

Phone: 08819 – 246126 / 246926

Website: www.svkpandksrajucollege.edu.in



S.V.K.P & Dr. K.S. RAJU ARTS & SCIENCE COLLEGE

(Autonomous)

Recognised by UGC as “College with Potential for Excellence”

Accredited by NAAC with ‘A’ Grade

(Affiliated to ADIKAVI NANNAYA UNIVERSITY, Recognised by Govt. of Andhra Pradesh)

PENUGONDA – 534 320. West Godavari District, Andhra Pradesh

Skill Course (23SC11)

COMMUNICATION SKILLS (CS) SYLLABUS

(Common for all UG Programmes)

(w.e.f. Admitted Batch 2023-2024)

I SEMESTER

(SINGLE MAJOR SYSTEM)

UNIT-I: BASICS OF COMMUNICATION

1. Nature and importance of communication
2. Process of Communication
3. Principles of communication
4. Barriers to effective communication
5. Strategies for effective communication

UNIT-II: PRESENTATION SKILLS

1. Preparation of a good presentation
2. Verbal communication in presentation
3. Non-verbal communication in presentation
4. Visual aids/Materials in presentation
5. Analyzing audience and managing questions

UNIT-III: INTERVIEWS AND GROUP DISCUSSIONS

1. Interview and its types
2. Before, during and after an interview
3. Do's and Don'ts in an interview
4. Basic Interview questions
5. Structure and process of Group Discussions
6. Role functions, Do's and Don'ts



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PENUGONDA – 534320. W.G.DIST.A.P
Phone No: 08819-246126 Email : svkp_penugonda@rediffmail.com Website : svkpandksrajucollege.edu.in

DEPARTMENT OF MATHEMATICS

I-B.Sc I Semester

UG- SKILL COURSE: ANALYTICAL SKILLS(AS) (23SC12B)

(w.e.f. AY 2023-2024)

UNIT – 1: Arithmetic ability: Algebraic operations BODMAS, Fractions, Divisibility rules, LCM & GCD(HCF).

Verbal Reasoning: Number Series, Coding & Decoding, Blood relationship, Clocks, Calendars.

UNIT – 2: Quantitative aptitude: Averages, Ratio and proportion, Problems on ages, Time-distance–speed.

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

UNIT – 3: Data Interpretation: Tabulation, Bar Graphs, Pie Charts, line Graphs. Venn diagrams.

Text Book: Quantitative Aptitude for Competitive Examination by R.S. Agrawal, S.Chand Publications.

Reference Books:

1. Analytical skills by Showick Thorpe, published by S Chand And Company Limited, Ramnagar, New Delhi-110055.
2. Quantitative Aptitude and Reasoning by R V Praveen, PHI publishers.
3. Quantitative Aptitude for Competitive Examination by Abhijit Guha, Tata Mc Graw Hill Publications.



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FIRST SEMESTER SYLLABUS

I B.A.,B.Com.,B.Sc., SKILL COURSE (CODE: 23SC12A)

COURSE -I : LEADERSHIP SKILLS

(w.e.f. 2023-24 Admitted Batch)

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

Unit – I:

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

Unit – II:

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

Unit – III:

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:

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

S.V.K.P& Dr K.S RAJU ARTS&SCIENCE COLLEGE (A), PENUGONDA
FIRST SEMESTER SYLLABUS

Common for I B.A.,B.Com.,Multi Disciplinary Course (CODE: 23MDC1B)

COURSE -I : PRINCIPLES OF PSYCHOLOGY

(w.e.f. 2023-24 Admitted Batch)

Unit I

Introduction: Definition, Origin of psychology, Psychology as a scientific study of behavior, applied fields of psychology Biological bases of behavior Sensory and perceptual processes: Structure and function of visual and auditory senses; Attention: selective, sustained and divided attention. Perception: Nature and determinants; Perceptual constancies

Unit II

Emotion and Motivation: Nature of emotion; components of emotions. Theories of emotion: James-Lange, Cannon-Bard and Schachter-Singer. Motivation: Nature and types; Maslow's hierarchy model

Unit III

Individual differences: Learning and memory: Learning – Definition, Classical and instrumental conditioning: principles of classical conditioning, schedules of reinforcement, Memory - Sensory, short-term and long-term memory; forgetting and its causes Personality - Trait and type approaches; assessment of personality. Intelligence: Concept of IQ and measurement

Books recommended

- Baron, R. A. (2006). Psychology (5th Ed.). New Delhi: Pearson Education.
- Ciccarelli, S. K., & Meyer, G. E. (2009). Psychology. Delhi: Pearson Education.
- Coon, D., & Mitterer, J. O. (2007). Introduction to Psychology: Gateway to mind and behavior. New Delhi: engage.
- Gerrig, R. J., & Zimbardo, P. G. (2006). Psychology and Life (17th Ed.). New Delhi: Pearson Education.
- Singh, A. K. (2009). Uchachtar Samanya Manovigyan. Varanasi: Motilal Banarasi Das

S.V.K.P& Dr K.S RAJU ARTS&SCIENCE COLLEGE (A), PENUGONDA
FIRST SEMESTER SYLLABUS
Common for I .,B.Sc., Multi Disciplinary Course (CODE: 23MDC1A)
COURSE -I : INDIAN HISTORY
(w.e.f. 2023-24 Admitted Batch)

Learning Outcomes:

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

Students will have an overall understanding of Indian history and culture from ancient to modern India.

