

10B11PD311 Managerial Economics

Course Goal

To integrate the basic concepts of economics with the tools of mathematics and statistics in order to analyze and make optimal business decisions.

Course Objectives

1. Understand concept of economic problem of scarce resources, unlimited wants and economic decision making
2. Understand the internal and external decisions to be made by managers
3. Analyze the demand and supply conditions and assess the position of a company
4. Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.
5. Analyze real-world business problems with a systematic theoretical framework.
6. Make optimal business decisions by integrating the concepts of economics, mathematics and statistics.

Detailed Syllabi

Lecture-wise Breakup

Subject Code	10B11PD311	Semester	3
Subject Name	Managerial Economics		
Credits	3	Contact Hours	3
Faculty (Names)	Coordinator(s)	1. Dr. Amit Srivastava	
	Teacher(s) (Alphabetically)	1. Dr. Sakshi Khanna 2. Ms. Triambica Gautam	
Module No.	Subtitle of the Module	Topics	No. of Lectures
1.	Introduction	The Economic Problems; The Art and Science of Economic Analysis; Some Pitfalls of Faulty Economic Analysis; Choice and Opportunity Cost; Comparative Advantage, Specialization and Exchange; The Economic System; The Economic Decision Making by Firms, Households	6

		and Government; Defining Managerial Economics; Economics and Managerial Decision Making	
2.	Basics of Demand, Supply and Equilibrium	Demand; Supply; Demand and Supply Create a Market; Changes in Equilibrium and Quantity; Disequilibrium	4
3.	Elasticity of Demand and Supply	Price Elasticity of Demand; Determinants of the Price Elasticity of Demand; Price Elasticity of Supply; Other Elasticity Measures; Applications of theory of Demand and Supply	4
4.	Demand Estimation and Forecasting	Introduction to Regression Analysis; Estimating and Testing Regression Equation; Problems in the Use of Regression Analysis, Introduction to Forecasting; Prerequisites of a Good Forecast; Forecasting Techniques – Expert opinion, Opinion Polls and Market Research, Surveys, Economic Indicators, Projections and econometric Models	5
5.	The Theory of Production and Cost	Cost and Profit; Production in the Short Run; Production in the Long Run; Cost in the Short Run; Cost in the Long Run	9
6.	Perfect Competition	An Introduction to Perfect Competition; Short-Run Profit Maximization; Minimizing Short-Run Losses; The Firm and Industry Short-Run Supply Curves; Perfect Competition in the Long Run; The Long Run Industry Supply Curves; Perfect Competition and Efficiency	4
7.	Monopoly	Barriers to Entry; Revenue for Monopolist; The Firm's Costs and Profit Maximization; Monopoly and Allocation of Resources; Problems Estimating the Deadweight Loss of Monopoly; Price Discrimination	5
8.	Monopolistic Competition and Oligopoly	Monopolistic Competition; An Introduction to Oligopoly; Models of Oligopoly; Comparison of Oligopoly and Perfect Competition	5
Total number of Lectures			42

Evaluation Scheme		
S.No.	Component	Weightage
1.	Test – 1 (1 Hr)	15
2.	Test – 2 (1 Hr 30 mins)	25
3.	Test – 3 (2 Hrs)	35
5.	Internal <ul style="list-style-type: none"> • Assignment • Quiz • Class Participation • Attendance 	5 5 10 5

Recommended Readings	
1.	Micro ECON – A South-Asian Perspective: William A. McEachern and Simrit Kaur, Cengage (Text Book)
2.	Managerial Economics - Principles and Worldwide Application: Dominik Salvatore and Ravikesh Srivastava, Oxford Higher Education.
3.	Managerial Economics: Craig H. Petersen, W. Chris Lewis and Sudhir K. Jain, Pearson Education.
4.	Managerial Economics – Foundations of Business Analysis and Strategy: Christopher R. Thomas and S. Charles Maurice, McGraw Hills.
5.	Managerial Economics - Economic Tool for Today's Decision Makers: Paul G. Keat, Philip K. Y. Young and Sreejata Banerjee, Pearson Education.
Web Resources	
	<ul style="list-style-type: none"> • Online Resource of the Text Book at Cengage Learning Website • http://pearsoned.co.in/prc/book/h-craig-petersen-managerial-economics-4e-4/9788177583861 • http://pearsoned.co.in/prc/book/paul-g-keat-managerial-economics-economic-tools-todaysdecision-makers-6e-6/9788131733530 • http://www.onlinevideolecture.com/mba-programs/kmpetrov/managerialeconomics/?course_id=4207 • http://ocw.mit.edu/courses/economics/

Course Introduction - 13B1WHS832 International Business Management

International Business and Trade is a complex system and navigating it is a challenging and exciting task. It is an integral part of the World Economic System and no country can survive without getting involved in it. Because of the forces of Globalization we cannot avoid the competition, even if we don't go out some other company from another country may come at our doorstep. Globalization of markets increases global competition and requires enterprises to continuously improve their performance to sustainably survive.

Political/Economic/Social/Technological/Environmental/Legal (PESTEL) conditions are different for different countries and it extremely important not only for managers but also for employees to understand the differences so that they can make an optimal decision.

Engineers substantially contribute to the success of an enterprise provided they understand and follow fundamental international market forces, economic basics and operational business management.

Therefore, one has to have a complete understanding of dynamics of International Business to survive successfully in the long run. The aim of the present course is to develop the understanding of the complexities of international business and trade and different factors which govern them like socio-cultural, political, economic factors etc.

13B1WHS832 International Business Management

Course Goal

To develop the understanding of the complexities of international business and trade and different factors which govern them like socio-cultural, political, economic factors etc.

Course Objectives

1. Understand different issues of International Business.
2. Analyze how different environment affects the business of a Multi National Companies.
3. Analyze the effect of changing dynamics of international business on Indian Economy.
4. Understand the importance of different theories of explaining international trade and businesses.
5. Understand the role of International Institutions in promoting and stabilizing the international integration.

6. Design a suitable strategy for international trade, for a firm, depending upon the economic conditions of both home and host countries.

Detailed Syllabi

Lecture-wise Breakup

Subject Code	13B1WHS832	Semester	VIII
Subject Name	International Business Management		
Credits	3	Contact Hours	3
Faculty (Names)	Coordinator(s)		
	Teacher(s) (Alphabetically)		
Module No.	Subtitle of the Module	Topics	No. of Lectures
1.	Introduction	Introduction and Basic Understandings of World Map	2
2.	Understanding Globalization	Globalization and International Business	3
3.	International Business Environment	a) Socio-Cultural Environment b) Political and Legal Environment c) Economic Environment	6
4.	International Trade and Investment Theories	a) International Trade Theories b) Foreign Exchange Markets c) Foreign Direct Investment d) Regional Economic Integrations	12
5.	Institutional Framework for International Business	a) WTO (GATT) b) The World Bank Group c) International Monetary Fund (IMF) d) UNCTAD e) Indian Institutions	9
6.	International Business Strategy	a) Organization and Strategy of International Business b) Country Evaluation and Selection c) Entry Strategy and Strategic	10

		Alliances (includes Export-Import, Direct Investments and Collaborative Strategies)	
Total number of Lectures			42

Evaluation Scheme		
S.No.	Component	Weightage
1.	Test – 1 (1 Hr)	15
2.	Test – 2 (1 Hr 30 mins)	25
3.	Test – 3 (2 Hrs)	35
5.	Internal <ul style="list-style-type: none"> • Presentation • Class Participation • Attendance 	10 10 5

Recommended Readings	
1.	International Business by Daniels, Radebaugh, Sullivan and Salwan; Pearson (Text Book)
2.	International Business by Hill and Jain; TMH.
3.	International Business by Czinkota, Ronkainen and Moffet; Wiley.
4.	International Business by Cherunilam; PHI
5.	International Business by Justin Paul; PHI.
6.	International Business by Rakesh Mohan Joshi; Oxford.
7.	Newspapers, magazines and internet

Business Analytics

COURSE CODE:18B1WHS632

COURSE CREDITS: 3

CORE/ELECTIVE: ELECTIVE

L-T-P: 3-0-0

Pre-requisite: None

Course Objectives:

1. To understand facets of business analytics within an organization.
2. To gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making.
3. To become familiar with the processes needed to develop, report, and analyze business data.
4. To analyze real world business problems, not only with the context of the company but also with the context of the society, with the help of modern concepts and tools and techniques of the concerned area.
5. To provide an optimal solution which benefits both the company and the society as a whole.

Course Outcomes:

S.No.	Course Outcomes	Level of Attainment
CO-1	Understanding the concepts and dimensions of business analytics	Familiarity
CO-2	Formulations of business analytics problems	Assessment
CO-3	Developing and reporting of the problems after proper assessment	Assessment
CO-4	Analyzing problems using different tools and techniques of business analytics	Usage
CO-5	Designing an optimal strategy to help the company	Usage

Course Contents:

Unit	Contents	Lectures required
1	Introduction: Introduction and importance to Business Analytics, Categorization of Analytical Methods and Models, Business Analytics in Practice – Marketing, HR, Finance etc.	3
2	Business Analytics Models: Overview and Deployment of Business Analytics Models	2

3	Exploring Data: Describing the distribution of single variable – Types of data, categorical variables etc.; Relationships among variables – categorical variables, categorical and numerical variables and numerical variables	6
4	Probability and Decision Making: Probability and distributions – single random variables; Distributions – normal, binomial, poisson and exponential; Decision making under uncertainty – elements of decision analysis, precision tree, Bayes’ rule, multistage decision problems; Applications in Business Management	7
5	Statistical Inference: Sampling and sampling distributions; Confidence Interval Estimations; Hypothesis testing; Applications in Business Management	7
6	Regression Analysis: Regression Analysis – Estimation; Regression Analysis – Inference; Applications in Business Management	8
7	Simulation Modeling: Introduction to Simulation Modeling; Simulation Models – Operations, Financials, Marketing Applications in Business Management	9
Total Number of Lectures		42

Suggested Text Book(s):

1. S. Christian Albright and Wayne L. Winston: Business Analytics: Data Analysis and Decision Making, Cengage Learning, 5e

Suggested Reference Book(s):

1. Jeffrey D Camm et al.: Essentials of Business Analytics, Cengage Learning
2. Halady P: Business Analytics: An Application Focus, PHI
3. Seema Acharya and R. N. Prasad: Fundamentals of Business Analytics, Wiley
4. Some real life data from different government/non-government sources will also be discussed and analysed.

