

**SRIVENKATESWARA UNIVERSITY**  
**TIRUPATI - 517 502**

(Accredited with 'A' grade by NAAC)

**DIRECTORATE OF**  
**DISTANCE EDUCATION**

(RECOGNISED BY DISTANCE EDUCATION COUNCIL, IGNOU, NEW DELHI)

**COMMON PROSPECTUS**

**For PG, UG & Diploma Courses**

(WITH APPLICATION FORM FOR ADMISSION)



**2011-12**

Website:

[www.svudde.org](http://www.svudde.org)

[www.svuniversity.in](http://www.svuniversity.in)



## PREFACE

**Dear Learners,**

*The Directorate of Distance Education of Sri Venkateswara University extends a warm and hearty welcome to you for choosing our Institution for your higher education study. This is a common prospectus which covers all important points relating to admission into all the programmes (except B.Ed. and B.A./B.Com. Open University System) offered by the DDE.*

*The main objective of Distance Education is to “reach the un-reached”. Through Distance Education, we hope to provide all the need-based academic and vocational programmes at your doorstep.*

*Sri Venkateswara University, established in 1954, is one of the three oldest Universities in Andhra Pradesh. The University has been making commendable strides in its service to the socially and educationally disadvantaged students of the society. The University is accredited by NAAC with ‘A’ grade.*

*The Directorate of Distance Education came into existence in the year 1972 to extend the frontiers of academic excellence beyond its campus.*

*I hope you will find this prospectus helpful in pursuing your higher studies in this Institute. You are advised to go through the contents in the Booklet before filling in your admission application form, and to keep this prospectus till you complete the programme / course. I wish you all success in your efforts.*

**Prof. A.VARADA REDDY**  
**DIRECTOR**

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# 1. INTRODUCTION

Education is a life-long process. It does not stop at any particular age. The conventional system of education was proved inadequate to accommodate the growing needs of the Indian Society. Therefore, the system of distance education has emerged as an effective alternative to the conventional system of education. Distance education system caters to the needs of those who cannot pursue formal college education and those who wish to improve their knowledge and skills.

## Main Objectives of Distance Education Institutions

- a. To provide higher educational opportunities to the people who were deprived of the same earlier.
- b. To promote professional efficiency for the in-service candidates.
- c. To meet the challenges of changing needs of the society in a global era.
- d. To provide wider opportunity to the youth who are not able to join in regular colleges due to various reasons.
- e. To provide high quality of education with minimum expenditure.

With the above mission, S.V. University introduced correspondence courses in the year 1972 to extend the frontiers of academic excellence beyond its campus. This Institute of Correspondence Courses (ICC) was upgraded as Directorate of Distance Education (DDE) in April 1995 as per the UGC norms. At present, the Directorate of Distance Education is offering B.A.(Regular and Open University System), B.Com.(Regular and Open University System), B.L.I.Sc., B.Ed., B.Ed.(III Methodology), P.G. Diploma in Industrial Relations and Personnel Management, PG Diploma in Guidance and Counselling apart from the Post- Graduate Courses (M.A., M.Com., M.Sc., M.B.A., Executive M.B.A., M.C.A., L.L.M., M.S.P.R. and M.S.W.).

## II. FACILITIES AVAILABLE AT THE DDE

### a) Location

The DDE is located within the University campus and one can be reached from the University main gate (Golden Jubilee Arch) via Srinivasa Auditorium.

### b) Enquiry Facility

DDE enquiries can be made at 0877-2289477 on all working days between 10-30 a.m. & 5-00 p.m.

### c) Telephone Counselling

The students can call over phone to the DDE on every Sunday from 10.00AM to 1.00 PM to clarify their doubts, if any. The Telephone Number is (0877) 2289477/2289380.

### d) Fax Facility

For immediate correspondence, please contact the office through Fax (0877) 2289554.

### **e) Supply of Study Material**

Well prepared study materials as per the syllabus, will be supplied to the students after admission.

### **f) Library**

#### **i) DDE Library**

The students can make use of the Library in DDE during the working hours. By producing their identity card, the candidate can get one book during the contact programme classes which is to be returned before the completion of the contact programme classes.

#### **ii) SV University Main Library**

Students can also make use of S.V.University main library for reference purpose during working hours of the Library, but books will not be issued for taking home.

### **g) Multi-media Lab with Internet facility / Technical Lab / Educational Lab**

Well established Multi-media Lab has been established at the DDE for the benefit of students. All the DDE students are advised to make use of the Multi-Media Lab for learning.

### **h) Guidance Cell**

Guidance cell was established in the DDE to guide and clarify the distance learners. Further the cell will assist in filling the admission/examination applications and also to clarify any other thing required by the learner.

### **i) Contact Programme Classes (CPC)**

CPC will be organised for all courses. The number of CPC days will be fixed depending on the nature of the course. Usually the CPC are organised during holidays for the convenience of students. Attendance of CPC Programme is compulsory for all subjects.

### **j) Working Women Hostel**

A Working Women's Hostel, which is maintained by the University and located adjacent to the DDE building, can be used for stay in the campus during CPC/Practicals/Examinations, subject to the availability.

Sl. No.	Name of the Programme	Eligibility	Duration Yrs	Course Fee	Medium of Instruction
1.	M.A. Telugu	Bachelor's Degree with Telugu as one of the subjects under part I/Part II	2 Yr	I Yr 3500 II Yr 2500	Telugu
2.	M.A. English	Bachelor's Degree with English as one of the subject under Part I/Part II	2 Yr	I Yr 3500 II Yr 2500	English
3.	M.A. Hindi	Bachelor's Degree with Hindi as one of the subject at Part I/ Part II	2 Yr	I Yr 3750 II Yr 2750	Hindi
4.	M.A. Economics	B.A. with Economics as one of the subjects	2 Yr	I Yr 3250 II Yr 2250	English
5.	M.A. History	Bachelor's Degree	2 Yr	I Yr 3250 II Yr 2250	English
6.	M.A. Political Science & Public Administration	Bachelor's Degree	2 Yr	I Yr 3250 II Yr 2250	English
7.	M.A. Sociology	Bachelor's Degree	2 Yr	I Yr 3250 II Yr 2250	English
8.	Master of Social Work	Bachelor's Degree of any recognized University	2 Yr	I Yr 5500 II Yr 4500	English
9.	M.S. Public Relations	Bachelor's Degree	2 Yr	I Yr 4750 II Yr 3750	English
10.	M.Sc. Mathematics	B.Sc. or B.A. with Mathematics as one of the subjects	2 Yr	I Yr 3750 II Yr 2750	English
11.	M.Sc. Computer Science	B.Sc. Comp. Sci./B.A. Comp Appl./B.Com. or B.Sc. Comp. Appl./Any Deg. with PGDCA/B.E./B.Tech./B.C.A.	2 Yr	I Yr 12500 II Yr 11500 13000 11500	English
12.	M.C.A.	Bachelor's Degree with Mathematics at +2 level	3 Yr		English
13.	M.Sc. Physics	B.Sc. With Physics & Mathematics subjects	2 Yr	I Yr 12500 II Yr 11500	English
14.	M.Sc. Chemistry	B.Sc. with Chemistry	2 Yr	I Yr 13500 II Yr 12500	English
15.	M.Sc. Zoology	B.Sc. with Zoology	2 Yr	I Yr 12500 II Yr 11500	English
16.	M.Sc. Psychology	Bachelor's Degree	2 Yr	I Yr 6750 II Yr 5750	English
17.	M.Com.	B.Com. & B.A. with Commerce as one of the subjects	2 Yr	I Yr 3250 II Yr 2250	English
18.	Master of Business Administration (M.B.A.)	Bachelor's Degree	3 Yr	I Yr 10000 II Yr 8500 III Yr 8500	English

Sl. No.	Name of the Programme	Eligibility	Duration Yrs	Course fee		Medium of Instruction
				1 Yr	II Yr	
19.	Executive M.B.A.	Undergraduate or Post-Graduate degree or Professional Degree Holder from the faculty of Engineering/Technology / Medicine/ Pharmacy/ Law and Architecture.	2 Yr	12500	11500	English
20.	L.L.M.	BL/LLB	2 Yr	8000	7000	English
21.	B.A./ B.Com (Regular)	Intermediate	3 Yr	2500	1500 1500	Telugu/ English
22	B.A./B.Com. (OUS)	Eligibility test for those who completed 18 years of age and without any formal education	3Yr	2500	1500 1500	Telugu/ English
23.	B.L.I.Sc.	Bachelor 'sDegree	1 Yr	4000		English
24.	B.Ed. III Methodology	B.Ed.	6 months	5850		English/ Telugu
25.	PG Diploma in Industrial Relations & Personnel Management	Bachelor 'sDegree	1 Yr	2500		English
26.	PG Diploma in Guidance & Counselling	B.A./M.A./M.Sc. in Psychology, Education, Social Work, Human Dev. or Extn. or any Health Professional	1 Yr	5000		English

## PRECAUTIONS

1. The candidates who have passed the qualified examinations either by regular/instant or advanced supplementary examinations on or before June 2011 are only eligible to apply for the present academic year 2011-12.
2. Using the old or previous year application for admission into present year is not allowed. Such applications will summarily be rejected. Only new application of this year or application down loaded from [www.svudde.org](http://www.svudde.org) shall be used.
3. All types of fee shall be made by way of DDE Online Challan of **ABA/C No.103210100020302** or **SBIA/C No.31573987253** with Transaction ID No. given by the Banks concerned. Otherwise the challan will be invalid. DD will not be accepted.
4. Candidates who have taken degree from other Universities have to pay **Rs. 145/- extra** towards *Recognition Fee* in addition to the first year fee at the time of Admission.
5. Each admission application should invariably be enclosed with separate DDE Online challan.
6. Partial Payment of admission fees will not be entertained.
7. In any case consolidated Online challans will not be entertained. Such applications will be summarily rejected.
8. The DDE Online challan particulars should be invariably written in the application form at the column given.
9. The Applications received through SVU DDE Study Centres should invariably affix their identity rubber Stamp with Study Centre Number in the space provided in the application.

### IMPORTANT DATES

- |  |                     |
|--|---------------------|
| <b>1. Last date for submission of filled in application without fine</b>           | <b>: 05-10-2011</b> |
| <b>2. Last date for submission of filled in application with fine of Rs. 100/-</b> | <b>: 20-11-2011</b> |
| <b>3. Last date for submission of filled in application with fine of Rs.300/-</b>  | <b>: 05-01-2012</b> |
| <b>4. Last date for submission of filled in application with fine of Rs. 500/-</b> | <b>: 05-02-2012</b> |

## **IMPORTANT INSTRUCTIONS**

**Before filling the application, read instructions carefully and fill all the columns in the application.**

1. Use only prescribed application supplied by the DDE or down loaded from the DDE website. Downloaded application should be accompanied by a DDE Online challan for Rs.200/- towards the cost of application.
2. Select the subject as per your eligibility by reading the eligibility conditions given in the Prospectus and also select the study centre of your convenience and the application should be routed through the study centre only.
3. No refund of fee will be made once remitted. There are no fee concessions for any category of students. Fee once paid by the candidate will neither be refunded nor adjusted. Please check the eligibility before obtaining the DDE Online challan of AB/SBI.
4. After admission every student will be allotted an enrollment number which he/she should invariably mention along with period of study in all his/her correspondence with the DDE. Full enrollment number including the period of study should be quoted in all the correspondence, and without this number the DDE will not show any attention.
5. The identity card issued to the candidate will be sufficient for the purpose of identification for the entire period of study in the DDE. If the Identify card is lost, a fresh identity card will be issued on payment of Rs.50/- during the course of study. Preserve the identity card with Enrolment Number, till the course is completed and produce it on demand at any time.
6. Preserve all the fee receipts till you complete the course and obtain the degree certificate.
7. All matters relating to examinations / results / marks / certificates will be dealt with only by the Controller of Examinations, Sri Venkateswara University.
8. For all legal matters the Jurisdiction is restricted to Tirupati city only.
9. Change in address if any, should be immediately communicated to the centre.
10. The student will be admitted into the DDE on the assumption that the entries in the Admission Application are correct. The candidates are required to abide by the rules and regulations that are in force and those that will come into effect from time to time as formulated by the DDE and /or by the University.
11. All communications and course material will be mailed to the students by regular post to the address of the students as per the records of the DDE. The students are advised to make necessary arrangements in their respective delivery post offices at their end to get the delivery of different communications, course materials from the DDE properly without delay. It is not possible for the DDE to own any responsibility for any postal lapse. The candidates who enrolled through study centres will get their course material and any communication from the study centres only.
12. Examination applications will be mailed to all the candidates who are on rolls in the DDE. In the case of former students of the DDE, the examination applications will be supplied on request only and the candidates will not be permitted to take the examinations unless they clear all the dues to the DDE. The study centre students can be had the Examination application from the concerned study centres and submit the same through the study centres only for the University examinations.
13. Information relating to the examination such as last date for receipt of examination fee etc. will be generally informed by the DDE. However, students are also advised to see notification in the Website

issued by the Director, Distance Education, S.V.University, Tirupati relating to such matters and also messages, which will be sent to the mobile phones of the candidates.

