

# RRDS GOVT. DEGREE COLLEGE, BHIMAVARAM, W.G.Dt, A.P

(Affiliated to Adkavi Nannayya University, Rajamahendravaram)

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1.3.1 Institution integrates crosscutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability into the Curriculum

Academic Year	S.N O	Issue Integrated	Name of the Course / Programme & Year	Name of the Course / Paper	Topics Covered	Outcome of the Course/Topic
2018-19 & 2019-20	1	Human Values And Professional Ethics	I B.A& B.COM Semester -I	Human Values And Professional Ethics	Unit-I : Introduction to Value Education 1. Value Education, Definition, Concept and Need for Value Education 2. The Content and Process of Value Education 3. Self-Exploration as a means of Value Education 4. Happiness and Prosperity as parts of Value Education Unit-II : Harmony in the Human Being 1. Human Being is more than just the Body 2. Harmony of the Self ('I') with the Body 3. Understanding Myself as Co-existence of the Self and the Body 4. Understanding Needs of the Self and the Needs of the Body Unit-III : Harmony in the Family and Society and Harmony in the Nature 1. Family as a basic unit of Human Interaction and Values in Relationships 2. The Basics for respect and today's Crisis : Affection, Care, Guidance, Reverence, Glory, Gratitude and Love 3. Comprehensive Human Goal : The Five	1.To help the students appreciate the essential complementarity between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity which are the core aspirations of all human beings. 2. To facilitate the development of a Holistic perspective among students towards life, profession and happiness, based on a correct understanding of the Human reality and the rest of existence. 3. To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually satisfying human behaviour and mutually enriching interaction with

					<p>dimensions of Human Endeavour</p> <p>Unit-IV : Social Ethics</p> <ol style="list-style-type: none"> <li>1. The Basics for Ethical Human conduct</li> <li>2. Defects in Ethical Human Conduct</li> <li>3. Holistic Alternative and Universal order</li> <li>4. Universal Human Order and Ethical Conduct</li> </ol> <p>Unit-V : Professional Ethics</p> <ol style="list-style-type: none"> <li>1. Value Based Life and Profession</li> <li>2. Professional Ethics and Right Understanding</li> <li>3. Competence in Professional Ethics</li> <li>4. Issues in Professional Ethics – The Current scenario</li> <li>5. Vision for Holistic Technologies, Production System and Management Models</li> </ol>	Nature.
<b>2018-19 &amp; 2019-20</b>	2	<b>Environment Sustainability</b>	<b>I B.A&amp; B.COM Semester -I</b>	<b>Environment al Studies</b>	<p><b>Unit-I</b> : Natural Resources: Definition, scope and importance. Need for public awareness. Brief description of; Forest resources: Use and over-exploitation. Deforestation; timber extraction, mining, dams. Effect of deforestation environment and tribal people Water resources: Use and over-utilization. Effects of over utilisation of surface and ground water. Floods, drought. Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources. Food resources: World food problems, Effects of modern agriculture; fertilizer pesticide, salinity problems. Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources. Land resources: Land as resources, land degradation, man induced landslides, soil erosion and desertification</p> <p><b>Unit-II</b> : Ecosystems, Biodiversity and its conservation 6 Hrs Concept of an ecosystem Structure and function of an ecosystem Producers, consumers and decomposers Food chains, food webs and ecological pyramids Characteristic features of the following ecosystems:- Forest ecosystem, Desert ecosystem, Aquatic ecosystem. Value of biodiversity: Consumptive use, productive use. Biodiversity in India. Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts. Endangered and endemic species of India Conservation of</p>	<ol style="list-style-type: none"> <li>1. Understand the importance and dimension of a healthy environment, become environmentally conscious, skilled and responsible in all their actions with a concern for sustainable development.</li> <li>2. Comprehend the significance and issues related to ecosystems, natural resources and biodiversity and become aware of the need and ways to protect/ preserve them.</li> <li>3. Grasp the issues related to environmental pollution, solid waste management and climate change, and become conscious and proactive in the discharge of their responsibilities towards the environment.</li> <li>4. Become aware and appreciate the values and concerns of environmental movements and policies and the role of communities, and act responsibly on environment-related issues.</li> </ol>

					<p>biodiversity <b>Unit-III</b> : Environmental Pollution 6 Hrs  Definition Causes, effects and control measures of :-  a. Air pollution b. Water pollution ANUR c. Soil pollution d. Noise pollution Solid waste management; Measures for safe urban and industrial waste disposal Role of individual in prevention of pollution Disaster management: Drought, floods and cyclones</p> <p><b>Unit-IV</b> : Social Issues and the Environment 6 Hrs  From Unsustainable to Sustainable development  Water conservation, rain water harvesting, watershed management. Climate change, global warming, ozone layer depletion, Environment protection Act Wildlife Protection Act, Forest Conservation Act</p> <p>Unit-V : Human Population and the Environment 6 Hrs  Population explosion, impact on environment. Family welfare Programme Environment and human health Women and Child Welfare Value Education Role of Information Technology in Environment and human health.</p>	
<b>2018-19 &amp; 2019-20</b>	3	Human Values	I B.A& B.COM Semester -I	Communication Soft Skills	Unit I: Soft Skills 1. Positive Attitude 2. Body Language 3. SWOT/SWOC Analysis 4. Emotional Intelligence 5. Netiquette	To learn how to live with values
<b>2018-19 &amp; 2019-20</b>	4	Human Values	I B.A& B.COM Semester -I	English	Unit-I: Prose 1. The Knowledge Society : A.P. J. Abdul Kalam (from his 'Ignited Minds') 2. The Language of African Literature: Ngugi Wa Thiong'o (from his Decolonizing the Mind) Unit-II: Poetry 1. The Road Not Taken : Robert Frost 2. Night of the Scorpion: Nissim Ezekiel Unit-III: Short Story 1. The Lost Child : Mulk Raj Anand 2. The Loaded Dog : Henry Lawson Unit-IV: One - Act Play The Merchant of Venice (Court Scene – Act IV Scene -1): William Shakespeare:	To expose the learners i.e students to value based ideas
<b>2018-19 &amp; 2019-20</b>	5	Human Values & Gender Issues	II B.A & B.COM Semester - III	English	Unit – III: Short Story 1. Jhumpa Lahiri: The Interpreter of Maladies 2. Shashi Deshpande: The Beloved Charioteer Unit – IV: One Act Play 1. Kanyasulkam (Acts I & II): Gurajada Appa Rao (Translated by C. Vijayasree).	1.To expose the learners i.e students to value based ideas 2.To adapt ethical values to the life.

<b>2018-19 &amp; 2019-20</b>	<b>6</b>	<b>Human Values And Professional Ethics &amp; Gender Issues</b>	<b>I B.A&amp; B.COM Semester -I</b>	Telugu	Kanyaka --Gurajada Apparao Desa charitralu – Srisri Savukudu – Bandi. Narayana Swamy	<ol style="list-style-type: none"> <li>1. To learn societal values and empathy</li> <li>2. To adapt honesty, kindness etc.,</li> </ol>
<b>2018-19 &amp; 2019-20</b>	<b>7</b>	<b>Human Values And Professional Ethics &amp; Gender Issues</b>	<b>I B.A&amp; B.COM Semester -II</b>	Telugu	NammukunnaNela – KV Reddy AmmakuAdivaramleda – M.Ranganayakamma Batukata – Dr.V.R.Rasani	<ol style="list-style-type: none"> <li>3. To learn societal values and empathy</li> <li>4. To adapt honesty, kindness etc.,</li> </ol>
<b>2018-19 &amp; 2019-20</b>	<b>8</b>	<b>Human Values And Professional Ethics</b>	<b>II B.A &amp; B.COM Semester - III</b>	Telugu	VyaktitvaVikasam – Dr.R.C.Reddy	To understand human values and professional ethics.
<b>2018-19 &amp; 2019-20</b>	<b>9</b>	<b>Economic Sustainability</b>	<b>II B.A Semester - III</b>	Banking and International Trade	Module - 2 National Income - Definitions, Concepts of National Income - Measurement of National Income - Circular flow of Income in Two, Three and Four Sector Economy. Module - 3 Classical theory of Employment - Say's Law of Markets. Module - 4 Keynesian Theory of Employment - Consumption function – Investment Function - Marginal Efficiency of Capital (MEC)- Concepts of multiplier and accelerator Module - 5 Meaning and Functions of Money - Classification of money - Gresham's Law - RBI classification of Money. Theories of Money - Fisher's Quantity theory of Money Cambridge approach (Marshall, Pigou, Robertson & Keynes)	<ol style="list-style-type: none"> <li>1. To make the student to know the remedies of income disparities</li> <li>2. TO know the employment issues</li> <li>3. To know the impacts of money circulation In the country.</li> </ol>
<b>2018-19 &amp; 2019-20</b>	<b>10</b>	<b>Economic Sustainable Development</b>	<b>IIB.A Semester - Iv</b>	Indian and Andhra Pradesh Economy Economics	Module - 1 Trade Cycles - meaning and definition - Phases of a Trade Cycle -Inflation - definition - types of inflation - causes and effects of inflation measures to control inflation. Module - 2 Banking: Meaning and definition -Functions of Commercial Banks - Concept of Credit creation-Functions of RBI - Recent developments in banking sectors. Module – 3 Non-Bank Financial Institutions – Types of NBFIs - Factors contributing to the Growth of NBFIs – Money market – Defects of Indian money market Module – 4 Concepts of Shares-Debentures - Stock Market - Functions - Primary and Secondary Markets - SEBI - - Insurance - Life Insurance and General Insurance. Module - 5 Macro Economic Policy - Fiscal, Monetary and Exchange rate policies	<ol style="list-style-type: none"> <li>1. To Study the factors that will impact on the Trade in the country.</li> <li>2.To make the student to know the remedies of income disparities</li> <li>3.TO know the employment issues</li> <li>4. To know the impacts of money circulation In the country</li> </ol>

