

Sant Gadge Baba Amravati University, Amravati

NEP – 2026-27

B.A. Part

Public Administration (653)

SEC

Class	Semester	Credits	Course Code	Course Name	Teaching Hrs.	Exam Duration	Max. Mark
	I	2	653276	Skill (Pub.Admini.) - I Introduction to Public Relations	30	2Hrs.	Th. 30 Int. 20
	II	2	653277	Skill (Pub. Admini.) -II- Professional skill and Communication	30	2Hrs.	Th. 30 Int. 20
	III	0	--	--	--	--	--
	IV	0	--	--	--	--	--
	V	2	653278	Skill (Pub.Admin.) - III Administration of Non-Government Organizations	30	2Hrs.	Th. 30 Int. 20
	VI	0	--	--	--	--	--

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NEP – 2026-27

B.A. Part I (Semester – I)

Public Administration (653)

Code	Title	Credit	Period	Mark
SEC -I- (Pub.AD)653276	Introduction to Public Relations	02	30	30+20=50

The Curriculum of any Course shall be designed as per following template:

Objectives :	1.Understand the concept, nature, scope, and importance of Public Relations (PR). 2.Develop communication and interpersonal skills required for PR. 3.Learn PR tools, techniques, and media relations. 4.Acquire practical skills in organizing events, writing PR materials, and managing public image.			
Course Outcomes (Cos) :	1: Explain the concepts, principles, and significance of Public Relations. 2: Demonstrate effective communication and public relation skills. 3: Apply various PR tools and techniques in organizational settings. 4: Prepare PR materials and manage media relations and public image.			
Unit	Content	Workload Allotted	Weightage of Marks Allotted	Incorporation of Pedagogies
1	Public Relations- Meaning, Importance & Agencies	07	07 Marks	Suggested Internal Evaluation Methods (20 Marks): 1.Seminar/Assignment on any topic of the above syllabus. 2.Test with multiple choice questions / short and long answer questions.
2	1.Communication Process in Public Relations 2.Types of Publics (Internal and External) 3.Role and Qualities of a Public Relations Officer (PRO)	08	8 Marks	
3	Public Relations Tools and Media - 1.Press Release and Press Note Press Conference and Media Briefing 2.House Journals, Newsletters and Brochures 3.Digital Public Relations 4.Social Media and Online Reputation Management	07	07 Marks	
4	Practical Applications of Public Relations - 1.Event Management and Public Relations 2.Corporate Social Responsibility (CSR) and PR 3.Government Public Relations	08	8 Marks	

संदर्भ ग्रंथ :	1. Alison Theaker, The Public Relations Handbook Company New Delhi 2. .V.Vilanilam, Public Relations in India: New Tasks and Responsibilities, SAGE Publications India Pvt Ltd, New Delhi2011. 3. C. S.Rayadu and K.R.Balan, Principles of Public Relations 4. Ikbal Narayan, Panchayatraj Administration in Maharashtra
Model Questions:	1) Long answers on any Two Units out of the Four Units. (This Question having 07 Marks) (questions should internal choice based. ie. Solve any one question from following questions.) 2)Short answers on any Two Units out of the Four Units. (Each question having 04 Marks) Short answers Types questions should internal choice based. (ie. Solve any Two questions from following questions.)

Sant Gadge Baba Amravati University, Amravati

NEP – 2026-27

B.A. Part I (Semester – II)

Public Administration (653)

Code	Title	Credit	Period	Mark
Skill (Pub.Ad) - II- 653277	Professional skills and communication	02	30	30+20=50

The Curriculum of any Course shall be designed as per following template:

Objectives :	1.Develop professional communication skills among students. 2.Enhance employability skills required in the workplace. 3.Improve verbal, non-verbal and written communication abilities. 4.Develop leadership, teamwork and professional behaviour. 5.Prepare students for interviews, presentations and career opportunities.			
Course Outcomes (Cos) :	1: Understand the importance of professional skills and communication in personal and professional life. 2: Apply effective verbal and written communication techniques. 3: Demonstrate presentation, teamwork and leadership skills. 4: Develop professional etiquette and career-oriented skills.			
Unit	Content	Workload Allotted	Weightage of Marks Allotted	Incorporation of Pedagogies
1	Introduction to Professional Skills - 1.Meaning and Concept of Professional Skills 2.Importance of Professional Skills in Career Development 3.Types of Professional Skills: Soft Skills, Hard Skills Employability Skills 4.Personality Development and Positive Attitude 5.Time Management and Goal Setting	07	07 Marks	Suggested Continuous Internal Evaluation Methods (20 Marks): 1.Seminar/Assignment on any topic of the above syllabus. 2.Test with multiple choice questions / short and long answer questions.
2	Professional Communication Skills- 1.Meaning, Nature and Process of Communication 2.Types of Communication: Verbal Communication Non-Verbal Communication Written Communication 3.Listening Skills and Feedback Mechanism 4.Professional Writing: Email Writing Official Letters	08	8 Marks	

