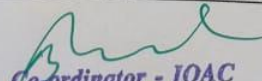


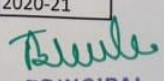


Government Degree College, Eturnagaram

1.3.2.1.

S.No	Program	Name of the skill/Ability Enhancement Course	Name of the course code	Year of Implementa
1	BSc	Environmental studies	AECC-I	2016-17
2		gender Sensitization	AECC-II	2016-17
3		Computer Basics and Automation	SEC-I	2017-18
4		Multimedia and Applications	SEC-II	2017-18
5		Public health and hygiene	GE-1	2018-19
6		Verbal reasoning for Aptitude Test	Sec-III	2018-19
7		Quantitative Aptitude Test	SEC-IV	2018-19
8		Water Resource Management	GE-2	2018-19
1	BA	Environmental studies	AECC-I	2016-17
2		gender Sensitization	AECC-II	2016-17
3		Communication Skills English	SEC-I	2017-18
4		Banking and Insurance	SEC-II	2017-18
5		Water Resource Management	GE-1	2018-19
6		Telangana Heritage and Culture	SEC-III	2018-19
7		Public health and hygiene	GE-2	2018-19
8		Personality Development and Soft Skills	SEC-IV	2018-19
1	B.Com.	Environmental studies	AECC-I	2016-17
2		gender Sensitization	AECC-II	2016-17
3		Communication Skills	SEC-I	2017-18
4		Soft Skills	SEC-II	2017-18
5		Consumerism	GE-1	2018-19
6		Organizational Behaviour	SEC-III	2018-19
7		Advertizing	GE-2	2018-19
8		Preparation of tax returns	SEC-IV	2018-19
	2019-20			
1	BSc	Environmental studies	AECC-I	2019-20
2		Basic computers skills	AECC-2	2019-20
3		Fundamentals of nano-technology	SEC-1	2020-21
4		Biostatistics	SEC-2	2020-21
5		Fundamentals of Python	SEC-3	2020-21
6		Remedial Methods of pollution, Drinking water and Soil fertility	SEC-4	2020-21
	B.A.	Environmental studies	AECC-I	2019-20
		Basic computers skills	AECC-2	2019-20
		Project Planing and report writing	SEC-1	2020-21
		Entrapreneurship and Development	SEC-2	2020-21
		Forms of Journalistic writing	SEC-3	2020-21
		Rural Politics and leadership	SEC-4	2020-21
	B.Com	Environmental studies	AECC-I	2019-20
		Basic computers skills	AECC-2	2019-20
		Principles of Insurance	SEC-1	2020-21
		Practice of Life Insurance	SEC-2	2020-21
		Practice of Lgeneral ife Insurance	SEC-3	2020-21
		Regulation of Insurance Business	SEC-4	2020-21


Co-ordinator - IQAC
 Govt. Degree College, Eturnagaram
 Dist: Mulugu - Telangana


PRINCIPAL
 Government Degree College
 ETURNAGARAM
 Dist: Mulugu - Telangana

2016-19 - Sem - I

**U.G Semester- I
(B.Sc/B.A./B.Com) CBCS
Environmental Studies**

AECC-2 (2 hrs./week)

Credits – 2

(30 hours)

UNIT - I: Ecosystem, Biodiversity & Natural Resources

(15 hrs.)

1. Definition, Scope & Importance of Environmental Studies.
2. Structure of Ecosystem – Abiotic & Biotic components Producers, Consumers, Decomposers, Food chains, Food webs, Ecological pyramids)
3. Function of an Ecosystem :Energy flow in the Ecosystem (Single channel energy flow model)
4. Definition of Biodiversity , Genetic, Species & Ecosystem diversity , Hot-spots of Biodiversity, Threats to Biodiversity, Conservation of Biodiversity (Insitu & Exsitu)
5. Renewable & Non – renewable resources, Brief account of Forest , Mineral & Energy (Solar Energy & Geothermal Energy) resources
6. Water Conservation, Rain water harvesting & Watershed management.

UNIT – II: Environmental Pollution, Global Issues & Legislation

(15 hrs.)