					Objectives and Significance - Importance of International Trade - Regional and International Trade – Defining Balance of Trade and Balance of Payment.	
<b>2018-19 &amp; 2019-20</b>	<b>11</b>	<b>Economic Sustainable Development</b>	<b>III B.A Semester - V</b>	<b>Indian and Andhra Pradesh Economy</b>	Module - 1 Concept of Economic Growth - Distinction between economic growth and development - Measurement of economic development - Theories of Economic Growth: Adam Smith, Rostow, Karl Marx and Harrod & Domar Models. Module - 2 Sustainable development - Balanced and unbalanced growth-choice of techniques Labour intensive and capital intensive methods. Module - 3 Basic features of the Indian Economy - Natural Resources - Important Demographic features- Concept of Population Dividend - Population Policy. Module - 4 National Income in India - trends and composition-poverty, inequalities and Unemployment - Measures taken by the Government. - MGNREGS Module - 5 Economic reforms - liberalization, privatization and globalisation - concept of inclusive growth	<ol style="list-style-type: none"> <li>1. To Study the factors that will impact on Balanced Regional Development</li> <li>2.To make the student to know the remedies of income disparities</li> <li>3.TO know the employment issues</li> <li>4. To know the natural resources available in the country.</li> </ol>
<b>2018-19 &amp; 2019-20</b>	<b>12</b>	<b>Agricultural Sustainable development</b>	<b>III B.A Semester - V</b>	<b>AGRICUTURAL ECONOMIC S</b>	Module-1 Nature and Scope of Agricultural Economics. Factors affecting agricultural development: technological, institutional and general. Interdependence between agriculture and industry. Module-2 Concept of production function : input-output and product relationship in farm production. Module-3 Growth and productivity trends in Indian agriculture with special reference to Andhra Pradesh. Agrarian reforms and their role in economic development. Module-4 Systems of farming, farm size and productivity relationship in Indian agriculture with special reference to Andhra Pradesh- New agriculture strategy and Green revolution : and its Impact Module-5 Emerging trends in production, processing, marketing and exports; policy controls and regulations relating to industrial sector with specific reference to agro-industries in agribusiness enterprises.	<ol style="list-style-type: none"> <li>1. To Study the factors that affect agriculture development.</li> <li>2.To make the student to know the remedies of income disparities</li> <li>3.TO know the employment issues</li> <li>4. To know the natural resources available in the country.</li> <li>5. To Know the system of Agriculture Marketing.</li> </ol>
<b>2018-19</b>	<b>13</b>	<b>Cultural</b>	<b>I B.A</b>	<b>EARLY</b>	Cultural Development in India between 13th& 15th	To understand the succession of

<b>&amp; 2019-20</b>		<b>Sustainability</b>	<b>Semester - I</b>	<b>MEDIEVAL INDIAN HISTORY &amp; CULTURE (</b>	Centuries A. D.: Impact of Islam on Indian Society and Culture – Bhakti and Sufi Movements – Emergence of Composite Culture	culture from the ancient period.
<b>2018-19 &amp; 2019-20</b>	<b>14</b>	<b>Human Values and Gender Equality</b>	<b>II B.A Semester - IV</b>	<b>SOCIAL REFORM MOVEMEN T &amp; FREEDOM STRUGGLE (1820 to 1947 A.D.)</b>	Social, Religious & Self-Respect Movements: Social & Cultural Awakening – Brahma Samaj, Arya Samaj, Theosophical Society, Ramakrishna Mission, Aligarh Movement – Emancipation of Women – Struggle Against Caste: JyotibaPhule, Narayana Guru, Periyar, Dr. B. R. Ambedkar	<ol style="list-style-type: none"> <li>1. To Know the Gender related issues in Ancient India.</li> <li>2. To know the impact on social reform movements in the present society.</li> </ol>
<b>2018-19 &amp; 2019-20</b>	<b>15</b>	<b>Human Values</b>	<b>III B.A Semester - V</b>	<b>AGE OF RATIONALI SM AND HUMANISM THE WORLD BETWEEN 15TH&amp; 18TH CENTURIES (History of Modern World (1453 – 1821 A.D))</b>	Unit – 1 Feudalism -Geographical Discoveries: Causes – Compass & Maps – Portugal Leads and Western World Follows – Consequences; Unit – II The Renaissance Movement: Factors for the Growth of Renaissance – Characteristic Features - Transformation from Medieval to Modern World; Reformation & Counter Reformation Movements: The Background – Protestantism – Spread of the Movement– Counter Reformation– Effects of Reformation Unit - III Emergence of Nation States: Contributory Factors - England and other Nation States – Impact due to the Emergence of Nation States.; Age of Revolutions: The Glorious Revolution (1688) – Origin of Parliament – Constitutional Settlement – Bill of Rights – Results. Unit - IV Age of Revolutions: The American Revolution (1776) – Opening of New World – Causes – Course – Declaration of Independence, 1776 – Bill of Rights, 1791 – Significance. Unit – V Age of Revolutions: The French Revolution (1789) – Causes - Teachings of Philosophers - Course of the Revolution – Results.	<ol style="list-style-type: none"> <li>1. To understand the concept of Humanity and the concept of “ All Human Beings are Equal Before Law”</li> <li>2. To know the human rights.</li> </ol>
<b>2018-19</b>	<b>16</b>	<b>Human Values</b>	<b>III B.A</b>	<b>HISTORY</b>	Unit – 1 Industrial Revolution: Origin, Nature and	1. To know the importance of

<b>&amp; 2019-20</b>		<b>- Unity</b>	<b>Semester - VI</b>	<b>OF MODERN EUROPE (from 19th Century to 1945 A. D.) (History of Modern World (1821 – 1945))</b>	Impact. Unit – II Unification Movements in Italy & Germany and their Impact. Unit - III Communist Revolution in Russia – Causes, Course and Results – Impact on World Order. Unit - IV World War I: Age of Rivalry in Europe Between 1870 and 1914 – Results of the War – Paris Peace Conference - League of Nations. Unit – V World War II: Causes, Fascism & Nazism – Results; The United Nations Organization: Structure, Functions and Challenges	Unity. 2.To understand the concept of Humanity and the concept of “All Human Beings are Equal Before Law” 3. To know the human rights.
<b>2018-19 &amp; 2019-20</b>	<b>17</b>	<b>Human Values And Professional Ethics</b>	<b>I B.A Semester - I</b>	<b>THEORIES OF PUBLIC ADMINISTRATION</b>	UNIT-III: Theories and Approaches 5. Classical Approaches :Henry Fayol, Gullick and Urwick 6. Scientific Management Approach:F.W. Taylor UNIT-IV 7. Bureaucratic Approach:Max Weber and Karl Marx 8. Human Relations Approach: Elton Mayo 9. Behavioural Approach: Herbert A.Simon	To understand the application of human values and ethics in the organizations.
<b>2018-19 &amp; 2019-20</b>	<b>18</b>	<b>Professional Ethics</b>	<b>I B.A Semester - II</b>	<b>PRINCIPLES OF PUBLIC ADMINISTRATION</b>	Leadership and Supervision Communication and Public Relations: Meaning and Importance Governance 8. Public Administration in the context of Globalization, Privatization and Liberalization New Public Management	To understand the application of human values and ethics in the organizations.
<b>2018-19 &amp; 2019-20</b>	<b>19</b>	<b>Professional Ethics</b>	<b>III B.A Semester - IV</b>	<b>ADMINISTRATION - EMERGING ISSUES</b>	UNIT-I: Central Vigilance Commission 2. Consumer Protection Forums UNIT - II: 3. Right to Information Act (RTI) 4. National and State Human Rights Commissions UNIT - III: 5. Administration of Welfare Programmes for Weaker Section - SCs, STs, BCs, Women and Minorities, SC and ST Atrocity Act 6. Administrative Reforms: Recommendations of important Commissions and Second ARC UNIT - IV Emerging Issues 7. Mechanisms for Disaster Management - Cyclones, Earth Quakes and Floods 8. Governance and e-Governance Applications in Indian Administration. UNIT - V 9. Public Private Partnerships and Voluntary Sector. 10. Public Corporations - Independent Regulatory Commissions	To understand the application of human values and ethics in the organizations.
<b>2018-19</b>	<b>20</b>	<b>Economic</b>	<b>III B.A</b>	<b>Public Policy</b>	UNIT-III: Public Policy Making: Major	To understand the application of

