

SRI VENKATESWARA UNIVERSITY – TIRUPATI

B.A. PUBLIC ADMINISTRATION

(Under CBCS w.e.f 2022-23) SEMESTER – V

Skill Enhancement Courses (SECs) for V

Semester,

(Syllabus - Curriculum)

Structure of SECs for Semester – V

(To Choose One pair from the Three alternate pairs of SECs)

Courses 6 & 7	Name of the Course	Hours/ Week	Credits	Marks	
				IA-20 Field Work-5	Sem End
6A	Human Resource and Logistic Management	5	4	25	75
7A	Leadership styles and Conflict Management	5	4	25	75

OR

Courses 6 & 7	Name of the Course	Hours/ Week	Credits	Marks	
				IA-20 Field Work-5	Sem End
6B	Basic Research Writing Skills	5	4	25	75
7B	Personality Development and Communication Skills	5	4	25	75

OR

Courses 6 & 7	Name of the Course	Hours/ Week	Credits	Marks	
				IA-20 Field Work-5	Sem End
6C	Social Audit	5	4	25	75
7C	Management of NGO's	5	4	25	75

Note-1: For Semester–V, for the domain subject Public Administration, any one of the three pairs of SECs shall be chosen as courses 6 and 7, i.e., 6A & 7A or 6B & 7B or 6C & 7C. The pair shall not be broken (ABC allotment is random, not on any priority basis).

Note-2: One of the main objectives of Skill Enhancement Courses (SEC) is to inculcate skills related to the domain subject in students. The syllabus of SEC will be partially skill oriented. Hence, teachers shall also impart practical training to students on the skills embedded in syllabus citing related real field situation.

SRI VENKATESWARA UNIVERSITY – TIRUPATI

B.A. PUBLIC ADMINISTRATION

(Under CBCS w.e.f 2022-23)

**Skill Enhancement Courses (SECs) for V
Semester,**

COURSE-6A: HUMAN RESOURCE AND LOGISTIC MANAGEMENT

(Skill Enhancement Course (Elective), 4 Credits)

Max.Marks:100

I. Learning Outcomes:

On successful completion of the course the students will be able to;

Discuss the human resource management.

Also understand the challenges of human resource planning and Problems.

Also, to identify the systems and processes of financial and material management.

Apply the knowledge to observe the field level phenomena.

**II. Syllabus: (Hours: Teaching: 60, Skills Training: 10, others including unit tests: 05.
Total: 75)**

UNIT-I

Introduction: Meaning, Nature, Scope and Significance of Human Resource Management, Objective and Functions of Human Resource Management, Qualities of Human Resource Manager

UNIT-II

Meaning, Objectives and Need of Human Resource Planning, Factors affecting Human Resource Planning, Human Resource Problems

UNIT-III

Procurement and Development Functions: Job Analysis, Job description, job specification, recruitment and selection, placement and induction and socialization

UNIT-IV

Logistic Management: Meaning, Objectives and Need of logistic Management, Concept, Principles and Forms, Procurement of material and inventory control, material handling and packing, transportation, Logistic Information System

UNIT-V

Emerging Trends: Logistic Management Emerging Trends, Green Logistic, Effective Logistic Management, Challenges: Human Resource Management, Financial Management, Inventory/Material, Outsourcing, Customer Satisfaction etc.

III. References

1. Dr. C.B. Gupta - Sultan and Sons, Human Resource Management
2. P. Subba Rao, Personnel & Human Resource Management - - Himalaya Publishing House.
3. K. Aswathappa, Human Resource and Personnel Management - - Tata Mc Graw Hill Publishing Co. Ltd.
4. Allawadi, Satish Chand rakesh P. Singh, 2001, Logistic Management (Second Edition), Prentice Hall India, New Delhi.
5. Agarwal, D.K. 2012 Text book of Logistic and Supply Chain Management (Reprint), Macmillan, Delhi.
6. Bhattacharya, S.K. 2010 Logistic Management-Definition, Dimensions and Functional Applications (Reprint), Sultan Chand and Sons, Delhi.
7. Ismail Reji, 2013 Logistic Management, Excel Books India, Delhi.
8. Raghuram, G and N. Rangaraj, Logistics and Supply Chain Management –Case and Concepts, Macmillan India, Delhi.
9. Sople, Vinod, V.2013, Logistics Management 9Third edition, Dorling Kindersley India, New Delhi.

IV. Co-Curricular Activities (Training of students by the teacher: Total 10 hours):

a.) Mandatory:

1. FOR TEACHER:

Training of students by teacher in the classroom for a total of not less than 10 hours on various practical skills related to Human Resource Management and Logistic Management sector, with the help of local experts. The teacher shall also train the students to identify the best qualities of Manager and Human Resource Problems and Challenges to Logistic Management. The teacher shall lead students to visit local industrial sites and guide them to work with the local Human Resource Manager.

2. FOR STUDENT:

Students have to go to the field, observe activities related to Human Resource Management and Logistic Management. Observe their functioning and problems to gain experience, including suggestions for improving the best qualities of the Human Resource Manager. These individual observations shall be written in the given format not exceeding 10 pages and submitted to the teacher as Fieldwork/Project work Report.

3. Suggested Fieldwork/Project work Format: Title Page, Student Details, Acknowledgements, Index page, Objectives, Step-wise process, Findings, Conclusion and References.

b) Suggested Co-Curricular Activities

- 1) Invited Lectures
- 2) Hands-on experience with the help of field experts.
- 3) Debates on interesting topics
- 4) Seminars, Group Discussions, Quiz, etc.
- 5) Assignments
- 6) Alumni Interactions
- 7) Periodical interactions with Human Resource Managers.

SRI VENKATESWARA UNIVERSITY – TIRUPATI

B.A. PUBLIC ADMINISTRATION

(Under CBCS w.e.f 2022-23) SEMESTER – V

**Skill Enhancement Courses (SECs) for V
Semester,**

COURSE 6 A: HUMAN RESOURCES AND LOGISTICS MANAGEMENT

(మానవ వనరులు మరియు సరుకు రవాణా పంపిణీ నిర్వహణ)

MODEL QUESTION PAPER

Time: 3 Hours

Max. Marks: 75

Section – A

Answer any *five* of the following. Each answer carries 5 Marks
(Marks)

(5 x 5 = 25)

ఈ కింది వాటిలో ఏవైనా ఐదింటికి సమాధానాలు రాయండి. ప్రతి సమాధానానికి 5 మార్కులు.