EvaluationScheme:

S. No	Exam	Marks	Duration	Coverage / Scope of Examination
1	T-1	15	1 Hour.	Syllabus covered upto T-1-> Unit 1, 2 and 3
2	T-2	25	1.5 Hours	Syllabus covered upto T-2->Upto T1 + Unit 4and 5 (partially)

3.	T-3	35	2 Hours	Entire Syllabus
4.	Teaching Assessment	25	Entire Semester	Attendance – 5 Class Performance - 10 Quizzes –10

Course Description

Course Name: PROJECT MANAGEMENT

Course Code: 10B11 PD611

Course Credit: 3

Semester: 6

Course Type: Core (All B. Tech. students)

Department: Humanities and Social Sciences

Course Coordinator: Dr Sakshi Khanna

Course Objectives: The purpose of this course is to lay the foundation for a firm understanding of project management concepts and principles and to acquaint students with the complexity and challenge of managing public or private projects with stringent schedules and limited resources. Students will gain a sound understanding of project management concepts and principles by applying relevant tools and techniques and by their involvement in case studies and exercises to assimilate that knowledge.

Learning Outcomes: At the completion of the course, the learner should be able to:

1. Distinct between management of projects and operational activities.
2. Screen and select projects.
3. Assess the costs, people, time and quality associated with the projects.
4. Apply quantitative tools and techniques for risk management, budgeting and scheduling.
5. Appreciate the critical role of human resources in successful management of projects.

Course Outline

Sr. No.	Chapter	Learning Outcomes	Hours
1	Introduction <ul style="list-style-type: none"> • The Definition of a “Project • The Relationships Among Portfolios, Programs, and Projects • Why Project Management • The Project Life Cycle • Role of the Project Manager • Responsibilities and Competencies of the Project Manager <p>TB1 : pgs 9-12</p> <p>TB2: pgs 2-18; 38-41</p>	<ul style="list-style-type: none"> • Understand the characteristics and structure of projects ; distinguish with operations • Comprehend the variation of activities through the project phases • Identify with the criticality of project manager’s role 	4
2	Selection of project <ul style="list-style-type: none"> • Project Selection and Criteria of Choice 	<ul style="list-style-type: none"> • Understand the systematic process of 	3

	<ul style="list-style-type: none"> • The Nature of Project Selection Models • Types of Project Selection Models <p>TB1 : pgs 40 -46</p>	<ul style="list-style-type: none"> • project selection • knowledge of the criteria used in project selection 	
3	<p>Risk analysis of the project</p> <ul style="list-style-type: none"> • Analysis under Uncertainty—The Management of Risk • Identify Risks: Inputs; Tools and Techniques • Quantitative Risk Analysis: Tools and Techniques • Plan and Control Risk Responses <p>TB1 : pgs 58; TB2 : pgs 319-324; 335,336; 343</p>	<ul style="list-style-type: none"> • Ability to identify the various type of risks in execution of project • Knowledgeable about risk mitigation strategies 	4
4	<p>Project organization</p> <ul style="list-style-type: none"> • The Project in the Organizational Structure • The Project as Part of the Functional Organization • Pure Project Organization • The Matrix Organization • Mixed Organizational Systems • Choosing an Organizational Form • The Project Team • Human Factors and the Project Team <p>TB1 : pgs 191-217 TB2 : 255 -284</p>	<ul style="list-style-type: none"> • Knowledgeable about the various forms of organizing the project • Analyse the pros and cons of each organizational design 	4
5	<p>Planning the project</p> <ul style="list-style-type: none"> • Project Activity Planning 239 • Initial Project Coordination and the Project Plan 242 • Systems Integration 251 • The Action Plan 252 • The Work Breakdown Structure and Linear Responsibility Chart 261 • Plan Scope Management: Define, Inputs., Tools and Techniques, Output <p>TB1 : pgs 239-261</p>	<ul style="list-style-type: none"> • Comprehend the criticality of project planning • Understand the systematic process of planning the projects • Design documents which facilitate project planning 	5

	TB2 : pgs 107 -109		
6	<p>Budgeting and financing the project</p> <ul style="list-style-type: none"> • Estimating Project Budgets • Improving the Process of Cost Estimation • Plan Cost Management: Inputs, Tools and techniques, outputs, control process <p>TB1 : pgs 294 -305 TB2 : pgs 195 -220</p>	<ul style="list-style-type: none"> • Ability to develop project budgets • Analyse the process of cost estimation 	4
7	<p>Scheduling (Gantt chart, PERT, CPM)</p> <ul style="list-style-type: none"> • Plan Schedule Management : Inputs, Tools and Techniques, Outputs • Define Activities , Sequence Activities • Network Techniques: PERT (ADM) and CPM (PDM) 337 <p>TB1 : pgs 337-365 TB2 : pgs 145 -156</p>	<ul style="list-style-type: none"> • Awareness about the criticality of project schedule • Learn the techniques for project scheduling 	6
8	<p>Resource allocation and monitoring</p> <ul style="list-style-type: none"> • Resource Allocation • Crashing a Project • The Resource Allocation Problem • Resource Loading and Levelling • Goldratt's Critical Chain • Project procurement management <p>TB1 : pgs 383 -415 TB2 : 355 -366</p>	<ul style="list-style-type: none"> • Understand the basics of resource allocation for the project • Discern the trade offs of time and cost in context to project crashing 	4
9	<p>Project control</p> <ul style="list-style-type: none"> • The Planning-Monitoring-Controlling Cycle • Information Needs and Reporting • Fundamental Purposes of Control • Three Types of Control Processes • The Design of Control Systems Control: A Primary Function of Management • Control of Change and Scope Creep <p>TB1 : pgs 436 -501</p>	<ul style="list-style-type: none"> • Understand the systems for project control • Develop an understanding about the factors that are pertinent to project control 	4

10	<p>Project completion</p> <ul style="list-style-type: none"> • The Varieties of Project Termination • When to Terminate a Project • The Termination Process • The Final Report—A Project History <p>TB1 : pgs 552-556</p>	<ul style="list-style-type: none"> • Aware of the importance of pursuing activities for the fine finish of the project • Knowledgeable about the components that are vital to develop the project history 	2
-----------	---	---	----------

Methodology

The lecture will focus the basic concepts and tutorials will focus real project problems, case-studies and will be computer biased (like use of MS-Project software).

Evaluation

Sr. No.	Components	Weightage
1	Test 1	15
	Test 2	25
2	Test 3	35
3	Internal assessment <ul style="list-style-type: none"> • Quiz • Individual assignment (written) • Class Participation • Attendance 	Total 25 10 Marks 5 Marks 5 Marks 5 Marks

- Learning outcome nos. 1, 3 and 5 will be tested through presentations, role play and group discussion
- Learning outcome no. 2 will be tested in mid semester exam.
- Learning outcome no., 4 will be tested in class test, software application and end semester exam.

Text Book

1. Project Management – A Managerial Approach – *Jack R. Meredith and Samuel J. Mantel, Jr.* Seventh edition, Wiley Publications **[TB1]**
2. A Guide to the Project Management Body of Knowledge (PMBOK® Guide) – Fifth Edition published by Project Management Institute, Inc (USA). **[TB2]**

Suggested Readings

1. Project Management – A Managerial Approach – *Jack R. Meredith and Samuel J. Mantel, Jr.*
2. Project Management – System Approach to Planning, Scheduling and Controlling – *Harold Kerzner.*
3. Project Management – *Harvey Maylor.*
4. Projects – Planning, Analysis, Financing, Implementation and Review – *Prasanna Chandra.*

5. Practical Project Management – *R.G. Ghattas and Sandra L. McKee.*
6. Project Management – *Garry R. Heerkens.*

Online Resources

- <http://www.projectminds.com/>
- <http://www.projectmanagement.com/>
- <http://www.projectsatwork.com/>
- <http://www.pmi.org/>
- <http://managementhelp.org/projectmanagement/>
- office.microsoft.com/en-in/project/
- www.emeraldinsight.com/journal/ijmpb
- www.cio.com/.../project-management/12-common-project-management

10B1WPD731 Entrepreneurship Development

Course Goal

The students develop and can systematically apply an entrepreneurial way of thinking that will allow them to identify and create business opportunities that may be commercialized successfully.

