

# ANDHRA KESARI UNIVERSITY



**Subject: Public Administration MINOR**

**w.e.f. AY 2023-24**

## **COURSESTRUCTURE**

<b>Semester</b>	<b>Course Number</b>	<b>Course Name</b>	<b>No. of Hrs/Week</b>	<b>No. of Credits</b>
<b>Semester-II</b>	1	Introduction to Public Administration	4	4
<b>Semester-III</b>	2	Theory of Public Administration	4	4
<b>Semester-IV</b>	3	Public Relations and Communications Skills	4	4
	4	Social Welfare Administration	4	4

## SEMESTER-III

### COURSE 2: THEORIES OF PUBLIC ADMINISTRATION

Theory

Credits: 4

4 hrs/week

#### Learning outcomes

1. Understanding the theoretical background of public administration.
2. Understanding the contributions of different social science thinkers to the theory of public administration.
3. Learning that public administration function in an environment.

#### UNIT – I

**Classical Approaches:** Classical Approaches- Henry Fayol, Luther Gullick and Lyndall Urwick

Scientific Management Approach- F.W.Taylor.

#### UNIT – II

**Bureaucratic Approach:** Bureaucratic Approach – Max Weber and Karl Marx

Human Relations Approach: Elton Mayo.

#### UNIT – III

**Behavioral Approach:** Behavioural Approach – H. A Simon

Socio-Psychological Approach: Hierarchy of Needs: Abram Maslow.

Theory X and Theory Y - Douglas Mc Gregor.

#### UNIT – IV

**Ecological Approach:** Comparative Public Administration

Ecological Approach – F.W. Riggs

#### UNIT – V

**Systems Approach:** Systems Approach, Development Administration.

#### Recommended Readings:

Prabutva Palana Sastram: Bhavanalu, Siddantalu, Telugu Academy

D.Raveendra Prasad and Y.Partha sarathi (EDS) Public Administration concepts, theories and principles (English), Telugu Academy, Hyderabad (2011)

Avasthi, Amareswar and Maheswari, SriRam, Public Administration (30<sup>th</sup>) Edition, Lakshmi Narayana Agrawal, Agra. 2010.

RumkiBasu, Public Administration concepts and theories (5<sup>th</sup> revised) Publishers, New Delhi 2004.

Nicholas, Henry, Public Administration and public affairs (10<sup>th</sup>) Edition, PHI, New Delhi 2007.

#### Suggested Co-Curricular Activities

- 1) Invited Lectures
- 2) Case study analysis.
- 3) Debates on topics
- 4) Seminars, Group Discussions, Quiz, etc.
- 5) Assignments
- 6) Alumni Interactions

## SEMESTER-IV

### COURSE 3: PUBLIC RELATIONS AND COMMUNICATION SKILLS

Theory

Credits: 4

4 hrs/week

Learning Outcomes:

On successful completion of the course the students will be able to;

- Understand the historical background and role Public Relations in various areas
- Have insight into the use of the technological advancements in Public Relations
- Comprehend tools of Public Relations in order to develop the required skills.
- Understand the ethical aspects and future of Public Relations in India
- Develop writing skills for newspapers and creation of Blogs.

#### UNIT-I

- a) Public Relations: Meaning, Definition, Nature and Scope, Historical Background
- b) Ministry of Information and Broadcasting - Organizations, Functions.

#### UNIT-II

- a) Concepts of Public Relations - Press, Publicity, Lobbying, Propaganda, Advertising, Sales Promotion and Corporate Marketing Services,
- b) Tools of Public Relations - Press Conferences, Meets, Press Releases, Announcements, Webcasts

#### UNIT-III

- a) Public Relations and Mass Media, Present and future of Public Relations in India,
- B) Theories of Mass Communication - Cognitive Theory, Authoritarian Theory, Libertarian Theory.

#### UNIT-IV

- a) Employee and Stake Holder Relations.
- b) Education and Community Relations.

#### UNIT-V

- A) Ethics of Public Relations and Social Responsibility
- B) Public Relations and Writing - Printed Literature, Newsletters, Opinion papers and Blogs

References

1. Brown, Rob, Public Relations and the Social Web, Kogan Page India, New Delhi, 2010.
2. Cutlip Scott et al, Effective Public Relations, London, 1995.
3. Black Sam, Practical Public Relations, Universal Publishers, 1994.
4. S.M. Sardana, Public Relations: Theory and Practice.
5. J.V. Vilanilam, Public Relations in India: New Tasks and Responsibilities, SAGE Publications India Pvt Ltd, New Delhi 2011.
6. Websites on Public relations.