1. Human resource manager.
మానవ వనరుల నిర్వాహకుడు.
2. Significance of human resource management.
మానవ వనరుల నిర్వహణ యొక్క ప్రాముఖ్యత.
3. Human resource problems
మానవ వనరుల సమస్యలు.
4. Human resource planning.
మానవ వనరుల ప్రణాళిక.
5. Job Description.
ఉద్యోగ వివరణ.
6. Forms of logistic management.
వస్తు రవాణా నిర్వహణ రూపాలు.
7. Principles of logistic management.
వస్తు రవాణా నిర్వహణ యొక్క సూత్రాలు
8. Challenges of logistic management.
వస్తు రవాణా నిర్వహణ యొక్క సవాళ్లు
9. Job Specification.
ఉద్యోగ వివరణలు
10. Customer satisfaction.
వినియోగదారుని సంతృప్తి.

PART – B

Answer any five of the following. Each answer carries 10 Marks (5 x 10 = 50 Marks)

ఈ కింది వాటిలో ఏవైనా ఐదింటికి సమాధానాలు రాయండి. ప్రతి సమాధానానికి 10 మార్కులు.

1. Define Human Resource Management, Explain its scope and nature.

మానవ వనరుల నిర్వహణను నిర్వచించండి, దాని పరిధిని మరియు స్వభావాన్ని వివరించండి

2. Explain the objectives and functions of the Human Resource Management.

మానవ వనరుల నిర్వహణ యొక్క లక్ష్యాలు మరియు విధులను వివరించండి.

3. Explain the factors affecting the Human Resource Planning.

మానవ వనరుల ప్రణాళికను ప్రభావితం చేసే అంశాలను వివరించండి.

4. Discuss the objectives and need of Human Resource Planning.

మానవ వనరుల ప్రణాళిక యొక్క లక్ష్యాలు మరియు అవసరాన్ని చర్చించండి.

5. Explain the procurement and development functions.

సేకరణ మరియు అభివృద్ధి విధులను వివరించండి.

6. Explain the job analysis, its recruitment and selection

ఉద్యోగ విశ్లేషణను, దాని నియామకం మరియు ఎంపికను వివరించండి.

7. Discuss the management, its objectives and need of the logistic.

నిర్వహణ, దాని లక్ష్యాలు మరియు లాజిస్టిక్ అవసరాన్ని చర్చించండి.

8. Explain the logistic information system, its material handling and transportation.

వస్తు రవాణా సమాచార వ్యవస్థను దాని మెటీరియల్ హ్యాండిలింగ్ మరియు రవాణాను వివరించండి.

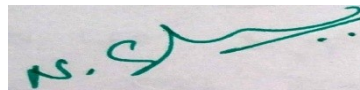
9. Discuss the logistics management emerging trends.

వస్తు రవాణా మేనేజ్ మెంట్ అభివృద్ధి చెందుతున్న మార్పులను చర్చించండి.

10. Examine the financial management and Explain its customer satisfaction.

ఆర్థిక నిర్వహణను పరిశీలించండి మరియు దాని కస్టమర్ సంతృప్తిని వివరించండి.

Prepared by:



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SRI VENKATESWARA UNIVERSITY – TIRUPATI

B.A. PUBLIC ADMINISTRATION

(Under CBCS w.e.f 2022-23) SEMESTER – V

**Skill Enhancement Courses (SECs) for V
Semester,**

COURSE-7A: LEADERSHIP STYLES AND CONFLICT MANAGEMENT

(Skill Enhancement Course (Elective), 4 credits)

Max.Marks:100

I. Learning Outcomes:

On successful completion of the course the students will be able to;

- understand the different styles of leadership given by administrative thinkers.
- They will also understand the causes and level of conflicts in an organization.
- Students will also be able to understand the handling of inter-personal conflict
- Describe a leader's role in managing conflict in the Organization
- Understand how to turn conflict into an opportunity for redemption and reconciliation.

**II. Syllabus: (Hours: Teaching: 60, Skills Training: 10, others including unit tests: 05.
Total:75)**

UNIT-I

Introduction: Meaning, Nature and Scope of Leadership, Types of Leadership and Importance of Leadership.

UNIT-II

Qualities and Functions: Qualities and Functions of Leadership, Leadership Styles Viz Autocratic Style, Democratic Style and Laissez Faire Styles.

UNIT-III

Organization Conflicts: Nature and causes of Organizational Conflicts, Types and Levels of Conflicts and Criteria for Conflicts Management.

UNIT-IV

Negotiations: Bargaining strategies in negotiation, negotiation process stages. Techniques of Negotiations and Third Party Negotiations.

UNIT-V

Case Studies: Styles of Handling Inter-Personal Conflicts and Managing Conflict Management Process-Case Studies, The Arbitration and Conciliation (Amendment) Act, 2015.

III. References

1. Bernard M. Bass, 1985, Leadership and Performance Beyond Expectations, Free Press, New York.
2. C.K.W. DeDreu&E.Van de Vliert (Eds.), 1997, Using Conflict in Organizations, Sage, London.
3. D.G. Pruitt & P.J. Carnevale, 1993, Negotiation and Social Conflict, Open University Press, England.
4. Deepak Malhotra, 2016, Negotiating the Impossible: How to Break Deadlocks and Resolve Ugly Conflicts (without Money or Muscle).BerrettKoehler Publishers, Oakland CA
4. Deepak Malhotra and Max H. Bazerman, 2008, Negotiation Genius: How to Overcome Obstacles and Achieve Brilliant Results at the Bargaining Table and Beyond, Bantam Dell, Random House Inc., New York.
5. I William Zartman, 2007, Negotiation and Conflict Management: Essays on Theory and Practice (Security and Conflict Management), Routledge, New York.
6. L.D. Brown, 1983, Managing Conflict at Organizational Interfaces, Reading, Addison-Wesley, M.A.
7. M.Afzalur.Rahim, 2001, Managing Conflict in Organizations (3rd Ed.), Quorum Books, Westport, CT.
8. Disagreements and Develop Trust and Understanding, How to Books Ltd., U.K.
9. Wendel.L. French & Cecil.H. Bell Jr, 1999, Organization Development : Behavioral
10. Science Interventions for Organization Improvement(6th Ed.) Englewood Cliffs, Prentice-Hall, N.J.
11. William W. Wilmot and Joyce L. Hocker, 2005, Interpersonal Conflict, Mc Graw-Hill Higher Education.