14. A candidate appearing for the examination for the first time shall pay the fee prescribed for the whole examination even if the candidate wishes to appear for some papers only. Thereafter the candidate can appear for any part or papers.
15. The students can make enquiries regarding courses, examination particulars etc., at the Enquiry counter of the DDE or at the nearest study centre of the DDE or through telephone number 0877-2289477. Enquiries will be attended to in the Office from 10.30 a.m. to 5.00 p.m. on all working days. The Second Saturday of every month is a holiday to the DDE. The DDE is also observes the State Government holidays.
16. Admission at any time may be cancelled by the authorities of the DDE if the candidate is found ineligible for admission into the said course or he/she is found indiscipline.

### **Note for M.Sc. Physics, Zoology and Chemistry candidates**

1. The DDE will organize useful 30 days contact programme classes by the experienced faculty for both previous and final year students separately. Attendance to the contact programme classes is compulsory.
2. If there is no minimum number of candidates admitted in any study centre, the contact programme classes and practical examinations will be held at the nearest study centre / nodal centre.
3. All students of Science Courses, viz. M.Sc.Physics, Chemistry and Zoology should pay total fee without taking study centre commission. The study centres commissions will be settled separately.

### **Incomplete and Late Applications**

Incomplete application forms, / applications received after the due date or having wrong options of courses or electives or false information, will be summarily rejected without any intimation to the learners. The learners are therefore advised to fill the relevant columns carefully and enclose the copies of all the required certificates, duly attested by a Gazetted Officer.

### **Change of course and Study Centre**

Change of course is permitted before the last date of admission on payment of Rs. 300/- by way of DDE Online challan of AB/SBI along with request letter.

In case change of study centre is desired, the candidates are advised to write a request letter to the Director, DDE stating the reasons for change of the study centre along with Rs. 500/- by way of DDE Online challan of AB/SBI, at the time of sending examination application form.

### **Examinations and Improvement**

#### **a) Validity of admission :**

The admission made in the current year will be valid for five years after which the candidate should seek fresh admission.

#### **b) Improvement of examination :**

The candidates can appear for improvement in each paper or whole examination up to 5 years from the year of writing the examination for the first time.

## SALIENT FEATURES OF D.D.E., S.V.UNIVERSITY

1. **Paper-wise pass system** for all courses.

2. Transfer Certificate (TC) is not required for admission into any course.

3. The Controller of Examinations, SriVenkateswara University, will conduct all the examinations of the DDE and degrees are awarded by S.V.University, Tirupati. The degrees awarded are equivalent to the degrees awarded to regular students of S.V.University.

### **Filled-in applications are to be sent to the following address**

ContactAddress: **Director**

**Directorate of Distance Education**

**S.V.University, Tirupati - 517 502**

**Phones : 0877-2289477, 2289380**

**Fax : 0877-2289554**

**Website : [www.svudde.org](http://www.svudde.org), [www.svuniversity.in](http://www.svuniversity.in)**

### **Note:**

1. The University reserves the right to start or not to start any course or courses if sufficient number of applications are not received
2. Candidates should abide by the conditions, rules and regulations stipulated by the D.D.E. and the Laws of the University applicable from time to time.
3. Filled in applications shall be submitted to the Director, Directorate of Distance Education, S.V.UNIVERSITY, TIRUPATI - 517502 by registered post or in person.
4. SpotAdmission will be held on every working day at D.D.E., S.V. University.

### **DDE ONLINE CHALLAN ACCOUNT NUMBERS**

**1. ANDHRA BANK ACCOUNT NUMBER : 1032101000120302**

**2. STATE BANK OF INDIA ACCOUNT NUMBER : 31573987253**

*ONE challan for one candidate only*

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# **POST-GRADUATE PROGRAMMES**

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## **COMMON INFORMATION RELATING TO M.A, M.COM. AND M.Sc. MATHEMATICS**

### **a) Mode of Payment of fees**

Candidates seeking admissions into the course have to pay the fee amount as stated against the course through DDE Online challan of AB/SBI and send it along with their application form.

### **b) Medium of Instruction**

The medium of instruction for PG courses will be in English only except for Telugu and Hindi subjects. However, the students who are willing to write the University Examination in Telugu Medium are permitted to do so by the University.

### **c) Study Material**

The Directorate of Distance Education will supply the study material to all the students. Study Material are in English Medium only except for Telugu and Hindi language subjects. For those students enrolled through SVU DDE Study Centres can obtain the study materials from the study centres only.

### **d) Contact Programme Classes**

The DDE will organize useful 12 days contact programme classes for all M.A./M.Com. courses by experienced faculty for both previous and final year students separately. For science courses refer the concerned subject page for details.

### **e) Examination Pattern**

At the end of each academic year i.e., First Year and Second Year, the students have to appear for the examinations conducted by the University. The examinations will be conducted once in a year. Each paper carries maximum marks of 100 (University examinations for 80 marks and internal assessment through assignments for 20 marks). To declare pass for PG Degree, a candidate has to pass all the papers. In each paper a candidate has to secure 35% of marks in university examinations 28 out of 80 marks for those courses each have internal assignments and an aggregate of 40% of marks. The internal assessment through assignments of 20 marks are introduced for M.A., (All subjects) M.Com., M.B.A. and M.Sc. Mathematics courses only.

The University has introduced paper-wise pass system for all the courses of Directorate of Distance Education. Paper-wise pass system means, if any candidate got fail marks / absented in a particular paper/papers, such candidate need not write all papers again. But he/she has to write only that particular paper/papers in which he/she failed and has to get 40% marks in each paper for passing the degree.

### **Assignments**

All the admitted candidates have to write the assignments, which carry 20 marks in each paper in both previous and final years. The assignment question papers will be supplied to all the candidates by DDE. All the assignment note books should reach the O/o DDE, SVU, Tirupati before the date of commencement of the yearly examinations. Failure in submitting the written assignment note books within the time stipulated will never be considered for future examinations and will forgo the assignment marks to be added to the theory marks forever.

# DETAILS OF POST GRADUATE COURSES OFFERED

## 1. M.A. TELUGU

### a) Eligibility for Admission

**I Year:** A candidate seeking admission into the First Year ( Previous) M.A. Degree in Telugu shall be required to have passed B.A./B.Com./B.Sc. Degree examination with Telugu as one of the subjects under Part-I or Part-II of this University or its equivalent thereto.

### b) Duration of the Course : 2 Years

#### *Papers for First Year*

Paper – I - Prescribed Texts (Poetry & Drama)

Paper – II - General Linguistics

Paper – III - History of Telugu Literature

Paper – IV - Telugu Grammar, Prosody & Poetics

Paper – V - Folk Literature

#### *Papers for Second Year*

Paper – I - Principles of Literary Criticism

Paper – II - Sanskrit Texts, History of Sanskrit Literature and Sanskrit Grammar

Paper – III - Dravidian Philology and Evolution of Telugu Language

Paper – IV - Telugu Journalism

Paper – V - Any one of the following optionals can be chosen

(a) Padakavitha

(b) Andhra History & Culture

## 2. M.A. ENGLISH

### a) Eligibility for Admission

**I Year :** A candidate seeking admission into the I year (previous) M.A. Degree in English shall be required to have passed any Degree with English as one of the subjects under Part-I or Part-II of this University or its equivalent thereto.

### b) Duration of the Course : 2 years

#### *Papers for First Year*

Paper -I - Shakespeare

Paper -II - Poetry from Renaissance to the Romantic Revival

Paper III - Novel ( From 18th to 20th Century)

Paper -IV - Prose and Literary Criticism

Paper-V - History of the English Language and Phonetics

#### *Papers for Second Year*

Paper –I - Drama from the 16th Century to the 20th Century

Paper -II - Poetry from 1830 to the Present

Paper –III -An Intensive Study of a Poet Milton and his Works

Paper -IV - Indian Writings in English

Paper – V -American Literature

### 3. M.A HINDI

#### 1. Eligibility for admission

Any Graduate with Hindi as subject under Part I or Part II (or) Any Graduate with Rashtra Basha Praveen of Dakshina Bharat Hindi Prachar Sabha, Madras (or) any Graduate with Hindi Vidwan title of Hindi Prachar Sabha, Hyderabad.

#### 2. Duration of the course : Two years

##### Papers for First Year :

Paper I - Audhunik Hindi Kavya

Paper II - Hindi Gadhya Vidhayen

Paper III - Bhasha Vignan aur Hindi Bhasha ka Itihas

Paper IV - Hindi Sahitya ka Itihas

Paper V - Telugu Bhasha aur Sahitya ka Itihas

##### Papers for Second Year

Paper VI - Pracheen Evam Madhyakaleen Kavya

Paper VII - Bharatiya Kavya Sastra evam Paschatya Aalochana

Paper VIII - Prayojanmulak Hindi aur Anuvad

Paper IX - Jan Sanchar Madhyam aur Patrakarita

Paper X – Optional Paper

i. Hindi Kahani or

ii. Kathakar Premchand

3. Contact Programme Classes will be conducted for 12 days in a year.

4. Study Materials will be supplied by the DDE for all the candidates.

## 4. M.A. ECONOMICS

### a) Eligibility for Admission

**I Year:** A candidate seeking admission into the First Year (Previous) M.A. Degree in Economics shall be required to have passed B.A. Degree examination with Economics as one of the subjects of this University or its equivalent thereto.

### b) Duration of the Course: 2 years

#### *Papers for First Year*

Paper - I - Micro Economics

Paper -II - Macro Economics

Paper -III - Public Economics

Paper -IV - Evolution of Economic Doctrines

Paper -V - Economics and Business Statistics

Paper -VI - Economics of Human Development

#### *Papers for Second Year*

Paper – I - Economics of Development and Planning

Paper – II - Indian Economy

Paper – III - International Economics

Paper – IV – Economics of Environment

Paper – V – Industrial Economics

Paper – VI – Labour Economics

## 5. M.A. HISTORY

### a) Eligibility for Admission

**I Year:** A candidate seeking admission into the First Year ( Previous) M.A. Degree in History shall be required to have passed **any Degree** of this University or its equivalent thereto.

### b) Duration of the Course : 2 Years

#### *Papers for First Year*

Paper – I - History of Modern Europe (1870 – 1972 A.D.)

Paper – II - History of Modern India (1757 – 1856 A.D.)

Paper – III - History of East Asia ( China & Japan) (1840 – 1970 A.D.)

Paper – IV - Historical Method and Historiography

Paper – V - Social and Cultural History of India up to 1206 A.D.

#### *Papers for Second Year*

Paper – I - History of the Freedom Movement in India (1857 – 1947 A.D.)

Paper – II - History of Modern Andhra (1766 – 1972 A.D.)

Paper – III - Economic History of India (1800 - 1947 A.D.)

Paper – IV - History of U.S.A. (1865 - 1963 A.D. )

Paper – V - Social and Cultural History of India (1526 –1947 A.D.)

