DEPARTMENT OF HUMANITIES AND SOCIAL SCIENCES

SYLLABUS

ENGLISH

COURSE CODE: 21B11HS111

COURSE CREDITS: 2

CORE/ELECTIVE: CORE

L-T-P : 2-0-0

Pre-requisite: None

Course Objectives:

1. The students will be able to analyze different communication situations to make choices about the most effective and efficient ways to communicate.
2. The student will learn to deliver effective presentations in contexts that may require power point, extemporaneous or impromptu oral presentations.
3. The student will learn to write effective technical documents using appropriate style.
4. The student will learn to design effective resumes, and write effective emails, letters and reports
5. Students will develop command over their language and synchronize their thoughts into written form

Course Outcomes:

SNo	Course Outcomes	Level of Attainment
CO-1	Understand and learn the concepts of better and effective communication	Familiarity
CO-2	Enable students to prepare better Power Point Presentations with clarity of expression and appropriate language.	Assessment and Usage
CO-3	Help make communication better by learning the nature and mechanics of effective writing	Assessment and Usage
CO-4	Design effective resumes, and write effective emails, letters and reports	Usage
CO-5	Understand different workplace scenarios and communicate accordingly in diverse communicative situations	Assessment and Usage

Approved in Academic Council held on 28 June 2023

Course Contents:

Unit	Contents	Lectures required
1	**Workplace Communication: Meaning and Importance** • Importance of communicating effectively: Theories of communication • Understanding interpersonal Communication: The Johari Window Model • Stages of communication: Ideation, encoding, transmission, decoding & response • Feedback in organizations • Barriers to effective communication: Physical, Social, Psychological, Cultural, Language & organizational • Guidelines to overcome communication barriers	6
2	**Listening Skills & Nonverbal Communication and Body Language** **(i) Listening** • Empathetic Listening and its importance in leadership communication • Process and Principles of Listening • Types of Listening • Barriers to listening **(ii) Nonverbal Communication** • Nonverbal communication and body language defined • Functions of nonverbal communication and Body Language: Conveying meanings, expressing emotion, presenting self, managing interactions, defining relationship • Nonverbal Communication Codes: Communicating through Body Movements, Voice, Touch, Personal Space, Time, Physical Appearance	6
3	**Intercultural Communication: An Introduction** • Intercultural Communication in a globalized world • Language, Communication, and Culture • Nonverbal Communication and Culture • Intercultural Communication Competence	3
4	**Effective Presentation Skills** • Planning Presentations • Making PowerPoint presentations • Pre- presentation jitters • Preparation and Practice • Delivering the Presentation • Handling Questions	5
5	**Communication Strategies & Professional Writing** • Principles of Technical Writing • Writing Process: Pre-writing, writing & post-writing • Neutral, positive, Negative messages and Persuasive messages • Letters, Emails • Resume and Cover Letter **Report Writing** • Functions of a report	8

Approved in Academic Council held on 28 June 2023

• Types of reports • Format of the reports • Use of Visuals-Charts, Tables, Pictures	
Total lectures	**28**

*Modified Portions have been Highlighted

Suggested Text Book(s):

1. M.A. Guffey: *Business Communication: Product & Process*. South-Western College Publishing, 2000.
2. R.V Lesikar, M.E. Flatley, K Rentz, N Pande: *Business communication, 12th Edition,* McGraw Hill, 2009.

Suggested Reference Book(s):

1. Herta A. Murphy, Herbert Hildebrandt, Jane Thomas: *Effective Business Communication*, 7th Edition, Tata Mcgraw Hill, 2017.
2. Karen Schneiter Williams, Joyce P Logan, A.C. Buddy Krizan , Patricia Merrier: *Communicating in Business, Cengage Learning, 1st Edition 2012.*
3. H.S. Mukherjee: *Business Communication-connecting at work*, Oxford University Press, 2nd Edition 2013.

Evaluation Scheme:

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

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

Course outcomes	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	3	3	3	1	2	3	3	3	3	1	3	2.4
CO-2	1	2	3	2	1	1	2	3	3	3	1	3	2
CO-3	1	1	3	2	2	2	1	2	3	3	1	3	2
CO-4	1	2	2	3	2	1	1	3	2	3	1	3	1.9
CO-5	1	2	3	2	2	2	1	3	2	3	1	3	2
Average	1	2	2.6	2.3	1.6	1.6	1.5	2.8	2.5	3	1	3	2

Approved in Academic Council held on 28 June 2023

ENGLISH LAB

COURSE CODE: 21B17HS171

COURSE CREDITS: 1

CORE/ELECTIVE: CORE

L-T-P : 0-0-2

Pre-requisite: None

Course Objectives:

1. The students will learn to speak and write grammatically correct sentences with the ability to express thoughts with clarity and accuracy.
2. The students will learn the rules of grammar in writing. It will enhance their ability to use logical sequencing while writing any business letter or document.
3. The students will learn using new words and build their vocabulary steadily and systematically by following lab exercises.
4. Students will develop command over their language and synchronize their thoughts while writing different types and kinds of Business letters.
5. Students will be groomed to develop the art of speaking logically, confidently and pragmatically which involves understanding work ethics and manners and the correct use of body language.

Course Outcomes:

SNo	Course Outcomes	Level of Attainment
CO-1	Understand and sharpen writing skills using correct grammar in Emails, Business letters and Report writing.	Usage and Assessment
CO-2	Help make communication stronger by learning Non verbal cues and correct Body Language.	Familiarity and Assessment
CO-3	Enable students to prepare better Power Point Presentations with clarity of expression and appropriate language.	Familiarity and Assessment
CO-4	Develop advanced vocabulary by learning to use different ways of word construction and strategies of learning new words.	Usage and Assessment
CO-5	Learn about the ethics of writing and different types of formats in documents with command over language.	Usage and Assessment

Approved in Academic Council held on 28 June 2023

Course Contents:

Unit	Content	Lecture required
1	**Software: Tense Buster** The students will take the 'Test Your Level' Test on the Software and start with the respective Exercise as per the level achieved **Exercises:** Elementary Level: Am, is, are (to be) Pre-Intermediate Level: Comparisons Intermediate Level: The passive Upper Intermediate Level: Present Perfect Advanced Level: Past perfect	1
2	**Software: Tense Buster** **Exercises:** Elementary Level: Simple present Pre-Intermediate Level: Simple present Intermediate Level: Will and going to Upper Intermediate Level: Past continuous Advanced Level: Reported speech	1
3	**Software: Tense Buster** **Exercises:** Elementary Level: Negatives (I don't go) and Questions (does he?) Pre-Intermediate Level: Present continuous Intermediate Level: Question tags Upper Intermediate Level: Adjectives and adverbs Advanced Level: Phrasal verbs	1
4	Software: Tense Buster **Exercises:** Elementary Level: Countable? and Some, any Pre-Intermediate Level: Present perfect Intermediate Level: Equality Upper Intermediate Level: Modal verbs Advanced Level: Nouns	1
5	**Software: Tense Buster Exercises:** Elementary Level: I, my, me, A, an, the Pre-Intermediate Level: Simple past Intermediate Level: Relative clauses Upper Intermediate level: The future Advanced Level: The passive	1
6	**Software: Tense Buster Exercises:** Elementary level: Have got (International English version only) Pre-Intermediate level: Prepositions Intermediate Level: Conditionals Upper Intermediate level: Conditionals Advanced Level: Articles	1
7	**Software: Practical Writing Essays: For and Against** What will I learn? Stages of writing Brainstorming (1) Brainstorming (2) Planning your essay (1) Choosing a style Quick quiz: the Writing Process Lab work: First and Final Draft	1

Approved in Academic Council held on 28 June 2023

8	**Software: Practical Writing Essays:** **Descriptive:** What will I learn?, Planning your essay (1), Planning your essay (2), Words and senses (1), Vocab focus: choosing precise words, Linking ideas (1), Linking ideas (2), Quick quiz: descriptive essays	1
9	**Software: Practical Writing A Short** **Report Graphs (I):** What will I learn in this unit? A report on graph, Choosing tenses (1), Choosing tenses (2), Write a report (1), Prepositions of time (1), Describing differences (1), Quick quiz: A report on graphs, Lab work: Report writing from graph	1
10	**Software: Practical Writing** **A Short Report: Hotel and restaurants (II)**: What will I learn? Restaurant reviews: structure, Vocab: Hotels and restaurants, Topic sentences (1), Mixing sentences (1), Mixing sentences (2), Past or Present?, Write two reviews, Quick quiz: a short report Lab work: Write any one review	1
11	**Software: Practical Writing** **Emails I: Asking for Information (I):** What will I learn?, Emails: an overview, Emails: structure, Finding functional language, Asking people to do things, Enquiries and Responses	1
12	**Software: Practical Writing** **Emails II: Asking for Information (II):** Functional language for emails, Emails: Correcting mistakes, Write two emails, Vocabulary Focus, Quick quiz: Email basics, Lab work: Write 2 emails	1
13	**Software: Practical Writing Official Letters:** What will I learn in this unit? Official letters: layout Official letters: vocabulary Build up an official letter Letters: style. The cover letter: job applications Letters: proofreading Present perfect or simple past? Quick quiz: letters	1
14	**Text speak:** What will I learn? Text speak: an overview Text terms (1) Text terms (2) Inviting people to do things Responding appropriately Text speak and speaking Quick quiz: text speak	1
Total lectures		1 4

*Modified Portions have been Highlighted

Evaluation Scheme:

S. No	Exam	Marks	Coverage / Scope of Examination
1	P-1	20	Syllabus covered up to T-1
2	P-2	20	Syllabus covered up to T-2
3.	Lab Assignments	10	Entire Syllabus
4.	Tutorial Activities	50	Ongoing evaluation throughout the semester

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

Course outcomes	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	x	x	x	x	x	x	2	1	2	3	x	3	0.92
CO-2	x	x	x	x	x	1	3	2	3	3	x	3	1.25
CO-3	x	x	x	x	x	x	2	3	2	3	x	3	1.08
CO-4	x	x	x	x	x	1	2	1	2	3	x	3	1
CO-5	x	x	x	x	x	1	2	1	2	3	x	3	1
Average	0	0	0	0	0	0.6	2.2	1.6	2.2	3	0	3	1.05

Approved in Academic Council held on 28 June 2023

LIFE SKILLS AND EFFECTIVE COMMUNICATION

COURSE CODE: 21B11HS211
COURSE CREDITS:1
CORE/ELECTIVE: CORE
 L-T-P: 1-0-0

Pre-requisite: None

Course Objectives:
1. Define their life and career goals.
2. Learn Self-Motivation and leadership skills
3. Analyze and Know EQand CQ levels and utilize them in team building
4. Develop communication (speaking and writing) and Listening skills
5. Develop creativity and critical thinking

Course Outcomes:

S.No.	Course Outcomes	Level of Attainment
CO-1	Know your Perception and Attitude	Familiarity
CO-2	Access your Motivation levels and Leadership skills	Assessment
CO-3	Assess Emotional Intelligence	Assessment
CO-4	Develop effective communication and listening skills	Usage
CO-5	Enhance critical thinking	Usage

Subject Code		Semester	2
Subject Name	Life Skill and Effective Communication		
Credits	01	Contact Hours	14
Course Coordinator	Dr Tanu Sharma		

