

SRI VENKATESWARA UNIVERSITY :: TIRUPATI

MINOR

Subject: Public Administration

w.e.f. AY 2023-24

COURSE STRUCTURE

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
Semester-II	1	Introduction to Public Administration	4	4
Semester-III	2	Theory of Public Administration	4	4
Semester-IV	3	Public Relations and Communications Skills	4	4
	4	Social Welfare Administration	4	4
Semester-V	5	Public Policy	4	4
	6	Administrative Law	4	4

SEMESTER-II COURSE 1: INTRODUCTION TO PUBLIC ADMINISTRATION

Theory Credits: 4 4 hrs/week

UNIT – I

Public Administration as a Discipline: Meaning, Nature, Scope, Dimensions and Significance of the discipline and its relations with Political Science, Management, Law and Economics. Public and Private Administration. Evolution of Public Administration, Minnowbrook Conferences (I, II & III)

UNIT – II

Growth and Trends in Public Administration: New Public Administration (NPA), New Public Management (NPM), Globalization and Public Administration, Paradigm Shift from Government to Governance.

UNIT – III

Organization and its Principles: Organization: Meaning, Basis and Forms of Organizations. Principles of Organization: Hierarchy, Unity of Command, Span of Control, Coordination, Authority and Responsibility, Supervision and Control, Centralization, Decentralization and Delegation

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.

SEMESTER-III

COURSE 2: THEORIES OF PUBLIC ADMINISTRATION

<u>Theory</u>	<u>Credits: 4</u>	<u>4 hrs/week</u>
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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.

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SEMESTER-IV

COURSE 3: PUBLIC RELATIONS AND COMMUNICATION SKILLS

Theory

Credits: 4

4 hrs

UNIT-I

- a) Public Relations: Meaning, Definition, Nature and Scope, Historical Background
- b) Ministry of Information and Broadcasting - Organizations, Functions.

UNIT-II

- a) Concepts of Public Relations-Press, Publicity, Lobbying, Propaganda, Advertising, Sales Promotion and Corporate Marketing Services,
- b) Tools of Public Relations-Press Conferences, Meets, Press Releases, Announcements, Webcasts

UNIT-III

- a) Public Relations and Mass Media, Present and future of Public Relations in India, B) Theories of Mass Communication- Cognitive Theory, Authoritarian Theory, Libertarian Theory.

UNIT-IV

- a) Employee and Stake Holder Relations.
- b) Education and Community Relations.

UNIT-V

- A) Ethics of Public Relations and Social Responsibility
- B) Public Relations and Writing-Printed Literature, Newsletters, Opinion papers and Blogs

SEMESTER-IV

COURSE 4: SOCIAL WELFARE ADMINISTRATION

Theory

Credits: 4

UNIT-1

Definition, nature & scope of social welfare, Concepts of social welfare, social administration in India, CSWB, models of welfare-familial, institutional, Titmus.

Unit 2:

INTRODUCTION TO SOCIAL POLICY

Definition, meaning and nature of social policy, Objectives of social policy, types of social policy, National

Women's policy, National children's policy and National youth policy, Tribal Policy, Policy for aged, Disability policy and Population policy

Unit 3:

INTRODUCTION TO SOCIAL PLANNING

Meaning & definition, Types of Planning - Tactical, Operational & Strategic, Types of plan-Five year plan, annual plan, short term plans, and long term plans. NitiAayog, features, objectives, constitution, nitiaayog as a strategy for new India, Atal Innovation Mission.

Unit 4:

INTRODUCTION TO DEVELOPMENT, SOCIAL & SUSTAINABLE DEVELOPMENT:

Meaning & Definitions, nature of development, indicators of development, distinction between developed, developing and under developed nations, MDG and models of development – Capitalistic, Communistic, Socialistic & Mixed-Economy, Gandhian approach to development or Sarvodaya movement

Unit 5:

CONSTITUTIONAL FUNCTION & ROLES OF SOCIAL MANAGERS: (15 Hrs) Constitution of India, fundamental rights, DPSP, Current budget review. Role of social managers in welfare administration, Policy formulation and development.

SEMESTER-V COURSE 5: PUBLIC POLICY

Theory

Credits: 4

UNIT-I

Public Policy: Concept, Significance and Scope.

Policy Analysis: Concept and Significance and implications

UNIT-II

Public Policy Approaches and Models with special reference to the Incrementalism and Rationalist Paradigms

UNIT-III

Policy Formulation and Implementation.

Role of Political Parties in Policy Formulation

UNIT-IV

Role of Bureaucracy in Public Policy Making.

Non-Governmental Organizations in Policy Making.

UNIT-V

Good-governance and Public Policy Making.

Role of Information Technology in Public Policy Process.

SEMESTER-V COURSE 6: ADMINISTRATIVE LAW

Theory

Credits: 4

4 hrs/week

UNIT-I

Administrative Law: Definition, nature and scope of Administrative Law, Distinction between Constitutional Law and Administrative Law and Droit Administrative

UNIT-II

Rule of Law; Principles of Natural Justice; Administrative Tribunals, Reasons for the Growth of Administrative Tribunals and its Structure.

UNIT-III

Delegated Legislation- concept, rationale, merits and demerits, Reasons for the growth of delegated Legislation, Legislative and Judicial Control over delegated legislation.

UNIT-IV

Ombudsman: Institution of Ombudsman: concept and genesis; Central Vigilance Commission: structure, functions, role and significance; and Lok Pal and LokAyukta in India-composition, powers, functions and significance.

UNIT-V

Judicial Control of administrative action and remedies, Ordinary Remedies, Judicial Review, Writs.

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