



V.S.R. Government Degree & P.G. College
Movva, Krishna DT. 521135

(Affiliated to Krishna University)



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SKILL COURSES

S.No.

Semester-1

A student has to choose any TWO of the following four courses

1

Entrepreneurship Development

2

Leadership Skills

3

Analytical Skills

4

Communication Skills

S.No.

Semester-2

A student has to choose any TWO of the following five courses

1

Business Writing

2

Marketing Skills

3

Investment Planning

4

Stock Market Operations

5

Digital Literacy

S.No.	Semester-3
	A student has to choose any ONE of the following four courses
1	Business Forecasting
2	Project Management
3	Information and Communication Technology
4	Data Analysis

S.No.	Semester-4
	A student has to choose any ONE of the following four courses
1	Cybersecurity
2	Digital Marketing
3	Tourism Guidance
4	Design thinking

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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 to the 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 Local Level
- 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 between financial, 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 New Ideas – 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.

Reference Books:

1. Arya Kumar, Entrepreneurship, Pearson, Delhi
2. Poornima MCH, Entrepreneurship Development –Small Business Enterprises, Pearson, Delhi
3. Sangeetha Sharma, Entrepreneurship Development, PHI Learning
4. Kanishka Bedi, Management and Entrepreneurship, Oxford University Press, Delhi
5. Anil Kumar, S., ET.al., Entrepreneurship Development, New Age International Publishers, NewDelhi
6. Khanka, SS, Entrepreneurship Development, S. Chand, New Delhi
7. Peter F. Drucker, Innovation and Entrepreneurship
8. A. Sahay, M. S. Chhikara, New Vistas of Entrepreneurship: Challenges & Opportunities
9. Dr. B E V L Naidu, Entrepreneurship. Seven Hills Publishers

Suggested Co-Curricular Activities (As far as possible)

1. Group Discussion
2. Debate
3. Seminar
4. Visit to an SSI and preparing of an outline Report
5. Invited Lecture by a Bank Employee on the Bank Support to a Start Up.
6. Chart showing tax concessions to SSI, MSME both direct and indirect.



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



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SKILL COURSE

w.e.f. AY 2023-24

SEMESTER-I

ANALYTICAL SKILLS

Theory

Credits: 2

2 hrs/week

Course Objective: Intended to inculcate quantitative analytical skills and reasoning as an inherent ability in students.

Course Outcomes:

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

1. Understand the basic concepts of arithmetic ability, quantitative ability, logical reasoning, business computations and data interpretation and obtain the associated skills.
2. Acquire competency in the use of verbal reasoning.
3. Apply the skills and competencies acquired in the related areas
4. Solve problems pertaining to quantitative ability, logical reasoning and verbal ability inside and outside the campus.

UNIT – 1:

Arithmetic ability: Algebraic operations BODMAS, Fractions, Divisibility rules, LCM & GCD (HCF).

Verbal Reasoning: Number Series, Coding & Decoding, Blood relationship, Clocks, Calendars.

UNIT – 2:

Quantitative aptitude: Averages, Ratio and proportion, Problems on ages, Time-distance – speed.

Business computations: Percentages, Profit & loss, Partnership, simple compound interest.

UNIT – 3:

Data Interpretation: Tabulation, Bar Graphs, Pie Charts, line Graphs. Venn diagrams.

Recommended Co-Curricular Activities

Surprise tests / Viva-Voice / Problem solving/Group discussion.

Text Book:

Quantitative Aptitude for Competitive Examination by R.S. Agrawal, S.Chand Publications.

Reference Books

1. Analytical skills by Showick Thorpe, published by S Chand And Company Limited, Ramnagar, New Delhi-110055
2. Quantitative Aptitude and Reasoning by R V Praveen, PHI publishers.
3. Quantitative Aptitude for Competitive Examination by Abhijit Guha, Tata Mc Graw Hill Publications.



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

SKILL COURSE

w.e.f. AY 2023-24

SEMESTER-I

COMMUNICATION SKILLS

Theory

Credits: 2

2 hrs/week

Course Objectives & Outcomes:

Upon the completion of the course the students will be able to:

- Understand the nature importance of communication.
- Learn the process involved in communication.
- Develop interview skills.
- Acquire presentation skills.
- Effectively play their roles in group discussions.
- Enhance the skills of public speaking.

