



1.3.1-Institution integrates cross-cutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability, and Human Values into the curriculum.

The programmes offered in the institution include courses that deal with cross-cutting issues relevant to Professional Ethics, Gender, Human values, Environment and Sustainability. The courses offered are Professional ethics and Human values, Business ethics and Corporate Governance, Human Resource Management, Environmental Science, Environmental Engineering, Renewable Energy Sources, Renewable Energy Technologies, Green buildings, Water and Wastewater Engineering, Environmental Sanitation, Energy Environment and Pollution, and Energy Conservation and Management.

PROFESSIONAL ETHICS AND HUMAN VALUES:

The concept of “Professional Ethics and Human Values” is a relevant subject in recent times due to the prevalence of a professional environment affected by conflicts and stress.

ENVIRONMENT AND SUSTAINABILITY:

The course on Environment and sustainability help students to understand the environment and nature in the most practical way with the focus on renewable resource harvest, ecology, biodiversity, pollution control and sustainable development.

GENDER:

The institute organizes special programs for girl students to achieve Women Empowerment and Gender sensitization through SAHELI-The Girls Club. Also, various awareness programs and commemorative events are organized on national and international days of importance such as World Health Day, World Cancer Day, World AIDS day, International Women’s Day.



SRI VENKATESWARA COLLEGE OF ENGINEERING (Autonomous)

Karakambadi Road, Opposite LIC Training Centre, Tirupati – 517 507.
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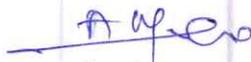
1.3.1 description of the course which address the Professional Ethics,Gender,Human Values,Environment and Sustainability and Human Values.

Courses offered Related to Professional Ethics,Gender,Environment and Sustainability and Human Values:

Issues	Regulation Course	Name and Code	Branch
Environment and Sustainability	R20	Environmental Science	S&H
Human Values and Professional Ethics	R20	Universal Human Values and Professional Ethics	S&H

LIST OF EVENTS

S.NO.	NAME OF THE EVENT	DATE OF THE EVENT
1	AWARENESS PROGRAM ON ALCOHOL FREE SOCIETY	24-08-2022
2	NATIONAL EDUCATION DAY	11-11-2021
3	NATIONAL UNITY DAY	31-10-2021
4	CLEAN INDIA PROGRAM	01-10-2021 TO 31-10-2021
5	NSS FOUNDATION DAY	24-09-2021
6	JAL SHAKTHI ABHIYAN	28-07-2021
7	INTERNATIONAL DAY OF YOGA	21-06-2021


In-charge


HEAD OF THE DEPARTMENT
HUMANITIES & SCIENCES
S.V. COLLEGE OF ENGINEERING
KARAKAMBADI ROAD, TIRUPATI-517 507



SRI VENKATESWARA COLLEGE OF ENGINEERING

(Autonomous)

Karakambadi Road, TIRUPATI – 517507

I-B.Tech –I/II Sem

L T P C

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ENVIRONMENTAL SCIENCE

(Common to All Branches of Engineering)

Course Objectives:

- To make the students to get awareness on environment
- To understand the importance of protecting natural resources, ecosystems for future generations and pollution causes due to the day to day activities of human life
- To save earth from the inventions by the engineers.

UNIT – I

Multidisciplinary Nature Of Environmental Studies: – Definition, Scope and Importance – Need for Public Awareness.

Natural Resources :

Renewable and non-renewable resources – Natural resources and associated problems – Forest resources – Use and over – exploitation, deforestation, case studies – Timber extraction – Mining, dams and other effects on forest and tribal people – Water resources – Use and over utilization of surface and ground water – Floods, drought, conflicts over water, dams – benefits and problems – Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies – Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. – Energy resources:

Learning outcomes:

At the end of this unit, the students will be able to

- To know the importance of public awareness
- To know about the various resources

UNIT – II

Ecosystems:

Concept of an ecosystem. – Structure and function of an ecosystem – Producers, consumers and decomposers – Energy flow in the ecosystem – Ecological succession – Food chains, food webs and ecological pyramids – Introduction, types, characteristic features, structure and function of the following ecosystem:

a. Forest ecosystem.

- b. Grassland ecosystem
- c. Desert ecosystem
- d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Biodiversity And Its Conservation :

Introduction 0 Definition: genetic, species and ecosystem diversity – Bio-geographical classification of India – Value of biodiversity: consumptive use, Productive use, social, ethical, aesthetic and option values – Biodiversity at global, National and local levels – India as a mega-diversity nation – Hot-spots of biodiversity – Threats to biodiversity: habitat

loss, poaching of wildlife, man-wildlife conflicts – Endangered and endemic species of India – Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

Learning outcomes:

At the end of this unit, the students will be able to

- To know about various eco systems and their characteristics
- To know about the biodiversity and its conservation

UNIT – III

Environmental Pollution: Definition, Cause, effects and control measures of :

- a. Air Pollution.
- b. Water pollution
- c. Soil pollution
- d. Marine pollution
- e. Noise pollution
- f. Thermal pollution
- g. Nuclear hazards

Solid Waste Management: Causes, effects and control measures of urban and industrial wastes – Role of an individual in prevention of pollution – Pollution case studies – Disaster management: floods, earthquake, cyclone and landslides.

Learning outcomes:

At the end of this unit, the students will be able to

- To know about the various sources of pollution.
- To know about the various sources of solid waste and preventive measures.
- To know about the different types of disasters and their managerial measures.

UNIT – IV

Social Issues and the Environment:

From Unsustainable to Sustainable development – Urban problems related to energy – Water conservation, rain water harvesting, watershed management – Resettlement and rehabilitation of people; its problems and concerns. Case studies – Environmental ethics: Issues and possible solutions – Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case Studies – Wasteland reclamation. – Consumerism

and waste products. – Environment Protection Act. – Air (Prevention and Control of Pollution) Act. – Water (Prevention and control of Pollution) Act – Wildlife Protection Act – Forest Conservation Act – Issues involved in enforcement of environmental legislation – Public awareness.

Learning outcomes:

At the end of this unit, the students will be able to

- To know about the social issues related to environment and their protection acts.
- To know about the various sources of conservation of natural resources.
- To know about the wild life protection and forest conservation acts.

UNIT – V

Human Population And The Environment:

Population growth, variation among nations. Population explosion – Family Welfare Programmes. – Environment and human health – Human Rights – Value Education – HIV/AIDS – Women and Child Welfare – Role of information Technology in Environment and human health – Case studies.

Field Work: Visit to a local area to document environmental assets River/forest

grassland/hill/mountain – Visit to a local polluted site-Urban/Rural/Industrial/Agricultural Study of common plants, insects, and birds – river, hill slopes, etc..

Learning outcomes:

At the end of this unit, the students will be able to

- To know about the population explosion and family welfare programmes.
- To identify the natural assets and related case studies.

TEXT BOOKS:

1. Text book of Environmental Studies for Undergraduate Courses Erach Bharucha for University Grants Commission, Universities Press.
2. Palaniswamy, “Environmental Studies”, Pearson education
3. S. Azeem Unnisa, “Environmental Studies” Academic Publishing Company
4. K. Raghavan Nambiar, “Text book of Environmental Studies for Undergraduate Courses as per UGC model syllabus”, Scitech Publications (India), Pvt. Ltd.

REFERENCES:

1. Deeksha Dave and E. Sai Baba Reddy, “Textbook of Environmental Science”, Cengage

Publications.

2. M.Anji Reddy, "Text book of Environmental Sciences and Technology", BS Publication.
3. J.P.Sharma, Comprehensive Environmental studies, Laxmi publications.
4. J. Glynn Henry and Gary W. Heinke, "Environmental Sciences and Engineering", Prentice hallof India Private limited
5. G.R.Chatwal, "A Text Book of Environmental Studies" Himalaya Publishing House
6. Gilbert M. Masters and Wendell P. Ela, "Introduction to Environmental Engineering and Science, Prentice hall of India Private limited.

Course Outcomes:

At the end of the course, the student will be able to

- Grasp multidisciplinary nature of environmental studies and various renewable and nonrenewable resources.
- Understand flow and bio-geo- chemical cycles and ecological pyramids.
- Understand various causes of pollution and solid waste management and related preventive measures.
- About the rainwater harvesting, watershed management, ozone layer depletion and waste landreclamation.
- Casus of population explosion, value education and welfare programmes.



SRI VENKATESWARA COLLEGE OF ENGINEERING (Autonomous)

B.Tech II Sem

(BA20AMC201) UNIVERSAL HUMAN VALUES

(Mandatory Course) (ME, CSE, IT, AI&ML)

Unit -1:

Course Introduction-Need, Basic Guidelines, Content and Process for Value Education

- Purpose and motivation for the course, recapitulation from Universal Human Values-I.
- Self-Exploration-
what is it? Its content and process; 'Natural Acceptance' and Experiential Validation- as the process for self-exploration.
- Continuous Happiness and Prosperity- A look at basic Human Aspirations.
- Right understanding, Relationship and Physical Facility-
the basic requirements
for fulfilment of aspirations of every human being with their correct priority.
- Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario.
- Methods to fulfil the above human aspirations: understanding and living in harmony at various levels.

Include practice session to discuss natural acceptance in human being as the innate acceptance for living with responsibility (living in relationship, harmony and co-existence) rather than an arbitrary decision based on liking-disliking.

Unit -2:

Understanding Harmony in the Human Being - Harmony in Myself!

- Understanding human being as a co-existence of the sentient 'I' and the material 'Body'.
- Understanding the needs of Self ('I') and 'Body'- happiness and physical facility.

- Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer).
- Understanding the characteristics and activities of 'I' and harmony in 'I'.
- Understanding the harmony of I with the Body: Sanyam and Health; correct appraisal of Physical needs, meaning of Prosperity in detail.
- Programs to ensure Sanyam and Health.

Include practice sessions to discuss the role others have played in making material goods available to me. Identifying from one's own life. Differentiate between prosperity and accumulation. Discuss program for ensuring health vs dealing with disease.

Unit-3:

Understanding Harmony in the Family and Society- Harmony in Human- Human Relationship

- Understanding values in human-human relationship; meaning of Justice (nine universal values in relationships) and program for its fulfilment to ensure mutual happiness; Trust and Respect as the foundational values of relationship.
- Understanding the meaning of Trust; Difference between intention and competence.
- Understanding the meaning of Respect, Difference between respect and differentiation; the other salient values in relationship.
- Understanding the harmony in the society (society being an extension of family):
- Resolution, Prosperity, fearlessness (trust) and co-existence as comprehensive Human Goals.
- Visualizing a universal harmonious order in society - Undivided Society, Universal Order - from family to world family.

Include practice sessions to reflect on relationships in family, hostel and institute as extended family, real life examples, teacher-student relationship, goal of education etc. Gratitude as a universal value in relationships. Discuss with scenarios, elicit examples from students' lives.

Unit-4:

Understanding Harmony in the Nature and Existence -Whole existence as Co-existence

- Understanding the harmony in the Nature.
- Interconnectedness and mutual fulfilment among the four orders of nature recyclability and self-regulation in nature.
- Understanding Existence as Co-existence of mutually interacting units in all pervasive Space.
- Holistic perception of harmony at all levels of existence. Include practice sessions to discuss human being as cause of imbalance in nature (film "Home" can be used), pollution, depletion of resources and role of technology etc.

Unit-5:

Implications of the above Holistic Understanding of Harmony on Professional Ethics

- Natural acceptance of human values.
- Definitiveness of Ethical Human Conduct.
- Basis for Humanistic Education, Humanistic Constitution and Humanistic universal order
- Competence in professional ethics: *a.* Ability to utilize the professional competence for augmenting universal human order *b.* Ability to identify the scope and characteristics of people friendly and eco-friendly production systems, *c.* Ability to identify and develop appropriate technologies and management patterns for above production systems.
- Case studies of typical holistic technologies, management models and production systems
- Strategy for transition from the present state to Universal Human Order:
 - a.* At the level of individual: as socially and ecologically responsible engineers, technologists and managers.
 - b.* At the level of society: as mutually enriching institutions and organizations
- Sum up: Include practice Exercises and Case Studies will be taken up in Practice (tutorial) Sessions.
E.g., To discuss the conduct as an engineer or scientist etc.

Text Books:

1. RR Gaur, RAsthana, GP Bagaria, "A Foundation Course in Human Values and Professional Ethics", 2nd Revised Edition, Excel Books, New Delhi, 2019. ISBN

N 978-93-87034-47-1.

2. RRGaur,RAsthana,GPBagaria,“Teachers’ManualforAFoundationCourse in Human Values and Professional Ethics”, 2nd Revised Edition, Excel Books, New Delhi,2019. ISBN978-93-87034-53-2.

Reference Books:

1. JeevanVidya:EkParichaya,ANagaraj,JeevanVidyaPrakashan,Amarkantak, 1999.
2. A.N.Tripathi,“HumanValues”,NewAgeIntl.Publishers,NewDelhi,2004.



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Department of MBA

1.3.1 description of the courses which address the Professional Ethics, Gender, Human Values, Environment and Sustainability, and Human Values.

Courses offered Related to Professional Ethics, Gender, Environment and Sustainability and Human Values:

Issues	Regulation Course	Name and Code	Branch
Environment and Sustainability	R20	Green Business Management(BA20EPC302)	MBA
Human Values and Professional Ethics	R20	Business Ethics and Corporate Governance(audit course) BA20EMC321	MBA

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HOD - MBA

11.09.2020

SRI VENKATESWARA COLLEGE OF ENGINEERING
TIRUPATI

(BA20EPC302) GREEN BUSINESS MANAGEMENT

Objective: The objective of the course is to impart students in understanding of green business, its advantages, issues and opportunities and to provide knowledge over the strategies for building eco-business.

