36. As per NEP, every Institution shall have inbuilt mechanism for Social and Emotional Learning a crucial component of Education

As per the National Education Policy (NEP) by incorporating an inbuilt mechanism for Social and Emotional Learning (SEL), which is a crucial component of education. The following courses are included to enhance students' social and emotional development:

S.No	Semester	Name of the Course	Code
01	I	Leadership Skills	SDT1S-2L
02		Entrepreneurship Development	SDT1S-1L
03		Principles of Psychology	MDY1S-2L
04	II	Business Writing	SDT2S-1L
05		Digital Literacy	SDT2S -5L
06	III	Public Administration	MDY3S-1L
07		Digital Marketing	RES3S-LR
08		ICT	SDT3S-3L
09	IV	Cyber Security	SDT4S-1L
10		Fundamentals of Economics	MDY4S-1L

ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

SKILL COURSE
w.e.f. AY 2023-24
SEMESTER-I
LEADERSHIP SKILLS

Theory	Credits: 2	2 hrs/week

Learning Outcomes:

By successful completion of the course, students will be able to:

1. Develop comprehensive understanding of personality
2. Know how to assess and enhance one's own personality
3. Comprehend leadership qualities and their importance
4. Understand how to develop leadership qualities

Syllabus:

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

Co-curricular Activities Suggested:

1. Assignments, Group discussions, Quiz etc.,
2. Invited Lecture by a local expert
3. Case Studies (ex., on students behavior, local leaders etc.)

Reference Books:

➢ Girish Batra, Experiments in Leadership, Chennai: Notion Press, 2018
➢ Mitesh Khatri, Awaken the Leader in You, Mumbai: Jaico Publishing House, 2013
➢ Carnegie Dale, Become an Effective Leader, New Delhi: Amaryllis, 2012
➢ Hall, C.S., Lindzey. G. & Campbell, J.B Theories of Personality. John Wiley & Sons,1998

ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

SKILL COURSE
w.e.f. AY 2023-24
SEMESTER-I
ENTREPRENEURSHIP DEVELOPMENT

Theory	Credits: 2	2 hrs/week

Course Objective: A Generic Course that is intended to inculcate an integrated personal Life Skill tothe student.

Learning Outcomes:

After successful completion of the course the student will be able to;

➢ Understand the concept of Entrepreneurship, its applications and scope.
➢ Know various types of financial institutions that help the business at Central, State and LocalLevel
➢ Understand Central and State Government policies, Aware of various tax incentives,concessions
➢ Applies the knowledge for generating a broad idea for a starting an enterprise/start up
➢ Understand the content for preparing a Project Report for a start up and differentiate betweenfinancial, technical analysis and business feasibility.

Syllabus:

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 NewIdeas – 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.

ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

Multidisciplinary Course

w.e.f. AY 2023-24

SEMESTER-I

PRINCIPLES OF PSYCHOLOGY

Credits: 2   2 hrs/week

Unit I

Introduction: Definition, Origin of psychology, Psychology as a scientific study of behavior, applied fields of psychology Biological bases of behaviour

Sensory and perceptual processes: Structure and function of visual and auditory senses; Attention: selective, sustained and divided attention. Perception: Nature and determinants; Perceptual constancies

Unit II

Emotion and Motivation: Nature of emotion; components of emotions. Theories of emotion: James-Lange, Cannon-Bard and Schachter-Singer. Motivation: Nature and types; Maslow's hierarchy model

Unit III

Individual differences: Learning and memory: Learning – Definition, Classical and instrumental conditioning: principles of classical conditioning, schedules of reinforcement, Memory - Sensory, short-term and long-term memory; forgetting and its causes

Personality - Trait and type approaches; assessment of personality. Intelligence: Concept of IQ and measurement

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ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

SKILL COURSE

w.e.f. AY 2023-24

SEMESTER-II

BUSINESS WRITING

Theory   Credits: 2   2 hrs/week

Course Outcomes:

By the end of this course, students will be able to:

1. Understand the fundamentals of business writing, including style, tone, and language.
2. Produce well-structured and concise business documents, such as emails, memos, and reports.
3. Apply principles of effective communication in business letters and interoffice correspondence.
4. Craft persuasive and well-organized business proposals and formal reports.
5. Cultivate a professional and ethical approach to business writing.

Unit 1. Introduction to Business Writing: Importance and purpose of effective business writing; Characteristics of good business writing; Common challenges and misconceptions. Writing Clear and Concise Emails: Appropriate email etiquette in the professional environment, organizing email content and using effective subject lines, Understanding tone and formality in email communication.

Unit 2. Memos and Interoffice Communication: Formatting and structure of memos, Writing memos for various purposes like updates, announcements, requests. Ensuring clarity and coherence in interoffice communication. Business Letters and Formal Correspondence: Structure and components of a business letter, writing persuasive and professional business letters, Responding to inquiries and complaints effectively.

