

DEPARTMENT OF HUMANITIES AND SOCIAL  
SCIENCES  
SYLLABUS

## English and Technical Communication

COURSE CODE: 18B11HS111

COURSE CREDITS: 2

CORE/ELECTIVE: CORE

L-T-P : 2-0-0

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**Pre-requisite:** None

**Course Objectives:**

1. The Student will be able to analyze communication situations and audiences to make choices about the most effective and efficient way to communicate and deliver messages.
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 grammatically correct business documents using appropriate business style.
4. The student will learn to speak and write grammatically correct sentences with the ability to express thoughts with clarity and accuracy.
5. Students will develop command over their language and synchronize their thoughts into written form

**Course Outcomes:**

S.No.	Course Outcomes	Level of Attainment
CO1	Understand and learn the concepts of better and effective communication	Familiarity
CO2	Learn the basics of business etiquettes, values and personal goal setting	Familiarity
CO3	Enable students to prepare better Power Point Presentations with clarity of expression and appropriate language.	Assessment
CO4	Help make communication stronger by learning the nature and mechanics of effective writing.	Assessment
CO5	Learn the different formats of business writing with correct knowledge of grammar.	Usage
CO6	Develop command over language, using techniques of vocabulary building and identifying common errors, redundancies and grammatical syntax.	Usage

## Course Contents:

Unit	Contents	Lectures required
1	<b>Concept and Nature of Communication:</b> What is communication? Stages of communication. Ideation, encoding, transmission, decoding & response. Channels of communication. Communication in organizational settings. Etiquettes in social and Office settings. Work culture in Jobs. Barriers to effective communication. Guidelines to overcome communication barriers	4
2	<b>Self Development and Assessment:</b> Self Assessment, Awareness,, Personal goal Setting	2
3	<b>Effective presentation:</b> Pre- presentation jitters. Preparation and practice. Delivering the presentation. Qualities of a skilful presenter. Capturing and maintaining attention. Handling questions Power point presentations	4
4	<b>Nature and Mechanics of Writing (Basic Writing Skills):</b> Techniques for writing precisely: Defining. Describing, Classifying. Use of Phrases and Clauses in sentences  Importance of Proper Punctuation. Organizing Principles of Paragraphs in documents	5
5	<b>Technical Writing:</b> Importance, structure and drafting and revising of Technical Reports. Technical writing style and Language. Business writing: Letters, Preparing resume, notices, agenda and minutes of meeting ,Daily Dairy entry	6
6	<b>Vocabulary Development:</b> Word Formation. Derivatives: Prefixes & Suffixes. Root words. Synonyms, Antonyms, Homophones and Homonyms. One word substitution	2
7	<b>Grammar and Usage:</b> Subject-Verb Agreement. Noun-Pronoun Agreement. Prepositions, Articles	3
8	<b>Identifying Common errors in writing :</b> Redundancies, Clichés , Misplace modifiers, words often confused and misused	2
<b>Total lectures</b>		<b>42</b>

## Suggested Text Book(s):

1. Practical English Usage. Michael Swan. OUP.1995.
2. Remedial English Grammar. F.T. Wood. Macmillan. 2007
3. On Writing Well. William Zinsser. Harper Resource Book. 2001.
4. Study Writing. Liz Hamp-Lyons and Ben Heasley. Cambridge University Press. 2006

5. Exercises in Spoken English. Parts. I-III. CIEFL, Hyderabad. OUP
6. A Communicative Grammar of English. 3<sup>rd</sup> Edn. G. Leech and J. Svartvik. 2012
7. Williams, K., Krizan, A. C., Logan, J. & Merrier, P. (2011) Business Communicating in Business 8<sup>th</sup> Ed. New Delhi: Cengage Learning.
8. Murphy, Herta A., Herbert Hildebrandt, Jane Thomas (2008) Effective Business Communication 7<sup>th</sup> Ed. New Delhi:Tata Mcgraw Hill Education Private Limited.
9. Guffey, M. A. (2000) Business Communication: Product & Process South-Western College Publishing.

**Suggested Reference Book(s):**

1. Lesikar, R. V., Flatley, M.E., Rentz, K. & Pande, N. (2009) Business communication 11<sup>th</sup> Ed. New Delhi: Mc Graw Hill.
2. Communication Skills. Sanjay Kumar and Pushp Lata. OUP. 2011.
3. Williams, K., Krizan, A. C., Logan, J. & Merrier, P. (2011) Business Communicating in Business 8<sup>th</sup> Ed. New Delhi: Cengage Learning.

**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	Etiquettes in Social and Office Settings (5) Rokeach value System(8) Notice and letter Writing/Report Writing(12)

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

Course outcomes (English and Technical Communication)	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	2.0
CO-3	1	2	3	2	2	2	1	2	3	3	1	3	2.0
CO-4	1	1	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	2.0
CO-6	1	2	2	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	

## English and Technical Communication Lab

COURSE CODE: 18B17HS171

COURSE CREDITS: 2

CORE/ELECTIVE: CORE

L-T-P : 0-0-2

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**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 the 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, involving understanding work ethics, manners and correct use of body language.

