

MARIS STELLA COLLEGE (AUTONOMOUS) VIJAYAWADA - 8
(Affiliated to Krishna University, Machilipatnam)

SYLLABUS

Course Title: Office Secretaryship

Course Code: 20SDCOS2

No. of Hours: 30 Hrs.

Credits: 2

LTP-200

Objectives

- To enable the students to understand the functions of modern office and its importance.
- To acquaint the students with qualifications, functions and duties of office Manager.

Course Outcomes

CO1: Understand the organizational hierarchy and outlines of functioning

CO2: Comprehend the role of office secretaryship in a small and medium organization

CO3: Acquire knowledge on office procedures and interpersonal skills

Unit - I: Introduction: (5 Hrs.)

Introduction – Organisational structure of a small and medium organization – Types of offices – Kinds of secretaries - The scope of office secretaryship

Unit - II: Role and responsibilities of office secretary: (5 Hrs.)

The role of an office secretary - Duties and responsibilities- Usage of different devices - Flowchart and office manuals – Coordinating different wings of an office/organization – Arranging common meetings - Operations of banking and financial services - travel and hospitality management services

Unit - III: Office procedures: (5 Hrs.)

Office procedures – Filing– Circulating files - Preparation of notes, circulars, agenda and minutes of meetings – Issue of press notes - Maintenance of files and records - Inventory, office, human resources, financial and confidential - maintaining public Relations.

Hands On /Skill: (15 Hrs.)

- Visit various organizations (Hospitals, Hotels, Hospitality centers)
- Preparation of appointment letters, dismissal letters, memos,
- Issue of appreciation/ motivation letters, Releasing of Press notes, notices and circulars

- Arranging invited lectures from office executives, auditors and managers
- Assignments, Group discussion, Quiz etc.

Prescribed text books:

1. Rapidex Professional course - Pustal Mahal Group
2. James Stromen, Kevin Wilson and Jennifer Wauson - American Management Association

Reference books:

1. M.C.Kuchal, Secretarial Practice - S.Chand Publications
2. Charles K.B 1856 Ober - The Association of Secretaryship - Nabu Press
Websites on Office secretaryship

MARIS STELLA COLLEGE (AUTONOMOUS) VIJAYAWADA-8
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SYLLABUS

Course Title: Insurance Promotion

Course Code: 20SDCIP2

No. of Hours: 30 Hrs.

Credits: 2

LTP-200

Objective

- To enable the students to know about the basic insurance plans
- To acquire knowledge on customer related issues

Course Outcomes:

CO1: Understand the field level structure and functioning of insurance sector and its role in protecting the risks

CO2: Comprehend pertaining skills and their application for promoting insurance coverage

CO3: Demonstrate different customer related issues

Unit I: (5 Hrs.)

Introduction of Insurance - Types of insurances. Growth of Insurance sector in India- Regulatory mechanism (IRDA) - Its functions

Unit II: (5 Hrs.)

Life Insurance plans. Health insurance plans. Products and features. Contents of documents– Sales Promotion methods - Finding prospective customers – Counselling – Helping customers in filing - Extending post insurance service to customers.

Unit III: (5 Hrs.)

General Insurance - Its products (Motor, Marine, Machinery, Fire, Travel and Transportation) and features. Contents of documents.

Dealing with customers – Explaining Products to Customers -Promoting Customer loyalty. Maintenance of Records.

Hands On /Skill: (15 Hrs.)

- Collection of pamphlets of various insurance forms and procedures
- Invited Lectures by Development Officers concerned
- Mock practice of selling of insurance products
- Preparation of working documents
- Assignments, Group discussion, Quiz etc.

Reference books:

1. Principles of Insurance, Himalaya publishing House
2. Principles and Practice of Insurance
3. Fundamentals of insurance
4. Life and General Insurance Management
5. Financial services, Tata McGraw hill
6. Insurance Principles and Practices, Sultan Chand & Sons
7. Websites on insurance promotion

MARIS STELLA COLLEGE (Autonomous), Vijayawada-8.(Affiliated to Krishna University, Machilipatnam)

SYLLABUS

Course Title: Tourism Guidance

Course Code: 20SDCTG2

No. of Hours: 30 Hrs.

Credits: 2

LTP: 200

Objectives

- To understand the concept of tourism guidance and its application.
- To learn guest relation management, leadership and social skills.

Course Outcomes

CO1. Explain the basic concepts of tourism and tourism guidance.

CO2. Apply tourism guidance concepts to manage group tours.

CO3. Demonstrate guest relation management, leadership and social skills.

UNIT-I: (5 Hrs.)

Tourism – What is Tourism - Characteristics of Tourist Places –
Guidance in Tourism - Meaning of Guidance – Types of Tour Guidance-
Government/Department Regulations

UNIT-II: (5 Hrs.)

Types of Guides – Characteristics of a Guide - Duties and
Responsibilities of a Guide - The Guiding Techniques –Guide's
personality- Training Institutions – Licence. Leadership and Social
Skills - Presentation and Communication Skills - Working with different age and
linguistic groups - Working under difficult circumstances –
Precautions at the site -Relationship with Fellow Guides and Officials.

UNIT-III: (5 Hrs.)

Guest Relationship Management- Personal and Official - Arrangements to
Tourists – Coordinating transport - VISA/Passport -Accident/Death -
Handling Guests with Special Needs/ Different Abilities –Additional skills
required for Special/Adventure Tours - Knowledge of Local
Security and Route Chart – Personal Hygiene and Grooming - Checklist-Code of
Conduct Co-curricular

Skill/Hands-on: (15 Hrs.)

1. Assignments, Group discussion, Quiz etc.
2. Invited lecture/training by local tourism operators/expert/guides.
3. Visit to local Tourism Department office and a tourist service office.
4. Organisation of college level short-duration tours to local tourist sites.

Reference Books:

1. Jagmohan Negi (2006); Travel Agency and Tour Operations, Kanishka Publishers, New Delhi
2. Mohinder Chand (2009); Travel Agency and Tour Operations: An Introductory Text, Anmol Publications Pvt. Limited, New
3. Pat Yale (1995); Business of Tour Operations, Longman Scientific & Technical, New Delhi.
4. Websites on Tourism guidance.

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA – 8
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SYLLABUS

Course Title: Public Relations

Course Code: 20SDCPR2

No. of Hours: 30 Hrs.

Credits: 2

LTP: 200

Objectives

- To understand the concept of Public Relations and its Evolution.
- To acquire Public Relations Skills and to identify its ethical aspects.

Course Outcomes

CO1: Discuss the evolution and advancements in public relations.

CO2: Explain the concepts and tools of public relations.

CO3: Demonstrate writing skills required in public relations.

UNIT-I: Introduction

(5 Hrs.)

Public Relations - Meaning, Definition, Nature and Scope, Historical Background, Technological and Media Revolution and Role in Business, Government, Politics, NGOs and Industry.

UNIT-II: Concepts & Tools

(5 Hrs.)

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

UNIT- III:

(5 Hrs.)

Public Relations and Mass Media, Present and future of Public Relations in India, Ethics of Public Relations and Social Responsibility, Public Relations and Writing - Printed Literature, Newsletters, Opinion Papers and Blogs.

Skill/ Hands – on: (15 Hrs.)

1. Invited lecture by local field expert/eminant personality on Public Relations
2. Creating Blogs
3. Group Discussion
4. Quiz

Co-Curricular Activities

1. Visit to Press
2. Opinion Survey, Media Survey and Feedback3.
- Case Studies
4. Organising mock press conferences, exhibitions5.
- Assignments

Reference Books

1. Brown, Rob, Public Relations and the Social Web, Kogan PageIndia, New Delhi, 2010.
2. Cutlipscottetal, Effective Public Relations, London, 1995.
3. Black Sam, Practical Public Relations, Universal Publishers,1994.
4. S.M. Sardana, Public Relations: Theory and Practice.5.
- J.V.Vilani, Public Relations in India: New Tasks and Responsibilities, SAGE Publications India Pvt Ltd, New Delhi2011. 6.
- Websites on Public relations.

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA – 8
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SYLLABUS

Course Title: Low Temperature

Course Code: 20SDCEA2

Electrical Appliances

Credits: 2

No. of Hours: 30

LTP: 200

Objectives

- To increase learners' knowledge in refrigeration, airconditioning & cold storage fundamentals
- To impart skills in refrigeration, air conditioning & cold storagemaintenance
- To enhance scope for employment / entrepreneurshipopportunities.

Course Outcomes

- CO1: Describe the working principles of refrigeration and airconditioning.
- CO2: Explain the working principles of cold storage units.

UNIT-I: Basic Refrigeration and Troubleshooting (10 Hrs.)

Introduction to basics in Electricity, Electrical Measuring instruments, Electrical Hazards Awareness, importance of earthing, principle of refrigeration- refrigerants and their properties, the refrigeration cycle, methods of refrigeration: Vapour absorption, Vapour compression types, frost free refrigerators, environmental impact of different refrigerants.

Hands on Exercises:

- Familiarization of electrical and mechanical components of refrigerator.
- Identification of various Refrigeration equipment, components of vapour compression system like compressor, condenser, expansion valve and evaporator etc.

