

Krishna University, Machilipatnam

Board of Studies Meeting

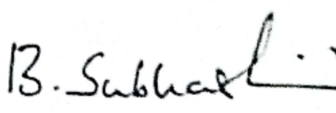
UG BOARD OF STUDIES

FOR

SKILL ENHANCEMENT COURSES.

The meeting of the UG Board of Studies for Skill Enhancement Courses is held at 10.30 AM on 06-07-2026 in blended mode at Government Degree College, Tiruvuru, NTR Dist.

The following Members of the BoS for Skill Enhancement Courses were present:

UG BOARD OF STUDIES FOR edX Courses		
MEMBER	NAME & DESIGNATION	SIGNATURE
CHAIRMAN	Dr. M. Srinivasa Rao, Department of Commerce Dr. LHR Govt. Degree College, Mylavaram	
MEMBER	Smt B. Subhashini, Department of English Dr. LHR Govt. Degree College, Mylavaram	
MEMBER	Sri N. John Sukumar, Department of Economics, SRR & CVR Government Degree College, VJA	
MEMBER	Dr.N. Venkatadri, Department of Computer Science, Dr. LHR Govt. Degree College, MYM	

MEMBER	Dr. B. Prakasam, Department of History SRR & CVR Govt. Degree College, VJA	<i>B. Prakasam</i>
MEMBER	Dr. R. Praveen Dathu, Lecturer in Zoology Government Degree College, Tiruvuru	<i>R. Praveen Dathu</i>
Industrialist	M. Sarath Kumar	<i>attended online</i>
University Nominee	Prof. E. Dileep, Department of English, Krishna University, Machilipatnam	<i>attended online</i>
Student -1	SK. Sameera Dr. LHR Government Degree College, Mylavaram	<i>SK. Sameera</i>
Student - 2	Ms. Pilli Sravani, 1 st B. Sc Honours Zoology Government Degree College, Tiruvuru	<i>P. Sravani</i>

Agenda:

Item 1: Approval of syllabus for Skill Enhancement Courses for Semester III & IV w.e.f Academic Year 2025-2026(Regulations).

Item 2: Approval of blue print.

Item 3: Approval of division of marks for internal assessment.

Item 4: Any other item with the approval of the Chair.

RESOLUTIONS

1. It is resolved to adopt and implement the syllabi for skill enhancement course subjects as appended here under for the III to IV semesters for the Academic year 2025-26.
2. The Board of studies unanimously resolved to have 50 marks allocated for semester end examination to be held by Krishna University.
3. The Board of studies unanimously resolved the model question paper with its scheme of distribution of marks as laid down here under.
4. The BOS also came out with a model question paper



SEMESTER-III

SKILL ENHANCEMENT COURSES

A student has to choose any **ONE** of the following four courses

Year	Semester	Course	Title of the Course	No. of Hrs /Week	No. of Credits
I1	III	3	Business Forecasting	2	2
			Design thinking.		
			Cyber security		
			Tourism Guidance		

SEMESTER-IV

A student has to choose any **ONE** of the following four courses

Year	Semester	Course	Title of the Course	No. of Hrs /Week	No. of Credits
I1	IV	4	Information and Communication Technology	2	2
			Digital Marketing		
			Data Analysis		
			Project Management		

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III/IV SEMESTER
BLUEPRINT OF QUESTION PAPER
FOR SKILL ENHANCEMENT COURSE

Time : 90 Min

Max. Marks : 50

SECTION-A

*Answer any **four** questions*

Marks : 4 x 5 M = 20M

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

SECTION-B

*Answer any **THREE** questions.*

Marks: 3x10M =30 M

- 9.
- 10.
- 11.
- 12.
- 13.



KRISHNA UNIVERSITY

Machilipatnam, Andhra Pradesh

SKILL ENHANCEMENT COURSES

Syllabus Compilation

Effective from Academic Year: 2025-26

SEMESTER - III

- Business Forecasting
- Design Thinking
- Cyber Security
- Tourism Guidance

SEMESTER - IV

- Information and Communication Technology (ICT)
- Digital Marketing
- Data Analytics
- Project Management



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BUSINESS FORECASTING

Semester: **SEMESTER - III**

Credits: 2

Weekly Hours: 2 hrs/week

COURSE OBJECTIVES:

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

SYLLABUS:

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 classroom.
- Financial and Marketing forecasting exercises have to be conducted and ask students to present in the classroom.

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.
4. "*Business Forecasting: A Practical Approach*", A. Reza Hoshmand.



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DESIGN THINKING

Semester: **SEMESTER - III**

Credits: 2

Weekly Hours: 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.

SYLLABUS:

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 & Defining the Problem

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, Prototyping, and Collaboration

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 Khati.
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.



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CYBER SECURITY

Semester: **SEMESTER - III**

Credits: 2

Weekly Hours: 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.

SYLLABUS:

UNIT - I (8 Hours)

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 (12 Hours)

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 (10 Hours)

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 Sunit Belpure, *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.



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TOURISM GUIDANCE

Semester: **SEMESTER - III**

Credits: 2

Weekly Hours: 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 the 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 Hours) - Guidance in Tourism

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

Unit II (10 Hours)

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 Hours)

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 HOURS):

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.
3. Pat Yale (1995); *Business of Tour Operations*, Longman Scientific & Technical, New Delhi.
4. Websites on Tourism guidance.



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INFORMATION AND COMMUNICATION TECHNOLOGY (ICT)

Semester: **SEMESTER - IV**

Credits: 2

Weekly Hours: 2 hrs/week

OBJECTIVES:

This course aims at acquainting the students with basic ICT tools which help them in their day to day 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 Hours)

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 Hours)

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 Hours)

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 HOURS):

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)).
3. Quiz and Group Discussion.
4. Slip Test.
5. Try to solve MCQs available online.

Suggested Student Hands-on Activities:

- Create your accounts for the above social networking sites and explore them, establish a video conference using Skype.
- Create an Email account for yourself - Send an email with two attachments to another friend. Group the email addresses use address folder.
- 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. Raymond Greenlaw and Ellen Hepp, *In-line/On-line Fundamentals of the Internet and the World Wide Web*, 2/e, Publishers: TMH.
2. *Internet Technology and Web Design*, ISRD group, TMH.
3. Dennis P. Curtin, Kim Foley, Kunal Sen and Cathleen Morin, *Information Technology: The Breaking Wave*, TMH.



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DIGITAL MARKETING

Semester: **SEMESTER - IV**

Credits: 2

Weekly Hours: 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.

SYLLABUS:

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: 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. 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 Charlesworth and Rita Esen, *Online Marketing - A Customer-led Approach*, Oxford University Press, 2007.
6. Chuck Hemann & Ken Burbary, *Digital Marketing Analytics*, Pearson, 2019.
7. Ian Dodson, *The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns*, 1st Edition.
8. Bhatia, *Fundamentals of Digital Marketing*, 2e.
9. Jeremy Kagan et al., *Digital Marketing: Strategy & Tactics*.



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DATA ANALYTICS

Semester: **SEMESTER - IV**

Credits: 2

Weekly Hours: 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.

SYLLABUS:

UNIT - I (8 Hours)

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 (10 Hours)

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

UNIT - III (12 Hours)

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.



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PROJECT MANAGEMENT

Semester: **SEMESTER - IV**

Credits: 2

Weekly Hours: 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 analyze the financial viability of the project.
5. To provide insight into Planning and implementation of project.

SYLLABUS:

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, Essential 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.