Course Objectives

After the completion of the course, the students:

- Have the ability to discern distinct entrepreneurial traits
- Know the parameters to assess opportunities and constraints for new business ideas
- Understand the systematic process to select and screen a business idea
- discern the factors that can deem the idea successful and viable
- write a business plan

Detailed Syllabi Lecture-wise Breakup

Subject Code	10B1WPD731	Semester	7
Subject Name	Entrepreneurship Development		
Credits	3	Contact Hours	42

Module No.	Subtitle of the Module	Topics	No. of Lectures
1.	Introduction to Entrepreneurship	Role of the entrepreneur in India and around the globe; forces that are driving the growth of entrepreneurship; benefits and drawbacks of entrepreneurship; mistakes of entrepreneurship and how to avoid them; entrepreneurial failure.	5
2.	Overview of business and its functioning	Business and industry; Components of macro and micro business environment	4
3.	Business Idea and Feasibility	Creativity, innovation and entrepreneurship; mental locks" that limit individual creativity; steps in the creative process; techniques for improving the creative process; protection of intellectual property involving patents, trademarks, and copyrights.	4

4.	Strategic Management and Entrepreneur	Importance of strategic management to a (small) business; understanding competitive advantages; steps in the strategic planning process; basic strategies: low-cost, differentiation, and focus; balanced scorecard in the planning process.	4
5.	Forms of Business Ownership	Advantages and the disadvantages of the three major forms of ownership: the sole proprietorship, the partnership, and the corporation. LLP and types of franchising: trade name, product distribution, and pure. Major trends shaping franchising.	4
6.	Building the business plan :marketing considerations	Marketing concept and evolution; marketing process; guerilla marketing	4
7.	Foundations of New Venture Finance	Understanding capital requirements; identifying the sources of finance; angel investing and venture finance; managing cash flow	5
8.	Creating the Organization : structure and design	Forms of organization structure; factors contingent on organizational structure and design	4
9.	Technical entrepreneur and The E-entrepreneur	Process of creating and growing high potential ventures; basic approaches to launch an e-commerce effort	4
10.	Crafting a winning business plan	Need and importance of business plan; elements of a solid business plan.	4
Total number of Lectures			42

Recommended Reading	
1.	Entrepreneurship and New Venture Formation: Thomas W. Zimmerer, and Norman M. Scarborough. PHI
2.	Entrepreneurship: Strategies and Resources, 3/E -: Marc Dollinger; Prentice Hall
3.	Bringing New Technology to Market- Kathleen R. Allen, Prentice Hall

4.	Entrepreneurship in Action, 2/E - Mary Coulter; Prentice Hall
----	--

Methodology & Evaluation	
The course essentially follows an interactive teaching- learning mode; classroom discussions on core concepts, open-forum discussions, use of multi-media cases and guest speakers.	
Evaluation	
T1	15 marks
T2	25 marks
T3	35 marks
TA	25 marks <ol style="list-style-type: none"> 1. Entrepreneurial solution to present day social problems 2. Video case 3. Spot exercise : Exercise based on segmentation and strategies 4. Group presentation -1 5. Group presentation -2

FINANCIAL PLANNING

10B1WPD737

Course Goal

This course is aimed at enabling the students understand the issues involved in planning finances and investments at a personal level. This course intends to give students a deeper understanding of concepts and issues relating to personal finance and their applications to real life situations so that they are capable of acting as a financial planner.

Course Objectives

1. Financial planning process.
2. Terms and concepts relating to personal financial planning.
3. Concepts and issues relating to management of money such as taxes, investments, loans, insurance policies etc. so that students are able to spend and invest their hard earned money wisely.

Detailed Syllabi

Lecture-wise Breakup

Subject Code	10B1WPD737	Semester	8
Subject Name	FINANCIAL PLANNING		
Credits	3	Contact Hours	3

Module No.	Subtitle of the Module	Topics	No. of Lectures
1.	Financial Planning Process	<ul style="list-style-type: none">• Meaning of financial planning• Steps in financial planning process• Determinants of personal	3

		income	
2.	Financial Statements and Plans	<ul style="list-style-type: none"> • Role of financial statement in financial planning • Preparing a personal balance sheet • Preparing the income and expense statement using personal financial statements • Cash Budgets 	3
3.	Taxes	<ul style="list-style-type: none"> • Concepts of income tax • Personal taxation • Tax planning 	6
4.	Cash and Savings	<ul style="list-style-type: none"> • Role of cash management in personal financial planning • Financial services market • Cash management products • Electronic banking services • Channels of savings 	3
5.	Purchase of Automobiles and Houses	<ul style="list-style-type: none"> • Automobile purchase planning and Car loans • The home buying process and Home loans 	6
6.	Credit and Credit Cards	<ul style="list-style-type: none"> • Credit • Types of credit • Different kinds of credit cards • Disadvantages of the credit 	3

		cards	
7.	Life Insurance	<ul style="list-style-type: none"> • Insurance planning • Benefits of life insurance • Calculating insurance needs • Buying a life insurance • Life insurance products in India 	4
8.	Health Insurance	<ul style="list-style-type: none"> • Health Insurance • Types of health care plans • Health Insurance in India. 	3
9.	Investments	<ul style="list-style-type: none"> • Meaning of investment • Types of investment Vehicles • Factors considered in the choice of investments • Developing the investment strategy • Investing in equities, mutual funds and fixed income securities 	8
10.	Retirement Planning	<ul style="list-style-type: none"> • Sources of retirement income • Pension funds. 	3
Total number of Lectures			42

Recommended Reading (Books/Journals/Reports/Websites etc.: Author(s), Title, Edition, Publisher, Year of Publication etc. in IEEE format)	
1.	Lawrence J Gitman and Michael D Joehnk. Personal Financial Planning.
2.	Ernst and Young's Personal Financial Planning guide.
3.	G Victor Hallman and Jerry S Rosenbloom,6 th Edition, Mc GRaw Hill. Personal Financial Planning

Method of Evaluation

The lecture will focus the basic concepts and tutorials will focus real problems and case-studies.	
Components	Weightage
T1	15
T2	25
T3	35
Internal assessment: <ul style="list-style-type: none">• Assignments• Case study• Presentation• Class assessment	25

(Course Code) **Finance and Accounting**

Course Goal

To understand the theoretical framework and issues of accounting and corporate finance and apply the concepts in practice so that one can make an optimal decision on sustainable basis, not only for the firm but also for the society in-large.

Course Objectives

1. Understand the issues and framework of accounting and corporate finance.
2. Prepare financial statements and analyze it.
3. Analyze the effect of corporate decisions on the value of a firm.
4. Analyze projects, its financial needs, financial performance and design a suitable strategy in case of conflicting recommendations.
5. Make optimal financial decisions on sustainable basis, not only for the firm but also for the society at large.

Detailed Syllabi

Lecture-wise Breakup

Subject Code	10B11PD411	Semester	4
Subject Name	Finance and Accounting		
Credits	3	Contact Hours	3
Faculty (Names)	Coordinator(s)		
	Teacher(s) (Alphabetically)		
Module No.	Subtitle of the Module	Topics	No. of Lectures
1.	Introduction to Accounting	Basic concepts of accounting, Accounting standards and Policies, Accounting Concepts and Conventions. Accounting Equation, Preparation of Journal, Ledger and Trial Balance	6

2.	Preparations of Final Accounts	Understanding adjustments, Preparation of Final Accounts – Trading, Profit and Loss, Balance Sheet, Cash Flow Statements, Fund Flow Statements, Use of MS-Excel for financial statement analysis	6
3.	Financial Management: An Overview	Nature and scope of financial management, Role of finance function, Finance decisions of the firm, Objective function in finance, Agency costs and corporate governance, Financial management and accounting, Financial objectives and organizational strategy	2
4.	Comparative and Historical Analysis	Analyzing financial statement – Ratio Analysis – liquidity ratios, capital structure ratios, working capital ratios, profitability ratios, valuation ratios, Interlinking the ratios- Dupont analysis, Uses and limitations of ratio analysis	5
5.	Sources of Finance	Role of financial markets, Financial Markets- segments, products and services, Long-term sources of finance - Equity, Debt, Debentures/Bonds	2
6.	Time Value of Money	Basics of time value, Finding future value, Discounting and present value, Future value of annuity,, Present value of annuity, Periodicity of compounding and discounting, Equated monthly instalments	3
7.	Cost of Capital	Opportunity cost of capital, Weighted average cost of capital (WACC), Cost of Debt, Cost of preference capital, Cost of equity, Assigning weights, WACC, Factors affecting cost of capital	3
8.	Capital Structure – Theory	Common assumptions for analysis, Net income approach, Net operating income approach, Traditional approach, MM theory without and	2

		with corporate taxes, Leverage and financial distress, Trade-off theory, Pecking order theory	
9.	Designing Capital Structure	Operating leverage, Financial leverage, EBIT-EPS analysis, ROI-ROE analysis, Defining target/optimal capital structure	3
10.	Capital Budgeting	Features of capital budgeting decisions, Types of projects, Techniques of evaluation of capital budgeting decisions, Accounting rate of return, Payback period method, Net present value method, Internal rate of return, NPV and IRR – A comparison, Conflict between IRR and NPV, Advantages of NPV and IRR, Modified IRR, Projecting cash flows, Principles of cash flow projections, Cautions in capital budgeting and cash flow projection	6
11.	Working Capital Management	Meaning of working capital, Scope of working capital management, Working capital needs of different types of businesses, Operating cycle and its relevance for WCM, Working capital financing policies, Working capital policy, Estimation of working capital requirements	4
Total number of Lectures			42

Evaluation Scheme		
S.No.	Component	Weightage
1.	Test – 1 (1 Hr)	15
2.	Test – 2 (1 Hr 30 mins)	25
3.	Test – 3 (2 Hrs)	35

5.	Internal	
	• Assignment	5
	• Quiz	5
	• Class Participation	10
	• Attendance	5

Recommended Readings	
1.	Financial Accounting: P. C. Tulsian, Pearson Education
2.	Financial Accounting: V. Rajasekaran and R. Lalitha, Pearson Education
3.	Financial Management: Rajiv Srivastava and Anil Misra, 2 nd Ed, Oxford University Press. (Text Book)
4.	Financial Management: I. M. Pandey, Vikas Publishing House, 9th Ed.
5.	Fundamentals of Financial Management: Eugene F. Brigham, Thomson Learning.
6.	Financial Management: Prasanna Chandra, Tata McGraw Hill.
7.	Financial Management: Sheeba Kapil, Pearson Education.

COURSE DESCRIPTION

Course Name: Group & Cooperative Processes

Course Code: 10B11PD211

Course Credits: 3

Course Coordinator: Tanu Sharma, Neena Jindal

Course objective

The main objective of the course is to make the students understand how to work with and through others to accomplish individual and group goals. **The student may thus be able to :**

1. List and define basic organizational behavior principles, and analyze how these influence behavior in the workplace.
2. Analyze individual human behavior in the workplace as influenced by personality, values, perceptions, and motivations.
3. Outline the elements of group behavior including group dynamics, communication, leadership, power & politics and conflict & negotiation.
4. Understand your own management style as it relates to influencing and managing behavior in the organization systems.
5. Enhance critical thinking and analysis skills through the use of management case studies, personal application papers and small group exercises.
6. Strengthen research, writing and presentation skills.