Course Contents:

Sr No	Content	Lectures required
Module 1	**Life Skills**	
1	Understanding The Self / Individual- Ability, Perception, Attitude, Personality(Big five model)	**1**
2	Self-Motivation and Goal Setting- Concept of Motivation, Key Elements, Theory of Motivation, Goal setting Theory	**1**
3	Time Management- Importance of time management, time management matrix, dealing with procrastination	**1**
4	Being Emotionally Intelligent- What is Emotional Intelligence, Dimensions of Emotional Intelligence, Models of Emotional Intelligence , Emotional Intelligence in workplace, Improve your Emotional Intelligence	**1**
5	Assertive Communication and Persuasions skills Define Assertiveness, The art of persuasion, From persuasion to negotiation	**1**
6	Group Dynamics- Group Process Components, Characteristics of a Group, Group Performance, Ethical and legal considerations related to group work	**1**

Approved in Academic Council held on 28 June 2023

7	Leadership and Team Management- Define leadership, Leadership Styles, Developing Leadership, Defining Teams, Types of Team, Team Processes, Decision making in a team	2
8	Creative and Critical Thinking Defining and measuring creativity, models of creativity, creativity at the workplace, creativity enhancing activities, creativity-critical thinking- problem solving	1
Module 2	**Effective Communication**	
9	Interpersonal Barriers in Communication and how to effectively overcome them	1
10	Studying and understanding Non-Verbal communication – Kinesis, Paralanguage, Haptics, , interpreting nonverbal cues	1
11	Active Listening – A trait of a good leader	1
12	Technical writing - technical details into well structured documents, Writing , Correspondence and Job descriptions	2
Total lectures		**14**

Methodology

The course follows a teaching-learning method with classroom discussions and activities on fundamental concepts on skill development of students with regard to speaking, listening and, logically interpreting ideas into words and reasoning in the classroom.

Suggested Text Book(s):
1. Stephen P. Robbins ,Organizational Behavior
2. Anthony Baker, Time Management. Managing Your Time Effectively
3. Daniel Goleman, Emotional Intelligence: Why It Can Matter More Than IQ
4. Kenneth H. Blanchard , Spencer Johnson,The One Minute manage
5. Ed Catmull, Amy Wallace, Creativity, Inc.: Overcoming the Unseen Forces That Stand in the Way of True Inspiration

Suggested Reference Book(s):

1. Working with Emotional Intelligence, Daniel Goleman

2. Organizational Behavior, K. Aswathappa

3. Organizational Behavior An Introduction, Christine Cross Ronan Carbery

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	5 marks attendance
			Semester	10 – case study –report on Time management
				10- case study-Herd Behaviour and the Housing Bubble (and Collapse)

Approved in Academic Council held on 28 June 2023

Attainment of POs through Cos											
Sr No	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12
CO-1	1	1	1	1	1	1	1	1	1	1	1	1
CO-2	0	0	0	0	0	0	0	0	0	0	0	0
CO-3	1	1	1	1	1	1	1	1	1	1	1	1
CO-4	1	1	1	1	1	1	1	1	1	1	1	1
CO-5	1	1	1	1	1	1	1	1	1	1	1	1
Average Score	.83	.83	.83	.83	.83	.83	.83	.83	.83	.83	.83	.83

LIFE SKILLS AND EFFECTIVE COMMUNICATION LAB

COURSE CODE: 21B17HS271
COURSE CREDITS:1
CORE/ELECTIVE: CORE
L-T-P: 0-0-2
Pre-requisite: None

Course Objectives:
1. Develop attitude and self awareness
2. Learn Self-Motivation and leadership skills
3. Develop communication (writing and speaking) and Listening skills
4. Develop Emotional intelligence and team working ability
5. Develop creativity and critical thinking

Course Outcomes:

S.No.	Course Outcomes	Level of Attainment
CO-1	Know your Perception and Attitude	Familiarity
CO-2	Access your Motivation levels and Leadership skills	Assessment
CO-3	Assess EQ and Team work	Assessment
CO-4	Develop effective communication and listening skills	Usage
CO-5	Enhance critical thinking	Usage

Subject Code		Semester	2
Subject Name	Life Skill and Effective Communication lab		
Credits	01	Contact Hours	28
Course Coordinator	Dr Tanu Sharma		

Course Content

GD Activities	Topc	Activities =language lab and GD	Hours	Evaluation
1	Self-awareness	a)MBTI- Personality Test ---Measure, Assessment, Discussion b)Video on Personality Development --- Discussion and Reporting	2	5
2	Being Emotionally Intelligent	Emotional Intelligent Test --- Measure, Assessment, Discussion Talk by Daniel Goleman https://youtu.be/0yGNhCaKJKk https://youtu.be/FKjj1tNcbtM ---- Discussion and Reporting	2	5
3	Group Dynamics	Group activity – Desert Island	2	
4	Leadership and Team Management	Team Building Activities/ Case study / Role play on leadership https://wikispaces.psu.edu/display/PSYCH484/Goal+Setting+Case+Study Discussion, analysis, and assessment	2	5
5	Creative and Critical Thinking	Creativity Quotient – Measure and Discussion a)The Research Response Exercise- Take the following argument:-*Pesticides harm the environment more than they're worth.* b) Make An "Argument Map" Read about how leaders face and resolve challenges- Report	2	5

Approved in Academic Council held on 28 June 2023

		submission		
6	Effective Communication	a)Advanced Phrasal verbs b)Advanced Past perfect \ **Software: Tense Buster**	2	
7	Non –Verbal Communication	Role Play on Body Language How to kill your body language Frankenstein (Run time: 16:36 mins) - Discussion, analysis, Role Play, Reporting	2	5
8	Listening skills	a) A Case for Active Listening Jason Chare at TED Tokyo teachers (Run time 15:24 mins.) Discussion, Analysis and reporting b) https://agendaweb.org/listening/audio-activities-5.html Audio activity – Notting Hill Scene 1		5
9	Etiquettes and Manners	https://youtu.be/LR1TroBTlwA, https://youtu.be/svzTEUxs3A8 Discussion and reporting		5
10 $	Persuasive Communication	a) Shashi Tharoor (Run time:19:22 mins.) Discussion , analysis and reporting b) https://www.skillsconverged.com/FreeTrainingMaterials/tabid/258/articleType/CategoryView/categoryId/140/Persuasion-Skills.aspx		
11	Group vise activities : Groups made according to diagnostic Test	**Group 1 – and Group 2** a) Intermediate - The Passive b)Intermediate- Question Tags Software: Tense Buster **Group 3 and Group 4** a)Speaking Exercise -GD / brainstorming	1 1 2	
12	Group vise activities : Groups made according to diagnostic Test	**Group 1 – and Group 2** a)Intermediate Equality Case study b) Intermediate Relative Clauses Software: Tense Buster **Group 3 and Group 4** Case study on Team building	1 1 2	
13	Group vise activities : Groups made according to diagnostic Test	Group 1, Group2, Group3, Group4 a)Team work and Group Activities where Group 4 Members take the leadership/ Mentor Roles b) Technical writing Exercises Notices Correspondences – Email writing and Letter writing Job Description Social Media Profiles	1 1	 10
14	Group vise activities : Groups made according to diagnostic Test	Group 1, Group2, Group3, Group4 Presentations	2	15
		Total	28	60

Approved in Academic Council held on 28 June 2023

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 software and the marking is automatically shown.

Suggested Reference Books and Readings

1. https://www.hugheseducation.com/blogs/5-leadership-lessons-from-business-tycoon-ratan-tata
2. Leading the team you always wanted by Casey Paul D
3. The Making of a Manager: What to Do When Everyone Looks to You By Julie Zhuo
4. Think and grow Rich by Napoleon Hill
5. Deliver the right message in conversations, emails, and presentations by Stephanie Overby
6. Unleash the Power of Storytelling: Win Hearts, Change Minds, Get Results By Rob Biesenbach
7. Five Stars: The Communication Secrets to Get from Good to Great By Carmine Gallo

Evaluation Scheme:

S. No	Exam	Marks	Duration	Coverage / Scope of Examination
1	P-1	20	1 Hour.	Syllabus covered upto T2
2	P-2	20	1.5 Hours	Syllabus covered upto T-3
4	P-3 Teaching Assessment	60	Entire Semester	Based on lab and Gd activities

Attainment of POs through Cos												
Sr No	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12
CO-1	1	1	1	1	1	1	1	1	1	1	1	1
CO-2	0	0	0	0	0	0	0	0	0	0	0	0
CO-3	1	1	1	1	1	1	1	1	1	1	1	1
CO-4	1	1	1	1	1	1	1	1	1	1	1	1
CO-5	1	1	1	1	1	1	1	1	1	1	1	1
Average Score	.83	.83	.83	.83	.83	.83	.83	.83	.83	.83	.83	.83

Approved in Academic Council held on 28 June 2023

Professional Communication Practice

COURSE CODE: 21B11HS311
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 standout 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)	

Approved in Academic Council held on 28 June 2023

Lab Exercise No.	Subtitle of the Module	Topics	Hours
	Professional Communication	An introduction to professional communication, communication skills at the workplace, intercultural communication	1
	Upper Intermediate **Past continuous** **(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
	Upper Intermediate **Conditionals (S&W)** **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
	Upper Intermediate **Adjectives & Adverbs** **(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
	Upper Intermediate **Present Perfect (R&W)** **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
	Upper Intermediate **Modal verbs (S,R&W)** **Software: Tense Buster**	Introduction The rule Practice: make modal sentences Do you understand? Vocab: word families Your test	1
	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

	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. 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
	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
	Journaling	Fundamentals of Journaling and Diary Writing	1
	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
	Group Discussions (L&S)	Fundamentals of Group Discussions, Strategies for success in GDs. GD practice sessions	2
	Personal (L&S) Interview	Interviewing for employment, Types of interviews, Preparing for the personal interview. Practice session for interviews	2
	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
	Presentation skills (L,S&W)	Making professional presentations, using effective body language, using visuals effectively.	3
	Group 1 &3 **Pronunciation** **Software: Clear Pronunciation** **(L&S)**	Connected Speech: Short Forms	1
	Group 1&3 **Stress** **Software: Clear Pronunciation** **(L&S)**	Word Stress: Recognizing stress in words	1
	Group 1 **(R&W)**	Thought Projection and Expression	2
	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
	Group 2&4 **(R&W)** **Unseen Comprehension**	Comprehension passages will be given that needs to be evaluated correctly to answer the questions.	1
	Group 2&4 **Advanced Past perfect** **(L,S&W)** **Software: Tense Buster**	Knowledge and usage of tenses	1
	Group 2 &4 **Book Review** **(R&W)**	Writing a book review on any book and sharing it in class.	2

Approved in Academic Council held on 28 June 2023

	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
	Group 3 **Software: Clear Pronunciation (L&S)**	Connected Speech: Joining to a Vowel	1
	Group 3 **Software: Clear Pronunciation (L&S)**	Connected Speech: Joining Consonants	1
	Group 3 **Software: Clear Pronunciation (L&S)**	Connected Speech: Disappearing Sounds	1
	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

Approved in Academic Council held on 28 June 2023

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

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/

Approved in Academic Council held on 28 June 2023

Interpersonal Dynamics, Values and Ethics

COURSE CODE: 21B11HS312

COURSE CREDITS: 1

CORE/ELECTIVE: CORE

: 1-0-0

Pre-requisite: None

Course Objectives:

1. This course is designed to help students understand the importance of values in their development as professionals and responsible citizens.
2. This starts with developing an understanding of their own needs and wants, what they 'really want to be' in their lives and profession.
3. This understanding of oneself then leads to understanding others better so that effective personal and professional relationships can be built.
4. The moment a student enters the workplace they are confronted with organizational values and ethical dilemma.
5. This course helps facilitate the students to understand harmony at all the levels of human living, and live an ethical and happy life.