UNIT-II: Air-Conditioning (10 Hrs.)

Basics of Electrical hand & Power Tools, Air Conditioning Basics, working of air condition machines, fundamentals of Automotive Air Conditioning Maintenance and Air Conditioning Split Systems, superheat and subcooling, summer air conditioning systems, winter air conditioning systems, all year air conditioning systems.

Hands on Exercises:

- Familiarization of electrical and mechanical components of air conditioning unit.
- Identification of various units that control temperature, humidity and quality of the air during Air Conditioning.

Unit-III: Cold storage and refrigerated warehousing (10 Hrs.)

Basics of Effects of Electric Current, Definition of freezing, cold storage techniques, working principle- types: Refrigerated Containers, Blast Freezers and chillers, cold rooms, cold-air distribution, defrosting, factors affecting storage conditions, problems encountered with cold storage, energy efficiency, product handling and storage.

Hands on Exercises:

- Familiarization of electrical and mechanical components of cold storage units.
- Identification of thermostatic or electronic expansion valves as injection valves, electronic super-heat controller, evaporator, pressure transmitter, sensitive temperature sensor to the electronic regulator and Defrosting units.

Co-curricular Activities (A field visit)

Experiential learning through a field visit for two days at t SDI, APSSDC-Siemens Project at IIIT Campus Nuzvid.

Reference Books:

1. A Text book on Electrical Technology, B.L.Theraja, S.Chand & Co.,
2. A Text book on Electrical Technology, A.K.Theraja.
3. Performance and design of AC machines, M.G.Say, ELBS Edn.,
4. Handbook of Repair & Maintenance of domestic electronics appliances; BPB Publications
5. Consumer Electronics, S.P.Bali, Pearson
6. Domestic Appliances Servicing, K.P.Anwer, Scholar Institute Publications

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA – 8
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SYLLABUS

Course Title: Plant Nursery & Gardening

Course Code: 20SDCNG2

No. of Hours: 30

Credits: 2

LTP: 200

Objectives

- To learn sound horticulture practices

Course Outcomes

On successful completion of this course, students will be able to

CO1: Outline the basic concepts of plant nursery and management.

CO2: Explain techniques, methods in nursery and gardening.

CO3: Summarize different types of gardening techniques.

UNIT-1: Introduction to plant nursery (5 Hrs.)

1. Plant nursery: Definition and importance.
2. Different types of nurseries –on the basis of duration, plants produced structure used.
3. Basic facilities for a nursery; layout and components of a good nursery.
4. Nursery beds – types and precautions to be taken during preparation.

UNIT- II: Necessities and Management of nursery (5 Hrs.)

1. Growing media, nursery tools and implements, and containers for plant nursery, in brief.
2. Outlines of vegetative propagation techniques to produce planting material.
3. Sowing methods of seeds and planting material.
4. Nursery management – watering, weeding and nutrients; pests and diseases.
5. Common possible errors in nursery activities.

Unit-3: Gardening techniques (5 Hrs.)

1. Types of Garden, Kitchen Garden, Terrace garden, Bonsai in Brief
2. Importance of manure, Organic compost and Hydroponics
3. Cultivation Procedure of leafy vegetables and different vegetables like ladies' finger, brinjal, tomatoes and chillies
4. Cultivation of important flowers (Dahlia, Marigold and Rose).
5. Storing and Marketing procedure of Cultivated vegetables.

Skill / Hands on activities (15 Hrs.)

1. Assignments/Group discussion/Quiz/Model Exam.
2. Demonstration of nursery bed making.
3. Hands on training on vegetative propagation techniques.
4. Hands on training on sowing methods of seeds and vegetables.
5. Invited lecture cum demonstration by local expert.
6. Watching videos on routine practices in plant nurseries.
7. Visit to a horticulture /forest /nursery unit.
8. Case study on establishment and success of a plant nursery, terrace garden and Bonsai plants.

Reference books:

1. Ratha Krishnan, M., et.al. (2014) Plant nursery management: Principles and practices, Central Arid Zone Research Institute (ICAR), Jodhpur, Rajasthan.
2. Kumar, N., (1997) Introduction to Horticulture, Rajalakshmi Publications, Nagercoil.
3. Kumar Mishra, K., N. K. Mishra and Satish Chand (1994) Plant Propagation, John Wiley & Sons, New Jersey.

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA-8
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SYLLABUS

Course Title: Vermicompost Production

Course Code: 20SDCVC2

No. of Hours: 30 Hrs.

Credits:2

LTP: 200

Objectives:

- To prepare a vermicompost pit.
- To prepare vermicompost.
- To apply fertilizers to crops.

Course Outcomes

CO1: Identify raw materials needed for vermicomposting.

CO2: Demonstrate the preparation and management of vermicompost beds.

CO3: Explain nutrient value of vermicompost and advantages and disadvantages of vermicomposting.

PRACTICAL

UNIT-I: (6 Hours)

1. Introduction to Vermicompost - History, definition
2. Brief description methods of preparation of vermicompost

UNIT-II: (6 Hours)

1. Procedure for preparation of vermicompost by step by step
2. Materials used for vermicompost bed of greenhouses

UNIT-III: (6 Hours)

1. Maintenance of vermicompost bed

UNIT-IV: (6 Hours)

1. Nutrient value for vermicompost

UNIT-V: (6 Hours)

1. Advantages and Disadvantages in Vermicompost.

Reference Text Books:

1. Kurien, J., and Ramasamy, E.V. 2006. Vermicomposting of Taro (*Colocasia esculenta*) with two epigeic earthworm species. *Bioresource Technology* 97(11):1324-1328.
2. Monroy, F., Aira, M., Dominguez, J., and Velando, A. 2006. Seasonal population dynamics of *Eisenia fetida* (Savigny, 1826) (Oligochaeta, Lumbricidae) in the field. *Comptes Rendus Biologies* 329(11):912-915.
3. Nair, J., Sekiozoic, V., and Anda, M. 2006. Effect of pre composting on vermicomposting of kitchen waste. *Bioresource Technology* 97(16):2091-2095.
4. Suthar, S. 2006. Potential utilization of guar gum industrial waste in vermicompost production. *Bioresource Technology* 97(18):2474-2477.

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA-8
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SYLLABUS

Course Title: Journalistic Reporting

No. of Hours: 30 Hrs.

Course Code: 20SDCJR2

Credits: 2

LTP: 200

Objectives

- To understand the basic and technological advancements in Journalistic Reporting.
- To understand and apply the effective writings in Reporting.
- To equip the learners with different dimensions of Journalistic Skills.

Course Outcomes

CO1: Understand the evolution of journalism with a focus on its development in India.

CO2: Realise the ethical aspects of Journalism in India.

CO3: Develop basic writing skills for newspapers, radio and television.

UNIT-I

(5 Hrs.)

Introduction to Journalism in India - Nature, Growth and Development in post-Independence era - Print Media, Mass Media and Electronic Media, Press as a Fourth Estate - Role of Press in Democracy.

UNIT-II

(5 Hrs.)

Concept of News - News Values- Sources of News - News gathering ways: Press Conferences, Press Releases, Press Meets. Interviewing-Types of Interviews and Interviewing Techniques - Methods of News Writing: Leads, News Stories and Body Development.

UNIT-III

(5 Hrs.)

Reporting- Kinds of Reporting - Objectives of Reporting, Writing Different Types of Special Features, Writing for Radio and Television, Values and Ethics of Journalism.

Skill/Hands-on

(15 Hrs.)

1. Collection and study of various English and Telugu newspapers
2. Guest lecture/basic training by local experts
3. Assignments, Group Discussion, Quiz programmes etc.
4. Writing news reports on various issues.
5. Live reporting practical experience in classroom

References

1. Mencher Melvin, News Reporting and Writing, 1997, Columbia University Press.
2. Mazumdar Aurobindo, Indian Press and Freedom Struggle, 1993, Orient Longman.
3. Barun Roy, Beginners Guide to Journalism and Mass Communication, V&S Publishers, New Delhi.
4. Kamath M.V, Professional Journalism, 1983, Vikas Publishers, New Delhi.
5. Carole Fleming, Emma Hemmingway, Gillian Moore and Dave Welford, 2006, SAGE Publications India Pvt. Ltd, New Delhi.

MARIS STELLA COLLEGE (AUTONOMOUS) , VIJAYAWADA-8
(Affiliated to Krishna University, Machilipatnam)SYLLABUS

Course title: Counseling and Psychotherapy

Course Code: 20SDCCP2

No of hours : 30 hours

Credit : 2

LTP - 200

Course Objectives

- To explore one's own beliefs and values in an effort to develop and deepen the understanding of counseling, psychotherapy process.

Course Outcomes

CO1: Understand the concept of counseling and psychotherapy

CO2: Demonstrate the coping methods

CO3: Develop skills in counseling

Activities: 15 hours

This course will use several learning formats for meeting course objectives

- Lectures/class demonstrations.
- Guest lecturer/student presentations.
- PPT , Film presentations.
- Video demonstration of therapy sessions, lecture notes. Quizzes
- Group discussion, interactive learning, audio and video recordings, role-play, experiential learning and examination
- Visit to the counseling clinics - Field Work,

Unit I - Psychology of personal growth and well-being (5hrs)

Perspectives on self and personal growth: Concept of adjustment; healthy personalities, Characteristics and determinants.