<b>&amp; 2019-20</b>		<b>Sustainability</b>	<b>Semester - V</b>		Determinants • Interest groups and Pressure Groups • Political Parties • Mass Media • Social Movements • Role of Non-Governmental Agencies in Policy-Implementation • International Agencies • Role of Governmental Agencies in Policy-Implementation. UNIT-IV: Policy Intervention- Case Studies - Impact • Agriculture Policy-Land Reforms • Anti- Poverty Programmes • Environmental Policy-Industrial Policy • Panchayat Raj Institutions • Policy Impact • Feedback from Stake holders • Non-governmental Agencies • Political Parties- Bureaucracy UNIT-V: Policy Evaluation – Public Policy Models • Policy Evaluation-Criteria for Policy Evaluation-Problems • Neeti Aayog • Survey and Sampling Agencies 2 • International Agencies • Independent Study Groups. • Policy Making Approaches and Models of Policy Analysis • Policy Analysis: An Over View.	human values and ethics in the Government organizations.
2018-19 & 2019-20	<b>21</b>	<b>Human Values And Professional Ethics</b>	<b>III B.A Semester - V</b>	<b>e-Governance in India</b>	UNIT-V: E-Governance - Administrative issues – Security Issues • Public Participation- • Administrative Reforms- • Grievance Redressal • Accountability and Transparency. • IT Security • Hacking • Cyber Crimes • E-Governance opportunities, Challenge and Barriers	To understand the application of human values and ethics in the technology based organizations.
2018-19 & 2019-20	<b>22</b>	<b>Human Values And Gender Equality Professional Ethics</b>	<b>III B.com semester V</b>	<b>Business Leadership</b>	Unit-I: Introductory: Leadership - Traits, Skills and Styles- Leadership Development - Qualities of a Good Leader. Unit-II: Decision-Making and Leadership: Leadership for Sustainability - Power, Influence, Impact - Leadership Practices - Organizations and Groups: Organizational Culture and Leadership - Leadership in Business Organizations Unit-III: Special Topics: Profiles of a few Inspirational Leaders in Business – Jemshedji Tata - Aditya Birla - Swaraj Paul - L N Mittal - N R Narayana Murthy - Azim Premji, etc.	1.To Understand the values that a leader have 2. Values for Sustainability 3. To understand the values and ethics followed by successful business leaders.
2018-19 & 2019-20	<b>23</b>	<b>Environmental Sustainability</b>	<b>III B.com semester V</b>	<b>Commercial Geography</b>	Unit –I: The Earth: Internal structure of the Earth – Latitude – Longitude – Realms of the Earth – Evolution of the Earth – Environmental pollution - Global Warming - Measures to be taken to protect the Earth. Unit -II: India – Agriculture: Land Use - Soils - Major crops – Food and Non-food Crops – Importance of Agriculture – Problems in Agriculture – Agriculture Development. Unit -III: India –	<ol style="list-style-type: none"> <li>1. To know Current situation of Earth and measures to be taken to protect the earth.</li> <li>2. To know the importance of Afforestation.</li> <li>3. To know the importance of non renewable energy</li> </ol>



					Forestry: Forests – Status of Forests in Andhra Pradesh – Forest (Conservation) Act, 1980 – Compensatory Afforestation Fund (CAF) Bill, 2015 - Forest Rights Act, 2006 and its Relevance – Need for protection of Forestry. Unit -IV: India – Minerals and Mining: Minerals – Renewable and non Renewable – Use of Minerals – Mines – Coal, Barites, etc. – Singareni Coal mines and Mangampeta Barites – District wise Profile. Unit-V: India – Water Resources – Rivers: Water resources - Rationality and equitable use of water – Protection measures - Rivers - Perennial and peninsular Rivers - Interlinking of Rivers - Experience of India and Andhra Pradesh.	sources. 4. To know the position of water resources in India.
<b>2020-21</b>	<b>1</b>	<b>Human Values And Professional Ethics</b>	<b>I B.A&amp; B.COM Semester -I</b>	<b>HUMAN VALUES AND PROFESSIONAL ETHICS (HVPE)</b>	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	Understand the significance of value inputs in a classroom and start applying them in their life and <ul style="list-style-type: none"> <li>• profession Distinguish between values and skills, happiness and accumulation of physical facilities, the Self and</li> <li>• 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</li> <li>• Understand the role of a human being in ensuring harmony in society and nature.</li> <li>• Distinguish between ethical and unethical practices, and start working out the strategy to actualize</li> <li>• harmonious environment wherever they work.</li> </ul>

					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.	
<b>2020-21</b>	<b>2</b>	<b>Human Values and Gender Issues &amp; Sustainability</b>	<b>I B.A&amp; B.COM Semester -II</b>	<b>INDIAN CULTURE AND SCIENCE(IC S)</b>	<p>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 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: (11 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</p>	<p>Understand the evolution of India’s culture Analyze the process of modernization of Indian society and culture from past to future</p> <ul style="list-style-type: none"> <li>• Comprehend objective education and evaluate scientific development of India in various spheres</li> <li>• Inculcate nationalist and moral fervour and scientific temper</li> </ul>
<b>2020-21</b>	<b>3</b>	<b>Economic Sustainability</b>	<b>I B.A&amp; B.COM Semester -II</b>	<b>AGRICULTURAL MARKETING</b>	<p>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</p>	<p>Know the kinds of agricultural products and their movement Understand the types, structure and functioning of agricultural marketing system</p> <ul style="list-style-type: none"> <li>• Comprehend related skills and apply them in sample situations</li> <li>• Extend this knowledge and skills to their production/consumption environment</li> </ul>

					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.	
<b>2020-21</b>	<b>4</b>	<b>Culture Sustainability</b>	<b>I B.A&amp; B.COM Semester -II</b>	<b>PERFORMING ARTS</b>	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 Pagativeshaalu, Bommalaatalu, Veedhinaatakaalu, Yakshagaanaalu, Harikathalu, Burrakathalu, Oggukathalu, Chindu, Yakshaganam, Kolaatamand 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	Acquire the basic knowledge in performing arts Understand the modern stage and performance on the stage <ul style="list-style-type: none"> <li>• Comprehend and improve the skills related to performing arts on the stage</li> <li>• Understand various Telugu folk arts and their significance</li> <li>• Know the modes of presentation and skills pertaining to folk arts.</li> </ul>
<b>2020-21</b>	<b>5</b>	<b>Environment</b>	<b>I</b>	<b>TOURISM</b>	Unit I: Tourism – What is Tourism - Characteristics	Understand the basic tourism

		<b>&amp;Economic Sustainability</b>	<b>B.A&amp;B.COM Semester -I</b>	<b>GUIDANCE</b>	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	aspects . Comprehend the requirements, role and responsibilities of profession of a Tourist Guide • Apply the knowledge acquired in managing different groups and guiding in a tour • Explain basic values related to tourism and heritage
<b>2020-21</b>	6	<b>Human Values and Gender Equality</b>	<b>II B.A Semester - IV</b>	<b>SOCIAL REFORM MOVEMENT &amp; FREEDOM STRUGGLE (1820 to 1947 A.D.)</b>	Social, Religious & Self-Respect Movements: Social & Cultural Awakening – Brahma Samaj, Arya Samaj, Theosophical Society, Ramakrishna Mission, Aligarh Movement – Emancipation of Women – Struggle Against Caste: JyotibaPhule,Narayana Guru, Periyar, Dr. B. R. Ambedkar	1.To Know the Gender related issues in Ancient India. 2.To know the impact on social reform movements in the present society.
<b>2020-21</b>	7	<b>Human Values</b>	<b>III B.A Semester - V</b>	<b>AGE OF RATIONALISM AND HUMANISM THE WORLD BETWEEN 15TH&amp; 18TH CENTURIES (History of Modern World (1453</b>	Unit – 1 Feudalism -Geographical Discoveries: Causes – Compass & Maps – Portugal Leads and Western World Follows – Consequences; Unit – II The Renaissance Movement: Factors for the Growth of Renaissance – Characteristic Features - Transformation from Medieval to Modern World; Reformation & Counter Reformation Movements: The Background – Protestantism – Spread of the Movement– Counter Reformation– Effects of Reformation Unit - III Emergence of Nation States: Contributory Factors - England and other Nation States – Impact due to the Emergence of Nation States.;Age of Revolutions: The Glorious Revolution (1688) – Origin of Parliament – Constitutional	1.To understand the concept of Humanity and the concept of “All Human Beings are Equal Before Law” 2. To know the human rights.

				- 1821 A.D))	Settlement – Bill of Rights – Results. Unit - IV Age of Revolutions: The American Revolution (1776) – Opening of New World – Causes – Course – Declaration of Independence, 1776 – Bill of Rights, 1791 – Significance. Unit – V Age of Revolutions: The French Revolution (1789) – Causes - Teachings of Philosophers - Course of the Revolution – Results.	
<b>2020-21</b>	8	<b>Human Values - Unity</b>	<b>III B.A Semester - VI</b>	<b>HISTORY OF MODERN EUROPE (from 19th Century to 1945 A. D.) (History of Modern World (1821 – 1945)</b>	Unit – 1 Industrial Revolution: Origin, Nature and Impact. Unit – II Unification Movements in Italy & Germany and their Impact. Unit - III Communist Revolution in Russia – Causes, Course and Results – Impact on World Order. Unit - IV World War I: Age of Rivalry in Europe Between 1870 and 1914 – Results of the War – Paris Peace Conference - League of Nations. Unit – V World War II: Causes, Fascism & Nazism – Results; The United Nations Organization: Structure, Functions and Challenges	<ol style="list-style-type: none"> <li>1. To know the importance of Unity.</li> <li>2.To understand the concept of Humanity and the concept of “All Human Beings are Equal Before Law”</li> <li>3. To know the human rights.</li> </ol>
<b>2020-21</b>	9	<b>Human Values &amp; Gender Issues</b>	<b>II B.A &amp; B.COM Semester - III</b>	English	Unit – III: Short Story 1. Jhumpa Lahiri: The Interpreter of Maladies 2. Shashi Deshpande: The Beloved Charioteer Unit – IV: One Act Play 1. Kanyasulkam (Acts I & II): Gurajada Appa Rao (Translated by C. Vijayasree).	<ol style="list-style-type: none"> <li>1.To expose the learners i.e students to value based ideas</li> <li>2.To adapt ethical values to the life.</li> </ol>
<b>2020-21</b>	10	<b>Human Values And Professional Ethics</b>	<b>II B.A &amp; B.COM Semester - III</b>	Telugu	VyaktitvaVikasam – Dr.R.C.Reddy	To understand human values and professional ethics.
<b>2020-21</b>	11	<b>Economic Sustainability</b>	<b>II B.A Semester - III</b>	<b>Banking and International Trade</b>	Module - 2 National Income - Definitions, Concepts of National Income - Measurement of National Income - Circular flow of Income in Two, Three and Four Sector Economy. Module - 3 Classical theory of Employment - Say's Law of Markets. Module - 4 Keynesian Theory of Employment - Consumption function – Investment Function - Marginal Efficiency of Capital (MEC)- Concepts of multiplier and accelerator Module - 5 Meaning and Functions of Money - Classification of money - Gresham's Law - RBI classification of Money. Theories of Money - Fisher's Quantity theory of Money Cambridge approach (Marshall, Pigou, Robertson & Keynes)	<ol style="list-style-type: none"> <li>1.To make the student to know the remedies of income disparities</li> <li>2.To know the employment issues</li> <li>3. To know the impacts of money circulation In the country.</li> </ol>