**Course Outcomes:**

S.No.	Course Outcomes	Level of Attainment
CO1	Understand and sharpen writing skills using correct grammar in Emails, Business letters and Report writing.	Usage
CO2	Learn the basics of successful job applications.	Usage
CO3	Help make communication stronger by learning Non verbal cues and correct Body Language.	Usage
CO4	Enable students to prepare better Power Point Presentations with clarity of expression and appropriate language.	Usage
CO5	Develop advanced vocabulary by learning to use different ways of word construction and strategies of learning new words.	Usage
CO6	Learn to format different types of documents with command over language.	Usage

## List of Exercises

S.No	Description	Hours
1	<b>The Writing Process:</b> Key vocabulary for writing; How do you write Vocabulary: What is a document; The Writing process; Prepositions; The Writing process: some thoughts	1
2	<b>Linking Ideas (I):</b> Linking by time; Linking by contrast and logic; Test yourself (learn about sequencing, exemplifying, highlighting and logic)	1
3	<b>Linking Ideas (II):</b> Referencing Words (1); Practice linking ideas (using connectors); Grammatical focus (Agreement)	1
4	<b>Applying for a Job:</b> Online Application (Spell Check); Use action words Resumes- the basics; Look at a Resume; Applying for a Job: a thought; The Covering letter	1
5	<b>Business Letters:</b> Grammar focus: contractions; A letter of complaint A letter of apology; Words: formal or informal? (Writing clearly and appropriately)	1
6	<b>Writing Emails:</b> Successful emails: the basics (Alternatives to gender-specific words); Marketing emails: some thoughts; Perfecting your document (Spell checking); Emails and letters: case studies (Analyze a formal response); Emails and Letters (Grammar Focus: Modals)	1
7	<b>Use of Body Language:</b> This exercise will include showing a couple of videos to the students on the use of Body Language in communication and also how to interpret other people's body language when they communicate. This will include studying facial expressions, gestures, non- verbal cues and eye contact.	1
8	<b>Use of Power Point Presentation :</b> This exercise will comprise of two videos on the specifics of preparing power- point presentations; the Do's and don'ts; examples from successful business entrepreneurs' presentations.	1
9	<b>Vocabulary Development:</b> Synonyms, Antonyms, Standard Abbreviations  One word Substitution; Homophones, Homonyms, Paronyms, Words often confused and misused; Word Functioning Idiomatically; Foreign Words; Prefixes Suffixes	2
10	<b>Reports: Organizing Information:</b> What will I learn?; Organizing information; Why is organization important?; Finding information; Other Report types (Only reading); Write a report; Grammar focus: past or present? (1); Grammar Focus: past or present? (2)	1

<b>11</b>	<b>Reported Speech:</b> Introduction; The Rule; Practice: Pronouns; Practice: Verbal Actions; Pronunciation: Stress and Rhythm; Do you understand; Vocab: reporting verb; Your test	<b>1</b>
<b>12</b>	<b>Perfecting your Document (I):</b> What will I learn?; The elements of formatting  Format a document; British or North American?	<b>1</b>
<b>13</b>	<b>Perfecting your Document (II):</b> Proofreading: Grammar mistakes; Practice Proofreading; Spell Checking; Common Misspellings; Final thought: the golden rules	<b>1</b>
<b>Total Lab Hour</b>		<b>14</b>

### Softwares Used

- 1. Software Clarity S. Net 7**  
This software supports Wireless LAN and wired LAN.
- 2. Software: Tense Buster 9.0**
- 3. Software: Business Writing**

### 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 shown. Additionally, they are asked to draft letters and memos in their Lab files/registers after reading specimens on the softwares and improve their English with choice of specific and technical words.

### Evaluation Scheme:

1	Mid Sem. Evaluation	20 Marks
2	End Sem. Evaluation	20 Marks
3	Attendance	10 Marks
4	Lab Assessment	15 Marks
5	Class Exercises	30 Marks
6	Discipline	05 marks
	Total	100 marks

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

<b>CO/PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>	<b>Average</b>
<b>CO1</b>	0	1	3	2	3	1	0	3	2	3	1	3	<b>1.8</b>
<b>CO2</b>	1	1	3	2	2	3	2	3	3	3	1	3	<b>2.2</b>
<b>CO3</b>	0	2	2	2	3	1	2	3	3	3	1	3	<b>2</b>
<b>CO4</b>	1	2	3	3	3	1	1	1	3	3	1	3	<b>2</b>
<b>CO5</b>	1	2	0	3	1	2	1	2	2	3	1	3	<b>1.7</b>
<b>CO6</b>	1	2	0	1	1	2	2	3	2	3	1	3	<b>1.7</b>
<b>Average</b>	<b>0.6</b>	<b>1.6</b>	<b>1.8</b>	<b>2.1</b>	<b>2.1</b>	<b>1.6</b>	<b>1.3</b>	<b>2.5</b>	<b>2.5</b>	<b>3</b>	<b>1</b>	<b>3</b>	