Unit 2 - Foundations of Counseling (5hrs)

Basics of counseling,, Role of counselor, Positive psychology oriented counseling and areas of counseling

Unit 3 - Various theories of counseling and psychotherapy (5hrs)

(Psychodynamic, cognitive-behavioral, humanistic, and family counseling approaches)
Exploration of techniques and methods in group and individual counseling. Coping methods : strategies and effectiveness

Reference Books

1. What is Counselling and Psychotherapy Author – Norman Claringbull Year -2010 Publisher – Learning matters Ltd
2. Theories of counselling and Psychotherapy Systems and Strategies Author – Seligman Linda Publisher – Pearson Education, Edition-4
3. Introduction to Counselling Author – Mcleod John, 3Edition Publisher – New Delhi Rawat, 2008
4. Counseling and Guidance Author – Narayana Rao S
Publisher – New Delhi – TaTaMcgraw-hill Edu.Pvt.Ltd, 2013
5. Personality Development Through Psychotherapies Author – H.L. Kaila, S. Ravishankar, B. Pattanayak Publisher – Himalaya Publishing House
Edition-1-2003

ASSESSMENT

15 Hours : Teaching

15 Hours : Skill based Activities Theory :

30 MCQs

Activities: 20 students' activities

LEARNING FORMAT

- Field visit
- Group discussion
- Interactive learning
- Audio and video recordings
- Role-play
- Experiential learning

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA
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SYALLABUS

Course Title: Performing Arts

Course Code: 20SDCPA2

No.of.Hours:30

LTP:200

Credite:2

పాఠ్యప్రణాళిక - లక్ష్యములు

- లలితకళల ప్రదర్శనలలో ప్రాథమిక జ్ఞానాన్ని పొందుట.
- వివిధ తెలుగు జానపద కళల ప్రాథమిక జ్ఞానాన్ని పొందుట.
- దశవిధ రూపకములను, అభినయ నైపుణ్య కళలను పొందుట.

పాఠ్యప్రణాళిక - ఫలితాంశాలు

CO1 లలితకళల ప్రదర్శనలలో ప్రాథమిక జ్ఞానాన్ని పొందుదురు.

CO2 వివిధ తెలుగు జానపద కళల ప్రాథమిక జ్ఞానాన్ని పొందుదురు.

CO3 దశవిధ రూపకములను, అభినయ నైపుణ్య కళలను పొందుదురు.

UNIT - I

5Hrs

కళలు దాని నిర్వచనం - లలిత కళలు .దశవిధరూపకాలు, నవరసాలు
కవిత్వం, చిత్రలేఖనం, నాట్యం, సంగీతం, శిల్పం

కార్యకలాపాలు :

5Hrs

(సామాజిక అంశాల మీదకవిత్వం, చిత్రలేఖనం, నాట్యం, సంగీతం, శిల్పం)

UNIT - II

5Hrs

వేదిక యొక్క లక్షణాలు - ఆధునిక తెలుగు నాటక రకాలు,ప్రసిద్ధ నాటకాలు
పరవిక్రయం, అల్లూరి సీతారామరాజు, తెరచిన కళ్ళు, దహెజ్, ఊతకర్ర, ఆశఖరీదు
అణా,అంపకం

కార్యకలాపాలు : సామాజిక సమస్యలు, స్వాతంత్ర్య యోధులు

5Hrs

(వరకట్నం, లింగ వివక్షత , భారతీయ సంస్కృతి -సంప్రదాయాలు, పద్యనాటకాలు)

UNIT - III

5Hrs

జానపద కళలు - వాటి ప్రాముఖ్యత

హరికథలు, బుర్ర కథలు, బొమ్మలాటలు, కోలాటం మరియు పులి వేషాలు

కార్యకలాపాలు : సామాజికాంశాలు.

5Hrs

(కాలుష్యం, నీటి పరిరక్షణ, వ్యర్థనిర్వహణ, హరిత, ప్లాస్టిక్)

నైపుణ్యాలు :

ఆధునిక తెలుగు నాటక కళా నైపుణ్యాలను సాధిస్తారు.

తెలుగు జానపదకళ ప్రదర్శనానైపుణ్యాలను పెంపొందించుకుంటారు.

అభినయ నైపుణ్యమును పెంపొందించుకుంటారు.

References:

ఆంధ్రనాటక రంగ చరిత్ర - మిక్కిలినేని రాధాకృష్ణమూర్తి

తెలుగు సాహిత్య సమీక్ష (VOL-II) - Dr.G. నాగేశ్

తెలుగు నాటక విలాసం - Dr.P.S. రప్పారావు

తెలుగు జానపద విజ్ఞానం - Prof. తంగిరాల వెంకట సుబ్బారావు

జానపద విజ్ఞానాధ్యయనం -Prof.G.S. మోహన్

నాట్యశాస్త్రము (విశ్లేషణాత్మక అధ్యయనం) - Dr.P.S. రప్పారావు

సాహిత్య శిల్ప సమీక్ష - Prof. పింగళి లక్ష్మీ కాంతం

నూరేళ్ళ తెలుగు నాటక రంగం - Prof.మొదలి నాగభూషణ శర్మ

వెబ్సైట్ ఆఫ్ పెర్ఫామింగ్ ఆర్ట్స్

MARIS STELLA COLLEGE (AUTONOMOUS) VIJAYAWADA - 8
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SYLLABUS

Course Title: Agriculture Marketing

Course Code: 20SDCAM2

No. of Hours: 30 Hrs.

Credits: 2

LTP- 200

Objective:

- To enable the students to explain the basic concepts of agricultural marketing and its allied activities
- To bring in good marketing practices which helps to cope up with environmental changes

Course Outcomes:

CO1: Understand the types, structure and functioning of agricultural marketing system

CO2: Comprehend related skills and apply them in sample situations

CO3: Extend this knowledge and skills to the production/consumption environment

Unit- I: (5 Hrs.)

Introduction of Agriculture and agricultural products (including agriculture horticulture, sericulture, floriculture, aquaculture - genetic culture and dairy product) - Agricultural Marketing - Role of marketing - Concepts - Goods and services - Movement of product from farm to consumer – Middlemen – Moneylenders - Types of agricultural markets (basic classification).

Unit- II: (5 Hrs.)

Basic structure and facilities of an agricultural market – Primary, secondary and tertiary markets – Functioning of Market Yards – Market information – Rythu Bharosa Kendras (RBK) – Govt market policies and regulations - Contract farming - Govt Apps for marketing of agri products.

Unit- III: (5 Hrs.)

Planning production – assembling – grading - transportation – storage facilities. Price fixation. Dissemination of market information – and role of ICT. Marketing – Mix Product element- Place element- Price element Promotion element. Selection of target market. Government programs in support of Agricultural marketing in India.

Hands On /Skill: (15 Hrs.)

- Study visits to agricultural markets and Rythu Bharosa Kendras
- Invited lecture by field expert
- Survey of various involved activities assembling, grading, storage, transportation
- Identify the demand for food processing units
- Application of Government Apps as one Nation and one market
- Assignments, Group discussion, Quiz etc.

Reference books

1. S.S. Acharya & N.L. Agarwala, Agricultural Marketing in India - Oxford and IBH Publications
2. K.S.Habeeb - Ur - Rahman Rural Marketing in India- Himalayapublishing
3. S.S.Chinna Agricultural Marketing in India - KALYANI publishers
4. Publications of National Institute of Agricultural Marketing, Odisha
5. Wikipedia and other websites on Agricultural Marketing.

MARIS STELLA COLLEGE (AUTONOMOUS) VIJAYAWADA –8

**(Affiliated to Krishna University,
Machilipatnam)**

SYLLABUS

Course Title: Business Communication

Course Code: 20SDCBC2

No. of Hours: 30 Hrs.

Credits: 2

LTP- 200

Course Objective:

- To make the students understand the importance of business communication in organizations
- To provide an outline to effective organizational communication

Course Outcomes:

CO1: Understand the types of business communication and correspondence

CO2: Acquire knowledge in preparing good business communications

CO3: Acquaint with organizational communication requirements and presentations.

UNIT I: (5 Hrs.)

Introduction and Importance of communication an overview - meaning and process of communication - organizational communication and its barriers.

UNIT II: (5 Hrs.)

Types of Business Communications –Categories, methods and formats - Business vocabulary - Business idioms and collocations – Organisational Hierarchy - Various levels of communication in an organization – Top- down, Bottom- up and Horizontal- Business reports, presentations– Online communications.

UNIT III: (5 Hrs.)

Receiving business communications - Filing and processing - Sending replies. Routine cycle of communications – Writing Communications - Characteristics of a good business communication - Preparation of business meeting agenda - agenda notes – minutes –circulation of minutes – Presentations of communication

Hands On/ Skills: (15 Hrs.)