Course Outcomes:

S.No.	Course Outcomes	Level of Attainment
CO-1	Understand the significance of value inputs in a classroom and learn their significance in personal and professional life.	Familiarity
CO-2	Appreciate the relationship between values and skills, happiness and accumulation of physical facilities, the Self and the Body, Intention and Competence of an individual, etc.	Assessment
CO-3	Understand the value of harmonious relationship based on trust and respect in their life and profession.	Assessment
CO-4	Understand the role of a human being in ensuring harmony in society and nature.	Usage
CO-5	Distinguish between ethical and unethical practices, and start working out the strategy to actualize a harmonious environment wherever they work.	Usage

Course Contents:

Unit	Contents	Lectures required
1	**Human Values:** Definition and classification of values: Extrinsic values, Universal and Situational values, Physical, Environmental, Sensuous, Economic, Social, Aesthetic, Moral and Religious values. The Problem of Sustenance of value in the process of Social, Political and technological change. Case Study 3 The Three Mile Island Disaster	5
2	**Understanding Individual Differences, perceptions and attributions:** Understanding and Managing Yourself: Human Relations and You: Self- Esteem and Self-Confidence: Self-Motivation and Goal Setting; Emotional Intelligence,	5

Approved in Academic Council held on 28 June 2023

	Attitudes and Happiness; Problem Solving and Creativity.	
3	**Leadership and Motivation:** Dealing Effectively with People: Communication in the Workplace, Becoming an Effective Leader; Motivating Others and Developing Teamwork	5
4	**Developing and leading teams** Tactics for Getting Along with Others in the Workplace; Managing Conflict; Specialized Diversity and Cross-Cultural Competence.	4
5	**Interpersonal Dynamics in practice** Self confidence and attitude building, Social and Professional etiquettes (To be conducted on workshop mode with the help of role plays, GDs, self and peer appraisal and class demonstrations. Performance to be evaluated for internal assessment)	6
6	**Engineering Ethics** History, Recent developments and General principles. Case Study 1 Space Shuttle Challenger	4
7	**Engineering as Social Experimentation** Engineer as experimenter, Responsibility in experimentation	3
8	**Engineers' Responsibility for Safety and Risk** Safety and Risk – Assessment of Safety and Risk – Risk Benefit Analysis	4
	and Reducing Risk – Respect for Authority – Collective Bargaining – Confidentiality – Conflicts of Interest – Occupational Crime – Professional Rights – Employee Rights – Intellectual Property Rights (IPR) – Discrimination Case Study 2 Bhopal Gas Tragedy	
9	**Global Issues** Multinational Corporations – Environmental Ethics – Computer Ethics – Weapons Development – Engineers as Managers – Consulting Engineers – Engineers as Expert Witnesses and Advisors – Moral Leadership –Code of Conduct – Corporate Social Responsibility Case Study 4 The Chernobyl Disaster	4
10	**Ethical Audit :** Need for and ethics audit, Procedure, Best practices	2
Total lectures		**42**

Suggested Text Book(s):

1. Govindarajan M, Natarajan S, Senthil Kumar V. S: Professional Ethics and Human Values, Prentice Hall of India, 2016.
2. R R Gaur, R Sangal, G P Bagaria: Human Values and Professional Ethics, Excel Books, 2010.
3. Stephen P. Robbins, Timothy A. Judge: Organizational Behavior, 15th Edition, Pearson Education, 2015

Suggested Reference Book(s):

1. Ken Blanchard, Spencer Johnson, The New One-Minute Manager, HarperCollins Publishers Limited, 2015

Other useful resource(s):
1. Institution of Engineers (India): Sample Codes of Ethics
2. ACM Code of Ethics and Professional Conduct
3. Websites related to course:
   i.   www.onlineethics.org
   ii. www.nspe.org
   iii. www.globalethics.org
   iv. www.ethics.org

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	Class participation in case discussion and group discussions (2) - 10 Assignments (2)- 10 Attendance - 5

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

Course outcomes (Interpersonal Dynamics, Values and Ethics)	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	2	2	2	1	3	2	3	3	3	0	3	2.4
CO-2	0	2	2	2	1	3	2	3	3	3	0	3	2.4
CO-3	0	2	2	2	0	3	2	3	3	3	0	3	2.3
CO-4	0	2	2	2	1	3	2	3	3	3	0	3	2.4
CO-5	0	2	2	2	1	3	2	3	3	3	0	3	2.4
Average	0	2	2	2	2	3	2	3	3	3	0	3	

Finance and Accounting

COURSE CODE: 18B11HS411

COURSE CREDITS: 3

CORE/ELECTIVE: CORE

L-T-P: 3-0-0

Pre-requisite: None

Course Objectives:

1. Understand the issues and framework of accounting and corporate finance.
2. Prepare financial statements.
3. Analyze financial statements using different techniques.
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.

Course Outcomes:

S.No.	Course Outcomes	Level of Attainment
CO-1	Understand the basic concepts of accounting and finance and their interrelationships	Familiarity
CO-2	Prepare different types of financial statements from Journal to Balance Sheet.	Assessment
CO-3	Analyze financial statements using different tools and techniques and hence be able to calculate the value of the firm.	Assessment
CO-4	Calculate financing needs of the firm, effects of time on value of money, availability of finances and their costs, requirement of mix of finances, evaluation of projects	Usage
CO-5	Apply the concepts and make optimal decisions	Usage

Course Contents:

Unit	Contents	Lectures required
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, Use of MS-Excel for financial statement analysis	6
3	**An Overview of Financial Management:** 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 installments	3
7	**Cost of Capital:** Opportunity cost of capital, Weighted average cost of capital	3

Approved in Academic Council held on 28 June 2023

	(WACC), Cost of Debt, Cost of preference capital, Cost of equity, Assigning weights, WACC, Factors affecting cost of capital	
8	**Capital Structure – Theory:** Common assumptions for analysis, Net income approach, Net operating income approach, Traditional approach, MM theory without and with corporate taxes, Leverage and financial distress, Trade-off theory, Pecking order theory.	2
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 Lectures		42

Suggested Text Book(s):

1. P. C. Tulsian: Financial Accounting, Pearson Education
2. Rajiv Srivastava and Anil Misra: Financial Management, 2nd Edition, Oxford University Press
3. I. M. Pandey: Financial Management, 9th Edition, Vikas Publishing House

Suggested Reference Book(s):

1. V. Rajasekaran and R. Lalitha, Financial Accounting, Pearson Accounting
2. E. F. Brigham: Fundamentals of Financial Management, Thomson Learning
3. Sheeba Kapil: Financial Management, Pearson Education

Other useful resource(s):

1. Link to NPTEL course contents:
   https://nptel.ac.in/courses/110101003/
   https://nptel.ac.in/courses/110107073/
   https://nptel.ac.in/courses/110104066/

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	Class Performance - 10 Quizzes (2) - 10 Attendance - 5

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

Course outcomes (Finance and Accounting)	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

Approved in Academic Council held on 28 June 2023

CO-1	0	1	1	1	1	1	1	0	1	0	1	1	0.75
CO-2	0	2	2	2	2	1	0	1	2	0	3	2	1.42
CO-3	0	3	2	3	2	0	1	0	2	0	3	1	1.42
CO-4	0	3	3	3	3	1	1	0	2	1	3	1	1.75
CO-5	0	3	3	3	3	1	1	0	2	0	3	2	1.75
Average	0	2.4	2.2	2.4	2.2	0.8	0.8	0.2	1.8	0.2	2.6	1.4	1.4

Approved in Academic Council held on 28 June 2023

PROJECT MANAGEMENT AND ENTREPRENEURSHIP

COURSE CODE: 18B11HS511

COURSE CREDITS: 3

CORE/ELECTIVE: CORE L-T-P: 3-0-0

Pre-requisite: None

Course Objectives:

1. Learn to lay the foundation for a firm understanding of project management concepts and principles.
2. Acquaintance with the complexity and challenge of managing public or private projects with stringent schedules and limited resources.
3. Introduction to basic entrepreneurship concepts and framework.
4. To develop and systematically apply an entrepreneurial way of thinking that will allow the students to identify and create business opportunities of commercial value.

Course Outcomes:

S.No.	Course Outcomes	Level of Attainment
CO-1	Distinct between management of projects and operational activities.	Familiarity
CO-2	Screen and select projects.	Usage
CO-3	Assess the costs, people, time and quality associated with the projects.	Assessment
CO-4	Apply quantitative tools and techniques for risk management, budgeting and scheduling.	Usage
CO-5	Knowledgeable about Government programs and policies w.r.t. entepreneurship.	Familiarity
CO-6	Know the parameters to assess opportunities and constraints for new business ideas.	Assessment
CO-7	Discern the factors that can deem the idea successful and viable and write a business plan	Usage

Course Contents:

Unit	Contents	Lectures required
1	**Introduction:** 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.	4
2	**Selection of project:** 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:** 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:** 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):** 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:** Resource Allocation; Crashing a Project; The Resource Allocation Problem; Resource Loading and Levelling; Goldratt's Critical Chain; Project procurement management.	3

Approved in Academic Council held on 28 June 2023

7	**Project control and Project Termination**: 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:** Role of the entrepreneur in India and around the globe; Forces that are driving the growth of entrepreneurship;Benefits and drawbacks of entrepreneurship;	2
	Mistakes of entrepreneurship and how to avoid them; Entrepreneurial failure; Forms of Business Ownership.	
9	**Overview of Government Programs & Policies; Business and its functioning**: Business and industry; Components of macro and micro business environment; Government Programs and Policies.	2
10	**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.	2
11	**Building the business plan: Marketing considerations:** Marketing concept and evolution; Marketing process; Guerilla marketing.	2
12	**Foundations of New Venture Finance:** Understanding capital requirements; Identifying the sources of finance; Angel investing and venture finance; Managing cash flow.	2
13	**Technical entrepreneur and The E-entrepreneur:** Process of creating and growing high potential ventures; Basic approaches to launch an e-commerce effort; Basics of ERP.	2
Total lectures		42

Suggested Text Book(s):

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.

Suggested Reference Book(s):

1. Bringing New Technology to Market- Kathleen R. Allen, Prentice Hall
2. Entrepreneurship in Action, 2/E - Mary Coulter; Prentice Hall
3. Project Management – System Approach to Planning, Scheduling and Controlling – Harold Kerzner.
4. Project Management – Harvey Maylor.
5. Projects – Planning, Analysis, Financing, Implementation and Review – Prasanna Chandra.
6. Practical Project Management – R.G. Ghattas and Sandra L. McKee
7. Project Management – Garry R. Heerkens.