## Interpersonal Dynamics, Values and Ethics

COURSE CODE: 18B11HS311

COURSE CREDITS: 3

CORE/ELECTIVE: CORE

L-T-P : 3-0-0

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**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:**

<b>Unit</b>	<b>Contents</b>	<b>Lectures required</b>
<b>1</b>	<p><b>Human Values:</b> Definition and classification of values: Extrinsic values, Universal and Situational values, Physical, Environmental, Sensuous, Economic, Social, Aesthetic, Moral and Religious values.</p> <p>The Problem of Sustenance of value in the process of Social, Political and technological change.</p> <p>Case Study 3 The Three Mile Island Disaster</p>	<b>5</b>
<b>2</b>	<p><b>Understanding Individual Differences, perceptions and attributions:</b></p> <p>Understanding and Managing Yourself: Human Relations and You: Self-Esteem and</p> <p>Self-Confidence: Self-Motivation and Goal Setting; Emotional Intelligence,</p> <p>Attitudes and Happiness; Problem Solving and Creativity.</p>	<b>5</b>
<b>3</b>	<p><b>Leadership and Motivation:</b> Dealing Effectively with People: Communication in the Workplace, Becoming an Effective Leader; Motivating Others and Developing Teamwork</p>	<b>5</b>
<b>4</b>	<p><b>Developing and leading teams</b></p> <p>Tactics for Getting Along with Others in the Workplace; Managing Conflict;</p> <p>Specialized Diversity and Cross-Cultural Competence.</p>	<b>4</b>
<b>5</b>	<p><b>Interpersonal Dynamics in practice</b></p> <p>Self confidence and attitude building, Social and Professional etiquettes</p> <p>(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)</p>	<b>6</b>
<b>6</b>	<p><b>Engineering Ethics</b></p> <p>History, Recent developments and General principles.</p> <p>Case Study 1 Space Shuttle Challenger</p>	<b>4</b>
<b>7</b>	<p><b>Engineering as Social Experimentation</b></p> <p>Engineer as experimenter, Responsibility in experimentation</p>	<b>3</b>
<b>8</b>	<p><b>Engineers' Responsibility for Safety and Risk</b></p> <p>Safety and Risk – Assessment of Safety and Risk – Risk Benefit Analysis</p>	<b>4</b>

	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	
<b>9</b>	<b>Global Issues</b> 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	<b>4</b>
<b>10</b>	<b>Ethical Audit :</b> Need for and ethics audit, Procedure, Best practices	<b>2</b>
<b>Total lectures</b>		<b>42</b>

### 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, 15<sup>th</sup> 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](http://www.onlineethics.org)
  - ii. [www.nspe.org](http://www.nspe.org)
  - iii. [www.globalethics.org](http://www.globalethics.org)
  - iv. [www.ethics.org](http://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

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**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	<b>Introduction to Accounting:</b> Basic concepts of accounting, Accounting standards and Policies, Accounting Concepts and Conventions, Accounting Equation, Preparation of Journal, Ledger and Trial Balance	6
2	<b>Preparations of Final Accounts:</b> Understanding adjustments, Preparation of Final Accounts – Trading, Profit and Loss, Balance Sheet, Use of MS-Excel for financial statement analysis	6
3	<b>An Overview of Financial Management:</b> 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	2

	and organizational strategy	
<b>4</b>	<b>Comparative and Historical Analysis:</b> 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	<b>5</b>
<b>5</b>	<b>Sources of Finance:</b> Role of financial markets, Financial Markets-segments, products and services, Long-term sources of finance - Equity, Debt, Debentures/Bonds	<b>2</b>
<b>6</b>	<b>Time Value of Money:</b> 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	<b>3</b>
<b>7</b>	<b>Cost of Capital:</b> Opportunity cost of capital, Weighted average cost of capital (WACC), Cost of Debt, Cost of preference capital, Cost of equity, Assigning weights, WACC, Factors affecting cost of capital	<b>3</b>
<b>8</b>	<b>Capital Structure – Theory:</b> 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.	<b>2</b>
<b>9</b>	<b>Designing Capital Structure:</b> Operating leverage, Financial leverage, EBIT-EPS analysis, ROI-ROE analysis, Defining target/ optimal capital structure	<b>3</b>
<b>10</b>	<b>Capital Budgeting:</b> 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.	<b>6</b>
<b>11</b>	<b>Working Capital Management:</b> 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.	<b>4</b>
<b>Total Lectures</b>		<b>42</b>

### Suggested Text Book(s):

1. P. C. Tulsian: Financial Accounting, Pearson Education
2. Rajiv Srivastava and Anil Misra: Financial Management, 2<sup>nd</sup> 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
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

# PROJECT MANAGEMENT AND ENTREPRENEURSHIP

COURSE CODE: 18B11HS511

COURSE CREDITS: 3

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

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**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. entrepreneurship.	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:**