- Collection of various model business letters
- Invited lecture/field level training by a local expert
- Reading of various business reports and minutes and its analysis
- Presentations of reports, charts etc.
- Assignments, Group discussion, field visit etc.

Reference books:

1. Chaturvedi. P.D.Chaturvedi.M - Business Communication concepts, Cases and applications - Pearsons Education
2. Kaul Asha - Effective Business Communication - PHI Learning pvt Ltd
3. www.swayam.gov.in
4. Websites on business communication

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA- 8
(Affiliated to Krishna University, Machilipatnam)

SYLLABUS

Course Title: Advertising

Course Code: 20SDCAD2

No. of Hours: 30 Hrs.

LTP- 200

Credits: 2

Objectives:

- To understand the field of Advertising
- To comprehend opportunities and challenges in Advertising sector

Course Outcomes:

CO1: Prepare a primary advertising model

CO2: Understand applying of related skills

CO3: Examine the scope for making advertising a future career

UNIT I: (5 Hrs.)

Introduction of advertising concepts- functions - Types of advertising
- Creative advertising messages - Factors determining opportunities of a product/service/Idea

UNIT II: (5 Hrs.)

Role of advertising agencies and their responsibilities - scope of their work and functions - Ethical issues - Identifying target groups - Laws in advertising. Advertising Statutory Bodies in India - Role of AAAI (Advertising Agencies Association of India), ASCI (Advertising Standard Council of India)

UNIT III: (5 Hrs.)

Types of advertising – Basic characteristics of a typical advertisement Reaching target groups- Local advertising – Feedback on impact of advertisement - Business promotion.

Hands On /Skill: (15 Hrs.)

- Collection and segmentation of advertisements
 - Invited Lectures/skills training on local advertising basics and skills
 - Visit to local advertising agency
 - Model creation of advertisements in compliance with legal rules
- Assignments, Group discussion, Quiz etc.

Reference Text Books

1. Bhatia. K.Tej - Advertising and Marketing in Rural India - McMillan
Ghosal Subhash - Making of Advertising - Mc Millan
India
2. Jeth Waney Jaishri & Jain Shruti - Advertising Management –
Oxford University Press Publications of Indian Institute of Mass
Communications

MARIS STELLA COLLEGE (AUTONOMOUS) VIJAYAWADA - 8
(Affiliated to Krishna University, Machilipatnam)

SYLLABUS

**Course Title: Logistics & Supply Chain
Management**

Course Code: 20SDCLS2
Credits: 2

No. of Hours: 30 Hrs. LTP- 200

Objectives

- To understand the concept of Logistics and Supply Chain Management
- To make the students Compare the Logistics in National and International scenarios.

Course Outcomes:

CO1: Summarize relationship between marketing and Logistic Management

CO2: Understand the concepts of Supply Chain Management in connection with products.

CO3: Understanding various types of seller and suppliers

Unit I - Introduction (5 Hrs.)

Functions of Logistics - Structure of logistics - Logistics Costs - Modes of Logistics
- Logistics in 21st Century -- Role of Supply Chain Management -Design and
Development of Supply Chain Network - Different types of
Supply Chain

Unit II - Logistics: (5 Hrs.)

Customer Selection - Process - Customer Service and Customer Retention
–Relationship Management - Integrating Logistics and Customer Relationship
Management

Unit III - Supply Chain Management: (5 Hrs.)

Managing and Estimating Supply Chain Demand – Forecasting
Techniques – Supplier Networks –Skills to Manage SCM - Recent Trends

Hands On/ Skills: (15 Hrs.)

- Invited lecture from Domain/Industry Experts
- Field Visit (Manufacturing units, Suppliers)
- Assignments, Seminars, Group Discussion, Quiz and Role
- Poster presentations on SCM
- Case Study Development

Prescribed text books

1. Shailesh Kasande, Materials and logistics Management, Nirali Prakashan
2. Jhamb LC, Materials and logistics Management, Everest Publishing House.
3. Martin Christophe, Logistics & Supply Chain Management, Prentice Hall.
4. Alan Rushton, Phil Croucher & Peter Baker (CILT), Logistics and Distribution Management, Kogan Page Ltd.
5. G. Raghuram, Logistics and Supply Chain Management, Macmillan.
6. Dr. Gopal Krishnan – Material Management Rear-view, Pearson New Delhi.

Reference text books

1. B.S. Sahay, Macmillan, Supply Chain Management, Pearson Bowersox, Closs ; Cooper, Supply Chain Logistics
2. Management, McGraw- Hill.
3. Websites on Logistics and Supply Chain Management

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA – 8
(Affiliated to Krishna University, Machilipatnam)

SYLLABUS

Course Title: Solar Energy

Course Code: 20SDCSE2

No. of Hours: 30

Credits: 2

LTP: 200

Objectives

- To facilitate students to learn about importance of solar energy and its storage
- To impart knowledge on solar thermal systems and solar photovoltaic systems and their fundamentals.
- To provide hands on experience, thus giving scope for employment / entrepreneurship.

Course Outcomes

CO1: Describe solar radiation principles, collecting techniques and its storage.

CO2: Summarize the solar photovoltaic technology principles and their fundamentals

CO3: Outline the working principles of solar appliances

UNIT-I – Solar Radiation

(6 Hrs.)

Sun as a source of energy, Solar radiation, Solar radiation at the Earth' s surface, Measurement of Solar radiation- Pyroheliometer, Pyranometer, Solar energy-Importance, Storage of solar energy, Solar pond.

UNIT-II: Solar Thermal Systems

(6 Hrs.)

Principle of conversion of solar radiation into heat, Collectors used for solar thermal conversion: Flat plate collectors and Concentrating collectors, Solar Thermal Power Plant, Solar cookers, Solar hot water systems, Solar dryers, Solar Distillation, Solar greenhouses.

UNIT-III: Solar Photovoltaic Systems

(6 Hrs.)

Conversion of Solar energy into Electricity - Photovoltaic effect, Solar photovoltaic cell and its working principle, Different types of Solar cells, Series and parallel connections, Photovoltaic applications: Battery chargers, domestic lighting, street lighting and water pumping

Hands on /Skill activities (12 hours)

1. Study I-V and P-V characteristics for a photovoltaic module (Solar Cell)
2. Determination of MPP (Maximum Power Point) and calculate fill factor.
3. Investigate the effects of tilting angle on a solar panel on an I-V characteristic.
4. Investigate the effect of incidence of different wavelengths
5. Investigate the effect of series and parallel combination of Solar Cells and respective power characteristics.

Reference Books

1. Solar Energy Utilization, G. D. Rai, Khanna Publishers
1. Solar Energy- Fundamentals, design, modeling & applications, G.N. Tiwari, Narosa Pub., 2005.
2. Solar Energy-Principles of thermal energy collection & storage, S.P. Sukhatme, Tata McGraw Hill Publishers, 1999.
3. Solar Photovoltaics- Fundamentals, technologies and applications, Chetan Singh Solanki, PHI Learning Pvt. Ltd.,
4. Science and Technology of Photovoltaics, P. Jayarama Reddy, BS Publications, 2004.

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA – 8
(Affiliated to Krishna University, Machilipatnam)
SYLLABUS

**Course Title: Fruits & Vegetables
Preservation**

**Course Code: 20SDCFV2
Credits: 2**

No. of Hours: 30

LTP: 200

Objectives

- To impart skill and knowledge on fruits and vegetables preservation to promote entrepreneurship.
- To sensitize the students about contamination and its avoidance.
- To sensitize the students about physico-chemical conditions required for the preservation of fruits and vegetables.

Course Outcomes

CO1: Identify various types of fruits and vegetables and explain their nutritive values.

CO2: Understand the fragile nature of fruits and vegetables and causes for their damage.

CO3: Evaluate various methods of preservation for fresh fruits and vegetables.

UNIT - I Introduction to fruits and vegetables

(5 Hrs.)

1. Fruits: Definition, elementary knowledge on types of fruits (fleshy and dry) with local /common examples. 2. Vegetables: Definition, elementary knowledge on types of vegetables (root, leafy, stem, flower and fruit) with local/ common examples. 3. Importance of fruits and vegetables in human nutrition. 4. Concept of perishable plant products – maturation and spoilage, shelf life; preservation – definition and need for preservation of fruits and vegetables.

UNIT - II Preservation of fruit

(5 Hrs.)

1. Fruits – ripening and biological aging; storage and preservation concerns. 2. Preservation of fresh fruits at room temperature and in cold storage. 3. Fruit preservation at room temperature as juices, squashes and syrups. 4. Preservation of fruits by application of heat; making of fruit products (jams, jellies and fruit slices in processing factories). 5. Preservation by dehydration (Eg. banana chips), application of sugar (Eg. mango candy), application of salt (pickling). 6. Fruit preservation by freezing – storage at the lowest temperatures.

UNIT- III Preservation of vegetables

(5 Hrs.)

1. Vegetables – losses after harvesting and causes; problems in handling and storage. 2. Modern methods of packaging and storage to reduce losses. 3. Trimming of vegetables and packing in cartons; dehydration technique -factory processing. 4. Making of vegetable products (flakes/chips of potato and onion; garlic powder). 5. Frozen vegetables – Carrots, Cauliflower, Okra and Spinach. 6. Preservation of sliced vegetables in factories by canning and bottling.