Other useful resource(s):

1. http://www.projectminds.com/
2. http://www.projectmanagement.com/
3. http://www.projectsatwork.com/
4. http://www.pmi.org/
5. http://managementhelp.org/projectmanagement/office.microsoft.com/en-in/project/
6. www.emeraldinsight.com/journal/ijmpb

Approved in Academic Council held on 28 June 2023

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	Case Studies(2) – 10 Quizzes (2) - 10 Class participation- 5 Attendance - 5

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

Course outcomes (Project Management and Entrepreneurship)	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	0	0	0	1	0	0	1	0	3	2	1.75
CO-2	0	3		2	2	0	0	0	0	0	3	2	2.4
CO-3	0	3	2	2	2	0	0	2	2	0	3	2	2.25
CO-4	0	2	2	2	3	0	0	0	0	0	3	2	2.33
CO-5	1	1		0	0	3	2	0	0	0	3	2	2
CO-6	0	3	1	0	0	0	1	0	0	0	3	2	2
CO-7	0	3	2	2	0	0	0	0	0	0	3	2	2.4
Average	1	2.5	1.75	2	2.33	2	1.5	2	1.5	0	3	2	

Approved in Academic Council held on 28 June 2023

INDIAN CONSTITUTION

COURSE CODE: 18B11HS711

COURSE CREDITS: NP

CORE/ELECTIVE: AUDIT L-T-P: 1-0-0

Pre-requisite: None

Course Objectives:

1. The course will present you about the way Indian political system has been working and the way it shapes institutions India.
2. This course is not about legal provisions and technical details of in Indian constitution. It is about how institutions are shaped through interaction with actual politics.
3. The course will introduce you to the idea of political system and the account of the making and working of constitutional institutions.
4. This course responds to the curiosity about why a particular arrangement in the constitution was adopted and why not some other, how the institutions grow in the company of actual politics.

Course Outcomes:

S.No.	Course Outcomes	Level of Attainment
CO-1	The present course Indian Political System: Institutional and Political Dynamics is to present a systematic analysis of all the major dimensions of Indian Political System. What better way can there be to get introduced to political system than through the politics of country? That is what the course does.	Familiarity
CO-2	The study of the Indian political system is a window to understanding politics in society.	Assessment
CO-3	The course will present about the way Indian political system has been working and the way it shapes institutions India. .	Assessment
CO-4	This course is not about legal provisions and technical details of Indian constitution, it is about how institutions are shaped through interaction with actual politics.	Usage

Course Contents:

Unit	Contents	Lectures required
1	**Introduction of the constitution:** Preamble, Salient features **Fundaments Rights and Fundamental duties:** Explanation, features and significance. Constitutional provisions and political dynamics: Judicial interpretations and socio-political realities; Fundamental Duties. **Directive principles of state policy**	3
2	**Parliament:** The Legislature: Features of parliamentary government, Merits of parliamentary government, Demerits of parliamentary government. Powers and functions of the Lok Sabha & Rajya Sabha; Parliamentary Committees; Functioning of the Parliamentary System in India.	2
3	**The Union Executive:** President, Prime Minister and Council of Ministers Constitutional Provisions/framework and political trends.	3
4	**The Judiciary:** The Supreme Court, High Court and Subordinate Courts; Judicial Review, Judicial Activism, Public Interest Litigation; Judicial Reforms	3
5	**The State Executive:** Governor, Chief Minister and The Council of Ministers; Constitutional Provisions and Political Trends. Constitutional Provisions and Political Trends.	2
6	**Panchayati Raj:** Evolution of the Panchayati Raj, 73rd amendment Act of 1992 and Provisions.	1
Total lectures		1 4

Approved in Academic Council held on 28 June 2023

Suggested Text Book(s):

1. Indian Government and politics, Abbas/ kumar Alam:Longman Kenneth A. Berman, Jerome L. Paul: Algorithms, Cengage Learning, 2002.

2. Indian Polity, Laxmikanth :McGraw Hill Education

3. Indian Politics in comparative perspective, Pravin kumar : Pearson

Suggested Reference Book(s):

1. Introduction to the Constitution of India, Brij Kishore Sharma,PHI Learning,2017

Other useful resource(s):

1. https://www.india.gov.in/my-government/constitution-india
2. https://www.india.gov.in/my-government/constitution-india/constitution-india-full-text
3. http://www.constitution.org/cons/india/const.html
4. http://www.suramya.com/india/india_constitution.php

Quality Management

COURSE CODE: 18B1WHS631

COURSE CREDITS: 3

CORE/ELECTIVE: ELECTIVE

L-T-P: 3-0-0

Pre-requisite: None

Course Objectives:

1. Understand the importance of quality in an organisation's success.
2. Learn to define quality of products and services in operational terms using standard parameters.
3. Learn various techniques and principles such as quality function deployment, Taguchi method, service quality management, quality audits and Six Sigma used in quality creation and maintenance.
4. Apply the techniques and principles in organizational settings.
5. Synthesise the knowledge gained on quality management to design appropriate quality systems in organizations.

Course Outcomes:

S. No.	Course Outcomes	Level of Attainment
CO-1	Evaluate the principles of quality management and to explain how these principles can be applied within quality management systems.	Familiarity
CO-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.	Assessment
CO-3	Critically appraise the organisational, communication and teamwork requirements for effective quality management	Usage
CO-4	Critically analyse the strategic issues in quality management, including current issues and developments, and to devise and evaluate quality implementation plans	Usage

Course Contents

Unit	Contents	Lectures required
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 M a n u f a c t u r i n g Technology	3
4	**The meaning of quality systems:** Why are Quality Assurance s ys t e ms needed? The role of quality standards. The different stages of a quality assurance	4

Approved in Academic Council held on 28 June 2023

	system. The implementation of quality systems. The ISO 9000 quality system British Standard BS 5750/lS0 9000. Registration a n d accreditation in quality systems	
5	**QM: Tools and Techniques:** Introduction . Why use tools and techniques in QM? How do we define processes? Process variation and its causes . What are the tools and techniques for QM? Process capability. The implementation of Statistical Process Control	4
6	**Total Preventive Maintenance:** 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:** Juran Trilogy, Improvement Strategies , Types of Problems, The PDCA cycle, Problem solving Methods, Kaizen, Reengineering	4
8	**Leadership And Strategic Planning:** 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 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 Lectures		**42**

Suggested Text Book(s):
1. Evans's. James, Lindsay M. William , The Management and Control of Quality, 8th Edition, Cengage Learning, 2011
2. Dale H. Besterfield, Total quality Management, Pearson Education, 2011

Suggested Reference Book(s):

1. H. Lal, Lt. Gen , Total Quality Management , Wiley Eastern Limited, 1990 ,
2. Bounds Greg , Beyond Total Quality Management, McGraw Hill,
3. Kanishka Bedi, Quality Management, Oxford Higher Education,

Other useful resource(s):

1. www.evans.swlearning.com
2. www.cengage.com/international

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/ Assignment(1)- 10 Attendance- 5

Approved in Academic Council held on 28 June 2023

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

Course Outcomes (Quality Management)	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	2	3	2	2	2	1	0	0	1	3	3	3	1.83
CO-2	2	3	3	3	2	0	0	0	2	3	3	3	2
CO-3	3	3	3	3	3	0	0	0	2	3	3	3	2.17
CO-4	3	3	3	3	3	0	0	0	2	3	3	3	2.17
Average	2.5	3	2.75	2.75	2.5	1	0	0	1.75	3	3	3	

Approved in Academic Council held on 28 June 2023

International Human Resource Management

COURSE CODE**:** 18B1WHS635

COURSE CREDITS: 3

CORE/ELECTIVE: ELECTIVE

L-T-P: 3-0-0

Pre-requisite: None

Course Objectives:

1. Learn to appreciate the complexities and differences of operating a business in an international context
2. Learn IHRM systems, their main challenges in MNC's and improve their performance
3. Learn to efficiently implement specific IHRM activities –Recruitment, Selection, and Training
4. Learn to make better strategic decisions about people in international settings
5. Learn different work cultures and an approach to make yourself Culture –fit

Course Outcomes:

S.No.	Course Outcomes	Level of Attainment
CO-1	Learn to appreciate the complexities and differences of operating a business in an international context	Usage
CO-2	Learn IHRM systems, their main challenges in MNC's and improve their performance	Usage
CO-3	Learn to efficiently implement specific IHRM activities –Recruitment, Selection, Training	Usage
CO-4	Learn to make better strategic decisions about people in international settings	Usage
CO-5	Learn different work cultures and an approach to make yourself Culture –fit	Usage

Course Contents:

Unit	Contents	Lectures required
1	**Introduction to IHRM**: Defining International HRM .Variables that moderate differences between domestic and international HRM .Applying a strategic view of IHRM **Case** : NCR in Scotland	3
2	**Internationalization of HRM :Socio-Cultural Contexts:** National Culture and HRM. HRM and its broad context. National Culture and Specific HRM Issues. Business imperatives and Other non – cultural influences on HRM. **Case:** Oki UK ltd	3
3	**National Context of HRM: case of 7 major economies:** 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	5

Approved in Academic Council held on 28 June 2023

	7. HRM in China **Case** :Litton imports cell manufacturing from Sweden	
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:** The role of expatriate training. Components of effective pre-departure training programmes. The effectiveness of pre-departure training. Developing staff through international assignments. Trends in international training and development **Case** : Seiko Instruments **Case** : Transfer of Knowledge in Oki-Training and development	5
7	**International compensation:** 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 countries	4
10	**International industrial relations :** Key issues in international relations. Trade unions and international industrial relations **Case :** Elementis and Michelin	4
11	**Performance Management:** Multinational performance management. Performance management of international employees. Performance appraisal of international employees .**Case :** Tubular Industries Scotland Ltd.	3
12	**IHRM trends: complexity, challenges and choices in the future:** Strategic HRM: research issues and theoretical developments **Case :** Orgaon laboratories ltd, Scotland	3
Total lectures		**42**

Suggested Text Book(s):

1. Peter J. Dowling, Marion Festing & Allen D. Engle, SR.:International Human Resource Management (fifth Edition)
2. Jackson, T.: International dimensions of human resource management. London, 2002.
3. D. Briscoe, R. Schuler, & I. Tarique (2012). International Human Resource Management (4th Edition). London/New York: Routledge

Other useful resource(s):

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 (2) - 10 Quizzes (2)　- 10 Attendance - 5

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

Course outcomes (International Human Resource Management)	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	2	3	3	3	3	2	2	2	3	0	3	2.1
CO-2	0	2	3	3	2	3	2	2	2	3	0	3	2.25
CO-3	0	3	3	3	2	3	2	3	2	3	0	3	2.25
CO-4	0	3	3	3	2	3	2	2	2	3	0	3	2.1
CO-5	0	3	3	3	2	3	2	2	2	3	0	3	2.1
Average	0	2.6	3	3	2.2	3	2	2.2	2	3	0	3	

Approved in Academic Council held on 28 June 2023

CONTEMPORARY INDIA IN GLOBALIZED ERA: CHALLENGES OF DEMOCRACY AND DEVELOPMENT

COURSE CODE: 18B1WHS831

COURSE CREDITS: 3

CORE/ELECTIVE: ELECTIVE

L-T-P: 3-0-0

Pre-requisite: None

Course Objectives:

1. The course introduces students to contemporary India with special focus on challenges of democracy and development and main vectors that are moulding India's course in today's globalised era.
2. The course begins with an overview of India's emergence from colonial trappings and its progression in past decades to acclaim a global stature in world affairs.
3. The course deliberates on major issues of Indian foreign policy, especially the problematic of peace and security in the globalised world.
4. The overall aim of the course is to develop a broad and yet nuanced understanding of prospects and challenges of contemporary India in the twenty-first century.