1. Causes, Effects & Control measures of Air Pollution, Water Pollution
2. Solid Waste Management
3. Global Warming & Ozone layer depletion.
4. Ill – effects of Fire- works
5. Disaster management – floods, earthquakes & cyclones
6. Environmental legislation :-
(a) Wild life Protection Act (b) Forest Act (c) Water Act (d) Air Act
7. Human Rights
8. Women and Child welfare
9. Role of Information technology in environment and human health

❖ Field Study:

(5 hours)

- Pond Ecosystem
- Forest Ecosystem

REFERENCES:

- Environmental Studies - from crisis to cure – by R. Rajagopalan (Third edition) Oxford University Press.
- Text book of Environmental Studies for undergraduate courses (second edition) by Erach Bharucha
- A text book of Environmental Studies by Dr.D.K.Asthana and Dr. Meera Asthana

2016-19 - sem II

SYLLABUS

GENDER SENSITISATION

Unit – I (Theory) 1 credit – 1 hour of instruction per week.

1. Gender: Definition, Nature and Evolution, Culture, Tradition, Historicity.
2. Gender Spectrum: Biological, Sociological, Psychological Conditioning.
3. Gender based division of labour – domestic work and use value.
4. Gender, Human Rights and Parity (parallel progress of both genders).

Unit – II (Practical Activity) 1 credit – 2 hours of activity per week.

Group discussion, Presentation, Role play, Survey, Case studies, Group project based on following issues:

- Respect and Co-Existence.
- Social, Biological, Psychological, Political, Economic, Cultural, Health issues.
- Domestic Violence, Eve-teasing, Sexual Harassment.
- Real Life Experiences of Gender Interaction.
- Print and Electronic Media and Gender Inequalities.
- Contemporary Challenges.

2016-19 - sem - III - B.Sc

SEC-I: COMPUTER BASICS AND AUTOMATION

Unit -I

BASIC OF COMPUTERS: Introduction to computers- Characteristics of computer, Generations of Computers, Classification of Computers, Basic computer organization, applications of Computer. Input and Output Devices- Input Devices, Output Devices, Soft Copy Devices, Hard Copy Devices. Computer Memory and Processors.

Unit - II

OFFICE AUTOMATION: Desktop, files and folders, recycle Bin, Web browser, Office Automation System, need for Office Automation System. Word, Excel, PowerPoint, Access.

Text Book:

1. Reema Thareja "Fundamentals of Computers" Oxford University Press 2015.

References:

1. A. Goel, Computer Fundamentals, Pearson Education, 2010.
2. Spoken Tutorial on "Linux (Ubuntu), LibreOffice (Writer, Calc, Impress), Firefox", as E-resource for Learning. <http://spoken-tutorial.org>

SEC - II: Multimedia and Applications

Unit - I

Multimedia: Introduction to multimedia, components, uses of multimedia, Multimedia applications, virtual reality.

Text: Fonts & Faces, Using Text in Multimedia, Font Editing & Design Tools, Hypermedia & Hypertext.

Images: Still Images – bitmaps, vector drawing, 3D drawing & rendering, natural, light & colors, computerized colors, color palettes, image file formats.

Unit - II

Sound: Digital Audio, MIDI Audio, MIDI vs Digital Audio, Audio File Formats.

Video: How video works, analog video, digital video, video file formats, video shooting and editing.

Animation: Principle of animations, animation techniques, animation file formats.

References:

1. Tay Vaughan, —Multimedia: Making it work!, TMH, Eighth edition.2011
2. Ralf Steinmetz and KlaraNaharstedt, —Multimedia: Computing, Communications Applications!, Pearson.2012
3. Keyes, —Multimedia Handbook!, TMH,2000.
4. K. Andleigh and K. Thakkar, —Multimedia System Design!, PHI.2013

BSC V Sem

KAKATIYA UNIVERSITY
B.Sc. Final Year (Under CBCS)
SEMESTER – V
(GE-1) GENERIC ELECTIVE-I
(FOR ALL SCIENCE FACULTY DEPARTMENTS)

PUBLIC HEALTH AND HYGIENE
Credits: 2

Theory :2 hours/week

Marks: 50

UNIT – I : NUTRITION AND ENVIRONMENT

- 1.1 Balanced diet and Malnutrition.
- 1.2 Nutritional deficiencies and disorders- Carbohydrates, proteins, lipids, vitamins and minerals.
- 1.3 Occupational, Industrial, agricultural and urban Health-Exposure at work place, urban areas, industrial workers, farmers and agricultural labourers, Health workers and health disorders and diseases.
- 1.4 Environmental pollution and associated Health hazards, Water borne diseases and Air borne diseases.