Skill / Hands - on

(15 Hrs.)

1. Assignments/Group discussion/Quiz/Model Exam.
2. Invited lecture and demonstration by local expert
3. Exhibition of various types of locally available fruits and vegetables.
4. Hands on training on handling and packaging methods of fresh fruits and vegetables.
5. Hands on training on making fruit juices.
6. Display of various preserved fruit products available in local markets.
7. Hands on training on making of potato, yam, onion chips.
8. Display of various preserved vegetable products available in local markets.
9. Watching videos on preservation of fruits and vegetables.
10. Visit to Horticulture University or research station to learn about value added products of fruits and vegetables.

Prescribed Text Books

1. Giridharilal, G. S. Siddappa and G.L. Tandon (2007) Preservation of Fruits andVegetables, Indian Council of Agri. Res., New Delhi.
2. Srivastava, R.P., and Sanjeev Kumar (2019) Fruit and Vegetable Preservation:Principles and Practices, CBS Publishers & Distributors.

Reference Books

1. Thompson, A.K. (1995) Post Harvest Technology of Fruits and Vegetables.Blackwell Sci., U.K. 4. Verma, L.R. and V.K. Joshi (2000) Post Harvest Technology of Fruits and Vegetables. Indus Publ., New Delhi.
2. Srivastava, R.P., and Sanjeev Kumar (2019) Fruit and Vegetable Preservation:Principles and Practices, CBS Publishers & Distributors Pvt., Ltd., New Delhi.

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA
(Affiliated to Krishna University, Machilipatnam)

SYLLABUS

Course Title: Dairy Technology

Course Code: 20SDCDT2

Total: 30 hrs

LTP 200

Credits:2

Objectives

- To ensure youth to maintain healthy livestock- Entrepreneurship
- To develop social research and innovation -Dairy Feed Management, Disinfection, Cleaning and Sanitation

Course Outcomes:

CO1. Understand pre-requisites for a dairy farm- productivity milk and milk products

CO2. Recognize different breeds of Cows & buffaloes following safety precautions.

CO3. Prepare recommended nutrient requirements and vaccines.

Unit- I

5 Hrs

1. Dairy development in India – Dairy Cooperatives (NDRI, NDDB, TCMPF)
2. Constraints of Present Dairy Farming and Future Scope of Dairy Farmer.
3. Selection of site for dairy farm; Systems of housing – Loose housing system, Conventional Dairy Farm; Records to be maintained in a dairy farm.

Section II:

5 Hrs

- 1 Breeds of Dairy Cattle and Buffaloes- Identification of Indian cattle and buffalo breeds and Exotic breeds; Methods of selection of Dairy animals.
2. Systems of inbreeding and crossbreeding
3. Weaning of calf, Castration, Dehorning, Deworming and Vaccination programme
4. Care and management of calf, heifer, milk animal, dry and pregnant animal, bulls and bullocks. Cleaning and sanitation of dairy farm

Section III

5 Hrs

1. Basic Principles of Feed, Important Feed Ingredients, Feed formulation and Feed Mixing
2. Operation Flood –Definition of Milk and Nutritive value of milk and ICMR recommendation of nutrients –Per Capita Milk production and availability in India and Andhra Pradesh -Methods of Collection and Storage of Milk–Labelling and Storage of milk products
- 3 How to start a profitable income source dairy unit to get high yield -statement.

4.Skill Activities : Visit to a Dairy & Poultry Farm ---15 hrs

Reference text books:

1. Dairy Science: Petersen (W.E.) Publisher – Lippincott & Company
2. Hand book of Animal Husbandry - ICAR Edition
3. Outlines of Dairy Technology – Sukumar (De) – Oxford University press
4. Principles and practices of Dairy Farm –Jagadish Prasad

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA – 8
(Affiliated to Krishna University, Machilipatnam)

SYLLABUS

Course Title: Food Adulteration

Course Code: 20SDCFA2

No. of Hours: 30

LTP:200

Credits: 2

Objectives

- To acquire basic knowledge on adulteration of food.
- To test and identify different adulterants in food stuffs.
- To know the laws and procedures of government on food adulteration.

Course Outcomes

- CO1:** Summarise how common foods are adulterated and the impact on health.
- CO2:** Test and Identify the different adulterants in food.
- CO3:** Describe the laws for prevention of food adulteration and consumer protection.

UNIT - I

(5 Hrs.)

Common Foods and Adulteration

Common Foods subjected to Adulteration - Adulteration – Definition – Types; Poisonous substances, Foreign matter, Cheap substitutes, Spoiled parts. Adulteration through Food Additives – Intentional and incidental. General Impact on Human Health.

UNIT - II

(5 Hrs.)

Adulteration of Common Foods and Methods of Detection

Means of Adulteration Methods of Detection Adulterants in the following Foods; Milk, Oil, Grain, Sugar, Spices and condiments, Processed food, Fruits and vegetables. Additives and Sweetening agents (at least one method of detection for each food item).

UNIT- III

(5 Hrs.)

Present Laws and Procedures on Adulteration

Highlights of Food Safety and Standards Act 2006 (FSSA) –Food

Safety and Standards Authority of India–Rules and Procedures of Local Authorities.

Role of voluntary agencies such as Agmark, I.S.I. Quality control laboratories of companies, Private testing laboratories, Quality control laboratories of consumer co-operatives.

Hands on / Skill based learning (15 Hrs.)

1. Hands on training to analyse different food items for adulteration.
2. Adopting various methods to detect food adulteration.
3. Collection of information on adulteration of some common foods from local markets and presenting in the classroom.
4. Presentation of various visual models on adulteration (charts, posters, clay models etc).
5. Visit to Food Corporation of India, Vijayawada (FCI).
6. Simple project-based assessment on food adulteration.

Reference e - Books and Websites

1. A first course in Food Analysis–A.Y. Sathe, New Age International (P) Ltd., 1999
2. Food Safety, case studies–Ramesh.V. Bhat, NIN, 1992
3. [https://old.fssai.gov.in/Portals/0/Pdf/Draft_Manuals/Beverages and confectionary.pdf](https://old.fssai.gov.in/Portals/0/Pdf/Draft_Manuals/Beverages%20and%20confectionary.pdf) 4.
[https://cbseportal.com/project/Download-CBSE-XII-Chemistry-Project-Food Adulteration#gsc.tab=0](https://cbseportal.com/project/Download-CBSE-XII-Chemistry-Project-Food%20Adulteration#gsc.tab=0)
(Downloadable e material on food adulteration)
4. <https://www.fssai.gov.in/>
5. <https://indianlegalsolution.com/laws-on-food-adulteration/>
6. <https://fssai.gov.in/dart/>
7. <https://byjus.com/biology/food-adulteration/>
8. Wikipedia
9. Vikaspedia

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA
(Affiliated to Krishna University, Machilipatnam)

SYLLABUS

Course Title: Research Methodology

Course Code: 20SDCRM2

No of Hours: 30 Hrs.

Credits: 2

LTP 200

Objectives:

- To understand some basic concepts of research and its methodologies
- To identify appropriate research topics and select and define appropriate research problems
- To write a research report and thesis.

Course Outcomes:

CO1: Describe the components of a research study.

CO2: Demonstrate the process of data collection and presentation.

CO3: Develop skills in writing reports.

UNIT- I: Introduction to Research (5 hours)

Meaning of Research – Importance – Objectives of Research – Formulation of Research Problem – Formulation of Hypothesis – Research Design – Research in Social Sciences.

UNIT- II: Collection and Presentation of Data (5 hours)

Meaning - Types and Parts of Questionnaire – Qualities of good Questionnaire –Precautions in Preparing Questionnaire

Administering/Piloting Questionnaire –Collection of data - Dealing with People

– Maintaining objectivity/neutrality. Forms of data

presentation - Tables and Figures – Basic Statistical Methods of Analysis of data –

Simple Ways of showing Results

UNIT- III: Unit- 3 Report Writing (5 hours)

Forms of Reporting - Parts of a Report - Title page to Acknowledgement -

Characteristics of a Good Report – Style of language to be used - Explaining Data in the

Report – Writing fact- based Conclusions – Recommendations.

Skills/ Hands- on: (15 hours)

1. Survey 2. Analytical

Skills

3. Report Writing

Co- curricular Activities:

1. Preparation of sample questionnaire and conduct a live sample survey
2. Collection and study of questionnaires
3. Assisting a real time field survey and report writing
4. Preparation of a sample Report with interpretation of data
5. Assignments/ Group discussion/ Quiz etc.

Prescribed Text Books:

1. Deepak Chawla & Neena Sodhi (2018), Research Methodology: Concepts and Cases, Vikas Publishing House,
2. C.R.Kothari & Gaurav Garg (2019), Research Methodology: Methods and Techniques, New Age International Publishers

References Books:

1. Denscombe M., The Good Research Guide: For Small - Scale Social Research Projects, Open Uni. Press, 1998
2. Sudman S & Bradburn N. M., Asking Questions, 1973
3. Wayne W Daniel, Questionnaire Design, 1979
4. R. Paneerselvam (2014), Research Methodology, PHI Learning
5. Websites on Survey and Reporting.