Contents

Module	Topic	Hrs. All.
1	Introduction to the course and course outline	2
2	Individual <ul style="list-style-type: none">• Ability- Intellectual & Physical• Personality: Concept, determinants, Big Five Personality model, Type A & Type B• Perception: Definition, Importance, Factors• Learning: Definition,• Attitudes: Definition, components of Attitude, Cognitive Dissonance & its reduction.• Job Attitudes: Job Satisfaction, Job Involvement, Organizational Commitment, Job Engagement and Performance.• Values: Definition, Importance, Types• Assertiveness<ol style="list-style-type: none">1. Concept2. Communication styles3. Self expression	12

	<ul style="list-style-type: none"> • Emotional Intelligence <ol style="list-style-type: none"> 1. Concept of emotions & moods 2. Concept of Emotional intelligence 3. Components of EI <ol style="list-style-type: none"> a. Self-Awareness b. Self-Regulation c. Self-Motivation d. Empathy e. Social Skills 4. How to be Emotionally Intelligent 	
3	<p>Group</p> <ul style="list-style-type: none"> • What is a group • Characteristics of a group • Group formation • Group structure • Group dynamics • Group cohesion • Group Performance • Negotiation • Managing conflict • Group decision making 	11
4	<p>Teams</p> <ul style="list-style-type: none"> • What is a team • Origin of work teams • Types of teams • Principles of team work • Team structure • Team process • Decision making in teams 	6
5	<p>Motivation</p> <ul style="list-style-type: none"> • Concept of motivation • Key elements <ol style="list-style-type: none"> 1. Behaviour 2. Performance 3. Ability 4. Situational constraints 5. Motivation • theories of motivation & their Implications <ol style="list-style-type: none"> 1. Maslow's Hierarchy of Need Theory 2. Theory X and Theory Y 3. Two factor Theory 4. Expectancy theory 5. Goal setting theory • Motivating by changing work <ol style="list-style-type: none"> 1. Job characteristic model 2. Employee empowerment 	6
6	Leadership	5

	<ul style="list-style-type: none"> • Concept of leadership • Approaches of leadership <ol style="list-style-type: none"> 1. Trait approach 2. Behavioral approach 3. Situational approach <ul style="list-style-type: none"> • Fiedler model • Leader-member Exchange Theory • Path-Goal Theory • Leader-Participation Theory 4. Neocharismatic Theories <ul style="list-style-type: none"> • Charismatic leadership • Transformational leadership 5. Developing leadership 	
--	---	--

Teaching Methodology

- The course will be taught with the help of Review and reinforcement, Power-point inputs, Textbook, Discussions and Presentations, Films, Case Studies, Games, Self-exploration Exercises, and Laboratory record.

Evaluation Scheme

Exam	Marks
T1	15
T2	25
T3	35
Lab. Activities	20
Attendance	5

Text Book

- Stephen P. Robbins & Timothy A. Judge, *Organizational Behaviour*, 13th Edition, Prentice-Hall India.

References

- Daniel Goleman, Emotional Intelligence;
- Randy J. Paterson, The Assertiveness Workbook
- Daniel Goleman, Working With Emotional Intelligence, Bantom Books
- Thomas Harris, I am O.K. You are O.K., Avon Publications
- Sue Bishop, Assertiveness Skills Training, Viva Books
- Adele B. Lynn 50 Activities for Developing Emotional Intelligence, Ane Books
- Jerald GreenBerg, Robert A. Baron, *Behaviour in Organizations*, 5th Edition, Prentice-Hall India.
- Sivasailam Thiagarajan, Glenn M. Parker; *Teamwork and Teamplay, Games and Activities for Building and Training Teams.*
- Parker & kropp, 50 Activities for Self Directed Teams, Ane Books

Human Rights for Technocrats

COURSE CODE: 18B1WHS641

COURSE CREDITS: 3

CORE/ELECTIVE: ELECTIVE

L-T-P: 3-0-0

Pre-requisite: None

Course Objectives:

1. Develop an understanding of what human rights are and to understand the origins of modern human rights
2. Appreciate the meaning and significance of the Universal Declaration of Human Rights and other human rights instruments
3. Appreciate the relationship between rights and responsibilities
4. Understand the forms human rights can take, legally and morally
5. Analyze the relationship of human rights to daily life and apply the concepts of human rights to their own lives.

Course Outcomes:

S.No.	Course Outcomes	Level of Attainment
CO-1	Develop an understanding of what human rights are and to understand the origins of modern human rights	Familiarity
CO-2	Appreciate the meaning and significance of the Universal Declaration of Human Rights and other human rights instruments	Usage
CO-3	Appreciate the relationship between rights and responsibilities	Familiarity
CO-4	Understand the forms human rights can take, legally and morally	Familiarity
CO-5	Analyze the relationship of human rights to daily life and apply the concepts of human rights to their own lives.	Usage

Course Contents:

Unit	Contents	Lectures required
1	Conceptual background of human rights and duties: Definitions and classifications	2
2	Meaning and Significance of Human Rights : Scope of the Human Rights	2

3	Relationship between Rights and Duties: Constitutional provisions, Fundamental rights, Directive Principles of state policy, Duties of individuals and Fundamental duties	4
4	Universal Declaration of Human Rights: Technical background : Creation and drafting, Adoption, Significance of the UDHR, And its legal effect	5
5	History of human rights civilization: Brief history of human Rights, The Spread of Human Rights, Middle Ages, Modern human rights	5
6	Human rights movements : Anti-colonialism, World War II and the United Nations, Global human rights struggles, Changes in the 1970s Since the 1990s	8
7	Enforcement and protection mechanism of human rights in India : Judiciary, National Human Rights Commission and other Commissions and Committees , Non-governmental organizations, Information Media, Education	5
8	Development, international trade and human rights: Right to development: Issues of international equity and justice, equitable access to benefits of science and technology, Freedom of international trade, most-favoured nation treatment (equality of treatment) versus special treatment of the developing countries, access to international markets, equitable pricing of raw material	5
9	Human rights, science and technology: Overview, violation of human rights by technology	3
10	Human rights of the working class: Labour welfare legislation in India, Problems of bonded labour, exploitation of child labour, female labour and unorganized labour	4
Total lectures		42

Suggested Text Book(s):

1. Internet and human rights Griffin, J. (2008) On Human Rights. Oxford: Oxford University Press.
2. Miller, D. (2007) National Responsibility and Global Justice. Oxford: Oxford University Press

Suggested Reference Book(s):

1. Internet and human rights Griffin, J. (2008) On Human Rights. Oxford: Oxford University Press.
2. Miller, D. (2007) National Responsibility and Global Justice. Oxford: Oxford University Press

Other useful resource(s):

1. https://www.google.com/search?q=Meaning+and+Significance+of+Human+Rights&rlz=1C1GCEU_enBIN820IN820&oq=Meaning+and+Significance+of+Human+Rights&aqs=chrome..69i57j0l5.1710j0j7&sourceid=chrome&ie=UTF-8
2. <https://www.equalityhumanrights.com/en/human-rights/what-are-human-rights>

Evaluation Scheme:

S. No	Exam	Marks	Duration	Coverage / Scope of Examination
1	T-1	15	1 Hour.	Syllabus covered upto T-1
2	T-2	25	1.5 Hours	Syllabus covered upto T-2
3.	T-3	35	2 Hours	Entire Syllabus
4.	Teaching Assessment	25	Entire Semester	Assignment (5) - 10 Presentation (1)- 10 Attendance - 5

Course Outcomes (COs) contribution to the Programme Outcomes(POs)

Course outcomes (Human Rights for Technocrats)	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	Average
CO-1	0	0	3	0	0	3	3	3	3	3	0	3	1.75
CO-2	0	3	0	3	0	3	3	3	3	3	0	3	2
CO-3	0	0	0	3	0	3	3	3	3	3	0	3	1.75
CO-4	0	0	0	0	0	3	3	3	3	3	0	3	1.5
CO-5	0	3	0	0	0	3	3	3	3	3	0	3	1.75
Average	0	1.2	0.6	1.2	0	3	3	3	3	3	0	3	

14B1WHS832 International Human Resource Management

Course Goal

This course is designed to introduce students to the nature of managing human resources in multinational firms. It explores the complexities of IHRM and distinguishes international from domestic HR practices. The purpose of the course is provide students with an in-depth understanding of the basic problems inherent in IHRM to either prepare them for further work in the IHRM field or to give them a sound basis to understand the international corporate dimensions of their own careers. This course will help students identify differences in operating a domestic versus an international business and how business practices need to be adapted to operate successfully in foreign markets.

Course Objective:

- 1 .Students gain insight into and appreciation for the complexities and differences of operating a business in an international context as it applies to HRM.
2. Understand human resource management systems and their main challenges in multinational companies and improve their performance accordingly,
3. Efficiently implement specific IHRM activities in multinational companies,
4. Make better strategic decisions about people in international settings and
5. Design effective IHRM systems and practices for MNCs.
- 6..The course also facilitates cross-cultural sensitivity, systemic thinking, context screening, and ethical behavior in international setting

Detailed Syllabi

Lecture-wise Breakup

Subject Code	14B1WHS832	Semester	2
Subject Name	International Human Resource Management		
Credits	3	Contact Hours	3
Faculty (Names)	Coordinator(s)	1.Dr. Tanu Sharma	
	Teacher(s) (Alphabetically)		
Module No.	Subtitle of the Module	Topics	No. of Lectures