Course Content:

UNIT-I

BASICS OF COMMUNICATION

1. Nature and importance of communication
2. Process of Communication
3. Principles of communication
4. Barriers to effective communication
5. Strategies for effective communication

UNIT-II

PRESENTATION SKILLS

1. Preparation of a good presentation
2. Verbal communication in presentation
3. Non-verbal communication in presentation
4. Visual aids/Materials in presentation
5. Analyzing audience and managing questions

UNIT- III

INTERVIEWS AND GROUP DISCUSSIONS

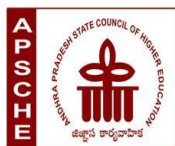
1. Interview and its types
2. Before, during and after an interview
3. Do's and Don'ts in an interview
4. Basic Interview questions
5. Structure and process of Group Discussions
6. Role functions, Do's and Don'ts

Recommended Activities:

- Presenting seminar papers.
- Mock interviews.
- Using Power point presentations in seminars.

References:

- Working in English, Jones, Cambridge
- Business Communication, Raman –Prakash, Oxford
- Speaking Personally, Porter-Ladousse, Cambridge
- Speaking Effectively, Jermy Comfort, et.al, Cambridge
- Anjanee Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill
- Jermy Comfort, Speaking Effectively, et.al, Cambridge



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

SKILL COURSE

w.e.f. AY 2023-24

SEMESTER-II

BUSINESS WRITING

<u>Theory</u>	<u>Credits: 2</u>	<u>2 hrs/week</u>
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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.
3. Reports and Presentations: Preparing formal reports and presenting findings to the class.
4. Quizzes and Tests: Assessing understanding of business writing principles and grammar.
5. Class Participation: Active engagement in discussions, peer reviews, and activities.

Text Books:

1. Business Writing Basics by Jane Watson (Author) Publisher: Self Counsel Press Inc; 2nd edition (1 August 2002) ISBN-10: 1551803860 ISBN-13: 978-1551803869
2. Successful Business Writing - How to Write Business Letters, Emails, Reports, Minutes and for Social Media - Improve Your English Writing and Grammar: of Exercises and Free Downloadable Workbook by Heather Baker Publisher: Universe of Learning Ltd; Illustrated edition (1 March 2012) ISBN-10 : 1849370745 ISBN-13 : 978-1849370745
3. Business Correspondence and Report Writing, 6th Edition by R C Sharma, Krishna Mohan, Virendra Singh Nirban. Publisher: McGraw Hill Education (India) Private Limited. ISBN-10: 9390113008 ISBN-13 : 978-9390113002

Reference Books:

1. "The Essential Business Handbook: The Nuts & Bolts of Getting Up and Running Fast" by John Storey and Amelia Storey (Indian Edition)
2. "The AMA Handbook of Business Writing: The Ultimate Guide to Style, Grammar, Punctuation, Usage, Construction, and Formatting" by Kevin Wilson and Jennifer Wauson



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SKILL COURSE

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SEMESTER-II

MARKETING SKILLS

Credits: 2

2 hrs/week

Course Objective:

This course will help the students to develop a better appreciation and understanding of the role of marketing in a business organization specifically, and able to have operational skills of various marketing activities.

Learning Outcomes:

The learner is able to:

1. Formulate a *marketing* plan that will meet the needs or goals of a business or organization and Conduct *market research* to provide information needed to make *marketing* decisions.
2. Understand different strategies for effective design of Marketing Mix;
3. Know the Sales Skills including effective personal selling skills;

Unit I: Introduction to Marketing:

(10 Hrs)

Core Marketing Concepts – Company Orientation towards the Marketplace – The Holistic Marketing Concept - Marketing Management Tasks; Marketing Environment: Macro and Micro Components and their Impact on Marketing Decisions – Marketing Research and Information; Market Segmentation, Targeting and Positioning Strategies - Determinants of Consumer Behaviour;

Unit II: Marketing Mix:

(12 Hrs)

Elements of Marketing Mix - Product, Price, Promotion and Place, 7P's of Service Marketing Mix; **Product:** Classification of Products - Product Life Cycle - New Product Development – Branding Decisions; **Price:** Pricing Strategies: Understanding Pricing – Steps in setting the Price - Price Adapting Policies, and Initiating and Responding to Price Changes: **Promotion:** Marketing Communications, Promotion Mix Elements: Advertising, Sales Promotion, Personal Selling, Events and Experiences, Public Relations and Publicity, Online and Social Media Marketing; **Place:** Marketing Channels: Channel Functions and Flows, Channel Management Decisions.