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA-8
(Affiliated to Krishna University, Machilipatnam)

SYLLABUS

Course Title: Zero Budget Natural Farming

Course Code: 20SDCZF2

No. of Hours: 30 Hrs.

Credits: 2

LTP 200

Objectives:

- To improve the livelihoods of Farmers
- To understand about livelihoods from agriculture and allied sectors.
- To reduce or zero use of chemical fertilizers.

Course Outcomes

CO1: Explain the methods of preparation of zero budget natural farming, nutritive value and advantages and disadvantages.

CO2: Identify the materials used to make natural fertilizers.

CO3: Demonstrate procedure for the preparation of natural fertilizers.

PRACTICAL

UNIT-I: (6 Hours)

1. Introduction to ZBNF - History, definition
2. Brief description methods of preparation of ZBNF

UNIT-II: (6 Hours)

1. Procedure for preparation of Natural Fertilizers by step by step
2. Materials used for Natural Fertilizers

UNIT-III: (6 Hours)

1. Key elements and strategy of ZBNF

UNIT-IV: (6 Hours)

1. Nutrient values for used in ZBNF

UNIT-V: (6 Hours)

1. Advantages and Disadvantages in ZBNF

Reference Text Books:

1. 1975 (in English) 1978 re-presentation The One-Straw Revolution: An Introduction to Natural Farming.
2. "Life and Death in the Field | Final Straw – Food | Earth | Happiness". www.finalstraw.org. Retrieved 2017-04-16.
3. ^ Floyd, J.; Zubevich, K. (2010).
3. "Linking foresight and sustainability: An integral approach". *Futures*. 42: 59– 68. doi:10.1016/j.futures.2009.08.001.
4. Hanley, Paul (1990). "Agriculture: A Fundamental Principle" (PDF). *Journal of Bahá'í Studies*. 3 (1). Archived from the original (PDF) on March 27, 2013. Retrieved April 28, 2014.
5. Colin Adrien MacKinley Duncan (1996). *The Centrality of Agriculture: Between Humankind and the Rest of Nature*. McGill Queen's Press - MQUP. ISBN 978-0-7735-6571-5.

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA-8

(Affiliated to Krishna University, Machilipatnam)

SYLLABUS

Course Title: Employability Skills

Course Code: 20SDCES2

No. Of Hrs: 30

Credits:2

LTP :200

Objectives:

- Review and evaluate your personal attributes and employability skills which are necessary for successful employment and career development.
- To demonstrate an understanding of and develop employability skills and personal attributes related to job selection methods, gaining and sustaining employment.
- To hone the employability related communication skills.
- To investigate employment opportunities and complete a job application including a CV for a specific job opportunity.

Course Outcomes :

By the end of the course the student will be able to:

CO1: Confidently use the tools of communication.

CO2: Develop leadership and Interview skills

CO3: Apply the skills to succeed in interviews and jobs.

CO4: Acquire ability to use Soft Skills in professional and daily life.

UNIT I: (5 Hrs.)

1. Communication Skills
2. Leadership

UNIT II: (5 Hrs.)

1. Interview Skills
2. Group Discussion/ & Public Speaking

UNIT III: (5 Hrs.)

1. Time Management & Stress Management

Co-curricular activities suggested: (15 Hrs.)

1. Conversation practice
2. Role play
3. Mock Interviews
4. Group Discussion
5. Public Speaking

References:

1. Skills by S. Hariharan , N. Sundarajan and S.P. Shanmugapriya ,MJP Publishers.
2. English in Use, Course in Communication skills and Soft skills -2 edited by N.Usha and V.B. Chitra, Orient Black Swan.
3. Communication and Soft skills Volume -I - G.M.Sundaravalli , A.S. Kamalakar, P. Kusuma Harinath. Orient Black ed.

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA - 8
(Affiliated to Krishna University, Machilipatnam)

SYLLABUS

Course Title: Online Business

Course code: 20SDCOB2

No. of Hours: 30Hrs

Credits: 2

LTP: 200

Course Objectives:

- To understand the concept of Online Business
- To make the students to develop online business websites

Course Outcomes:

CO1: To Understand the online business and its advantages and disadvantages

CO2: Recognize new channels of marketing, their scope and steps involved

CO3: To Analyze the procurement, payment process, security and shipping in online business

Unit - I (5 Hrs.)

Introduction to Online-Business-Definition- Characteristics-Advantages of Online Business Challenges- Differences between off-line business, e-commerce and Online Business.

Unit - II (5 Hrs.)

Online-business Strategies-Strategic Planning Process- Procurement - Logistics & Supply Chain Management- Customer Relationship management.

Unit - III (5 Hrs.)

Designing Online Business Website – Policies - Security & Legal Issues
- Online Advertisements - Payment Gateways - Case Study

Skill /Hands On (15 Hrs.)

- Assignments, Group discussion, Quiz etc.
- Short practical training in computer lab
- Identifying online business firms through internet
- Invited Lectures by e-commerce operators

Co-curricular Activities Suggested

- Working with Google and HTML advertisements.

- Visit to a local online business firm

Reference books:

1. David Whiteley, "E-Commerce", Tata McGraw Hill, 2000.
2. E Business by Jonathan Reynolds from Oxford University Press.
3. Soka, From EDI to Electronic Commerce, McGraw Hill.
4. Websites on Online business.

MARIS STELLA COLLEGE (AUTONOMOUS) VIJAYAWADA - 8

(Affiliated to Krishna University, Machilipatnam)

SYLLABUS

Course Title: Retailing

Course Code: 20SDCRT 2

No. of Hours: 30 Hrs.

Credits: 2

LTP-200

Objectives:

- To understand about growth of retailing in India.
- To acquire knowledge about arrangement of retail design.

Course Outcomes:

CO1: Explain the fundamental concepts of retailing.

CO2: Identify various formats and store layouts to setup an organized retail Store.

CO3: Understand the functions of retail Business and retail channels.

Unit - I: Retailing: (5 Hrs.)

Introduction -Retailing - Definition– Role of Retailing- Types of Retailing – Factors influencing the Growth of Retailing in India.

Unit - II: (5 Hrs.)

Store location – factors influencing selection of location - Types of retail outlets - stores design & operations- Merchandise planning - Administrative mechanism

Unit-III: (5 Hrs.)

Human resources in retailing - Job profile- Services to customers – Customer care - Communications with customers - Visual merchandising – enhancing customer loyalty and Sales

Hands On /Skill: (15 Hrs.)

- Group Discussion
- Debate
- Seminar

Prescribed text books

1. Berman, Barry & Evans - Retailing Management- A strategicApproach- Pearson Publications
2. Lamba.A.J. - The Art of Retailing - Tata Mg Graw Hill Publications

Reference books

1. Swapna pradhan.R.M - Retail Management - Tata Mg Graw Hill
2. Websites on Retailing.

MARIS STELLA COLLEGE (AUTONOMOUS) VIJAYAWADA - 8
(Affiliated to Krishna University, Machilipatnam)

SYLLABUS

Course Title: Tally

Course Code: 20SDCTY2

No. of Hours: 30 Hrs.

Credits: 2

LTP: 200

Course objectives :

- To understand the application of ERP System – Tally. ERP9.
- To equip knowledge regarding GST Provisions in Tally

Course Outcomes

CO1: Demonstrate an understanding of the basic concepts of computerized accounting.

CO 2: Create inventory and cost centers of trading and manufacturing organizations.

CO3: Record of Various Accounting Vouchers.

Unit - I: Introduction to Computerized Accounting: (5 Hrs.)

Features of Software – Tally Screen Components – Creation of Company in Tally –

Company features (F:1) – Configuration (F:2) – Processing Transactions in Tally – Groups and Ledgers - Accounting Vouchers – Recording of Transactions – Report Generation – Financial Reports in Tally.

Unit - II: Advanced Accounting in Tally.ERP9: (5 Hrs.)

Bill- wise Details – Cost centers and Cost categories – Voucher classes – Cost centre class – Multiple Currencies – Interest Calculation – Budgets & Controls – Scenario Management – Banking – Stock Summary – Trial Balance – Practical exercises. b) Creating inventory masters in tally.ERP 9

Stock group – Stock categories – Units of measure – Godowns – Stock items – Voucher type – Walkthrough for Creating Inventory Masters – Practice Exercises

Unit - III: Advanced inventory in tally.ERP9 (5 Hrs.)

Inventory Vouchers – Purchase Orders – Sales Orders – Receipt Note – Delivery Note – Rejections Out – Rejections In – Manufacturing Journal – Physical Stock Voucher – Transfer Journal – Walkthrough for Recording Inventory Vouchers – Invoicing – Practical Exercises (Including GST)

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Skill / Hands On: 15 Hrs

- Quiz Programs
- Problem Solving Exercises
- Co-operative learning
- Seminar
- Group Discussions on problems relating to topics covered by syllabus

Co-Curricular Activities:

- Reports on Proforma invoice and account sales
- Visit a consignment and joint venture firms (Individual and Group)
- Collection of proforma of bills and promissory notes
- Examinations (Scheduled and surprise tests)
- Any similar activities with imaginative thinking beyond the prescribed syllabus

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA
(Affiliated to Krishna University, Machilipatnam)

SYLLABUS

Course Title: Disaster Management

Course Code: 20SDCDM2

No of Hours: 30 Hrs.