<b>2020-21</b>	12	<b>Economic Sustainability</b>	<b>IIB.A Semester - Iv</b>	<b>Indian and Andhra Pradesh Economy Economics</b>	Module - 1 Trade Cycles - meaning and definition - Phases of a Trade Cycle -Inflation - definition - types of inflation - causes and effects of inflation measures to control inflation. Module - 2 Banking: Meaning and definition -Functions of Commercial Banks - Concept of Credit creation-Functions of RBI - Recent developments in banking sectors. Module – 3 Non-Bank Financial Institutions – Types of NBFIs - Factors contributing to the Growth of NBFIs – Money market – Defects of Indian money market Module – 4 Concepts of Shares-Debentures - Stock Market - Functions - Primary and Secondary Markets - SEBI - - Insurance - Life Insurance and General Insurance. Module - 5 Macro Economic Policy - Fiscal, Monetary and Exchange rate policies Objectives and Significance - Importance of International Trade - Regional and International Trade – Defining Balance of Trade and Balance of Payment.	<ol style="list-style-type: none"> <li>1. To Study the factors that will impact on the Trade in the country.</li> <li>2.To make the student to know the remedies of income disparities</li> <li>3.TO know the employment issues</li> <li>4. To know the impacts of money circulation In the country</li> </ol>
<b>2020-21</b>	13	<b>Economic Sustainability</b>	<b>III B.A Semester - V</b>	<b>Indian and Andhra Pradesh Economy</b>	Module - 1 Concept of Economic Growth - Distinction between economic growth and development - Measurement of economic development - Theories of Economic Growth: Adam Smith, Rostow, Karl Marx and Harrod & Domar Models. Module - 2 Sustainable development - Balanced and unbalanced growth-choice of techniques Labour intensive and capital intensive methods. Module - 3 Basic features of the Indian Economy - Natural Resources - Important Demographic features- Concept of Population Dividend - Population Policy. Module - 4 National Income in India - trends and composition-poverty, inequalities and Unemployment - Measures taken by the Government. - MGNREGS Module - 5 Economic reforms - liberalization, privatization and globalisation - concept of inclusive growth	<ol style="list-style-type: none"> <li>1. To Study the factors that will impact on Balanced Regional Development</li> <li>2.To make the student to know the remedies of income disparities</li> <li>3.TO know the employment issues</li> <li>4. To know the natural resources available in the country.</li> </ol>
<b>2020-21</b>	14	<b>Agriculture Sustainability</b>	<b>III B.A Semester - V</b>	<b>AGRICULTURAL ECONOMIC S</b>	Module-1 Nature and Scope of Agricultural Economics. Factors affecting agricultural development: technological, institutional and general. Interdependence between agriculture and industry. Module-2 Concept of production function : input-output and product relationship in farm production.	<ol style="list-style-type: none"> <li>1. To Study the factors that affect agriculture development.</li> <li>2.To make the student to know the remedies of income disparities</li> <li>3.TO know the employment</li> </ol>

					Module-3 Growth and productivity trends in Indian agriculture with special reference to Andhra Pradesh. Agrarian reforms and their role in economic development. Module-4 Systems of farming, farm size and productivity relationship in Indian agriculture with special reference to Andhra Pradesh- New agriculture strategy and Green revolution : and its Impact Module-5 Emerging trends in production, processing, marketing and exports; policy controls and regulations relating to industrial sector with specific reference to agro-industries in agribusiness enterprises.	issues 4. To know the natural resources available in the country. 5. To Know the system of Agriculture Marketing.
<b>2020-21</b>	15	<b>Human Values And Professional Ethics &amp; Gender Equality</b>	<b>III B.com semester V</b>	<b>Business Leadership</b>	Unit-I: Introductory: Leadership - Traits, Skills and Styles- Leadership Development - Qualities of a Good Leader. Unit-II: Decision-Making and Leadership: Leadership for Sustainability - Power, Influence, Impact - Leadership Practices - Organizations and Groups: Organizational Culture and Leadership - Leadership in Business Organizations Unit-III: Special Topics: Profiles of a few Inspirational Leaders in Business – Jemshedji Tata - Aditya Birla - Swaraj Paul - L N Mittal - N R Narayana Murthy - Azim Premji, etc.	1.To Understand the values that a leader have 2. Values for Sustainability 3. To understand the values and ethics followed by successful business leaders.
<b>2020-21</b>	16	<b>Environmental Sustainability</b>	<b>III B.com semester V</b>	<b>Commercial Geography</b>	Unit –I: The Earth: Internal structure of the Earth – Latitude – Longitude – Realms of the Earth – Evolution of the Earth – Environmental pollution - Global Warming - Measures to be taken to protect the Earth. Unit -II: India – Agriculture: Land Use - Soils - Major crops – Food and Non-food Crops – Importance of Agriculture – Problems in Agriculture – Agriculture Development. Unit -III: India – Forestry: Forests – Status of Forests in Andhra Pradesh – Forest (Conservation) Act, 1980 – Compensatory Afforestation Fund (CAF) Bill, 2015 - Forest Rights Act, 2006 and its Relevance – Need for protection of Forestry. Unit -IV: India – Minerals and Mining: Minerals – Renewable and non Renewable – Use of Minerals – Mines – Coal, Barites, etc. – Singareni Coal mines and Mangampeta Barites – District wise Profile. Unit-V: India – Water Resources – Rivers: Water resources - Rationality and equitable use of water – Protection measures -	1.To know Current situation of Earth and measures to be taken to protect the earth. 2.To know the importance of Afforestation. 3.To know the importance of non renewable energy sources. 4.To know the position of water resources in India.

					Rivers - Perennial and peninsular Rivers - Interlinking of Rivers - Experience of India and Andhra Pradesh.	
<b>2020-21</b>	17	<b>Economic Sustainable Development</b>	<b>I B.A Semester II</b>	Macro Economic Analysis	Finance and Insurance: Financial Assets and Financial Instruments - Financial Markets - Functions of Money Market - Functions of Capital Market - Stock Market - Exchanges – Index : Sensex and Nifty – Concept of Insurance -Types and Importance of Insurance.	To understand the factors and organizations involved in economic development.
<b>2020-21</b>	18	<b>Professional ethics</b>	<b>I B.A Semester I</b>	INTRODUCTION TO PUBLIC ADMINISTRATION	UNIT IV : Chief Executive: Chief Executive: Meaning, Types, Functions and Role; Line, Staff and Auxiliary Agencies. UNIT-V Administrative Behaviour: Decision Making, Communication, Leadership-Types and Functions.	To Learn organisational professional behaviour
<b>2020-21</b>	19	<b>Professional ethics</b>	<b>I B.A Semester II</b>	THEORIES OF PUBLIC ADMINISTRATION	UNIT I : Classical Approaches: Classical Approaches- Henry Fayol, Luther Gullick and Lyndall Urwick Scientific Management Approach- F.W.Taylor. UNIT II: Bureaucratic Approach: Bureaucratic Approach – Max Weber and Karl Marx, Human Relations Approach: Elton Mayo. UNIT III: Behavioral Approach: Behavioural Approach – H. A Simon, Socio-Psychological Approach: Hierarchy of Needs: Abram Maslow. Theory X and Theory Y - Douglas Mc Gregor. UNIT IV: Ecological Approach: Comparative Public Administration, Ecological Approach – F.W. Riggs UNIT V: Systems Approach: Systems Approach, Development Administration.	To Learn organisational professional behaviour
<b>2020-21</b>	20	<b>Human Values</b>	<b>I B.A Semester II</b>	Telugu	SwedamKhareedu( Cost of bonded labour)	To know the value of hard work
<b>2021-22</b>	1	<b>Environmental Sustainability</b>	<b>II B.A&amp; B.COM Semester - III</b>	ENVIRONMENTAL EDUCATION (EE)	Unit 1: Environment and Natural Resources: 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: 1. Human population growth and its impacts on environment;	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, <ul style="list-style-type: none"> <li>dependence of humans on environment. Evaluate the ways and ill effects of destruction of environment, population explosion on</li> </ul>



					<p>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: 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</p>	<ul style="list-style-type: none"> <li>• ecosystems and global problems consequent to anthropogenic activities. Discuss the laws/ acts made by government to prevent pollution, to protect biodiversity and</li> <li>• environment as a whole. Acquaint with international agreements and national movements, and realize citizen's role in protecting environment and nature.</li> </ul>
<b>2021-22</b>	2	<b>Human Values</b>	<b>II B.A Semester-III</b>	<b>Modern Indian History &amp; Culture (1764-1947 A. D)</b>	<p>UNIT II: Social, Religious &amp; Self-Respect Movements – Raja Rammohan Roy, DayanandaSaraswathi, Swami Vivekananda, JyotibaPhule, Narayana Guru, Periyar, Dr. B. R. Ambedkar</p> <p>UNIT III: Causes for the growth of Nationalism - Freedom Struggle from 1885 to 1920 , Moderate Phase — Militant Phase: Vandemataram Movement - Home Rule Movement UNIT IV: Freedom Struggle from 1920 to 1947: Gandhiji's Role in the National Movement – Revolutionary Movement – Subhas Chandra Bose UNIT V: Muslim League &amp; the</p>	Assess the causes and effects of Reformation movements and also inspire the public to overthrow inequalities of the present day society