	Resume and Cover Letter Preparation			
3	Workplace Communication and Interpersonal Skills - 1.Interpersonal Communication Skills 2.Team Building and Teamwork 3.Leadership and Decision-Making Skills 4.Conflict Management and Negotiation Skills 5.Professional Ethics and Workplace Behaviour 6.Emotional Intelligence and Stress Management	07	07 Marks	
4	Career Skills and Professional Presentation - 1.Presentation Skills and Public Speaking 2.Interview Skills and Group Discussion 3.Corporate Etiquette and Professional Grooming 4.Digital Communication Skills 5.Networking Skills and Online Professional Profile 6.Career Planning and Employability Skills	08	8 Marks	
Reference books :	1.Meenakshi Raman and Prakash Singh, Business Communication, Oxford. 2.Muralikrishna C., Sunita Mishra “Communication Skills for Engineers” 2nd edition, Pearson, New Delhi 2010			
Model Questions:	1) Long answers on any Two Units out of the Four Units. (This Question having 07 Marks) (questions should internal choice based. ie. Solve any one question from following questions.) 2)Short answers on any Two Units out of the Four Units. (Each question having 04 Marks) Short answers Types questions should internal choice based. (ie. Solve any Two questions from following questions.)			

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B.A. Part III (Semester – V)

Public Administration (653)

Code	Title	Credit	Period	Mark
Skill (Pub.Ad) - III 653278	Administration of Non-Government Organizations	02	30	30+20=50

The Curriculum of any Course shall be designed as per following template:

Objectives :	1. To Provides Knowledge of Non-Government Organization and their Administration. 2. To understand the work of N.G.Os in Nation building. 3. The ability of Students to understand the non-government organization and its works			
Course Outcomes (Cos) :	1. Understand the concept of NGO, its types and registration procedure. 2. Ability to critically analyze challenges faced by NGOs. 3. Develop Knowledge & skills with regards to fund raise strategies. 4. Analyze the various schemes provided by the government. 5. Understand the process of projects and its management			
Unit	Content	Workload Allotted	Weightage of Marks Allotted	Incorporation of Pedagogies
1	Non-Government Organization- Meaning, Importance, Process of Formation of NGO, Role of NGO"s in Development	07	07 Marks	Suggested Continuous Internal Evaluation Methods (20 Marks): 1.Seminar/Assignment on any topic of the above syllabus. 2.Test with multiple choice questions / short and long answer questions.
2	Administration of N.G.O.- Meaning, Definition, Nature of NGO"s administration, Scope of NGO"s administration	08	8 Marks	
3	Sources of NGO Funding- Internal Sources, External Sources, NGO Darpan Portal	07	07 Marks	
4	Problems and Challenges of NGO- Lack of credibility Poor Governance Political Interference	08	8 Marks	
Reference books :	1. Chandra, Snehalatha:2001,"Non-Governmental Organizations: Structure, relevance and function" Kanishka Publications, New Delhi. 2. Dr. L.M. Prasad, Principles of Management, Himalaya Publication New Delhi 3. प्रा. रूपाली शेठ व प्रा. नेहा पुराणिक व इतर, व्यवस्थापनाची तत्वे व कार्य, डायमंड प्रकाशन, पुणे. 4. प्रा.डॉ. शिंदे प्रकाश, प्रा.डॉ. शेख मोहंमद हनिफ, २०१८, आपत्ती व्यवस्थापन व अशासकीय संघटनांचे व्यवस्थापन, अरुणा प्रकाशन, लातूर			

	5. डॉ. प्रभाकर देशमुख, व्यवसाय व्यवस्थापनाची मुलतत्वे, पिंपळापुरे पब्लिकेशन, नागपूर 6. प्रा. डॉ. विलास गायकवाड, सामाजिक कल्याण प्रशासन व स्वयंसेवी संस्था, दयाधन पब्लिकेशन, हिंगोली
Model Questions:	1) Long answers on any Two Units out of the Four Units. (This Question having 07 Marks) (questions should internal choice based. ie. Solve any one question from following questions.) 2) Short answers on any Two Units out of the Four Units. (Each question having 04 Marks) Short answers Types questions should internal choice based. (ie. Solve any Two questions from following questions.)