<b>Unit</b>	<b>Contents</b>	<b>Lectures required</b>
<b>1</b>	<b>Introduction:</b> 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.	<b>4</b>
<b>2</b>	<b>Selection of project:</b> Project Selection and Criteria of Choice; The Nature of Project Selection Models; Types of Project Selection Models; Risk analysis of the project.	<b>4</b>
<b>3</b>	<b>Planning the project:</b> 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.	<b>5</b>
<b>4</b>	<b>Budgeting and financing the project:</b> Estimating Project Budgets; Improving the Process of Cost Estimation; Plan Cost Management: Inputs, Tools and techniques, outputs, control process.	<b>3</b>
<b>5</b>	<b>Scheduling (Gantt chart, PERT, CPM):</b> 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.	<b>6</b>
<b>6</b>	<b>Resource allocation and monitoring:</b> Resource Allocation; Crashing a Project; The Resource Allocation Problem; Resource Loading and Levelling; Goldratt’s Critical Chain; Project procurement management.	<b>3</b>
<b>7</b>	<b>Project control and Project Termination:</b> 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.	<b>5</b>
<b>8</b>	<b>Introduction to Entrepreneurship:</b> Role of the entrepreneur in India and around the globe; Forces that are driving the growth of entrepreneurship; Benefits and drawbacks of entrepreneurship;	<b>2</b>

	Mistakes of entrepreneurship and how to avoid them; Entrepreneurial failure; Forms of Business Ownership.	
<b>9</b>	<b>Overview of Government Programs &amp; Policies; Business and its functioning:</b> Business and industry; Components of macro and micro business environment; Government Programs and Policies.	<b>2</b>
<b>10</b>	<b>Business Idea and Feasibility:</b> 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.	<b>2</b>
<b>11</b>	<b>Building the business plan: Marketing considerations:</b> Marketing concept and evolution; Marketing process; Guerilla marketing.	<b>2</b>
<b>12</b>	<b>Foundations of New Venture Finance:</b> Understanding capital requirements; Identifying the sources of finance; Angel investing and venture finance; Managing cash flow.	<b>2</b>
<b>13</b>	<b>Technical entrepreneur and The E-entrepreneur:</b> Process of creating and growing high potential ventures; Basic approaches to launch an e-commerce effort; Basics of ERP.	<b>2</b>
<b>Total lectures</b>		<b>42</b>

#### **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](http://www.emeraldinsight.com/journal/ijmpb)

### 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	

# INDIAN CONSTITUTION

COURSE CODE: 18B11HS711

COURSE CREDITS: NP

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

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**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	<b>Introduction of the constitution:</b> Preamble, Salient features  <b>Fundamentals Rights and Fundamental duties:</b> Explanation, features and significance. Constitutional provisions and political dynamics; Judicial interpretations and socio-political realities; Fundamental Duties.  <b>Directive principles of state policy</b>	3
2	<b>Parliament:</b> 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	<b>The Union Executive:</b> President, Prime Minister and Council of Ministers Constitutional Provisions/framework and political trends.	3
4	<b>The Judiciary:</b> The Supreme Court, High Court and Subordinate Courts; Judicial Review, Judicial Activism, Public Interest Litigation; Judicial Reforms	3
5	<b>The State Executive:</b> Governor, Chief Minister and The Council of Ministers; Constitutional Provisions and Political Trends. Constitutional Provisions and Political Trends.	2
6	<b>Panchayati Raj:</b> Evolution of the Panchayati Raj, 73rd amendment Act of 1992 and Provisions.	1
<b>Total lectures</b>		<b>14</b>

**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](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

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**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	<b>The Engineer and QM Link</b> 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	<b>Pioneers of QM:</b> 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	<b>Total Preventative Maintenance for QM</b> Introduction What is quality? Some quality characteristics The quality processes What is meant by Quality Control? What is meant by Statistical Quality Control? What is meant by Total Quality Control? What is meant by Quality Assurance? What is meant by Quality Management? Some examples of QM models : QM - a boardroom place QM and productivity QM and Advanced Manufacturing Technology	3
4	<b>The meaning of quality systems:</b> Why are Quality Assurance systems needed? The role of quality standards. The different stages of a quality assurance system. The implementation of quality systems. The ISO 9000 quality system British Standard BS 5750/ISO 9000. Registration and accreditation in quality systems	4
5	<b>QM: Tools and Techniques:</b> 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	<b>Total Preventive Maintenance:</b> 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	<b>Continuous Process Improvement:</b> Juran Trilogy, Improvement Strategies , Types of Problems, The PDCA cycle, Problem solving Methods, Kaizen, Reengineering	4
8	<b>Leadership And Strategic Planning:</b> 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	<b>Essentials of QM:</b> 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	<b>Principles of Six Sigma:</b> 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	3