Unit III:

Nature and Role of Selling:

(8Hrs)

Importance of Selling, Nature and Role of Selling: Importance of Selling – Role in the Context of Organization; Attributes of a Good Salesperson: Personality and Physical Characteristics, Enthusiasm, Confidence, Intelligence, Self-Worth, Knowledge-product, Competition, Organization, Market, Customer, Territory; Communication Skills, Persuasive Skills. Personal Selling Skills: The opening – Need and problem identification–the Presentation and Demonstration – Dealing with Objections – Negotiations – Closing the Sale -follow up.

Curricular Activities:

1. Analyze different needs and wants of consumers in your locality or region
2. Prepare the prevalent marketing environment in your locality or region.
3. Identify Product Life Cycle stages of few Products like consumer durables (ex., Electronic goods, Computers, etc.).
4. Analyze Marketing strategies/planning used by automobile cosmetic and FMCG companies.
5. Conduct Market Research for the need of new products in your region.

References

1. Philip Kotler, Kevin Lane Keller, Abraham Koshy & Mithileswar Jha, *Marketing Management -A South Asian Perspective*, Pearson Education.
2. Agarwal, P.K., *Marketing Management – An Indian perspective*, PragatiPrakasham
3. Kazmi SHH, *Marketing Management Text and Cases*, Excel.
4. Philip Kotler and Armstrong.G., *MARKETING*, Prentice Hall of India, 12th Edition.
5. Core Selling Skills: Because Selling Is All About People Paperback – 1 January 2015 by Les Giblin (Author)
6. Ramaswamy V.S. & Nama Kumari, S., *Marketing Management – Planning and Control*, Macmillan.

E- Learning Reference:

1. https://www.udemy.com/course/the-new-manager-managing-people-teams-processes/?utm_source=adwords&utm_medium=udemyads&utm_campaign=Leadership_v.NONP_la.EN_cc.INDIA&utm_term=._ag_136108019508._ad_606494316205._de_c._dm_.pl_.ti_kwd-295074359507._li_9302139._pd_.&utm_term=._pd_.kw_business+management+and+leadership_.&matchtype=b&gclid=CjwKCAjww7KmBhAyEiwA5-PUSp4Q_OUYVm29rgKdiM_Oc2hfjgLJIb6F2pxFukILjqtD-JDI8-kEYxoC6W4QAvD_BwE



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

SKILL COURSE

w.e.f. AY 2023-24

SEMESTER-II

INVESTMENT PLANNING

Credits: 2

2 hrs/week

Course Objectives:

The objective of the course is to make the students familiarise with the concepts of investment, associated risks along with the regulatory authorities that monitor the capital market.

UNIT - I

Investment: Attributes of Investment, Investment and speculation, Features of a good Investment, Investment Process. Investment Avenues – Types. Tax saving options.

UNIT - II

Return and Risk: Meaning and Measurement of Security Returns. Meaning and Types of Security Risks- Systematic Vs Non-systematic Risk. Measurement of Total Risk - Intrinsic Value Approach to Valuation of Bonds and Shares.

UNIT - III

Portfolio: Choosing the right Investment options, Construction of Investment portfolio, and Portfolio management. Investor Protection Guidelines of SEBI– SEBI Investment Advisors Regulations.

Hands on Activities:

1. Group/Individual presentations on Investment Alternatives (Advantages, Suitability and Limitations).
2. Calculation of Stock Return and Risk from historical data of NSE and BSE.
3. To make comparative analysis between various stocks using excel.