## 6. M.A. POLITICAL SCIENCE AND PUBLIC ADMINISTRATION

### a) Eligibility for Admission

**I Year:** A Candidate seeking admission into the First Year ( Previous) M.A. Degree in Political Science and Public Administration shall be required to have passed **any Degree** of this University or its equivalent thereto.

### b) Duration of the Course : 2 Years

The first year syllabus for M.A. Political Science and Public Administration are common papers. But in the Final Year there are separate papers for Political Science and Public Administration.

#### *Papers for First Year (Political Science & Public Administration)*

Paper – I - Political Thought

Paper – II - Modern Political Theory

Paper – III - Comparative Government and Politics

Paper – IV - Public Policy

Paper – V - Administrative Theories

#### *Papers for Second Year (Political Science)*

Paper – I - Indian Political System

Paper – II - International Politics

Paper – III - Government and Politics in Andhra Pradesh

Paper – IV - Federalism in India

Paper – V - Indian Foreign Policy

#### *Papers for Second Year (Public Administration)*

Paper – I - Development of Administration in India

Paper – II - Financial Administration

Paper – III - Rural Development Administration in Andhra Pradesh

Paper – IV - Urban Development Administration in Andhra Pradesh

Paper – V - Public / Personnel Administration

#### **Important Note :**

The candidate should write clearly his/her option in the admission application in the column given for writing the subject whether the candidate is seeking examination into POLITICAL SCIENCE (OR) PUBLIC ADMINISTRATION. On the basis of this option only the group will be divided separately in the final year. Regarding writing of assignments and Examination pattern refer page no.15, given common information relating to all courses.

## 7. M.A. SOCIOLOGY

### a) Eligibility for Admission

**IYear:**A candidate seeking admission into the FirstYear ( Previous) M.A. Degree in Sociology shall be required to have passed **any Degree** of this University or its equivalent thereto.

### b) Duration of the Course : 2 Years

#### *Papers for First Year*

Paper – I - Principles of Sociology

Paper – II - Sociological Theories

Paper – III - Sociological Research Methods and Statistics

Paper – IV - Structure & Change in India (with special reference to Rural Society)

Paper – V - Social Demography

#### *Papers for Second Year*

Paper – I - Urban Sociology

Paper – II - Industrial Sociology

Paper – III - Social Welfare & Administration

Paper – IV - Medical Sociology

Paper – V - Political Sociology

## 8. MASTER OF SOCIAL WORK (MSW)

### REGULATIONS AND SYLLABUS

#### Objective of the course

The course aims at educating the students towards social responsibilities and to promote constructive reaction to social problems through upgrading their skills.

#### Eligibility

Candidates for admission into the Master of Social Work Programme should possess a Bachelor's Degree of any recognised University or an examination accepted by the Executive Council as equivalent thereto with a minimum pass.

**Duration of the Programme : 2 Years**

**Medium of Instruction: English**

**Personal Contact Programme :** Personal Contact Programme will be arranged for 15 days in a year.

Courses of the programme :

**Scheme of Examination : The Scheme of examination shall be as follows.**

#### First Year

	Duration Hrs	Min. Marks	Max. Marks
I Social Work Profession and Fields	3	50	100
II Social Work Intervention-Methods and Strategies –I	3	50	100
III Psycho-Social Bases for Social Work practice	3	50	100
IV Social Work Research and Statistics	3	50	100
V Social Work Practicum-I	3	50	100

#### Second Year

	Duration Hrs	Min. Marks	Max. Marks
I Social Work Intervention-Methods and Strategies –II	3	50	100
II Social Work Practice with Families and Children	3	50	100
III Medical and Psychiatric Social Work	3	50	100
IV Rural and Urban Community Development	3	50	100
V Social Work Practicum-II	3	50	100

Viva-Voce Examination for Field work/ Project work will be conducted at the end of the I and II year for 25 marks each.

**The Question Papers :** Maximum marks 100. It contains 10 questions out of which 5 should be answered. Each answer should not exceed 1500 words. Each question carries 20 marks.

The University examination will be held once a year. A candidate shall be declared to have qualified for the degree of Master of Social Work (MSW) if he/she passes all the courses in I Year and II Year, securing 50 per cent marks in each subject.

## 9. M.S. PUBLIC RELATIONS

### a) Eligibility for Admission

It is open to all citizens of India who satisfy the following conditions

a) Graduates of any recognized University.

b) 25% of the seats will be reserved to those who have completed Bachelor's of Communication and Journalism / Bachelor 's of Public Relations/ PG Diploma / Certificate in Journalism and Public Relations of any recognized University.

c) 25% of the seats will be given to in-service candidates in Public Relations, Journalism, Advertising and Communication fields.

### b) Duration of the course : 2 years

### c) Curriculum:

The structure and core subjects of the course are as follows:

#### *Papers for the First Year*

Paper-I - Public Relations Theory and Practice

Paper-II - Mass Media and Society

Paper -III - Public Relations Media Strategy and Tactics and Research

Paper-IV - Theory and Practice of Advertising

Paper -V - Writing for Media

#### *Papers for the Second Year*

Paper-VI - Public Relations Management

Paper-VII - Writing, Editing and Printing of Corporate Publications

Paper -VIII - Information Technology and E-Public Relations

Paper-IX - Principles and Practices of Business and Marketing Management

Paper -X - Dissertation and Viva-Voce

### d) Contact Programme Classes(CPC)

The CPC will be organized every year for a period of 12 days in one or two spells and 75% of attendance in the CPC is compulsory

### **e) Internal Assessment**

Assignments have to write in each paper towards internal assessment, which carries 30 marks and added to the final examination in all papers.

### **f) Examination Pattern**

At the end of each academic year, the students have to appear for the University examinations. Each paper carries maximum marks of 100 that include theory part 70 and assignment part 30 marks respectively.

The candidate has to write assignments in all papers. The assignment questions will be supplied by the DDE.

### **g) Internship/ Dissertation**

Internship is a pre-requisite for the preparation of dissertation. A candidate has to undergo an internship in the public relations department of any reputed organization/ establishment for a period of one month. If the candidate is already working as a full-time Public Relations practitioner or if he is an in-service candidate, his experience in the organization can be taken for the purpose of internship and he can undergo such internship in the same organization for the purpose of preparing dissertation. The objective of internship is to enable the student to gain practical experience and also to assess the capacity of the student to what extent he/she can put into practice, the principles and theory of public relations learnt during the period of study. The dissertation has to be submitted at the end of the second year, which will be valued by an examiner for awarding marks. The marks obtained in the dissertation will be added to the total marks for awarding degree. The dissertation carries 70 marks, while Viva-Voce carries 30 marks.

### **h) Award of Degree**

For those students who complete and pass all 10 papers including Project Report and Viva-Voce, M.S. Public Relations degree will be awarded.

## **10. M.C.A.**

### **(MASTER OF COMPUTERAPPLICATIONS)**

#### **a) Eligibility for Admission**

A candidate seeking admission into First year M.C.A. Degree shall be required to have passed Mathematics subject at Intermediate and possess any degree of this University or its equivalent thereto.

#### **b) Duration of the Course : 3 years**

#### **c) Medium of Instruction: English only**

The self instructional printed material will be supplied.

#### **d) Project Work**

Each Candidate shall have to do the project work under the supervision of the faculty guides chosen by the candidate and approved by the University. The project work envisages submission of dissertation (which carries maximum marks of 100). The project work is to be carried out as per the guidelines issued by the University.

#### **e) Contact Programme Classes**

There will be CPC programme for 20 days during the year and attendance is compulsory.

#### **f) Examination pattern**

There shall be three year-end examinations spread over three academic/ calendar years (Each Course carries maximum marks of 100).

#### **g) Qualifying marks for a pass**

A candidate appearing for the first time for the examination of any year has to register for whole examination of that year. A candidate shall be declared to have passed the examination, if he/ she secures not less than 35% of marks in each theory paper/project/viva-voce in the year-end University examinations and an aggregate of 40% of marks in each year. Paper wise pass is allowed subject to obtaining 40% of marks from the University year end examination. If a candidate fails to get an aggregate of 40%, he/she has to get 40% of marks in the individual supplementary papers in which he has secured less than aggregate of 40% marks.

A candidate who will not get pass marks for the dissertation of the project should submit revised dissertation along with the next batch. A candidate who fails and wants to appear for the whole of theory examination of any year may do so after canceling the previous results of the theory examination of that year. There shall be no supplementary examinations. The failed candidates shall be required to appear again of the University examinations along with the regular candidates of the next batch.

## **h) Curriculum**

### ***First Year theory papers / Labs***

1. MCA 101 Discrete Mathematical Structures
2. MCA 102 Introductory Programming
3. MCA 103 Computer Organisation
4. MCA 104 Computer Oriented Operation Research
5. MCA 105 Data Structures
6. MCA 106 Operating Systems
7. MCA 107 File Structures
8. MCA 108 Accounting and Financial Management
9. MCA 109P Software lab I
10. MCA 110P Software lab II
11. MCA 111P Software lab III

### ***Second Year Theory Papers / Labs***

1. MCA 201 Data Base Management Systems
2. MCA 202 Data Communication and Computer Networks
3. MCA 203 Software Engineering
4. MCA 204 Design and Analysis of Algorithms
5. MCA 205 Web Programming
6. MCA 206 Elective I
7. MCA 207 Elective II
8. MCA 208 P Software Lab IV
9. MCA 209 P Software Lab V
10. MCA 210 Mini Project

### ***Third Year Theory Papers / Labs***

1. MCA 301 Computer Graphics
2. MCA 302 Object Oriented Systems Development
3. MCA 303 System Programming
4. MCA 304 Elective III
5. MCA 305P Software Lab VI
6. MCA 306P Seminar
7. MCA 307 Major Project

Project is done under the supervision of the faculty guides chosen by the candidate and approved

by the University. The Project Work envisaged to submission of Dissertation (which carries Maximum Marks of 200). The Project Work is to be carried out as per the guidelines issued by the University.

## 11. M.Sc. MATHEMATICS

### a) Eligibility for admission:

A candidate seeking admission into the FirstYear (Previous) M.Sc. Degree in Mathematics should have passed B.Sc. / B.A. Degree examination with Mathematics as one of the subjects of this University or its equivalent thereto. However, candidates who have offered Mathematics only as a subsidiary or additional subject in B.Sc. / B.A. / B.Tech., are not eligible for admission into this course.

### b) Duration of the Course : 2 Years

#### *Papers for First Year*

Paper – I - Algebra - 1

Paper – II - RealAnalysis

Paper – III - Differential Equations

Paper – IV - Computing Techniques

Paper – V - ComplexAnalysis

#### *Papers for Second Year*

Paper – I - Infinite Mathematics and Galois Theory

Paper – II - Topology and FunctionalAnalysis

Paper – III - Operations Research

Paper – IV -Analytic Number Theory

Paper- V - Mathematical Statistics

## 12. M.Sc. COMPUTER SCIENCE

### a) Eligibility for Admission

The candidates who have passed (i) B.Sc. Computer Science (ii) B.A. Computer Applications, (iii) B.Com. Computer Applications (iv) B.Sc. Computer Applications (v) Any degree with PGDCA one year (vi) B.E./B.Tech. and (vii) BCA course are eligible.

### b) Duration : 2 YEARS

#### FIRST YEAR (Part I Previous)

Course Number	Name of the paper	Univ. Exam Duration Hours	Internal Assessment / Sessionals	University End Exam Marks	Total Marks
MSCS101	Discrete Mathematics		3	20	100
MSCS102	Computer Organisation		3	20	
MSCS103	Data Structure and C		3	20	
MSCS104	Advanced Database Management Systems		3	20	
MSCS105	Operating Systems		3	20	
MSCS106	Object Oriented Modelling and Design		3	20	
MSCS107	Computer Algorithms		3	20	
MSCS108P	Software Lab I		3	Records	
MSCS109P	Software Lab II		3	20	
MSCS110	Minor Project work; Project Seminar Project Report & Viva-Voce			Records 20	

#### SECOND YEAR (Part – II Final)

MSCS201	Computer networks		3	50	
MSCS202	Software Engineering		3		
MSCS203	System Software		3	20	
MSCS204	Computer Graphics		3	20	
MSCS205	Elective – I		3	20	
	a) Cryptography and Network Security			20	
	b) Image Processing			20	
	c) Principles of Programming Languages		3		
MSCS206	Elective II			20	
	a. Multimedia Systems				
	b. Software Testing		3		
	c. Neural Networks		3		
MSCS207P	Object Oriented Programming Lab			Records	
MSCS208P	Computer Graphics Lab			20	
MSCS209	Major Project Work; Mid-term Seminar, Project Report & Viva-Voce			Records 20	



**c) Medium of Instruction : English**

**d) Mode of Instruction**

*1) Study Material*

The Directorate of Distance Education supplies Text Books to all the students.