	Six Sigma and Lean Production Lean Six sigma and Services	
<b>11</b>	<b>Benchmarking:</b> Define benchmarking, Reasons to benchmark Process, Deciding what to Benchmark, Pitfalls and criticism of Benchmarking	<b>5</b>
<b>Total Lectures</b>		<b>42</b>

**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](http://www.evans.swlearning.com)
2. [www.cengage.com/international](http://www.cengage.com/international)

**Evaluation Scheme:**

<b>S.No.</b>	<b>Exam</b>	<b>Marks</b>	<b>Duration</b>	<b>Coverage / Scope of Examination</b>
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



### 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	

# International Human Resource Management

COURSE CODE: 18B1WHS635

COURSE CREDITS: 3

CORE/ELECTIVE: ELECTIVE

L-T-P: 3-0-0

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**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	<p><b>Introduction to IHRM:</b> Defining International HRM .Variables that moderate differences between domestic and international HRM .Applying a strategic view of IHRM</p> <p><b>Case :</b> NCR in Scotland</p>	3
2	<p><b>Internationalization of HRM :Socio-Cultural Contexts:</b> National Culture and HRM. HRM and its broad context. National Culture and Specific HRM Issues. Business imperatives and Other non – cultural influences on HRM.</p> <p><b>Case:</b> Oki UK ltd</p>	3
3	<p><b>National Context of HRM: case of 7 major economies:</b> Major economies and their HRM practices</p> <ol style="list-style-type: none"> <li>1.HRM in Japan</li> <li>2. HRM in the United States</li> <li>3. HRM in the United Kingdom</li> <li>4. HRM in Turkey</li> <li>5. HRM in the Arab Middle East</li> <li>6. HRM in India</li> <li>7. HRM in China</li> </ol> <p><b>Case :</b>Litton imports cell manufacturing from Sweden</p>	5
4	<p><b>Staffing International operations for sustained global growth:</b> 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</p>	3
5	<p><b>Recruiting and selecting staff for international assignments:</b> Issues in staff selection. Factors moderating performance. Selection Criteria. Dual career couples. Are female expatriates different?</p>	3
6	<p><b>International training and development:</b> 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</p>	5

	development <b>Case :</b> Seiko Instruments <b>Case :</b> Transfer of Knowledge in Oki-Training and development	
7	<b>International compensation:</b> Objectives of international compensation. Key components of an international compensation program. Approaches to international compensation.	3
8	<b>Re-entry and career issues:</b> The repatriation process. Individual reactions to re-entry. Multinational responses. Designing a repatriation programme	3
9	<b>IHRM in the host country context:</b> 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	<b>International industrial relations :</b> Key issues in international relations. Trade unions and international industrial relations <b>Case :</b> Elementis and Michelin	4
11	<b>Performance Management:</b> Multinational performance management. Performance management of international employees. Performance appraisal of international employees . <b>Case :</b> Tubular Industries Scotland Ltd.	3
12	<b>IHRM trends: complexity, challenges and choices in the future:</b> Strategic HRM: research issues and theoretical developments <b>Case :</b> Orgaon laboratories ltd, Scotland	3
<b>Total lectures</b>		<b>42</b>

### 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	

# 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

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**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	<b>Contextualising Modern India:</b> 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	<b>India in World Affairs:</b> 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, regional and global concerns and aspirations, India and Major Powers, India and its neighbours, India and Brics	15
3	<b>India's security concerns:</b> External Threats: China and Pakistan, Internal Threats: Kashmir and Northeast, Spectre of Terrorism	9
4	<b>Non-traditional Security:</b> Human Security Concerns, Energy Security, Water and Food Security, Health and Safety	6
5	<b>Challenges ahead:</b> 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
<b>Total lectures</b>		<b>42</b>

### 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 Coexistence'
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 People, Intractable Challenges'
17. 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](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](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](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
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	<b>Introduction:</b> Introduction and importance to Business Analytics, Categorization of Analytical Methods and Models, Business Analytics in Practice – Marketing, HR, Finance etc.	3
2	<b>Business Analytics Models:</b> Overview and Deployment of Business Analytics Models	2
3	<b>Exploring Data:</b> Describing the distribution of single variable – Types of data, categorical variables etc.; Relationships among variables – categorical variables, categorical and numerical variables and numerical	6

	variables	
4	<b>Probability and Decision Making:</b> 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	<b>Statistical Inference:</b> Sampling and sampling distributions; Confidence Interval Estimations; Hypothesis testing; Applications in Business Management	7
6	<b>Regression Analysis:</b> Regression Analysis – Estimation; Regression Analysis – Inference; Applications in Business Management	8
7	<b>Simulation Modeling:</b> Introduction to Simulation Modeling; Simulation Models – Operations, Financials, Marketing Applications in Business Management	9
<b>Total lectures</b>		<b>42</b>

#### 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

## 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	<b>Financial Planning Process:</b> Meaning of financial planning; Steps in financial planning process; Determinants of personal income.	3
2	<b>Financial Statements and Plans:</b> 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	<b>Taxes:</b> Concepts of income tax; Personal taxation; Tax planning.	6
4	<b>Cash and Savings:</b> Role of cash management in personal financial planning; Financial services market; Cash management products; Electronic banking services; Channels of savings.	3