IV. Co-Curricular Activities (Training of students by the teacher: Total 10 hours):

a) Mandatory:

1. FOR TEACHER: Training of students by teacher in the classroom for a total of not less than 10 hours on different types of leaders, qualities and functions of Leaders and conflict

management skills and techniques to effectively manage conflicts at the work place and community. And also train them to understand the different approaches and methods of conflict management. The teacher shall also train the students to acquire various skills and techniques for conflict Management and to cultivate in them effective leadership and managerial skills. The teacher shall lead students to visit and meet local Leaders and interact with them.

2. FOR STUDENT: Students have to go to the field, observe activities of different types of leaders and managing conflict and bargaining strategies in negotiation. Observe their functioning and problems to gain experience, including suggestions for the improving the best qualities of Leader and conflict management in organization. These individual observations shall be written in the given format not exceeding 10 pages and submit to the teacher as Fieldwork/Project work Report.

3. Suggested Fieldwork/Project work Format: Title Page, Student Details, Acknowledgements, Index page, Objectives, Step-wise process, Findings, Conclusion and References.

b) Suggested Co-Curricular Activities

- 1) Invited Lectures
- 2) Hands on experience with the help of field experts.
- 3) Debates on interesting topics
- 4) Seminars, Group Discussions, Quiz, etc.
- 5) Assignments
- 6) Alumni Interactions
- 7) Periodical interactions with local leaders.

SRI VENKATESWARA UNIVERSITY – TIRUPATI

B.A. PUBLIC ADMINISTRATION

(Under CBCS w.e.f 2022-23) SEMESTER – V

**Skill Enhancement Courses (SECs) for V
Semester,**

COURSE-7A: LEADERSHIP STYLES AND CONFLICT MANAGEMENT

(నాయకత్వ శైలులు మరియు వివాదాల నిర్వహణ)

MODEL QUESTION PAPER

Time: 3 Hours

Max. Marks: 75

Section – A

Answer any *five* of the following. Each answer carries 5 Marks (5 x 5 = 25 Marks)

ఈ కింది వాటిలో ఏవైనా ఐదింటికి సమాధానాలు రాయండి. ప్రతి సమాధానానికి 5 మార్కులు.

- 1) Characteristics of leadership
నాయకత్వ లక్షణాలను వివరించండి?
- 2) Autocratic leadership
అధికారయుత నాయకత్వం
- 3) Functions of leader
నాయకుని విధులు ఏవి?
- 4) Democratic style of leadership
ప్రజాస్వామ్యయుత నాయకత్వం
- 5) Organizational conflicts
సంస్థాగత విభేదాలు
- 6) Importance of negotiations
చర్చల ప్రాధాన్యత
- 7) Conflict management
వివాదాల నిర్వహణ
- 8) Techniques of negotiations
చర్చల సాధనా పద్ధతులు
- 9) Inter personal conflicts
వ్యక్తుల మధ్య విభేదాలు
- 10) Case study
కేస్ స్టడీ

Section – B

Answer any five of the following. Each answer carries 10 Marks (5 x 10 = 50 Marks)

ఈ కింది వాటిలో ఏవైనా ఐదింటికి సమాధానాలు రాయండి. ప్రతి సమాధానానికి 10 మార్కులు.

- 11) Explain the meaning, nature and scope of leadership?
నాయకత్వ అర్థం, స్వభావం, మరియు పరిధి గూర్చి వివరించండి?
- 12) Explain the importance and types of leadership?
నాయకత్వ ప్రాధాన్యతను మరియు నాయకత్వ రకాలను వివరించండి?
- 13) Describe qualities and functions of leadership?
నాయకత్వ విధులను మరియు నాయకత్వం లక్షణాలను వివరించండి?
- 14) Describe the different styles of leadership?
వివిధ రకాల నాయకత్వ పద్ధతులను వివరించండి.
- 15) Explain the nature and causes of organizational conflicts.
వ్యవస్థపరమైన విభేదాల స్వభావం మరియు కారణాలను వివరించండి.
- 16) Explain the conflict management?
విభేదాల నిర్వహణ గూర్చి వ్రాయండి?
- 17) What are the bargaining stages in negotiations?
చర్చలలో బేరసారాల దశలను వివరించండి?
- 18) Explain the third party negotiations?
మూడవ పార్టీ చర్చలు అనగా నేమి?
- 19) Explain the different styles of handling interpersonal conflicts and managing conflicts?
వ్యక్తుల మధ్య విభేదాలు మరియు నిర్వహణ విభేదాల నివారణ పద్ధతులను వివరించండి?
- 20) Explain the arbitration and conciliation amendment act 2015?
మధ్యవర్తిత్వ మరియు రాజీ సవరణ చట్టం 2015 గూర్చి వివరించండి?

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SRI VENKATESWARA UNIVERSITY – TIRUPATI

B.A. PUBLIC ADMINISTRATION

(Under CBCS w.e.f 2022-23) SEMESTER – V

**Skill Enhancement Courses (SECs) for V
Semester,**

COURSE-6B: BASIC RESEARCH WRITING SKILLS

(Skill Enhancement Course (Elective), 4 Credits)

Max.Marks:100

1. LEARNING OUTCOMES:

Students at the successful completion of the course will be able to

- Describe why research is important.
- Describe scientific methods.
- Describe research report.
- Describe library use.
- Demonstrate dictionary usage.
- Demonstrate thesaurus usage.
- Demonstrate encyclopedias, almanacs, and atlases usage.
- Demonstrate internet search engines usage for research.
- Identify Internet news sources.
- Identify internet magazines, blogs, and images.
- Identify journals, papers, and more.
- Summarize bibliographies and their usage in research.
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**II. Syllabus: (Hours: Teaching: 60, Skills Training: 10, others including unit tests: 05.
Total:75)**

UNIT-I :

Introduction to Research

Concept of research – Importance of research – Types of research – Various methods of research- Scientific methods of research

UNIT II:

Writing skills

Basic concepts of writing- introduction to writing- reports- importance of reports-types of reports.

