

KAKATIYA UNIVERSITY
U.G OFFICE MANAGEMENT (Under CBCS)
B.A. Final Year
SEMESTER – V
(Discipline Specific Course)

Paper - V: Business Communication

Unit – 1: Introduction

1. Nature. Importance and Process of Communication
2. Different forms of Communication.
3. Barriers to Communication.

Unit – 2: Business Correspondence

1. Letter Writing, presentation, Inviting quotations, Sending quotations.
2. Inviting tenders, Sales letters, claim & adjustment letters and social correspondence.
3. Job application letter, preparing the Resume.

Unit – 3: Report Writing

1. Importance of Report Writing.
2. Types and characteristics of Report Writing.
3. Elements of Structure and Process of Writing.

Unit – 4: Business Etiquettes

1. Business manners, Body language gestures
2. Handling business meetings.
3. Vocabulary building.

Unit – 5: Oral Presentation

1. Importance of Oral Presentation.
2. Characteristics of oral presentation and presentation Plan.
3. Power point presentation, Visual aids.

Suggested Readings:

1. Lesikar, R.V. & Flatley, M.E.; *Basic Business Communication Skills for Empowering the Internet Generation*, Tata McGraw Hill Publishing Company Ltd. New Delhi.
2. Bovee, and Thill, *Business Communication Today*, Pearson Education
3. Shirley Taylor, *Communication for Business*, Pearson Education
4. Locker and Kaczmarek, *Business Communication: Building Critical Skills*, TMH
5. Sinha, K.K., *Business Communication*, Galgotia and Sons, New Delhi.
6. Reuben, Ray; *Communication today – understanding creating skills*, Himalaya Publishing House, 2001.
7. E. H. McGraw, S. J.; *Basic Managerial Skills for All*. Fourth Edition, Prentice Hall of India Pvt. Ltd., New Delhi.
8. Stephen R. Covey; *The seven habits of highly effective people*

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SEMESTER – V
(Discipline Specific Elective)
Paper – IA (Optional –A)
Paper – I A: Human Resource Management

Unit – 1: Introduction to Human Resource Management

1. Meaning, Nature and Importance of HRM
2. Evolution of HRM, Differences between Personnel Management & HRM
3. HR Policy and Environment in India

Unit – 2: Acquiring of Human Resources

1. Human Resource Planning – Concepts, Objectives, Importance and Process
2. Recruitment & Selection – Concept, Meaning and Importance, Process and Sources
3. Placement and Induction

Unit-3: Performance Appraisal

1. Concept of Performance appraisal
2. Objectives and importance of performance appraisal
3. Process and methods of performance appraisal

Unit – 4: Compensation Administration

1. Compensation Administration, Concept, Meaning and Importance factors influencing the compensation
2. Policies and Plans of Central Pay Commission regarding – Wage, Salary, Allowances, Fringe benefits and Incentives
3. Motivation and Morale – Discipline and Disciplinary procedures related to employees

Unit – 5: Human Resource Development

1. HRD – Concept, Scope & Importance
2. Learning Theories – Individual and Group, Self-directed learning & Behaviour Modeling
3. Training – on-the-job & off-the-job training, Simulation, Vestibule training

Suggested Readings:

1. C.S. Venkata Raman & B.K. Srivastava, Personnel Management and Human Resource Management, Tata Machgrw Hill Publishing Co. Ltd. New Delhi, 1991.
2. David.A. Decenzo & Steplhen.P. Robbins, Personnel and Human Resource Management, Printice Hall India, New Delhi, 1997.
3. Arun Monappa, Human Resource Management
4. PP Arya and BB Tandon, Human Resource Development Deep & Deep, New Delhi, 1995.
5. Fisher, Shah and Shocnfeldt, HRM All India Publishers, Chennai, 1999.
6. N.K. Singh, HRM, Excel Books, New Delhi, 1999
7. Lallan Prasad & AM Banarjee, Management of Human Resource Starling Publishers, New Delhi, 1994.

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SEMESTER – V (Discipline Specific Elective) Paper – IB (Optional –B)

Paper – IB: BUSINESS ORGANISATION AND MANAGEMENT

Unit – 1: FUNDAMENTAL CONCEPTS:

1. Concepts of Business, Trade, Industry and Commerce – Classification – Relationship between Trade, Industry and Commerce
2. Nature of Business-Objectives of Business – Functions of Business-Social Responsibility of a business
3. Entrepreneur: Meaning – Characteristics of Entrepreneurs – Types of Entrepreneurs – Functions of an entrepreneur - Steps to Start an Enterprise – Sources of finance

Unit – 2: BUSINESS ORGANISATION:

1. Forms of Business Organization – Classification-Factors influencing the choice of suitable form of Organization
2. Sole Proprietorship – Meaning-Characteristics – Advantages and Disadvantages
3. Partnership – Meaning – Characteristics – kinds of partners-Registration of partnership

Unit -3. FORMATION OF JOINT STOCK COMPANY:

1. Joint Stock Company-Meaning- Definition - Characteristics- Advantages- Disadvantages
2. Kinds of Companies – Difference between private and public companies
3. Promotion of a Company –Stages of promotion–Promoters – Characteristics- Registration- Preparation of Important Documents

Unit -4. MANAGEMENT, PLANNING AND DECISION MAKING:

1. Management: Meaning – significance – Functions- Management Vs Administration
2. Leadership- Leader Vs Manager – Traits of successful Leaders – Scientific Management
3. Planning: Meaning- Significance- Types of Plans – Decision Making & Steps in Process Decision Making

Unit – 5. ORGANISING:

1. Organizing: Meaning – Features – the process of organization – principles of organization.
2. Delegation of authority: Meaning – principles-Types –Difficulties in delegation – Guidelines for making delegation effective.
3. Centralisation - Decentralisation: Meaning –Difference between delegating and decentralization.