<b>5</b>	<b>Purchase of Automobiles and Houses:</b> Automobile purchase planning and Car loans; The home buying process and Home loans.	<b>6</b>
<b>6</b>	<b>Credit and Credit Cards:</b> Credit; Types of credit; Different kinds of credit cards; Disadvantages of the credit cards.	<b>3</b>
<b>7</b>	<b>Life Insurance:</b> Insurance planning; Benefits of life insurance; Calculating insurance needs; Buying a life insurance; Life insurance products in India.	<b>4</b>
<b>8</b>	<b>Health Insurance:</b> Types of health care plans; Health Insurance in India.	<b>3</b>
<b>9</b>	<b>Investments:</b> 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.	<b>8</b>
<b>10</b>	<b>Retirement Planning:</b> Sources of retirement income; Pension funds.	<b>3</b>
<b>Total lectures</b>		<b>42</b>

**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	

# International Business Management

COURSE CODE: 18B1WHS637

COURSE CREDITS: 3

CORE/ELECTIVE: ELECTIVE

L-T-P: 3-0-0

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**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	<b>Introduction:</b> Introduction and Basic Understandings of World Map	2
2	<b>Understanding Globalization:</b> Globalization and International Business	4

<b>3</b>	<b>International Business Environment:</b> a) Socio-Cultural Environment b) Political and Legal Environment c) Economic Environment	<b>6</b>
<b>4</b>	<b>International Trade and Investment Theories:</b> a) International Trade Theories b) Theories of Foreign Exchange c) Foreign Direct Investment d) Regional Economic Integrations	<b>12</b>
<b>5</b>	<b>Institutional Framework for International Business:</b> a) WTO (GATT) b) The World Bank Group c) International Monetary Fund (IMF) d) UNCTAD e) Indian Institutions	<b>9</b>
<b>6</b>	<b>International Business Strategy:</b> a) Organization and Strategy of International Business b) Country Evaluation and Selection c) Entry Strategy and Strategic Alliances (includes Export-Import, Direct Investments and Collaborative Strategies)	<b>9</b>
<b>Total lectures</b>		<b>42</b>

**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

## Internet Marketing

COURSE CODE: 18B1WHS634

COURSE CREDITS: 3

CORE/ELECTIVE: ELECTIVE

L-T-P: 3-0-0

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**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.	<b>Marketing management Fundamentals:</b> Concept, Segmentation, Targeting , Positioning, Marketing mix	4
2.	<b>Introduction to Internet marketing</b> 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

<b>3.</b>	<b>Internet micro and macro environment</b> 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	<b>5</b>
<b>4.</b>	<b>Internet Marketing Mix</b> 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	<b>4</b>
<b>5.</b>	<b>Consumer Behavior Online</b> Changing Patterns of Consumer behaviour,Use of Market segmentation in Consumer Behaviour, Dimensions of Consumerism, Process of Motivation	<b>4</b>
<b>6.</b>	<b>Interactive marketing communications</b> 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	<b>4</b>
<b>7.</b>	<b>E-service quality</b> 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.	<b>4</b>
<b>8.</b>	<b>Customer relationship management</b> 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.	<b>4</b>
<b>9.</b>	<b>Business-to-business Internet marketing</b> Principal uses of the Internet in business-to-business markets. Impact of Internet technologies on buyer/supplier processes, relationships and markets.	<b>4</b>
<b>10.</b>	<b>Advanced Topics</b> SEO, SEM, TEES, Commercial aspects of Cloud Computing, Big Data & Marketing Intelligence, E-Squal, Digital India	<b>6</b>
<b>Total lectures</b>		<b>42</b>

**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	

## Industrial Sociology

COURSE CODE: 18B1WHS639

COURSE CREDITS: 3

CORE/ELECTIVE: Elective

L-T-P: 3-0-0

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**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	<b>Industrial Sociology, Sociology and social Sciences</b> : 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	<b>Theories and Movements</b> : Functionalism, Durkheim, Contingency theory, conflict theory, Weber, Theory of “ Modernity” and “ Modernization”, Critical theory, Postmodernism and Post -Structuralism	3
3	<b>Forerunners of Industrial System:</b> Early Industry of transformative Industries , factory system and its Foreman, Factories	2
4	<b>Growth of Industrialization:</b> The Industrial Revolution, Its origin and Impact, Industrial Revolution in US and Europe and around the World. Social Impact of IR	3

