

# ONLINE BUSINESS

B.Com./B.B.A. SKILL DEVELOPMENT

SECOND YEAR : SEMESTER - III



**CENTRE FOR DISTANCE EDUCATION**  
**ACHARYA NAGARJUNA UNIVERSITY**  
**NAGARJUNA NAGAR - 522 510**  
**GUNTUR (DIST.), ANDHRA PRADESH**



B.A. / B.Com. / BBA SECOND YEAR Semester - 3

Life Skills Course : PERSONALITY ENHANCEMENT AND LEADERSHIP

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## FOREWORD

Since its establishment in 1976, Acharya Nagarjuna University has been forging ahead in the path of progress and dynamism, offering a variety of courses and research contributions. I am extremely happy that by gaining a 'A' Grade from the NAAC in the year 2014, the Acharya Nagarjuna University is offering educational opportunities at the UG, PG levels apart from research degrees to students from over 285 affiliated colleges spread over the two districts of Guntur and Prakasam.

The University has also started the Centre for Distance Education with the aim to bring higher education within reach of all. The centre will be a great help to those who cannot join in colleges, those who cannot afford the exorbitant fees as regular students, and even housewives desirous of pursuing higher studies. With the goal of bringing education in the door step of all such people. Acharya Nagarjuna University has started offering B.A. and B. Com courses at the Degree level and M.A, M.Com., L.L.M., courses at the PG level from the academic year 2021-22 on the basis of Semester system.

To facilitate easier understanding by students studying through the distance mode, these self-instruction materials have been prepared by eminent and experienced teachers. The lessons have been drafted with great care and expertise in the stipulated time by these teachers. Constructive ideas and scholarly suggestions are welcome from students and teachers invited respectively. Such ideas will be incorporated for the greater efficacy of this distance mode of education. For clarification of doubts and feedback, weekly classes and contact classes will be arranged at the UG and PG levels respectively.

It is aim that students getting higher education through the Centre for Distance Education should improve their qualification, have better employment opportunities and in turn facilitate the country's progress. It is my fond desire that in the years to come, the Centre for Distance Education will go from strength to strength in the form of new courses and by catering to larger number of people. My congratulations to all the Directors, Coordinators, Editors and Lesson -writers of the Centre who have helped in these endeavours.

Prof. P.Rajasekhar  
Vice-Chancellor,  
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# ONLINE BUSINESS

(Skill Development Course)

SECOND YEAR B.Com. / BBA Programme

Semester – 3

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**CENTRE FOR DISTANCE EDUCATION**  
**ACHARYA NAGARJUNA UNIVERSITY**  
Recognised by Distance Education Bureau - UGC & NAAC "A" GRADE



**PROGRAMMES OFFERED UNDER SEMESTER MODE**

Sl. No.	PROGRAMME CODE	PROGRAMME NAME
1	40	B.A. (ECONOMICS, HISTORY, POLITICS)
2	41	B.A. (ECONOMICS, PUBLIC ADMINISTRATION, POLITICS)
3	42	B.A. (ECONOMICS, PUBLIC ADMINISTRATION, SOCIOLOGY)
4	43	B.A. (ECONOMICS, HISTORY, SOCIOLOGY)
5	44	B.A. (ECONOMICS, POLITICS, SOCIOLOGY)
6	45	B.A. (HISTORY, POLITICS, SOCIOLOGY)
7	47	B.A. (PUBLIC ADMINISTRATION, POLITICS, HISTORY)
8	55	B.A. (SPECIAL ENGLISH, HISTORY, SPECIAL TELUGU)
9	151	B.A. (ECONOMICS, BANKING, COMPUTER APPLICATIONS)
10	68	B.COM (COMPUTER APPLICATIONS)
11	58	B.COM (GENERAL)
12	164	B.B.A. (BACHELOR OF BUSINESS ADMINISTRATION)
13	80	B.LISC BACHELOR OF LIBRARY & INFORMATION SCIENCES
14	14	M.A. ENGLISH
15	15	M.A. TELUGU
16	110	M.A. HINDI
17	190	M.A. SANSKRIT
18	16	M.A. ECONOMICS
19	17	M.A. HISTORY
20	18	M.A. POLITICAL SCIENCE
21	19	M.A. SOCIOLOGY
22	21	MSW MASTER OF SOCIAL WORK
23	29	M.A. JOURNALISM & MASS COMMUNICATION
24	191	M.A. HUMAN RESOURCE MANAGEMENT
25	12	M.COM - ACCOUNTANCY
26	13	M.COM - BANKING
27	141	M.LISC MASTER OF LIBRARY & INFORMATION SCIENCES
28	133	CERTIFICATE COURSE IN HOTEL & HOSPITAL HOUSE KEEPING
29	77	CERTIFICATE COURSE IN HIV/AIDS COUNSELLING
30	134	DIPLOMA IN FOOD PRODUCTION
31	192	DIPLOMA IN PSYCHOLOGICAL GUIDANCE & COUNSELLING

Details of dates of Admissions & Examinations can be seen in  
[www.anucde.info](http://www.anucde.info)

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