

Sant Gadge Baba Amravati University, Amravati
NEP – 2026-27
B.A. Part
Public Administration (653)

VSEC

Class	Semester	Credits	Course Code	Course Name	Teaching Hrs.	Exam Duration	Max. Mark
1	I	0	--	--	--	--	--
	II	2	653271	VSEC (Pub.Ad.) I- Personality Development& Communication Skill	30	2Hrs.	Th. 30 Int. 20
2	III	2	653272	VSEC (Pub.Ad.) II- Administrative Skills	30	2Hrs.	Th. 30 Int. 20
	IV	2	653273	VSEC (Pub.Ad.) III – Leadership Styles and Conflict Management	30	2Hrs.	Th. 30 Int. 20
3	V	2	653274	VSEC (Pub.Ad.) IV- Office Management	30	2Hrs.	Th. 30 Int. 20
	VI	2	653275	VSEC (Pub.Ad.) V- Media Management	30	2Hrs.	Th. 30 Int. 20

Sant Gadge Baba Amravati University, Amravati

NEP – 2026-27

B.A. Part I (Semester – II)

Public Administration (653)

Code	Title	Credit	Period	Mark
VSEC (Pub.Ad.) I- 653271	VSEC (Pub.Ad.) I- Personality Development & Communication Skill	02	30	30+20=50

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

Objectives :	1. Developing the effective communication skills among the students. 2. Inculcating the soft skills in theoretical and practical ways and also to develop the effective communication skills among the students. 3. Learning about the essential factors for personality development and bringing them in to practice. 4. Create understanding of the nonverbal forms of communication			
Course Outcomes (Cos) :	1. Students will acquire theoretical knowledge of concepts such as personality, skills, values, communication, motivation and leadership 2. Students will develop self-understanding based on theoretical understanding of personality, skills, values, communication, motivation and leadership. 3. It will help to acquire attitude, manners and communication skills necessary for rational decision making.			
Unit	Content	Workload Allotted	Weightage of Marks Allotted	Incorporation of Pedagogies
1	Personality-Definition, Elements, Determinants	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	Personal Grooming-Personal Hygiene, Social Effectiveness, Etiquettes	08	8 Marks	
3	Communication Skills-Meaning and Importance, Formal & Informal Communication, Importance of Effective Communication	07	07 Marks	
4	Interview Preparation-Resume Writing, Dress Code, Techniques of Interview	08	8 Marks	
संदर्भ ग्रंथ :	1. Ajmani, J C (2012) Good English: Getting it Right. Rupa Publications: New Delhi 2. Andrews, Sudhir (1988) How to Succeed at Interviews (21st Reprint). Tata McGraw Hill: New Delhi 3. Baron, Robert A and Misra, Girishwar (2015) Psychology (Indian Sub-continent Edition). Pearson: New Delhi 4. Becker, Ethan F. and Wortmann, Jon (2009) Masterin			
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 II (Semester – III)

Public Administration (653)

Code	Title	Credit	Period	Mark
VSEC (Pub.Ad.) II 653272	Administrative Skills	02	30	30+20=50

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

Objectives :	1To develop practical administrative and managerial skills among students. 2 To enhance communication and office management abilities. 3 To familiarize students with digital and e-governance practices. 4. To promote leadership and citizen-centric administrative values.			
Course Outcomes (Cos) :	1. Understand the basic administrative and office skills. 2. Develop communication and drafting abilities. 3. Use digital governance tools effectively. 4. Apply leadership and public service skills in practical situations.			
Unit	Content	Workload Allotted	Weightage of Marks Allotted	Incorporation of Pedagogies
1	Meaning, Nature and Importance of Administrative Skills	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	Good Administrator A) Functions of Good Administrator B)Qualities of Good Administrator- I) Communication skill II) Ethics and character III) Time management IV) Team work	08	8 Marks	
3	Principles of Administration A) Planning :- Meaning, types and importance B) Decision Making : – Meaning, importance C) Discipline :- Meaning and importance	07	07 Marks	
4	Digital Administration and E-Governance- E-Governance: Meaning and Importance Digital India Programme Use of ICT in Administration Online Public Service Delivery Systems	08	8 Marks	
Reference books :	References: 1) Rathod P.B., Contemporary Public Administration ABD Publishers Jaipur 2004			

	2) Awasthi & Maheshwari, Public Administration, Laxminarain Agrawal, Agra. 3) A.R. Tyagi, Public Administration, Atma Ram & Sons Publication New Delhi. 4) Mohit Bhattacharya, New Horizon of public Admini., Jawahar Publishers New Delhi. 5) प्रसादसिंग बिरकेश्वर, लोकप्रशासन, ज्ञानदा प्रकाशन नई दिल्ली 6) कटारिया सुरेंद्र, लोकप्रशासन, नॅशनल पब्लिकेशन हाऊस, नई दिल्ली 7) फाडिया बी.एल. " लोकप्रशासन", साहित्य भवन पब्लिकेशन, नवी दिल्ली. २००१ 8) फडिया बी.एल., उच्चतर लोकप्रशासन साहित्यभवन प्रकाशन, आग्रा-२००१. 9) बंग के. आर., प्रशासकीय सिद्धांत, विद्या प्रकाशन औरंगाबाद, २००४. 10) दुबे अशोककुमार, २१ वी शताब्दी में लोकप्रशासन, टाटा मॅकग्राहिल पब्लिशिंग कंपनी, नवी दिल्ली 11) एम. लक्ष्मीकांत, लोकप्रशासन, टाटा मॅकग्रा-हिल पब्लिशिंग कंपनी, नवी दिल्ली २००६ 12) बोरा पारस व शिरशाट श्याम, लोकप्रशासन शास्त्रे विद्या प्रकाशन औरंगाबाद, जून २०१३. 13) पोहेकर प्रीती, लोकप्रशासनाची मुलतत्वे, अरुणा प्रकाशन, लातूर -२००८. 14) भूताळे पी. व्ही.&वडवळे बी.सी. लोकप्रशासन सहाय्यारी प्रकाशन नांदेड 15) खुमसे स्मिता&रेड्डी उर्मिला, लोकप्रशासनाची मुलतत्वे अरुणा प्रकाशन २०११ 16) डॉ. उर्मिला रेडी, लोकप्रशासनातील कौशल्य विकास कार्यक्रम अरुणा प्रकाशन लातूर 2018
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 II (Semester – IV)