UNIT-II : DISEASES AND HEALTH CARE

- 2.1 Causes, Symptoms, Diagnosis, Treatment and Prevention - Malaria, Filariasis, Measles, Polio, Chicken pox, Rabies, Plague, Leprosy,.
- 2.2 Causes, Symptoms, Diagnosis, Treatment and Prevention of non communicable diseases - Hypertension, Coronary Heart diseases, Stroke, Diabetes, Obesity and Mental ill-health.
- 2.3 Health care legislation in India – Termination of pregnancy act, Maternity benefit act, Biomedical waste act, ESI act.
- 2.4 First Aid and Health awareness, personal health care record maintenance.

BSc - V sem

KAKATIYA UNIVERSITY
B.Sc. Final Year (Under CBCS)
SEMESTER – V
(SEC-3) Skill Enhancement Course-III
(FOR ALL SCIENCE FACULTY DEPARTMENTS)

VERBAL REASONING FOR APTITUDE TEST

Credits: 2

Marks - 50

Theory: 2 hours/week

Unit – I NUMBERS AND DIAGRAMMS

- 1.1 Series Completion:** Number series, Alphabet Series
- 1.2 Series Completion:** Alpha Numeric Series, Continuous Pattern Series
- 1.3 Logical Venn Diagrams**
- 1.4 Mathematical Operations:** Problem solving by substitution, Interchange of signs and numbers

Unit – II ARITHMETICAL REASONING

- 2.1 Mathematical Operations:** Deriving the appropriate conclusions
- 2.2 Arithmetical Reasoning:** Calculation based problems, Data based problems
- 2.3 Arithmetical Reasoning:** Problems on ages, Venn diagram based problems
- 2.4 Cause and Effect Reasoning**

Text Book: A Modern Approach to Verbal & Non-Verbal Reasoning by Dr.
R.S.Aggarwal

KAKATIYA UNIVERSITY
U.G. Skill Enhancement Course - IV
(Under CBCS)
B.Sc. Final Year
SEMESTER - VI
(FOR ALL SCIENCE FACULTY DEPARTMENTS)

QUANTITATIVE APTITUDE TEST

Credits: 2

Marks - 40

Theory: 2 hours/week

Unit – I ARITHMETICAL ABILITY

- 1.1 Arithmetical Ability:** Ratio & Proportion
- 1.2 Arithmetical Ability:** Time & Work, Time & Distance
- 1.3 Arithmetical Ability:** Simple Interest, Compound Interest
- 1.4 Arithmetical Ability:** Stocks & Shares

Unit – II DATA INTERPRETATION

- 2.1 Data Interpretation:** Tabulation
- 2.2 Data Interpretation:** Bar Graphs
- 2.3 Data Interpretation:** Pie Charts
- 2.4 Data Interpretation:** Line Graphs

Text Book: Quantitative Aptitude by Dr. R.S. Aggarwal

KAKATIYA UNIVERSITY
U.G. B.Sc. Final Year (Under CBCS)
Semester – VI: Generic Elective Paper-II
(FOR ALL SCIENCE FACULTY DEPARTMENTS)

WATER RESOURCES MANAGEMENT

UNIT-I

1. Importance of Natural Resources – Different Types Resources
2. Significance of Water Resources and their uses
3. Conservation of water and recycling of the water – Global distribution of water
4. Water shed programmes and their management
5. Storing the rain water in tanks and recharging ground water.

