory Services – Underwriting Services – Project Advisory Services – Financial Restructuring Services +- Mergers and Acquisitions Advisory and other allied Services.

UNIT – IV:

BUSINESS VALUATION

Various valuation models applied in estimating value of the firm and value of equity – Merits and Limitations of each models/methods of valuation - Valuing Private Equity and Venture Finance

UNIT – V:

ISSUES FACING IN INVESTMENT BANKING

Issues facing Investment Banks - Designing new financial instruments - Adoption of Blockchain in Investment Banks - Data Security - Other Issues

References:

1. Matt Krantz and Robert R. Jhonson, Investment Banking, Dummies a Wiley Brand, 2020.
2. Joshua Rosenbaum, Joshua Pearl, Investment Banking, Valuation, Leveraged Buyouts and Mergers and Acquisitions, Wiley, 2013
3. CA Tapan Jindal, Investment Banking, *Bharath Publishing House*, 2015.
4. Pratap G. Subramanayam, Investment Banking, *McGraw Hill Higher Education*, 2008.
5. Falguni H. Pandya, Security Analysis and Portfolio Management, Jaico Books, 2014.
6. Pratapa S. Giri, Investment Banking, *McGraw Hill Higher Education*, 2013.
7. Bharathi V. Pathak, Indian Financial System, *Pearson Education India*, 2014
8. MY Khan, Financial Services, McGraw Hill Higher Education, 2013.
9. Madhu Vij and Swati Dhawan, Financial Services and Merchant Banking, McGraw Hill Higher Education, 2012

ACHARYA NAGARJUNA UNIVERSITY-GUNTUR
Structure of B.Com (Computer Applications) Programme under Revised CBCS
Semester-wise Syllabus under CBCS (w.e.f. 2020-21 Admitted Batch)

I Year B Com (CA), Semester- III

Discipline: COMPUTER APPLICATIONS

309BCO21-COURSE 3C: PROGRAMMING WITH C & C++

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Model Outcomes:

At the end of the course, the students is expected to DEMONSTRATE the following cognitive abilities (thinking skill) and psychomotor skills.

A. Remembers and states in a systematic way (Knowledge)

1. Develop programming skills
2. Declaration of variables and constants use of operators and expressions
3. learn the syntax and semantics of programming language
4. Be familiar with programming environment of C and C++
5. Ability to work with textual information (characters and strings) & arrays

B. Explains (Understanding)

6. Understanding a functional hierarchical code organization
7. Understanding a concept of object thinking within the framework of functional model
8. Write program on a computer, edit, compile, debug, correct, recompile and run it

C. Critically examines, using data and figures (Analysis and Evaluation)

9. Choose the right data representation formats based on the requirements of the problem
10. Analyze how C++ improves C with object-oriented features
11. Evaluate comparisons and limitations of the various programming constructs and choose correctone for the task in hand.

D. Working in 'Outside Syllabus Area' under a Co-curricular Activity(Creativity)

Planning of structure and content, writing, updating and modifying computer programs for user solutions

*E Exploring C programming and Design C++ classes for code reuse (Practical skills***)*

SYLLABUS
COURSE 3C: PROGRAMMING WITH C & C++

Unit-I Introduction:

Introduction - Structure of C program – C character set, Tokens: Constants, Variables, Keywords, Identifiers – C data types - C operators (arithmetic, relational, logical, increment and decrement) - Standard I/O in C (scanf, printf) - Conditional Control statements (if and Switch) Statements.

Unit-II Loops And Arrays:

Repetitive statements: While, Do While and For Loops - Use of Break and Continue Statements –**Arrays:** Introduction – Types of arrays, one dimensional arrays - Declaration of one dimensional arrays–Accessing array elements–Storing values in an array –Two Dimensional Arrays Declaration of two dimensional arrays – Accessing array elements– Storing values in 2-D arrays.

Unit- III Strings and Functions:

Strings: Definition, Declaration and Initialization of String Variables - String Handling Functions – **Functions:** Defining Functions - Function Call – passing parameters: Call By Value, Call By Reference.