References:

1. Prasanna Chandra, Investment Analysis and Portfolio Management, Tata McGraw Hill.
2. Bhalla VK, Investment Management, S.Chand.
3. Donald E.Fischer, Ronald J.Jordan, Security Analysis and Portfolio Management; Prentice Hall of India.
4. Preeti Singh, Investment Management, Himalaya Publishers.
5. Pitabas Mohanty Spreadsheet Skills for Finance Professionals Taxmann Publications.



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

SKILL COURSE

w.e.f. AY 2023-24

SEMESTER-II

STOCK MARKET OPERATIONS

Credits: 2

2 hrs/week

Course Objectives:

This course aims at giving a comprehensive understanding on the stock market operations in terms of its structure, trading, settlement procedures, processes and related components and the regulations, emerging challenges in the Indian Stock market.

UNIT - I

Markets – Introduction- Types of Markets; Primary Market: Meaning, Functions, Intermediaries - Role of Primary Market –New Issues Market –IPO's –Recent trends in Primary Market – Secondary Market: Functions, Various Stock Exchanges in India (BSE, NSE) and Regulatory framework– SEBI– Listing conditions–Secondary Market Intermediaries.

UNIT - II

Stock Exchanges BSE, NSE & MCX –Different Trading Systems – DEMAT- Different types of Settlements –De-mat Settlement –Physical settlement - Pay-in and Pay-out –Bad Delivery –Short delivery –Auction –Market types, Order types and Books.

UNIT – III

Stock Market Indices: Meaning, Purpose, and Construction in developing Index – Methods– Stock Market Indices in India – Scrip selection criteria for BSE Sensex and NSE S&P CNX Nifty. Overview: Derivatives, Commodity and Currency market.

Hands on Activities:

1. Detailed Group/Individual presentations on current year IPOs.
2. Demonstration of Stock Trading (Simulation).
3. Practical sessions on stock market operations.

References:

1. Punithavathy Pandian, Security Analysis and Portfolio Management, Vikas Publishing House Pvt. Ltd.
2. Prasanna Chandra, Investment Analysis and Portfolio management, Tata McGraw Hill, 3rd Edn., 2008.
3. 3.V. A. Avadhani, Investment and Securities Market in India, Himalaya Publishing House.
4. Sanjeev Agarwal, A Guide to Indian Capital Market, Bharat Publishers.
5. Ravi Puliani and Mahesh Puliani, Manual of SEBI, Bharat Publication.



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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

Prescribed readings:

1. Appreciation of Digital Literacy Handbook published by Department of Electronics & Information Technology, Ministry of Communications & Information Technology, Government of India

Web Resources:

1. https://youtu.be/b2X_i5Bz-VM
2. <https://youtu.be/jln3-P6L2ro>
3. <https://youtu.be/cfDisqUMIvw>
4. https://youtu.be/3h_PvURedrc
5. <https://youtu.be/EqN0LBcydBg>

Note: Digital Literacy course should be taught by blending the practical demonstration of concepts with hands-on experience by learners using desktop/laptop computer and mobile handset devices



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

SKILL COURSE

w.e.f. AY 2023-24

SEMESTER-III

BUSINESS FORECASTING

Credits: 2

2 hrs/week

Course Objectives

- To understand need and importance of Business forecasting.
- To Know various types of Business forecasting Techniques.
- To elucidate better understanding of the concepts related to different models of Forecasting.
- To develop an understanding of application of forecasting tools in Business through applications of technology.

UNIT-1: INTRODUCTION:

Meaning, Significance of Forecasting, History of Forecasting, Types of Forecasting, Forecasting process. Nature of Forecasting, Economic Theory and Forecasting. Business Forecasting, Methods of Forecasting- Choosing a forecasting method- determining the adequacy of forecasting method.

UNIT-2: BUSINESS FORECASTING MODELS

Simple Correlation and Simple Regression - Time Series Analysis: Components of Time Series: Trend, Seasonal, Cycle and Irregular Components Time Series components, Smoothing Techniques, Moving Averages- Exponential Smoothing and Other Advanced Techniques, Qualitative models of forecasting: Delphi method- sales force composite-consumer panel survey.