*2) Contact Programme Classes*

The DDE will organize useful 15 days Contact Programme Classes by experienced Faculty for each year. Attendance to the Contact Programme Classes is compulsory.

**e) Examination Pattern**

At the end of each academic year the students have to appear for the examinations conducted by the University. Each paper carries maximum marks of 100. To declare pass for M.Sc. Degree, a candidate has to pass all the papers. In each paper a candidate has to secure 35 % of marks and an aggregate of 40% marks. The University has introduced **paper-wise pass system** for all the courses of Directorate of Distance Education. Paper-wise pass system means, if any candidate got fail marks / absent in a particular paper / papers, such candidate need not write all papers again. But he / she has to write only that particular paper / papers in which he / she failed or absent and get 40% marks in each paper for passing the degree.

## 13. M.Sc. PHYSICS

### a) Eligibility for admission

A candidate seeking admission into the first year (previous) M.Sc. Degree in Physics shall be required to have passed B.Sc. degree with Physics and Mathematics of this University or its equivalent thereto.

### b) Duration of the course : 2 years

<i>Papers for the First Year</i>	<i>Marks</i>
Paper -I - Classical Mechanics and Statistical Mechanics	80
Paper-II - Electromagnetic Theory, Optics and Spectroscopy	80
Paper-III - Elementary Solid State Physics	80
Paper-IV - Electronic Devices and Circuits	80
Paper-V - Mathematical Methods of Physics	80
<b>Laboratory (General –I)</b>	80
<b>Laboratory (Electronics –II)</b>	80
<b>Records</b>	20
<b>Viva-Voce</b>	20
<b>Grand Total</b>	<b>600</b>

### *Papers for the Second Year*

Paper -I - Quantum Mechanics	100
Paper-II - Nuclear Physics and Analytical Techniques	100
Paper-III - Special Paper-I(Condensed Matter Physics)	100
Paper-IV - Special Paper-II (Electronics)	100
Laboratory (Special) I	80
Laboratory (Special) II	80
Records	20
Viva-Voce	20
<b>Grand Total</b>	<b>600</b>

**c) Special Papers in Final Year**

- a. Condensed Matter Physics
- b. Electronics

**d) Medium of Instruction : English**

**e) Mode of Instruction**

**1) Study Material**

The Directorate of Distance Education will supply the study materials for all the students. Study materials are in English Medium only.

**2) Contact Programme Classes**

The DDE will organize useful 30 days contact programme classes by experienced faculty for both previous and final year students separately. Attendance to the contact programme classes is compulsory. If there is no minimum number of candidates admitted in any study centre, the contact programme classes and practical examinations will be held at the nearest study centre where the minimum number of students admitted. If the total admitted strength is less than 100, the CPC will be held at nodal centre only.

**f) Examination Pattern**

At the end of each academic year i.e., First year and second year the students have to appear for the examinations conducted by the University. The examinations will be conducted once in a year. Each paper carries maximum marks of 80 in First year and 100 in Second year. To declare pass of M.Sc. Physics degree a candidate has to pass all the papers. In each paper a candidate has to secure 35% of marks and on an aggregate of 40% marks.

Any candidate who fails in the University examination in any paper/absent in any particular paper or papers, he/she has to appear for that paper(s) and secure pass marks of 40 %. He/she need not appear for the entire examination.

## 14. M.Sc. CHEMISTRY

### a) Eligibility for admission

A candidate seeking admission into the first year (previous) M.Sc. Degree in Chemistry shall be required to have passed B.Sc. degree of this university with Chemistry as one of the subject in the group subjects or its equivalent thereto.

### b) Duration of the course : 2 years

#### *Papers for the First Year*

*Total Marks = 500*

Paper-I	Inorganic Chemistry	-	80 marks
Paper-II	Organic Chemistry	-	80 Marks
Paper-III	Physical Chemistry	-	80 Marks
Paper - IV	General Chemistry	-	80 marks

#### *Practical Examinations*

Practical -I	Inorganic Chemistry	-	60 Marks (Practicals 50 + Records 10)
Practical -II	Organic Chemistry	-	60 Marks (Practicals 50 + Records 10)
Practical -III	Physical Chemistry	-	60 Marks (Practicals 50 + Records 10)

#### *Specializations for the Second Year*

*Total Marks = 500 in each Specialisation*

1. Organic Chemistry
2. Industrial Chemistry
3. Analytical Chemistry

Theory Examination : 4 papers in each specialization and 80 marks for each paper.

Practical Examination : 2 Practicals each practical for 75 marks

: Records 20 Marks

: Viva-Voce 10 Marks

### c) Choice of Specialisation

The choice of specialisation for second year (Organic Chemistry/Industrial Chemistry/Analytical Chemistry) shall be mentioned in the application at the time of admission itself. Further changes are not allowed.

### d) Medium of Instruction : English

## **e) Mode of Instruction**

### ***1) Study Material***

The Directorate of Distance Education will supply the study material for all the students. Study materials are in English only.

### ***2) Contact Programme classes***

The DDE will organize useful 30 days contact programme classes by experienced faculty for both previous and final year students separately. Attendance to the contact programme classes is compulsory. If there is no minimum number of candidates admitted in any study centre, the contact programme classes and practical examinations will be held at the nearest study centre where the minimum number admitted. If the total admitted strength is less than 100, the CPC will be held at nodal centre only.

## **f) Examination pattern**

At the end of each academic year, the students have to appear for the examinations, conducted by the University. The examinations will be conducted once in a year. To declare pass of M.Sc. Chemistry degree candidate has to pass all the papers. In each paper a candidate has to secure 35% of marks and on an aggregate of 40% marks. Any candidate who fails in the University examination in any paper/absent in any paper or papers he/she has to appear for that paper/papers and secure 40 % as pass marks. He/She need not appear for the entire examination. A candidate can appear for individual subjects, if the candidate has passed in practicals and failed in theory, he can apply for theory only by retaining the practical marks he got in the previous attempt or Vice-Versa.

The maximum time to complete his/her Degree will be 5 years from the date of registration into the first year otherwise or afterwards, he/she has to appear for the new syllabus if the syllabus is changed.

## 15. M.Sc. ZOOLOGY

### a) Eligibility for Admission

A candidate seeking admission into the first year (Previous) M.Sc. Degree in Zoology shall be required to have passed B.Sc. Degree with Zoology of this University or its equivalent thereto.

### b) Duration of the Course : 2 years

#### *Theory Papers for First Year*

1. Principles of Systematic and Functional Anatomy of Invertebrates and Chordates 100 Marks
2. Animal Behaviour, Sociobiology and Evolution 100 Marks
3. Principles of Animal Ecology, Conservation and Resource Management 100 Marks
4. Physiological Chemistry, Biostatistics and Computer Applications in Biology 100 Marks

#### *Practicals*

1. Chordata, Invertebrate & Animal Behaviour 100 Marks
2. Ecology, General Physiology and Physiological Chemistry 100 Marks

**600 Marks**

#### *Theory Papers for Second Year*

1. Cell Biology and Genetics 100 Marks
2. Developmental Biology & Immunology 100 Marks
3. Animal Biotechnology & Micro Biology 100 Marks
4. Comparative Animal Physiology 100 Marks

#### *Practicals*

1. Cell Biology, Genetics, Developmental Biology 100 Marks
2. Biotechnology, Microbiology & Comparative Animal Physiology 100 Marks

**600 Marks**

### c) Medium of Instruction : English

### d) Mode of Instructions

#### *1) Study Material*

The DDE will supply the study materials for all the students. Study materials are in English Medium only.

## ***2) Contact Programme Classes***

The DDE will organize useful 30 days contact programme classes by experienced faculty for both previous and final year students separately. Attendance to the contact programme classes is compulsory. If there is no minimum number of candidates admitted in any study centre, the contact programme classes and practical examinations will be held at the nearest centre where the minimum number admitted. CPC will be held at nodal centre and Kurnool. If the admitted strength is below 100 the CPC is held at nodal centre only.

### **e) Examination Pattern**

At the end of each academic year i.e., First year and second year, the students have to appear for the examinations conducted by the University. The examinations will be conducted once in a year. Each paper carries a maximum marks of 100. To declare pass of M.Sc. degree in Zoology a candidate has to pass all the papers. In each paper a candidate has to secure 35% of marks and on an aggregate of 40% marks. Any candidate who fails in the University examination in any paper/absent in any particular paper(s) He/She has to appear for that paper/papers and secure 40 % of pass marks. He/She need not appear for the entire examinations.

## 16. M.Sc. PSYCHOLOGY

### a) Eligibility for Admission

A candidate seeking admission into the First Year (Previous) M.Sc. Degree in Psychology shall be required to have passed **any Degree** of this University or its equivalent thereto.

### b) Duration of the Course : 2 Years

#### *Papers for First Year*

Paper – I	-	Principles of Psychology
Paper – II	-	Social Psychology
Paper – III	-	Psychopathology
Paper – IV	-	Psychometry & Test Development
Practicals	-	I & II

#### *Papers for Second Year*

Paper – I	-	Psychology of Personality
Paper – II	-	Counselling Psychology – Theory and Practice
Paper – III	-	Developmental Psychology
Paper – IV	-	Any one of the following optionals

(a) School Psychology

(b) Industrial and Organizational Psychology

### c) Medium of Instruction

The medium of instruction will be English only.

### d) Mode of Instruction : English

#### *1) Study Material*

The Directorate of Distance Education will supply study materials for all the students. Study Materials are in English Medium only.

#### *2) Contact Programme Classes*

The DDE will organize useful 20 days (10 days each in two spells) contact programme classes by experienced faculty for both the previous and final year students separately. Attendance to the Contact Programme Classes is compulsory.

### **e) Examination Pattern**

A candidate shall be declared to have passed the Part-I previous examination, if he/she obtains not less than 35 % of marks in each of the Divisions (Division 'A' means I to IV theory papers, Division 'B' means practical I & II ) and 40% of the marks on the aggregate. The same procedure shall be applicable to Part – II final examination also. The University has introduced **paper-wise pass system** for all the courses of Directorate of Distance Education. Paper-wise pass system means, if any candidate got fail marks / absent in a particular paper / papers, such candidate need not write all the papers again. But he / she has to write only that particular paper / papers in which he / she failed or absent for passing the degree.

**f)** The Contact Programme Classes and examinations (both theory and practicals) will be conducted only in the nodal centre i.e SV University, Tirupati.

## 17. M.COM.

### a) Eligibility for Admission

A candidate seeking admission into the FirstYear ( Previous) M.Com. Degree shall be required to have passed B.Com. / B.A.Degree examination with Commerce as one of the subjects of this University or its equivalent thereto.

### b) Duration of the Course : 2 Years

#### Revised syllabi and scheme of examination

##### M.Com, Previous (W.E.F. the academic Year 2006-07)

Course Code	Course Title	University Exam Marks	Assignment Marks	Max. Marks
C.101	Management & Organisation Behaviour	80	20	100
C.102	Business Environment and Strategy	80	20	100
C.103	Managerial Economics	80	20	100
C.104	CorporateAccounting and Reporting	80	20	100
C.105	Quantitative Techniques for Managerial Decision	80	20	100

#### Revised syllabi and scheme of examination

##### M.Com. Final (W.E.F. the academic Year 2007-08)

Course Code	Course Title	University Exam Marks	Assignment Marks	Max. Marks
C.201	Financial Management	80	20	100
C.202	Marketing Management	80	20	100
C.203	Human Resource Management	80	20	100
C.204	Financial Markets &Services	80	20	100
C.205	Cost and ManagementAccounting	80	20	100

## **18. M.B.A. (MASTER OF BUSINESSADMINISTRATION)**

### **(Three Year Course)**

#### **a) Eligibility for Admission**

A candidate seeking admission into M.B.A course should possess. Undergraduate or Post-graduate degree from any University recognized by UGC or Professional degree holder from the faculty of Engineering/Technology, Medicine, Pharmacy, Law andArchitecture of any University recognized by UGC or Professional qualification in Chartered Accountancy, CostAccountancy and Company Secre- taryship, Chartered FinancialAnalyst, awarded by the statutory bodies. The programme will be opened to all citizens of India who satisfy the above conditions. However 50% seats are reserved for the candidates fromAndhra Pradesh State.