Chapter	Topic		Hours
1	Introduction Case : NCR in Scotland	Defining International HRM Variables that moderate differences between domestic and international HRM Applying a strategic view of IHRM	3
2	Internationalization of HRM :Socio-Cultural Contexts Case: Oki UK ltd	National Culture and HRM HRM and its broad context National Culture and Specific HRM Issues Business imperatives and Other non – cultural influences on HRM	3
3	National Context of HRM: case of 7 major economies Case :Litton imports cell manufacturing from Sweden	Major economies and their HRM practices 1.HRM in Japan 2. HRM in the United States 3. HRM in the United Kingdom 4. HRM in Turkey 5. HRM in the Arab Middle East 6. HRM in India 7. HRM in China	5
4	Staffing International operations for sustained global growth	Approaches to staffing Transferring staff for international business activities The roles of an expatriate The role of expatriates Return on investment of international assignments The role of the corporate HR function in MNEs	3
5	Recruiting and selecting staff for international assignments	Issues in staff selection Factors moderating performance Selection Criteria Dual career couples Are female expatriates different?	3
6	International training and development Case : Seiko Instruments Case : Transfer of Knowledge in Oki-Training and development	The role of expatriate training Components of effective pre-departure training programmes The effectiveness of pre-departure training Developing staff through international	5

		assignments Trends in international training and development	
7	International compensation Case : News International plc	Objectives of international compensation Key components of an international compensation program Approaches to international compensation	3
8	Re-entry and career issues	The repatriation process Individual reactions to re-entry Multinational responses Designing a repatriation programme	3
9	IHRM in the host country context	Standardization and localization of HRM practices Factors driving standardization Factors driving localization Code of conduct- monitoring HRM practices in the host country Managing human resources in off shoring countrie	4
10	International industrial relations Case : Elementis and Michelin	Key issues in international relations Trade unions and international industrial relations The response of trade unions to multinationals Regional integration: the European Union	4
11	Performance Management Case : Tubular Industries Scotland Ltd.	Multinational performance management Performance management of international employees Performance appraisal of international employees	3
12	IHRM trends: complexity, challenges and choices in the future Case : Orgaon laboratories ltd, scotland	Strategic HRM: research issues and theoretical developments	3

Methodology

The format will emphasize capstone lectures, class discussion of assigned readings and other topics, in-class exercises, case analysis, and a group project.

Evaluation :

Exam	Marks
Test 1	15
Test 2	25
Test 3	35
Case study\Assignment\Presentations	25*

Recommended Reading (Books/Journals/Reports/Websites etc.: Author(s), Title, Edition, Publisher, Year of Publication etc. in IEEE format)	
1.	Peter J. Dowling, Marion Festing & Allen D. Engle, SR.:International Human Resource Management (fifth Edition)
2.	D. Briscoe, R. Schuler, & I. Tarique (2012). International Human Resource Management (4th Edition) . London/New York: Routledge.
3.	Jackson, T.: International dimensions of human resource management . London, 2002.
4.	Dessler, G.: Human Resource Management . 9th ed., New York, 2003.
5.	Harzing, A. W. & Ruysseveldt, J. (2004). International human resource management (2th Ed.) . Sage Publication: London.
6.	Briscoe, D. R., Claus , L. M., Schuler , R. S. (2009). International human resource management: Policies and practices for multinational enterprises . Routledge

*Break up of internal marks

Internal marks	Total \25		
	Case Study 1	10	T1 /5
	Case Study 2	10	
	Case Study 3	10	T2/5
	Case Study 4	10	
	Case Study 5	10	T3/5
	Case Study 6	10	
	Presentations	10	

Internet Marketing

COURSE CODE: 13B1WHS834

COURSE CREDITS: 3

CORE/ELECTIVE: ELECTIVE

L-T-P: 3-0-0

Pre-requisite: None

Course Objectives:

1. To develop the student's understanding on how the internet has become a necessity in modern business
2. Discover how this medium can assist in marketing. It
3. Examine the fundamental principles associated with the strategic adoption, implementation, use and evaluation of internet in organizations. Essentially, the focus is on
4. Understand how the internet can serve as an invaluable resource for the strategic business and competitive advantage.

Course Outcomes:

S.No.	Course Outcomes	Level of Attainment
CO-1	To understand the importance of Internet marketing	Familiarity
CO-2	Gain familiarity with fundamental marketing concepts	Assessment
CO-3	Develop Internet marketing mix	Assessment
CO-4	Evaluate modern day internet marketing technology	Usage
CO 5	To understand and decipher elements of electronic service quality and CRM	Assessment

Course Contents:

Module No.	Subtitle of the Module	Topics	No. of Lectures
1.	Marketing management Fundamentals: Concept, Segmentation, Targeting , Positioning, Marketing mix		4

2.	Introduction to Internet marketing Relevance of the Internet to the modern marketing concept, Internet marketing, E-marketing, E-commerce and E-business, Differences between Internet marketing and traditional marketing. Internet & different marketing functions.	3
3.	Internet micro and macro environment Different elements of the Internet environment - competitor, customer and intermediary use of the Internet. Changes in business models enabled by e-commerce .Legal, moral and ethical constraints and opportunities on an organization. Social media marketing	5
4.	Internet Marketing Mix Internet marketing strategy to marketing and business strategy ,opportunities and threats arising from the Internet, elements of the marketing mix in an online context, characteristics of an online brand	4
5.	Consumer Behavior Online Changing Patterns of Consumer behaviour,Use of Market segmentation in Consumer Behaviour, Dimensions of Consumerism, Process of Motivation	4
6.	Interactive marketing communications Communications characteristics between digital and traditional media, methods for online and offline promotion. Importance of integrating online and offline promotion. methods of measuring site effectiveness	4
7.	E-service quality Different stages involved in creating a new site or relaunching an existing site. Design elements that contribute to effective web site content.Factors that are combined to deliver an effective online customer experience.	4
8.	Customer relationship management Concepts of relationship direct and database marketing on the Internet, potential of the Internet to support one-to-one marketing and the range of techniques and systems available to support dialogue with the customer over the Internet.	4
	Business-to-business Internet marketing Principal uses of the Internet in business-to-business markets. Impact of Internet technologies on buyer/supplier processes, relationships and markets.	4

	Advanced Topics SEO, SEM, TEES, Commercial aspects of Cloud Computing, Big Data & Marketing Intelligence, E-Squal, Digital India	6
Total lectures		42

Suggested Text Book(s):

1. E-Marketing 5/E by Judy Strauss and Raymond Frost ©2009 Pearson Education, Inc. Publishing as Prentice Hall
2. Internet Marketing: Strategy, Implementation and Practice, 3/e by Dave Chaffey
3. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Damian Ryan

Other useful resource(s):

1. <http://www.digitalindia.gov.in/>
2. <http://www.socialbeat.in/2016/07/19/digital-marketing-industry-report-india-2016/>

Evaluation Scheme:

S. No	Exam	Marks	Duration	Coverage / Scope of Examination
1	T-1	15	1 Hour.	Syllabus covered upto T-1
2	T-2	25	1.5 Hours	Syllabus covered upto T-2
3.	T-3	35	2 Hours	Entire Syllabus
4.	Teaching Assessment	25	Entire Semester	Assignment :10 Class activities :10 Attendance:5

Course Outcomes (COs) contribution to the Programme Outcomes (POs)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	Average
CO1	x	2	x	x	x	x	x	x	x	1	3	1	0.58

CO2	x	2	x	x	x	x	1	x	x	x	3	1	0.58
CO3	x	2	3	x	2	x	x	x	3	x	3	1	1.17
CO4	1	2	3	2	2	x	x	x	x	x	3	1	1.17
CO5	x	2	x	x	x	2	1	2	3	1	3	1	1.25
Average	0.20	2.00	1.20	0.40	0.80	0.40	0.40	0.40	1.20	0.40	3.00	1.00	

PROJECT MANAGEMENT AND ENTREPRENEURSHIP

Course Objectives: The purpose of this course is to lay the foundation for a firm understanding of project management concepts and principles and to acquaint students with the complexity and challenge of managing public or private projects with stringent schedules and limited resources. Students will gain a sound understanding of project management concepts, relevant tools and techniques. Furthermore, the students are introduced to basic entrepreneurship concepts and framework. Subsequently, they can develop and systematically apply an entrepreneurial way of thinking that will allow them to identify and create business opportunities of commercial value.

Learning Outcomes: At the completion of the course, the learner should be able to:

1. Distinct between management of projects and operational activities.
2. Screen and select projects.
3. Assess the costs, people, time and quality associated with the projects.
4. Apply quantitative tools and techniques for risk management, budgeting and scheduling.
5. Knowledgeable about Government programs and policies w.r.t. entrepreneurship
6. Know the parameters to assess opportunities and constraints for new business ideas
7. Discern the factors that can deem the idea successful and viable and write a business plan

Detailed Syllabi

Lecture-wise Breakup

Subject Code		Semester	6
Subject Name	PROJECT MANAGEMENT AND ENTREPRENEURSHIP		
Credits	3	Contact Hours	3

Course Outline

Module No.	Subtitle of the Module	Topics	No. of Lectures
1	Introduction	<ul style="list-style-type: none">• The Definition of a “Project”• The Relationships Among Portfolios, Programs,	

		<p>and Projects</p> <ul style="list-style-type: none"> • Why Project Management? • The Project Life Cycle • Role of the Project Manager • Responsibilities and Competencies of the Project Manager 	4
2	Selection of project	<ul style="list-style-type: none"> • Project Selection and Criteria of Choice • The Nature of Project Selection Models • Types of Project Selection Models • Risk analysis of the project 	4
3	Planning the project	<ul style="list-style-type: none"> • Project Activity Planning • Initial Project Coordination and the Project Plan • Systems Integration • The Action Plan • The Work Breakdown Structure and Linear Responsibility Chart • Plan Scope Management: Define, Inputs., Tools and Techniques, Output 	5
4	Budgeting and financing the project	<ul style="list-style-type: none"> • Estimating Project Budgets • Improving the Process of Cost Estimation • Plan Cost Management: Inputs, Tools and techniques, outputs, control process 	3
5	Scheduling (Gantt chart, PERT, CPM)	<ul style="list-style-type: none"> • Plan Schedule Management : Inputs, Tools and Techniques, Outputs • Define Activities , Sequence Activities • Network Techniques: PERT and CPM • Hand-on experience on Microsoft Project Management software 	6
6	Resource allocation and monitoring	<ul style="list-style-type: none"> • Resource Allocation • Crashing a Project 	3