UNIT-I

Introduction to Green Management: The Concept of Green Management; Evolution; nature, scope, importance and types; Developing a theory; Green Management in India; Relevance in twenty first century

UNIT-II

Organizational Environment: Indian Corporate Structure and Environment; How to go green; spreading the concept in organization; Environmental and sustainability issues for the Career opportunities in green business management and Sustainability Business Plan production of high-tech components and materials, Life Cycle Analysis of materials, sustainable production and its role in corporate environmental responsibility (CER).

UNIT-III

Approaches from Ecological Economics: Indicators of sustainability; Eco-system services and their sustainable use; Bio-diversity; Indian perspective; Alternate theories

UNIT-IV

Environmental Reporting and ISO 14001: Climate change business and ISO 14064; Green financing; Financial initiative by UNEP; Green energy management; Green product management

UNIT-V

Green Techniques and Methods: Green tax incentives and rebates (to green projects and companies); Green project management in action; Business redesign; Advanced Technology and Eco-friendly design; Eco-commerce models

Text Books:

- Green Management and Green Technologies: Exploring the Causal Relationship by Jazmin Seijas Nogarida, ZEW Publications.
- The Green Energy Management Book by Leo A. Meyer, LAMA books

References:

- Green Marketing and Management: A global Perspective by John F. Whaik, Qbase Technologies.
- Green Project Management by Richard Maltzman And David Shiden, CRC Press Books.
- Green and World by Andrew S. Winston, Yale Press B

SRI VENKATESWARA COLLEGE OF ENGINEERING

(AUTONOMOUS)

MBA III Semester

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(BA20EMC321) BUSINESS ETHICS AND CORPORATE GOVERNANCE (Mandatory Course)

Objective: The objective of the course is to make students aware of ethical and moral issues concerning business both in Indian and International context and develop sensitivity of students for right ethical practices in conduct of business, to understand the principles of corporate governance, to know the social responsibility of the corporate.

UNIT I

Business Ethics and Corporate Ethics – Meaning, Importance, Functions, Unethical Practises and Ethical dilemma, Ethical theories and Approaches, Modern Decision making - Ethical Models for Decision Making, Indian Ethos, Ethics for Managers, Ethics in Business Competition.

UNIT II

Ethical Aspects in Organisation – I: Marketing ethics and Consumer ethics – Ethical issues in Advertising, Criticisms in Marketing ethics, Ethics in HRM: Selection, Training and Development – Ethics at work place – Ethics in Performance Appraisal.

UNIT III

Ethical Aspects in Organisation – II: Ethics in Finance: Insider trading - Ethical investment - Combating Frauds. Ethical issues in Information Technology: Information Security and Threats – Intellectual Property Rights – Cyber crime.

UNIT IV

Corporate Governance: Purpose – Theories and Philosophies of Corporate Governance

UNIT V

Corporate Governance Structures: Directors, Committees, Institutional investors – Auditors. Corporate Social Responsibility: Stakeholders – Environment – social Development.

TextBook :

- Business Ethics and Corporate Governance –A.C. Fernando, Pearson Education.

References:

- "Perspectives in Business Ethics", Laura P Hartman, Tata McGraw Hill.
- Ethics in management and Indian Ethos, Biswanath Ghosh, Vikas
- Bob Tricker, Corporate Governance, Oxford.
- Corporate Governance and Social responsibility, Balachandran, Chandrasekharan, PHI
- Business Ethics -Concepts and Cases, Weiss, Cengage.
- Business Ethics, Himalaya, C.S.V.Murthy.
- Ethical Management, Satish Modh, Mcmillan.

1.3.1 Institution integrates cross-cutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability into the Curriculum.

The Institute follows curriculum prescribed by the University and integrates various socially relevant cross-cutting issues like ethics, human values, environment, etc., across PG programs to sensitize the students.

Green Business Management:

Green Business management trains professionals to work in all types of organizations, but provides further specialization into green or greening operations. In today's world, Green Business Management prepares managers and their companies to reassess its relation to the economy, social relations and the environment.

Business ethics and corporate governance:

The issues of Business ethics are addressed through the course "Business ethics and corporate governance" offered to Management students in the III semester. Through this course, students are sensitized to business and governance issues connected with business ethics. Business ethics represent the values, principles or characteristics that a company follows when conducting business in the economy. Corporate governance is the internal framework that a company designs and implements to govern and protect those invested into the company.

Green Business Management

The Concept of Green Management:

Human civilization faces an array of profound environmental problems that have already begun to negatively affect the foundations of life on this planet. Business, in all its forms, is the only force on earth with enough reach, clout, personnel, and assets to confront and correct the most serious environmental problems that face humanity. Every single business in the world has both the ability and the opportunity to thrive and prosper by becoming more sustainable in every phase of its operations and, in doing so, become part of the solution to these critical problems. Creating a “green” and sustainable business can be an immensely complex task.

“Greening” a business, it is a reference to the continual process of moving towards an elusive goal—a business that produces no waste, is adaptable to innovation, uses the minimum of energy, matter, and the least toxic materials, and uses those materials in such a way that they may be easily reused or disposed of with no harm to the environment—a sustainable business.

However, for medium and small businesses—which comprise 90 percent of the businesses in the world and represent more than 60 percent of all global economic activity—there has been little practical guidance available on the basic steps and systematic process involved in greening a business. For smaller businesses, both the choice—and the action necessary—to create a successful and sustainable business may be in the hands of a single person. Many small and medium-sized business have already taken great strides toward minimizing their impact on the natural world. Whatever the size of business and whatever steps may have already taken, there are many more opportunities awaiting in the journey to a greener and more sustainable business. It is the deep desire for businesses to save money, save energy, save resources, and maybe—just maybe—save the world.

Green management is an initiative aiming at continuously improving the foundation of environmental management such as the development of personnel responsible for environmental activities, environmental activities, environmental management systems, and environmental communication as well as conservation of bio-diversity.

Business drives the global economy like never before. Trillions of dollars flow around the world as businesses, large and small, meet the growing needs of people everywhere. Business, in all its manifestations, has an enormous, almost overwhelming, impact on every facet of life on Earth, and one of its greatest impacts is on the natural world. Global climate

change, acid rain, deforestation, overfishing of the oceans, air and water pollution—all of these serious problems are negatively affected by how it is we humans go about our business. The impacts of many of these environmental issues are growing at increasingly exponential rates—from deforestation to overfishing the oceans to fresh water shortages to loss of biodiversity to concentrations of CO₂ in the atmosphere. If we have any hope of solving the profound problems that will confront humanity in the next few decades, our collective solutions will also need to grow at exponential rates. For that to happen, humanity will need to enlist every possible source of assistance. Chief among these is the sector that employs the most people, uses the most technology, has the greatest impact on the natural world, and is at the very heart of many of the environmental troubles we collectively face—the business sector—including heavy and light industry, high and low tech businesses, ancient and cutting-edge businesses, and the enormous businesses of forestry, farming, fishing, and extraction of oil, gas, and minerals. Each and every one of these types of businesses can begin to examine its own powerful impact on our fragile planet and begin to develop new plans, methods, policies, and means to insure that all business—including yours, whatever it may be—is actively engaged in creating a better and, ultimately, sustainable world. Thousands of businesses around the world have already discovered that, instead of aggravating and intensifying the profound problems that humanity faces, business can become an integral part of the solution—and in doing so, become an enormous force for positive change.

Definition:

Sustainable business, or **green business**, is an enterprise that has minimal negative impact on the global or local environment, community, society, or economy—a business that strives to meet the triple bottom line.

Triple bottom line (or otherwise noted as **TBL** or **3BL**) is an accounting framework with three parts: social, environmental (or ecological) and financial. Organizations have adopted the TBL framework to evaluate their performance in a broader perspective to create greater business value.

In general, business is described as green if it matches the following four criteria:

1. It incorporates principles of sustainability into each of its business decisions.
2. It supplies environmentally friendly products or services that replace demand for non-green products and/or services.
3. It is greener than traditional competition.

4. It has made an enduring commitment to environmental principles in its business operations.

The Importance of Sustainable Business

People are generally “in business” for much more personal and more profound reasons—to make money, of course, but often simply and primarily to provide a better life for their loved ones. They are in business to do the best job that they can do regardless of what their business may be. They want the efforts they make in their careers to make a difference. They want the work they do to be meaningful. Ultimately, the overwhelming majority of people want simply this to make the world a better place.

Greening your business is the challenging and highly rewarding task of pursuing the path to sustainability. Over the past few decades, in what writer Paul Hawken, in his book *Blessed Unrest*, describes as “the largest movement in the world,” millions of people across the globe, including thousands of businesses, have been pursuing a goal of sustainability.

Sustainability - “Meeting the needs of the present generation without compromising the ability of future generations to meet their own needs”.

Sustainability is generally accepted as having three critical components: economic, environmental, and societal. The central question that is posed by sustainability is: how to bring a higher quality of life (economic) to the masses of humanity (societal) without destroying the natural foundations upon which life on Earth is built (environmental).

The task of setting the world on a sustainable course is enormous, but it is also an opportunity of unmatched scale. It is difficult to conceive of the magnitude of the opportunities that are presented by restructuring the global economy to become sustainable, but a few visionaries have tried. Lester Brown, director of the Earth Policy Institute, states, “Restructuring the global economy so that economic progress can be sustained represents the greatest investment opportunity in history.” Stuart Hart, professor of management in sustainable enterprise at Cornell University, writing in the *Harvard Business Review*, echoes those sentiments: “Sustainable development will constitute one of the biggest opportunities in the history of commerce.” And finally, getting to the heart of the issue, Fisk Johnson, CEO of S. C. Johnson & Sons, Inc., says: “There is no inherent conflict between making the world a better place and economic prosperity for all.”

There are powerful benefits in making your business more sustainable and greener.

Cost Savings

The cost savings associated with running a cleaner, more efficient business are the first and most obvious benefit to greening your business. Real money can be saved (and applied

directly to your bottom line) when you take the steps necessary to look at your energy, water, and material inputs and trim them in every way possible. The same careful examination of business transportation can almost always clearly illuminate striking savings possibilities in fuel usage. The complete analysis of how your business uses energy, water, and other inputs and a comprehensive exploration of how to reduce each and every one of these inputs is a critical component of greening your business. This will help us to provide a clear basis for better and more accurate costing and pricing of the products and services that your company provides. Lean manufacturing or production (“just-in-time” inventory methods) reduces the cash that you have invested in inventory. It also generally shortens the time between buying your material inputs and payment for your ultimate output of products. It can lower equipment needs by streamlining your production processes, and in turn, make it easier to increase or decrease your production runs. Lean production can also often reduce the size of facility needed. Tighter inventory controls can improve audit performance, reduce inputs, and make it easier to recycle any waste. Implementing a lean and green system also can foster an overall culture of waste elimination among employees and management. Such attention to your supply chain can alert you in advance to any likely problems or upcoming price increases or shortages in the materials that your business may use. Finally, green operations tend to lend themselves to continual improvement in the entire production or manufacturing process. Green operation can also be applied to service businesses by, again, examining the entire process that your business uses and carefully looking for every possible place to reduce inefficiency and waste. The real and often immediate cost savings associated with running a more energy-, materials-, and waste-efficient business are one of the prime reasons for greening your business.

Waste Reduction

A detailed look at the waste stream of any business will show the owners the true cost of the waste they produce and make plainly evident the maxim that “waste is money.” Looking at waste from a new, sustainable perspective can often show how waste, rather than being an expense item, can instead become an income item— that what may have been your company’s waste in the past can be an important input for another company’s industrial process—that, in fact, it isn’t really waste unless and until you actually waste it. By looking at your company’s waste stream in detail, you will begin to understand the true cost of waste: that every single thing that your company disposes of— every single thing that leaves your business not as a saleable product, from used packaging, to trimmings, to waste oil, to smoke stack emissions, to plant effluents— was initially

purchased. When purchased materials become waste, you are quite literally throwing away money. Waste not only doesn't make environmental sense, it just doesn't make business sense either. How to reduce, sell, or eliminate waste in your business is a major component to greening your business.

Employee Motivation

Introducing a green business culture to your enterprise can also have a dramatic effect on your employees' motivation and morale. It is far more rewarding personally to work for a company that is making every effort to operate in a clean, honest, and progressive manner than to work for a company that is polluting its environs, ignoring regulations, and wasting material and energy. Improving your employees' (and your own) pride in their work and in their company can build a highly motivated work force that is more loyal, has less turnover, and is much more involved in the process of innovation. This employee motivation and involvement can drive additional cost savings as you move your company toward a greener and leaner future. You will also begin to attract the best and the brightest employees—those who share your values and commitment to actively creating a better world. As the best employees are drawn to your company, you'll also notice that they will tend to stay longer—thus reducing your costs of retraining new employees. You will have far less turnover as your employees find much greater satisfaction working for a company that mirrors their own personal values. People want to make a positive difference with their lives and their work. They want their lives to be meaningful. If they are able to find this in their work, this satisfaction will translate into increased productivity as they apply their efforts to helping the company become ever more environmentally and socially responsible. Increased employee commitment to a greener company mission will also provide you with an excellent early warning system regarding potential problems, as your fundamental shift in focus to greener operations will foster a closer appraisal of all aspects of your company by its employees. You and your employees will be more likely to notice aspects of your business that can be improved once the mission of the company is directed toward a continual improvement of the environmental impact of the business. A cleaner, more efficient business, one that has reduced its waste stream and its use of toxic substances, will also offer its employees a much healthier and safer workplace atmosphere that will in turn inspire greater employee confidence in and loyalty to your company. A healthier and safer business will also be a workplace that is far less prone to accidents, spills, or other emergencies. You will find that the benefits that accrue to your business from the process of striving for sustainability will begin to show up in ways that you never anticipated.