Course Outcomes:

S.No.	Course Outcomes	Level of Attainment
CO-1	The course introduces students to contemporary India with special focus on challenges of democracy and development and main vectors that are moulding India's course in today's globalised era.	Familiarity
CO-2	The course begins with an overview of India's emergence from colonial trappings and its progression in past decades to acclaim a global stature in world affairs.	Familiarity
CO-3	The course deliberates on major issues of Indian foreign policy, especially the problematic of peace and security in the globalised world.	Familiarity
CO-4	The overall aim of the course is to develop a broad and yet nuanced understanding of prospects and challenges of contemporary India in the twenty-first century.	Familiarity

Course Contents:

Unit	Contents	Lectures required
1	**Contextualising Modern India:** Overarching visions of India's national movement: domestic and international, Challenges of nation-building within its domestic contours, Continuities and shifts in Indian polity and society, Rising aspirations and constraints in post Globalized era, Digitising India: Prospects and Challenges	10
2	**India in World Affairs:** Gandhi-Nehru Legacy and policy of nonalignment: Formative Years, Post-Cold war challenges and changing global configurations, India's growing role in world affairs: soft power capacity, diaspora, major bilateral,	15

	regional and global concerns and aspirations, India and Major Powers, India and its neighbours, India and Brics		
3	**India's security concerns:** External Threats: China and Pakistan,Internal Threats: Kashmir and Northeast, Spectre of Terrorism	9
4	**Non-traditional Security:** Human Security Concerns, Energy Security, Water and Food Security, Health and Safety	6
5	**Challenges ahead:** India has had a phenomenal rise in terms of economic growth, technical knowhow, and has performed well on various other parameters. Nonetheless there are severe constraints to its unfolding. This topic will cover some of the challenges that India is facing today and the measures it is taking to overcome them.	2
Total lectures		42

Suggested Text Book(s):

1. Tharoor, Shashi. 'India: From Midnight to the Millennium'
2. Wajid Ali, H.M. 'India and the Non-aligned Movement'
3. Budhania, Rajpal. 'India's National Security Dilemma'
4. Asthana, Vandana. Shukla, A.C. 'Water Security in India'

Suggested Reference Book(s):

1. Candra Bipin, 'Freedom Struggle'
2. Ram Chandra Guha, 'India after Gandhi'
3. Tharoor, Shashi. 'India: From Midnight to the Millennium'
4. Chandra, Bipan. 'India since Independence'
5. Sen, Amartya. 'Development as Freedom'
6. Ninan Thomas,Pradeep. 'Digital India: Understanding Information, Communication and Social Change'
7. Menon, Shivshankar. 'Choices: Inside the Making of Indian Foreign Policy'
8. Wajid Ali, H.M. 'India and the Non-aligned Movement'
9. Mandrup, Thomas. 'The BRICS and Coexistance'
10. Sikri, Rajiv. 'Challenge and Strategies: Rethinking India's Foreign Policy'
11. P. Bajpai, Kanti. Pant, Harsh.V. 'India's National Security'.
12. Budhania, Rajpal. 'India's National Security Dilemma'
13. Sondhi. M.L. 'Nuclear Weapons and India's National Security'
14. Centre for Strategic Studies - 'Energy Security Challenges: Non Traditional Security Planning in India'
15. Asthana, Vandana. Shukla, A.C. 'Water Security in India'
16. Kolas, Ashild and Miklian, Jason. 'India's Human Security: Lost Debates, Forgotten
17. People, Intractable Challenges'.
18. Venkateshwar, Sita. 'Globalisation and the Challenges of Development in Contemporary India'

Other useful resource(s):

1. https://www.goodreads.com/book/show/356824.India_After_Gandhi
2. https://www.springer.com/in/book/9789811004537
3. https://www.academia.edu/35220477/NonAligned_Movement_A_Historic_Movement_reinventing_itself_for_Future_NonAligned_Movement_A_Historic_Movement_reinvening_itself_for_Future
4. https://www.routledge.com/Indias-Human-Security-Lost-Debates-Forgotten-People-Intractable-Challenges/Miklian Kolas/p/book/9780415830683

Evaluation Scheme:

S. No	Exam	Marks	Duration	Coverage / Scope of Examination
1	T-1	15	1 Hour.	Syllabus covered upto T-1

Approved in Academic Council held on 28 June 2023

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 Report writing (2)　- 10 Attendance - 5

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

Course outcomes (Contemporary India in Globalized era: Challenges of Democracy and development)	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	2	2	3	3	3	3	3	0	3	2.7
CO-2	0	3	0	2	2	3	3	3	2	3	0	3	2.6
CO-3	0	2	0	2	3	3	3	3	2	3	0	3	2.6
CO-4	0	0	0	2	2	3	3	3	2	3	0	3	2.6
Average	0	2.5	3	2	2.2	3	3	3	2.2	3	0	3	

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 lectures		**42**

Approved in Academic Council held on 28 June 2023

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

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	Class Performance – 10 Quizzes (2) - 10 Attendance - 5

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

Course outcomes (Business Analytics)	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	2	2	2	2	1	2	1	2	3	1	2	1.67
CO-2	0	3	2	3	3	1	1	1	2	1	2	1	1.67
CO-3	0	2	1	1	1	1	1	0	0	1	1	1	0.83
CO-4	1	3	2	3	3	1	2	1	1	1	2	1	1.75
CO-5	0	1	3	3	3	1	1	1	1	1	1	1	1.42
Average	0.20	2.20	2.00	2.40	2.40	1.00	1.40	0.80	1.20	1.40	1.40	1.20	1.47

Approved in Academic Council held on 28 June 2023

Financial Planning

COURSE CODE: 18B1WHS638

COURSE CREDITS: 3

CORE/ELECTIVE: ELECTIVE

L-T-P: 3-0-0

Pre-requisite: None

Course Objectives:

1. Understand the issues involved in planning finances and investments at a personal level.
2. A deeper understanding of concepts and issues relating to personal finance.
3. Applications of financial planning and investments to real life situations.

Course Outcomes:

S.No.	Course Outcomes	Level of Attainment
CO-1	Financial planning process	Familiarity
CO-2	Terms and concepts relating to personal financial planning.	Familiarity
CO-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.	Familiarity/ Assessment/ Usage

Course Contents:

Unit	Contents	Lectures required
1	**Financial Planning Process**: Meaning of financial planning; Steps in financial planning process; Determinants of personal income.	3
2	**Financial Statements and Plans:** 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**: Concepts of income tax; Personal taxation; Tax planning.	6
4	**Cash and Savings:** 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:** Automobile purchase planning and Car loans; The home buying process and Home loans.	6
6	**Credit and Credit Cards:** Credit; Types of credit; Different kinds of credit cards; Disadvantages of the credit cards.	3
7	**Life Insurance:** Insurance planning; Benefits of life insurance; Calculating insurance needs; Buying a life insurance; Life insurance products in India.	4
8	**Health Insurance:** Types of health care plans; Health Insurance in India.	3
9	**Investments:** 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:** Sources of retirement income; Pension funds.	3
Total lectures		**42**

Approved in Academic Council held on 28 June 2023

Suggested Text Book(s):

1. Lawrence J Gitman and Michael D Joehnk. Personal Financial Planning.
2. Ernst and Young's Personal Financial Planning guide.

Suggested Reference Book(s):

1. S G Victor Hallman and Jerry S Rosenbloom, 6th Edition, Mc GRaw Hill. Personal Financial Planning

Other useful resource(s):

1. https://www.incometaxindiaefiling.gov.in/home
2. https://www.cibil.com/
3. http://www.bankbazaar.com/finance-tools/emi-calculator.html

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	Quiz (2) - 10 Case study (2) - 5 Class assessment - 5 Attendance - 5

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

Course outcomes (Financial Planning)	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	1	1	1	0	1	1	1	0	0	3	3	1.00
CO-2	0	1	1	2	1	2	2	1	0	0	3	3	1.33
CO-3	0	3	3	3	3	3	3	1	1	1	3	3	2.25
Average	0.00	1.67	1.67	2.00	1.33	2.00	2.00	1.00	0.33	0.33	3.00	3.00	

Approved in Academic Council held on 28 June 2023

International Business Management

COURSE CODE: 18B1WHS637

COURSE CREDITS: 3

CORE/ELECTIVE: ELECTIVE

L-T-P: 3-0-0

~~Pre-requisite:~~ ~~None~~

Course Objectives:

1. Understand different issues of International Business.
2. Analyze how different environment affects the business of a Multi National Companies.
3. Understand the importance of different theories of explaining international trade and businesses.
4. Understand the role of International Institutions in promoting and stabilizing the international integration.
5. Design a suitable strategy for international trade, for a firm, depending upon the economic conditions of both home and host countries.

Course Outcomes:

S.No.	Course Outcomes	Level of Attainment
CO-1	Understanding international boundaries and different issues of international business.	Familiarity
CO-2	Understanding and analyzing different environmental factors affecting international business.	Assessment
CO-3	Assessing the importance of international trade theories	Assessment
CO-4	Analyzing the roles and responsibilities of different international institutions promoting international business	Assessment
CO-5	Designing a suitable strategy of international business	Usage

Course Contents:

Unit	Contents	Lectures required
1	**Introduction:** Introduction and Basic Understandings of World Map	2
2	**Understanding Globalization:** Globalization and International Business	4
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) Theories of Foreign Exchange 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	9

Approved in Academic Council held on 28 June 2023

	c)	Entry Strategy and Strategic Alliances (includes Export- Import, Direct Investments and Collaborative Strategies)	
Total lectures			**42**

Suggested Text Book(s):

1. Daniels, Radebaugh, Sullivan and Salwan: International Business, Pearson Education
2. Hill and Jain: International Business, TMH
3. Czinkota, Ronkainen and Moffet: International Business, Wiley
4. Newspapers, Magazines and Internet

Suggested Reference Book(s):

1. Cherunilam: International Business, PHI
2. Jsutin Paul: International Business, PHI
3. Rakesh Mohan Joshi: International Business, Oxford

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	Class Performance - 10 Quizzes (2) - 10 Attendance - 5

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

Course outcomes (International Business Management)	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	1.0	0.0	1.0	2.0	2.0	2.0	2.0	2.0	3.0	0.0	2.0	1.4
CO-2	0.0	2.0	2.0	2.0	3.0	2.0	2.0	2.0	2.0	2.0	2.0	3.0	2.0
CO-3	0.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
CO-4	0.0	1.0	1.0	1.0	2.0	1.0	2.0	3.0	1.0	3.0	1.0	1.0	1.4
CO-5	0.0	2.0	3.0	3.0	3.0	2.0	1.0	3.0	3.0	2.0	2.0	2.0	2.2
Average	0.00	1.50	1.50	1.67	2.50	1.67	1.67	2.33	1.83	2.17	1.33	2.00	1.6

Approved in Academic Council held on 28 June 2023

Internet Marketing

COURSE CODE: 18B1WHS634

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.
3. Examine the fundamental principles associated with the strategic adoption, implementation, use and evaluation of internet in organizations.
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:

Unit	Content	Lectures required
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

Approved in Academic Council held on 28 June 2023

7.	**E-service quality**	4
	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.	
8.	**Customer relationship management**	4
	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.	
9.	**Business-to-business Internet marketing**	4
	Principal uses of the Internet in business-to-business markets. Impact of Internet technologies on buyer/supplier processes, relationships and markets.	
10.	**Advanced Topics**	6
	SEO, SEM, TEES, Commercial aspects of Cloud Computing, Big Data & Marketing Intelligence, E-Squal, Digital India	
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)

Course outcomes (Internet Marketing)	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	Average
CO1	0	2	0	0	0	0	0	0	0	1	3	1	0.58
CO2	0	2	0	0	0	0	1	0	0	0	3	1	0.58
CO3	0	2	3	0	2	0	0	0	3	0	3	1	1.17
CO4	1	2	3	2	2	0	0	0	0	0	3	1	1.17
CO5	0	2	0	0	0	2	1	2	3	1	3	1	1.25
Average	0.2	2	1.2	0.4	0.8	0.4	0.4	0.4	1.2	0.4	3	1	

Approved in Academic Council held on 28 June 2023

Industrial Sociology

COURSE CODE: 18B1WHS639

COURSE CREDITS: 3

CORE/ELECTIVE: Elective

L-T-P: 3-0-0

Pre-requisite: None

Course Objectives:

1. Learn sociology of industry, labour, human relations and management.
2. Learn how the work is being organized in an industrial organization
3. Learn how labour is abstracted in the industrial work process.
4. Learn how the issues between labour and management are constructed and how labor welfare measures are implemented.