5	<b>Industrialization in India:</b> Indian Industry in the past, Ancient, ( up to 750AD) Medieval (750 to 1757)and Modern Period , Industrialization in 18 <sup>th</sup> and 19 <sup>th</sup> C and during the beginning of 20 <sup>th</sup> C , Indira Gandhi's Era, industrial Policy measures of the Eighties, Gandhian way of Industrialization	4
6	<b>Industrial Organization:</b> Meaning, types and Concept, Japanese Corporate Model, Emerging organizational designs, Mergers and Acquisitions	2
7	<b>Social Groups in Industry :</b> Patterned social Behaviour, Groups: Functions, Development and key Dimensions, Teams , social loafing, Group Think Conformity	3
8	<b>Organization and Its External Environment:</b> The Bhopal Plant and Union carbide, CSR, CRP, social audit, Society: Operating in Pluralistic Society	2
9	<b>Ethics and Human Values :</b> changes in Society and their Impact on Human values, Ethics and Values, Applying Ethics in Industry, policy Demands, Organizational values, Corruption	2
	<b>Module 4: Industrial Society, Industrial relations and Grievance Handling Procedures</b>	
10	<b>Industrial Society:</b> definition, Consequences of Industrialization, Social Mobility, Migration, social differentiation and social stratification, child labour, Change in Institution of family, Impact of Technology	5
11	<b>Industrial Relations : Growth and Development:</b> 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	<b>Employee Discipline and Grievance Handling procedures:</b> Nature and Purpose of Discipline, Principles of Discipline, Approaches to Discipline, Grievances in Industry, Procedures and handling	4
13	<b>Organizational Changes and Post –Industrial society:</b> Post Industrial society, Globalization, Impact on India of globalization War and Terrorism, Regionalization,	2
<b>Total lectures</b>		<b>42</b>

### 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	

# Strategic Management

Course Code: 18BIWHS640

Course Credits: 3

CORE/ELECTIVE: CORE

L-T-P: 3-0-0

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**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:**

<b>Unit</b>	<b>Contents</b>	<b>Lectures required</b>
<b>1</b>	<b>Defining strategy and strategic management:</b> An overview of strategic management and business policy.	<b>3</b>
<b>2</b>	<b>The General Environment:</b> Scanning, Monitoring and Forecasting changes in the Environment; Scenario planning; PEST analysis; SWOT analysis; General and Competitive analysis.	<b>4</b>
<b>3</b>	<b>The competitive environment:</b> Introduction; Porter's Five forces model; The value net; Strategic Groups; Hypercompetition	<b>4</b>
<b>4</b>	<b>The Internal Environment- Value creating activities:</b> Value chain analysis; SWOT analysis	<b>3</b>
<b>5</b>	<b>The Internal Environment- Resource based view:</b> Identifying sustainable competitive advantage; Knowledge Management	<b>3</b>
<b>6</b>	<b>Assessing Organisational Performance:</b> Defining performance metrics-Financial Analysis; Balanced Scorecard; Benchmarking	<b>2</b>
<b>7</b>	<b>Business Level Strategy:</b> Defining Business Level Strategy; Generic strategies; Resource based view; Industry Life cycle approach; Strategy and market turbulence	<b>5</b>
<b>8</b>	<b>Corporate Level Strategy:</b> Growth strategies; Diversification-related and unrelated; Implementing growth strategies; Portfolio analysis; Corporate parenting; Strategic Evaluation.	<b>6</b>
<b>9</b>	<b>International Strategy and Globalisation:</b> Globalisation; Types of international strategy; Entry mode strategies; Porter's Diamond of Competitive advantage.	<b>4</b>
<b>10</b>	<b>Organisational systems and strategy implementation:</b> Organisational structures; Organisational Processes; Strategic Control Systems; Strategic Change	<b>2</b>
<b>11</b>	<b>Leadership and strategy implementation:</b> Leadership and management; The learning organization; Emotional Intelligence and Leadership; Narcissistic Leadership; Leadership-vision, values and culture; Leading strategic Change Chaos and Innovation	<b>3</b>
<b>12</b>	<b>Corporate Governance:</b> Understand the concept of corporate governance, its significance to any organisation and the current developments in this area.	<b>3</b>
<b>Total Lectures</b>		<b>42</b>

**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 8<sup>th</sup> 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	

## Human Rights For Technocrats

COURSE CODE: 18B1WHS832

COURSE CREDITS: 3

CORE/ELECTIVE: ELECTIVE

L-T-P: 3-0-0

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**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	<b>Conceptual background of human rights and duties:</b> Definitions and classifications	2
2	<b>Meaning and Significance of Human Rights :</b> Scope of the Human Rights	2

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

### **Suggested Text Book(s):**

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

### **Suggested Reference Book(s):**

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

**Other useful resource(s):**

1. [https://www.google.com/search?q=Meaning+and+Significance+of+Human+Rights&rlz=1C1GCEU\\_enBIN820IN820&oq=Meaning+and+Significance+of+Human+Rights&aqs=chrome..69i57j0l5.1710j0j7&sourceid=chrome&ie=UTF-8](https://www.google.com/search?q=Meaning+and+Significance+of+Human+Rights&rlz=1C1GCEU_enBIN820IN820&oq=Meaning+and+Significance+of+Human+Rights&aqs=chrome..69i57j0l5.1710j0j7&sourceid=chrome&ie=UTF-8)
2. <https://www.equalityhumanrights.com/en/human-rights/what-are-human-rights>