Business ethics and corporate governance

What not business ethics is?

It is also equally important to clarify what not ethics is.

Ethics is different from religion:

Though all religions preach high ethical/moral standards generally, they do not address all types of problems people confront today. For instance, cyber crimes and environment related issues are totally new in the context of most religions.

Ethics is not synonymous (similar) with law:

Generally a good legal system may incorporate many moral/ethical standards. however, there are also several instances where law deviates from what is ethical. legal systems may vary from society to society depending upon its social, religious and cultural beliefs. for instance the united states law forbids companies from paying bribes either domestically (within the country) or overseas (foreign countries). however in other parts of the world bribery is an accepted way of doing business. sometimes law could be unreasonable and even stupid as for instance, it is illegal in israel for a hen to lay an egg on friday or saturday.

Ethical standards are different from cultural traits:

Some cultures may be ethical but many of them are not. they may be quite oblivious (not conscious of something) to ethical concerns. for example, our system of castes reflex an unethical streak (trait) in as much as it tends take for granted that some people are superior to others in god's creation.

Ethics is different from feelings:

Our ethical choices are based on our feelings. Most of us feel bad when we include in something wrong. but many, especially hardened criminals may feel good even when they do something bad. Most people when they do something wrong for the first time may feel bad but, if they find it to be beneficial or if it brings them pleasure, they may make it a habit without feeling any remorse (deep regret or guilt for a wrong committed).

Unethical practices and ethical dilemma:

Unethical practices or behavior in business refers to actions that fail to rise in acceptable standards of business practices. Consumers would be very wise on these unethical

practices to protect themselves, their families and their wallets. unethical practices are as follows,

Releasing toxins into the air:

Generally a limit is permitted by environment protection agency on release of toxins into air. if toxins released above permitted level, it leads to air pollution.

Coercion (compulsion/demand):

It is unethical to coerce or force an injured worker not to report or complaint to government by threatening him with loss of job or benefits.

Refusal for paycheque:

Refusing to give an employee a final pay cheque after the employee leaves the company is also unethical.

Delay in payment:

Delay in payment of salaries in time is also unethical.

Discrimination:

It means showing discrimination on a particular race, gender, class etc., also one of the unethical practices done in business.

Theft or fraud:

Personal use of company property or expense account misrepresentations also unethical.

Termination:

Termination is the action of ending some one's job at a company without fair notice or cause.

Fake advertisements:

It is unethical of using fake advertisements or tactics to convince the customer to buy the products.

Refusal for warranty services:

At the time of selling companies product, they offer warranty services on the product but when need arises, they refuse to provide these services which is unethical.

Ethical dilemma:

An ethical dilemma also referred as moral dilemma or ethical paradox. it is a situation in which choice has to be made between two equally undesirable alternatives. dilemma may arise out of various sources like, failure of personal character, conflict of personal values and organization goals etc. dilemma is a dilemma because there is a conflict between the choices. usually, one action though morally right violates another ethical standard.



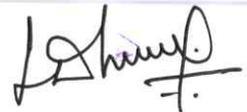
SRI VENKATESWARA COLLEGE OF ENGINEERING (Autonomous)

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DEPARTMENT OF MCA

1.3.1 Description of the courses which address the Professional Ethics, Human Values.

Issues	Regulation Course	Name and Code	Branch
Communication Skills	R20	Corporate Communication Skills(CA20FMC101)	MCA
Human Values and Professional Ethics	R20	Universal Human Values(CA20FMC318)	MCA


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KARAKAMBADI ROAD, TIRUPATI - 517 507

CORPORATE COMMUNICATION SKILLS (CA20FMC101)

OBJECTIVES:

- To enhance speaking skills through participation in activities such as role plays, discussions and structured talks/oral presentations
- Write well structured paragraphs on specific topics
- To improve the fluency in spoken English and neutralize mother tongue influence
- To train students to use language appropriately for interview skills, group discussion and public speaking

OUTCOMES:

- Understand verbal and non-verbal features of communication and hold formal/informal conversations
- The significance of paralinguistic features will be understood by the students and they will try to be intelligible.
- Become good at Inter-personal skills
- Achieve neutral accent and be free from mother tongue influence
- Being an active participant in debates and group discussion, showing ability to express agreement, argument to summarize ideas to elicit the views of others and present own ideas.

UNIT- I

Introduction to communication skills

- Introducing oneself - Introducing others – Greetings
- Role play/situational dialogues
- Just a minute (JAM)

UNIT – II

Art of Writing

- Technical report writing
- Curriculum vitae/ Resume writing
- Email writing

UNIT – III

Presentation skills

- Oral presentations
- Power point presentation
- Non- Verbal Communication Skills

UNIT – IV

Corporate skills

- Time management
- Stress management
- Team building

UNIT – V

Career skills

- Group Discussions
- Types of Interviews
- Pre- Interview Skills & Post Interview Skills
- FAQs & Quick tips

REFERENCE BOOKS:

1. Soft Skills, revised 2nd edition, K.Alex, S.Chand & Company, New Delhi.
2. Speaking English Effectively, 2nd Edition Krishna Mohan & NP Singh, 2011. (Mcmillan).

3. A Hand book for English language skills, E.Suresh kumar, P.Sreehari, Foundation Books,2011
4. Basics of Communication in English, Soundararaj, Francis. 2012.. New Delhi: Macmillan
5. Spoken English (CIEFL) in 3 volumes with 6 cassettes, OUP.


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UNIVERSAL HUMAN VALUES (CA20FMC318)

OBJECTIVES:

The objective of the course is four fold:

- Development of a holistic perspective based on self-exploration about themselves (human being), family, society and nature/existence.
- Understanding (or developing clarity) of the harmony in the human being, family, society and nature/existence
- Strengthening of self-reflection.
- Development of commitment and courage to act.

OUTCOMES:

By the end of the course,

- Students are expected to become more aware of themselves, and their surroundings (family, society, nature)
- They would become more responsible in life, and in handling problems with sustainable solutions, while keeping human relationships and human nature in mind.
- They would have better critical ability.
- They would also become sensitive to their commitment towards what they have understood (human values, human relationship and human society).
- It is hoped that they would be able to apply what they have learnt to their own self in different day-to-day settings in real life, at least a beginning would be made in this direction.

Unit -I

Course Introduction - Need, Basic Guidelines, Content and Process for Value Education

- Purpose and motivation for the course, recapitulation from Universal Human Values-I
- Self-Exploration—what is it? - Its content and process; ‘Natural Acceptance’ and
- Experiential Validation- as the process for self-exploration
- Continuous Happiness and Prosperity- A look at basic Human Aspirations
- Right understanding, Relationship and Physical Facility- the basic requirements for fulfilment of aspirations of every human being with their correct priority
- Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
- Method to fulfil the above human aspirations: understanding and living in harmony at various levels.

Include practice sessions to discuss natural acceptance in human being as the innate acceptance for living with responsibility (living in relationship, harmony and co-existence) rather than as arbitrariness in choice based on liking-disliking

Unit -II

Understanding Harmony in the Human Being - Harmony in Myself!

- Understanding human being as a co-existence of the sentient ‘I’ and the material
- ‘Body’
- Understanding the needs of Self (‘I’) and ‘Body’ - happiness and physical facility
- Understanding the Body as an instrument of ‘I’ (I being the doer, seer and enjoyer)
- Understanding the characteristics and activities of ‘I’ and harmony in ‘I’
- Understanding the harmony of I with the Body: Sanyam and Health; correct appraisal of Physical needs, meaning of Prosperity in detail
- Programs to ensure Sanyam and Health.

Include practice sessions to discuss the role others have played in making material goods available to me. Identifying from one’s own life. Differentiate between prosperity and accumulation. Discuss program for ensuring health vs dealing with disease

Unit -III

Understanding Harmony in the Family and Society- Harmony in Human- Human Relationship

- Understanding values in human-human relationship; meaning of Justice (nine universal values in relationships) and program for its fulfilment to ensure mutual happiness; Trust and Respect as the foundational values of relationship
- Understanding the meaning of Trust; Difference between intention and competence
- Understanding the meaning of Respect, Difference between respect and differentiation; the other salient values in relationship
- Understanding the harmony in the society (society being an extension of family):
- Resolution, Prosperity, fearlessness (trust) and co-existence as comprehensive
- Human Goals
- Visualizing a universal harmonious order in society- Undivided Society. Universal Order- from family to world family.

Include practice sessions to reflect on relationships in family, hostel and institute as extended family, real life examples, teacher-student relationship, goal of education etc. Gratitude as a universal value in relationships. Discuss with scenarios. Elicit examples from students' lives

Unit -IV

Understanding Harmony in the Nature and Existence -Whole existence as Coexistence

- Understanding the harmony in the Nature
- Interconnectedness and mutual fulfilment among the four orders of nature recyclability and self-regulation in nature
- Understanding Existence as Co-existence of mutually interacting units in all pervasive
- Space
- Holistic perception of harmony at all levels of existence.

Include practice sessions to discuss human being as cause of imbalance in nature (film "Home" can be used), pollution, depletion of resources and role of technology etc.

Unit -V

Implications of the above Holistic Understanding of Harmony on Professional Ethics

- Natural acceptance of human values
- Definitiveness of Ethical Human Conduct
- Basis for Humanistic Education, Humanistic Constitution and Humanistic
- Universal Order
- Competence in professional ethics: a. Ability to utilize the professional competence for augmenting universal human order b. Ability to identify the scope and characteristics of people friendly and eco-friendly production systems, c. Ability to identify and develop appropriate technologies and management patterns for above production systems.
- Case studies of typical holistic technologies, management models and production systems
- Strategy for transition from the present state to Universal Human Order: a. At the level of individual: as socially and ecologically responsible engineers, technologists managers b. At the level of society: as mutually enriching institutions and organizations
- Sum up.

Include practice Exercises and Case Studies will be taken up in Practice (tutorial) Sessions eg. To discuss the conduct as an engineer or scientist etc.

TEXT BOOKS

1. R R Gaur, R Asthana, G P Bagaria, "A Foundation Course in Human Values and Professional Ethics", 2nd Revised Edition, Excel Books, New Delhi, 2019. ISBN 978-93-87034-47-1
2. R R Gaur, R Asthana, G P Bagaria, "Teachers' Manual for A Foundation Course in Human Values and Professional Ethics", 2nd Revised Edition, Excel Books, New Delhi, 2019. ISBN 978-93-87034-53-2

REFERENCE BOOKS

1. Jeevan Vidya: Ek Parichaya, A Nagaraj, Jeevan Vidya Prakashan, Amar kantik, 1999.
2. A. N. Tripathi, "Human Values", New Age Intl. Publishers, New Delhi, 2004.
3. The Story of Stuff (Book).
4. Mohandas Karamchand Gandhi "The Story of My Experiments with Truth"
5. E. F. Schumacher. "Small is Beautiful"
6. Slow is Beautiful – Cecile Andrews
7. J C Kumarappa "Economy of Permanence"
8. Pandit Sunderlal "Bharat Mein Angreji Raj"
9. Dharampal, "Rediscovering India"
10. Mohandas K. Gandhi, "Hind Swaraj or Indian Home Rule"
11. India Wins Freedom - Maulana Abdul Kalam Azad
12. Vivekananda - Romain Rolland (English)
13. Gandhi - Romain Rolland (English)



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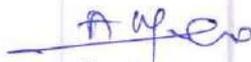
1.3.1 description of the course which address the Professional Ethics,Gender,Human Values,Environment and Sustainability and Human Values.

Courses offered Related to Professional Ethics,Gender,Environment and Sustainability and Human Values:

Issues	Regulation Course	Name and Code	Branch
Environment and Sustainability	R20	Environmental Science	S&H
Human Values and Professional Ethics	R20	Universal Human Values and Professional Ethics	S&H

LIST OF EVENTS

S.NO.	NAME OF THE EVENT	DATE OF THE EVENT
1	AWARENESS PROGRAM ON ALCOHOL FREE SOCIETY	24-08-2022
2	NATIONAL EDUCATION DAY	11-11-2021
3	NATIONAL UNITY DAY	31-10-2021
4	CLEAN INDIA PROGRAM	01-10-2021 TO 31-10-2021
5	NSS FOUNDATION DAY	24-09-2021
6	JAL SHAKTHI ABHIYAN	28-07-2021
7	INTERNATIONAL DAY OF YOGA	21-06-2021


In-charge


HEAD OF THE DEPARTMENT
HUMANITIES & SCIENCES
S.V. COLLEGE OF ENGINEERING
KARAKAMBADI ROAD, TIRUPATI-517 507



SRI VENKATESWARA COLLEGE OF ENGINEERING

(Autonomous)

Karakambadi Road, TIRUPATI – 517507

I-B.Tech –I/II Sem

L T P C

3 0 0 0

ENVIRONMENTAL SCIENCE

(Common to All Branches of Engineering)

Course Objectives:

- To make the students to get awareness on environment
- To understand the importance of protecting natural resources, ecosystems for future generations and pollution causes due to the day to day activities of human life
- To save earth from the inventions by the engineers.

UNIT – I

Multidisciplinary Nature Of Environmental Studies: – Definition, Scope and Importance – Need for Public Awareness.

Natural Resources :

Renewable and non-renewable resources – Natural resources and associated problems – Forest resources – Use and over – exploitation, deforestation, case studies – Timber extraction – Mining, dams and other effects on forest and tribal people – Water resources – Use and over utilization of surface and ground water – Floods, drought, conflicts over water, dams – benefits and problems – Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies – Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. – Energy resources:

Learning outcomes:

At the end of this unit, the students will be able to

- To know the importance of public awareness
- To know about the various resources

UNIT – II

Ecosystems:

Concept of an ecosystem. – Structure and function of an ecosystem – Producers, consumers and decomposers – Energy flow in the ecosystem – Ecological succession – Food chains, food webs and ecological pyramids – Introduction, types, characteristic features, structure and function of the following ecosystem:

a. Forest ecosystem.