					Growth of Communalism – Partition of India – Advent of Freedom - Integration of Princely States into Indian Union – Sardar Vallabhai Patel	
2021-22	3	Human Values and Gender Issues & Sustainability	I B.A& B.COM Semester -II	INDIAN CULTURE AND SCIENCE(IC S)	<p>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 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: (11 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</p>	<p>Understand the evolution of India’s culture Analyze the process of modernization of Indian society and culture from past to future</p> <ul style="list-style-type: none"> <li>• Comprehend objective education and evaluate scientific development of India in various spheres</li> <li>• Inculcate nationalist and moral fervour and scientific temper</li> </ul>
2021-22	4	Human Values And Professional Ethics	Certificate Course	HUMAN VALUES AND PROFESSIONAL ETHICS (HVPE)	<p>UNIT: 1 - Introduction – Definition, Importance, Process &amp; 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 &amp; Acting, Classification of Value Education: understanding Personal Values, Social Values, Moral Values &amp; 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</p>	<p>Understand the significance of value inputs in a classroom and start applying them in their life and</p> <ul style="list-style-type: none"> <li>• 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</li> </ul>

					<p>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 &amp; 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.</p>	<p>and profession</p> <ul style="list-style-type: none"> <li>• Understand the role of a human being in ensuring harmony in society and nature.</li> <li>• Distinguish between ethical and unethical practices, and start working out the strategy to actualize</li> <li>• harmonious environment wherever they work.</li> </ul>
<b>2021-22</b>	5	<b>Culture Sustainability</b>	<b>I B.A&amp; B.COM Semester -II</b>	<b>PERFORMING ARTS</b>	<p>Unit-I: Introduction to performing Arts (06 Hrs) Arts – and its definition; Fine Arts; Arts - Learning &amp; Imitation – Rasaas, Bhaavas and Rasa Sutra. Dasaropakaas; 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 &amp; Stage Direction. Unit-III: Performing Arts – Forms (10 Hrs ) Folk Arts, their nature and significance – Brief introduction to Pagativeshaalu, Bommalaatalu, Veedhinaatakaalu, Yakshagaanaalu, Harikathalu, Burrakathalu, Oggukathalu, Chindu, Yakshaganam, Kolaatamand Pulivesham. Co-curricular Activities Suggested: (4 hrs) 1. Collection of information on modern stage plays, natakasamajams and audio</p>	<p>Acquire the basic knowledge in performing arts Understand the modern stage and performance on the stage</p> <ul style="list-style-type: none"> <li>• Comprehend and improve the skills related to performing arts on the stage</li> <li>• Understand various Telugu folk arts and their significance</li> <li>• Know the modes of presentation and skills pertaining to folk arts.</li> </ul>

					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	
2021-22	6	Sustainable Development	IB.A& B.COM Semester- i	ENTREPRENEURSHIP DEVELOPMENT	Unit-I: Entrepreneurship: Definition and Concept of entrepreneurship - Entrepreneur Characteristics – Classification of Entrepreneurs –Role of Entrepreneurship in Economic Development –Start-ups. Unit-II: Idea Generation and Project Formulation: Ideas in Entrepreneurships – Sources of New Ideas – Techniques for Generating Ideas – Preparation of Project Report –Contents; Guidelines for Report preparation – Project Appraisal Techniques –Economic Analysis-Financial Analysis-Market Analysis. Unit-III: Institutions Supporting and Taxation Benefits: Central level Institutions: NABARD; SIDBI,– State Level Institutions –DICs – SFC - Government Policy for MSMEs - Tax Incentives and Concessions.	Understand the concept of Entrepreneurship, its applications and scope. Know various types of financial institutions that help the business at Central, State and Local Level <ul style="list-style-type: none"> <li>• Understand Central and State Government policies, Aware of various tax incentives, concessions</li> <li>• Applies the knowledge for generating a broad idea for a starting an enterprise/start up</li> <li>• Understand the content for preparing a Project Report for a start up and differentiate between</li> <li>• financial, technical analysis and business feasibility.</li> </ul>
2021-22	7	Professional Ethics	II B.A& B.COM	PERSONALITY Development AND LEADERSHIP	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, Prakasam Pantulu, Dr. B. R. Ambedkar &J.R.D.Tata	Develop comprehensive understanding of personality Know how to assess and enhance one’s own personality <ul style="list-style-type: none"> <li>• Comprehend leadership qualities and their importance</li> <li>• Understand how to develop leadership qualities</li> </ul>
2021-22	8	Environmental Sustainability	I B.com &B.A Semester-III	DISASTER MANAGEMENT	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	Understand the nature, cause and effects of disasters Comprehend the importance of Disaster Management and the need of awareness <ul style="list-style-type: none"> <li>• Acquire knowledge on</li> </ul>

					<p>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.</p> <p>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</p>	<p>disaster preparedness, recovery remedial measures and personal precautions</p> <ul style="list-style-type: none"> <li>• Volunteer in pre and post disaster management service activities</li> </ul>
<b>2021-22</b>	9	<b>Economic Sustainable Development</b>	<b>III B.A Semester - V</b>	<b>Indian and Andhra Pradesh Economy</b>	<p>Module - 1 Concept of Economic Growth - Distinction between economic growth and development - Measurement of economic development - Theories of Economic Growth: Adam Smith, Rostow, Karl Marx and Harrod &amp; Domar Models. Module - 2 Sustainable development - Balanced and unbalanced growth-choice of techniques Labour intensive and capital intensive methods. Module - 3 Basic features of the Indian Economy - Natural Resources - Important Demographic features- Concept of Population Dividend - Population Policy. Module - 4 National Income in India - trends and composition-poverty, inequalities and Unemployment - Measures taken by the Government. - MGNREGS Module - 5 Economic reforms - liberalization, privatization and globalisation - concept of inclusive growth</p>	<ol style="list-style-type: none"> <li>1. To Study the factors that will impact on Balanced Regional Development</li> <li>2.To make the student to know the remedies of income disparities</li> <li>3.TO know the employment issues</li> <li>4. To know the natural resources available in the country.</li> </ol>
<b>2021-22</b>	10	<b>Agriculture Sustainable development</b>	<b>III B.A Semester - V</b>	<b>AGRICULTURAL ECONOMICS</b>	<p>Module-1 Nature and Scope of Agricultural Economics. Factors affecting agricultural development: technological, institutional and general. Interdependence between agriculture and industry. Module-2 Concept of production function : input-output and product relationship in farm production. Module-3 Growth and productivity trends in Indian agriculture with special reference to Andhra Pradesh. Agrarian reforms and their role in economic development. Module-4 Systems of farming, farm size and productivity relationship in Indian agriculture with special reference to Andhra Pradesh-</p>	<ol style="list-style-type: none"> <li>1. To Study the factors that affect agriculture development.</li> <li>2.To make the student to know the remedies of income disparities</li> <li>3.TO know the employment issues</li> <li>4. To know the natural resources available in the country.</li> <li>5. To Know the system of Agriculture Marketing.</li> </ol>

					New agriculture strategy and Green revolution : and its Impact Module-5 Emerging trends in production, processing, marketing and exports; policy controls and regulations relating to industrial sector with specific reference to agro-industries in agribusiness enterprises.	
<b>2021-22</b>	11	<b>Human Values</b>	<b>III B.A Semester - V</b>	<b>AGE OF RATIONALISM AND HUMANISM THE WORLD BETWEEN 15TH&amp; 18TH CENTURIES (History of Modern World (1453 – 1821 A.D))</b>	Unit – 1 Feudalism -Geographical Discoveries: Causes – Compass & Maps – Portugal Leads and Western World Follows – Consequences; Unit – II The Renaissance Movement: Factors for the Growth of Renaissance – Characteristic Features - Transformation from Medieval to Modern World; Reformation & Counter Reformation Movements: The Background – Protestantism – Spread of the Movement– Counter Reformation– Effects of Reformation Unit - III Emergence of Nation States: Contributory Factors - England and other Nation States – Impact due to the Emergence of Nation States.;Age of Revolutions: The Glorious Revolution (1688) – Origin of Parliament – Constitutional Settlement – Bill of Rights – Results. Unit - IV Age of Revolutions: The American Revolution (1776) – Opening of New World – Causes – Course – Declaration of Independence, 1776 – Bill of Rights, 1791 – Significance. Unit – V Age of Revolutions: The French Revolution (1789) – Causes - Teachings of Philosophers - Course of the Revolution – Results.	1.To understand the concept of Humanity and the concept of “ All Human Beings are Equal Before Law” 2. To know the human rights.
<b>2021-22</b>	12	<b>Human Values - Unity</b>	<b>III B.A Semester - VI</b>	<b>HISTORY OF MODERN EUROPE (from 19th Century to 1945 A. D.) (History of Modern World (1821 – 1945)</b>	Unit – 1 Industrial Revolution: Origin, Nature and Impact. Unit – II Unification Movements in Italy & Germany and their Impact. Unit - III Communist Revolution in Russia – Causes, Course and Results – Impact on World Order. Unit - IV World War I: Age of Rivalry in Europe Between 1870 and 1914 – Results of the War – Paris Peace Conference - League of Nations. Unit – V World War II: Causes, Fascism & Nazism – Results; The United Nations Organization: Structure, Functions and Challenges	1. To know the importance of Unity. 2.To understand the concept of Humanity and the concept of “ All Human Beings are Equal Before Law” 3. To know the human rights.