		<ul style="list-style-type: none"> • The Resource Allocation Problem • Resource Loading and Levelling • Goldratt's Critical Chain • Project procurement management 	
7	Project control and Project Termination	<ul style="list-style-type: none"> • The Planning-Monitoring-Controlling Cycle • Information Needs and Reporting • Fundamental Purposes of Control • Three Types of Control Processes • The Design of Control Systems Control: A Primary Function of Management • Control of Change and Scope Creep • The Varieties of Project Termination • When to Terminate a Project • The Termination Process • The Final Report—A Project History • Detailed Project Report 	5
8	Introduction to Entrepreneurship	<ul style="list-style-type: none"> • Role of the entrepreneur in India and around the globe. • Forces that are driving the growth of entrepreneurship • Benefits and drawbacks of entrepreneurship • Mistakes of entrepreneurship and how to avoid them • Entrepreneurial failure • Forms of Business Ownership 	2
9	Overview of Government Programs & Policies; Business and its functioning	<ul style="list-style-type: none"> • Business and industry • Components of macro and micro business environment • Government Programs and Policies 	2

10	Business Idea and Feasibility	<ul style="list-style-type: none"> • Creativity, innovation and entrepreneurship • Mental locks" that limit individual creativity • Steps in the creative process • Techniques for improving the creative process • Protection of intellectual property involving patents, trademarks, and copyrights. 	2
11	Building the business plan : marketing considerations	<ul style="list-style-type: none"> • Marketing concept and evolution • Marketing process • Guerilla marketing 	2
12	Foundations of New Venture Finance	<ul style="list-style-type: none"> • Understanding capital requirements • Identifying the sources of finance • Angel investing and venture finance • Managing cash flow 	2
13	Technical entrepreneur and The E-entrepreneur	<ul style="list-style-type: none"> • Process of creating and growing high potential ventures • Basic approaches to launch an e-commerce effort • Basics of ERP 	2
Total No. of Lectures			42

Recommended Reading	
1.	Project Management – A Managerial Approach – Jack R. Meredith and Samuel J. Mantel, Jr. Seventh edition, Wiley Publications
2.	A Guide to the Project Management Body of Knowledge (PMBOK® Guide) – Fifth Edition published by Project Management Institute, Inc (USA).
3.	Entrepreneurship and New Venture Formation: Thomas W. Zimmerer, and Norman M. Scarborough. PHI
4.	Entrepreneurship: Strategies and Resources, 3/E -: Marc Dollinger; Prentice Hall
5.	Bringing New Technology to Market- Kathleen R. Allen, Prentice Hall
6.	Entrepreneurship in Action, 2/E - Mary Coulter; Prentice Hall

7.	Project Management – System Approach to Planning, Scheduling and Controlling – Harold Kerzner.
8.	Project Management – Harvey Maylor.
9.	Projects – Planning, Analysis, Financing, Implementation and Review – Prasanna Chandra.
10.	Practical Project Management – R.G. Ghattas and Sandra L. McKee
11.	Project Management – Garry R. Heerkens.
12.	http://www.projectminds.com/
13.	http://www.projectmanagement.com/
14.	http://www.projectsatwork.com/
15.	http://www.pmi.org/
16.	http://managementhelp.org/projectmanagement/
17.	office.microsoft.com/en-in/project/
18.	www.emeraldinsight.com/journal/ijmpb

Method of Evaluation

The lecture will focus the basic concepts, real problems and case-studies.	
Components	Weightage
T1	15
T2	25
T3	35
Internal assessment: <ul style="list-style-type: none"> • Assignments • Case study • Presentation • Class assessment 	25

Professional Communication Practice

COURSE CODE:

COURSE CREDITS: 0

CORE/ELECTIVE: CORE

L-T-P: 0-0-2

Course Objective: This course has been designed with the objective of inculcating in the students a high degree of communicative competence. It is essential for all professionals today that their talents be noticed by prospective recruiters and later on their colleagues, superiors and subordinates in the workplace. In order to stand out amongst their workgroups a high degree of communicative ability goes a long way and helps them get noticed.

Course Outcomes: The following are the likely outcomes of studying the course of Professional Communication practice.

1. Improved spoken and written communication in English.
2. Develop the ability to interact effectively in the professional setting.
3. Design a good resume and be able to update it from time to time.
4. Make effective and impressive presentations using digital media.
5. Develop the confidence to perform well in interviews.

Course Outcomes:

S.No.	Course Outcomes	Level of Attainment
CO-1	Improved spoken and written communication in English.	Familiarity
CO-2	Develop the ability to interact effectively in the professional setting.	Familiarity
CO-3	Design a good resume and be able to update it from time to time.	Assessment
CO-4	Make effective and impressive presentations using digital media	Usage
CO-5	Develop the confidence to perform well in interviews.	Assessment

Subject Code		Semester	2
Subject Name	Professional Communication Practice (Audit)		

Credits	0	Contact Hours	28
----------------	---	----------------------	----

Faculty (Names)	Coordinator(s)	
	Teacher(s) (Alphabetically)	

Lab Exercise No.	Subtitle of the Module	Topics	Hours
1.	Professional Communication	An introduction to professional communication, communication skills at the workplace, intercultural communication	1
2.	Upper Intermediate <u>Past continuous</u> (S,R&W) Software: Tense Buster	The rule Practice: a love story Practice: another story Pronunciation: past or present? Practice: correct the mistakes Do you understand? Your test	1
3.	Upper Intermediate <u>Conditionals (S&W)</u> Software: Tense Buster	Introduction The rule Practice: would or had? Practice: complete the sentences Speaking: correct the sentences Practice: where did we go wrong? Do you understand? Vocab: referencing	1

4.	Upper Intermediate <u>Adjectives & Adverbs</u> (S,R,W) Software: Tense Buster	Introduction The rule Practice: bored or boring? Pronunciation: adjective endings Practice: how do you feel? Spot the adverb Adjective or adverb? Your test	1
5.	Upper Intermediate <u>Present Perfect (R&W)</u> Software: Tense Buster	Introduction The rule Practice: just, yet, for... Practice: for, since, yet... Practice: the continuous Do you understand Vocab: word groups Vocab: word groups (2) Your test	1
6.	Upper Intermediate <u>Modal verbs (S,R&W)</u> Software: Tense Buster	Introduction The rule Practice: make modal sentences Do you understand? Vocab: word families Your test	1

7.	Upper Intermediate The Future (S,R&W) Software: Tense Buster	Introduction Introduction (2) The rule Practice: arrangements Practice: word order Pronunciation: unstressed sounds Practice: which future form? Do you understand Your test	1
8.	Video and a written script on Time Management	This exercise will include showing a video and a digital script which the students are supposed to understand and make relevant notes. <ol style="list-style-type: none"> 1. 10 Productivity Tips and Tricks that Work by Philip Van Dusen (Run time: 6:19 mins) 2. Time Management is about more than Life Hacks – Erich C. Dierdorff (Harvard Business School) Discussion: 15 mins.	1
9.	Advanced Phrasal verbs (L&W) Software: Tense Buster	Introduction The rule Practice: phrasal verb quiz Practice: telephone verbs Pronunciation: linking Practice: word order Do you understand? Your test	1

10.	Journaling	Fundamentals of Journaling and Diary Writing	1
11.	CV/Resume writing (W)	Introduction to CV writing, difference between a CV and a Resume, samples of good CVs/Resumes and cover letters, Drafting Resumes	2
12.	Group Discussions (L&S)	Fundamentals of Group Discussions, Strategies for success in GDs. GD practice sessions	2
13.	Personal (L&S) Interview	Interviewing for employment, Types of interviews, Preparing for the personal interview. Practice session for interviews	2
14.	Technical Report Writing (R&W)/Technology and communication	Structure and draft short reports with date/charts, Info graphics. Technocrat personality, E-mail etiquette and Netiquette	3
15.	Presentation skills (L,S&W)	Making professional presentations, using effective body language, using visuals effectively.	3
16.	Group 1 &3 Pronunciation Software: Clear Pronunciation (L&S)	Connected Speech: Short Forms	1
17.	Group 1&3 Stress Software: Clear Pronunciation (L&S)	Word Stress: Recognizing stress in words	1
18.	Group 1 (R&W)	Thought Projection and Expression	2
19.	Group 1 (R&W) Description of the video content vis-à-vis the dynamics of the situation	A description of the contents of the video with special focus on implied meaning in the tone of voice, body language of the people appearing in the video.	2

20.	Group 2&4 (R&W) Unseen Comprehension	Comprehension passages will be given that needs to be evaluated correctly to answer the questions.	1
21.	Group 2&4 Advanced Past perfect (L,S&W) Software: Tense Buster	Knowledge and usage of tenses	1
22.	Group 2 &4 Book Review (R&W)	Writing a book review on any book and sharing it in class.	2
23.	Group 2 Summary/Precis Writing on particular articles or research papers	Writing a summary or precis of an article or research paper such that the reader gets a clear idea of the original script.	2
24.	Group 3 Software: Clear Pronunciation (L&S)	Connected Speech: Joining to a Vowel	1
25.	Group 3 Software: Clear Pronunciation (L&S)	Connected Speech: Joining Consonants	1
26.	Group 3 Software: Clear Pronunciation (L&S)	Connected Speech: Disappearing Sounds	1
27.	Group 4 Business Vocabulary (S&W)	Increasing the usage of appropriate vocabulary	2
Total			39
22 hours of common activity and 6 hours variable activities per group which makes a total of 28 hours			

Note: Group Formation is based on English Level Proficiency (Diagnostic Test)

Methodology

The course follows a lab based teaching-learning method with classroom discussions and activities on fundamental concepts of grammar with a strong emphasis on skill development of students with regard to speaking, writing, logically interpreting ideas into words and reasoning in the classroom. The exercises are solved by the students on the softwares and the

marking is automatically recorded in lab. In Tutorial classes the students are assessed on their learning and performance of any given task/exercise. They learn to structure their communication to the requirements of the recruiters and later the organizations they will be working for. Thus professional communication extends to learning how to write a good resume, performing well in all types of interviews and group discussion and also to make effective presentations.

Evaluation: Each of the class activities have a score allotted to them. These scores add up to give the final marks in the course.