UNIT-3: COMPUTER APPLICATIONS TO BUSINESS FORECASTING

Introduction, Objectives, The needs and uses of computer forecast packages, Monitoring and Controlling Forecast. Emerging forecasting packages; Sales and Profit Forecasting-. Method

of sales/Profit Forecasting. Material Forecasting – Approaches: Non-Statistical and Statistical Approach.

Activities for students:

- Students can be asked to compare any product service demand of previous years and forecast for the next quarter year.
- Students should be given relevant Case studies and ask them to present in the class room.
- Financial and Marketing forecasting exercises have to be conducted and ask students to present in the class room.

Reference Books:

1. Hanke, J.E. and Wichern D., Business Forecasting, 9th edition, Pearson, 2015.
2. J. Holton Wilson and Barry Keating (2001), Business Forecasting, McGraw Hill/Irwin, Fourth Edition
3. Makridakis, Spyros; Wheelwright, Steve and Hyndman, Robert J. (1998). Forecasting: Methods and Applications. 3rd edition. Hoboken, NJ: Wiley
1. “Business Forecasting: A Practical Approach”, A. Reza Hoshmand



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SKILL COURSE

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SEMESTER-III

PROJECT MANAGEMENT

Credits: 2

2 hrs/week

Course Objectives

1. To understand the basic elements necessary for Project Management.
2. To enable the student to conduct preliminary screening of project.
3. To gain knowledge on conducting the studies of market, technical and operational feasibility of the Project.
4. To analyse the financial viability of the project.
5. To provide insight into Planning and implementation of project

UNIT I: BASICS OF PROJECT MANAGEMENT:

Meaning, Definition and Need for Project Management – Importance of Project Management- Types of Projects- Project Management Knowledge Areas and Processes - The Project Life Cycle - Phases of Project Management Life Cycle - Project Management Processes - - Essentials elements of Project Management (Scope, Time , Cost, Quality, Risk) - Project Management Principles- Role of Project Manager (PM).

UNIT II: PROJECT IDENTIFICATION AND SELECTION:

Generation of Ideas, Sources of New Project Ideas, Preliminary Screening of Projects. Project Identification Process- Sources of Financial resources - Pre-Feasibility Study - Feasibility Studies: Market Feasibility, Financial Feasibility and Technical Feasibility - Project Break - even point -

UNIT III: PROJECT PLANNING:

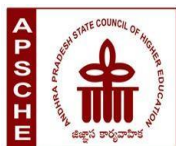
Need of Project Planning - Project Life Cycle – Roles - Responsibility and Team Work - Project Planning Process – Network Analysis (basics) - Project Initiation and evaluation - Impact of Delays in Project Completions.

Activities for Students:

- Capstone project should be allocated to Students for preparing a project plan.
- Students should be taken to local startups or Industrial estates to get practical exposure.
- Organizing a lecture with successful entrepreneurs on how to initiate startup and tap the opportunities.
- Guest lecture by MSME authorities or DIC authorities for making students understand various schemes and policies offered by government.

Reference Books:

1. Prasanna Chandra, Projects, Planning, Analysis, Selection, Financing, Implementation and Review, Tata McGraw Hill Pvt. Ltd., New Delhi.
2. K. Nagrajan, Project Management, New Age International Publishers,
3. R. Paneerselvam, P. Senthil Kumar, Project Management, PHI.
4. Vasanth Desai, Project Management, Himalaya Publications.
5. Clifford F. Gray, Erik W. Larson, Project Management, the Managerial Emphasis, Tata McGraw Hill.



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

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, Message Composition, 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 and Group 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 – by Raymond 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.



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

SKILL COURSE

w.e.f. AY 2023-24

SEMESTER-III

DATA ANALYTICS

Credits: 2

2 hrs/week

Learning Outcomes:

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

- Understand the framework of big data environment.
- Apply pre-processing techniques that aid in feature selection.
- Classify the data for better understanding.

UNIT - I:

8hrs

Introduction: Overview, Data Science, Big Data Characteristics, Architecture – Core Layers, service layers; roles in data science team, life cycle of data-centric projects, big data life cycle.