Unit- IV Classes and Objects

Introduction to OOP and its basic features - C++ program structure - Classes and objects - Friend Functions- Static Functions –Constructor – Types of constructors – Destructors - Operators

Unit-V Inheritance:

Inheritance - Types of Inheritance -Types of derivation- Public – Private - Protected Hierarchical Inheritance - Multilevel Inheritance – Multiple Inheritance - Hybrid Inheritance

Learning Resources (Course 3C: : Programming with C & C++)

References:

- (1) Computer Fundamentals and Programming in C by Reema Thareja from Oxford University Press
- (2) Mastering C by K R Venugopal and Sudeep R Prasad, McGraw Hill
- (3) Let Us C, Yashavant Kanetkar
- (4) E. Balagurusamy "Object oriented programming with C++"
- (5) R.Ravichandran "Programming with C++"
- (6) The C++ Programming Language Bjarne Stroustrup

Online Resources:

<https://www.tutorialspoint.com/cprogramming/index.html> <https://www.learn-c.org/>

<https://www.programiz.com/c-programming>

<https://www.w3schools.in/c-tutorial/>

<https://www.cprogramming.com/tutorial/c-tutorial.html>

<https://www.tutorialspoint.com/cplusplus/index.html>

<https://www.programiz.com/cpp-programming>

<http://www.cplusplus.com/doc/tutorial/> <https://www.learn-cpp.org/>

<https://www.javatpoint.com/cpp-tutorial>

ACHARYA NAGARJUNA UNIVERSITY-GUNTUR
Structure of B.Com (Computer Applications) Programme under Revised CBCS
Semester-wise Syllabus under CBCS (w.e.f. 2020-21 Admitted Batch)
I Year B Com (CA), Semester- II

310BCO21- COURSE 3C: PROGRAMMING WITH C & C++ Practical Component

1. Write C programs for
 - a. Fibonacci Series
 - b. Prime number
 - c. Palindrome number
 - d. Armstrong number.
2. 'C' program for multiplication of two matrices
3. 'C' program to implement string functions
4. 'C' program to swap numbers
5. 'C' program to calculate factorial using recursion
6. 'C++' program to perform addition of two complex numbers using constructor
7. Write a program to find the largest of two given numbers in two different classes using friend function
8. Program to add two matrices using dynamic constructor
9. Implement a class string containing the following functions:
 - a. Overload + operator to carry out the concatenation of strings.
 - b. Overload == operator to carry out the comparison of strings.
10. Program to implement inheritance.

RECOMMENDED CO-CURRICULAR ACTIVITIES:

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

MEASURABLE

1. Assignments (in writing and doing forms on the aspects of syllabus content and outside the syllabus content. Shall be individual and challenging)
2. Student seminars (on topics of the syllabus and related aspects (individual activity))
3. Quiz (on topics where the content can be compiled by smaller aspects and data (Individuals or groups as teams))
4. Field studies (individual observations and recordings as per syllabus content and related areas (Individual or team activity))
5. Study projects (by very small groups of students on selected local real-time problems pertaining to syllabus or related areas. The individual participation and contribution of students shall be ensured (team activity))

General

Group Discussion

Visit to Software Technology parks / industries

RECOMMENDED CONTINUOUS ASSESSMENT METHODS:

Some of the following suggested assessment methodologies could be adopted:

1. The oral and written examinations (Scheduled and surprise tests),
2. Closed-book and open-book tests,
3. Coding exercises,
4. Practical assignments and laboratory reports,
5. Observation of practical skills,
6. Individual and group project reports,
7. Efficient delivery using seminar presentations,
8. Viva voce interviews.
9. Computerized adaptive testing, literature surveys and evaluations,
10. Peers and self-assessment, outputs from individual and collaborative work

SEMESTER – 4 :: COURSE – 4

401ECO21- ECONOMIC DEVELOPMENT- INDIA AND ANDHRA PRADESH

NO. OF CREDITS: 4

LEARNING OUTCOMES FOR THE COURSE

At the end of the course, the student is expected to demonstrate the following cognitive abilities and psychomotor skills.

1. Remembers and states in a systematic way (Knowledge)
 - a. leading issues of Indian economic development with reference to potential for growth, obstacles and policy responses
 - b. Objectives, outlays and achievements of economic plans and growth strategies
2. Explains (understanding)
 - a. Available Resources, demographic issues, general problems of poverty and unemployment and relevant policies
 - b. Sector specific problems, remedial policies and their effectiveness relating to Agriculture and Industrial Sectors of Indian and AP economy and infrastructure issues of AP economy
 - c. Indian Tax system, recent changes, issues of public expenditure and public debt, recent finance commissions and devolution of funds
 - d. Major issues of economic development of Andhra Pradesh after bifurcation and Central assistance
3. Critically examines using data and figures (analysis and evaluation)
 - a. Leading issues of current importance relating to India and AP economy, major policies and programmes
 - b. Covid– 19 and its impact on Indian economy
4. Uses official statistical data and reports including tables and graphs
 - a. To explain the achievements of Indian economy with reference to the objectives of planning and policy and make critical evaluation