Unit-II

6. Rain water harvesting in rural areas (chekdam, trenches etc.,)
7. Over use of surface and ground water and control measures.
8. Aims, objectives and implementation of Mission Bhagiratha (Telangana Government Drinking water programme)
9. Aims, objectives and implementation of Mission Kakatiya (Telangana Government minor irrigation programme)
10. Issues and challenges in Water Resources Management



Prof. T. RAVINDER REDDY

Chairman ,BOS
Department of Zoology
KAKATIYA UNIVERSITY, WGL-506 009 (T.S)

Department of History & MTM
Kakatiya University, Warangal

TOURISM AND TRAVEL MANAGEMENT

B.A II Year
Semester - III

(Skill Enhancement Course)

Paper: I - COMMUNICATION SKILLS IN ENGLISH

Max. Marks: 40

Unit I: Communicative English: Meaning – Significance – Learning English through Listening, Speaking, Reading and Writing (LSRW). Listening skills: Factors influencing – Barriers in listening – Effective listening - Practice of interpersonal listening. Meaning and significance of Oral and Written Communication – Principles of oral communication – Preparing for oral communication – Practice of oral communication with pre-announced topics – Extempore. Tenets of written communication – Practice of written communication with displayed text - Practice of written communication with pre-announced topics and extempore.

Unit II: Business and Corporate Correspondence: Meaning – Significance – Types of Business Letters - Principles of letter writing – Formats – Practice of letter writing in different situations. Corporate correspondence: Types of Meetings -Notice and Agenda – Practice of preparing notice and agenda for different meetings – Writing press releases – advertisements – Circulars – Memos – Enquires – Replies – Writing minutes and resolutions of different meetings. E-mails – Writing e-mails.

Suggested books:

1. Sarma V V S, Muralidhar D and Saritha M, LOTUS: Interactive Communication, Camel Published, 2016.
2. Aruna Koneru, Professional Communication, Tata McGraw Hill, New Delhi, 2008.
3. Sehgal M K and Khetarpal Vandana, Business Communication, Excel Books, New Delhi, 2008.
4. Varinder Kumar and Bodh Raj, Business Communication, Kalyani Publishers, Ludhiyana, 1998.

B A - IV

Department of History & MTM
Kakatiya University, Warangal

TOURISM AND TRAVEL MANAGEMENT

B.A II Year
Semester- IV

(Skill Enhancement Course)

Paper: II: BANKING AND INSURANCE

Unit – I: Banking

1. Origin, definition and importance of banking.
2. Origin and growth of commercial banks in India.
3. Meaning and Importance of E-banking, Types of Banking: Internet Banking, Mobile banking, Virtual banking, E payments.

Unit – II: Insurance

1. Basic concept of risk.
2. Types of business risk.
3. Types of insurance: Life and Non-life.

Suggested Readings:

1. Agarwal, O.P., *Banking and Insurance*, Himalaya Publishing House
2. Satyadevi, C., *Financial Services Banking and Insurance*, S.Chand
3. Suneja, H.R., *Practical and Law of Banking*, Himalya Publishing House
4. Chabra, T.N., *Elements of Banking Law*, Dhanpat Rai and Sons
5. Arthur, C. and C. William Jr., *Risk Management and Insurance*, McGraw Hill
6. Saxena, G.S; *Legal Aspects of Banking Operations*, Sultan Chand and Sons
7. Varshney, P.N., *Banking Law and Practice*, Sultan Chand and Sons

- 2016-19 B.A. - V sem
14. Ghanashyam Shah: Social Movements and State Sage Publications, New Delhi.
 15. Dr. Sridhar Goka, "Road to Telangana", Aditya Media, Palapitta Books, Hyderabad, 2013.
 16. Kingshuk Nag., "Battleground Telangana Chronicle of An Agitation" Harper Collins publishers India, New Delhi, 2011.
 17. Madabhushi Sridhar, "Emergence of Telangana A.P Reorganisation Act, 2014, Published by Asia Law House, Hyderabad, 2015.
 18. B Janardhan Rao Memorial Foundation, "Identity and Struggle Telangana and Adivasis" MRK Publications Hyderabad, 2015.