2021-22	13	Professional Ethics	III B.A Semester - IV	ADMINISTRATION - EMERGING ISSUES	<p>UNIT-I: Central Vigilance Commission  2. Consumer Protection Forums  UNIT - II: 3. Right to Information Act (RTI) 4. National and State Human Rights Commissions  UNIT - III: 5. Administration of Welfare Programmes for Weaker Section - SCs, STs, BCs, Women and Minorities, SC and ST Atrocity Act 6. Administrative Reforms: Recommendations of important Commissions and Second ARC UNIT - IV Emerging Issues 7. Mechanisms for Disaster Management - Cyclones, Earth Quakes and Floods 8. Governance and e-Governance Applications in Indian Administration. UNIT - V 9. Public Private Partnerships and Voluntary Sector. 10. Public Corporations - Independent Regulatory Commissions</p>	To understand the application of human values and ethics in the organizations.
2021-22	14	Professional Ethics	III B.A Semester - IV	ADMINISTRATION - EMERGING ISSUES	<p>UNIT-I: Central Vigilance Commission  2. Consumer Protection Forums  UNIT - II: 3. Right to Information Act (RTI) 4. National and State Human Rights Commissions  UNIT - III: 5. Administration of Welfare Programmes for Weaker Section - SCs, STs, BCs, Women and Minorities, SC and ST Atrocity Act 6. Administrative Reforms: Recommendations of important Commissions and Second ARC UNIT - IV Emerging Issues 7. Mechanisms for Disaster Management - Cyclones, Earth Quakes and Floods 8. Governance and e-Governance Applications in Indian Administration. UNIT - V 9. Public Private Partnerships and Voluntary Sector. 10. Public Corporations - Independent Regulatory Commissions</p>	To understand the application of human values and ethics in the organizations.
2021-22	15	Environmental, Social Sustainability	III B.A Semester - V	Public Policy	<p>UNIT-III: Public Policy Making: Major Determinants • Interest groups and Pressure Groups • Political Parties • Mass Media • Social Movements • Role of Non-Governmental Agencies in Policy-Implementation • International Agencies • Role of Governmental Agencies in Policy-Implementation.  UNIT-IV: Policy Intervention- Case Studies - Impact • Agriculture Policy-Land Reforms • Anti- Poverty Programmes • Environmental Policy-Industrial Policy • Panchayat Raj Institutions • Policy Impact • Feedback from Stake holders • Non-governmental Agencies • Political Parties- Bureaucracy UNIT-V:</p>	To understand the application of human values and ethics in the Government organizations.

					Policy Evaluation – Public Policy Models • Policy Evaluation-Criteria for Policy Evaluation-Problems • Neeti Aayog • Survey and Sampling Agencies 2 • International Agencies • Independent Study Groups. • Policy Making Approaches and Models of Policy Analysis • Policy Analysis: An Over View.	
<b>2021-22</b>	16	<b>Human Values And Professional Ethics</b>	<b>III B.A Semester - V</b>	<b>e-Governance in India</b>	UNIT-V: E-Governance - Administrative issues – Security Issues • Public Participation- • Administrative Reforms- • Grievance Redressal • Accountability and Transparency. • IT Security • Hacking • Cyber Crimes • E-Governance opportunities, Challenge and Barriers	To understand the application of human values and ethics in the technology based organizations.
<b>2021-22</b>	17	<b>Human Values And Professional Ethics</b>	<b>III B.com semester V</b>	<b>Business Leadership</b>	Unit-I: Introductory: Leadership - Traits, Skills and Styles- Leadership Development - Qualities of a Good Leader. Unit-II: Decision-Making and Leadership: Leadership for Sustainability - Power, Influence, Impact - Leadership Practices - Organizations and Groups: Organizational Culture and Leadership - Leadership in Business Organizations Unit-III: Special Topics: Profiles of a few Inspirational Leaders in Business – Jemshedji Tata - Aditya Birla - Swaraj Paul - L N Mittal - N R Narayana Murthy - Azim Premji, etc.	1.To Understand the values that a leader have 2. Values for Sustainability 3. To understand the values and ethics followed by successful business leaders.
<b>2021-22</b>	18	<b>Environmental Sustainability</b>	<b>III B.com semester V</b>	<b>Commercial Geography</b>	Unit –I: The Earth: Internal structure of the Earth – Latitude – Longitude – Realms of the Earth – Evolution of the Earth – Environmental pollution - Global Warming - Measures to be taken to protect the Earth. Unit -II: India – Agriculture: Land Use - Soils - Major crops – Food and Non-food Crops – Importance of Agriculture – Problems in Agriculture – Agriculture Development. Unit -III: India – Forestry: Forests – Status of Forests in Andhra Pradesh – Forest (Conservation) Act, 1980 – Compensatory Afforestation Fund (CAF) Bill, 2015 - Forest Rights Act, 2006 and its Relevance – Need for protection of Forestry. Unit -IV: India – Minerals and Mining: Minerals – Renewable and non Renewable – Use of Minerals – Mines – Coal, Barites, etc. – Singareni Coal mines and Mangampeta Barites – District wise Profile. Unit-V: India – Water Resources – Rivers: Water resources - Rationality and equitable use of water – Protection measures -	1)To know Current situation of Earth and measures to be taken to protect the earth. 2)To know the importance of Afforestation. 3)To know the importance of non renewable energy sources. 4)To know the position of water resources in India.



					Rivers - Perennial and peninsular Rivers - Interlinking of Rivers - Experience of India and Andhra Pradesh.	
<b>2021-22</b>	19	<b>Human Values</b>	<b>I B.A Semester II</b>	Telugu	SwedamKhareedu( Cost of bonded labour)	To know the value of hard work
<b>2021-22</b>	20	<b>Economic Sustainable development</b>	<b>I B.A Semester II</b>	Macro Economic Analysis	Finance and Insurance: Financial Assets and Financial Instruments - Financial Markets - Functions of Money Market - Functions of Capital Market - Stock Market - Exchanges – Index : Sensex and Nifty – Concept of Insurance -Types and Importance of Insurance.	To understand the factors and organizations involved in economic development.
<b>2021-22</b>	21	<b>Professional ethics</b>	<b>I B.A Semester I</b>	INTRODUCTION TO PUBLIC ADMINISTRATION	UNIT IV : Chief Executive: Chief Executive: Meaning, Types, Functions and Role; Line, Staff and Auxiliary Agencies. UNIT-V Administrative Behaviour: Decision Making, Communication, Leadership-Types and Functions.	To Learn organizational professional behavior
<b>2021-22</b>	22	<b>Professional ethics</b>	<b>I B.A Semester II</b>	THEORIES OF PUBLIC ADMINISTRATION	UNIT I : Classical Approaches: Classical Approaches- Henry Fayol, Luther Gullick and Lyndall Urwick Scientific Management Approach- F.W.Taylor. UNIT II: Bureaucratic Approach: Bureaucratic Approach – Max Weber and Karl Marx, Human Relations Approach: Elton Mayo. UNIT III: Behavioral Approach: Behavioural Approach – H. A Simon, Socio-Psychological Approach: Hierarchy of Needs: Abram Maslow. Theory X and Theory Y - Douglas Mc Gregor. UNIT IV: Ecological Approach: Comparative Public Administration, Ecological Approach – F.W. Riggs UNIT V: Systems Approach: Systems Approach, Development Administration.	To Learn organizational professional behavior
<b>2021-22</b>	23	<b>Economic Sustainable Development</b>	<b>II B.A Semester III</b>	Development Economics	UNIT I: 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 - Relevance of Herd (Group) Immunity in the context of COVID 19 - three core values of economic development : Sustainability, Self-esteem and Freedom – Economy and Environmen : Concepts of sustainable development and inclusive growth. UNIT II: Modern Economic Growth: Characteristics of Underdeveloped	1)To know Various concepts and definitions and indicators relating to economic growth and Development including recent developments 2) role and importance of various financial and other institutions in the context of India’s economic development

					<p>Countries - World Bank and IMF Classification of countries - Modern economic growth – Kuznets’ Six Characteristics - Obstacles to economic development - Vicious Circle of Poverty and cumulative causation - Factors of economic growth: Economic and Non-economic - Capital Formation – Foreign and Domestic capital, Debt and Disinvestment. UNIT III: Theories of Development and Underdevelopment: Classical Theory: Adam Smith, Ricardo and Malthus -Marxian Theory - Schumpeter Theory -Rostow’s Stages of Economic Growth - Harrod- Domar two sector model -Solow’s Model and Robinson’s Golden Age.</p> <p>UNIT IV: Strategies of Economic Development: Strategies of Economic Development – Big Push - Balanced Growth -Unbalanced Growth - Mahalanobis Model - Agriculture vs Industry - Capital Intensive Technology vs Labour Intensive Technology -Role of Infrastructure in Economic Development. UNIT V: Institutions and Economic Development: Role of State in Economic Development -Role of Markets - Market Failure and Regulation by State -Public sector vs Private sector - Economic Planning – concept, objectives and types - NITI Ayog - Economic Federalism -Financial Institutions and Economic Development -Role of International Institutions-IDBI, ADB, IMF - Foreign Trade - FIIs and FDIs.</p>	
<b>2021-22</b>	24	<b>Economic Sustainable Development</b>	<b>II B.A Semester IV</b>	<b>Economic Development - India And Andhra Pradesh</b>	<p>UNIT I: 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 - India’s Rank in Global Human Development Index . UNIT II: National Income and Demography: Trends in National income - Demographic trends - Poverty and Inequalities – Occupational Structure and Unemployment - Various Schemes of employment generation and eradication of poverty – Issues in Rural Development and Urban Development –Intra-state and Interstate Labour Migration and unorganized sector Problems of</p>	<p>1)leading issues of Indian economic development with reference to potential for growth, obstacles and policy responses</p> <p>2) Objectives, outlays and achievements of economic plans and growth strategies</p> <p>3)Major issues of economic development of Andhra Pradesh after bifurcation and Central assistance</p> <p>4)Leading issues of current importance relating to India and</p>