Credits: 2

LTP: 200

Objectives:

- To provide basic conceptual understanding of disasters and its relationships with development.
- To gain understand approaches of Disaster Risk Reduction (DRR)
- To enhance awareness of Disaster Risk Management institutional processes in India
- To build skills to respond to disasters.

Course Outcomes:

CO1: Classify different types of disasters.

CO2: Outline different aspects of disaster management and role of organizations, citizens and technology.

CO3: Explain post disaster management and service activities

UNIT-I: Introduction (5 hours)

Introduction of Disaster - Different types of disasters- Natural- (flood, cyclone, earthquake, famine and pandemic) - Accidental- (Fire, Blasting, Chemical leakage, Rail, Aviation, Road boat tragedies and nuclear pollution) - Disaster Management Act 2005

UNIT-II: Pre disaster effects (5 hours)

Causes and immediate effects of Disasters - Preparedness of disasters –Precautions – Dissemination of information - Nature and concepts - Role of National Disaster Management Authority and Role of Government and non governmental organization in protecting human livestock and natural resources. - Use of technology -Role of Citizens and Youth in the prevention.

UNIT-III: Post disaster effects (5 hours)

Post disaster effects - short term - Procedures for Rehabilitation and Recovery - Role of volunteers and Safety Precautions - Long term remedial and preventive measures – Collection, filing and storage of information - Case studies.

Skill/Hands-on: (15 hours)

1. Invite lectures by local experts
2. Training on preparedness, post disaster services
3. Analysis of Case studies
4. Visit to a disaster management office and facility
5. Assignments, Group discussion, quiz etc.

Co-curricular Activities:

1. Application of Disaster Concepts to Management
2. Analyze Relationship between Development and Disasters.
3. Preparedness plans for disaster response.
4. Interpretation of laws disaster management act in India
5. Application of Best Practices from Case scenario Studies in India.

References :

1. Jagbirsingh - Disaster Management Future challenges and opportunities- - K. W. Publishers.
2. GOI - UNDP Disaster Management Guidelines
3. J.P. Singhal - Disaster Management - Laxmi Publications
4. www.ndma.gov.in
5. Wikipedia and other websites on Disaster management.

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA
(Affiliated to Krishna University, Machilipatnam)

SYLLABUS

Course Title: Financial Markets

Course Code: 20SDCFM2

No of Hours: 30 Hrs.

Credits: 2

LTP: 200

Objectives:

- To understand some basic concepts of Indian Financial Systems
- To familiarize with stock exchange functions
- To know the trend in Global financial market

Course Outcomes:

CO1: Explain Indian financial systems

CO2: Describe the functions and elements of the capital market.

CO3: Illustrate components of the money market.

UNIT- I: Introduction (5 hours)

Indian Financial System- its components - Financial markets and institutions

UNIT- II: Capital Market (5 hours)

Capital Market - its function - organizations - elements - (shares, debentures, bonds, mutual funds) debt market - Equity market
(SEBI) and secondary market (NSE)

UNIT- III: Money Market (5 hours)

Money market - Organized - Unorganized - Sub market (call money, commercial bills, Treasury bill, Certificate of Deposit, Commercial papers)

Skills/ Hands- on: (15 hours)

1. Employability skills
2. Analyst of Stock Market
3. Financial manager/auditor

Co- curricular Activities:

1. Collection and study of pamphlets, application forms etc.
2. Invited lectures on the field topics by local experts
3. Introducing online classes from NSE
4. Field visit to mutual fund offices/share brokers
5. Observation, study and analysis of selected companies share prices
6. Assignments, Group discussion, quiz etc.

Reference books :

- 1.T.R. Jain R.L. Sarma - Indian Financial System- VK Global publisher
2. Jithendra Gala - Guide to Indian Stock markets Buzzing Stock publishinghouse
3. Saha Siddhartha- Indian financial System- and Markets - McGraw hill
4. Websites on Indian Financial markets.

MARIS STELLA COLLEGE (Autonomous), Vijayawada-8.
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SYLLABUS

Course Title: National Cadet Corps– II

Course Code: 20SDCNC2

No. of Hours: 30 Hrs.

Credits: 2

LTP: 200

Objectives

- To elucidate the concept of Civil Defense, classify Disaster Management and types.
- To explain the process of removal of Debris, collection, distribution of Aid material & Message services, Sick room preparation, and help to locate one's own position using a map

Course Outcomes

CO1: Understand the concept of Civil Defense, its duties & services .

CO2: Remember how to Assist in Removal of Debris, Collection and Distribution of Aid Material and comprehend the characteristics of Home Nursing and preparation of sick room.

CO3: Estimate the own position from map to ground and ground to map with the help of map reading.

UNIT- I: Civil Defense and Disaster Management (5 hours)

Civil Defense: Meaning, Organization and its Duties, Civil Defense Services, Fire Fighting: Meaning, Mode of Fire, Fire Fighting Parties, Fire Fighting Equipment; Disaster Management, Classification of Disaster: Natural Disaster & Man Made Disaster, Disaster Management During Flood, Cyclone and Earth Quake, Assistance in Removal of Debris, Collection and Distribution of Aid Material, Message Services.

UNIT- II: Obstacle Training and Home Nursing (5 hours)

Introduction to Obstacle training, Types of Obstacles. Introduction to Home Nursing, the Roller Bandage and its Application, the Sick Room: Preparation, Cleaning and Lighting, Ventilation. Pulse, Respiration and Temperature Taking and Recording; Observation of the Sick Signs and Symptoms to be noted. Feeding a Helpless Patient. Medicines and their Administration. Fever, Infection, Disinfection and Specific Infectious Diseases. Operation: After care, Dressing of Wounds. Poisons and First Aid.

UNIT-III: Map Reading**(5 hours)**

Introduction to Map and Conventional Signs, Scales, Topographical Forms and Technical Terms, The Grid System, Relief Contours and Gradients, Cardinal Points and Finding North, Types of Bearings and use of Service Protractor, Prismatic Compass, Its use and Introduction to GPS, Setting a Map, Finding Own Position and North, Map to Ground, Ground to Map, Point to Point March.

Skill / Hands-on: (15 hours)

1. Types of Obstacles: Straight Balance, Clear Jump, Zig Zag Balance, High Wall, Right Hand Vault, Left Hand Vault, Ramp, Gate Vault.
2. Invited Lecture by NCC Officers, GCI, PI Staff
3. Visit to Military Academy and NDR
4. Service Protractor and its use
5. Prismatic Compass and its use

Reference Books:

1. Cadet's Hand Book- Common Subject, All Wings, by DG NCC, New Delhi
2. Cadet's Hand Book -Specialized Subject, Army, Navy, and Air –Force by DG NCC, New Delhi.

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA – 8

(Affiliated to Krishna University, Machilipatnam)

SYLLABUS

Course Title: Environment Audit

Course Code: 20SDCEA2

No. of Hours: 30

Credits: 2

LTP: 200

Objectives

- To learn about the basic concepts, pollution, Environmental laws and policies.

Course Outcomes

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

CO1: Outline the basic concepts of environmental health

CO2: Explain the regulatory aspects of environmental laws and policies

CO3: Summarize the scope and requisites of environmental audit

UNIT – I: Industrial Pollution and its effects (5 Hrs.)

Climate – Weather and Air Pollution – Classification of water and water bodies – Water Quality Parameters – Water Pollution – Sources – Classification, nature and Toxicology of water pollutants. - Soil parameters – Soil pollution and impacts – Soil conservation

UNIT – II: Environmental Law & Policy (5 Hrs.)

Highlights of the Acts, Institutional arrangements for: (1) The Water (Prevention & Control of Pollution) Act, 1974 amended in 1988; (2) The Air (Prevention and Control of Pollution) Act, 1981 amended in 1987; (3) The Water (Prevention and Control of Pollution) Cess Act, 1977 amended in 1991; (4) The Environment (Protection) Act, 1986; (5) The Public Liability Insurance Act, 1991; – Indian Policy Statement for abatement of Pollution, 1992.

UNIT – III: Environmental Audit - Scope & Requisites (5 Hrs.)

Environmental Audit: Definition; Objectives; Scope, Coverage - GOI Notification on Environmental Audit - Benefits to Industry. Reporting Environmental Audit Findings - Importance of Environmental Audit Report to industry, public and the governments.

Skill / Hands on**(10 Hrs.)**

1. Visit to understand Institutional arrangements and functioning of Pollution Control Boards.
2. Visiting different Ecosystems
3. Soil analysis: Determination of soil type and texture, pH, Soil Moisture, Nitrogen, Potassium and Phosphorous.
4. Water analysis: Determination of pH, Dissolved solids and suspended solids, Dissolved Oxygen, COD, BOD.
5. Assignments, Group discussion, Quiz etc.

