

S.V.K.P & Dr. K.S. RAJU ARTS & SCIENCE COLLEGE (A)

PENUGONDA - 534 320, W. G. Dt., A. P.

LIFE SKILL COURSES 2020-21

SEM	NAME OF THE COURSE
Sem -I	1.Human values and Professional Ethics (HVPE)
SEM-II	2.Indian Culture and Science
SEM-III	1.Environmental Education
	2.Personality Development and Leadership
	3.Analytical Skills

LSC-1 Human values and Professional Ethics (HVPE)

LSC-2 Indian Culture and Science

LSC-3 Environmental Education

LSC-4 Personality Development and Leadership

LSC-5 Analytical Skills



S.V.K.P. & Dr. K.S. RAJU ARTS & SCIENCE COLLEGE
(Autonomous)

Recognized 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., (A.P.)

UG – Life Skill Course Syllabus

UG- LIFE SKILL COURSE:: HUMAN VALUES AND PROFESSIONAL ETHICS (20LSI)

(w.e.f. 2020-2021 A.Y.admitted Batch)

Objective: 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 (SarvabhaumVyavastha)- 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:

1. R R Gaur, R Sangal, G P Bagaria, 2009, A Foundation Course in Human Values and Professional Ethics.
2. Bhatia, R. & Bhatia, A (2015) Role of Ethical Values in Indian Higher Education.

References books:

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

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.

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

SECOND SEMESTER SYLLABUS

LIFE SKILL COURSE

(Common for B.A., B.Com & B.Sc.,)

INDIAN CULTURE AND SCIENCE(CODE:20LS2)

(w.e.f. 2020-21 Admitted Batch)

Unit – I:

Unity in Diversity in India:

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:

Reforms by Basaveswara - Raja Rama Mohan Roy – Dayananda Saraswathi –Swamy Vivekananda –

Mahatma Gandhi - B. R. Ambedkar - Reforms in Andhra by Vemana, Veerabrahmam, Gurajada,

Veeresalingam and Gurram Jashua (only reforms in brief, biographies not needed). Modern Society:

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

Unit – III:

Science and Technology:

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:

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

Reference Books:

1. History of India and Culture (Upto 1526 A.D), Telugu Academy

2. History of India and Culture (1526 A.D to 1964), Telugu Academy

3. Basham, A.L (ed), A Cultural History of India

4. Hana S. Noor Al-Deen&J.A.Hendricks, Social Media : Usage and Impact

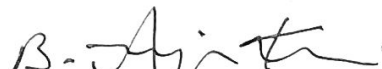
5. Bipan Chandra, Aditya Mukherjee, Mridula Mukherjee, India After Independence

6. S.K.Thakur, ISRO: History and Achievements

7. V. Ramakrishna, Social Reform Movement Andhra, Vikas Publications

APPROVED


UNIVERSITY NOMINEE


SUBJECT EXPERT


DR. PRASAD

UG- LIFE SKILL COURSE SYLLABUS
ENVIRONMENTAL EDUCATION (EE) (Mandatory)
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (LS)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
III	Life skill course	Environmental Education (EE)	30	2	2	50 Marks

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 Understand the nature, components of an ecosystem and that humans are an integral part of nature.

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

Unit 1: Environment and Natural Resources:(06hrs)

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 water resources 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:(10hrs)

Concept of sustainability and sustainable development with judicious use of land, water and forest resources; a forestation.

1. Control measures for various types of pollution; use of renewable and alternate sources of energy.
2. Solid waste management: Control measures of urban and industrial waste.
3. Conservation of biodiversity: In-situ and ex-situ conservation of biodiversity.
4. Environment Laws: Environment Protection Act; Act; Wildlife Protection Act; Forest Conservation Act.
5. 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:

- ¹ Erach Barucha (2004) *Text book of Environmental Studies for Undergraduate courses* (Prepared for University Grants Commission) Universities Press.
- ² Purnima Smarath (2018) *Environmental studies* Kalyani Publishers, Ludhiana

Reference books:

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



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PRINCIPAL

S.V.K.P & Dr.K.S. RAJU ARTS & SCIENCE COLLEGE(A)
Accredited by NAAC with "A" Grade
PENUGONDA - 534 320, W.G.Dt., A.P.