B.A. - V sem

KAKATIYA UNIVERSITY
U.G. POLITICAL SCIENCE (Under CBCS)
B.A. Final Year
Semester – V: Generic Elective Paper-I

WATER RESOURCES MANAGEMENT

UNIT-I

Types of water, Uses of water, water resources and its importance, Global distribution of water. Conservation of water, recycling of water.

Unit-II

Importance of water shed and water shed management. Methods of roof top rain water harvesting in urban and rural settings: Direct method: Storing rain water in tanks for direct use, indirect: Recharging groundwater by recharge pits, bore wells/dug wells, Recharge trenches.

UNIT-III

Rain water harvesting in rural settings: Check dams, percolation tanks, trenches, farm ponds. Demand for water (agriculture, industrial and domestic). Over use and depletion of surface and ground water resources. Surface water and ground water pollution, control measures.

UNIT-IV

Mission Bhagiratha: Telangana Government water grid project - that aims to provide safe drinking water to every household, even to remotest places in Telangana, aims and objectives and method of implementation.

UNIT-V

Mission Kakatiya: Telangana government project for the restoration of minor irrigation tanks to restore them to store water their original capacity, aims and objectives and method of implementation.

B A - V Sem

KAKATIYA UNIVERSITY
U.G. POLITICAL SCIENCE (Under CBCS)
B.A. Final Year
Semester – V: Paper-III Skill Enhancement Course

Telangana Heritage & Culture

Max. Marks: 40UE+10IA

Unit-I:

Definition of Heritage and Culture: Tangible heritage: Archaeological sites, Art and Architecture- Buddhist heritage, Jain Heritage, Hindu Temple architectural heritage- Role of Government Museums, INTACH in preservation of Heritage Telangana- Kotilingala (Jagityal District), Peddabankur (Peddapalli District), Nelakondapally (Khammam District), Phanigiri (Suryapet District), Kolanupak, Vemulawada (Rajanna Sicilla District), Warangal, -Heritage related Government Departments-Museums.

Unit-II:

Intangible Heritage: Religion, Languages, Literature, Telangana Fairs & Festivals-Emergence of composite culture.

Recommended Books:

Gangoly, O.C. *Andhra Sculpture*.

Gopala Krishna Murthy. S. , . *Jain Vestiges in Andhra*.

Telangana History and Culture: Telugu Academy, Hyderabad.

R/om - III sem
R A VI sem
KAKATIYA UNIVERSITY
B.A. Final Year (Under CBCS)
SEMESTER - VI
(GE-2) GENERIC ELECTIVE-II

(FOR ALL SOCIAL SCIENCE FACULTY DEPARTMENTS)

PUBLIC HEALTH AND HYGIENE
Credits: 2

Theory : hours/week

Marks:

UNIT - I : NUTRITION AND ENVIRONMENT

- 1.1 Balanced diet and Malnutrition.
- 1.2 Nutritional deficiencies and disorders- Carbohydrates, proteins, lipids, vitamins and minerals.
- 1.3 Occupational, Industrial, agricultural and urban Health-Exposure at work place, urban areas, industrial workers, farmers and agricultural labourers, Health workers and health disorders and diseases.
- 1.4 Environmental pollution and associated Health hazards, Water borne diseases and Air borne diseases.

UNIT-II : DISEASES AND HEALTH CARE

- 2.1 Causes, Symptoms, Diagnosis, Treatment and Prevention - Malaria, Filariasis, Measles, Polio, Chicken pox, Rabies, Plague, Leprosy,.
- 2.2 Causes, Symptoms, Diagnosis, Treatment and Prevention of non communicable diseases - Hypertension, Coronary Heart diseases, Stroke, Diabetes, Obesity and Mental ill-health.
- 2.3 Health care legislation in India – Termination of pregnancy act, Maternity benefit act, Biomedical waste act, ESI act.
- 2.4 First Aid and Health awareness, personal health care record maintenance.

BA - VI sem (2016-19)

KAKATIYA UNIVERSITY
U.G. ECONOMICS (Under CBCS)
B.A. Final Year
Semester - VI: Skill Enhancement Course (Credits - 2)

P-IV: Personality Development & Soft Skills

Max. Marks:

Unit I:

Personality Development: Personality Development: Meaning- Characteristics - Determinants - Ingredients of pleasing personality. Learning: Meaning - Characteristics - Significance - Principles of learning. Self esteem: Meaning - Characteristics - Significance - Building self esteem.