#### **b) Award of Degree**

Students will be awarded MBA degree on completion of all the 24 courses. P.G. Diploma in Management will be awarded on completion of the 16 courses in the first two years.

#### **c) Duration of the course : 3 Years**

#### **d) Medium of Instruction**

The medium of instruction and the examination will be in English only. The self instructional printed material will be supplied

#### **e) Project Work**

Each candidate shall do the project work under the supervision of the faculty guides chosen by the candidate and approved by the University. The project work envisages submission of dissertation, which carries maximum marks of 100. The project work is to be carried out as per the guidelines issued by the University.

#### **f) Contact Programme Classes**

There will be CPC Programme for 10 days for every year.

#### **g) Examination Pattern**

There shall be three year-end examinations spread over three academic/calendar years. Each course carries a maximum mark of 100. Out of 100 marks 20 marks are allotted for assignments and 80 marks are allotted for University year end examinations. The candidate shall submit the assignment before taking year end examinations.

### **i) Qualifying marks for a pass**

A candidate appearing for the first time for the examination of any year has to register for whole examination of that year. A candidate shall be declared to have passed the examination, if he/ she secures not less than 35% of marks in each theory paper/project/viva-voce in year-end University examinations and an aggregate of 40% of marks in each year. Paper-wise pass is allowed subject to obtaining 40% of marks for the University-end examination. If a candidate fails to get an aggregate of 40%, he has to get 40% of marks in the subject in which he has secured less than 40% marks. A candidate who will not get pass marks for the dissertation of the project work should submit revised dissertation along with the next batch. A candidate who fails and wants to appear for the whole of theory examination of any year may do so after canceling the previous results of the theory examination of that year. The failed candidates shall be required to appear again the examinations along with the regular candidates of the next batch.

### **j) Classification of Successful Candidates**

The classification will be on the basis of the total marks obtained by the candidates, i.e. the total marks secured in all the three years put together. Candidates securing 70% and above in the aggregate marks shall be placed in distinction. Candidates securing 60% and above but less than 70% in the aggregate marks shall be placed in First Class. Candidates securing 50% and above but less than 60% in the aggregate marks shall be placed in Second Class. All other successful candidates shall be placed in Third Class.

### **k) Improvement**

The candidates are permitted to improve their marks/class by taking year-end-examinations in one or more papers within the next two subsequent year-end-examinations as per the existing regulations and syllabus. There is no provision for improving of project work and VIVA-VOCE. A candidate who appeared for the examination be supplied a statement of marks secured by him at the examination as per the rules and regulations of the University in force.

### **l) Award of Ranks**

Candidates who have passed the examinations at the first appearance in all three years shall be ranked in order of merit. The candidates who have taken supplementary examinations shall also be eligible for classification but they shall not be considered for the award of rank. Ranks shall be awarded for the top three students or 10% of the total strength of the students appeared for the third year-end examinations, whichever is higher.

## m) Curriculum

### *Papers for First Year*

Paper-1	-	Management Functions and Behaviour
Paper-2	-	Economic & Social Environment
Paper-3	-	Information Management & Computer
Paper-4	-	Managerial Economics
Paper-5	-	Quantitative Analysis for Managerial Application
Paper-6	-	Management of Information System
Paper-7	-	Management of New & Small Enterprises
Paper-8	-	Viva-Voce

### *Papers for Second Year*

Paper – 9	-	Production/Operations Management
Paper- 10	-	Managing Men
Paper –11	-	Marketing for Manager
Paper –12	-	Accounting & Finance for Manager
Paper –13	-	Viva-Voce
Paper –14	-	Elective
Paper –15	-	Elective
Paper –16	-	Elective

### *Papers for Third Year*

Paper – 17	-	Management of Control System
Paper – 18	-	Strategic Management
Paper – 19	-	International Business Management
Paper – 20	-	Project Report
Paper – 21	-	Viva-Voce
Paper – 22	-	Elective
Paper – 23	-	Elective
Paper – 24	-	Elective

**Note 1:** Choose the Elective subject from the list given in the Hand Book

**2:** A candidate has to secure not less than 35% marks in each Theory/ Project /Viva- Voce Examinations and an aggregate of 40% in each year.

**19. MBA (EXECUTIVE) PROGRAMME – 2 YEAR  
(YEARLY PATTERN)  
RULES AND REGULATIONS  
(With effect from the academic year 2009-10)**

**1. ELIGIBILITY OF ADMISSION**

A candidate with any Bachelor Degree not less than three years duration of any University recognized by UGC and those who have put in work experience of three years after graduation at supervisory or higher levels is eligible to seek admission into two year MBA (Executive) Programme. The Programme is open to all citizens of India who satisfy the conditions. Fifty per cent seats are reserved for the candidates from the state of Andhra Pradesh.

**2. AWARD OF DEGREE**

Students shall be awarded MBA Degree on passing all the course of the programme.

**3. MEDIUM OF INSTRUCTION**

The medium of instruction and the examination will be in English only. The self instructional printed material in the English will be supplied to the admitted candidates.

**4. PROJECT WORK**

Each candidate shall do the Project Work under the supervision of the faculty guide chosen by the candidate, and approved by the University. The Project Work envisages submission of dissertation, which carries maximum marks of 100. The Project Work is to be carried out as per the guidelines issued by the University.

**5. DURATION OF THE PROGRAMME**

The programme is for two years. The students shall pass all the examinations within five years from the date of joining the programme to obtain MBA Degree. No examination shall be conducted for the candidates after five years.

**6. CONTACT PROGRAMME CLASSES**

There will be CPC Programme for 10 days every year.

**7. INSTRUCTION AND EVALUATION**

The scheme of instruction and evaluation is given in Annexure – I.

**8. EXAMINATION PATTERN**

There shall be year-end examinations at the end of every academic year. The candidate shall submit the assignments before taking the year-end-University examinations. There shall be a single valuation of assignments for 20 marks. The model question paper for year-end-examinations is given in Annexure - II.

## **9. QUALIFYING MARKS FOR A PASS**

A candidate appearing for the first time for the examination of any year has to register for whole examination of that year. A candidate shall be declared to have passed the examination, if he / she secures not less than 35% of marks in each theory paper / project / viva-voce in year-end University examinations including assignments and an aggregate of 40% of marks in each year examinations. Paper-wise pass is allowed subject to obtaining 40% of marks at the year-end-examination including assignments. If a candidate fails to get an aggregate of 40%, he has to get 40% of marks in the subject in which he has secured less than 40% marks. A candidate who will not get pass marks for the dissertation of the project work should submit revised dissertation along with the next batch. A candidate who appeared for the examination be supplied, a statement of marks obtained by him/her as per the rules and regulations of the University in force.

## **11. CLASSIFICATION OF SUCCESSFUL CANDIDATES**

The classification will be on the basis of the total marks obtained by the candidate i.e. the total marks secured in all the two years put together. Candidates securing 75% and above in the aggregate marks shall be placed in distinction. Candidate securing 60% and above but less than 75% in the aggregate marks shall be placed in First Class. Candidates securing 50% and above but less than 60% in the aggregate marks shall be placed in Second Class. All other successful candidates shall be placed in Third Class.

## **12. IMPROVEMENT**

The candidates are permitted to improve their marks / class by taking year-end-examinations in one or more papers within one academic year after the year-end examinations of the papers(courses) which he/she wants to improve his/her marks. There is no provision for improving of Project Work and Viva- Voce.

**Note :** The candidates shall be permitted to improve their marks within a period of four years from the date of admission into First year.

## **13. AWARD OF RANKS**

Candidates who passed the examinations at the first appearance in all two years shall be ranked in order of merit. The candidates who have taken supplementary examinations shall also be eligible for classification a lot be considered for the award of rank. Ranks shall be awarded for the top three students or 10% of the total strength of the students appeared for the second year end examinations, whichever is higher.

### **Note :**

All the candidates who are applying for Executive MBA Course shall produce the service certificate in the letter head of the Institution//Organisation concerned.

## SERVICE CERTIFICATE

(For Executive MBA Course)

This is to certify that Mr./Ms./Mrs. \_\_\_\_\_  
is employed in this institution/organization as \_\_\_\_\_ from \_\_\_\_\_  
to \_\_\_\_\_

Seal/Stamp of the Institution

Signature

Name :

Designation of the Employer :

## SCHEME OF INSTRUCTION AND EVALUATION

### I YEAR MBA

S.No.	Subject Code	Name of the Subject	Marks Year-end examination	Assignment Marks	Total Marks
1)	101.	Management functions and Behavior	80	20	100
2)	102.	Economic & Social Environment	80	20	100
3)	103.	Information Management & Computer	80	20	100
4)	104.	Managerial Economics	80	20	100
5)	105.	Quantitative Analysis for Managerial Application	80	20	100
6)	106.	Management of Information Systems	80	20	100
7)	107.	Management of New & Small Enterprises	80	20	100
8)	108.	Product / Operations Management	80	20	100
9)	109.	Managing Men	80	20	100
10)	110.	Marketing for Manager	80	20	100
11)	111.	Accounting & Finance for Manager	80	20	100
12)	112.	Managing Change in Organisation	80	20	100
13)		Viva-Voce	80	20	100

## II YEAR MBA

S.No.	Subject Code	Name of the Subject	Marks Year-end examination	Assignment Marks	Total Marks
1)	201.	Management of Control Systems	80	20	100
2)	202.	Strategic Management	80	20	100
3)	203.	International Business Management	80	20	100
4)	204.	Marketing Research	80	20	100
5)		Electives *	80	20	100
6)		Electives *	80	20	100
7)		Electives *	80	20	100
8)		Electives *	80	20	100
9)		Electives *	80	20	100
10)		Electives *	80	20	100
11)		Project Report	100	—	100
12)		Viva-Voce	100	—	100

\* Candidate shall choose Elective subject from the list of Electives offered.

### Elective Papers :

#### I. Finance

1. M.S 41- Working Capital Management
2. M.S 45- Instructional Financial Management
3. M.S 46- Management of Financial Services – an Overview.

#### II. Marketing

1. M.S 62- Sales Management : Basic Function
2. MS 63 Product and Advertising Management
3. MS 65 Marketing of Services : Concepts and Application

#### III. Human Resource Management

1. MS 21 Social Process and Behavioural issues
2. MS 22 Human Resource Development
3. MS 23 Human Resource Planning

## 20. L.L.M.

### a) Eligibility for Admission

A candidate seeking admission into the first year (previous) LLM Course shall be required to have passed BL/LLB of this University or its equivalent thereto.

### b) Duration of the course: 2 years

### c) Branch -I : Law of Intellectual Property Rights

#### *Papers for the First Year*

Paper -I	-	Indian Constitutional Law
Paper -II	-	Jurisprudence
Paper-III	-	Research Methodology
Paper -IV	-	General Principles of Intellectual Property rights
Paper-V	-	Copy Right Law
Paper-VI	-	Patent Law

#### *Papers for the Second Year*

Paper-VII	-	Trade Mark Law	
Paper -VIII	-	Law of Designs	
Paper-IX	-	Dissertation	150 Marks
		Viva-Voce	50 Marks

### Branch-II Law of Crimes and Torts

#### *Papers for the First Year*

Paper-I	-	Indian Constitutional Law
Paper-II	-	Jurisprudence
Paper-III	-	Research Methodology
Paper-IV	-	CriminalLaw
Paper-V	-	General Theory and Principles of Torts
Paper-VI	-	Criminology and Penology

### ***Papers for the Second Year***

Paper -VII	-	Criminal Procedure and Administration	
Paper-VIII	-	Law of Damages and Specific Relief	
Paper-IX	-	Dissertation	150 Marks
		Viva-Voce	50 Marks

#### **d) Medium of Instruction : English**

#### **e) Mode of Instruction**

##### ***1) Study material:***

The Directorate of Distance Education will supply the study materials for all the students. Study materials are in English medium only.