Module – 1 Basic Features

Basic characteristics of Indian Economy as a developing economy – Economic development since independence - Objectives and achievements of planning – Planning Commission/NITI Ayog and their approaches to economic development

Module 2 National Income and Demography

Trends in National income - Demographic trends and Occupational Structure - Poverty and Inequalities –Unemployment - Various Schemes of employment generation and eradication of poverty – Issues in Rural Development and Urban Development

Module – 3 Agricultural and Industrial Developments

Indian Agriculture – Importance Agricultural Policy – Agrarian Crisis and land reforms – Agricultural credit – Minimum Support Prices -Malnutrition and Food Security - Indian Industry - Recent Industrial Policy – Make-in India – SEZs and Industrial Corridors - Economic Reforms and their impact - Atmanirbhar Bharat package.

Module –4 Indian Public Finance

Indian Tax System and Recent changes – GST and its impact on Commerce and Industry – Centre, States financial relations- Recommendations of Recent Finance Commission – Public Expenditure and Public Debt - Fiscal Policy and Budgetary Trends since 2010

Module- 5 Andhra Pradesh Economy

The basic characteristics of Andhra Pradesh economy after bifurcation in 2014 – Impact of bifurcation on the endowment of natural resources and state revenue – new challenges to industry and commerce - the new initiatives to develop infrastructure – Power and Transport - Information Technology and e-governance – Urbanization and smart cities – Skill development and employment –Social welfare programmes.

Reference Books:

1. Dhingra, I.C., *Indian Economy*, Sultan Chand, New Delhi, 2014.
2. Gaurav Datt and Ashwani Mahajan, *Datt and Sundharam's Indian Economy*, S.Chand& Co., 2016.
3. G. M. Meier, *Leading Issues in Economic Development*, Oxford University Press, New York, 3/e.
4. M. P. Todaro and Stephen C. Smith, *Economic Development*, 10/e, Indian Edition Published by Dorling Kindersley India Pvt. Ltd. 2012.
5. P. K. Dhar, *Indian Economy: Its Growing Dimensions*, Kalyani Publishers, Ludhiana, 2018.
6. Reserve Bank of India, *Handbook of Statistics on Indian Economy* (Latest).
7. S.K.Misra&V,K,Puri, *Indian Economy*, Himalaya Publishing House, 2015.
8. R.S.Rao, V.Hanumantha Rao &N.Venu Gopal (Ed.), *Fifty Years of Andhra Pradesh (1956-2006)*, Centre for Documentation, Research and Communications, Hyderabad, 2007.
9. G. Omkarnath, *Economics - A Primer for India* - Orient Blackswan, 2012.
10. A.P Economy- Telugu Academy, 2018

Recommended Co-curricular Activities:

1. Assignments on specific issues of contemporary importance with reference to problems and remedial policies
2. Student Seminars on leading economic challenges, the effectiveness of relevant policies and programmes
3. Quiz to examine the knowledge and critical understanding of major policies, programmes achievements, failures relating to all sectors
4. Group discussions to promote critical understanding and evaluation capabilities of the students on major areas of Indian and AP economy
5. Group project work to study the implementation and effectiveness of major government schemes of development, poverty eradication and employment promotion etc.,
6. PPT presentation and participation in webinars to help the students acquire and adapt ITC skills in the process of learning
7. Field Visits to Agricultural farm/market/SSIs to understand the ground realities of economic situation of the country and the state

COURSE– 5 (Semester - IV)
402ECO21- STATISTICAL METHODS FOR ECONOMICS
NO. OF CREDITS: 4

LEARNING OUTCOMES FOR THE COURSE

At the end of the course, the student is expected to demonstrate the following cognitive abilities and psychomotor skills.

1. Remembers and states in a systematic way (Knowledge)
 - a. the definitions, terms and their meaning relating to statistical methods
 - b. various formulae used to measure central tendency, correlation regression and Indices

2. Explains (understanding)
 - a. Importance of statistics and its applications
 - b. The method of classification of primary data
 - c. Uses of Correlation and Regression analysis, time series and index numbers in economic analysis

3. Analyses and solves using given data and information (analysis and evaluation)
 - a. different kinds of statistical problems using various principles and formulae relating to central tendency, correlation, regression, time series and indices
 - b. to interpret data and suggest solutions to economic problems

4. Draws critical diagrams and graphs.
 - a. Histogram, Frequency Polygon and Frequency Curve
 - b. More than cumulative and less than cumulative frequency curves (Ogive)
 - c. Different types of Bar diagrams
 - d. Pie Diagram and its uses in economic analysis