Course Outcomes:

S.No.	Course Outcomes	Level of Attainment
CO-1	Appreciation for Industrial society and its place within human society	Familiarity
CO-2	Have a view on the Industrialization in India and its growth	Familiarity
CO-3	Understanding about the structure of industry, Industrial Relations, the role of Trade Unions, Employee Discipline and grievance handling	Assessment
CO-4	Handling Industrial Disputes and what are their causes	Usage

Course Contents:

Unit	Contents	Lectures required
1	**Industrial Sociology, Sociology and social Sciences :** what is Industrial Sociology? Debunking in Industrial sociology, key Industrial Concepts, Role of Diversity in Industrial sociology, Scope and Importance, development of Industrial Sociology	4
2	**Theories and Movements** : Functionalism, Durkheim, Contingency theory, conflict theory, Weber, Theory of " Modernity" and " Modernization", Critical theory, Postmodernism and Post -Structuralism	3
3	**Forerunners of Industrial System**: Early Industry of transformative Industries , factory system and its Foreman, Factories	2
4	**Growth of Industrialization**: The Industrial Revolution, Its origin and Impact,Industrial Revolution in US and Europe and around the World. Social Impact of IR	3
5	**Industrialization in India**: Indian Industry in the past, Ancient, (up to 750AD) Medieval (750 to 1757)and Modern Period , Industrialization in 18th and 19th C and during the beginning of 20th C , Indira Gandhi's Era, industrial Policy measures of the Eighties, Gandhian way of Industrialization	4
6	**Industrial Organization:** Meaning, types and Concept, Japanese Corporate Model, Emerging organizational designs, Mergers and Acquisitions	2
7	**Social Groups in Industry :** Patterned social Behaviour, Groups: Functions, Development and key Dimensions, Teams , social loafing, Group Think Conformity	3
8	**Organization and Its External Environment:** The Bhopal Plant and Union carbide, CSR, CRP, social audit, Society: Operating in Pluralistic Society	2
9	**Ethics and Human Values :** changes in Society and their Impact on Human values, Ethics and Values, Applying Ethics in Industry, policy Demands, Organizational values, Corruption	2

Approved in Academic Council held on 28 June 2023

	Module 4: Industrial Society, Industrial relations and Grievance Handling Procedures	
10	**Industrial Society:** definition, Consequences of Industrialization, Social Mobility, Migration, social differentiation and social stratification, child labour, Change in Institution of family, Impact of Technology	5
11	**Industrial Relations : Growth and Development:** Birth of Industrial Relations, Definition, scope, objectives and Concept, Labour Movemwent, Impact of trade Union Movement, trade Union In India, Role of Government in Industrial relations, International factors, Industrial Disputes, Strikes, Lockouts,Picketing,Gherao, Prohibiliton of Strikes and lockouts, Union Legislation, Union free Companies	6
12	**Employee Discipline and Grievance Handling procedures:** Nature and Purpose of Discipline, Principles of Discipline, Approaches to Discipline, Grievances in Industry, Procedures and handling	4
13	**Organizational Changes and Post –Industrial society:** Post Industrial society, Globalization, Impact on India of globalization War and Terrorism, Regionalization,	2
Total lectures		42

Suggested Text Book(s):
1. Narendar Singh: Industrial Sociology , Tata McGraw Hill Education Private Limited ,New Delhi
2. Vikas kaushik, Anuranjan Misra, Manju Misra: Industrial Sociology AB Publications, New Delhi

Suggested Reference Book(s):

1. Mathus A.S. : Labour policy and Industrial Relations In India
2. Mecheal V.P. : Industrial Relations and Workers Management in India
3. Butler A.D. : labour Economics and Institutions.

Other useful resource(s):

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 (2) – 10 Quizzes (2) - 10 Attendance - 5

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

Course outcomes (Industrial Sociology)	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	1	0	0	3	3	1	1	3	0	3	1.25
CO-2	0	0	1	0	0	3	3	2	2	1	0	3	1.25
CO-3	0	3	3	3	3	3	3	3	3	3	0	3	2.5
CO-4	0	3	3	3	3	3	3	2	3	3	0	3	2.4
Average	0	1.5	2	1.5	1.5	3	3	2	2.25	2.5	0	3	

Approved in Academic Council held on 28 June 2023

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	4

	strategy; Entry mode strategies; Porter's Diamond of Competitive advantage.	
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	

Approved in Academic Council held on 28 June 2023

Human Rights For Technocrats

COURSE CODE: 18B1WHS832

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	5

Approved in Academic Council held on 28 June 2023

	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	
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_enBIN8 20IN820&oq=Meaning+and+Significance+of+Human+Rights&aqs=chrome..69i57j0l5.1710j0j7&sourceid=c hrome&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	

Approved in Academic Council held on 28 June 2023

Understanding India: Literary Reflections

COURSE CODE: 18BIWHS636
COURSE CREDITS: 3
CORE/ELECTIVE: Elective
L-T-P: 3-0-0

Pre-requisite: None

Course Objectives:

1. To understand migration.
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
CO-1	Analyze the reason and impact of migration and displacement	Familiarity
CO-2	Explore and understand the socio-cultural and geographical contexts for a holistic living	Assessment
CO-3	Demonstrate familiarity with gender issues	Assessment
CO-4	Understanding the links and connections in construction of identity.	Usage
CO-5	Apprise the students with socio-cultural concepts and historical events like Dalit literature, Bhakti Radicals and Partition literature respectively	Familiarity

Course Contents:

Unit	Contents	Lectures required
1	**Modern Literature** Cross-cultural Reflections in Vinay Rai's "A Rainbow of Contradictions" from *Think India*	3
2	**From other Margins** **(Regional environment/ecology, traditions, folklores)** 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** Rajiv Malhotra's "Indian Comfort with Chaos" and "Western Joker and Indian Clown" from *Being Different: An Indian Challenge to Western Universalism*	8
4	**Views on Education, Indian ethos, identity and rural development** S. Radhakrishnan's "The Adaptive Culture" and "Of One Mind" from *The Adaptive Indian: Identity and Ethos*	4
5	**Partition Literature: Migration and identity** Jhumpa Lahiri's "The Triangle", "The Second Exile" and "The Wall" from *In Other Words* Ismat Chugtai's *Roots* rature: Migration and Identity	8
6	**Bhakti Radicals and Dalit Literature: Human Rights in India against caste system** The Bhakti Radicals and Untouchability by Gail Omvedt from *Speaking Truth to Power: Religion, Caste and the Subaltern Question in India* Introduction to Dalit Movement; *Karukku* by Bama	3
Total lectures		**42**

Approved in Academic Council held on 28 June 2023

Suggested Text Book(s):

1. Malhotra, Rajiv. *Being Different: An Indian Challenge to Western Universalism*. Harper Collins: Noida, 2013
2. Radhakrishnan, S. *The Adaptive Indian: Identity and Ethos.* Orient Paperbacks: New Delhi, 2013
3. Lahiri, Jhumpa. *In Other Words.* Penguin: New Delhi, 2017
4. Bhagavan, Manu and Anne Feldhaus.Eds. *Speaking Truth to Power: Religion, Caste and the Subaltern Question in India.* OUP: New Delhi, 2008.
5. Asaduddin, M. *Ismat Chugtai: Lifting the Viel.* Modern Classics. Penguin: New Delhi, 2009

Other useful resource(s):

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 - 6 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	

Approved in Academic Council held on 28 June 2023

Human Resource Management

COURSE CODE:

18B1WHS633 COURSE

CREDITS: 3

CORE/ELECTIV

E: Elective L-T-P:

3-0-0

Pre-requisite: None

Course Objectives:

1. Learn HRM basic concepts its functions and importance in the dynamic business environment
2. Learn the roles and functions of various organizational departments
3. Learn how to develop and acknowledge training and development needs for the employees. Design training programs and also design and formulate employee performance appraisalsand compensation plans.
4. Learn the strategies human resource management ,policies and functions
5. Learn the concept and usage of HRM in global era

Course Outcomes:

S.No.	Course Outcomes	Level of Attainment
CO-1	To have an understanding of the basic concepts, functions and processes of human resource management	Familiarity
CO-2	To be aware of the role, functions and functioning of human resource department of the organizations.	Familiarity
CO-3	To Design and formulate various HRM processes such as Recruitment, Selection, Training, Development, Performance appraisals and reward Systems, Compensation Plans and Ethical Behavior.	Assessment
CO-4	Develop ways in which human resources management might diagnose a business strategy and then facilitate the internal change necessary to accomplish the strategy	Usage
CO-5	Evaluate the developing role of human resources in the global arena.	Usage

Course Contents:

Unit	Contents	Lectures required
1	**Introduction to Human resource management:** Aims and Characteristics of HRM, How HR impacts on organizational performance, Role of HR practitioner, HRM policies, Strategic role of HRM	3
2	**Organization design and Planning:** Organization design, Types of organization design, Elements of Organization design. The process of organizing and its aim, Conducting organization reviews, Organization analysis and diagnosis, Organization planning	3
3	**Job analysis:** Nature and use of Job analysis information, Steps in job analysis, Methods of Collecting Job analysis Information, Writing job descriptions and job specifications.	4