Public Administration (653)

Code	Title	Credit	Period	Mark
VSEC (Pub.Ad.) III 653273	Leadership Styles and Conflict Management	02	30	30+20=50

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

Objectives :	1. To Learn Role of Leader in Conflict management 2. Describe how conflict impacts individuals and teamwork. 3. Assess your own personal history and comfort level with conflict. 4. Distinguish between task and relationship conflict.			
Course Outcomes (Cos) :	1. Understand the different styles of leadership given by administrative thinkers. 2. They will also understand the causes and level of conflicts in an organization. 3. Students will also be able to understand the handling of inter-personal conflict 4. Describe a leader"s role in managing conflict in the Organization 5. Understand how to turn conflict into an opportunity for redemption and reconciliation.			
Unit	Content	Workload Allotted	Weightage of Marks Allotted	Incorporation of Pedagogies
1	Leadership-Meaning & Types of Leadership, Importance of Leadership, Qualities of Leadership	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	Leadership Styles-Autocratic Style, Democratic Style, Laissez Faire Style	08	8 Marks	
3	Organization Conflicts-Causes of Organizational Conflicts, Types of Conflicts, Criteria for Conflicts Management	07	07 Marks	
4	Negotiations-Bargaining strategies in negotiation, Negotiation process stages, Techniques of Negotiations	08	8 Marks	
Reference books :	1. Elijah Odhiambo, 2011, Leadership Styles and Conflict Management in the Anglican Church, LAMBART Academic Publication 2. A Denise Stanley, 2009, Leadership and Conflict Management Styles, VDM Verlag			
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 III (Semester – V)

Public Administration (653)

Code	Title	Credit	Period	Mark
OE -IV- 653274	VSEC (Pub.Ad.) IV- Office Management	02	30	30+20=50

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

Objectives :	1. To understand the meaning of Office Administration. 2. To introduce the Office Procedure and Method. 3. To identify various problems in Office Administration			
Course Outcomes (Cos) :	1. Evaluate the functions of Office Administration. 2. Students will become responsible Administrator 3. To understand Structure and function of office Administration. 4.To Analyze the office Problems of Office Administration			
Unit	Content	Workload Allotted	Weightage of Marks Allotted	Incorporation of Pedagogies
1	Office Management - Meaning, Importance & Functions of management	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	Office Services, Scientific Office Management, Duties and Responsibilities of Office Manager	08		
3	Office Procedure and Method a) Head of Institute – Qualities and Function b) Establishment - Function c) Filing – Meaning and Method	07	8 Marks	
4	Record Management - Objectives, Classification, Disposal etc. Note Sheets	08	07 Marks	
Reference books :	1. E. C. Eyre, Med, ACIS, Office Administration, Rupa Co. New Delhi, 1983. 2. Prof. Sahai, Modern Office Management, Kitab Mahal, Allahabd. 3. Arora S.P., Office Organisation and Management. 4. Pillai & Bagavathi, Office Organization and Management S.Chand Company, New De 5. Lokhandwala A.H.,Office Management, Nirali Prakashan, Pune			
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 III (Semester – VI)

Public Administration (653)

Code	Title	Credit	Period	Mark
VSEC (Pub.Ad.) V - 653275	Media Management	02	30	30+20=50

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

Objectives :	1.To Develop the professional skills enabling access and shape the media industry 2.To enable the students to learn to develop strategies and create business models that promote public relations 3.To improve communication, strategy and shaping of the political agenda and public discourse 4.To assess how knowledge on media, politics, communication and related fields could provide employment 5.To engage with research and communicate your ideas in a variety of media, including text, video and audio			
Course Outcomes (Cos) :	On completion of this course, students will learn 1.To apply the means of professional and management roles in the media industry 2.To work in a variety of professions, including advertising, non-profit management, and media relations as well as media advocacy and education. 3.To be familiar with the options to work in radio, print journalism, publishing, public relations, advertising, and television 4.To gain a perspective on the evolution of media in the last 25 years and on key current trends.			
Unit	Content	Workload Allotted	Weightage of Marks Allotted	Incorporation of Pedagogies
1	Meaning, Nature and Scope of Media Management, Officer – Role and Responsibilities of Media Manager	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	Communication in Media – Techniques and Models – Media as communicating medium	08	8 Marks	
3	Media Management Tools – Advertising ,Publicity ,Propaganda, Diplomacy, Promotion ,Campaigns – Lobbying	07	07 Marks	
4	The Basic Functions of Government in Media Department – Agencies to provide information to the Citizens – Citizen Service Centers – Civic Society and Media – Emerging Trends and Issues in Media	08	8 Marks	
Reference books :	Media Management Hardcover – 2018 -Dr. Saroj Kr. Mishra - Gyan Geeta Prakashan Chaturvedi Badrinath: Media Management First Edition – Global Vision Publishing House 2009 Yadav K. P. – MediaManagement - 2020- Adhyayan Publishers & Distributors			
Model	1) Long answers on any Two Units out of the Four Units. (This Question having 07 Marks)			

Questions:	(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.)
-------------------	---