Unit II:

Self Management: Attitude Development: Meaning - Characteristics - Significance - Building Positive Attitude. Achievement Motivation: Meaning - Characteristics - Significance - Goal setting for achievement - Strategies of achievement motivation. Emotional Intelligence: Meaning - Characteristics - Significance - Strategies of developing emotional intelligence: Fear, Anger and Anxiety.

Suggested Readings:

1. Sarma V S Veluri & Muralidhar D., Personal Empowerment: LOTUS Series - Interactive Learning, CAMEL Limited, 2017.
2. Sarma V S Veluri and Others, Jeevan nipunyalu: LOTUS Series, (Telugu), CAMEL Limited, 2017.
3. K Alex, Soft Skills, S. Chand & Company, 2013
4. Narula, S S., Personality Development & Communication Skills, Taxman Publications Pvt. Ltd. New Delhi.
5. Arora, A., Communication Skills and Personality Development, Kalyani Publishers, Ludhiana, 2015.

B.Com II Year – III Semester
Department of Commerce and Business Management, Kakatiya University, Warangal
BC301: Communication Skills

Max. Marks: 40UE+10IA

Unit I: Communicative English: Meaning – Significance – Learning English through Listening, Speaking, Reading and Writing (LSRW). Listening skills: Factors influencing – Barriers in listening – Effective listening - Practice of interpersonal listening. Meaning and significance of Oral and Written Communication – Principles of oral communication –Preparing for oral communication – Practice of oral communication with pre-announced topics – Extempore. Tenets of written communication – Practice of written communication with displayed text - Practice of written communication with pre-announced topics and extempore.

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1. Sarma V V S, Muralidhar D and Saritha M, LOTUS: Interactive Communication, Camel Published, 2016.
2. Aruna Koneru, Professional Communication, Tata McGraw Hill, New Delhi, 2008.
3. Sehgal M K and Khetarpal Vandana, Business Communication, Excel Books, New Delhi, 2008.
4. Varinder Kumar and Bodh Raj, Business Communication, Kalyani Publishers, Ludhiyana, 1998.

B.Com II Year – IV Semester
Department of Commerce and Business Management, Kakatiya University, Warangal
BC401 : Soft Skills

Max. Marks: 40UE+10IA

Unit I: Personality Development: Personality Development: Meaning- Characteristics - Determinants - Ingredients of pleasing personality. Learning: Meaning - Characteristics - Significance - Principles of learning. Self esteem: Meaning - Characteristics - Significance - Building self esteem.

Unit II: Self Management: Attitude Development: Meaning - Characteristics - Significance - Building Positive Attitude. Achievement Motivation: Meaning - Characteristics - Significance - Goal setting for achievement - Strategies of achievement motivation. Emotional Intelligence: Meaning - Characteristics - Significance - Strategies of developing emotional intelligence: Fear, Anger and Anxiety.

Suggested Readings:

1. Sarma V S Veluri & Muralidhar D., Personal Empowerment: LOTUS Series - Interactive Learning, CAMEL Limited, 2017.
2. Sarma V S Veluri and Others., Jeevan nipunyaalu: LOTUS Series, (Telugu), CAMEL Limited, 2017.
3. K Alex, Soft Skills, S. Chand & Company, 2013
4. Narula, S S., Personality Development & Communication Skills, Taxman Publications Pvt. Ltd. New Delhi.
5. Arora, A., Communication Skills and Personality Development, Kalyani Publishers, Ludhiana, 2015.