4	**Personnel planning and Recruiting:** Planning and recruiting, Recruiting a diverse workforce	5
5	**Employee Management and Selection and Interviewing :** Selecting Human Resource, Inducting and Placing New Hires	4
6	**Training and Developing Employees :** Training Process, methods, Managing Organizational Change and Development	5
7	**Performance Management and Appraisal :** Basic concepts in Performance Management and Appraisal, Introduction to Appraising performance, appraising performance: problems and issues	3
8	**Designing Strategic pay plans :** Establishing pay plans, competency based Pay, Compensation Trends	3
9	**Employee relations:** Ethics and Fair Treatment at work, role of HR Management in Fostering Ethics and Fair treatment, Employee Discipline and Privacy, Managing Dismissal	3
10	**Employee Safety :** Responsibilities and rights of Employers and Employees,Workplace Health Hazards,Occupational Security, Safety and Health	3
11	**Contemporary issues in HRM :** Major challenges ahead of HRM and HR Responses	2
12	**International HRM :** Domestic HRM compared to International HRM, Expatriate problems	2
13	**The e-HRM :** Nature , e-activities ,recruitment , selection, performance management, compensation	2
Total lectures		42

Suggested Text Book(s):

1. Dessler, G.& Varkkey B.(2011) *Human Resource Management*, 12th Ed, Pearson Educatio
2. Aswathappa K. (2005) *Human Resource and Personnel Management*,4th Ed,Tata Mc Graw Hill Publishing Co. Ltd
3. David Lepak\ Mary Gowan, Humann Resource Management: managing Employees for the Competitive advantage

Suggested Reference Book(s):

1. Durai, P. (2010), *Human Resource Management*, Pearson Education
2. Snell/ Bohlander, *Human resource Management*, Cengage Learning

Other useful resource(s):

1. http://aise.swlearning.com
2. www.pearsonhighered.com/lepak

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

Approved in Academic Council held on 28 June 2023

4.	Teaching Assessment	25	Entire Semester	Assignment (2) - 10 Quizzes (2) - 10 Attendance - 5

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

Course outcomes (Human Resource Management)	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	1	0	3	2	3	3	3	3	0	3	1.75
CO-2	0	0	1	0	3	2	3	3	3	3	0	3	1.83
CO-3	0	3	3	3	3	2	3	3	3	3	2	3	2.5
CO-4	0	3	3	3	3	2	3	3	3	3	2	3	2.5
CO-5	0	3	3	3	3	2	3	3	3	3	0	3	2.4
Average	0	1.2	2.2	1.8	3	2	3	3	3	3	0.81.	3	

Approved in Academic Council held on 28 June 2023

INTERCULTURAL COMMUNICATION

COURSE CODE:

22B1WHS831

COURSE CREDITS: 3

CORE/ELECTIVE: ELECTIVE

L-T-P: 3-0-0

Pre-requisite: None

Course Objectives:

6. Honour and share their own culture while developing a capacity to be inclusive of many other cultures.
7. View cultural differences objectively and understand that differences are not hierarchical.
8. Identify and appreciate the beliefs, values and norms of their own culture and recognize and articulate differences and similarities in dominant cultural patterns.
9. Demonstrate increasing ability to communicate with non-native speakers as well as persons who exhibit a different world view, value system and communicative style.
10. Understand why communicative misunderstanding occurs and how to overcome it.

Course Outcomes:

S. No.	Course Outcomes	Level of Attainment
CO-1	Understand and appreciate cultural differences	Familiarity
CO-2	Access your understanding of cultural differences in various situations	Assessment
CO-3	Assess your ability to overcome the cultural stereotypes and interact effectively	Assessment
CO-4	Develop effective communication skills	Usage
CO-5	Demonstrate the ability to overcome cultural shock and display acceptance	Usage

Course Contents:

Chapter	Topics	Hours
1	Intercultural communication • Intercultural communication • The dominant culture • Co-cultures • Ethics in intercultural communication	4
2	Culture and communication • The uses of communication • Characteristics of communication	4

Approved in Academic Council held on 28 June 2023

	• Culture • Elements of culture • Characteristics of culture	
3	Cultural Shock • Cultural Shock • Assimilation • Ethnocentrism and Stereotypes • Intercultural Conflict	8
4	Cultural Values, Identity • Understanding perception • Understanding Values • Cultural Patterns • The Role of Identity • Racism • Ethnocentrism	7
5	Social Media, Cultural and Communication • Cross-cultural Communication on social media • Digital Culture and Social Media • Perspective of Cultural Psychology	3
6	Verbal Message: language • Functions of Language • Language and Meaning • Language and Culture • Interpretation and Translation	8
7	Nonverbal Communication • Functions of Nonverbal Communication • Defining Nonverbal Communication • Nonverbal Communication and Culture • Classification of Nonverbal Communication • Improving Nonverbal Communication Skills	6
8	Culture, Communication and Conflict Resolution • Intercultural conflict • Assessing the Context • Negotiation and Conflict resolution	8
Total Lectures		48

Teaching Methodology

The course will be delivered with the help of lectures, interactive sessions, extemporize, presentations, cases and introspection.

Evaluation Scheme:

Approved in Academic Council held on 28 June 2023

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	Class room participation and performance

Text Book

1. Samovar, L. A., Porter, R. E., Mc. Daniel & Roy C.S. (2013) *Communication Between Cultures8th Ed*. Wadsworth Cengage Learning.
2. Tannen, D. (1992). *That's Not What I Meant*. Virago Press.

Suggested Readings

1. Samovar, L. A., Porter, R. E. & Mc. Daniel (2012) *Intercultural Communication: A Reader13th Ed*. Wadsworth Cengage Learning.
2. Samovar, L. A. (1998) *Oral Communication: Speaking across Cultures A Reader10th Ed*. McGraw Hill.
3. Cameron, D. (2007) *The Myth of Mars and Venus* Oxford University Press.
4. Beamer L. & Varner, I. (2011) *Intercultural Communication in the Global 4th Ed. Workplace* Tata McGraw Hill.

Attainment of POs through Cos											
Sr No	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12
CO-1	0	2	3	3	1	3	2	3	3	3	0	3
CO-2	0	2	3	2	1	3	2	3	3	3	0	3
CO-3	0	2	3	2	1	3	2	3	3	3	0	3
CO-4	0	2	3	3	1	3	2	3	3	3	0	3
CO-5	0	2	3	2	1	3	2	3	3	3	0	3
Average Score	0	2	3	2	1	3	2	3	3	3	0	3

Approved in Academic Council held on 28 June 2023

INTERNATIONAL HUMAN RESOURCE MANAGEMENT

COURSE CODE: 22B1WHS832

COURSE CREDITS: 3

CORE/ELECTIVE: ELECTIVE
L-T-P: 3-0-0

Pre-requisite: None

Course Objectives:

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
5. Design effective IHRM systems and practices for MNCs.

Course Outcomes:

S.No.	Course Outcomes	Level of Attainment
CO-1	Define, explain and compare perspectives and theories related to IHRM	Familiarity
CO-2	Make use of an in-depth understanding of research in IHRM to critically analyse theories, perspectives, and practical problems facing contemporary firms	Assessment
CO-3	Systematically illustrate, define, categorise, and analyse a broad range of issues and problems facing MNCs in their IHRM activities	Assessment
CO-4	Use concepts and tools for explaining and developing theories and methods which can be integrated into practical applications of IHRM	Usage
CO-5	Present, both in speech and writing, the impact of IHRM in MNCs and Discuss, critically reflect upon and evaluate ethical matters related to IHRM	Usage

Subject Code		Semester	8
Subject Name	International Human Resource Management		
Credits	03	Contact Hours	42
Course	Dr Tanu Sharma		

Approved in Academic Council held on 28 June 2023

Coordinator			

Course Contents:

Chapter	Topic	Course	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	2
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 HRM in Japan , United States, United Kingdom, Turkey, Arab Middle East, India, China	3
4	**Strategic IHRM** Case : Orgaon laboratories ltd, scotland	• **Introduction to Strategic Management & Industry Analysis** • **Internal Analysis: Resource-Based Strategy** • **Competitive Strategies** • **Corporate Strategies & Globalization** • **Corporate Sustainability**	**3**
5	Staffing International operations for sustained global growth	Approaches to staffing Transferring staff for international business activities The roles of an expatriate The role of the corporate HR function in MNEs	3
6	Recruiting and selecting staff for international assignments	Issues in staff selection ,Factors moderating performance, Selection Criteria, Dual career couples, Are female expatriates different?	3
7	International training and development	The role of expatriate training Components of effective pre-departure	5

		training programmes	
	Case : Seiko Instruments		
	Case : Transfer of Knowledge in Oki- Training and development	The effectiveness of pre-departure training Developing staff through international assignments	
8	International compensation Case : News International plc	Objectives of international compensation Key components of an international compensation program	3
9	Re-entry and career issues	The repatriation process, Individual reactions to re-entry , Multinational responses Designing a repatriation programme	3
10	IHRM in the host country context	Standardization and localization of HRM practices Factors driving standardization and Localization Code of conduct- monitoring HRM practices in the host country	4
11	International industrial relations Case : Elementis and Michelin	Key issues in international relations Trade unions and international industrial relations	4
12	Performance Management Case : Tubular Industries Scotland Ltd.	Multinational performance management Performance management of international employees	3
13	IHRM trends: complexity, challenges and choices in the future	Research issues and theoretical developments	3
		Total Hours	42

Methodology

The course follows a teaching-learning method with classroom discussions and activities on fundamental concepts of IHRM The format will emphasize capstone lectures, class discussion of assigned readings and other topics, in-class exercises, case analysis, and a group project.

Suggested Text Book(s):

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

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	5 marks attendance 08 – case study
				12- Group Project and Presentation

Attainment of POs through Cos												
Sr No	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12
CO-1	0.0	0.0	1.0	0.0	3.0	2.0	3.0	3.0	3.0	3.0	0.0	3.0
CO-2	0.0	0.0	1.0	0.0	3.0	2.0	3.0	3.0	3.0	3.0	0.0	3.0
CO-3	0.0	3.0	3.0	3.0	3.0	2.0	3.0	3.0	3.0	3.0	2.0	3.0
CO-4	0.0	3.0	3.0	3.0	3.0	2.0	3.0	3.0	3.0	3.0	2.0	3.0
CO-5	0.0	3.0	3.0	3.0	3.0	2.0	3.0	3.0	3.0	3.0	0.0	3.0
Average Score	**0.00**	**1.80**	**2.20**	**1.80**	**3.00**	**2.00**	**3.00**	**3.00**	**3.00**	**3.00**	**0.80**	**3.00**

Approved in Academic Council held on 28 June 2023

Investment Analysis and Portfolio Management

COURSE CODE: 21B1WHS831

COURSE CREDITS: 3

CORE/ELECTIVE: ELECTIVE

L-T-P: 3-0-0

Pre-requisite: None

Course Objectives:
1. To understand financial instruments, financial markets and their behaviour.
2. To evaluate different financial instruments/portfolios based on their risks and returns.
3. To design different portfolios and select the best among them.
4. To understand meaning, significance and importance of market dynamics.
5. To evaluate portfolio performance.