##### ***2) Contact Programme Classes***

The Directorate of Distance Education will organize useful 10 days contact programme classes by experienced faculty for each year. 75% attendance is compulsory. The contact programme classes will be conducted every year generally in the month of May/June.

#### **f) Examination Pattern**

At the end of each academic year, the students have to appear for the examinations conducted by the university. The exams will be conducted once in a year. Each paper carries maximum marks of 100. To declare pass of L.L.M. Degree, a candidate has to pass all the papers. In each paper a candidate has to secure 35% of marks and an aggregate of 40% in all papers together. For the dissertation work all the Law Faculty members who are working in the University Colleges/Departments are eligible to guide. The candidates have to get their dissertation topics approved, by the Departmental Council, PG.Department of Law, S.V.University, immediately after the completion of the first year end examination. The dissertation is for 150 marks and Viva-Voce for 50 marks.

Any candidate who fails in the University exams in any paper/absent in a particular paper/ papers he/ she has to appear for that paper/ papers and secure 40% marks. He/she need not appear for the entire examinations.

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# **UNDER GRADUATE PROGRAMMES**

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*A candidate seeking admission into Second Year (Final Year) should have passed the First Year Examination of this University either regularly or privately under annual pattern and has to pay fee Rs. 2500/-*



## 21 & 22 . B.A./B.Com.(General) COURSES

### I. Admission into I year B.A./B.Com. Courses

Admission into I year B.A./B.Com. courses is under two streams.

#### a) Regular system

The candidates who have passed Intermediate examination or an examination recognized as equivalent thereto are eligible. They can apply into the I year B.A./B.Com. Degree course directly without any entrance examination.

#### b) Open University system

Under this system candidates should have completed 18 years of age and should qualify the eligibility test conducted by this Institute. The eligibility test will be conducted by notification/advertisement every year in both Telugu and English daily news papers.

### II. Admission into II year and III year Degree

Students of S.V.University who have completed I year or II year examination of B.A. (with the combination of groups that are being offered) and B.Com in the affiliated Colleges of S.V.University, or private study are eligible to get admission into II year or III year degree respectively. The failed students are also eligible to get admission into second year or third year degree subject to the condition that they should pass the failed subjects by taking the examinations from the previous educational institutions.

### III. COURSE OF STUDY

The course of study for the degree (B.A/B.Com.,) shall be in two parts.

**Part-I:** It is common for B.A. and B.Com degrees.

a) First language,(English)

b)Another language(Telugu) (Second language)

**Note:** Candidates are permitted to choose Hindi, Tamil, Urdu, Sanskrit, under Part-I(b) as second language, **but the preparation of study material will be at their own risk.** This Institute will neither supply any study material nor conduct classes for the second language subject other than Telugu.

#### **Part-II for B.A. degree**

The candidate admitted into **I B.A. degree** can choose **any one** of the group combination subjects mentioned below and the same is to be written in the first column of the application.

1. History, Economics, Political Science(HEP)

2. History, Political Science and PublicAdministration(HPP)

3. Sociology, History, Political Science(SHP)

4. History, Political Science, Spl. English(HPE)
5. History, Political Science, Spl. Telugu(HPT)
6. Political Science, Sociology, PublicAdministration(PSP)

### **Part III Foundation Course**

#### **Part II for B.Com. Degree**

For the I B.Com there are four papers under Part-II and they are common to all the candidates.

- a) Business Economics,
- b) FinancialAccounting,
- c) Business Organisation and Management,
- d) Fundamentals of Information Technology

### **IV. Duration of the course**

Duration of B.A./B.Com. degree course is at three years from the date of admission into the course.

### **V. Medium of instruction**

This institute provides instruction both in English andTelugu medium. The candidates can choose any one of these media to write the University Examinations.

### **VI. Examination and passing marks**

- a) The Examinations will be conducted by the Controller of Examination, S.V.University once in a year in August/September.
- b) Candidates have to pay the examination fee along with the examination application to the Controller of Examinations of S.V.University. This will be informed to the candidates at the end of academic year.
- c) The maximum marks for each paper is 100. The minimum pass marks is 35/100 for all papers.

### **VIII. The candidates seeking admission directly in II year and III year Degree has to pay the prescribed fee Rs. 2500/-**

### **IX. Contact Programme Classes (CPC)**

This DDEe will organize 12 days CPC at nodal centre and at the study centers chosen by the candidates.

### **X. Important note**

The following certificates should be enclosed along with the application for the admission into I, II and III year B.A./B.Com. degree

- a. Marks of Intermediate or equivalent examination passed (original and two xerox copies)
- b. S.S.C certificate (two sets of attested xerox copies)

- c. Online challan towards payment of fees with Transaction ID
- d. I year/II year B.A./B.Com. marks memo who wants to join in II or III year B.A./ B.Com. Course(original and two sets of attested Xerox copies ) of the candidates.
- e. Migration certificate (required for the candidates other than Board of Intermediate Education, Hyderabad, A.P.)
- f. Two recent passport size photographs duly attested and one should be affixed one on the application and the other on the identity card.
- g. Two self addressed envelopes stamped Rs.10/- on each.

## 23. B.L.I.Sc.

- 1. Eligibility** : Pass in any Graduate Degree  
(Except Oriental/vidwan/technical/Medical/Law)
- 2. Duration** : One Year
- 3. Medium of Instruction :** English Medium only. However students may be allowed to write University exams in Telugu Medium also.
- 4. Study Material** : Will be provided by the DDE in English Medium only
- 5. C.P.C.** : Contact Program Classes (CPC) will be conducted for 30 days in two spells of 15 days each. Attendance is compulsory.
- 6. Course of Study** : 8 Papers - 800 marks  
for records - 100 marks  
**Total - 900 marks**
- 7. Examination** : There will be University Examination after one year. Practical examination will be held at DDE S.V. University, Tirupati only.
- 8. Examination Centres** : S.V. University College and selected study centres
- 9. Pass Marks** : 35 marks in each paper Along with the application the candidate should enclose the Xerox copy of the Original Degree/Provisional Pass Certificate along with two attested copies of the same.

## **24. B.Ed. THIRD METHODOLOGY**

The programme is essentially a judicious mix of theory and practical work to develop knowledge, skill, application and aptitude in teachers. The course is suitably supported by theoretical aspects to the extent needed taking all the above facts into account. The Directorate of Distance Education, S.V.University offers the following subjects for the Third Methodology in B.Ed.

1. Mathematics
2. Physical Science
3. Biological Science
4. Social Studies
- 5.English
- 6.Telugu

### **Eligibility**

1. Candidate should have passed the B.Ed. Degree from S.V.University or any other recognized institution/University
2. The Methodology subject/subjects, which the candidate desires to take up as Third Methodology, should have been studied by him/her at UG level

### **Admission**

The candidates will be required to submit duly filled-in application form along with the Xerox copies of the documents. The original documents are to be submitted only at the time of interview.

### **Duration of the Course**

The duration of the programme is 6 months

### **Medium of Instruction**

English andTelugu only

### **Components of the Course**

- a. Contact Programme Classes (Compulsory)

15 days compulsory Contact Programme Classes will be conducted in ONE spell.

- b. Demonstration and Teaching Practice Classes(Compulsory)

The Demonstration and Teaching Practice Classes will be conducted for 6 days. Attendance is compulsory for these classes also.

- c. Block-Teaching(Compulsory)

Compulsory Block-Teaching Programme with duration of 10 days will be conducted by the DDE.

## **Programme Fee**

An amount of Rs.5850/-(Rs.145/- extra in case of other than S.V.University Degree Candidates) will be collected at the time of admissions for the entire programme. Candidates seeking admission into B.Ed. Third Methodology are advised not to pay the fee along with the filled-in application form. They will get a separate communication about their admission and payment of Fee.

## **Instructional System**

The B.Ed. Third Methodology delivery system includes the Multi-Media approach, i.e., Self-Instructional Printing Material, Audio-Video Components, Assignments, Counselling Sessions and Practical Work in Schools and Workshops.

## **Printed Material**

Printed Material (prepared in SIM mode) will be supplied to the candidates at the time of admission.

## **Records**

Records are an integral part of the curriculum and compulsory component of the instructional system. There are six records for one methodology subject. These records are to be submitted to the Director, Directorate of Distance Education, S.V.University, Tirupati.

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# **POST-GRADUATE DIPLOMAS**

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## **25. POST GRADUATE DIPLOMA IN INDUSTRIAL RELATIONS AND PERSONNEL MANAGEMENT**

### **Eligibility for Admission :**

A candidate seeking admission into P.G.Diploma in IRPM should have passed any degree examination of S.V.University or an examination recognized as equivalent thereto.

**Duration : One Year**

### **Scheme of Examination**

There will be two parts-

**Part I - Consists of the following six theory papers and**

**Part II - Consists of project report**

### **Part I**

Paper I - Principles and Practice of Personnel Management

Paper II - Organisation Theory and Behaviour

Paper III - Industrial Relations

Paper IV - Industrial Engineering and Organisational Methods

Paper V - Wages and Salary Administration

Paper VI - Labour Welfare Legislation and Administration

### **Part II**

The project report is to be prepared on an approved topic under the guidance of an approved supervisor.

**Medium of Instruction & Examination : English**

### **Contact with Teachers:**

Meaningful contact between the teacher and the taught will be provided by arranging contact programme classes for EIGHT days at Tirupati.

## 26. POST GRADUATE DIPLOMA IN GUIDANCE AND COUNSELLING

### Eligibility for Admission :

A candidate seeking admission into P.G.Diploma in Guidance and Counselling should have passed B.A / M.A/M.Sc in Psychology, Education, Social Work, Human Development or Extension, any Health Professional (Nursing, Medicine, Physio-therapy, Para-medical).

### Duration : One Year

### Papers :

Paper I	-	Principles of Mental Health and Adjustment	100 marks
Paper II	-	Principles of Guidance and Counselling	100 marks
Paper III	-	Psychological Testing and Evaluation in Guidance and Counselling	100 marks
Practicals :		Practical – I	100 marks
		Practical – II	100 marks

### Medium of Instruction & Examination: English

### Contact Programme:

The DDE will organize useful 8 days contact programme classes by experienced faculty. Attendance to the contact programme classes is compulsory. The contact Programme Classes and examinations (both theory and practicals) will be held at Nodal Centre i.e S.V.University, Tirupati.