Unit 3: Business Proposals and Reports: Crafting business proposals for projects and initiatives, Formal report writing - format, sections, and organization, Analyzing data and presenting findings in reports. Writing for Digital Platforms: Business writing for websites, social media, and online communication, Leveraging technology for efficient and impactful business writing

Activities:
1. Writing Assignments: Regular business writing tasks covering different document types.
2. Business Proposal Project: Crafting a comprehensive business proposal for a hypothetical scenario.

SKILL COURSE
w.e.f. AY 2023-24
SEMESTER-II
DIGITAL LITERACY

Theory	Credits: 2	2 hrs/week

By undergoing the Digital Literacy course, one should acquire basic knowledge on Computer and he/she is able to

CO1: Perform operations on the computer
CO2: Access the Internet and finding information of interest
CO3: Register for an E-mail account and operating it
CO4: Make bill payments and use other applications of Internet
CO5: Create, edit and format documents using a word processor

Course Duration: 30 Hours

Credits: 2

Unit-1: operate the elements of a computer and performing operations on the computer

Operate the elements of a computer including power cord, power switch, network connecting cable, USB ports, Mouse operations, Keyboard operations, interface icons, GUI elements, Editing options, perform operations including switching on the computer, logging in, locating a file, opening a file, printing a document, storing a file with proper extension, creating a folder/ sub folder in a volume on hard disk and desktop, shifting files from one folder to another, shutting off the computer

Unit-2: Access the Internet to browse information and E-mail operation

Access the Internet, use a search engine, find information on the topic of interest, register for a web-based E-mail account, access E-mail with attachments, reply to an E-mail, forward an E-mail and delete an E-mail message

Unit-3: Make bill payments, other applications using Internet and word processing

Make utility bill payments, booking bus/train tickets, bank transactions, personal transactions, job search through employment portals, mobile/DTH recharge, word processing basics, creating, editing and formatting of text, saving and printing of word document

SKILL COURSE
w.e.f. AY 2023-24
SEMESTER-III
INFORMATION AND COMMUNICATION TECHNOLOGY

Theory	Credits: 2	2 hrs/week

Objectives:

This course aims at acquainting the students with basic ICT tools which help them in their day to day and life as well as in office and research.

Course outcomes: After completion of the course, student will be able to;

1. Understand the literature of social networks and their properties.
2. Explain which network is suitable for whom.
3. Develop skills to use various social networking sites like twitter, flickr, etc.
4. Learn few GOI digital initiatives in higher education.
5. Apply skills to use online forums, docs, spreadsheets, etc for communication, collaboration and research.
6. Get acquainted with internet threats and security mechanisms.

SYLLABUS:

UNIT-I: (08 hrs)

Fundamentals of Internet: What is Internet?, Internet applications,Internet Addressing –Entering a Web Site Address, URL–Components of URL, Searching the Internet, Browser –Types of Browsers,Introduction to Social Networking: Twitter, Tumblr, LinkedIn, Facebook, flickr, Skype, yahoo, YouTube, WhatsApp .

UNIT-II:(08 hrs)

E-mail: Definition of E-mail –Advantages and Disadvantages –User Ids, Passwords, Email Addresses, Domain Names, Mailers, Message Components, MessageComposition, Mail Management.

G-Suite: Google drive, Google documents, Google spread sheets, Google Slides and Google forms.

UNIT-III:(10 hrs)

Overview of Internet security, E-mail threats and secure E-mail, Viruses and antivirus software, Firewalls, Cryptography, Digital signatures, Copyright issues.

What are GOI digital initiatives in higher education? (SWAYAM, SwayamPrabha, National Academic Depository, National Digital Library of India, E-Sodh-Sindhu, Virtual labs, e-acharya, e-Yantra and NPTEL).

RECOMMENDED CO-CURRICULAR ACTIVITIES: (04 hrs)

(Co-curricular activities shall not promote copying from textbook or from others work and shall encourage self/independent and group learning)

1.   Assignments(in writing and doing forms on the aspects of syllabus content and outside the syllabus content. Shall be individual and challenging)
2.   Student seminars (on topics of the syllabus and related aspects (individual activity))
1.   Quiz andGroup Discussion
3.   Slip Test
4.   Try to solve MCQ's available online.
5.   Suggested student hands on activities :
    a. Create your accounts for the above social networking sites and explore them, establish a video conference using Skype.
    b. Create an Email account for yourself- Send an email with two attachments to another friend. Group the email addresses use address folder.
    c. Register for one online course through any of the online learning platforms like NPTEL, SWAYAM, Alison, Codecademy, Coursera. Create a registration form for your college campus placement through Google forms.