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Website : www.tvkpandkrasajucollege.org.in



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PENUGONDA - 534 320, West Godavari District, Andhra Pradesh

SYLLABUS

Life Skill Course

PERSONALITY ENHANCEMENT AND LEADERSHIP (PDL)

(Common for all UG Programmes)

III Semester

UNIT-I

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

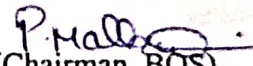
UNIT-II

Assessment of Personality - Projective & Self Report Techniques - Building Self-
Confidence – 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, Prakasham Pantulu, Dr. B. R. Ambedkar &
J.R.D. Tata

(University Nominee)


(Chairman, BOS)

APPROVED

(Subject Expert)

(Subject Expert)

S. V. K. P. & Dr K. S. Raju Arts & Science College(A), Penugonda
III-B.Sc Third Semester

UG- LIFE SKILL COURSE: ANALYTICAL SKILLS(AS) (20LS3B2)
(w.e.f. 2020-2021 A.B.)

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.

S.V.K.P & Dr. K.S. RAJU ARTS & SCIENCE COLLEGE (A)
PENUGONDA - 534 320, W. G. Dt., A. P.

SKILL DEVELOPMENT COURSES 2020-21

SEM	NAME OF THE COURSE
SEM-I	1.Tourism Guidance
SEM -II	1. Agricultural Marketing
	2. Advertising
	3. Performing Arts (BA & BSc)
SEM-III	1. Disaster Management
	2. Financial Markets

SD-1 Tourism Guidance

SD-2 Agricultural Marketing

SD-3 Advertising

SD-4 Performing Arts

SD-5 Disaster Management

SD-6 Financial Markets

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

**FIRST SEMESTER SYLLABUS
SKILL DEVELOPMENT COURSE
(Common for B.A., B.Com & B.Sc.,)**

**TOURISM & GUIDANCE (CODE:20SD1)
(w.e.f. 2020-21 Admitted Batch)**

Unit I:

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

Unit II:

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

Unit III:

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

Co-curricular Activities Suggested:

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

Reference Books:

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

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UNIVERSITY NOMINEE


SUBJECT EXPERT

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

Skill Development Course Syllabus
(Common for B.A., B.Com & B.Sc.,)
AGRICULTURAL MARKETNG (20LSD2)
(w.e.f. 2020-21 Admitted Batch)

Unit- I: **(06hrs)**

Introduction of Agriculture and agricultural products (including agriculture, horticulture, sericulture, floriculture, aquaculture- genetic culture and dairy product) - Agricultural Marketing - Role of marketing - Concepts - Goods and services - Movement of product from farm to consumer –Middlemen – Moneylenders - Types of agricultural markets (basic classification).

Unit- II: **(09hrs)**

Basic structure and facilities of an agricultural market – Primary, secondary and tertiary markets– Functioning of Market Yards–Market information – Rythu Bharosa Kendras (RBK) – Govt market policies and regulations- Contract farming -Govt Apps for marketing of agri products.

Unit- III: **(10hrs)**

Planning production – assembling – grading - transportation– storage facilities. Price fixation. Dissemination of market information –and role of ICT. Marketing - Mix- Product element- Place element- Price element- Promotion element. Selection of target market. Government programs in support of Agricultural marketing in India.

Suggested Co-curricular Activities: **(05hrs)**

1. Study visit to agricultural markets and Rythu Bharosa Kendras (RBK)
2. Invited lecture by field expert
3. Survey of various involved activities e.g.assembling, grading, storage, transportation and distribution
4. Identify the demand for food processing units
5. Application of Govt Apps as one Nation and one Market
6. Assignments, Group discussion, Quiz etc.

Reference books:

1. S.S.Acharya & N.L.Agarwala, Agricultural Marketing in India - Oxford and IBH Publications
2. K.S.Habeeb - Ur - Rahman Rural Marketing in India - Himalaya publishing
3. S.S.Chinna Agricultural Marketing in India - KALYANI publishers
4. Publications of National Institute of Agricultural Marketing, Odisha
5. Wikiepedia and other websites on Agricultural Marketing.