Evaluation Scheme:

S. No	Exam	Marks	Duration	Coverage / Scope of Examination
	Teaching Assessment	100	Entire Semester	Tutorial and Lab activities

CO-PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	Average
CO1	1	2	2	2	1	3	1	1	1	3	2	3	1.83
CO2	1	2	2	2	1	3	1	1	3	3	2	3	2
CO3	0	0	0	1	1	3	0	1	1	3	0	2	1
CO4	1	2	1	2	2	3	1	0	3	3	2	2	1.83
CO5	0	0	1	2	1	3	0	0	2	3	1	3	1.33
Average	0.6	1.2	1.2	1.8	1.2	3	0.6	0.6	2	3	1.4	2.6	1.6

Recommended Reading (Books/Journals/Reports/Websites etc.: Author(s), Title, Edition, Publisher, Year of Publication etc. in IEEE format)

1. Bill Mascull, Business Vocabulary in use, 2nd ed., Cambridge University Press, 2002.
2. *Ken Blanchard, PhD, Spencer Johnson, MD, The one Minute Manager, Harper Collins Publishers, 2011*

Relevant Links:

1. Business English Communication

<https://nptel.ac.in/courses/109/106/109106129/#>

2. Developing soft skills and Personality

<https://nptel.ac.in/courses/109/104/109104107/>

3. Employment Communication Lab

<https://nptel.ac.in/courses/109/105/109105144/>

4. Speaking Effectively

<https://nptel.ac.in/courses/109/105/109105117/>

5. Technical English for Engineers

<https://nptel.ac.in/courses/109/106/109106094/>

17B1WHS731 QUALITY MANAGEMENT

Course Goal

Quality management is a system that serves to control Quality in the critical activities of an organization by bringing together resources, equipment, people and procedures. It uses techniques and principles such as quality function deployment, Taguchi method, service quality management, quality audits and Six Sigma to control quality in every sphere of activity in an organization.

Course Objective

1. Evaluate the principles of quality management and to explain how these principles can be applied within quality management systems.
2. Identify the key aspects of the quality improvement cycle and to select and use appropriate tools and techniques for controlling, improving and measuring quality.
3. Critically appraise the organisational, communication and teamwork requirements for effective quality management
4. Critically analyse the strategic issues in quality management, including current issues and developments, and to devise and evaluate quality implementation plans

Detailed Syllabi

Lecture-wise Breakup

Subject Code	17B11WHS731	Semester	8
Subject Name	Quality Management		
Credits	3	Contact Hours	3
Faculty (Names)	Coordinator(s)	1.Dr. Tanu Sharma	
	Teacher(s) (Alphabetically)		
Module No.	Subtitle of the Module	Topics	No. of Lectures

Unit	Contents	Topic	Hrs
1	The Engineer and QM link	Introduction The engineer as a specialist The failure of engineering: educational systems: The UK experience The new breed of engineers Engineers' competences and the role of QM The evolution of engineers for Total Quality Management The engineer in a QM environment	2
2	Pioneers of QM	How old is the quality concept? Why are the Japanese leading the field of quality? How the West has woken up to the importance of quality WE Deming ,Joseph M Juran , Philip B Crosby , Armand V Feingenbaum ,Bill Conway ,Kaoru Ishikawa, Genichi Taguchi , Shigeo Shingo, W G Ouchi	3
3	Total Preventative Maintenance for QM	Introduction What is quality? Some quality characteristics The quality processes What is meant by Quality Control? What is meant by Statistical Quality Control? What is meant by Total Quality Control? What is meant by Quality Assurance? What is meant by Quality Management? Some examples of QM models , QM - a boardroom place QM and productivity QM and Advanced Manufacturing Technology	3
4	QM	The meaning of quality systems . Why are Quality Assurance systems needed? The role of quality standards. The different stages of a quality assurance system . The implementation of quality systems . The ISO 9000 quality system British Standard BS 5750/ISO 9000 . Registration and accreditation in quality systems	4
5	QM: Tools and Techniques	Introduction . Why use tools and techniques in QM? How do we define processes? Process variation and its	4

		causes . What are the tools and techniques for QM? Process capability. The implementation of Statistical Process Control	
6	Total Preventive QM techniques	Introduction . What is TPM? Failure patterns . Costs and benefits of TPM Some examples of TPM implementation Towards Zero Defect: Zero Breakdown Implementing TPM: Some guidelines	3
7	Continuous Process Improvement- #TQM, Besterfield	Juran Trilogy, Improvement Strategies , Types of Problems, The PDCA cycle, Problem solving Methods, Kaizen, Reengineering	4
8	Leadership And Strategic Planning #TQM, Besterfield	Leadership theory and practices, Creating the leadership system, Strategic Planning, leadership, strategy and organization structure, leadership for Quality ; The Seven Management And Planning tools,	4
9	Essentials of QM	Introduction Internal customer-supplier chains External customer-supplier chains From customer satisfaction to customer commitment from a win-lose to a win-win situation Towards single sourcing-supplier chains The power of communications in customer-supplier chains.	3
10	Principles of Six Sigma #The Management and Control of Quality, Evans Lindsay	The statistical basis of Six Sigma ; Six Sigma Problem Solving (The DMAIC Methodology ; Tools and Techniques; Design for Six Sigma Six sigma in services and small organizations Six Sigma and Lean Production Lean Six sigma and Services	3
11	Benchmarking	Define benchmarking, Reasons to benchmark Process, Deciding what to Benchmark, Pitfalls and criticism of Benchmarking	5
	Total Hours		42

Methodology

The course will be taught with the aid of lectures and case studies. Lectures are combined with hands-on practice and discussion in class. The students will be provided with research papers which they will analyze and study to further strengthen their understanding of the topics. Students need to read in advance case studies in order to be able to answer the questions. Groupwork outside the classroom is also needed for the students to formulate a strategy for an assigned company.

Evaluation Scheme

Exam	Marks
Test 1	15
Test 2	25
Test 3	35
Case study\presentation	20
Assignment	5

Recommended Reading (Books/Journals/Reports/Websites etc)	
1.	Dale H. Besterfield, Pearson, <i>Total quality Management</i> , Pearson Education
2.	Evans's. James, Lindsay M. William , <i>The Management and Control of Quality</i> , Cengage Learning
3.	H.Lal, Lt. Gen ,Wiley Eastern Limited, 1990 , <i>Total Quality Management</i>
4.	Bounds Greg , McGraw , <i>Beyond Total Quality Management</i>
5.	Kanishka Bedi, Oxford Higher Education, <i>Quality Management</i>
6.	http://www.evans.swlearning.com
7.	www.cengage.com/international

10B11PD511 SOCIAL AND LEGAL ISSUES

Course Goals:

To provide a perspective of various social issues and challenges faced by Indian society. To develop awareness of basic laws related to individual and organizational set up so that students are acquainted with their rights and duties in society and in working environment.

Course Objectives:

After the completion of the course, the students will be able to:

1. Understand the basic issues and challenges that Indian society is facing today
2. Analyze the impact of technology on individuals, groups and societies.
3. Define business in ethical context and identify challenges in ethical decision making.
4. Know corporate social responsibility in Indian context and will be able to discuss the issues arising there from.
5. Understand the basics of important laws such as factory act, Consumer protection act, IT act, RTI act.
6. Use this basic knowledge in analyzing problems and issues related to individual and working environments.

Detailed Syllabi

Lecture-wise Breakup

Subject Code	10B11PD 511	Semester	5
Subject Name	Social and legal issues		
Credits	3	Contact Hours	3
Module No.	Subtitle of the Module	Topics	No. of Lectures
1.	Three Major social concerns: 1.Challenges faced by education sector in India: 2.Crime in India	<ul style="list-style-type: none">• Introduction to Indian social set up and problems faced by Indian society.• Demographic and economic trends, overview of the education system and Challenges• What is crime? Crime report by NCRB,	5+2

	3.Economic Development in India	<ul style="list-style-type: none"> • White collar crime: Meaning, sources, Types and examples. • Crime against women: Factors- Social, Political and economical. Administrative measures to reduce crime. • Recommendations of Justice J.S Verma committee suggesting amendments to law against crimes such as rape. Juvenile crime : Meaning, causes, preventive measures • Features of Indian economy, Challenges faced by Indian economy 	
2.	Society and Technology	<ul style="list-style-type: none"> • Society and Economic Development, Social Impact of Technology, • Dynamism between technology and culture, • Impact of Globalization on society, Technology and Social change- Problems Created by technology; Technology and Crime, 	4+3
3.	Ethics and Business Engineers and ethics	<ul style="list-style-type: none"> • Ethics in the world of Business, Whistle –Blowing, Gender Issues in workplace, • Marketing , • Advertising and Product Safety, • Business Ethics : Business ethics – overview, • Ethical decision Making in Business • Globalization and Business Ethics, • Employees and Business Ethics, • Consumers and business ethics 	5+4
4.	Corporate Social Responsibility(CSR)	<ul style="list-style-type: none"> • What is CSR? Nature of CSR, • CSR in an international context, • Corporate social responsiveness , 	3+3

Total number of Lectures			42

Methodology and Evaluation Scheme		
The course will be a mix of lecture, class discussion, group presentations by students. Students will have to participate actively and will have to refer books, magazines, news papers, and internet on regular basis to keep them up to date about recent developments.		
S.No.	Component	Exam marks
1.	Test – 1 (1 Hr)	15
2.	Test – 2 (1 Hr 30 mins)	25
3.	Test – 3 (2 Hrs)	35
5.	Internal assessment Casee study/ assignments/ presentations	25

Recommended Readings	
1.	Social Problems in India: Ram Ahuja: Rawat Publications
2.	Ethics and The Conduct of business : John R. Boatright
3.	<i>Business ethics: An Indian Perspective</i>: A.C. Fernando ;Pearson
4.	Business ethics: South Asia edition: Andrew Crane & Dirk Matten
5.	Legal Aspects of Business: Ravinder Kumar; Cengage learning
6.	Social Change in India: Crisis and Resillence:<u>Yogendra Singh</u>
7.	Business ethics: Ethical decision making and cases;Ferrell;Eighth edition;Cengage Learning.