- b. Grassland ecosystem
- c. Desert ecosystem
- d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Biodiversity And Its Conservation :

Introduction 0 Definition: genetic, species and ecosystem diversity – Bio-geographical classification of India – Value of biodiversity: consumptive use, Productive use, social, ethical, aesthetic and option values – Biodiversity at global, National and local levels – India as a mega-diversity nation – Hot-spots of biodiversity – Threats to biodiversity: habitat

loss, poaching of wildlife, man-wildlife conflicts – Endangered and endemic species of India – Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

Learning outcomes:

At the end of this unit, the students will be able to

- To know about various eco systems and their characteristics
- To know about the biodiversity and its conservation

UNIT – III

Environmental Pollution: Definition, Cause, effects and control measures of :

- a. Air Pollution.
- b. Water pollution
- c. Soil pollution
- d. Marine pollution
- e. Noise pollution
- f. Thermal pollution
- g. Nuclear hazards

Solid Waste Management: Causes, effects and control measures of urban and industrial wastes – Role of an individual in prevention of pollution – Pollution case studies – Disaster management: floods, earthquake, cyclone and landslides.

Learning outcomes:

At the end of this unit, the students will be able to

- To know about the various sources of pollution.
- To know about the various sources of solid waste and preventive measures.
- To know about the different types of disasters and their managerial measures.

UNIT – IV

Social Issues and the Environment:

From Unsustainable to Sustainable development – Urban problems related to energy – Water conservation, rain water harvesting, watershed management – Resettlement and rehabilitation of people; its problems and concerns. Case studies – Environmental ethics: Issues and possible solutions – Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case Studies – Wasteland reclamation. – Consumerism

and waste products. – Environment Protection Act. – Air (Prevention and Control of Pollution) Act. – Water (Prevention and control of Pollution) Act – Wildlife Protection Act – Forest Conservation Act – Issues involved in enforcement of environmental legislation – Public awareness.

Learning outcomes:

At the end of this unit, the students will be able to

- To know about the social issues related to environment and their protection acts.
- To know about the various sources of conservation of natural resources.
- To know about the wild life protection and forest conservation acts.

UNIT – V

Human Population And The Environment:

Population growth, variation among nations. Population explosion – Family Welfare Programmes. – Environment and human health – Human Rights – Value Education – HIV/AIDS – Women and Child Welfare – Role of information Technology in Environment and human health – Case studies.

Field Work: Visit to a local area to document environmental assets River/forest

grassland/hill/mountain – Visit to a local polluted site-Urban/Rural/Industrial/Agricultural Study of common plants, insects, and birds – river, hill slopes, etc..

Learning outcomes:

At the end of this unit, the students will be able to

- To know about the population explosion and family welfare programmes.
- To identify the natural assets and related case studies.

TEXT BOOKS:

1. Text book of Environmental Studies for Undergraduate Courses Erach Bharucha for University Grants Commission, Universities Press.
2. Palaniswamy, “Environmental Studies”, Pearson education
3. S. Azeem Unnisa, “Environmental Studies” Academic Publishing Company
4. K. Raghavan Nambiar, “Text book of Environmental Studies for Undergraduate Courses as per UGC model syllabus”, Scitech Publications (India), Pvt. Ltd.

REFERENCES:

1. Deeksha Dave and E. Sai Baba Reddy, “Textbook of Environmental Science”, Cengage

Publications.

2. M.Anji Reddy, "Text book of Environmental Sciences and Technology", BS Publication.
3. J.P.Sharma, Comprehensive Environmental studies, Laxmi publications.
4. J. Glynn Henry and Gary W. Heinke, "Environmental Sciences and Engineering", Prentice hallof India Private limited
5. G.R.Chatwal, "A Text Book of Environmental Studies" Himalaya Publishing House
6. Gilbert M. Masters and Wendell P. Ela, "Introduction to Environmental Engineering and Science, Prentice hall of India Private limited.

Course Outcomes:

At the end of the course, the student will be able to

- Grasp multidisciplinary nature of environmental studies and various renewable and nonrenewable resources.
- Understand flow and bio-geo- chemical cycles and ecological pyramids.
- Understand various causes of pollution and solid waste management and related preventive measures.
- About the rainwater harvesting, watershed management, ozone layer depletion and waste landreclamation.
- Casus of population explosion, value education and welfare programmes.



SRI VENKATESWARA COLLEGE OF ENGINEERING (Autonomous)

B.Tech II Sem

(BA20AMC201) UNIVERSAL HUMAN VALUES

(Mandatory Course) (ME, CSE, IT, AI&ML)

Unit -1:

Course Introduction-Need, Basic Guidelines, Content and Process for Value Education

- Purpose and motivation for the course, recapitulation from Universal Human Values-I.
- Self-Exploration-
what is it? Its content and process; 'Natural Acceptance' and Experiential Validation- as the process for self-exploration.
- Continuous Happiness and Prosperity- A look at basic Human Aspirations.
- Right understanding, Relationship and Physical Facility-
the basic requirements
for fulfilment of aspirations of every human being with their correct priority.
- Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario.
- Methods to fulfil the above human aspirations: understanding and living in harmony at various levels.

Include practice session to discuss natural acceptance in human being as the innate acceptance for living with responsibility (living in relationship, harmony and co-existence) rather than an arbitrary choice based on liking-disliking.

Unit -2:

Understanding Harmony in the Human Being - Harmony in Myself!

- Understanding human being as a co-existence of the sentient 'I' and the material 'Body'.
- Understanding the needs of Self ('I') and 'Body'- happiness and physical facility.

- Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer).
- Understanding the characteristics and activities of 'I' and harmony in 'I'.
- Understanding the harmony of I with the Body: Sanyam and Health; correct appraisal of Physical needs, meaning of Prosperity in detail.
- Programs to ensure Sanyam and Health.

Include practice sessions to discuss the role others have played in making material goods available to me. Identifying from one's own life. Differentiate between prosperity and accumulation. Discuss program for ensuring health vs dealing with disease.

Unit-3:

Understanding Harmony in the Family and Society- Harmony in Human- Human Relationship

- Understanding values in human-human relationship; meaning of Justice (nine universal values in relationships) and program for its fulfilment to ensure mutual happiness; Trust and Respect as the foundational values of relationship.
- Understanding the meaning of Trust; Difference between intention and competence.
- Understanding the meaning of Respect, Difference between respect and differentiation; the other salient values in relationship.
- Understanding the harmony in the society (society being an extension of family):
- Resolution, Prosperity, fearlessness (trust) and co-existence as comprehensive Human Goals.
- Visualizing a universal harmonious order in society - Undivided Society, Universal Order - from family to world family.

Include practice sessions to reflect on relationships in family, hostel and institute as extended family, real life examples, teacher-student relationship, goal of education etc. Gratitude as a universal value in relationships. Discuss with scenarios, elicit examples from students' lives.

Unit-4:

Understanding Harmony in the Nature and Existence -Whole existence as Co-existence

- Understanding the harmony in the Nature.
- Interconnectedness and mutual fulfilment among the four orders of nature recyclability and self-regulation in nature.
- Understanding Existence as Co-existence of mutually interacting units in all pervasive Space.
- Holistic perception of harmony at all levels of existence. Include practice sessions to discuss human being as cause of imbalance in nature (film "Home" can be used), pollution, depletion of resources and role of technology etc.

Unit-5:

Implications of the above Holistic Understanding of Harmony on Professional Ethics

- Natural acceptance of human values.
- Definitiveness of Ethical Human Conduct.
- Basis for Humanistic Education, Humanistic Constitution and Humanistic universal order
- Competence in professional ethics: *a.* Ability to utilize the professional competence for augmenting universal human order *b.* Ability to identify the scope and characteristics of people friendly and eco-friendly production systems, *c.* Ability to identify and develop appropriate technologies and management patterns for above production systems.
- Case studies of typical holistic technologies, management models and production systems
- Strategy for transition from the present state to Universal Human Order:
 - a.* At the level of individual: as socially and ecologically responsible engineers, technologists and managers.
 - b.* At the level of society: as mutually enriching institutions and organizations
- Sum up: Include practice Exercises and Case Studies will be taken up in Practice (tutorial) Sessions.
E.g., To discuss the conduct as an engineer or scientist etc.

Text Books:

1. RR Gaur, RAsthana, GP Bagaria, "A Foundation Course in Human Values and Professional Ethics", 2nd Revised Edition, Excel Books, New Delhi, 2019. ISBN

N 978-93-87034-47-1.

2. RRGaur,RAsthana,GPBagaria,“Teachers’ManualforAFoundationCourse in Human Values and Professional Ethics”, 2nd Revised Edition, Excel Books, New Delhi,2019. ISBN978-93-87034-53-2.

Reference Books:

1. JeevanVidya:EkParichaya,ANagaraj,JeevanVidyaPrakashan,Amarkantak, 1999.
2. A.N.Tripathi,“HumanValues”,NewAgeIntl.Publishers,NewDelhi,2004.



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Department of MBA

1.3.1 description of the courses which address the Professional Ethics, Gender, Human Values, Environment and Sustainability, and Human Values.

Courses offered Related to Professional Ethics, Gender, Environment and Sustainability and Human Values:

Issues	Regulation Course	Name and Code	Branch
Environment and Sustainability	R20	Green Business Management(BA20EPC302)	MBA
Human Values and Professional Ethics	R20	Business Ethics and Corporate Governance(audit course) BA20EMC321	MBA

S. Chary
HOD - MBA

11/09/2020

01/09/2020

(BA20EPC302) GREEN BUSINESS MANAGEMENT

Objective: The objective of the course is to impart students in understanding of green business, its advantages, issues and opportunities and to provide knowledge over the strategies for building eco-business.

UNIT-I

Introduction to Green Management: The Concept of Green Management; Evolution; nature, scope, importance and types; Developing a theory; Green Management in India; Relevance in twenty first century

UNIT-II

Organizational Environment: Indian Corporate Structure and Environment; How to go green; spreading the concept in organization; Environmental and sustainability issues for the Career opportunities in green business management and Sustainability Business Plan production of high-tech components and materials, Life Cycle Analysis of materials, sustainable production and its role in corporate environmental responsibility (CER).

UNIT-III

Approaches from Ecological Economics: Indicators of sustainability; Eco-system services and their sustainable use; Bio-diversity; Indian perspective; Alternate theories

UNIT-IV

Environmental Reporting and ISO 14001: Climate change business and ISO 14064; Green financing; Financial Initiative by UNEP; Green energy management; Green product management

UNIT-V

Green Techniques and Methods: Green tax incentives and rebates (to green projects and companies); Green project management in action; Business redesign; Advanced Technology and Eco-friendly design; Eco-commerce models

Text Books:

- Green Management and Green Technologies: Exploring the Causal Relationship by Jazmin Seijas Nogarida, ZEW Publications.
- The Green Energy Management Book by Leo A. Meyer, LAMA books

References:

- Green Marketing and Management: A global Perspective by John F. Whaik, Qbase Technologies.
- Green Project Management by Richard Maltzman And David Shiden, CRC Press Books.
- Green and World by Andrew S. Winston, Yale Press B

SRI VENKATESWARA COLLEGE OF ENGINEERING

(AUTONOMOUS)

MBA III Semester

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(BA20EMC321) BUSINESS ETHICS AND CORPORATE GOVERNANCE (Mandatory Course)

Objective: The objective of the course is to make students aware of ethical and moral issues concerning business both in Indian and International context and develop sensitivity of students for right ethical practices in conduct of business, to understand the principles of corporate governance, to know the social responsibility of the corporate.

UNIT I

Business Ethics and Corporate Ethics – Meaning, Importance, Functions, Unethical Practises and Ethical dilemma, Ethical theories and Approaches, Modern Decision making - Ethical Models for Decision Making, Indian Ethos, Ethics for Managers, Ethics in Business Competition.

UNIT II

Ethical Aspects in Organisation – I: Marketing ethics and Consumer ethics – Ethical issues in Advertising, Criticisms in Marketing ethics, Ethics in HRM: Selection, Training and Development – Ethics at work place – Ethics in Performance Appraisal.

UNIT III

Ethical Aspects in Organisation – II: Ethics in Finance: Insider trading - Ethical investment - Combating Frauds. Ethical issues in Information Technology: Information Security and Threats – Intellectual Property Rights – Cyber crime.

UNIT IV

Corporate Governance: Purpose – Theories and Philosophies of Corporate Governance

UNIT V

Corporate Governance Structures: Directors, Committees, Institutional investors – Auditors. Corporate Social Responsibility: Stakeholders – Environment – social Development.

TextBook :

- Business Ethics and Corporate Governance –A.C. Fernando, Pearson Education.

References:

- "Perspectives in Business Ethics", Laura P Hartman, Tata McGraw Hill.
- Ethics in management and Indian Ethos, Biswanath Ghosh, Vikas
- Bob Tricker, Corporate Governance, Oxford.
- Corporate Governance and Social responsibility, Balachandran, Chandrasekharan, PHI
- Business Ethics -Concepts and Cases, Weiss, Cengage.
- Business Ethics, Himalaya, C.S.V.Murthy.
- Ethical Management, Satish Modh, Mcmillan.

1.3.1 Institution integrates cross-cutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability into the Curriculum.

The Institute follows curriculum prescribed by the University and integrates various socially relevant cross-cutting issues like ethics, human values, environment, etc., across PG programs to sensitize the students.