UNIT III:

Contents of Report

Planning of Report Writing- Format of Research Report

UNIT IV:

Principles of Writing

Principles of writing- Bibliography- Documentation of Bibliography

UNIT V:

Evaluation of Report

Typing the Report- Evaluating the Research report

I. REFERENCE BOOKS:

1. Ballou, Stephen.V, *A Model for Theses and Research Papers*, Boston: Houghton Mifflin, 1970.
2. Barzun, Jacques and Henry F. Graff, *The Modern Researcher*, New York: Harcourt, Brace & World, 1970.
3. Berenson, Conrad and Raymod Colton, *Research and Report Writing for Business and Economics*, New York: Random House, 1971 chapters 8 to 17.
4. Bernstein, Theodore, *The Careful Writer: A Modern Guide to English Usage*, New York: Atheneum, 1965.
5. Bowers, Fredson, *Principles of Bibliographical Description*, New York: Russell & Russell, 1949.
6. Campbell, William Giles and Stephen Vaughan Ballou *Form and Style: Theses, Reports, Term Papers*. in Co. 1974.
7. Corbett, Edward P.J., *Classical Rhetoric for the Modern Student*, New York: Oxford University Press, 1971.
8. Dawe, Jessamon, *Writing Business and Economics Term Papers, Theses and Dissertations*, Totowa, NJ.:Littefield Adams and Co., 1965.
9. Flower, H.W. *A Dictionary of Modern English Usage*, New York: Oxford University Press, 1965.
10. Gallagher, William J., *Report Writing for Management*, Reading, Mass: Addison Wesley Publishing Co., 1969.
11. Jonis. J.Harold, *The Business Research Paper*, New York: Hobbs Dorman & Co.,1967.
12. Kapp, R.O., *The Presentation of Technical Information*, London: Constable, 1948.
13. Strunk, William, Jr., and E.b. White, *The Elements of Style*, New York: Macmillanm, 1972.

14. Jurabian, Kate L., *A Manual for Writers of Term Papers, Theses and Dissertations*, Chicago: University of Chicago Press, 1971.
15. University of Chicago, *A Manual of Style*, Chicago: University of Chicago, 1969.
16. Zeisel, Hans, *Say it with Figures*, New York: Harper & Row, Publishers. 1957.

II. CO-CURRICULAR ACTIVITIES:

a). Mandatory:

1. FOR TEACHER: Training of students by teacher in the classroom for a total of not less than 10 hours on Concept of research, its importance, Types, Scientific methods of research, Basic concepts of writing, introduction to writing, reports, its importance, of reports, types, planning, Format of Research Report, Principles of writing, Bibliography, Documentation of Bibliography, Typing the Report, Evaluating the Research report. thereby encouraging and enlightening the students. Lecturers by Experts and Psychologists.

2. FOR STUDENT: Students have to involve in activities like prepare report, Study reports, planning reports, enhance writing skills, Assignments etc.

3. Suggested Fieldwork/Project work Format: Title Page, Student Details, Acknowledgements, Index page, Objectives, Step-wise process, Findings, Conclusion and References.

b). Suggested Co-Curricular Activities:

1. Training of students by a related expert.
2. Assignments
3. Planning a report, Evaluating a report etc.
4. Presentations by students on Report and Writing skills.
5. Invited lectures and presentations on related topics by Experts such as English Trainers, Research Scholars etc.

SRI VENKATESWARA UNIVERSITY – TIRUPATI

B.A. PUBLIC ADMINISTRATION

(Under CBCS w.e.f 2022-23) SEMESTER – V

**Skill Enhancement Courses (SECs) for V
Semester,**

COURSE 6 B: BASIC RESEARCH WRITING SKILLS

MODEL QUESTION PAPER

Time: 3 Hours

Max. Marks: 75

Section – A

Answer any *five* of the following. Each answer carries 5 Marks (5 x 5 = 25 Marks)

ఈ కింది వాటిలో ఏవైనా ఐదింటికి సమాధానాలు రాయండి. ప్రతి సమాధానానికి 5 మార్కులు.

1. Research
పరిశోధన
2. Scientific method of research
శాస్త్రీయ పరిశోధన పద్ధతి
3. Importance of reports
నివేదికల ప్రాముఖ్యత
4. Steps involved in Report writing
నివేదికల తయారీలో దశలు
5. Research Report
పరిశోధన నివేదిక
6. Planning of Report
నివేదిక యొక్క ప్రణాళిక
7. Documentation
డాక్యుమెంటేషన్
8. Benefits of Research
పరిశోధన ప్రయోజనాలు
9. Ethics in Research
పరిశోధన నిజాయితీ
10. Objectives of research
పరిశోధన ఉద్దేశాలు

Section - B

Answer any five of the following. Each answer carries 10 Marks (5 x 10 = 50 Marks)

ఈ కింది వాటిలో ఏవైనా ఐదింటికి సమాధానాలు రాయండి. ప్రతి సమాధానానికి 10 మార్కులు.

1. Outline the importance and types of research?
పరిశోధన ప్రాధాన్యత మరియు రకాలను వివరించుము?
2. Discuss various methods of research?
వివిధ పరిశోధన పద్ధతులను వివరించుము?
3. Explain the basic concepts of writing?
నివేదికలు వ్రాయడం (తయారీ) లో ఇమిడి ఉన్న మూలభావనలను వివరించుము?
4. Explain the types of Reports?
నివేదికల రకాల గురించి వివరించుము?
5. Write about the format of Research report?
పరిశోధన నివేదిక యొక్క రూపం గురించి రాయండి?
6. Discuss about various issues in planning of report writing?
నివేదిక తయారీ ప్రణాళికలో ఇమిడి ఉన్న వివిధ అంశాలను చర్చించుము
7. Explain the principles of writing?
లిఖిత రూప దస్త్రాల తయారీలో ఇమిడి ఉన్న సూత్రాలను వివరించండి?
8. Write about Bibliography?
గ్రంథ పట్టిక గురించి రాయండి?
9. Discuss about evaluating the research report?
పరిశోధన నివేదిక మూల్యాంకనం గురించి వివరించుము
10. Role of research in solving contemporary challenges?
సమకాలీన సవాళ్ళను ఎదుర్కొనడంలో పరిశోధన పాత్రను వివరించుము?