Course Outcomes:

S.No.	Course Outcomes	Level of Attainment
CO-1	Understanding the concepts of different financial instruments and financial markets	Familiarity
CO-2	Risk and return assessment	Assessment
CO-3	Designing optimal portfolio	Usage
CO-4	Understanding and assessing dynamics of financial markets	Assessment
CO-5	Evaluating portfolio performance	Assessment

Course Contents:

Unit.	Contents	Hours
1.	**Introduction to Investment Environment:** Real Assets Vs. Financial Assets, Taxonomy of Financial Assets, Investment Vs. Speculation, Investment Alternatives, Financial Markets and the Economy, Investment Process, Approaches to Investment Decisions, Common Errors in Investment Decisions, Qualities for Successful Investing, Recent Trends	3
2.	**Asset Classes and Financial Instruments:** Deposits, Government Saving Schemes, Money Market, Bond Market, Equity Shares, Mutual Funds, Insurance Products, Retirement Products, Real Estate, Stock and Bond Market Indexes, Derivative Markets	2
3.	**Securities Market and Trading:** Participants, Issuing Securities, Primary and Secondary Equity Markets, Trading and	3

Approved in Academic Council held on 28 June 2023

	Settlement, Buying and Selling Shares, Trading Costs, Buying on Margin, Short Sales, Government Securities Markets, SEBI		
4.	**Risk and Return:** Concept and Calculation of Risk and Return, Measuring Historical and Expected Risk and Return, Normal Distribution and Deviation from Normality	3	
5.	**Risk Aversion and Capital Allocation to Risky Assets:** Risk and Risk Aversion, Capital Allocation across Risky and Risk Free Portfolios, The Risk Free Assets, Risk Tolerance and Asset Allocation	3	
6.	**Portfolio Theory:** Diversification and Portfolio Risk, Portfolio Return and Risk, Measurement of Co-movements in Security Returns, Calculation of Portfolio Risk, Efficient Frontier, Optimal Portfolio, Riskless Lending and Borrowing, The Single Index Model	4	
7.	**Capital Asset Pricing Model:** The CAPM Model, CAPM and Index Model, Inputs Required for Applying CAPM, Empirical Evidence of CAPM, Is the CAPM Practical, Beta Relationship, Extension of the CAPM, Liquidity of the CAPM	4	
8.	**Arbitrage Pricing Theory and Multifactor Model of Risk and Return:** Multifactor Models, Arbitrage Pricing Theory, Individual Assets and APT, A Multifactor APT, The Multifactor CAPM and APT	3	
9.	**Efficient Market Hypothesis:** Random Walks and the EMH, Implications of the EMH, Forms of the EMH, Empirical Evidence of Weak-Form, Semistrong-Form and Strong-Form EMH, Market Efficiency	4	
10.	**Behavioural Finance and Technical Analysis:** Heuristic-Driven Biases, Frame Dependence, Emotional and Social Influences, Market Inefficiency, The Behavioural Critique, Strategies for Overcoming Psychological Biases	2	
11.	**Technical Analysis:** Concepts of TA, Charting Techniques, Technical Indicators, Testing Technical Trading Rules, Evaluation of TA	2	
12.	**Bonds and Derivatives:** Introduction to Bond Markets, Prices and Yields; Managing Bond Portfolios, Introduction to Derivatives – Options, Futures and Swaps	3	
13.	**Equity Valuation Models and Portfolio Performance Evaluation:** Balance Sheet Valuation, Dividend Discount valuation, Valuation by Comparables, Intrinsic Value Vs. Market Price, Price-Earnings Ratio, Free Cash Flow Model, Equity Portfolio Management, The Aggregate Stock Market, The Conventional Theory of Performance Evaluation, Performance Measurement with Changing Portfolio Composition, Market Timing, Style Analysis, Morningstar's Risk-Adjusted Rating, Evaluating Performance Evaluation, Performance Attribution Procedure	6	
	Total Hours	42	

Suggested Text Book(s):

1. Investments by Zvi Bodie, Alex Kane, Alan J. Marcus and Pitabas Mohanty, McGraw Hill.

Suggested Reference Book(s):

1. Investment Analysis and Portfolio Management by Prasanna Chandra, TMH.
2. Modern Portfolio Theory and Investment Analysis by Edwin J. Elton, Martin J. Gruber, Stephen J. Brown and William N. Goetzmann, Wiley.
3. Investment Analysis & Portfolio Management by Frank K. Reilly and Keith C. Brown, South-Western Cengage Learning.

Evaluation Scheme:

S. No	Exam	Marks	Duration	Coverage / Scope of Examination
1	T-1	15	1 Hour.	Syllabus covered upto T-1-> Unit 1-5
2	T-2	25	1.5 Hours	Syllabus covered upto T-2-> Upto T1 + Unit 6-8
3.	T-3	35	2 Hours	Entire Syllabus
4.	Teaching Assessment	25	Entire Semester	Class Performance - 10 Quizzes (2) - 10 Attendance - 5

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

Course outcomes	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	2	1	2	3	2	1	1	1	1	2	2	1.5
CO-2	0	3	2	3	3	1	1	1	1	1	2	2	1.67
CO-3	0	2	3	2	3	1	1	1	2	1	1	2	1.58
CO-4	0	2	2	2	3	1	1	1	2	1	2	2	1.58
CO-5	0	2	2	2	2	1	1	2	1	1	1	2	1.42
Average	0	2.20	2.00	2.20	2.80	1.20	1.00	1.20	1.40	1.00	1.60	2.00	1.55

Approved in Academic Council held on 28 June 2023

Digital Product Management

COURSE CODE: 21B1WHS832

CREDITS: 3 CORE/ELECTIVE:

ELECTIVE L-T-P: 3-0-0

Pre-requisite: None

Course Objectives:

1. **Understand the environment in which digital product management is practiced**
2. Understand digital product management from a multi-dimensional and holistic perspective including product leadership, influence and innovation.
3. Gain an understanding and knowledge about different metrics of digital product performance
4. Ability to comprehend and design operational practices of digital product management
5. Have the capacity to build and manage teams towards greater synergy and performance

Course Outcomes:

S.No.	Course Outcomes	Level of Attainment
CO-1	Identify decision points during the product life cycle where data science techniques are applicable	Assessment
CO-2	Ability to select from a broad set of metrics, product instrumentation, data sources, modeling and data visualization techniques for use in product management decision-making	Assessment
CO-3	Apply selected modeling (e.g. classification, clustering, and text analytics) and visualization techniques to product management	Assessment
CO-4	Plan and execute a data science project at realistic scale to inform at least one product management decision demonstrating the application of concepts.	Assessment

Course Contents:

Unit	Conte nts	Lectures required
1	**The digital product environment**: Introduction, Digital transformation ,Programmatic marketing, Artificial intelligence ,Virtual and augmented reality.	4
2	**Digital customers**: Introduction ,Online buying behavior, Privacy	4
3	**Introduction to digital product management:** the relevance and role of the digital product manager, analytics, business mode	3
4	**Business context:** business model canvas, business model thinking into DPMT	4

Approved in Academic Council held on 28 June 2023

5	**Organizational context:** coordinating teams and processes cross-functional coordination, agile and blended development processes	3
6	**Requirements** collecting and assessing requirements, prioritizing/reprioritizing requirements; documenting requirements – the MRD and the PRD	3
7	**Product definition and MVP evolution** :minimum viable product (MVP); diffusion of innovation and product evolution through analytical experimentation	3
8	**Product evolution**: architecture, A/B testing, and iteration	4
9	**Market Strategy:** GTM strategy: The 4P and the 4C Models, The SAVE Model, product management and product marketing in GTM	3
10	**Metrics:** key performance indicators (KPI);P&L management	4
	Total lectures	42

Suggested Text Book(s):

1. Joglekar, N. and Nagaraj, V., (2017). Digital product management thinking: Integrating analytics, business model, coordination and design thinking: SenseShaping Ventures.

Suggested Reference Book(s):

1. Ryan, D., & Jones, C. (2012). Understanding digital marketing– Marketing strategies for engaging the digital generation. 2. painos. Lontoo: Kogan Page.

2. Kingsnorth, S. (2019). Digital marketing strategy: an integrated approach to online marketing. Kogan Page Publishers.

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	Class Performance– 10 Assignments- 10 Attendance -5

Approved in Academic Council held on 28 June 2023

UNIVERSAL HUMAN VALUES II: UNDERSTANDING HARMONY

COURSE CODE: COURSE

CREDITS: 3 CORE/ELECTIVE: Core

L-T-P: 2-1-0

_____

Pre-requisite: None

Objective:

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

Course Outcomes:

S. No.	Course Outcomes	Level of Attainment
CO-1	Self Awareness, Social awareness (family, society, nature).Sustainability in relationships and Critical thinking	Familiarity
CO-2	Introspection and self reflection	Assessment
CO-3	Sensitive to commitment towards human values, human relationship and human society.	Usage
CO-4	Developing commitment and courage	Usage

Course Contents:

Unit	Contents	Lectures required
1	**Course Introduction - Need, Basic Guidelines, Content and Process for Value Education** • Purpose and motivation for the course, recapitulation from Universal Human Values-I • Self-Exploration–what is it? - Its content and process; 'Natural Acceptance' and Experiential Validation- as the process for self- exploration • Continuous Happiness and Prosperity- A look at basic Human Aspirations Right understanding, Relationship and Physical Facility- the basic requirements for fulfillment of aspirations of every human being with their correct priority • Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario • Method to fulfill the above human aspirations: understanding and • living in harmony at various levels.	7
2	**Understanding Harmony in the Human Being - Harmony in Myself!** • Understanding human being as a co-existence of the sentient 'I' and the material 'Body'	5

	• Understanding the needs of Self ('I') and 'Body' - happiness and physical facility • Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer) • Understanding the characteristics and activities of 'I' and harmony in 'I' • Understanding the harmony of I with the Body: Sanyam and Health; correct appraisal of Physical needs, meaning of Prosperity in detail • Programs to ensure Sanyam and Health.		
3	**Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship** • Understanding values in human-human relationship; meaning of Justice (nine universal values in relationships) and program for its fulfilment to ensure mutual happiness; Trust and Respect as the foundational values of relationship • Understanding the meaning of Trust; Difference between intention and competence • Understanding the meaning of Respect, Difference between respect and differentiation; the other salient values in relationship • Understanding the harmony in the society (society being an extension of family): Resolution, Prosperity, fearlessness (trust) and co-existence as comprehensive Human Goals • Visualizing a universal harmonious order in society- Undivided Society, Universal Order- from family to world family.	6	
4	**Understanding Harmony in the Nature and Existence - Whole existence as Coexistence** • Understanding the harmony in the Nature • Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self regulation in nature • Understanding Existence as Co-existence of mutually interacting units in all-pervasive space • Holistic perception of harmony at all levels of existence. Include practice sessions to discuss human being as cause of imbalance in nature (film "Home" can be used), pollution, depletion of resources and role of technology etc.	5	
5	**Implications of the above Holistic Understanding of Harmony on Professional Ethics** • Natural acceptance of human values • Definitiveness of Ethical Human Conduct • Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order • Competence in professional ethics: a. Ability to utilize the professional competence for augmenting universal human order b. Ability to identify the scope and characteristics of people friendly and eco-friendly production systems, c. Ability to identify and develop appropriate technologies and management patterns for above production systems. • Strategy for transition from the present state to Universal Human Order: a. At the level of individual: as socially and ecologically responsible engineers, technologists and	5	

	managers b. At the level of society: as mutually enriching institutions and organizations	
	Total Lecture Hours	**28**

Suggested Text Book(s):
- Text Book 1. Human Values and Professional Ethics by R R Gaur, R Sangal, G P Bagaria, Excel Books, New Delhi, 2010

Suggested Reference Book(s):

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

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	Attendance - 5 Class Performance/Assignment - 10 Quiz-10

Approved in Academic Council held on 28 June 2023