Green Business Management:

Green Business management trains professionals to work in all types of organizations, but provides further specialization into green or greening operations. In today's world, Green Business Management prepares managers and their companies to reassess its relation to the economy, social relations and the environment.

Business ethics and corporate governance:

The issues of Business ethics are addressed through the course "Business ethics and corporate governance" offered to Management students in the III semester. Through this course, students are sensitized to business and governance issues connected with business ethics. Business ethics represent the values, principles or characteristics that a company follows when conducting business in the economy. Corporate governance is the internal framework that a company designs and implements to govern and protect those invested into the company.

Green Business Management

The Concept of Green Management:

Human civilization faces an array of profound environmental problems that have already begun to negatively affect the foundations of life on this planet. Business, in all its forms, is the only force on earth with enough reach, clout, personnel, and assets to confront and correct the most serious environmental problems that face humanity. Every single business in the world has both the ability and the opportunity to thrive and prosper by becoming more sustainable in every phase of its operations and, in doing so, become part of the solution to these critical problems. Creating a “green” and sustainable business can be an immensely complex task.

“Greening” a business, it is a reference to the continual process of moving towards an elusive goal—a business that produces no waste, is adaptable to innovation, uses the minimum of energy, matter, and the least toxic materials, and uses those materials in such a way that they may be easily reused or disposed of with no harm to the environment—a sustainable business.

However, for medium and small businesses—which comprise 90 percent of the businesses in the world and represent more than 60 percent of all global economic activity—there has been little practical guidance available on the basic steps and systematic process involved in greening a business. For smaller businesses, both the choice—and the action necessary—to create a successful and sustainable business may be in the hands of a single person. Many small and medium-sized business have already taken great strides toward minimizing their impact on the natural world. Whatever the size of business and whatever steps may have already taken, there are many more opportunities awaiting in the journey to a greener and more sustainable business. It is the deep desire for businesses to save money, save energy, save resources, and maybe—just maybe—save the world.

Green management is an initiative aiming at continuously improving the foundation of environmental management such as the development of personnel responsible for environmental activities, environmental activities, environmental management systems, and environmental communication as well as conservation of bio-diversity.

Business drives the global economy like never before. Trillions of dollars flow around the world as businesses, large and small, meet the growing needs of people everywhere. Business, in all its manifestations, has an enormous, almost overwhelming, impact on every facet of life on Earth, and one of its greatest impacts is on the natural world. Global climate

change, acid rain, deforestation, overfishing of the oceans, air and water pollution—all of these serious problems are negatively affected by how it is we humans go about our business. The impacts of many of these environmental issues are growing at increasingly exponential rates—from deforestation to overfishing the oceans to fresh water shortages to loss of biodiversity to concentrations of CO₂ in the atmosphere. If we have any hope of solving the profound problems that will confront humanity in the next few decades, our collective solutions will also need to grow at exponential rates. For that to happen, humanity will need to enlist every possible source of assistance. Chief among these is the sector that employs the most people, uses the most technology, has the greatest impact on the natural world, and is at the very heart of many of the environmental troubles we collectively face—the business sector—including heavy and light industry, high and low tech businesses, ancient and cutting-edge businesses, and the enormous businesses of forestry, farming, fishing, and extraction of oil, gas, and minerals. Each and every one of these types of businesses can begin to examine its own powerful impact on our fragile planet and begin to develop new plans, methods, policies, and means to insure that all business—including yours, whatever it may be—is actively engaged in creating a better and, ultimately, sustainable world. Thousands of businesses around the world have already discovered that, instead of aggravating and intensifying the profound problems that humanity faces, business can become an integral part of the solution—and in doing so, become an enormous force for positive change.

Definition:

Sustainable business, or **green business**, is an enterprise that has minimal negative impact on the global or local environment, community, society, or economy—a business that strives to meet the triple bottom line.

Triple bottom line (or otherwise noted as **TBL** or **3BL**) is an accounting framework with three parts: social, environmental (or ecological) and financial. Organizations have adopted the TBL framework to evaluate their performance in a broader perspective to create greater business value.

In general, business is described as green if it matches the following four criteria:

1. It incorporates principles of sustainability into each of its business decisions.
2. It supplies environmentally friendly products or services that replace demand for non-green products and/or services.
3. It is greener than traditional competition.

4. It has made an enduring commitment to environmental principles in its business operations.

The Importance of Sustainable Business

People are generally "in business" for much more personal and more profound reasons—to make money, of course, but often simply and primarily to provide a better life for their loved ones. They are in business to do the best job that they can do regardless of what their business may be. They want the efforts they make in their careers to make a difference. They want the work they do to be meaningful. Ultimately, the overwhelming majority of people want simply this to make the world a better place.

Greening your business is the challenging and highly rewarding task of pursuing the path to sustainability. Over the past few decades, in what writer Paul Hawken, in his book *Blessed Unrest*, describes as "the largest movement in the world," millions of people across the globe, including thousands of businesses, have been pursuing a goal of sustainability.

Sustainability - "Meeting the needs of the present generation without compromising the ability of future generations to meet their own needs".

Sustainability is generally accepted as having three critical components: economic, environmental, and societal. The central question that is posed by sustainability is: how to bring a higher quality of life (economic) to the masses of humanity (societal) without destroying the natural foundations upon which life on Earth is built (environmental).

The task of setting the world on a sustainable course is enormous, but it is also an opportunity of unmatched scale. It is difficult to conceive of the magnitude of the opportunities that are presented by restructuring the global economy to become sustainable, but a few visionaries have tried. Lester Brown, director of the Earth Policy Institute, states, "Restructuring the global economy so that economic progress can be sustained represents the greatest investment opportunity in history." Stuart Hart, professor of management in sustainable enterprise at Cornell University, writing in the *Harvard Business Review*, echoes those sentiments: "Sustainable development will constitute one of the biggest opportunities in the history of commerce." And finally, getting to the heart of the issue, Fisk Johnson, CEO of S. C. Johnson & Sons, Inc., says: "There is no inherent conflict between making the world a better place and economic prosperity for all."

There are powerful benefits in making your business more sustainable and greener.

Cost Savings

The cost savings associated with running a cleaner, more efficient business are the first and most obvious benefit to greening your business. Real money can be saved (and applied

directly to your bottom line) when you take the steps necessary to look at your energy, water, and material inputs and trim them in every way possible. The same careful examination of business transportation can almost always clearly illuminate striking savings possibilities in fuel usage. The complete analysis of how your business uses energy, water, and other inputs and a comprehensive exploration of how to reduce each and every one of these inputs is a critical component of greening your business. This will help us to provide a clear basis for better and more accurate costing and pricing of the products and services that your company provides. Lean manufacturing or production ("just-in-time" inventory methods) reduces the cash that you have invested in inventory. It also generally shortens the time between buying your material inputs and payment for your ultimate output of products. It can lower equipment needs by streamlining your production processes, and in turn, make it easier to increase or decrease your production runs. Lean production can also often reduce the size of facility needed. Tighter inventory controls can improve audit performance, reduce inputs, and make it easier to recycle any waste. Implementing a lean and green system also can foster an overall culture of waste elimination among employees and management. Such attention to your supply chain can alert you in advance to any likely problems or upcoming price increases or shortages in the materials that your business may use. Finally, green operations tend to lend themselves to continual improvement in the entire production or manufacturing process. Green operation can also be applied to service businesses by, again, examining the entire process that your business uses and carefully looking for every possible place to reduce inefficiency and waste. The real and often immediate cost savings associated with running a more energy-, materials-, and waste-efficient business are one of the prime reasons for greening your business.

Waste Reduction

A detailed look at the waste stream of any business will show the owners the true cost of the waste they produce and make plainly evident the maxim that "waste is money." Looking at waste from a new, sustainable perspective can often show how waste, rather than being an expense item, can instead become an income item— that what may have been your company's waste in the past can be an important input for another company's industrial process—that, in fact, it isn't really waste unless and until you actually waste it. By looking at your company's waste stream in detail, you will begin to understand the true cost of waste: that every single thing that your company disposes of— every single thing that leaves your business not as a saleable product, from used packaging, to trimmings, to waste oil, to smoke stack emissions, to plant effluents— was initially

purchased. When purchased materials become waste, you are quite literally throwing away money. Waste not only doesn't make environmental sense, it just doesn't make business sense either. How to reduce, sell, or eliminate waste in your business is a major component to greening your business.

Employee Motivation

Introducing a green business culture to your enterprise can also have a dramatic effect on your employees' motivation and morale. It is far more rewarding personally to work for a company that is making every effort to operate in a clean, honest, and progressive manner than to work for a company that is polluting its environs, ignoring regulations, and wasting material and energy. Improving your employees' (and your own) pride in their work and in their company can build a highly motivated work force that is more loyal, has less turnover, and is much more involved in the process of innovation. This employee motivation and involvement can drive additional cost savings as you move your company toward a greener and leaner future. You will also begin to attract the best and the brightest employees—those who share your values and commitment to actively creating a better world. As the best employees are drawn to your company, you'll also notice that they will tend to stay longer—thus reducing your costs of retraining new employees. You will have far less turnover as your employees find much greater satisfaction working for a company that mirrors their own personal values. People want to make a positive difference with their lives and their work. They want their lives to be meaningful. If they are able to find this in their work, this satisfaction will translate into increased productivity as they apply their efforts to helping the company become ever more environmentally and socially responsible. Increased employee commitment to a greener company mission will also provide you with an excellent early warning system regarding potential problems, as your fundamental shift in focus to greener operations will foster a closer appraisal of all aspects of your company by its employees. You and your employees will be more likely to notice aspects of your business that can be improved once the mission of the company is directed toward a continual improvement of the environmental impact of the business. A cleaner, more efficient business, one that has reduced its waste stream and its use of toxic substances, will also offer its employees a much healthier and safer workplace atmosphere that will in turn inspire greater employee confidence in and loyalty to your company. A healthier and safer business will also be a workplace that is far less prone to accidents, spills, or other emergencies. You will find that the benefits that accrue to your business from the process of striving for sustainability will begin to show up in ways that you never anticipated.

Business ethics and corporate governance

What not business ethics is?

It is also equally important to clarify what not ethics is.

Ethics is different from religion:

Though all religions preach high ethical/moral standards generally, they do not address all types of problems people confront today. For instance, cyber crimes and environment related issues are totally new in the context of most religions.

Ethics is not synonymous (similar) with law:

Generally a good legal system may incorporate many moral/ethical standards. however, there are also several instances where law deviates from what is ethical. legal systems may vary from society to society depending upon its social, religious and cultural beliefs. for instance the united states law forbids companies from paying bribes either domestically (within the country) or overseas (foreign countries). however in other parts of the world bribery is an accepted way of doing business. sometimes law could be unreasonable and even stupid as for instance, it is illegal in israel for a hen to lay an egg on friday or saturday.

Ethical standards are different from cultural traits:

Some cultures may be ethical but many of them are not. they may be quite oblivious (not conscious of something) to ethical concerns. for example, our system of castes reflex an unethical streak (trait) in as much as it tends take for granted that some people are superior to others in god's creation.

Ethics is different from feelings:

Our ethical choices are based on our feelings. Most of us feel bad when we include in something wrong. but many, especially hardened criminals may feel good even when they do something bad. Most people when they do something wrong for the first time may feel bad but, if they find it to be beneficial or if it brings them pleasure, they may make it a habit without feeling any remorse (deep regret or guilt for a wrong committed).

Unethical practices and ethical dilemma:

Unethical practices or behavior in business refers to actions that fail to rise in acceptable standards of business practices. Consumers would be very wise on these unethical

practices to protect themselves, their families and their wallets. unethical practices are as follows,

Releasing toxins into the air:

Generally a limit is permitted by environment protection agency on release of toxins into air. if toxins released above permitted level, it leads to air pollution.

Coercion (compulsion/demand):

It is unethical to coerce or force an injured worker not to report or complaint to government by threatening him with loss of job or benefits.

Refusal for paycheque:

Refusing to give an employee a final pay cheque after the employee leaves the company is also unethical.

Delay in payment:

Delay in payment of salaries in time is also unethical.

Discrimination:

It means showing discrimination on a particular race, gender, class etc., also one of the unethical practices done in business.

Theft or fraud:

Personal use of company property or expense account misrepresentations also unethical.

Termination:

Termination is the action of ending some one's job at a company without fair notice or cause.

Fake advertisements:

It is unethical of using fake advertisements or tactics to convince the customer to buy the products.

Refusal for warranty services:

At the time of selling companies product, they offer warranty services on the product but when need arises, they refuse to provide these services which is unethical.

Ethical dilemma:

An ethical dilemma also referred as moral dilemma or ethical paradox. it is a situation in which choice has to be made between two equally undesirable alternatives. dilemma may arise out of various sources like, failure of personal character, conflict of personal values and organization goals etc. dilemma is a dilemma because there is a conflict between the choices. usually, one action though morally right violates another ethical standard.



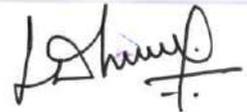
SRI VENKATESWARA COLLEGE OF ENGINEERING (Autonomous)

Karakambadi Road, Opposite LIC Training Centre, Tirupati – 517 507.
Accredited by NBA (B.Tech – CSE, ECE,EEE,Mech.,Civil and IT) & NAAC with 'A' Grade
Approved by AICTE, New Delhi permanently affiliated to JNTUA, Ananthapuram.