**S.V.K.P. & Dr. K.S. RAJU ARTS & SCIENCE COLLEGE (AUTONOMOUS)
PENUGONDA - 534 320**

Common for I B. Com (General & Computer Applications)

Semester - II

Skill Development Course

ADVERTISING

SYLLABUS

(w.e.f 2020-21 Admitted Batch)

Teaching Hours: 30 (2 Hrs/Per Week) Semester End Exam 50 marks /2 Hours

Learning Outcomes:

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

- ☐ Understand the field of Advertising
- ☐ Comprehend opportunities and challenges in Advertising sector
- ☐ Prepare a primary advertising model
- ☐ Understand applying of related skills
- ☐ Examine the scope for making advertising a future career

UNIT I: (06 hrs)

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

UNIT II: (10 hrs)

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

UNIT III: (10 hrs)

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

Recommended Co-curricular Activities: (04 hrs)

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

Reference books:

1. Bhatia. K.Tej - Advertising and Marketing in Rural India - Mc Millan India
2. Ghosal Subhash - Making of Advertising - Mc Millan India
3. JethWaneyJaishri& Jain Shruti - Advertising Management - Oxford university
Press Publications of Indian Institute of Mass Communications
4. Websites on Advertising

**UG- SKILL DEVELOPMENT COURSE (20SD2B3)****PERFORMING ARTS (Common for BA & B.Sc.,)**

(w.e.f. 2020-2021 Admitted Batch)

Semester	Course Code (SD)	Group 'B'	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
II	Skill Development Course		Performing Arts	30	2	2	50 Marks

Learning Outcomes:

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

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

Unit-I: Introduction to performing Arts

(06 Hrs)

Arts – and its definition; Fine Arts; Arts - Learning & Imitation – Rasaas, Bhaavas and Rasa Sutra. Dasaroopakaas; Nritha, Nrithya, Natya; Action – Kinds of Actions; Ancient Costume style

Unit-II: Performing Arts – Stage Arts

(10 Hrs)

Origin of Drama (Theatre); Features of Stage; Varieties of Modern Telugu Drama; Famous Telugu Dramas. Stage performance; Dramatic Actor and its definition; Actor-characteristics, Functions and Responsibilities. Traits of an Actor – Diction, Articulation, Dialogue modulation, Time sense, Observation, Mime, Improvisation, Commentary, Dress code, Make-up, lighting & Stage Direction.

Unit-III: Performing Arts – Forms

(10 Hrs)

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

Co-curricular Activities Suggested:

(4 hrs)

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

Reference books:

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

S.V.K.P & Dr K.S.Raju Arts & Science College (A), Penugonda

II B.A, B.Com & B.Sc

Skill Development Course

Subject: Disaster Management

Semester – III

Syllabus

Time: 2hrs

Max. Marks 50

Learning Outcomes:

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

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

(06 hrs)

UNIT-I:

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

(09hrs)

UNIT-II:

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

(09 hrs)

UNIT-III:

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

(06 hrs)

Suggested co curriculum Activities:

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

Reference books:

1. Jagbirsingh - Disaster Management Future challenges and opportunities- - K.W.Publishers
2. GOI - UNDP Disaster Management Guidelines
3. J.P.Singhal - Disaster Management - Laxmi Publications
4. www. ndma. gov.in
5. Wikipedia and other websites on Disaster management.



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PENUGONDA - 534 320

Common for II B. Com (General & Computer Applications)

Semester - III

Skill Development Course

FINANCIAL MARKETS

SYLLABUS

(w.e.f 2020-21 Admitted Batch)

Teaching Hours: 30 (2 Hrs/Per Week) Semester End Exam 50 marks / 2 Hours

Learning Outcomes:

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

- ☐ Acquire knowledge of financial terms
- ☐ Know the concepts relating to and markets and different avenues of investment
- ☐ Understand the career skills related to Stock Exchanges
- ☐ Comprehend the personal financial planning and money market skills

UNIT-I: (06 hrs)

Indian Financial System- its components - Financial markets and institutions

UNIT-II: (10 hrs)

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

UNIT-III: (10 hrs)

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.