Prepared by:



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SRI VENKATESWARA UNIVERSITY – TIRUPATI

B.A. PUBLIC ADMINISTRATION

(Under CBCS w.e.f 2022-23) SEMESTER – V

**Skill Enhancement Courses (SECs) for V Semester,
COURSE-7B: PERSONALITY DEVELOPMENT AND COMMUNICATION
SKILLS**

(Skill Enhancement Course (Elective), 4 Credits)

Max.Marks:100

1. LEARNING OUTCOMES:

Students at the successful completion of the course will be able to

- Understand the meaning, process, importance, types and barriers to communication;
- Develop public speaking, oral and written communication skills;
- Understand the importance of preparation of communication material;
- Gain knowledge of media of communication.
- Identify how to participate in meetings and interviews;
- Understand the concept of personality and personality development and its significance.
- Understand and develop the traits and factors determining personality and
- Know how to assess and enhance one's own personality

II. Syllabus: (Hours: Teaching: 60, Skills Training: 10, others including unit tests: 05. Total:75)

UNIT-I :

Introduction to Personality Development

The concept of personality - Dimensions of personality – Theories of Freud & Erickson- Significance of personality development. The concept of success and failure: What is success? - Hurdles in achieving success - Overcoming hurdles - Factors responsible for success – What is failure - Causes of failure. SWOT analysis.

UNIT II:

Attitude & Motivation

Attitude - Concept - Significance - Factors affecting attitudes - Positive attitude – Advantages –Negative attitude- Disadvantages - Ways to develop positive attitude - Differences between personalities having positive and negative attitudes. Concept of motivation - Significance – Internal and external motives - Importance of self-motivation- Factors leading to de-motivation

UNIT III:

Self-esteem

Term self-esteem - Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem – Low self-esteem - Symptoms - Personality having low self-esteem - Positive and negative self-esteem. Interpersonal Relationships – Defining the difference between aggressive, submissive and assertive behaviors – Lateral thinking.

UNIT IV:

Introduction to Communication

Meaning and Definition – Process – Functions – Objectives – Importance – Essentials of Good Communication – Communication Barriers – Overcoming Communication Barriers – Cross-Cultural Communication.

UNIT V:

Types of Communication & Essential soft skills

(a) Written Communication

Need and functions of business letters – Planning and layout of business letters – Essentials of effective correspondence – Advantages and limitations of written communication.

(b) Oral Communication

Meaning, nature and scope – Principles of Effective Oral Communication – Techniques of Effective Speech – The Art of Listening – Principles of Good Listening – Advantages and Limitations of Oral Communication. (Principles and good practices in online communication e.g. Telephonic, Internet – VOIP Voice over Internet Protocol.)

(c) Essential soft skills: (i) Group discussion (ii) Presentation skills (iii) Problem-solving (iv) Decision-making (v) Creativity (vi) Innovation (vii) Team Work

A. REFERENCE BOOKS:

1. Agrawal, Vijay.Dr. *Personality Development for students*. New Delhi. Benten Books. 2014
2. Mile, D.J *Power of positive thinking*. New Delhi. Rohan Book Company, 2004.
3. Pravesh Kumar. *All about Self- Motivation*. New Delhi. Goodwill Publishing House. 2005.
4. Smith, B *.Body Language*. New Delhi: Rohan Book Company. 2004
5. Hurlock, E.B. *Personality Development*, 28th Reprint. New Delhi: Tata McGraw Hill.2006
6. Mohan, Krishna. MeeraBenerjee. *Developing communication skills*. Macmillan India Ltd, New Delhi. 1990,
7. Barker, Alan. *Improve your Communication Skills*. Kogan Page India Private Ltd. New Delhi. 2008.
8. Sing, O.P. *Art of effective Communication in Group Discussion and Interview-For Competitive Examinations*. New Delhi. S.Chand and Company Ltd. 2012.

II.CO-CURRICULAR ACTIVITIES:

a).Mandatory:

1.FOR TEACHER: Training of students by the teacher in the classroom for a total of not less than 10 hours on techniques on understanding communication establishment, observing of Debates, Team Work, Group Discussion, Role Plays, etc thereby encouraging the students. Lecturers by Experts and Psychologists.

2. **FOR STUDENT:** Students have to involve in activities like Quiz, Study Projects, Debates, Team Work, Group Discussions, Assignments, Role-plays etc.

3. **Suggested Fieldwork/Project work Format:** Title Page, Student Details, Acknowledgements, Index page, Objectives, Step-wise process, Findings, Conclusion and References.

b). Suggested Co-Curricular Activities:

1. Training of students by a related expert.
2. Assignments
3. Seminars, Group Discussions, Debates etc.
4. Presentations by students on personality Development and communication skills.
5. Invited lectures and presentations on related topics by Experts such as English Trainers, Psychologists etc.

SRI VENKATESWARA UNIVERSITY – TIRUPATI

B.A. PUBLIC ADMINISTRATION

(Under CBCS w.e.f 2022-23) SEMESTER – V

**Skill Enhancement Courses (SECs) for V Semester,
COURSE-7B: PERSONALITY DEVELOPMENT AND COMMUNICATION**

SKILLS

MODEL QUESTION PAPER

Time: 3 Hours

Max. Marks: 75

Section – A

Answer any *five* of the following. Each answer carries 5 Marks (5 x 5 = 25 Marks)

ఈ కింది వాటిలో ఏవైనా ఐదింటికి సమాధానాలు రాయండి. ప్రతి సమాధానానికి 5 మార్కులు.

- 1) What is failure? Explain the causes of failure.
వైఫల్యం అంటే ఏమిటి వైఫల్యానికి గల కారణాలను వివరించండి.
- 2) Importance of Self Motivation.
స్వీయప్రేరణ యొక్క ప్రాముఖ్యత
- 3) Internal and External motives.
అంతర్గత మరియు బాహ్య ప్రేరణ
- 4) Lateral Thinking.
పార్శ్వ ఆలోచన.
- 5) Positive Self-Esteem.
సానుకూల స్వీయ గౌరవం.
- 6) Cross-Cultural Communication.
వివిధ సంస్కృతుల బావప్రకటన.
- 7) Planning and layout of Business letters.
వ్యాపార లేఖల ప్రణాళిక మరియు కూర్పు
- 8) Art of listening.
వినే కళ
- 9) Group Discussion.
బృంద చర్చ
- 10) Decision Making.
నిర్ణయాలు తీసుకోవడం.