DEPARTMENT OF MCA

1.3.1 Description of the courses which address the Professional Ethics, Human Values.

Issues	Regulation Course	Name and Code	Branch
Communication Skills	R20	Corporate Communication Skills(CA20FMC101)	MCA
Human Values and Professional Ethics	R20	Universal Human Values(CA20FMC318)	MCA


H.O.D. M.C.A.
S.V. COLLEGE OF ENGINEERING
KARAKAMBADI ROAD, TIRUPATI - 517 507

CORPORATE COMMUNICATION SKILLS (CA20FMC101)

OBJECTIVES:

- To enhance speaking skills through participation in activities such as role plays, discussions and structured talks/oral presentations
- Write well structured paragraphs on specific topics
- To improve the fluency in spoken English and neutralize mother tongue influence
- To train students to use language appropriately for interview skills, group discussion and public speaking

OUTCOMES:

- Understand verbal and non-verbal features of communication and hold formal/informal conversations
- The significance of paralinguistic features will be understood by the students and they will try to be intelligible.
- Become good at Inter-personal skills
- Achieve neutral accent and be free from mother tongue influence
- Being an active participant in debates and group discussion, showing ability to express agreement, argument to summarize ideas to elicit the views of others and present own ideas.

UNIT- I

Introduction to communication skills

- Introducing oneself - Introducing others – Greetings
- Role play/situational dialogues
- Just a minute (JAM)

UNIT – II

Art of Writing

- Technical report writing
- Curriculum vitae/ Resume writing
- Email writing

UNIT – III

Presentation skills

- Oral presentations
- Power point presentation
- Non- Verbal Communication Skills

UNIT – IV

Corporate skills

- Time management
- Stress management
- Team building

UNIT – V

Career skills

- Group Discussions
- Types of Interviews
- Pre- Interview Skills & Post Interview Skills
- FAQs & Quick tips

REFERENCE BOOKS:

1. Soft Skills, revised 2nd edition, K.Alex, S.Chand & Company, New Delhi.
2. Speaking English Effectively, 2nd Edition Krishna Mohan & NP Singh, 2011. (Mcmillan).

3. A Hand book for English language skills, E.Suresh kumar, P.Sreehari, Foundation Books,2011
4. Basics of Communication in English, Soundararaj, Francis. 2012.. *New Delhi: Macmillan*
5. Spoken English (CIEFL) in 3 volumes with 6 cassettes, OUP.


H.O.D. M.C.A.
S.V. COLLEGE OF ENGINEERING
KARAKAMBADI ROAD, TIRUPATI - 517 507

UNIVERSAL HUMAN VALUES (CA20FMC318)

OBJECTIVES:

The objective of the course is four fold:

- Development of a holistic perspective based on self-exploration about themselves (human being), family, society and nature/existence.
- Understanding (or developing clarity) of the harmony in the human being, family, society and nature/existence
- Strengthening of self-reflection.
- Development of commitment and courage to act.

OUTCOMES:

By the end of the course,

- Students are expected to become more aware of themselves, and their surroundings (family, society, nature)
- They would become more responsible in life, and in handling problems with sustainable solutions, while keeping human relationships and human nature in mind.
- They would have better critical ability.
- They would also become sensitive to their commitment towards what they have understood (human values, human relationship and human society).
- It is hoped that they would be able to apply what they have learnt to their own self in different day-to-day settings in real life, at least a beginning would be made in this direction.

Unit -I

Course Introduction - Need, Basic Guidelines, Content and Process for Value Education

- Purpose and motivation for the course, recapitulation from Universal Human Values-I
- Self-Exploration—what is it? - Its content and process; ‘Natural Acceptance’ and
- Experiential Validation- as the process for self-exploration
- Continuous Happiness and Prosperity- A look at basic Human Aspirations
- Right understanding, Relationship and Physical Facility- the basic requirements for fulfilment of aspirations of every human being with their correct priority
- Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
- Method to fulfil the above human aspirations: understanding and living in harmony at various levels.

Include practice sessions to discuss natural acceptance in human being as the innate acceptance for living with responsibility (living in relationship, harmony and co-existence) rather than as arbitrariness in choice based on liking-disliking

Unit -II

Understanding Harmony in the Human Being - Harmony in Myself!

- Understanding human being as a co-existence of the sentient ‘I’ and the material
- ‘Body’
- Understanding the needs of Self (‘I’) and ‘Body’ - happiness and physical facility
- Understanding the Body as an instrument of ‘I’ (I being the doer, seer and enjoyer)
- Understanding the characteristics and activities of ‘I’ and harmony in ‘I’
- Understanding the harmony of I with the Body: Sanyam and Health; correct appraisal of Physical needs, meaning of Prosperity in detail
- Programs to ensure Sanyam and Health.

Include practice sessions to discuss the role others have played in making material goods available to me. Identifying from one’s own life. Differentiate between prosperity and accumulation. Discuss program for ensuring health vs dealing with disease

Unit -III

Understanding Harmony in the Family and Society- Harmony in Human- Human Relationship

- Understanding values in human-human relationship; meaning of Justice (nine universal values in relationships) and program for its fulfilment to ensure mutual happiness; Trust and Respect as the foundational values of relationship
- Understanding the meaning of Trust; Difference between intention and competence
- Understanding the meaning of Respect, Difference between respect and differentiation; the other salient values in relationship
- Understanding the harmony in the society (society being an extension of family):
- Resolution, Prosperity, fearlessness (trust) and co-existence as comprehensive
- Human Goals
- Visualizing a universal harmonious order in society- Undivided Society. Universal Order- from family to world family.

Include practice sessions to reflect on relationships in family, hostel and institute as extended family, real life examples, teacher-student relationship, goal of education etc. Gratitude as a universal value in relationships. Discuss with scenarios. Elicit examples from students' lives

Unit -IV

Understanding Harmony in the Nature and Existence -Whole existence as Coexistence

- Understanding the harmony in the Nature
- Interconnectedness and mutual fulfilment among the four orders of nature recyclability and self-regulation in nature
- Understanding Existence as Co-existence of mutually interacting units in all pervasive
- Space
- Holistic perception of harmony at all levels of existence.

Include practice sessions to discuss human being as cause of imbalance in nature (film "Home" can be used), pollution, depletion of resources and role of technology etc.

Unit -V

Implications of the above Holistic Understanding of Harmony on Professional Ethics

- Natural acceptance of human values
- Definitiveness of Ethical Human Conduct
- Basis for Humanistic Education, Humanistic Constitution and Humanistic
- Universal Order
- Competence in professional ethics: a. Ability to utilize the professional competence for augmenting universal human order b. Ability to identify the scope and characteristics of people friendly and eco-friendly production systems, c. Ability to identify and develop appropriate technologies and management patterns for above production systems.
- Case studies of typical holistic technologies, management models and production systems
- Strategy for transition from the present state to Universal Human Order: a. At the level of individual: as socially and ecologically responsible engineers, technologists managers b. At the level of society: as mutually enriching institutions and organizations
- Sum up.

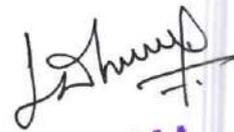
Include practice Exercises and Case Studies will be taken up in Practice (tutorial) Sessions eg. To discuss the conduct as an engineer or scientist etc.

TEXT BOOKS

1. R R Gaur, R Asthana, G P Bagaria, "A Foundation Course in Human Values and Professional Ethics", 2nd Revised Edition, Excel Books, New Delhi, 2019. ISBN 978-93-87034-47-1
2. R R Gaur, R Asthana, G P Bagaria, "Teachers' Manual for A Foundation Course in Human Values and Professional Ethics", 2nd Revised Edition, Excel Books, New Delhi, 2019. ISBN 978-93-87034-53-2

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1. Jeevan Vidya: Ek Parichaya, A Nagaraj, Jeevan Vidya Prakashan, Amar kantak, 1999.
2. A. N. Tripathi, "Human Values", New Age Intl. Publishers, New Delhi, 2004.
3. The Story of Stuff (Book).
4. Mohandas Karamchand Gandhi "The Story of My Experiments with Truth"
5. E. F.Schumacher. "Small is Beautiful"
6. Slow is Beautiful –Cecile Andrews
7. J C Kumarappa "Economy of Permanence"
8. Pandit Sunderlal "Bharat Mein Angreji Raj"
9. Dharampal, "Rediscovering India"
10. Mohandas K. Gandhi, "Hind Swaraj or Indian Home Rule"
11. India Wins Freedom - Maulana Abdul Kalam Azad
12. Vivekananda - Romain Rolland (English)
13. Gandhi - Romain Rolland (English)



H.O.D. M.C.A.
S.V. COLLEGE OF ENGINEERING
RAKAMBADI ROAD, TIRUPATI - 517,507



NATIONAL SERVICE SCHEME
S V COLLEGE OF ENGINEERING - BF

PROGRESS REPORT

June 21, 2021

NSS Programme Officer : **Dr. T. Chandraiah**
Email : **nsspo.bf@jntua.ac.in**
Adopted Village : **Venkatapuram**

INTERNATIONAL DAY OF YOGA

Name of Activity : Online participation of Yoga practice.
Need of the Activity : To increase the mental and physical fitness.

As per the guidelines received from Directorate of NSS regarding the celebration of IDY– 2021. NSS Unit of **S.V. COLLEGE OF ENGINEERING** has participated an online webinar on the occasion of **7TH INTERNATIONAL DAY OF YOGA by ART OF LIVING FOUNDATION** with the theme of “Yoga@home and Yoga with family” on 21-06-2021. The Chief Guest of the program, Yoga practitioner conducted a demonstration session on various modules which can be helpful to survive without any sufferings. Teaching and non teaching staff was actively participated in the session held through Zoom, YouTube live and practiced yoga of their own.

Few photographs of the programme are attached herewith for kind perusal.