					<p>Migrant Labour UNIT III: Agricultural and Industrial Developments: Indian Agriculture – Agricultural Strategy and Agricultural Policy – Agrarian Crisis and land reforms – Agricultural credit – Minimum Support Prices -Malnutrition and Food Security - Indian Industry - Recent Industrial Policy – Make-in India – Start-up and Stand-up programmes – SEZs and Industrial Corridors - Economic Reforms and their impact - Economic initiatives by government of India during COVID - Atmanirbhar Bharat package. UNIT IV: Indian Public Finance: Fiscal policy- 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 –Concepts of Budget. UNIT V: 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 – Health and Education- Information Technology and e-governance – Urbanization and smart cities – Skill development and employment –Recent Social welfare programmes.</p>	<p>AP economy, major policies and programmes 5)Covid– 19 and its impact on Indian economy</p>
<b>2021-22</b>	25	<b>Gender Issues and Human Values</b>	<b>II B.A Semester IV</b>	<b>History &amp; Culture of Andhra (from 1512 to 1956 AD)</b>	<p>UNIT III: Social Reforms &amp;New literary Movements : Kandukuri Vereeshalingam, Ragupathi Venkatarathnam Naidu, Gurazada AppaRao,Kommaraju Venkata Laxman Rao ; New literacy movements :RayaproluSubbaRao, Viswanath Satyanarayana, Gurram Jashua , BoyiBhimanna, Sri Sri.</p>	<p>Outline the issues related to caste, women, widow remarriage , child marriage, social reforms and the laws and policies of colonial administration towards these issues.</p>
<b>2021-22</b>	26	<b>Human values, Gender issues &amp; Professional Ethics</b>	<b>II B.A Semester IV</b>	<b>INDIAN ADMINISTRATION – EMERGING ISSUES</b>	<p>UNIT I: Citizen Grievances: Right to Information Act, (RTI), National and State Human Rights Commission. UNIT II: Welfare Programmes: Administration of welfare Programmes of Weaker Section, SCs, STs, BCs- Women and Minorities, SC and ST Atrocity Act. UNIT III: Emerging Issues: Mechanism for Disaster Management – Cyclones, Earth Quakes and Floods. Governance and E-Governance Applications in Indian Administration.</p>	<p>Learning the influences of various emerging issues on Indian Administration 2. Understanding the issues confronted by Public Administration currently the means to address them. 3. Gaining knowledge of various Acts for weaker sections and</p>

					<p>UNIT IV: Public and Private Partnership: Public and Private Partnership and voluntary sector. Public Corporations, Independent Regulatory Commission.</p> <p>UNIT V: Local Self Administration: Rural and Urban Structure and functions – 73rd and 74th Constitutional Amendment Acts – Revitalizations of Local Institutions - Issues and Challenges</p>	utilizing them in day to life
2022-23	1	Human Values & Professional Ethics	I B.A, I B.com, I B.Sc Semester I	Human Values & Professional Ethics	<p>UNIT: 1 - Introduction – Definition, Importance, Process &amp; 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 &amp; Acting, Classification of Value Education: understanding Personal Values, Social Values, Moral Values &amp; Spiritual Values.</p> <p>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.</p> <p>UNIT: 3 - Professional Ethics in Education: Understanding about Professional Integrity, Respect &amp; 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.</p>	<p>On completion of this course, the UG students will be able to</p> <ul style="list-style-type: none"> <li>*Understand the significance of value inputs in a classroom and start applying them in their life and <ul style="list-style-type: none"> <li>• profession Distinguish between values and skills, happiness and accumulation of physical facilities, the Self and the Body, Intention and Competence of an individual, etc.</li> </ul> </li> <li>*Understand the value of harmonious relationship based on trust and respect in their life and profession <ul style="list-style-type: none"> <li>• Understand the role of a human being in ensuring harmony in society and nature.</li> <li>• Distinguish between ethical and unethical practices, and start working out the strategy to actualize a harmonious environment wherever they work.</li> </ul> </li> </ul>

2022-23	2	Culture Sustainability	I B.Sc Semester II	Performing Arts	<p>Unit-I: Introduction to performing Arts (06 Hrs) Arts – and its definition; Fine Arts; Arts - Learning &amp; Imitation – Rasaas, Bhaavas and Rasa Sutra. Dasaropakaas; 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 &amp; Stage Direction. Unit-III: Performing Arts – Forms (10 Hrs ) Folk Arts, their nature and significance – Brief introduction to Pagativeshaalu, Bommalaatalu, Veedhinaatakaalu, Yakshagaanaalu, Harikathalu, Burrakathalu, Oggukathalu, Chindu, Yakshaganam, Kolaatamand 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</p>	<p>Acquire the basic knowledge in performing arts Understand the modern stage and performance on the stage</p> <ul style="list-style-type: none"> <li>• Comprehend and improve the skills related to performing arts on the stage</li> <li>• Understand various Telugu folk arts and their significance</li> <li>• Know the modes of presentation and skills pertaining to folk arts.</li> </ul>
2022-23	3	Culture Sustainability	I B.A ,I B.com, I B.Sc Semester I	Indian Culture and Science	<p>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</p>	<p>*Understand the evolution of India’s culture</p> <p>* Analyze the process of modernization of Indian society and culture from past to future</p> <ul style="list-style-type: none"> <li>• Comprehend objective education and evaluate scientific development of India in various spheres</li> </ul> <p>*Inculcate nationalist and moral fervour and scientific temper</p>

					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: (11 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	
<b>2022-23</b>	4	<b>Culture Sustainability</b>	<b>I B.A Semester - I</b>	<b>Tourism Guidance</b>	Unit I: (06 hrs) Tourism – What is Tourism - Characteristics of Tourist Places – Guidance in Tourism - Meaning of Guidance – Types of Tour Guidance - Government/Department Regulations Unit II: (10 hrs) Types of Guides – Characteristics of a Guide - Duties and Responsibilities of a Guide - The Guiding Techniques –Guide’s personality- Training Institutions – License. Leadership and Social Skills - Presentation and Communication Skills - Working with different age and linguistic groups - Working under difficult circumstances – Precautions at the site -Relationship with Fellow Guides and Officials. Unit III: (10 hrs) Guest Relationship Management- Personal and Official - Arrangements to Tourists – Coordinating transport - VISA/Passport -Accident/Death -Handling Guests with Special Needs/ Different Abilities – Additional skills required for Special/Adventure Tours - Knowledge of Local Security and Route Chart – Personal Hygiene and Grooming - Checklist - Code of Conduct	*Understand the basic tourism aspects <ul style="list-style-type: none"> <li>• Comprehend the requirements, role and responsibilities of profession of a Tourist Guide</li> <li>• Apply the knowledge acquired in managing different groups and guiding in a tour</li> <li>• Explain basic values related to tourism and heritage</li> </ul>
<b>2022-23</b>	5	<b>Environmental Sustainability</b>	<b>II B.A&amp; B.COM Semester - III</b>	<b>ENVIRONMENTAL EDUCATION (EE)</b>	Unit 1: Environment and Natural Resources: 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:	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, <ul style="list-style-type: none"> <li>• dependence of humans on environment. Evaluate the ways and ill effects of destruction of</li> </ul>

					<p>Environmental degradation and impacts: 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: 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</p>	<p>environment, population explosion on</p> <ul style="list-style-type: none"> <li>ecosystems and global problems consequent to anthropogenic activities.</li> </ul> <p>Discuss the laws/ acts made by government to prevent pollution, to protect biodiversity and</p> <ul style="list-style-type: none"> <li>environment as a whole.</li> </ul> <p>Acquaint with international agreements and national movements, and realize citizen's role in protecting environment and nature.</p>
2022-23	6	Human Values	II B.A Semester-III	Modern Indian History & Culture (1764-1947 A. D)	<p>UNIT II: Social, Religious &amp; Self-Respect Movements – Raja Rammohan Roy, DayanandaSaraswathi, Swami Vivekananda, JyotibaPhule, Narayana Guru, Periyar, Dr. B. R. Ambedkar</p> <p>UNIT III: Causes for the growth of Nationalism - Freedom Struggle from 1885 to 1920 , Moderate Phase — Militant Phase: Vandemataram Movement - Home Rule Movement UNIT IV: Freedom Struggle from 1920 to 1947: Gandhiji's Role in the National</p>	<p>Assess the causes and effects of Reformation movements and also inspire the public to overthrow inequalities of the present day society</p>


					Movement – Revolutionary Movement – Subhas Chandra Bose UNIT V: Muslim League & the Growth of Communalism – Partition of India – Advent of Freedom - Integration of Princely States into Indian Union – Sardar Vallabhai Patel	
<b>2022-23</b>	7	<b>Economic Sustainable Development</b>	<b>II B.A Semester - III</b>	Indian and Andhra Pradesh Economy	Module - 1 Concept of Economic Growth - Distinction between economic growth and development - Measurement of economic development - Theories of Economic Growth: Adam Smith, Rostow, Karl Marx and Harrod & Domar Models. Module - 2 Sustainable development - Balanced and unbalanced growth-choice of techniques Labour intensive and capital intensive methods. Module - 3 Basic features of the Indian Economy - Natural Resources - Important Demographic features- Concept of Population Dividend - Population Policy. Module - 4 National Income in India - trends and composition-poverty, inequalities and Unemployment - Measures taken by the Government. - MGNREGS Module - 5 Economic reforms - liberalization, privatization and globalisation - concept of inclusive growth	<ol style="list-style-type: none"> <li>1. To Study the factors that will impact on Balanced Regional Development</li> <li>2.To make the student to know the remedies of income disparities</li> <li>3.TO know the employment issues</li> <li>4. To know the natural resources available in the country.</li> </ol>
<b>2022-23</b>	8	<b>Human Values</b>	<b>III B.A Semester - V</b>	AGE OF RATIONALISM AND HUMANISM THE WORLD BETWEEN 15TH& 18TH CENTURIES (History of Modern World (1453 – 1821 A.D))	Unit – 1 Feudalism -Geographical Discoveries: Causes – Compass & Maps – Portugal Leads and Western World Follows – Consequences; Unit – II The Renaissance Movement: Factors for the Growth of Renaissance – Characteristic Features - Transformation from Medieval to Modern World; Reformation & Counter Reformation Movements: The Background – Protestantism – Spread of the Movement– Counter Reformation– Effects of Reformation Unit - III Emergence of Nation States: Contributory Factors - England and other Nation States – Impact due to the Emergence of Nation States.;Age of Revolutions: The Glorious Revolution (1688) – Origin of Parliament – Constitutional Settlement – Bill of Rights – Results. Unit - IV Age of Revolutions: The American Revolution (1776) – Opening of New World – Causes – Course – Declaration of Independence, 1776 – Bill of Rights, 1791 – Significance. Unit – V Age of Revolutions: The French Revolution (1789) – Causes - Teachings	<ol style="list-style-type: none"> <li>1.To understand the concept of Humanity and the concept of “All Human Beings are Equal Before Law”</li> <li>2. To know the human rights.</li> </ol>