**Evaluation Scheme:**

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

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

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

## Understanding India: Literary Reflections

COURSE CODE: 18BIWHS636

COURSE CREDITS: 3

CORE/ELECTIVE: Elective

L-T-P: 3-0-0

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**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	<b>Modern Literature</b> Cross-cultural Reflections in Vinay Rai's "A Rainbow of Contradictions" from <i>Think India</i>	3

2	<b>From other Margins (Regional environment/ecology, traditions, folklores)</b> Mamang Dai's "Sorrow of Women" and "An Obscure Place" Sanjoy Hazarika's "There are No Shangri-Las Left"	8
3	<b>Indian Culture, tradition and societal norms</b> Rajiv Malhotra's "Indian Comfort with Chaos" and "Western Joker and Indian Clown" from <i>Being Different: An Indian Challenge to Western Universalism</i>	8
4	<b>Views on Education, Indian ethos, identity and rural development</b> S. Radhakrishnan's "The Adaptive Culture" and "Of One Mind" from <i>The Adaptive Indian: Identity and Ethos</i>	4
5	<b>Partition Literature: Migration and identity</b> Jhumpa Lahiri's "The Triangle", "The Second Exile" and "The Wall" from <i>In Other Words</i> Ismat Chughtai's <i>Roots</i> rature: Migration and Identity	8
6	<b>Bhakti Radicals and Dalit Literature: Human Rights in India against caste system</b> The Bhakti Radicals and Untouchability by Gail Omvedt from <i>Speaking Truth to Power: Religion, Caste and the Subaltern Question in India</i> Introduction to Dalit Movement; <i>Karukku</i> by Bama	3
<b>Total lectures</b>		<b>42</b>

### 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 Chughtai: Lifting the Veil*. 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	



## Human Resource Management

COURSE CODE: 18B1WHS633

COURSE CREDITS: 3

CORE/ELECTIVE: Elective

L-T-P: 3-0-0

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**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 appraisals and 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:**

<b>Unit</b>	<b>Contents</b>	<b>Lectures required</b>
<b>1</b>	<b>Introduction to Human resource management:</b> Aims and Characteristics of HRM, How HR impacts on organizational performance, Role of HR practitioner, HRM policies, Strategic role of HRM	<b>3</b>
<b>2</b>	<b>Organization design and Planning:</b> 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	<b>3</b>
<b>3</b>	<b>Job analysis:</b> Nature and use of Job analysis information, Steps in job analysis, Methods of Collecting Job analysis Information, Writing job descriptions and job specifications.	<b>4</b>
<b>4</b>	<b>Personnel planning and Recruiting:</b> Planning and recruiting, Recruiting a diverse workforce	<b>5</b>
<b>5</b>	<b>Employee Management and Selection and Interviewing :</b> Selecting Human Resource, Inducting and Placing New Hires	<b>4</b>
<b>6</b>	<b>Training and Developing Employees :</b> Training Process, methods, Managing Organizational Change and Development	<b>5</b>
<b>7</b>	<b>Performance Management and Appraisal :</b> Basic concepts in Performance Management and Appraisal, Introduction to Appraising performance, appraising performance: problems and issues	<b>3</b>
<b>8</b>	<b>Designing Strategic pay plans :</b> Establishing pay plans, competency based Pay, Compensation Trends	<b>3</b>
<b>9</b>	<b>Employee relations:</b> Ethics and Fair Treatment at work, role of HR Management in Fostering Ethics and Fair treatment, Employee Discipline and Privacy, Managing Dismissal	<b>3</b>
<b>10</b>	<b>Employee Safety :</b> Responsibilities and rights of Employers and Employees, Workplace Health Hazards, Occupational Security, Safety and Health	<b>3</b>
<b>11</b>	<b>Contemporary issues in HRM :</b> Major challenges ahead of HRM and HR Responses	<b>2</b>
<b>12</b>	<b>International HRM :</b> Domestic HRM compared to International HRM, Expatriate problems	<b>2</b>
<b>13</b>	<b>The e-HRM :</b> Nature , e-activities ,recruitment , selection, performance	<b>2</b>

	management, compensation	
<b>Total lectures</b>		<b>42</b>

### Suggested Text Book(s):

1. Dessler, G.& Varkkey B.(2011) *Human Resource Management*, 12th Ed, Pearson Education
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](http://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
4.	Teaching Assessment	25	Entire Semester	Assignment (2) - 10 Quizzes (2) - 10 Attendance - 5

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

<b>Course outcomes (Human Resource Management)</b>	<b>PO-1</b>	<b>PO-2</b>	<b>PO-3</b>	<b>PO-4</b>	<b>PO-5</b>	<b>PO-6</b>	<b>PO-7</b>	<b>PO-8</b>	<b>PO-9</b>	<b>PO-10</b>	<b>PO-11</b>	<b>PO-12</b>	<b>Average</b>
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	