Section – B

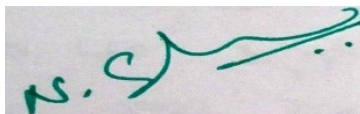
Answer any five of the following. Each answer carries 10 Marks (5 x 10 = 50Marks)

ఈ కింది వాటిలో ఏవైనా ఐదింటికి సమాధానాలు రాయండి. ప్రతి సమాధానానికి

10 మార్కులు.

- 1) Write about the theories of Freud and Ericson on the personality.
వ్యక్తిత్వంపై ఫ్రాయిడు మరియు ఎరిక్సన్ సిద్ధాంతాల గురించి వ్రాయండి
- 2) Explain the concepts of success and failure.
విజయం మరియు వైఫల్యం యొక్క భావనను వివరించండి.
- 3) Write the concept of attitude and factors affecting attitudes.
వైఖరి మరియు వైఖరులను ప్రభావితం చేసే కారకాల భావనను వ్రాయండి
- 4) Explain the importance of self motivation and factors leading to de-motivation.
స్వీయప్రేరణ యొక్క ప్రాముఖ్యత మరియు నిరుత్సాహానికి దారితీసే కారకాలను వివరించండి.
- 5) Discuss about the Positive and Negative Self-esteem.
సానుకూల మరియు ప్రతికూల ఆత్మగౌరవం గురించి చర్చించండి.
- 6) Discuss about the do's and don'ts of develop positive Self esteem
సానుకూల ఆత్మగౌరవాన్ని పెంపొందించడానికి చేయవలసినవి మరియు చేయకూడని వాటిగురించి చర్చించండి.
- 7) Write the functions and objectives of the communications.
బావప్రకటన యొక్క విధులు మరియు లక్ష్యాలను వ్రాయండి.
- 8) Discuss about the Communication and Barriers.
బావప్రకటన మరియు అడ్డంకుల గురించి చర్చించండి.
- 9) Meaning of written communication, Need and Functions of Business letters.
రాతపూర్వకమైన బావ ప్రకటన యొక్క అర్థం, వ్యాపార అవసరాలు మరియు విధులు చర్చించండి.
- 10) Write about the principles of effective Oral Communication.
ప్రభావవంతమైన మౌఖిక బావప్రకటన సూత్రాల గురించి వ్రాయండి..

Prepared by:



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SRI VENKATESWARA UNIVERSITY – TIRUPATI

B.A. PUBLIC ADMINISTRATION

(Under CBCS w.e.f 2022-23) SEMESTER – V

Skill Enhancement Courses (SECs) for V Semester,

COURSE - 6 C: SOCIAL AUDIT

(Skill Enhancement Course (Elective), 4 Credits)

Max.Marks:100

I. Learning Outcomes

- Conceptual and theoretical understanding of social audit
- Acquiring appropriate skills among students to conduct social audit independently
- Assimilating social audit process
- Writing a social audit report
- To understand the poverty-Rural development and Right based frame work.
- To understand the institutional framework for social audit.

UNIT – I

Conceptual Constructs

Meaning, objectives, principles, types, process, advantages and disadvantages; Social Audit Rules 2011; Ecology of social audit; Impediments of Social Audit; Appropriate institutional level for social audit.

UNIT – II

Application of Social Audit

Tools and modes of social audit; Training module; Public Hearing – Jan Sunwai; Case Studies – national and international – for instance Dungarpur, Rajasthan; Ananatpur, Andhra Pradesh and likewise from other countries; Project Report (maximum 20 pages); Report writing.

UNIT-III

Poverty and Rural Development programs

Poverty, Inequality, Vulnerability, Multi-Dimensional Poverty- key development issues in the villages;
Constitutional framework- Right to Life, History of Rural Development, Rural development programs

UNIT-IV

Rights Based Framework and Social Accountability

Rights based approach: public works programs, right to work campaign, Social rights-based legislations.

Principles of Social Accountability, Right To Information, Public Service Delivery Act

UNIT- V

Social Audit for the MGNREGS: Practical Experiences from the Ground

Accountability under MGNREGS, Social Audit of the MGNREGS; MGNREGA and Entitlements; Technical field visit-MGNREGA works, field visit – worksite, GP office and block development office.

MGNREGA MIS, Grievance Redressal Mechanism.

A.REFERENCE BOOKS:

1. Aggarwal, Nomita (Ed.) (2003) Social Auditing of Environmental Laws in India. New Century Publications: New Delhi
2. Eavani, Farzad; Nazari, Kamran and Emami, Mostafa (2012) Social Audit: From Theory to Practice. Journal of Applied Sciences Research, 8(2),Pp. 1174-1179
3. Rahim, Mia; Mahmudur, Idowu and Samuel, O (2015) Social Audit Regulation Development, Challenges and Opportunities. Springer:
4. Switzerlandal Saunders, Peter (1995) Capitalism: A Social Audit (Concept in Social Thought) University of Minnesota Press: Minnesota

II.Co-Curricular Activities (Training of students by the teacher: Total 10 hours):

a) Mandatory:

1. FOR TEACHER: Training of students by teacher in the classroom for a total of not less than 10 hours on various practical skills related to social audit with the help of local experts. The teacher shall also train the students to identify the best practices to address the Challenges to social audit. The teacher shall lead students to visit local gram Sabha to guide them to work with social audit activists and experts.

2. FOR STUDENT: Students have to go to the field, observe activities related to social audit. Observe their functioning and problems to gain experience, including suggestions for the improving the best practices of Social audit. These individual observations shall be written in the given format not exceeding 10 pages and submit to the teacher as Fieldwork/Project work Report.

3. Suggested Fieldwork/Project work Format: Title Page, Student Details, Acknowledgements, Index page, Objectives, Step-wise process, Findings, Conclusion and References.

b) Suggested Co-Curricular Activities

1. Training of students by a related expert.
2. Assignments
3. Seminars, Group Discussions, Debates etc.
4. Hands on experience with the help of field experts.
5. Alumni Interactions.