Course Outcomes (COs) contribution to the Programme Outcomes (POs)

Course outcomes (Social and Legal Issues)	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	Average
CO-1	0	0	3	0	0	3	3	3	3	3	0	3	1.75
CO-2	0	3	0	3	0	3	3	3	3	3	0	3	2
CO-3	0	0	0	3	0	3	3	3	3	3	0	3	1.75
CO-4	0	0	0	0	0	3	3	3	3	3	0	3	1.5
CO-5	0	3	0	0	0	3	3	3	3	3	0	3	1.75
Average	0	1.2	0.6	1.2	0	3	3	3	3	3	0	3	

Strategic Management

Course Code: 18B1WHS640

Course Credits: 3

CORE/ELECTIVE: CORE

L-T-P: 3-0-0

Pre-requisite: None

Course Objectives

1. Understand the difference between operational management and strategic management and the importance of strategic thinking.
2. Analyse the external and internal environment of an organisation and prepare a SWOT analysis.
3. Understand the strategic alternatives available to a company.
4. Learn to select the most appropriate strategic alternative w.r.t. its SWOT.

Course Outcomes:

S. No.	Course Outcomes	Level of Attainment
CO-1	Understand the difference between operational management and strategic management.	Assessment
CO-2	Understand the special skill set required to take strategic decisions.	Familiarity
CO-3	Understand the processes that must be put in place so that successful strategic management is practiced at all times.	Assessment
CO-4	Define the internal strengths and weaknesses of an organisation in light of the environment it is facing.	Usage
CO-5	Understand the strategic alternatives available to a company w.r.t. its SWOT.	Usage
CO-6	Learn to select the most appropriate strategic alternative.	Usage
CO-7	Analyse the environment of an organisation and be able to chart the future outlook.	Assessment
CO-8	Understand the difference between developing a strategy and putting it into action.	Assessment

Course Contents:

Unit	Contents	Lectures required
1	Defining strategy and strategic management: An overview of strategic management and business policy.	3
2	The General Environment: Scanning, Monitoring and Forecasting changes in the Environment; Scenario planning; PEST analysis; SWOT analysis; General and Competitive analysis.	4
3	The competitive environment: Introduction; Porter's Five forces model; The value net; Strategic Groups; Hypercompetition	4
4	The Internal Environment- Value creating activities: Value chain analysis; SWOT analysis	3
5	The Internal Environment- Resource based view: Identifying sustainable competitive advantage; Knowledge Management	3
6	Assessing Organisational Performance: Defining performance metrics-Financial Analysis; Balanced Scorecard; Benchmarking	2
7	Business Level Strategy: Defining Business Level Strategy; Generic strategies; Resource based view; Industry Life cycle approach; Strategy and market turbulence	5

8	Corporate Level Strategy: Growth strategies; Diversification- related and unrelated; Implementing growth strategies; Portfolio analysis; Corporate parenting; Strategic Evaluation.	6
9	International Strategy and Globalisation: Globalisation; Types of international strategy; Entry mode strategies; Porter's Diamond of Competitive advantage.	4
10	Organisational systems and strategy implementation: Organisational structures; Organisational Processes; Strategic Control Systems; Strategic Change	2
11	Leadership and strategy implementation: Leadership and management; The learning organization; Emotional Intelligence and Leadership; Narcissistic Leadership; Leadership-vision, values and culture; Leading strategic Change Chaos and Innovation	3
12	Corporate Governance: Understand the concept of corporate governance, its significance to any organisation and the current developments in this area.	3
Total Lectures		42

Suggested Text Book(s):

1. Anthony Henry, Understanding Strategic Management, Oxford University Press, 2011

Suggested Reference Book(s):

1. Azhar Kazmi and Adela Kazmi, Strategic Management, Tata Mc Graw Hill, 2008
2. Gerry Johnson and Kevan Scholes, Exploring Corporate Strategy, Pearson Education 8th Ed., 2008

Other useful resource(s):

1. <http://global.oup.com/uk/orc/busecon/business/henry2e/>
2. <https://www.wiziq.com/tests/strategic-management>
3. <http://strategyclub.com/students>

Evaluation Scheme

S.No.	Exam	Marks	Duration	Coverage/Scope of Examination
1.	Test 1	15	1 Hour	Syllabus covered upto T-1
2.	Test 2	25	1.5 Hour	Syllabus covered upto T-2
3.	Test 3	35	2 Hours	Entire syllabus
4.	Teaching Assessment	25	Entire Semester	Case Study(4) -10 Presentation or Assignment(1)- 10 Attendance- 5

Course Outcomes (COs) contribution to the Programme Outcomes (POs)

Course Outcomes (Strategic Management)	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	Average
CO-1	0	1	0	1	2	2	1	1	2	1	0	2	1.4
CO-2	0	2	1	1	0	2	0	3	2	0	1	1	1.6
CO-3	0	1	2	1	0	1	1	2	3	2	1	1	1.5
CO-4	0	2	1	2	1	1	1	0	0	2	1	2	1.4
CO-5	0	1	2	2	2	0	1	2	2	0	2	1	1.6
CO-6	0	2	3	2	3	0	1	2	2	1	2	1	1.9
CO-7	0	2	2	2	1	2	1	2	2	1	0	2	1.7
CO-8	0	2	3	2	1	1	1	2	2	3	2	1	1.8
Average	0	1.6	2	1.6	1.6	1.5	1	2	2.1	1.6	1.5	1.3	

UNDERSTANDING INDIA: LITERARY REFLECTIONS

COURSE CODE: 18B1WHS636

COURSE CREDITS: 3

CORE/ELECTIVE: Elective

L-T-P: 3-0-0

Pre-requisite : None

Course Objectives:

1. To understand migration and its impact on individuals.
2. To recognize the impact of displacement on individuals.
3. To explore social, economic, cultural and geographical contexts and its relevance for a holistic living.
4. To look for roots and connections in literature with focus on environment and peace in society.
5. To access the impact of gender on migration.
6. To define identity and what it means in the modern context.

Course Outcomes:

S. No.	Course Outcomes	Level of Attainment
1	Analyze the reason and impact of migration and displacement	Familiarity
2	Explore and understand the socio-cultural and geographical contexts for a holistic living	Assessment
3	Demonstrate familiarity with gender issues	Assessment
4	Understanding the links and connections in construction of identity	Usage
5	Apprise the students with socio-cultural concepts and historical events like Dalit literature, Bhakti Radicals and Partition literature respectively	Familiarity

Course Contents:

Module No.	Subtitle of the Module	Topics	No. of Lectures
1.	Modern Literature	<ul style="list-style-type: none">• Cross-cultural Reflections in Vinay Rai's "A Rainbow of Contradictions" and "The Multitasking Indian" from <i>Think India</i>	3
2.	From other Margins (Regional environment/ecology, traditions, folklores)	<ul style="list-style-type: none">• Mamang Dai's "Sorrow of Women" and "An Obscure Place"• Sanjoy Hazarika's "There are No Shangri-Las Left"	8

3.	Indian Culture, tradition and societal norms	<ul style="list-style-type: none"> Rajiv Malhotra's "Indian Comfort with Chaos" and "Western Joker and Indian Clown" from <i>Being Different: An Indian Challenge to Western Universalism</i> 	8
4.	Views on Education, Indian ethos, identity and rural development	<ul style="list-style-type: none"> S. Radhakrishnan's "The Adaptive Culture" and "Of One Mind" from <i>The Adaptive Indian: Identity and Ethos</i> 	4
6.	Partition Literature: Migration and Identity	<ul style="list-style-type: none"> Jhumpa Lahiri's "The Triangle", "The Second Exile" and "The Wall" from <i>In Other Words</i> Ismat Chughtai's <i>Roots</i> 	8
7.	Bhakti Radicals and Dalit Literature: Human Rights in India against caste system	<ul style="list-style-type: none"> The Bhakti Radicals and Untouchability by Gail Omvedt from <i>Speaking Truth to Power: Religion, Caste and the Subaltern Question in India</i> Introduction to Dalit Movement; <i>Karukku</i> by Bama 	3
Total number of Lectures			42

Recommended Reading (Books/Journals/Reports/Websites etc.: Author(s), Title, Edition, Publisher, Year of Publication etc. in IEEE format)	
1.	Malhotra, Rajiv. <i>Being Different: An Indian Challenge to Western Universalism</i> . Harper Collins: Noida, 2013
2.	Radhakrishnan, S. <i>The Adaptive Indian: Identity and Ethos</i> . Orient Paperbacks: New Delhi, 2013
3.	Lahiri, Jhumpa. <i>In Other Words</i> . Penguin: New Delhi, 2017
4.	Bhagavan, Manu and Anne Feldhaus. Eds. <i>Speaking Truth to Power: Religion, Caste and the Subaltern Question in India</i> . OUP: New Delhi, 2008.
5.	Asaduddin, M. <i>Ismat Chughtai: Lifting the Veil</i> . Modern Classics. Penguin: New Delhi, 2009

Evaluation Scheme:

S.No.	Exam	Marks	Duration	Coverage/ Scope of Examination
1.	T-1	15	1 Hour	Syllabus covered upto T-1
2.	T-2	25	1.5 Hours	Syllabus covered upto T-2
3.	T-3	35	2 Hours	Entire Syllabus
4.	Teaching Assessment	25	Entire	Assignment -6

			Semester	Group Discussions -6 Presentations -8 Class Assessment -5
--	--	--	----------	---

Course Outcomes (COs) contribution to the Programme Outcomes (POs)

Course outcomes (Understanding India: Literary Reflections)	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	Average
CO-1	1	2	2	2	2	1	3	3	2	2	2	3	2.0
CO-2	1	3	3	3	3	1	1	3	2	2	1	3	2.1
CO-3	1	2	2	2	3	2	2	3	2	2	1	3	2.0
CO-4	1	3	3	3	2	3	3	3	2	3	2	3	2.5
CO-5	1	3	3	3	2	3	3	3	2	3	1	3	2.5
Average	1	2.6	2.6	2.6	2.4	2	2.4	3	2	2.4	1.4	3	