## SVU DDE STUDY CENTRES

S.No.	Centre Code	Name of the Study Centre	Place	District	Contact Numbers
1.	001	DIRECTORATE OF DISTANCE, EDUCATION S.V. UNIVERSITY CAMPUS ( <i>NODAL CENTRE</i> )	TIRUPATI	Chittoor	0877-2289477, 2289380
2.	054	CHANAKYA DEGREE COLLEGE	NIRMAL	Adilabad	9848184639, 9849661614
3.	066	VASHISTA DEGREE COLLEGE	NIRMAL	Adilabad	08734-247047, 9246816996
4.	077	VAGDEVI ARTS & SCIENCE, DEGREE COLLEGE	ADILABAD	Adilabad	9440069837, 08732-233430
5.	083	BHAVITHA DEGREE COLLEGE	BELLAMPALLY	Adilabad	9866108843
6.	210	BLUE MOON EDU. SOCIETY	ANANTAPUR	Anantapur	9849789456
7.	014	SRI SREENIVASA EDUCATIONAL SOCIETY	HINDUPUR	Anantapur	9291349677, 9849703943
8.	025	S.S.V. EDUCATIONAL, WELFARE SOCIETY	ANANTAPUR	Anantapur	9885337771, 08554-645109
9.	053	UL-RUB MINORITY EDN. DEVELOPMENT SOCIETY	KADIRI	Anantapur	9885060450, 9949627149
10.	082	SAI GANESH EDUCATIONAL SOCIETY	DHARMAVARAM	Anantapur	9490540398, 9391307165
11.	084	BABA EDUCATIONAL DEVELOPMENT SOCIETY	GORANTLA	Anantapur	9849413499
12.	095	J.C.N.R.M. DEGREE COLLEGE	TADPATRI	Anantapur	9440362157
13.	255	RAYALASEEMA EDUCATIONAL SOCIETY	KADIRI	Anantapur	9985039559
14.	205	R.R. DEGREE COLLEGE	PUNGANUR	Chittoor	9440565402, 08561-252446
15.	206	SRI VIGNAN EDUCATIONAL SOCIETY	CHITTOOR	Chittoor	9441595806, 9493948900
16.	215	SRI BALAJI EDUCATIONAL SOCIETY	MADANAPALLI	Chittoor	9440270939, 08571-225549
17.	218	SREE VIJAY EDUCATIONAL SOCIETY	MADANAPALLI	Chittoor	9849690976, 9441625335
18.	003	VIGNANA SUDHA DEGREE P.G.COLLEGE	CHITTOOR	Chittoor	08572-233349
19.	026	H.M. DEGREE COLLEGE	PUNGANUR	Chittoor	9440187981, 08581-200083
20.	038	SEICOM DEGREE COLLEGE	KALIKIRI	Chittoor	9440464521, 9989170086
21.	041	CAMFORD DEGREE COLLEGE	PUTTUR	Chittoor	9848391201, 08577-220555
22.	062	VIJAYAM DEGREE COLLEGE	CHITTOOR	Chittoor	9440044023, 08572-236328
23.	087	RAVI EDUCATIONAL SOCIETY	PALAMANER	Chittoor	9440851595, 08579-251841
24.	224	S.V. DEGREE COLLEGE	KALAKADA	Chittoor	9440190616, 9491102477
25.	226	SRI C. DASS DEGREE COLLEGE	SATHYAVEDU	Chittoor	9493572938, 9490274351
26.	235	S.V. EDUCATIONAL SOCIETY	GUNDUBAVI (PALAMANER)	Chittoor	9394455552
27.	240	OXFORD DEGREE COLLEGE	SRIKALAHASTHI	Chittoor	9885254599
28.	246	VISWESWARA SCIENCE & ARTS COLLEGE	PATNAM	Chittoor	9885631207
29.	247	SRI SAI SREENIVASA RURAL DEVELOPMENT SOCIETY	SOMALA	Chittoor	9963289664
30.	217	S.V. EDUCATION & WELFARE SOCIETY	RAJAHMUNDRY	East Godavari	9490102111, 8106084111
31.	059	MOTHER DEGREE & P.G. COLLEGE	TUNI	East Godavari	9441326867, 9490102111

32.	096	ANDHRA KESARI DEGREE, COLLEGE	RAJAMHUNDRY	East Godavari	9848581245, 0883-2422300
33.	227	SIR ARTHUR COTTON EDUCATIONAL & RURAL DEV. SOCIETY	AMALAPURAM	East Godavari	9666763667, 9290358955
34.	238	YRR EDUCATIONAL & VOLUNTARY ORGANISATION	RAMACHANDRA PURAM	East Godavari	9885739278, 8985575798
35.	243	PRATHIBHA DEGREE COLLEGE	DRAKSHARAMAM	East Godavari	9849534309, 08857-252744
36.	029	M.S.REDDY DEGREE COLLEGE	BAPATLA	Guntur	9848115239
37.	030	ST. MOTHER TERESA EDU. & RURAL DEV. SOCIETY	GUNTUR	Guntur	9849030612, 8125429047
38.	040	SRI VENKATESWARA DEGREE COLLEGE	KOLLIPARA	Guntur	08644-244389, 9848204698
39.	228	VIKAS DEGREE COLLEGE	MACHERLA	Guntur	9985242284
40.	253	SRI BABA GURUDEV DEGREE COLLEGE	SATTENAPALLI	Guntur	9246458159, 9247044899
41.	100	SRI NAGARJUNA DEGREE COLLEGE, BALKAMPET	HYDERABAD	Hyderabad	9988550088, 040-64545230
42.	202	MAITREYI DEGREE COLLEGE, MASAB TANK	HYDERABAD	Hyderabad	9441040411, 040-23535407
43.	216	PASHA NOBLE DEGREE & P.G. COLLEGE	HYDERABAD	Hyderabad	040-24048412, 24058567
44.	020	GAUTAM MISSION RESEARCH STUDIES, L.B. NAGAR	HYDERABAD	Hyderabad	9440328586, 9348328586
45.	021	INSTITUTE OF I.T & MANAGEMENT, R.C. PURAM	HYDERABAD	Hyderabad	9440062230, 9989706548
46.	057	S.R.C. COLLEGE OF ARTS AND SCIENCES	SECUNDERABAD	Hyderabad	9246901622, 040-64531622
47.	069	JAHNAVI DEGREE COLLEGE, NARAYANAGUDA X ROADS	HYDERABAD	Hyderabad	9346434298, 9848382484
48.	071	NEW VISION JR. COLLEGE, S.R. NAGAR	HYDERABAD	Hyderabad	9963678888, 040-23816265
49.	076	NEW SILVER JUBILEE JR. & DEGREE COLLEGE, ECIL X ROADS	HYDERABAD	Hyderabad	9246176889, 040-27128174
50.	098	JAGRUTHI DEGREE & P.G. COLLEGE, NARAYANAGUDA	HYDERABAD	Hyderabad	9849900887, 9849170019
51.	245	S.S.V. EDUCATIONAL WELFARE SOCIETY	HYDERABAD	Hyderabad	9985289289, 9849581038
52.	204	SRI C. S.S.R&S.R.R. MEMORIAL DEGREE COLLEGE	KAMALAPURAM	Kadapa	9704509528, 9866454143
53.	211	SRI VIVEKANANDA EDUCATIONAL SOCIETY	KADAPA	Kadapa	98664 82840
54.	213	SHIRDI SAI WOMENS DEGREE COLLEGE	RAYACHOTY	Kadapa	9440868804, 9390910556
55.	010	SRI VAISHNAVI DEGREE COLLEGE	RAJAMPET	Kadapa	9440143846, 08565-241642
56.	011	S.D.H.R. DEGREE COLLEGE	RAYACHOTY	Kadapa	08561-254363, 250113
57.	012	S.V.COLLEGE OF ARTS & COMPUTER SCIENCES	PRODDATUR	Kadapa	9440246616, 08564-245556
58.	027	SRI Y.V.N.R. DEGREE COLLEGE	RAYACHOTY	Kadapa	9440440994, 08561-255555
59.	052	S.B.V.R. DEGREE COLLEGE	BADVEL	Kadapa	9441086058, 9440979949
60.	061	SAI PARAMESWARA DEGREE COLLEGE	JAMMALA MADUGU	Kadapa	9989050306, 9347372343
61.	221	SRI LAKSHMI NARASIMHA EDNL. & RURAL DEV. SOCIETY	KADAPA	Kadapa	9440068878, 9059999049

62.	225	ARCHANA DEGREE COLLEGE	RAYACHOTY	Kadapa	9390921505, 08561-251800
63.	230	VASISTAH DEGREE COLLEGE	RLY. KODUR	Kadapa	9985157184
64.	233	KRISHNA SARADA DEGREE COLLEGE	PORUMAMILLA	Kadapa	9440013428, 9440055827
65.	236	SAI SREE DEGREE & P.G. COLLEGE	RLY. KODUR	Kadapa	9000277886
66.	237	SRI LAKSHMI NARASIMHA N.H.E RURAL DEVELOPMENT SOCIETY	PULIVENDULLA	Kadapa	9492807817
67.	075	SAGAR EDUCATIONAL SOCIETY	KARIMNAGAR	Karimnagar	0878-2241918, 9440069418
68.	094	KAKATIYA DEGREE COLLEGE	KAMALAPUR	Karimnagar	9866744705, 924664708
69.	242	RAMAKRISHNA DEGREE & P.G. COLLEGE	JAGTIAL	Karimnagar	9885456354; 9948046477
70.	058	PRIYADARSHINI DEGREE & P.G. COLLEGE	KHAMMAM	Khammam	9440883782, 08742-278567
71.	070	RAJA EDUCATIONAL SOCIETY	KHAMMAM	Khammam	9603693373, 9346636219
72.	035	SRI KRISHNAVENI DEGREE COLLEGE	VIJAYAWADA	Krishna	0866-2581772, 9849189666
73.	219	SUGUNA DEGREE COLLEGE	KALIDINDI	Krishna	08677-233036, 9246473036
74.	220	BHAVANI SEVA SANGAM	NANDIGAMA	Krishna	9440537078, 9985742292
75.	252	SRINATH EDUCATIONAL SOCIETY	AVANIGADDA	Krishna	9440229304, 08671-273222
76.	212	NANI INTEGRATED TECH. EDUCATIONAL SOCIETY	NANDYAL	Kurnool	9885091189, 9247715706
77.	013	PRATHIBA EDUCATIONAL SOCIETY	KURNOOL	Kurnool	9490919091, 9492612395
78.	039	ANANTHA COLLEGE	NANDYAL	Kurnool	9989325944, 08514-247729
79.	085	BHAVITHA EDUCATIONAL SOCIETY	YEMMIGANUR	Kurnool	9866290166, 9247799955
80.	229	USHODAYA EDUCATIONAL DEVELOPMENT SOCIETY	TUGGALI	Kurnool	9949510429
81.	251	VAIBHAV COLLEGE OF HIGHER LEARNING	KOILKUNTLA	Kurnool	9908747177
82.	046	VIVEKANANDA EDUCATIONAL SOCIETY	GADWAL	Mahabubnagar	9490911181, 9246281181
83.	249	P.H.R.M. DEGREE COLLEGE	MAHABUBNAGAR	Mahabubnagar	9246851537, 9440415536
84.	214	ELLANKI DEGREE COLLEGE	TOOPRAN	Medak	9949916141
85.	051	VIJAYA SAI EDUCATIONAL ACADEMY	SIDDIPET	Medak	08457-227439, 9440021688
86.	244	S.V. DEGREE COLLEGE	GAJWEL	Medak	
87.	250	SRI SAI EDUCATIONAL SOCIETY	SIDDIPET	Medak	9848826252
88.	089	JAYALAXMI EDUCATIONAL SOCIETY	KODAD	Nalgonda	9948339847
89.	093	ST. STEPHENS EDUCATIONAL, SOCIETY	BHONGIRI	Nalgonda	9866326100, 040-27671471
90.	099	ARUNODAYA MAHILA DEGREE COLLEGE	SURYAPET	Nalgonda	9246965030, 9248203120
91.	207	SAASTRA COLLEGE OF COMPUTER SCIENCE	VARIGONDA	Nellore	9441885915, 0861-2334433
92.	208	SRI SHIRDI SAIRAM DEGREE COLLEGE	ATMAKUR	Nellore	9440540910, 08627-220874
93.	209	NAGARJUNA EDUCATIONAL SOCIETY	PODALAKUR	Nellore	9440450572, 9030232535
94.	005	VISWAM JR.COLLEGE	NAIDUPET	Nellore	9490250450, 9247233772