SRI VENKATESWARA UNIVERSITY – TIRUPATI

B.A. PUBLIC ADMINISTRATION

(Under CBCS w.e.f 2022-23) SEMESTER – V

**Skill Enhancement Courses (SECs) for V Semester,
(Skill Enhancement Course (Elective), 4 Credits) Semester-V**

COURSE - 6 C: SOCIAL AUDIT

(సామాజిక తనిఖీ)

MODEL QUESTION PAPER

Time: 3 Hours

Max. Marks: 75

Section – A

Answer any *five* of the following. Each answer carries 5 Marks (5 x 5 = 25 Marks)

ఈ కింది వాటిలో ఏవైనా ఐదింటికి సమాధానాలు రాయండి. ప్రతి సమాధానానికి 5 మార్కులు.

1. Training module
శిక్షణ మాడ్యూల్
2. Public Hearing
బహిరంగ విచారణ
3. Report writing.
నివేదిక రాయడం.
4. Vulnerability
దుర్బలత్వం
5. Multi-Dimensional Poverty
బహు ముఖీయ పేదరికం
6. Right to Life
జీవించే హక్కు
7. Public works programs
ప్రజా పనుల కార్యక్రమాలు
8. Right to work campaign
పని హక్కుకు సంబంధించిన ప్రచారం
9. Public Service Delivery Act
పబ్లిక్ సర్వీస్ డెలివరీ చట్టం
10. MGNREGA works
MGNREGA పనులు.

Section – B

Answer any *five* of the following. Each answer carries *10 Marks* (5 x 10 = 50Marks)

ఈ కింది వాటిలో ఏవైనా ఐదింటికి సమాధానాలు రాయండి. ప్రతి సమాధానానికి 10 మార్కులు.

1. Analyse Social Audit Rules 2011

సోషల్ ఆడిట్ రూల్స్ 2011 ను విశ్లేషించండి.

2. Explain the Impediments of Social Audit.

సామాజిక తనిఖీ యొక్క అవరోధాలను వివరించండి.

3. Explain the Tools and modes of social audit.

సోషల్ ఆడిట్ యొక్క సాధనాలు మరియు రీతులను వివరించండి.

4. Examine the Case Study of Dungarpur, Rajasthan.

రాజస్థాన్ లోని దుంగార్ పూర్ కేస్ స్టడీని పరిశీలించండి.

5. Explain about the key development issues in the villages.

గ్రామాల్లోని ముఖ్య అభివృద్ధి సమస్యలను వివరించండి.

6. Write an essay on the history of Rural Development.

గ్రామీణాభివృద్ధి చరిత్రపై ఒక వ్యాసం రాయండి.

7. Critically examine the rural development programs

గ్రామీణాభివృద్ధి కార్యక్రమాలను విమర్శనాత్మకంగా పరిశీలించండి.

8. Explain the Principles of Social Accountability.

సామాజిక జవాబుదారీతనం సూత్రాలను వివరించండి.

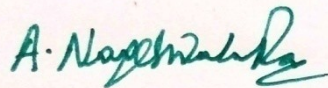
9. Write an essay on the Accountability under MGNREGS.

MGNREGS కు సంబంధించిన జవాబుదారీతనం పై ఒక వ్యాసం రాయండి.

10. Explain the Grievance Redressal Mechanism.

పిర్యాదులు పరిహారాల యంత్రాంగంను వివరించండి.

Prepared by:



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SRI VENKATESWARA UNIVERSITY – TIRUPATI

B.A. PUBLIC ADMINISTRATION

(Under CBCS w.e.f 2022-23) SEMESTER – V

Skill Enhancement Courses (SECs) for V Semester,

COURSE-7C: MANAGEMENT OF NGO'S

(Skill Enhancement Course (Elective), 4 Credits)

Max.Marks:100

1. Learning Objectives:

- To acquire specific knowledge on project and NGO management.
- To understand the Project management Dimensions, Planning and its implementation of projects.
- To enhance skills and techniques of project evaluation / Resource Mobilization.
- To understand the basic concepts and principles involved in managing NGOs.
- To understand the Human resource management in NGO's.
- To enhance knowledge on project proposal writing and maintenance of the accounts in NGO's.

UNIT –I

FOUNDATION OF MANAGEMENT AND NGO'S UNDERSTANDING

Management: Meaning, Definition, Concepts, Objectives and Functions- NGO's: Meaning, Definition, Concepts, Types, Functions, Approaches and Models - Vision, Mission and Goals in NGOs - Role of NGO's in Community Development- classification of NGO's

UNIT –II

LEGAL FRAME WORK FOR ESTABLISHING NGO'S

Legal - rational structure of Non-profits: Trusts and Societies with Special reference to Trust and Society Registration Acts- Foreign contributions and Regulation Act (FCRA) - Statutory Obligations- Income Tax Exemption (80-G, 12-A, & 35AC): Rules and Regulation.

UNIT –III

HUMAN RESOURCE MANAGEMENT IN NGO'S AND CSR ACTIVITIES

Leadership in the NGO's Context – Practice of Human resources Management in NGO's - Human resources management and role of creating change agents – Staffing, recruiting, induction and training- CSR Activities: Definition, concepts and need - Concentration areas of CSR - Role of social workers in CSR- National and International CSR activities: TVS, Infosys and Tata.

UNIT –IV

PROJECT MANAGEMENT

Concept, Definition, Objectives, principles, Scopes, Importance and Methodology - Micro and Macro Level Planning - Project Dimensions: Identification – Need assessment.

UNIT –V

PROJECT MANAGEMENT IN NGO'S

Concept, Meaning, Definition and Types of projects – Projects Implementation and Management: Project Cycle Management - Identification and Formulation of Detailed Project Report (DPR) with reference to Action AID and Save the Children- Monitoring and Evaluation (PERT and CPM) - Rural Appraisal (PRA): Tools and Techniques, SWOC (Strengths, Weaknesses, Opportunities, Challenges) Analysis.

Note: Students are expected to Practice of PRA technique in any rural area.