Live chat

Top chat 222



The Art of Living ✓

Join the Yoga Challenge



7:01 am Anuj Shintre Jay Gurudev 🙏🌸



7:01 am Sunita Jangam good morning



7:01 am Anuj Shintre Jay Gurudev 🙏🌸



7:01 am Ila Mandal Jai Gurudev 🙏



7:01 am TANGGUTURU CHANDRA Good morning to all



7:01 am Anuj Shintre Jay Gurudev 🙏🌸



7:01 am Anuj Shintre Jay Gurudev 🙏🌸



7:01 am Anuj Shintre Jay Gurudev 🙏🌸



7:01 am Anuj Shintre Jay Gurudev 🙏🌸

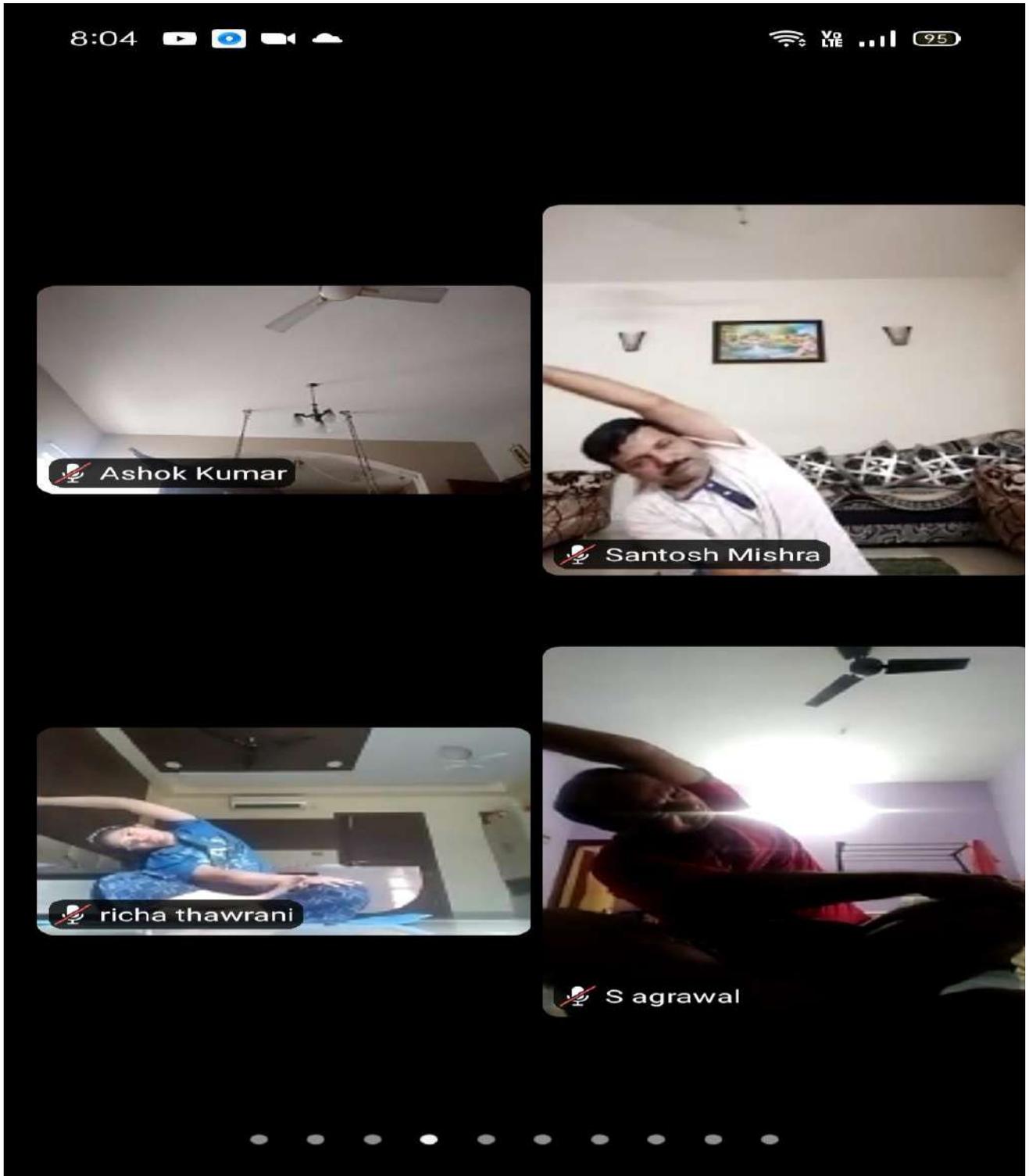


7:01 am Anuj Shintre Jay Gurudev 🙏🌸

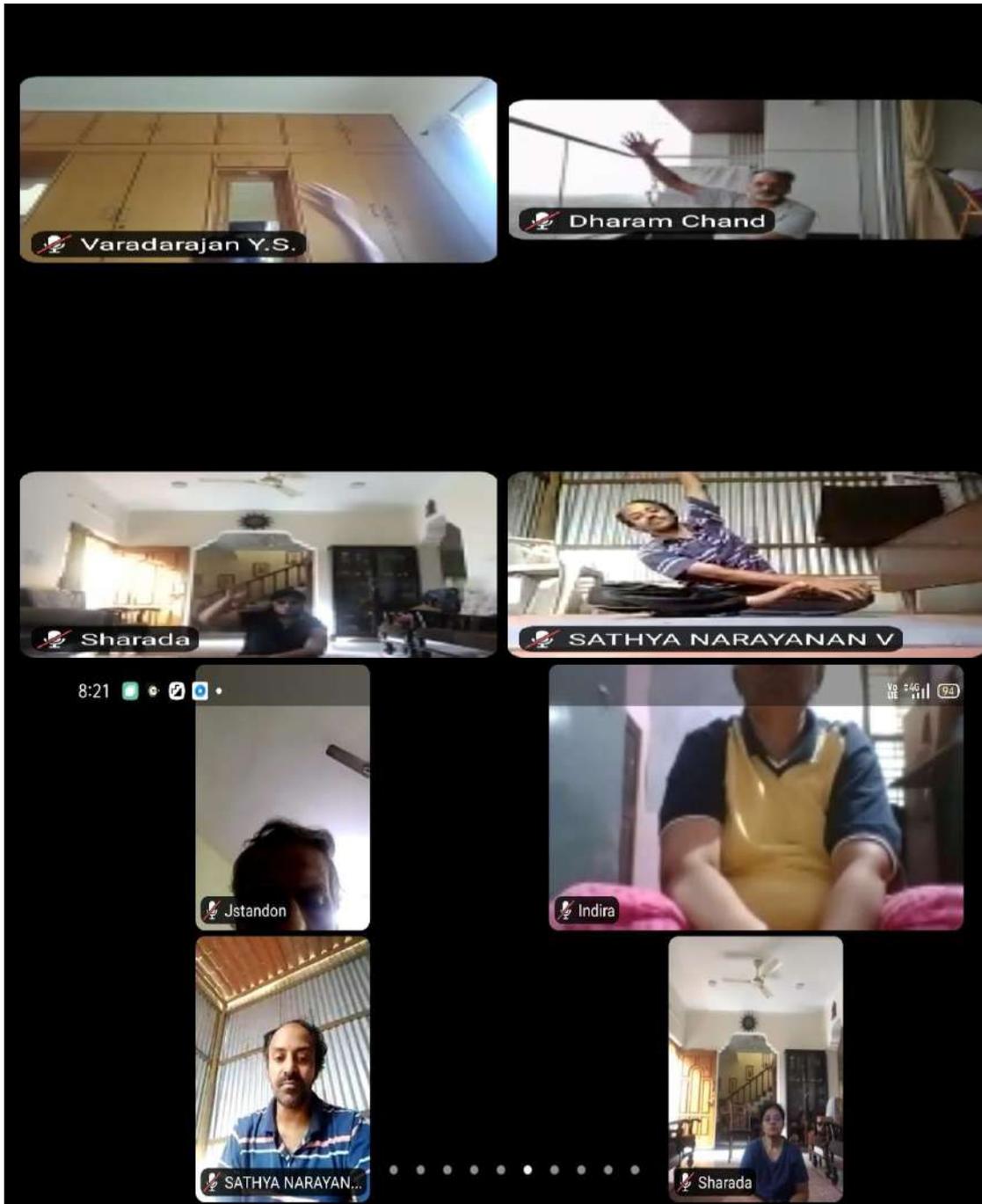


Chat publicly as TANGGUTURU CHANDRA...









N. Reddy
 PRINCIPAL
 S. V. COLLEGE OF ENGINEERING
 KARAKAMBADI ROAD
 TIRUPATI-517 507, A.P.



NATIONAL SERVICE SCHEME

S V COLLEGE OF ENGINEERING - BF

PROGRESS REPORT

July 28, 2021

NSS Programme Officer : **Dr. T. Chandraiah**
Email : **nsspo.bf@jntua.ac.in**
Adopted Village : **Venkatapuram**

JAL SHAKTHI ABHIYAN

Name of Activity : Rally and Oath taking ceremony
Need of the Activity : To create awareness on conservation of natural resources and water.

The climatic changes in India are showing predominant effect on water crisis. It is a perennial challenge and a spectrum of steps are required to be taken in this regard. Inspired by the Hon'ble Prime Minister's impetus on **JAL SHAKTI ABHIYAN** (JSA) is a time-bound, mission-mode water conservation campaign. An important part of the 'Jal Shakti Abhiyan' in that we focus on five aspects - water conservation and rainwater harvesting, renovation of traditional and other water bodies, reuse of water and recharging of structures, watershed development, and intensive afforestation. On the occasion of world environmental conservation day, S V College of Engineering, organized various events to spread awareness of Scarcity of Water & techniques of water conservation which was co-ordinated by Dr. N Sudhakar Reddy, Principal & NSS Unit. Various events were organized as mentioned below:

1. Rally
2. Lecture on 3R approach.
3. Oath taking ceremony

All the I B.Tech, MBA & MCA students has participated in the event and this initiative was highly appreciated by all the staff members and students.

Few photographs of the programme are attached herewith for kind perusal.



Jal Shakthi Abhiyan

Catch the Rain

Mar 22 to Nov 30, 2021



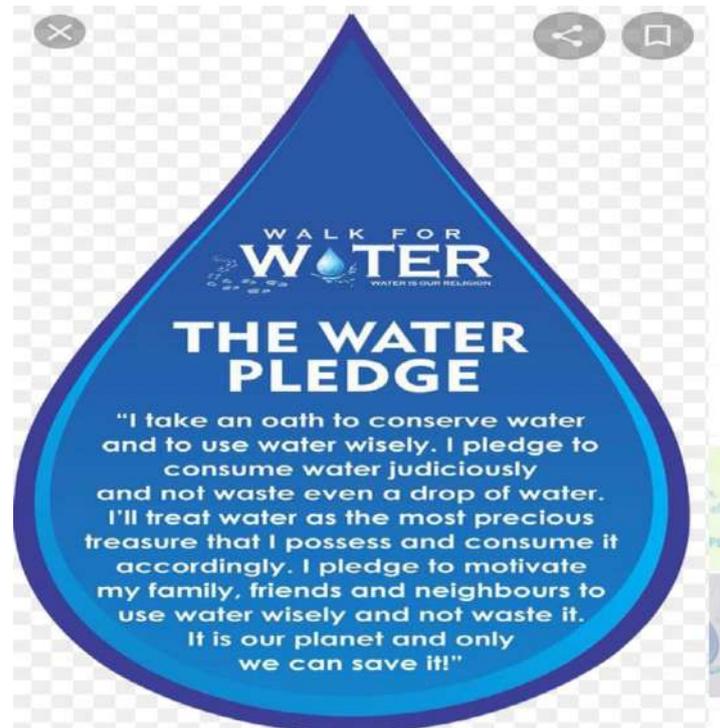
NSS UNIT



SV COLLEGE OF ENGINEERING

Karakambadi Road, Tirupati - 517507

Banner





Inauguration of the event by Dr N Sudhakar Reddy, Principal



Speech by Dr T Chandraiah, NSS Programme officer





Oath taking ceremony



Rally on water conservation

N. Meddy
PRINCIPAL
S. V. COLLEGE OF ENGINEERING
KARAKAMBADI ROAD
TIRUPATI-517 507, A.P.



NATIONAL SERVICE SCHEME S V COLLEGE OF ENGINEERING - BF

PROGRESS REPORT

September 24, 2021

NSS Programme Officer : **Dr.T Chandraiah**
Email : **nsspo.bf@jntua.ac.in**
Adopted Village : **Venkatapuram**

NSS FOUNDATION DAY

NSS Unit of SV College of Engineering celebrated the NSS day on 24th of September with great fervor and enthusiasm. On this occasion a visit was organized to the adopted village “Venkatapuram” where a number of activities were conducted according to schedule of programme. At the outset Dr. T Chandraiah, NSS Programme Officer and Volunteers has visited the Mandal Praja Parishad school of the adopted village and highlighted the importance of the NSS day celebration. Subsequent to this, essay and elocution competition was conducted on the theme of Selfless Service by NSS Volunteers followed by Sports & Games. The NSS Programme Officer in his concluding address appreciated the role of the volunteers along with coordinators who took part in this celebration and made it a great success. Dr.N Sudhakar Reddy, Principal SV College of Engineering lauded the role of NSS volunteers in spreading awareness among the masses on different issues.

Few photographs of the programme are attached herewith for kind perusal.



NSS Unit at MPP School of Venkatapuram



Cake cutting by NSS PO Dr T Chandraiah



NSS Unit showing Pla-cards



Elocution Competition

ఎస్సీ ఇంజనీరింగ్లో ఎన్ఎస్ఎస్ దినోత్సవం



బస్సు ర్యాలీ ప్రారంభిస్తున్న ప్రిన్సిపల్ డాక్టర్ సుధాకర్ రెడ్డి

తిరుపతి(విద్య), సెప్టెంబరు 24: తిరుపతి- కరకంబాడిరోడ్డులోని ఎస్సీకాలేజ్ ఆఫ్ ఇంజనీరింగ్లో శుక్రవారం ఎన్ఎస్ఎస్ దినోత్సవాన్ని నిర్వహించారు. ఆ కళాశాల దత్తతగ్రామాలైన వెంకటాపురం, అన్నాసా మిపలైలో ఉన్న ప్రభుత్వ పాఠశాలల్లో కేక్ కట్ చేశారు. విద్యార్థులకు వక్రత్వ, వ్యాసరచన, ఆటల పోటీలు నిర్వహించి ప్రతిభచాటిన వారికి బహుమతులు ప్రధానం చేశారు. అంతకముందు కళాశాలలో ప్రిన్సి పాళ్లు డాక్టర్ ఎన్.సుధాకర్ రెడ్డి, డాక్టర్ టి.కల్పలతారెడ్డి ఎన్ఎస్ఎస్ వలంటీర్ల ర్యాలీను ప్రారంభించి మాట్లాడారు. వివిధ విభాగాల హెడ్లు బసెరెడ్డి, అంజన్ కుమార్ రెడ్డి, సురేంద్రారెడ్డి, నవీన్, మునస్వామి, రవీంద్ర, సుధాకర్, నరేన్, అల్లూరయ్య, దీప, ఎన్ఎస్ఎస్ అధికారులు డాక్టర్ టి.చంద్రయ్య, డాక్టర్ కె.సుజన్ కుమార్ తదితరులు పాల్గొన్నారు.



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NATIONAL SERVICE SCHEME
S V COLLEGE OF ENGINEERING - BF

PROGRESS REPORT

October 1-31, 2021

NSS Programme Officer : **Dr. T. Chandraiah**
Email : **nsspo.bf@jntua.ac.in**
Adopted Village : **Venkatapuram**

CLEAN INDIA PROGRAM

Name of Activity : Waste collection drive and Awareness on Cleanliness
Need of the Activity : To overcome the seasonal diseases.

NSS Unit of Sri Venkateswara College of Engineering has organized Cleanliness Drive under Amrut ka Bharat Mahotsav at adopted village Venkatapuram. The main purpose of this programme was to create awareness among the students and villagers regarding Cleanliness and its benefits. Under this programme, all the volunteers had to participate from October 1 to 31, 2021. Even staff was the essential part of this drive. As a part of this Cleanliness Drive, we had to clean the whole school. Some of us picked brooms and started our job. Some of the students did the dusting of the rooms. And others went to the streets and started picking wrappers lying scattered there. After collecting them they threw them in to the dustbins. After doing this job for two to three hours, we all assembled in the school hall. There we were given refreshment in the form of biscuits and juice. Thereafter our Principal Dr N Sudhakar Reddy delivered the speech telling us the importance of sanitation. In the end we all took oath of keeping our home, locality and city clean. It was a unique experience for all of us. We were curious to be the part of this great drive that could have transformed the face of our country for ever.

Few photographs of the programme are attached herewith for kind perusal.



NSS Unit with the banner



Disposal of waste



Volunteers cleaning the surroundings



Waste Collection drive

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NATIONAL SERVICE SCHEME

S V COLLEGE OF ENGINEERING - BF

PROGRESS REPORT

October 31, 2021

NSS Programme Officer : **Dr. T. Chandraiah**
Email : **nsspo.bf@jntua.ac.in**
Adopted Village : **Venkatapuram**

NATIONAL UNITY DAY

Name of Activity : Painting competition and Pledge taking ceremony
Need of the Activity : To permeate the message of unity.

India is a secular country with diversified cultures and significances in its own kind. As an endeavour to solidify the bond of oneness and unification, NSS Unit of Sri Venkateswara College of Engineering celebrated the birth anniversary of Sardar Vallabhbhai Patel on 31 October 2021 as Rashtriya Ekta Diwas (National Unity Day). In line with the celebrations countrywide, **NSS Unit** organized various activities at adopted village Venkatapuram to extend heartfelt appreciation about the life of the great leader, Sardar Patel. The idea was to infuse in the young future generation, the values integrated with the knowledge and adoration about the country's rich heritage. A throng of activities was organized to support the cause of promoting unity and celebrating "National Unity Day".