Reference Books :

1. In-line/On-line : Fundamentals of the Internet and the World Wide Web, 2/e byRaymond Greenlaw and Ellen Hepp, Publishers : TMH

2. Internet technology and Web design, ISRD group, TMH.

3. Information Technology – The breaking wave, Dennis P.Curtin, Kim Foley, Kunai Sen and Cathleen Morin, TMH.

Multidisciplinary Course
w.e.f. AY 2023-24
SEMESTER-III
INTRODUCTION TO PUBLIC ADMINISTRATION

Credits: 2   2 hrs/week

Course Description:

Introduction to Public Administration is an interdisciplinary course that provides an overview of the theory and practices of public administration. The course aims to familiarize students with the nature, scope, recruitment and accountability of public administrators in India.

Course Objectives:

1. Understand the concept and scope and evolution of public administration.
2. Understand the relationship between public administration and public policy.
3. Develop critical thinking and analytical skills to evaluate public administration practices.

Course Outcomes:

1. Awareness about the evolution and growth of the discipline of Public Administration.
2. Familiarity with the constitutional framework on which Indian Administration is based.
3. Understanding the in-built control mechanisms over constitutional bodies and administration in general.

Course Topics:

Unit: I

1. Introduction to Public Administration - Woodrow Wilson - Definition and nature and scope of public administration - Significance - Distinction between public and private administration

Unit: II

2. All India Services - Central Services - State Services - Importance of All India Services UPSC & SPSCs Powers and Functions - NITI Aayog

Unit: III

3. Accountability of Administration in India - Legislative - Executive – Judiciary - Judicial Activism - E-Governance in India - Good Governance initiatives – Functions and roles of Administrators

Activities:

1. Class participation and discussions
2. Field trips to government offices
3. Individual or group assignments

Multidisciplinary Course
w.e.f. AY 2023-24
SEMESTER-IV
FUNDAMENTALS OF ECONOMICS

Credits: 2   2 hrs/week

UNIT I- BASIC CONCEPTS   (08 Hours)

Meaning of Economics, Nature and Scope of Economics, Micro & Macro Economics meaning and difference.

UNIT II- MICRO ECONOMIC CONCEPTS   (10 Hours)

Theory of Demand and Supply, Meaning of utility, diminishing marginal utility; indifference curves analysis and consumers equilibrium; Production Function, Types of Costs and Revenue, Classification of Markets.

UNIT III- MACRO ECONOMIC CONCEPTS   (12 Hours)

Meaning – Concepts and measurement of National Income ; Definition of Money-Types and Functions ; Evolution and Functions of Central Bank, Commercial Banks; Meaning of Inflation- causes and Anti-inflationary policies, Monetary and Fiscal Policy.

References:

Ahuja H. L. Principles of Micro economics, S. Chand Limited, Delhi.

Koutsoyiannis, A. (1990), Modern Microeconomics, Macmillian.

Gupta, S.B, Monetary Economics, S Chand & Co, New Delhi.

Dwivedi,D.N , Microeconomics-Theory & Applicationsl, Pearson.

SKILL COURSE

w.e.f. AY 2023-24

SEMESTER-IV

CYBER SECURITY

Credits: 2   2 hrs/week

Learning Outcomes:

Upon successful completion of the course, the students will be able to

- Develop an understanding of cybercrimes and various legal perspectives involved.
- Develop a security model to handle mobile, wireless devices and related security issues of an organization.
- Use the cybercrime tools and methods in solving real world problems

UNIT - I: **8hrs**

Introduction to Cybercrime: Introduction, Cybercrime: Definition and origins of the word, Cybercrime and Information Security, who are cyber criminals? classifications of cybercrimes, cybercrime: the legal perspectives, an Indian perspective, cybercrime and the Indian IT Act 2000, a Global perspective on Cybercrimes.

UNIT-II: **12hrs**

Cybercrime-Mobile and Wireless Devices: Introduction, Proliferation of Mobile and Wireless Devices, Trends in Mobility, Credit Card Frauds in Mobile and Wireless Computing Era, Authentication Service Security, Attacks on Mobile/Cell Phones.

Mobile Devices: Security Implications for Organizations, Organizational Measures for Handling Mobile Devices-Related Security Issues, Organizational Security Policies and Measures in Mobile Computing Era, Laptops.

UNIT-III: **10hrs**

Tools and Methods Used in Cybercrime: Password Cracking, key loggers and Spywares, virus and worms, Trojan Horses and Backdoors, Steganography, attacks on wireless networks, Phishing and Identity Theft: Introduction, Phishing, Identity Theft (ID Theft).

Text Books:

1. Mark Rhodes, Ousley, Information Security, 1st Edition ,MGH, 2013.
2. Nina Godbole and SunitBelpure ¨ Cyber Security Understanding Cyber Crimes, Computer Forensics and Legal Perspectives , 1st Edition Publication Wiley, 2011.

Activities Planned:

1. Identify a user of internet, label him as a cybercriminal or not.
2. Checklist for reporting cybercrime at Cybercrime Police Station.
3. Checklist for reporting cybercrime online.
4. Reporting phishing emails.
5. Demonstration of email phishing attack and preventive measures.
6. Checklist for secure net banking.

PRINCIPAL