Suggested Readings:

1. RK Sharma and Shashi K.Gupta: Industrial Organization and Management, Kalyani Publications.
2. CB Gupta: Industrial Organization and Management, Sultan Chand
3. Bhushan YK: Business Organizational and Management, Sultan Chand
4. Subba Rao P: Management and Organizational Behavior, Himalaya Publications
5. Gupta CB: Entrepreneurship Development in India, Sultan Chand
6. Bhatia RC: Business Organization and Management, Ane Books

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SEMESTER – V (Discipline Specific Elective)
Paper – IC (Optional –C)

Paper - IC: ENTREPRENEURSHIP DEVELOPMENT

Unit –I: Entrepreneurship:

1. Introduction-Meaning – Definition of Entrepreneurship –Entrepreneur & Enterprise
2. Entrepreneur: Concept-Functions-Classifications-Characteristics-Nature & Significance
3. Types of Entrepreneur- Entrepreneur Vs Professional Manager

Unit – II: Entrepreneurial Environment:

1. Concept of Entrepreneurship-Entrepreneurial Environment
2. Entrepreneurial Opportunities in Indian Environment Scanning-idea Generation – Transformation of ideas into opportunities
3. Market Assessment-Trend Spotting-Creativity and Innovation – Role of Technology-Innovative Process –Selection of the Right Opportunity

Unit – III: Small and Medium Enterprise:

1. Small and Medium Entrepreneurship: Concept- Definition-Characteristics-Objectives
2. Relationship between Small and Large Business – Selection of Location-Incentives &Subsidies-Export Possibilities
3. Causes of Industrial Sickness – Remedial Measures –Government Policy and Support

Unit –IV: Entrepreneur and Financial Institutions:

1. Role of Consultancy Organization – Role of Financial Institutions
2. Role of Development Financial Institutions
3. Project Financing – Sources of Finance – Business Incubators

Unit – V: Preparing the Business Plan (BP):

1. Meaning – Importance of BP – Preparation of BP
2. BP format - Financial aspects of the BP – Marketing aspects of the BP – Human Resource aspects of the BP-Technical aspects of the BP – Social aspects of the BP
3. Common pitfalls to be avoided in preparation of a BP

Suggested Readings:

1. Vasantha Desai: Dynamics of Entrepreneurial Development and Management, Himalaya Publishers.
2. C.B.Gupta & N.P.Srinivasan: Entrepreneurship Development in India, Sultana Chand
3. V.Gangadhar, Narasimha chary, G.Naresh Reddy, Rajendar and Amaraveni: Entrepreneurship Development in India, Kalyani Publishers.
4. C.B.Gupta & S.S. Khanka: Entrepreneurships and Small Business Management, Sultan Chand & Sons.
5. Udai pareek and T.V.Rao, Developing Entrepreneurship
6. B.Janakiraman, Rizwana M: Entrepreneurship Development, Excel Books

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Semester – V: Generic Elective Paper-I
(FOR ALL SOCIAL SCIENCE FACULTY DEPARTMENTS)

WATER RESOURCES MANAGEMENT

UNIT-I

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

Unit-II

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

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B.A. Final Year
SKILL ENHANCEMENT COURSE – FOR SOCIAL SCIENCES
Semester - V
Telangana Heritage & Culture

Module-I:

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

Module-II:

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

Recommended Books:

- Gangoly, O.C. *Andhra Sculpture*.
Gopala Krishna Murthy. S. , . *Jain Vestiges in Andhra*.
Telangana History and Culture: Telugu Academy, Hyderabad.
Krishna Sastry, V.V., *The Proto and Early Historical Cultures of Andhra Pradesh*.
Lakshimiranjanam, K., *Spot Lights on Telugu*.
Nigam. M.L., *Sculptural Art of Andhra*.
Radhakrishna Sarma, M. : *Temples of Telangana*.
Ramachandra Murthy, S.S.: *A Study Telugu Place-Names*.
Ramakantham, S. : *Guide Book to Kolanupaka Site Museum*.
Venkataramanyya, N., *The Chalukyas of L(V) Vemulavada*.
Rea, Alexander, *South Indian Buddhist Antiquities*
Subrhamanyam, B., *Buddhist Monuments in Andhra Pradesh*.
Jawaharlalnehru. G., *Jain Vestiges in Andhra*.
Jitendra Das, D., *The Buddhist Architecture in Andhra*.
J. Ramanaiah, *History and Culture of Karimnagar District, (A.P.)*.
Kamal Nathan, K: *Impact of Buddhism on Telugu Society*.

Telugu:

- Salaam Hyderabad* (Telangana Navel). Paravastru Lokeswar
A. Satyanarayana, *Telangana Charithra –Samskruthi Rasta Avatharana Udyamalu*.
Sunki Reddy Narayana Reddy, *Mungili*.
S. Narasaiah, *Telivaha Godavari*.
Sastri, B.N., *Vemulawada Charitra-Sasanamulu*.
----- *Nallagonda Mandala Sarvvaswamu*.
Venkateswarlu, P.B., *Bouddha Mahakshetramulu*.