					of Philosophers - Course of the Revolution – Results.	
<b>2022-23</b>	9	<b>Professional Ethics</b>	<b>III B.A Semester - IV</b>	<b>ADMINISTRATION - EMERGING ISSUES</b>	UNIT-I: Central Vigilance Commission 2. Consumer Protection Forums UNIT - II: 3. Right to Information Act (RTI) 4. National and State Human Rights Commissions UNIT - III: 5. Administration of Welfare Programmes for Weaker Section - SCs, STs, BCs, Women and Minorities, SC and ST Atrocity Act 6. Administrative Reforms: Recommendations of important Commissions and Second ARC UNIT - IV Emerging Issues 7. Mechanisms for Disaster Management - Cyclones, Earth Quakes and Floods 8. Governance and e-Governance Applications in Indian Administration. UNIT - V 9. Public Private Partnerships and Voluntary Sector. 10. Public Corporations - Independent Regulatory Commissions	To understand the application of human values and ethics in the organizations.
<b>2022-23</b>	10	<b>Professional Ethics</b>	<b>III B.A Semester - IV</b>	<b>ADMINISTRATION - EMERGING ISSUES</b>	UNIT-I: Central Vigilance Commission 2. Consumer Protection Forums UNIT - II: 3. Right to Information Act (RTI) 4. National and State Human Rights Commissions UNIT - III: 5. Administration of Welfare Programmes for Weaker Section - SCs, STs, BCs, Women and Minorities, SC and ST Atrocity Act 6. Administrative Reforms: Recommendations of important Commissions and Second ARC UNIT - IV Emerging Issues 7. Mechanisms for Disaster Management - Cyclones, Earth Quakes and Floods 8. Governance and e-Governance Applications in Indian Administration. UNIT - V 9. Public Private Partnerships and Voluntary Sector. 10. Public Corporations - Independent Regulatory Commissions	To understand the application of human values and ethics in the organizations.
<b>2022-23</b>	11	<b>Human Values And Professional Ethics</b>	<b>III B.A Semester - V</b>	<b>e-Governance in India</b>	UNIT-V: E-Governance - Administrative issues – Security Issues • Public Participation- • Administrative Reforms- • Grievance Redressal • Accountability and Transparency. • IT Security • Hacking • Cyber Crimes • E-Governance opportunities, Challenge and Barriers	To understand the application of human values and ethics in the technology based organizations.
<b>2022-23</b>	12	<b>Human Values</b>	<b>I B.A Semester II</b>	<b>Telugu</b>	SwedamKhareedu( Cost of bonded labour)	To know the value of hard work

<b>2022-23</b>	13	<b>Economic Sustainable development</b>	<b>I B.A Semester II</b>	<b>Macro Economic Analysis</b>	Finance and Insurance: Financial Assets and Financial Instruments - Financial Markets - Functions of Money Market - Functions of Capital Market - Stock Market - Exchanges – Index : Sensex and Nifty – Concept of Insurance -Types and Importance of Insurance.	To understand the factors and organizations involved in economic development.
<b>2022-23</b>	14	<b>Professional ethics</b>	<b>I B.A Semester I</b>	<b>INTRODUCTION TO PUBLIC ADMINISTRATION</b>	UNIT IV : Chief Executive: Chief Executive: Meaning, Types, Functions and Role; Line, Staff and Auxiliary Agencies. UNIT-V Administrative Behaviour: Decision Making, Communication, Leadership-Types and Functions.	To Learn organizational professional behavior
<b>2022-23</b>	15	<b>Professional ethics</b>	<b>I B.A Semester II</b>	<b>THEORIES OF PUBLIC ADMINISTRATION</b>	UNIT I : Classical Approaches: Classical Approaches- Henry Fayol, Luther Gullick and Lyndall Urwick Scientific Management Approach- F.W.Taylor. UNIT II: Bureaucratic Approach: Bureaucratic Approach – Max Weber and Karl Marx, Human Relations Approach: Elton Mayo. UNIT III: Behavioral Approach: Behavioural Approach – H. A Simon, Socio-Psychological Approach: Hierarchy of Needs: Abram Maslow. Theory X and Theory Y - Douglas Mc Gregor. UNIT IV: Ecological Approach: Comparative Public Administration, Ecological Approach – F.W. Riggs UNIT V: Systems Approach: Systems Approach, Development Administration.	To Learn organizational professional behavior
<b>2022-23</b>	16	<b>Economic Sustainable Development</b>	<b>II B.A Semester III</b>	<b>Development Economics</b>	UNIT I: 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 - Relevance of Herd (Group) Immunity in the context of COVID 19 - three core values of economic development : Sustainability, Self-esteem and Freedom – Economy and Environmen : Concepts of sustainable development and inclusive growth. UNIT II: Modern Economic Growth: Characteristics of Underdeveloped Countries - World Bank and IMF Classification of countries - Modern economic growth – Kuznets’ Six Characteristics - Obstacles to economic development - Vicious Circle of Poverty and cumulative causation - Factors of economic growth: Economic and Non-economic - Capital Formation – Foreign and	1)To know Various concepts and definitions and indicators relating to economic growth and Development including recent developments 2) role and importance of various financial and other institutions in the context of India’s economic development

					<p>Domestic capital, Debt and Disinvestment. UNIT III: Theories of Development and Underdevelopment: Classical Theory: Adam Smith, Ricardo and Malthus -Marxian Theory - Schumpeter Theory -Rostow's Stages of Economic Growth - Harrod- Domar two sector model -Solow's Model and Robinson's Golden Age.</p> <p>UNIT IV: Strategies of Economic Development: Strategies of Economic Development – Big Push - Balanced Growth -Unbalanced Growth - Mahalanobis Model - Agriculture vs Industry - Capital Intensive Technology vs Labour Intensive Technology -Role of Infrastructure in Economic Development. UNIT V: Institutions and Economic Development: Role of State in Economic Development -Role of Markets - Market Failure and Regulation by State -Public sector vs Private sector - Economic Planning – concept, objectives and types - NITI Ayog - Economic Federalism -Financial Institutions and Economic Development -Role of International Institutions-IDBI, ADB, IMF - Foreign Trade - FIIs and FDIs.</p>	
<b>2022-23</b>	17	<b>Economic Sustainable Development</b>	<b>II B.A Semester IV</b>	<b>Economic Development - India And Andhra Pradesh</b>	<p>UNIT I: 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 - India's Rank in Global Human Development Index . UNIT II: National Income and Demography: Trends in National income - Demographic trends - Poverty and Inequalities – Occupational Structure and Unemployment - Various Schemes of employment generation and eradication of poverty – Issues in Rural Development and Urban Development –Intra-state and Interstate Labour Migration and unorganized sector Problems of Migrant Labour UNIT III: Agricultural and Industrial Developments: Indian Agriculture – Agricultural Strategy and Agricultural Policy – Agrarian Crisis and land reforms – Agricultural credit – Minimum Support Prices -Malnutrition and Food Security - Indian Industry - Recent Industrial Policy – Make-in</p>	<p>1)leading issues of Indian economic development with reference to potential for growth, obstacles and policy responses</p> <p>2) Objectives, outlays and achievements of economic plans and growth strategies</p> <p>3)Major issues of economic development of Andhra Pradesh after bifurcation and Central assistance</p> <p>4)Leading issues of current importance relating to India and AP economy, major policies and programmes</p> <p>5)Covid– 19 and its impact on Indian economy</p>

					<p>India – Start-up and Stand-up programmes – SEZs and Industrial Corridors - Economic Reforms and their impact - Economic initiatives by government of India during COVID - Atmanirbhar Bharat package. UNIT IV: Indian Public Finance: Fiscal policy- 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 –Concepts of Budget. UNIT V: 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 – Health and Education- Information Technology and e-governance – Urbanization and smart cities – Skill development and employment –Recent Social welfare programmes.</p>	
<b>2022-23</b>	18	<b>Human values, Gender issues &amp; Professional Ethics</b>	<b>II B.A Semester IV</b>	<b>INDIAN ADMINISTRATION – EMERGING ISSUES</b>	<p>UNIT I: Citizen Grievances: Right to Information Act, (RTI), National and State Human Rights Commission. UNIT II: Welfare Programmes: Administration of welfare Programmes of Weaker Section, SCs, STs, BCs- Women and Minorities, SC and ST Atrocity Act. UNIT III: Emerging Issues: Mechanism for Disaster Management – Cyclones, Earth Quakes and Floods. Governance and E-Governance Applications in Indian Administration. UNIT IV: Public and Private Partnership: Public and Private Partnership and voluntary sector. Public Corporations, Independent Regulatory Commission. UNIT V: Local Self Administration: Rural and Urban Structure and functions – 73rd and 74th Constitutional Amendment Acts – Revitalizations of Local Institutions - Issues and Challenges</p>	<p>Learning the influences of various emerging issues on Indian Administration 2. Understanding the issues confronted by Public Administration currently the means to address them. 3. Gaining knowledge of various Acts for weaker sections and utilizing them in day to life</p>
					 <p>V.K.P. Prashanna PRINCIPAL R.R.D.S. Govt. Degree College BHIMAVARAM-534 202</p>	