B.Com III Year – V Semester
Department of Commerce and Business Management, Kakatiya University, Warangal
BC501: Consumerism

Max. Marks: 40UE+10IA

UNIT – I: Consumerism- Concept - Need and Scope of Consumerism- Origin of Consumer Movement – Consumer movement in India- Marketization and Consumerism in India - Consumer in India - Consumer of goods and services - Professional services - Medical, legal, educational and welfare services- Rights and Responsibilities of Consumerism- Unfair Trade Practices –Consumer Voluntary Organisations

UNIT – II: Consumer Protection Act, 1986 – Objectives – Definition of Terms – complainant, consumer dispute, defect, deficiency in service, service, unfair trade practices, restrictive trade practices - UN guidelines for Consumer Protection. Emergence of new Consumer Movements: Green Consumerism. Consumer action groups, consumer resistance, consumer boycotts, lobbying, consumer guidance - Nature and Functions- Role and working of Consumer Voluntary Organisations in Grievance Settlement.

Suggested Readings:

1. Paul M.C., Consumer Redressal System and Consumer Protection in India, Kalpaz Publications, 2015.
2. Darmanand Mishra, Consumer Protection, APH Publishing Corporation, 2012.

B.Com III Year – V Semester
Department of Commerce and Business Management, Kakatiya University, Warangal
BC502: Organizational Behaviour

Max. Marks: 40UE+101A

Introduction to Organisation and Behaviour: Organisation, Managers,
Managerial Roles and Managerial Skills – Organisational Behaviour: Meaning –
Definition - Factors influencing Organisational behaviour – Scope, Significance -
Emergence of Organisational Behaviour - Contributing Disciplines.

Individual Behaviour and Group Behaviour: Personality – Definitions – Determinants
– Types - Personality Traits Influencing Organisational Behaviour -Group Behaviour:
Concept of Group – Types of Groups – Formal and
Informal Groups

References

1. Robbins P Stephen, Judge A Timothy and Sanghi Seema, Organizational Behavior, Pearson Education, 2009.
2. Subba Rao P, Organizational Behaviour, Himalaya Publishing House, Bombay, 2011.
3. Sarma V S Veluri, Organisational Behaviour - An Interactive Learning Approach -Text and Cases, Jaico Publishing House, 2009.

B.Com III Year – VI Semester
Department of Commerce and Business Management, Kakatiya University, Warangal
BC602: Advertising

Max. Marks: 40UE+10I

UNIT- 1 : INTRODUCTION TO ADVERTISING: Advertising – Definition – Significance – Classification of advertisements – Functions of Advertising – Objectives – Media Planning, Media Selection: Media planning Process-Selection of Media - Factors influencing the Choice of Media- Benefits of Advertising.

UNIT- II: ADVERTISING & SALES PROMOTION: Sales Promotion – Definition – Types – Features – Increasing importance – Reasons – Role of Media in Advertising -Types of Media: Print Media, Electronic Media -

Suggested Books:

1. Belch & Belch – Advertising & Promotion – Tata McGraw Hill.
2. Advertising – Sontakki – Himalaya Publishing House.
3. Advertising Planning and Implementation – Sharma and Singh – Prentice Hall
4. Advertising Management – Concepts and cases – Mahendra Mohan – Tata McGraw Hill.
5. Burnelt – Promotion Management Tata McGraw Hill. B.Com (Advertising, Sales Promotion & Sales
6. Chunnawala, S.A., Compendium of Brand Management, Himalaya Publications House, 2004.

B.Com III Year – VI Semester

Department of Commerce and Business Management, Kakatiya University, Warangal

BC601: Preparation of Tax Returns

Max. Marks: 40UE+10IA

UNIT-I: INTRODUCTION

E-filing of Income Tax Returns and E-Payment of Income Tax – Application for PAN – Online Registration of PAN Income Tax Returns of Individuals – Utility Available for Preparation of Return – Viewing of Tax Credit Available in Form 26AS – Filing of Various Returns of Income for an individual i.e., ITR-1 to ITR-4 with Digital Signatures and Without Digital Signatures.

UNIT-II: GST

Overview of GST Act – Concepts – Dealer Registration Procedure – Filing of Return – Tax calculation and issues involved in standardization of taxes.

REFERENCE BOOKS

1. Vinod K Singhania and Dr Kapil Singhania, Direct Taxes Law & Practice, Taxman Publications.
2. Dr Girish Ahuja and Ravi Gupta, Direct Taxes Law & Practice, Bharat Publications.