A. REFERENCE BOOKS:

1. Behera M. C. (2006). Globalizing Rural Development. New Delhi: Sage.
2. Chowdhry Paul. (1973). Administration of Social Welfare Programmes in India. Bombay: Somaiy
3. Emmanuvel. S. Fernando. (1999) Prospect from Problems. Mumbai: St. Francis Xavier's Church
4. Ginsbery Leon. H. (2001). Social Work Evaluation-Principles and Methods. Singapore: Allyn and Bacon.
5. Jack Rothman, John E. Tropman. (2001). Strategies of Community Intervention. Illinois: P.E. Peacock.
6. Joel S.G.R Bhoose. (2003). NGO's and Rural Development Theory and Practice. New Delhi: Concept.
7. Julie Fisher. (2003). Non-Governments – NGO's and the Political Development of the Third World.
New Delhi: Rawat

II. Co-Curricular Activities (Training of students by the teacher: Total 10 hours):

a) Mandatory:

1. FOR TEACHER:

Training of students by teacher in the classroom for a total of not less than 10 hours on various practical skills related to management of NGOs with the help of local experts. The teacher shall also train the students to identify the best practices to address the Challenges to management of NGOs. The teacher shall lead students to visit local NGOs to guide them to work with NGOs activists and experts.

2. FOR STUDENT:

Students have to go to the field, observe activities related to management of NGOs. Observe their functioning and problems to gain experience, including suggestions for the improving the best practices of management of NGOs. These individual observations shall be written in the given format not exceeding 10 pages and submit to the teacher as Fieldwork/Project work Report.

3.Suggested Fieldwork/Project work Format: Title Page, Student Details, Acknowledgements, Index page, Objectives, Step-wise process, Findings, Conclusion and References.

b) Suggested Co-Curricular Activities

- 1) Invited Lectures
- 2) Hands on experience with the help of field experts.
- 3) Debates on interesting topics
- 4) Seminars, Group Discussions, Quiz, etc.
- 5) Assignments
- 6) Alumni Interactions
- 7) Periodical interactions of NGO activists.

SRI VENKATESWARA UNIVERSITY – TIRUPATI

B.A. PUBLIC ADMINISTRATION

(Under CBCS w.e.f 2022-23) SEMESTER – V

**Skill Enhancement Courses (SECs) for V Semester,
COURSE-7C: MANAGEMENT OF NGO'S**

**(ప్రభుత్వేతర సంస్థల నిర్వహణ)
MODEL QUESTION PAPER**

Time: 3 Hours

Max. Marks: 75

Section – A

Answer any *five* of the following. Each answer carries 5 Marks (5 x 5 = 25 Marks)

ఈ కింది వాటిలో ఏవైనా ఐదింటికి సమాధానాలు రాయండి. ప్రతి సమాధానానికి 5 మార్కులు.

1. Meaning and definition of Management
నిర్వహణ యొక్క అర్థం మరియు నిర్వచనం
2. What are Non - Governmental Organisations (NGOs)?
ప్రభుత్వేతర సంస్థలు (NGO లు) అంటే ఏమిటి?
3. Types of NGOs
NGO ల రకాలు
4. Foreign contributions and Regulation Act (FCRA)
విదేశీ నిధుల సహకారం మరియు నియంత్రణ చట్టం (FCRA)
5. Corporate Social Responsibility (CSR)
కార్పొరేట్ సామాజిక బాధ్యత (CSR)
6. CSR activities of Infosys Company
ఇన్ఫోసిస్ కంపెనీ CSR కార్యకలాపాలు
7. The concept of Project
ప్రాజెక్ట్ యొక్క భావన
8. Micro Level Planning
సూక్ష్మ స్థాయి ప్రణాళిక
9. Project Cycle Management
ప్రాజెక్ట్ సైకిల్ మేనేజ్ మెంట్
10. Participatory Rural Appraisal (PRA)
పార్టిసిపేటరీ రూరల్ అప్రైజల్ (PRA).

Section – B

Answer any five of the following. Each answer carries 10 Marks (5 x 10 = 50Marks)

ఈ కింది వాటిలో ఏవైనా ఐదింటికి సమాధానాలు రాయండి. ప్రతి సమాధానానికి 10 మార్కులు.

1. Explain the objectives and Functions of Management.

నిర్వహణ యొక్క లక్ష్యాలు మరియు విధుల గురించి వివరించండి.

2. Examine the objectives and Functions of NGO's.

NGO ల యొక్క లక్ష్యాలు మరియు విధులను పరిశీలించండి.

3. Write an essay on Trusts and Societies with Special reference to Trust and Society Registration Act.

ట్రస్ట్ మరియు సొసైటీ రిజిస్ట్రేషన్ చట్టం యొక్క ఆధారంగా ట్రస్ట్ లు మరియు సొసైటీలపై ఒక వ్యాసం రాయండి.

4. Examine the practice of Human resources Management in NGO's.

NGO లలో మానవ వనరుల నిర్వహణ కార్యచరణను పరిశీలించండి.

5. Write an essay on the role of social workers in Corporate Social Responsibility (CSR).\

కార్పొరేట్ సామాజిక బాధ్యత (CSR) లో సామాజిక కార్యకర్తల పాత్రపై ఒక వ్యాసం రాయండి.

6. What are the Project Dimensions? Write about Identification and Need assessment.

ప్రాజెక్ట్ డైమెన్షన్ అంటే ఏమిటి? ఐడెంటిఫికేషన్ మరియు నీడ్ అసెస్మెంట్ గురించి వ్రాయండి.

7. What is Project Management in NGO'S? Explain about Types of projects.

NGO'S లో ప్రాజెక్ట్ మేనేజ్మెంట్ అంటే ఏమిటి? ప్రాజెక్టుల రకాల గురించి వివరించండి.

8. Write an essay on Identification and Formulation of Detailed Project Report (DPR).

డిటైల్డ్ ప్రాజెక్ట్ రిపోర్ట్ (DPR) గుర్తింపు మరియు సూత్రీకరణల పై ఒక వ్యాసం రాయండి.

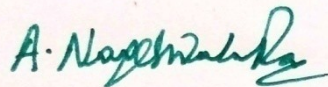
9. Examine the Rules and Regulations of Income Tax Exemptions under Sections 80-G, 12-A & 35AC.

సెక్షన్లు 80-G, 12-A, & 35AC కింద ఆదాయపుపన్నుమినహాయింపుల నియమనిబంధనలను పరిశీలించండి.

10. Explain the role of Human resources management in creating change agents.

మార్పు ఏజెంట్లను సృష్టించడంలో మానవ వనరుల నిర్వహణ యొక్క పాత్రను వివరించండి.

Prepared by:



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