## Suggested Co-Curricular Activities

- 1) Invited Lectures
- 2) case study analysis.
- 3) Debates on interesting topics
- 4) Seminars, Group Discussions, Quiz, etc.
- 5) Assignments
- 6) Alumni Interactions
- 7) Periodical interactions with Public Relations Staff
- 8) Student Presentations.

## SEMESTER-IV

### COURSE 4: SOCIAL WELFARE ADMINISTRATION

Theory

Credits: 4

4 hrs/week

#### Learning Outcomes:

Students at the successful completion of the course will be able to;

- Understand the fundamental dynamics of Social Welfare administration especially from the context of Indian system.
- Ability to analyze and elucidate various policies by the government of India.
- Critical evaluate the social planning systems and structures in India.
- Understanding the dynamics of Development and Sustainable development indices and procedures.
- Critical thinking towards various welfare measures & policies drafted towards developmental perspective.

#### UNIT-1

Definition, nature & scope of social welfare, Concepts of social welfare, social administration in India, CSWB, models of welfare-familial, institutional, Titmus.

Unit 2:

#### INTRODUCTION TO SOCIAL POLICY

Definition, meaning and nature of social policy, Objectives of social policy, types of social policy, National Women's policy, National children's policy and National youth policy, Tribal Policy, Policy for aged, Disability policy and Population policy

Unit 3:

#### INTRODUCTION TO SOCIAL PLANNING

Meaning & definition, Types of Planning - Tactical, Operational & Strategic, Types of plan-Five year plan, annual plan, short term plans, and long term plans. NitiAayog, features, objectives, constitution, nitiaayog as a strategy for new India, Atal Innovation Mission.

Unit 4:

#### INTRODUCTION TO DEVELOPMENT, SOCIAL & SUSTAINABLE DEVELOPMENT:

Meaning & Definitions, nature of development, indicators of development, distinction between developed, developing and under developed nations, MDG and models of development – Capitalistic, Communistic, Socialistic & Mixed-Economy, Gandhian approach to development or Sarvodaya movement

Unit 5:

CONSTITUTIONAL FUNCTION & ROLES OF SOCIAL MANAGERS: (15 Hrs) Constitution of India, fundamental rights, DPSP, Current budget review. Role of social managers in welfare administration, Policy formulation and development.

#### Reference Books:

1. Social Work & Social Welfare Administration: Methods & Practices, Rameshwari Devi Ravi Prakash, Vol I & II 1998, Mangal Deep Publications, Jaipur.
2. Social Welfare, Edited by A S Kholi, 1997, Anmol Publications, New Delhi.
3. Social Welfare & Social Work, Jainendra Kumar Jha, 2002, Anmol Publications, New Delhi.
4. NGO's & Governmental Organisations-Role, Duties & Functions, N C Dobriyalsumit enterprises.
5. Social Welfare Administration in India, Dr D R Sachdeva, KitabMahal Publications.
6. NGO's and Social Welfare-New Research approaches, David Lewis & N Ravichandra, Rawat Publication.
7. Social Policy, John Baldock, Nick Manning &etal, Oxford University Press.
8. Social Policy- Themes & Approaches, Paul Spicker, 2nd edition, Rawat Publication, Jaipur 9. Social Policy & Social Work, A K Rizwi, Mohit Publication.
10. Social Policyb& Social Work, David Denney, Oxford University Press.

#### Suggested Co-Curricular Activities

- 1) Invited Lectures
- 2) Case study analysis.
- 3) Debates on interesting topics
- 4) Seminars, Group Discussions, Quiz, etc.
- 5) Assignments
- 6) Alumni Interactions
- 7) Periodical interactions with Executives and Peoples Representatives

ANDHRA KESARI UNIVERSITY-ONGOLE, PRAKASAM DISTRICT  
Minor Programme from the Year 2023-24 Onwards  
Programme- B. A. Honours Public Administration -Question Paper model,  
Second Year-Semester-III & IV

Time: 3 Hours

Total Marks: 75

PART –A

Answer any Five of the following out of Ten Questions

Note: (Each Unit carrying Two Questions)

5X5=25 Marks

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10

PART –B

Answer the following

Note: (Each Unit carrying Two Questions)

5x10=50 Marks

11a.

Or

11b.

12a.

Or

12b.

13a.

Or

13b.

14a.

Or

14b.

15a.

Or

15b.