UNIT-II:

10hrs

Pre-processing: Introduction, Measures of Central tendency-Mean, Median, Mode, sampling distributions, inferential statistics, ANOVA, feature selection-PCA.

UNIT-III:

12hrs

Methods: Association rules, Apriori algorithm, overview of clustering, k-means algorithm, Regression- Linear, Logistic, Support Vector Machines, Classification- Decision Tree classification, Attribute selection, Naïve Bayes Classification.

Text Books:

1. G. Sudha Sadasivam, R. Thirumahal, “Big Data Analytics”, Oxford University Press.

Reference Books:

1. Paul Zikopoulos, Chris Eaton, “Understanding Big Data Analytics for Enterprise Class Hadoop and Streaming Data”, 1st edition, TMH.

Activities Planned:

1. Identify the roles played by different persons in the team.
2. Understand the phases of big data life cycle.
3. Calculate the central tendency for a given data.
4. Apply Apriori algorithm for generating association rules on a given data.
5. Construct decision tree on a given data for classification.



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

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.



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

SKILL COURSE

w.e.f. AY 2023-24

SEMESTER-IV

DIGITAL MARKETING

Credits: 2

2 hrs/week

Course Objective:

With the popularity of digital marketing rising steadily, the interest of individuals is also being awakened in this field. The course is aimed at creating awareness and knowledge application of various Digital Marketing tools to individuals from multidisciplinary background.

Learning Outcomes:

The learner is able to:

1. Know the emerging trends in digital marketing and applicable knowledge of various digital marketing tools.
2. Build a functional website with the help of WordPress and exposure to Search Engine Optimization tools;
3. Understand the different types of Social Media Marketing Techniques;

Unit I: Introduction to Digital Marketing:

(8 Hrs)

Concept, Components of Digital Marketing, Need and Scope of Digital Marketing, Benefits of Digital Marketing; Digital Marketing Platforms: Website Marketing, Search Engine Marketing, Online Advertising, Email Marketing, Blog Marketing, Social Media Marketing, Audio, Video and Interactive Marketing, Online Public Relations, Mobile Marketing; Migrating from Traditional Channels to Digital Channels; Digital Marketing Trends.

Unit II: Website Design and Development:

(12 Hrs)

Basics of website design and development, Elements of a good website, Responsive web design and its importance; Understanding the functionality of WordPress: Add content, Install and Activate plugins, Functionality of different plugins; Understanding user experience and user interface design. Search Engine Optimization (SEO): Importance of SEO, understanding Web Search – keywords, HTML tags, Inbound Links, Display Ads - choosing a Display Ad Format, Landing Page and its importance.

Unit III: Social Media Marketing:

(10 Hrs)

Understanding Social Media, Social Networking with Facebook, LinkedIn, Blogging as a social medium, Microblogging with Twitter / X, Social Sharing with YouTube, Social Media for Customer Reach, Acquisition and Retention. Measurement of Digital Media: Analyzing Digital Media Performance, Analyzing Website Performance, Analyzing Advertising Performance.

Curricular Activities:

1. Explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks.
2. Blog Creation: This involves setting up a website on WordPress and creating a blog populated with pages, posts, and plugins.
3. SEO : This involves performing SEO on your blog or conducting an SEO audit of a website
4. Social Media Marketing: Here, you will run a 5-day campaign on Facebook Ads manager to drive traffic to either your blog/ a website or create engagement for your Facebook page. You will learn how to run the campaign from end to end from setup to optimization.
5. Google Analytics 4: Learners will analyze their blog using Google Analytics 4. They will generate, read and present insights from Google Analytics reports.

Reference Books

1. Michael Miller, B2B Digital Marketing, 1e, Pearson, 2014.
2. Vandana Ahuja, Digital marketing, Oxford University Press 2015
3. Michael R Solomon, Tracy Tuten, Social Media Marketing, Pearson, 1e, 2015.
4. Judy Strauss & Raymond Frost, E-Marketing, Pearson, 2016
5. Richard Gay, Alan Charles worth and Rita Esen, Online marketing – A customer led approach Oxford University Press 2007.
6. Chuck Hemann& Ken Burbary, Digital Marketing Analytics, Pearson, 2019
7. The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns 1st Edition, Kindle Edition by Ian Dodson (Author) Format: Kindle Edition
8. Fundamentals Of Digital Marketing, 2e Kindle Edition by Bhatia (Author) Format: Kindle Edition
9. Digital Marketing: Strategy & Tactics | IM | e by Jeremy Kagan et al.