Module – 1: Nature and Definition of Statistics

Introduction to Statistics – Definition, scope, importance and limitations of Statistics – Primary and Secondary data- Census and Sampling techniques and their merits and demerits

Module – 2: Diagrammatic Analysis

Collection of data - Schedule and questionnaire – Frequency distribution – Tabulation – diagram and graphic presentation of data – Histogram, Frequency Polygon, Cumulative Frequency Curves - Bar Diagrams and Pie Diagram

Module – 3: Measures of Central Tendency and Dispersion

Measures of Central Tendency and Dispersion - Types of averages- Arithmetic Mean, Geometric Mean, Harmonic Mean – Median – Mode – Dispersion - Range, Quartile Deviation, Mean Deviation, Standard Deviation- Coefficient of Variation.

Module – 4: Correlation and Regression

Correlation and Regression - Meaning, Definition and uses of Correlation- Types of Correlation- Karl Pearson's Correlation coefficient - Spearman's Rank Correlation- Regression Equations - utility of regression analysis

Module – 5: Time Series and Index Numbers

Time Series and Index Numbers: Definition and components of Time Series – Measurement of Time Series – Moving Average and the Least Squares Method – Index Numbers - Concepts of Price and Quantity Relatives – Laspeyer's, Paasche's and Fisher's Ideal Index Numbers – Uses and Limitations of Index Numbers.

Reference Books:

1. B. R. Bhat, T. Srivenkataramana and K.S. MadhavaRao (1996): *Statistics: A Beginner's Text*, Vol. I, New Age International (P) Ltd.
2. Goon A.M, Gupta M.K., Das Gupta B. (1991), *Fundamentals of Statistics*, Vol. I, World Press, Calcutta.
3. M. R. Spiegel (1989): *Schaum's Outline of Theory and Problems in Statistics*, Schaum's Outline Series.
4. F. E. Croxton, D. J. Cowden and S. Kelin S (1973), *Applied General Statistics*, Prentice Hall of India. 2.
5. S.P. Gupta, *Statistical Methods*, S. Chand & Co, 1985
6. S. C. Guptha, *Fundamentals of Statistics*, Himalaya Publishing House, Hyderabad.
7. Digambar Patri and D. N. Patri, *Statistical Methods for Economics*, Kalyani Publishers, Ludhiana, 2017.
8. Telugu Akademy Book, ParimanathmakaPaddathulu (For B.A.).

Recommended Co-curricular Activities:

1. Assignments of the application of various statistical methods
2. Student Seminar on themes requiring usage of tables, diagrams, statistical analysis and interpretation
3. Group project work for collection of data on locally relevant economic problems
4. Market survey on demand, supply, sales, prices of different kinds of projects like food items, FMCG, other consumable durables etc., etc., and Statistical Analysis- Mini Project and also income elasticity of demand for such products

415BAN21 -**BANKING LAW AND PRACTICE**

IV SEMESTER

Syllabus

UNIT –I:

Definition of Banker and Customer – Relationship between Banker and Customer – General and Special features of Relationship.

UNIT-II:

Opening of Accounts – Special types of Customers like minors, married women, partnership firms, companies, clubs and other non-trading institutions.

UNIT – III:

Negotiable instruments – Descriptions and their special features – Duties and responsibilities of paying banker and collecting banker – Circumstances under which a banker can refuse payment of cheques – Consequences of wrongful dishonor.

UNIT – IV:

Precautions to be taken while advancing loans against securities – Goods Documents of title to goods – Loans against real estate – Insurance policies – against collateral securities – Bankers Receipts.

UNIT – V:

Rule in Clayton's case – Garnishee Order – Loans against equitable mortgage and legal mortgage and distinction between them – Latest trends in Deposit mobilization.

Reference Books:

1. Banking Theory and Law & Practice, S. N. Maheswari & R. R. Paul
2. Banking Law and Practice, Kalkundrikar, Kembhavi, Nataraj – Himalay Publishing House.
3. Control of Commercial Banks in India, Dr. Mohammad Quddus.

416BAN21 - **E-COMMERCE AND BANKING**

|V SEMESTER

Syllabus

UNIT – I:

Internet and Commerce: Business operations; E-commerce practices Vs. Traditional business practices; Concepts b2b, b2c, c2c, b2g, g2h, g2c; Benefits of e-commerce to organization, consumers, and society; Limitation of e-commerce; Management issues relating to e-commerce. Operations of E-commerce: Credit card transaction; Secure Hypertext Transfer Protocol (SMTP); Electronic payment systems; Secure electronic transaction (SET); SET's encryption; Process; Cybercash; Smart cards; Indian payment models.