Celebrations started with a pledge taking ceremony followed by painting competition on the theme of Unity is strength. The occasion reaffirmed the importance of unity, integrity and security amongst the students and the inherent strength and resilience of our nation to withstand any actual and potential threats which may affect us on the whole. In the end, we took an oath to preserve the unity, integrity and security of the nation in the spirit of unification of the county.

Few photographs of the programme are attached herewith for kind perusal.



NSS Unit with the banner



Pledge taking ceremony



Painting Competition





K. Reddy
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TIRUPATI-517 507, A.P.



NATIONAL SERVICE SCHEME

S V COLLEGE OF ENGINEERING - BF

PROGRESS REPORT

November 11, 2021

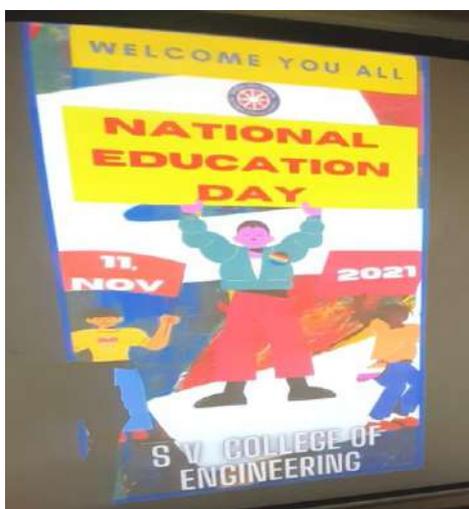
NSS Programme Officer : Dr. T. Chandraiah
Email : nsspo.bf@jntua.ac.in
Adopted Village : Venkatapuram

NATIONAL EDUCATION DAY

Name of Activity : Group discussion and Quiz competition on New Education Policy 2020
Need of the Activity : To permeate the message of New Education Policy 2020.

National Education Day was celebrated in S V College of Engineering on 11th November, 2021. The observance of the **National Education Day** is in commemoration of the birth anniversary of Maulana Abul Kalam Azad, a great educationist, for his contribution to the cause of education in India. This day was celebrated by organizing Group discussion and Quiz competition on the topic “**New Education Policy 2020**”. All the student volunteers from different disciplines were actively participated in the competitions. This endeavour aimed at creating awareness among the students on the importance of literacy and education for the well being of the society. The students participated with great enthusiasm and zeal in the following activities. In all it was a great learning experience for the students.

Few photographs of the programme are attached herewith for kind perusal.





Group discussion on New Education Policy



Quiz competition followed by group photo

K. Reddy
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KARAKAMBADI ROAD
TIRUPATI-517 507, A.P.



NATIONAL SERVICE SCHEME
S V COLLEGE OF ENGINEERING - BF

PROGRESS REPORT

August 24, 2022

NSS Programme Officer : **Dr. T. Chandraiah**
Email : **nsspo.bf@jntua.ac.in**
Adopted Village : **Venkatapuram**

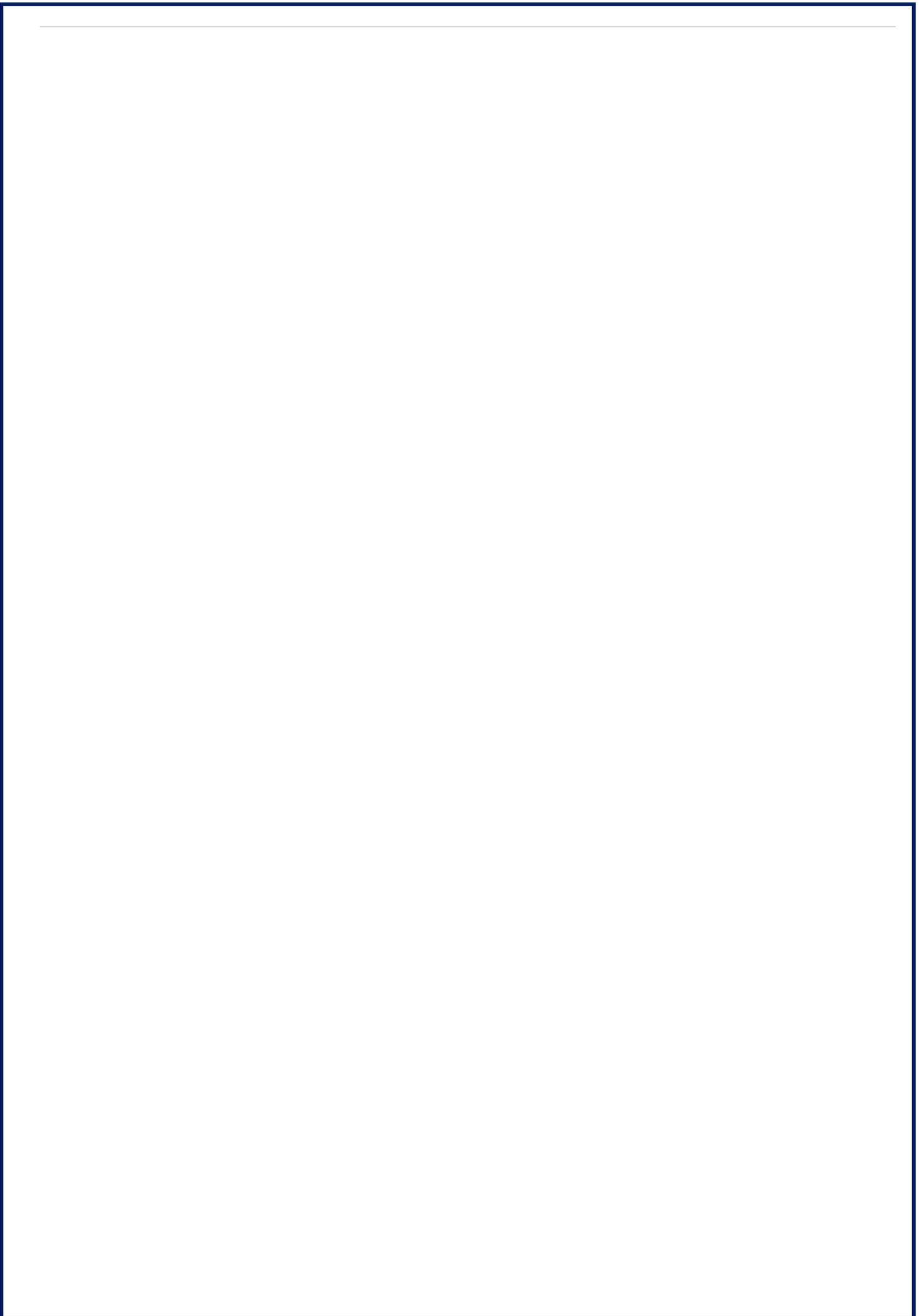
AWARENESS PROGRAM ON ALCOHOL FREE SOCIETY

Name of Activity : Awareness programme on alcohol free society.

Need of the Activity: To create awareness on problems of alcohol consumption in day to day life.

S V College of Engineering, NSS Unit has conducted an **Awareness programme on alcohol free society** in association with **Alcohol De-Addiction Campaign Committee** on August 24, 2022. The programme was initiated by Chief Guest Sri Vallamreddy Laxamana Reddy, President, Alcohol De-Addiction Campaign Committee, Andhra Pradesh, with lightening the lamp. Sri Vallamreddy Lakshmana Reddy, delivered a lecture on alcohol consumption and their consequences to the students. Prof. V. Srikanth Reddy, Rector, S.V.University, Smt.Gajjala Lakshmi, Women commission member, Sri. M. Purusotham Reddy, Rayalaseema intellectual forum coordinator, Smt.K. Manjula, PASS project director, Dr.N.Sudhakar Reddy, Principal of S V College of Enquiring, Dr.K. Sekhar, Vice principal, Dr.T.Chandraiah, NSS Programme officer, HODs , Faculty and students were participated.

Few photographs of the programme are attached herewith for kind perusal.





Awareness Programme on Alcohol Free Society



In association with

Alcohol De-Addiction Campaign Committee



Date : 24-08-2022

Venue : Auditorium



Organized By

NSS UNIT



SV COLLEGE OF ENGINEERING (SVCE)

(AUTONOMOUS)

Karakambadi Road, Tirupati -517 507



Lightening the lamp



Speech by V Lakshamana Reddy, President



Speech by G Lakshmi, Women Commission member



Speech by V Srikanth Reddy, Rector, S V University



Speech by Dr N Sudhakar Reddy, Principal, SVCE



Presenting a memento to the President

Paper Clippings

చైతన్యం ద్వారా మద్యనియంత్రణ సాధ్యం



మాట్లాడుతున్న లక్ష్మణరెడ్డి, పక్కనే రెక్కార్ శ్రీకాంత్ రెడ్డి, ప్రిన్సిపాల్ సుధాకర్ రెడ్డి

తిరుపతి(విద్య),ఆగస్టు24: మద్యానికి బానిసలు కావడం వల్ల కలిగే అనర్థాలపై ప్రజలను చైతన్య పరచడం ద్వారా మద్యనియంత్రణ సాధ్యమవుతుందని మద్యవిమోచన ప్రచారకమిటీ అధ్యక్షుడు లక్ష్మణరెడ్డి పేర్కొన్నారు. కరకంబాడిరోడ్డులోని ఎస్వీఇంజనీరింగ్ విద్యాసంస్థల్లో బుధవారం నిర్వహించిన మత్తుపానీయాల అవగాహనా సదస్సుకు ముఖ్యఅతిథిగా వచ్చిన ఆయన మాట్లాడారు. మద్యం, మత్తు అలవాటు ఉన్నవారి సగటు జీవితకాలం 10సంవత్సరాలు తగ్గుతుందన్నారు. ఎస్వీయూ రెక్కార్ ప్రొఫెసర్ వి.శ్రీకాంత్ రెడ్డి, రాయలసీమ మేధావుల ఫోరం కో-ఆర్డినేటర్ ఎం.పురుషోత్తం రెడ్డి మాట్లాడుతూ యువత చైతన్యవంతులైతే సమాజమంతా చైతన్యవంతమవుతుందని, ఈ దిశగా యువత ముందడుగు వేయాలని పేర్కొన్నారు. ఏపీ మహిళా కమిషన్ సభ్యురాలు గజ్జల లక్ష్మి, పాస్ సంస్థ ప్రాజెక్ట్ డైరెక్టర్ మంజుల, ప్రిన్సిపాల్స్ డాక్టర్ ఎన్.సుధాకర్ రెడ్డి, డాక్టర్ టి.కల్పలతారెడ్డి, వైస్ ప్రిన్సిపాల్ డాక్టర్ కె.శేఖర్, ఎన్ఎస్ఎస్ అధికారి డాక్టర్ టి.చంద్రయ్య పాల్గొన్నారు.

మద్యరహిత సమాజ స్థాపనకు కలిసి నడుద్దాం



లక్ష్మణరెడ్డికి జ్ఞాపిక అందిస్తున్న ప్రిన్సిపాల్ సుధాకర్ రెడ్డి

ఈ సందర్భంగా లక్ష్మణరెడ్డి మాట్లాడుతూ యువత చిన్న వయసులో మద్యానికి బానిస అయితే వారి జీవిత కాలాన్ని కూడా కోల్పోతారని, ఇదే విషయం ప్రపంచ ఆరోగ్య సంస్థ ఇటీవల పలు అధ్యయనాల ఆధారంగా ధృవీకరించిందన్నారు. మహిళా కమిషన్ సభ్యురాలు గజ్జల లక్ష్మి మాట్లాడుతూ మద్యపానం వలన ఎంకోమంది కుటుంబాలు చిన్నాభిన్నమవుతున్నాయని, ముఖ్యంగా పేద కుటుంబాలు వీధిన పడుతున్నాయన్నారు. రాయలసీమ మేధావుల ఫోరం కో-ఆర్డినేటర్ పురుషోత్తం రెడ్డి మాట్లాడుతూ రాజకీయాలకతీతంగా మద్యపాన నిషేధానికి అందరూ కలిసికట్టుగా పోరాడుతామని పిలుపునిచ్చారు. ఈ కార్యక్రమంలో ఎస్వీయూ-రెక్కార్ శ్రీకాంత్ రెడ్డి, పాస్ స్వచ్ఛంద సంస్థ ప్రాజెక్ట్ డైరెక్టర్ మంజుల, కళాశాల ప్రిన్సిపాల్స్ డాక్టర్ ఎన్.సుధాకర్ రెడ్డి, టి.కల్పలత రెడ్డి, వైస్ ప్రిన్సిపాల్ శేఖర్, వివిధ విభాగాధిపతులు, ఎన్ఎస్ఎస్ ఆఫీసర్ చంద్రయ్య తదితరులు పాల్గొన్నారు.

ప్రజాశక్తి-తిరుపతి(మంగళం): సమాజంలో మద్యం వినియోగం అంచెలంచెలుగా తగ్గించి మధ్యరహిత సమాజ స్థాపనకు కలిసి నడుద్దామని మద్య విమోచన ప్రచార కమిటీ రాష్ట్ర చైర్మన్ వల్లంరెడ్డి లక్ష్మణ రెడ్డి పిలుపునిచ్చారు. బుధవారం తిరుపతి-కరకంబాడి మార్గంలోని శ్రీ వెంకటేశ్వర కాలేజ్ ఆఫ్ ఇంజనీరింగ్ కళాశాలలో మత్తు పానీయాలపై అవగాహన కార్యక్రమాన్ని నిర్వహించారు.


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