E- Learning Reference:

1. https://www.bluehost.com/cs/special/wordpresscampaigns?utm_campaign=wordpress_PP_C&utm_source=googleads&utm_medium=genericsearch&utm_affiliate=bluehost_PPC&irpid=101&clickid=P61C101S570N0B5578A2D4499E0000V110&pb=signup_searchgenericpromo&channelid=P61C101S570N0B5578A2D4499E0000V110&utm_source=google&utm_medium=genericsearch&gclid=CjwKCAjww7KmBhAyEiwA5PUSvRfsUqR5d7VlwKNJ5i5CiFPGCpFkBH8upqIAzrkT6KvhoiewDp-jBoCtHsQAvD_BwE&gclsrc=aw.ds
2. https://swayam.gov.in/nc_details/NPTEL



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

SKILL COURSE

w.e.f. AY 2023-24

SEMESTER-IV

TOURISM GUIDANCE

Theory

Credits: 2

2 hrs/week

Learning Outcomes:

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

1. *Understand the basic tourism aspects*
2. *Comprehend the requirements, role and responsibilities of profession of a Tourist Guide*
3. *Apply the knowledge acquired in managing different groups and guiding in a tour*
4. *Explain basic values related to tourism and heritage*

Syllabus:

Unit I: (06 hrs)

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

Unit II: (10 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: (10 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 Activities Suggested: (04 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.



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

SKILL COURSE

w.e.f. AY 2023-24

SEMESTER-IV

DESIGN THINKING

Credits: 2

2 hrs/week

Course Outcomes:

1. To understand the principles and fundamentals of Design Thinking as a problem-solving methodology.
2. To foster creative thinking and ideation techniques to generate innovative solutions.
3. To learn rapid prototyping methods for iterative testing and refinement of design concepts.

Unit 1: Introduction to Design Thinking: Definition and history of Design Thinking, Core principles and mindset, Applications in various fields (e.g., product design, service design, social innovation).

Unit 2: Empathizing with Users: Techniques for understanding user needs and behaviors, Conducting interviews and observations, Creating user personas. Defining the Problem: Problem statement formulation, Identifying root causes and reframing problems, Stakeholder analysis and prioritization.

Unit 3: Ideation and Creativity: Brainstorming techniques and exercises, Divergent and convergent thinking, Idea selection and evaluation. Prototyping and Testing: Rapid prototyping methods (low-fidelity and high-fidelity), Conducting user tests and feedback collection, Iterative design and refinement. Collaboration and Teamwork: Effective teamwork in Design Thinking projects, Roles and responsibilities within multidisciplinary teams, Communication and presentation skills.

Class Participation Activities:

- Active engagement in discussions, exercises, and group activities.
- Individual and Group Assignments: Reflections, problem-solving tasks, and project deliverables.
- Design Thinking Project: A comprehensive project applying Design Thinking principles to address a real-world problem.
- Presentations: Presenting design concepts, prototypes, and project outcomes.

Text Books:

1. "Design Thinking: A Paradigm Shift in Design" by Prateek Harne and Aman Vohra.
2. "Design Thinking: An Indian Perspective" by Pooja Khatri.
3. "Design Thinking: A Manual for Innovation" by Joana N. Vasconcelos.
4. "Design Thinking in India: The Next Big Leap" by Yatin Sethi.

Reference Books:

1. "Design Thinking: Understanding How Designers Think and Work" by Nigel Cross.
2. "Design Thinking: Process and Methods Manual" by Robert Curedale.
3. "Design Thinking for Visual Communication" by Gavin Ambrose and Paul Harris.
4. "Design Thinking: A Guide to Creative Problem Solving for Everyone" by Bruce Hannah.
5. "101 Design Methods: A Structured Approach for Driving Innovation in Your Organization" by Vijay Kumar.