Learn about the changes in society, economy, politics, and culture under various dynasties.

Know mediaeval Indian history and culture.

Understand the greatness of the Mughals and their administration.

Visualise how the Europeans are settled and how the colonials introduce various economic policies and their impacts.

Know the stages of the Indian Freedom Struggle and the roles of Gandhi and Subash Chandra Bose.

Syllabus:

Unit-I; Ancient Indian History and Culture:

What is History-Evolution of Man-Science and Technology in Harappan Civilization-Vedic Literature- Difference between Jainism and Buddhism Philosophy-Asoka Dhamma Policy- Science and Technology in Gupta Period- Chronology of Various Dynasties that ruled India (6th Century BC to 1206 CE)

Unit-II; History and Culture of Medieval India:

Delhi Sultanate: Rulers (Brief), Ala-Ud-Din-Khilji and Muhammad-Bin-Tughlaq Reforms-Greater Mughals (Brief)-Mughal Administration-Akbar Religious Policy-Mughal Art and Architecture-Bhakti Saints

Unit-III; History of Modern India:

European Settlements-British Revenue Policies-Economic Impact of British Rule-Socio-Religious Reform Movements-Causes for 1857 Revolt-Indian Freedom Struggle: Vande Mataram, Home Rule Movement-Gandhi's Role: Non-Cooperation Movements, Salt Satyagraha and Quit India Movement-Subash Chandra Bose-Partition of India

Curricular Activities:

- Map-pointing/Collection of Historical news paper cuttings.
- Prepare a chart on Ancient, Medieval Dynasties and their rulers.
- Collect the various National Leaders photographs
- Prepare a list of Historical events in chronological order
- Unit Tests/Quiz/Debates/Workshops/Book Reviews/Seminars/Assignments.
- Collection of Articles and Books/Preparation of Videos/Chart
- Photo Exhibitions on Historical Importance/Visit to the Museums

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Skill Course

BUSINESS WRITING SYLLABUS

(Common for all UG Programmes)

(w.e.f. Admitted Batch 2023-2024)

II SEMESTER

(SINGLE MAJOR SYSTEM)

Unit 1:

Introduction to Business Writing: Importance and purpose of effective business writing; Characteristics of good business writing; Common challenges and misconceptions. Writing Clear and Concise Emails: Appropriate email etiquette in the professional environment, organizing email content and using effective subject lines, Understanding tone and formality in email communication.

Unit 2:

Memos and Interoffice Communication: Formatting and structure of memos, Writing memos for various purposes like updates, announcements, requests. Ensuring clarity and coherence in inter office communication. Business Letters and Formal Correspondence: Structure and components of a business letter, writing persuasive and professional business letters, Responding to inquiries and complaints effectively.

Unit 3:

Business Proposals and Reports: Crafting business proposals for projects and initiatives, Formal report writing - format, sections, and organization, Analyzing data and presenting findings in reports. Writing for Digital Platforms: Business writing for websites, social media, and online communication, Leveraging technology for efficient and impactful business writing



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PENUGONDA-534320

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SKILL COURSE under CBCS w.e.f A.Y. 2023-2024
PAPER – IV: DIGITAL LITERACY (23SC22)
(Common for II SEMESTER of all Major COURSES)
SEMESTER-II

Course Duration: 30 Hours

2 hrs/week

Credits -2

Course Objectives:

By undergoing the Digital Literacy course, one should acquire basic knowledge on Computer and he/she is able to

CO1: Perform operations on the computer

CO2: Access the Internet and finding information of interest

CO3: Register for an E-mail account and operating it

CO4: Make bill payments and use other applications of Internet

CO5: Create, edit and format documents using a word processor

Unit-1: operate the elements of a computer and performing operations on the computer

Operate the elements of a computer including power cord, power switch, network connecting cable, USB ports, Mouse operations, Keyboard operations, interface icons, GUI elements, Editing options, perform operations including switching on the computer, logging in, locating a file, opening a file, printing a document, storing a file with proper extension, creating a folder/ sub folder in a volume on hard disk and desktop, shifting files from one folder to another, shutting off the computer

Unit-2: Access the Internet to browse information and E-mail operation

Access the Internet, use a search engine, find information on the topic of interest, register for a web-based E-mail account, access E-mail with attachments, reply to an E-mail, forward an E-mail and delete an E-mail message

Unit-3: Make bill payments, other applications using Internet and word processing

Make utility bill payments, booking bus/train tickets, bank transactions, personal transactions, job search through employment portals, mobile/DTH recharge, word processing basics, creating, editing and formatting of text, saving and printing of word document