UNIT - II:

Applications in B2C: Consumers' shopping procedure on the internet; impact on disintermediation and re-intermediation; Global market; Strategy of traditional department stores; Products in b2c model; Success factors of e-brokers; Broker-based services online; Online travel tourism services; Benefits and impact of e-commerce on travel industry; Real estate market; Online stock trading and its benefits; Online banking and its benefits; Online financial services and their future; E-auctions – benefits, implementation, and impact.

UNIT – III:

Applications in B2B: Applications of b2b; Key technologies for b2b; Architectural models of b2b; Characteristics of the supplier-oriented marketplace, buyer-oriented marketplace, and intermediary-oriented marketplace; Benefits of b2b on procurement reengineering; Just in Time delivery in b2b; Internet-based EDI from traditional EDI; Integrating EC with back-end information systems; Marketing issues in b2b.

UNIT – IV:

Applications in Governance: EDI in governance; E-government; E-governance – applications of the internet; Concept of government-to-business, business-to-government and citizen-to-government; E-governance models; Private sector interface in e-governance. Emerging Business Models: Retail model; Media model; advisory model, Made-to-order manufacturing model; Do-it-yourself model; Information service model; Emerging hybrid models; Emerging models in India.

UNIT - V:

E-Banking – Essential Factors of Core Banking – Features of Core Banking – Advantages of Core Banking – Meaning of E-Banking – Nature of E-Banking – E-Banking Transactions – Merits of E-Banking – Demerits of E-Banking. Essential of Bank Technology – Payment System

and Electronic Banking – Meaning of ATM – Merits and Demerits of ATM – Credit Card Meaning, Features of Credit Card – Merits and Demerits of Debit Card – Data Communication Network and EFT System – Role of Technology upgradation and its impact on Bank – Case Study.

Reference books

1. E-Commerce – an Indian perspective, P T Joseph, Prentice Hall, 2/e, 2005.
2. E-Commerce Concepts, Models, Strategies, C S V Moorthy, Himalaya Publications.
3. E-Banking Management - Mahmood Shah Lancashire Business School, University of Central Lancashire, UK & Steve Clarke University of Hull, UK
4. Satyadevi, C., Financial Services Banking and Insurance, S.Chand
5. Suneja, H.R., Practical and Law of Banking, Himalya Publishing House
6. Maheswary and Paul – Banking Theory, Law and practice, Kalyani Publishers
7. S Natarajan, P Parameswaran – Indian Banking, S. Chand and Company Ltd.
8. Shekhar and Shekhar – Banking Theory and Practice, Vikas Publications
9. Radhaswamy and Vasudev – Banking Theory and Practice, Sultan Chand and Sons
10. Muraleedharan – Modern Banking: Theory and Practice, PHI

ACHARYA NAGARJUNA UNIVERSITY-GUNTUR
Structure of B.Com (Computer Applications) Programme under Revised CBCS
Semester-wise Syllabus under CBCS (w.e.f. 2020-21 Admitted Batch)
I Year B Com (CA), Semester- IV

407BCO21-COURSE 4C: Database Management System

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Unit-I (Overview of Database Management System)

Introduction, Data and Information, Database, Database Management System, Objectives of DBMS, Evolution of Database Management System, Classification of Database Management System.

UNIT-II(File-Based System)

File Based System. Drawbacks of File-Based System, DBMS Approach, Advantage of DBMS, Data Models, Components of Database System, Database Architecture, DBMS Vendors and their products.

UNIT-III (Entity-Relationship Model)

Introduction, The Building Blocks of an Entity-Relationship, Classification of Entity Set, Attribute Classification, Relationship Degree, Relationship Classification, Generalization and Specialization, Aggregation and Composition, CODD's Rules, Relational Data Model, Concept of Relational Integrity.

UNIT-IV (Structured Query Language)

Introduction, History of SQL Standards, Commands in SQL, Data types in SQL, Data Definition Language (DDL), Selection Operation Projection Operation, Aggregate Functions, Data Manipulation Language, Table Modification, Table Truncation, Imposition of Constraints, Set Operations.

UNIT-V (PL/SQL)

Introduction, Structure of PL/SQL, PL/SQL Language Elements, Data Types, Control Structure, Steps to Create a PL/SQL Program, Iterative Control Cursors, Steps to Create a Cursor, Procedure, Functions, Packages, Exceptions Handling, Database Triggers, Types of triggers.