Reference books and websites

1. Environmental Education in India by K.R. Gupta
2. Environmental Legislation in India by K.R. Gupta
3. <https://parivesh.nic.in/>
4. <https://www.cpcb.nic.in/>
5. <https://www.free-ebooks.net/environmental-studies-academi>

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA
(Affiliated to Krishna University)
SYLLABUS

Course Title: Poultry Farming

Course Code: 20SDCPF2

Total: 30 hrs

LTP:200

Credits: 2

Objectives:

- To emphasize the care of commercial poultry under different systems
- To understand procedures and production performance.

Course Outcomes:

CO1: Understand the field level animal husbandry for different systems of poultry.

CO2: Comprehend pertaining skills to rear the different breeds, advantages in hatching.

CO3: Know the requirements of commercial poultry systems.

UNIT: I (Introduction to Poultry Farming):

10 Hrs

1. General introduction to poultry farming -Definition of Poultry; past and present scenario of poultry industry in India.
2. Principles of poultry housing. Poultry houses. Systems of poultry farming.
3. Management of chicks, growers and layers, Management of Broilers.

UNIT: II (Feed and Livestock Health Management):

10 Hrs

1. Poultry feed management – Principles of feeding, Nutrient requirements for different stages of layers and broilers. Feed formulation and Methods of feeding.
2. Poultry diseases – viral, bacterial, fungal and parasitic (two each); symptoms, control and management.
3. Vaccination Programme-Broilers

UNIT: III (Harvesting of Eggs and Sanitation):

10 Hrs

1. Selection, care and handling of hatching eggs. Egg testing. Methods of hatching.
2. Brooding and rearing and Sexing of chicks.
3. Farm and Water Hygiene, Recycling of poultry waste.

Co-curricular Activities Suggested:

1. Group discussion & SWOT analysis
2. Visit to a poultry farm
3. Invited Lectures by Concerned officers of government or private farms

4. Cheap and Healthy Feed preparation by students based on government standards
5. Market study and Survey (Daily poultry market and analysis)

Reference book

1. Sreenivasaiah., P. V., 2015. Textbook of Poultry Science. 1st Edition. Write & Print Publications, New Delhi 2.
2. Jull A. Morley, 2007. Successful Poultry Management. 2nd Edition. Biotech Books, New Delhi"
3. Hurd M. Louis, 2003. Modern Poultry Farming. 1st Edition. International Book Distributing Company, Lucknow."
4. A Text book of Poultry Science by Beneerji and A.H.Singh.

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA – 8
(Affiliated to Krishna University, Machilipatnam)

SYLLABUS

Course Title: Community Nutrition

Course Code: 20SDCCN2

No. of Hours: 30

Credits: 2

LTP: 200

Objectives

- The primary goal of community nutrition efforts is to reduce the instances of nutrition-related illnesses in the target population.
- To improve the nutritional status of children below three years of age, school-aged children 3 -14 years, pregnant and lactating women,
- To reduce the prevalence of underweight, anaemia and helminthiasis among school-aged children and vitamin A deficiency in children and women.
- To improve the food security situation of vulnerable population groups.
- To aware communities (by awareness programme) about the problems of malnutrition and poor hygiene, and to take adequate measures to block the causes.

Course Outcomes

CO 1: Explain dietary guidelines, supplementary foods and nutritional requirements.

CO 2: Demonstrate low-cost nutritious recipes

CO 3: Outline direct and indirect methods of nutritional status assessment

UNIT-I: Meal Planning -Nutrition during Pregnancy & Lactation

(7 Hrs.)

Principles of meal Planning, Balanced Diet. Dietary guidelines for Indians
Pregnancy-Nutrition and Food requirements- Physiological changes and complications.

Lactation- Physiology, Nutritional and Food requirements

UNIT-II: Nutrition during Childhood

(7 Hrs.) Infancy-

Nutritional requirements–Breast feeding and its advantages; Artificial/bottle feeding; Weaning Practices, Supplementary foods.

Early childhood - Nutritional requirements – RDA, Inculcating healthy eating habits among pre-schoolers

Late childhood - Nutritional requirements – RDA, Food habits, Importance of breakfast and packed lunch.

Unit-III Nutritional Status Assessment

(6 Hrs.)

Assessment of the Nutritional Status of the Community

Direct methods-- Anthropometry, Biochemical Analysis, Clinical Examination, Diet Surveys, Functional assessment and Biophysical or Radiological examination.

Indirect methods - Ecological factors and Vital Health Statistics

Skill/ Hand on Activities (10 Hrs.)

1. Nutrition Education to pregnant and lactating women.
2. Preparation of charts and posters for Nutrition education .
3. Exhibition on low cost nutritious foods and balanced diet.
4. Visit to ICDS and Anganwadi -Observation of a mid-day programme at Anganwadi Centre.
5. Visit to government School-Observation and Planning of School Lunch Programmes

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA-8
(Affiliated to Krishna University, Machilipatnam)

SYLLABUS

Course Title: Bee Keeping

No. of Hours: 30Hrs.

Course Code: 20SDCBK2

Credits: 2

LTP: 200

Objectives:

- To Initiate steps for quality honey production and other bee hive products for overseas and domestic markets besides enhancing productivity of various crops through bee pollination.
- To Increase the employment opportunity in rural sector and thus enhancing the ancillary income of the beekeepers & farmers.

Course Outcomes:

CO1: Explain suitable bee keeping species for bee keeping

CO2: Discuss maintain the bee hives

CO3: Outline methodologies of extracting, preservation and marketing of honey and other products of honey bee.

PRACTICAL

Unit: I (6 Hours)

1. Apis classification and taxonomy.
2. Honey bees anatomy and physiology.
3. Metamorphosis, development and social organization.

Unit: II (6 Hours)

1. Behavior and ecology.
2. Pheromones and dance language.
3. Races of honey bees.

Unit: III (6 Hours)

1. Bee products.
2. Humans and bees.
3. Types of beehives and beekeeping tools

Unit: IV (6 Hours)

1. A new apiary: where and how to install.
2. Inspection of a beehive.
3. Acquiring bees and spring management.

Unit: V (6 Hours)

1. Summer management.
2. Autumn and winter management.
3. Grafting larvae and rearing new queens.

Reference Text Books:

1. Delaplane, K.S. 2006. Honey Bees and Beekeeping: A Year in the Life of an Apiary, 3rd Edition. The Georgia Center for Continuing Education, Athens, USA. Ross, C. 2007.
2. Natural Beekeeping : Organic Approaches to Modern Apiculture, White River Junction, London, UK. Dadant C.P., Dadant C.C., Dadant M.G., Dadant J.C. (eds.)
3. The Hive and The Honeybee. Dadant and Sons, Inc. Hamilton, USA. Sammataro D., Avitabile A. 2011. The Beekeeper's Handbook, 4th edition. Cornell University Press, USA.

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA-8
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SYLLABUS

Course Title: Mushroom Cultivation

No. of Hours: 30Hrs.

Course Code: 20SDCMC2

Credits: 2

LTP: 200

Objectives:

- To improve the socio economic status and solve the employment problems of rural economy by generating the income and job opportunities.
- To foremost aim of this course is to promote self employment.
-

Course Outcomes:

CO1: Explain important types of Mushrooms and their cultivation

CO2: Explain maintenance of mushroom in hygienic and scientific way

CO3: Explain value added products of mushroom

PRACTICAL

Unit: I (6 Hours)

1. Cultivation System & Farm design, Fundamentals of cultivation system- small village unit & larger commercial unit
2. Principles of mushroom farm layout- location of building plot, design of farm, bulk chamber, composting platform, equipments & facilities , pasteurization room & growing rooms.

Unit: II (6 Hours)

1. Compost & Composting, Principles of composting, machinery required for compost making, materials for compost preparation.
2. Methods of Composting- Long method of composting (LMC) & Short method of composting (SMC).

Unit: III (6 Hours)

1. Spawn & Spawning, Facilities required for spawn preparation, Preparation of spawn substrate
2. Preparation of pure culture, media used in raising pure culture, culture maintenance, storage of spawn.

Unit: IV (6 Hours)

1. Casting materials & Case running
2. Importance of casing mixture, Quality parameters of casing soil, different types of casing mixtures, commonly used materials.

Unit: V (6 Hours)

1. Cultivation of Button , Oyster and Straw Mushrooms, Collection of raw materials, compost & composting, spawn & spawning, casing & case run, cropping & crop management, picking & packing.

2. Visit to relevant Labs/Field Visits

Reference Text Books:

1. Mushroom Cultivation, Tripathi, D.P.(2005) Oxford & IBH Publishing Co. PVT.LTD, New Delhi.
2. Mushroom Production and Processing Technology, Pathak Yadav Gour (2010) Published by Agrobios (India).
3. A hand book of edible mushroom, S.Kannaiyan& K.Ramasamy (1980). Today & Tomorrows printers & publishers, New Delhi
4. Handbook on Mushrooms, Nita Bahl, oxford & IBH Publishing Co.