95.	006	SRI PRATHIBA DEGREE COLLEGE	SULLURPET	Nellore	9346600127, 08623-243624
96.	007	ANANYA SOCIAL DEVELOPMENT SOCIETY	VINJAMUR	Nellore	9177244731, 9493191999
97.	009	RAJA COLLEGE	NELLORE	Nellore	9492000139, 9441578474
98.	031	SRI VISWASANTHI DEGREE COLLEGE	KAVALI	Nellore	9440450119, 9441017690
99.	044	S.K.R. Jr. COLLEGE	INDUKURPET	Nellore	9440140619, 0861-2384293
100.	045	VIGHNA RAJA Jr. COLLEGE	VENKATAGIRI	Nellore	9885541941, 08612-257141
101.	231	SRI NETHAJI DEGREE COLLEGE	SANGAM	Nellore	9491921366
102.	232	SRI SIVA SAI DEGREE COLLEGE	KALUVAI	Nellore	9441881130
103.	055	GLOBAL MANAGEMENT EDUCATIONAL SOCIETY	NIZAMABAD	Nizamabad	9885272965, 8462-225964
104.	092	SRI CHAITANYA DEGREE, COLLEGE	GODAVARIKHANI	Nizamabad	9247224316, 7396295455
105.	223	VIJETHA DEGREE COLLEGE	ARMOOR	Nizamabad	9912218138
106.	234	S.S.L. DEGREE COLLEGE	SOMESHWAR	Nizamabad	9246916355
107.	241	SRI VAGDEVI DEGREE COLLEGE	NIZAMABAD	Nizamabad	9440229955; 08462-229955
108.	048	GANDHAVALLA EDUCATIONAL SOCIETY	ONGOLE	Prakasam	9246461657, 9291535101
109.	049	R. B.V. EDUCATIONAL DEVELOPMENT SOCEITY	MARKAPURAM	Prakasam	9849849311, 9441255837
110.	064	SREE JEEVANA JYOTHI DEGREE COLLEGE	GIDDALUR	Prakasam	9396213536, 9347887089
111.	097	ANDHRA EDNL. ACADEMY	BESTHAVARAPETA	Prakasam	9849651078, 08406-237084
112.	015	ABYUDAYA DEGREE COLLEGE	SRIKAKULAM	Srikakulam	9440954874, 08942-220654
113.	017	SARADA DEGREE COLLEGE	SRIKAKULAM	Srikakulam	8125402513
114.	036	SRI VISWAJYOTHI DEGREE COLLEGE	TEKKALI	Srikakulam	9885215894, 9885472650
115.	090	SHIRDI SAI DEGREE COLLEGE, KASIBUGGA	PALASA	Srikakulam	9440304818, 08945-240101
116.	028	M.S.N. DEGREE COLLEGE	VIJAYANAGARAM	Vijayanagaram	9866787879, 9440522032
117.	091	MAHARSHI DEGREE COLLEGE NAGARAM	GAJAPATHI	Vijayanagaram	9866787879, 9440522032
118.	034	MSRS SIDHARTHA DEGREE COLLEGE	VISHAKAPATNAM	Visakhapatnam	0891-2755380, 9247288804
119.	222	SRI KANAKAMAHALAKSHMI ARTS & SCIENCE DEGREE COLLEGE	VISHAKAPATNAM	Visakhapatnam	9246618955, 9246623155
120.	239	S.V. DEGREE COLLEGE	PEDA GUMMULURU	Visakhapatnam	9490102111, 8106085111
121.	203	GOUTHAM DEGREE COLLEGE	WARANGAL	Warangal	0870-6560402
122.	067	SRI VIDYA ACADEMY	HANMAKONDA	Warangal	9347580878, 0870-2553383
123.	248	JYOTHI EDUCATIONAL ACADEMY	TADEPALLIGUDEM	West Godavari	9440104727, 9866571245
124.	254	JYOTHI YOUTH WELFARE ASSOCIATION	BHIMAARAM	West Godavari	9866571245
125.	501	Dr. M-INSTITUTE OF SCIENCE & TECHNOLOGY (PROMOTIONAL CENTRE)	VAVAKAVVU	KERALA (State)	09447124388, 0476-2640388

**DIRECTORATE OF DISTANCE EDUCATION  
SRI VENKATESWARA UNIVERSITY, TIRUPATI – 517 502**

**Prof. A.VARADA REDDY  
DIRECTOR**

**Phone : 2289477, 2289380 Fax : 2289554 Mobile: 90006 90678**

**WHOM TO CONTACT**

<b>For Admissions, Administration and General Matters</b>	<b>Director, DDE</b>
<b>For Study Centers related</b>	<b>Special Officer, DDE Study Centres</b>
<b>For Conduct of DDE Examinations</b>	<b>Coordinator, DDE Examinations</b>
<b>For Publication of Results, Provisional Certificates</b>	<b>Controller of Examinations, SVU 0877-2289499</b>
<b>For Academic matters</b>	<b>Course in-charge in DDE</b>

<b>S.No.</b>	<b>Name and Designation</b>	<b>Course in-charge for</b>	<b>Contact No.</b>
1.	Prof. Y.Sudhakara Reddy	Special Officer, DDE Study Centre M.A. Hindi	90000 66619
2.	Prof. B.Govinda Reddy	M.Sc. Psychology P.G.Diploma in Guidance & Counselling	94413 23855
3.	Prof.M.Sivarathnam Reddy	M.A.Telugu	98662 50636
4.	Prof.S.V.Subba Reddy	M.B.A, M.Com., B.L.I.Sc., P.G.Diploma in IR & PM. Dean, DDE Examinations	90003 99959
5.	Dr.V.Ravi Naidu Associate Professor	M.A. English	94412 00246
6.	Dr.S.Thavamani Associate Professor	M.Sc. Physics, Chemistry, Zoology	98851 85138
7.	Dr.G.Janakiramaiah Associate Professor	M.A. Sociology, M.S.W., B.Ed., B.Ed. III Methodology	94412 00242
8.	Dr.M.Bhupathi Naidu Associate Professor	M.Sc. Mathematics, Computer Science, MCA	93473 35770
9.	Sri V.Ramana Reddy Asst.Director-cum-Lecturer	M.A. Pol. Sci. & Pub. Admn. M.S.P.R.	98491 59224
10.	Dr.R.Jyothi Asst.Director-cum-Lecturer	M.A. History, B.A. (Regular & OUS)	98482 13627 81068 19777
11.	Dr. G.Varalakshmi Asst. Director-cum-Lecturer	M.A. Economics, LLM, B.Com.(Regular & OUS)	92473 12683 96524 40114

**FOR ANY CLARIFICATION PLEASE CONTACT THE ABOVE OFFICERS  
BETWEEN 10.15 A.M. AND 5.00 P.M.**

### **Instructions for filling the Application form for admission**

1. The application duly filled –in together with all the required enclosures should reach the **Director, DDE , S.V.University, Tirupati 517 502** by registered post or in person on or before the last date notified in the press.
2. The candidate is required to mention clearly the course of study and year for which he / she is seeking admission into DDE.
3. The name of the student, date of birth as well as his/her father/husband should correspond with those that are recorded in his/her matriculation certificates / SSLC / SSC/ HS & MPSC Register.
4. The following attested copies of certificates are to be enclosed with the application form for the DDE record.
  - i. SSC Certificate
  - i. Provisional Pass Certificate/Degree Certificate
  - iii. Migration Certificate (other than SVUniversity students)
  - iv. Passport size photo
5. Applications without tuition fees and incomplete applications will be rejected and will not be processed by the DDE.
- 6 The following certificates in original are to be enclosed along with the application form
  - a. Provisional Certificate and Marks Memoranda of the qualifying examination passed (one attested copy is also be enclosed along with the original certificate.
  - b. Two copies of recent photographs(passport size of the candidate duly attested by a Gazetted Officer at the lower portion of each photo. One to be affixed to the application and the other to be enclosed)
  - c. Prescribed course fee shall be paid throughDDE Online challan ofAB/SBI.



**13. Fee Particulars : (Please see the Prospectus)**

Amount	Online Challan with Date & Transaction ID	Name of the Bank Issued	Place of Bank

*Write Name, Course, Subject and Address on the backside of the on line challan.*

**DECLARATION OF THE APPLICANT**

I hereby declare that the particulars given above are correct. In case they are found to be incorrect at a later date, I submit myself for any disciplinary action including removal from the rolls, and such other disciplinary action under the ACT, the Statutes and Ordinances and the rules of the University. I also agree to abide by the conditions, rules and regulations stipulated by the Directorate of Distance Education and the Laws of the University applicable from time to time.

*Station :*

*Date :*

*Signature of the Applicant.*

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**FOR OFFICE USE ONLY**

**Enrollment Number :**

Amount Paid : Amount Due :

Online Challan with Date and Transaction ID:

Name of the Bank :

Certificates and fee particulars, verified and found correct.

**ELIGIBLE / NOT ELIGIBLE**

**ADMITTED / REJECTED**

*Jr. Asst.*

*Supdt. / A.R.*

*Course-in-charge*

*Director*

**Check List : Put tick (✓) mark in the relevant boxes.**

- Online Challan for prescribed course fee.
- Certificates in support of your educational qualifications both original and one set of Xerox copies.
- Migration Certificate (for other than SVU graduates) both original and Xerox.
- Xerox copy of Date of Birth Certificate.
- Xerox copy of Caste Certificate.



**CASH DETAILS**

NOTES	Rs.	Ps.
x 1000		
x 500		
x 100		
x5 0		
x2 0		
x1 0		
x5		
x2		
x1		
Coins		
Total		

*Signature of Remitter* \_\_\_\_\_

Candidates Address

Candidates Address

Candidates Address

**ORIGINAL**  
**REMITTER'S COPY**  
*(To be submitted to SVU by the Student)*  
**SATE BANK OF INDIA**  
 SIV. CAMPUS (TIRURTI)

**DIRECTORATE OF DISTANCE EDUCATION FEE**  
 COLLECTION INTO SV UNIVERSITY THROUGH ONLINE

C	collectingBranchCode		Date	
	Collecting Branch Name			
	Credit to SVU Directorate of Distance Education Fee Account No.	31573987253		
	Candidate's Name			
	Course Subject :			
	Study Centre Name :			
	JOURNAL ID.			

Use separate Challan for each purpose	AMOUNT (Rs.)
Purpose of Payment : Towards cost of (Put tick) bank	
A) First Year Fee	
B) Second Year Fee	
C) Third Year Fee	
D) Recognition Fee for Other University Candidates	
E) Penalty towards all fees / CPC Condonation Fees	
F) Change of Course / Study Centre / Exam Centre	
G) Cost of Admission Application	
H) Cost of Study Centre Application / Renewal Fee	
I) Study Centre Inspection / Recognition Fee	
J) Other Payments to DDE	
<b>Bank Charges</b>	<b>2000</b>
<b>Amount in figures : Rs.</b>	<b>TOAL</b>
<i>(Rupees in words:)</i>	

Remitter Signature Authorized Signatory of Bank with Seal

**DUPLICATE**  
**BANKER'S COPY**  
*(To be submitted to SVU by the Student)*  
**SATE BANK OF INDIA**  
 SIV. CAMPUS (TIRURTI)

**DIRECTORATE OF DISTANCE EDUCATION FEE**  
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J) Other Payments to DDE	
<b>Bank Charges</b>	<b>2000</b>
<b>Amount in figures : Rs.</b>	<b>TOAL</b>
<i>(Rupees in words:)</i>	

Remitter Signature Authorized Signatory of Bank with Seal

**TRIPPLICATE**  
**SV UNIVERSITY COPY**  
*(To be submitted to SVU by the Student)*  
**SATE BANK OF INDIA**  
 SIV. CAMPUS (TIRURTI)

**DIRECTORATE OF DISTANCE EDUCATION FEE**  
 COLLECTION INTO SV UNIVERSITY THROUGH ONLINE

C	collectingBranchCode		Date	
	Collecting Branch Name			
	Credit to SVU Directorate of Distance Education Fee Account No.	31573987253		
	Candidate's Name			
	Course Subject :			
	Study Centre Name :			
	JOURNAL ID.			

Use separate Challan for each purpose	AMOUNT (Rs.)
Purpose of Payment : Towards cost of (Put tick) bank	
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<b>Bank Charges</b>	<b>2000</b>
<b>Amount in figures : Rs.</b>	<b>TOAL</b>
<i>(Rupees in words:)</i>	

Remitter Signature Authorized Signatory of Bank with Seal

**CASH DETAILS**

NOTES	Rs.	Ps.
x 1000		
x 500		
x 100		
x5 0		
x2 0		
x1 0		
x5		
x2		
x1		
Coins		
Total		

*Signature of Remitter* \_\_\_\_\_

Candidates Address

Candidates Address

Candidates Address