

Course Name	:	Communication Skills
Course Code	:	HS2351
Credits	:	3
L T P	:	2-0-2

Course Objectives
<p>The objective of the course content is:</p> <p>CO1: To explain different aspects of communication process and enable the students to develop a strong theoretical base to handle various real-life communication tasks.</p> <p>CO2: To provide opportunities to the students to acquire and practice their LSRW skills in English for effective communication in professional life.</p> <p>CO3: To enable the students to articulate their ideas and perspectives using appropriate communication strategies and tools.</p> <p>CO4: To develop critical thinking and creative writing skills among the students and equip them with necessary analytical tools to achieve success in personal and professional domains.</p>

Total No. of Lectures – 28

Lecture-wise Breakup		No. of Lectures
1	Introduction to Communication Concept, Process, Modes – verbal (oral and written) and non-verbal (kinesics, proxemics, chronemics), Types (formal, semi-formal, and informal), Channels (downward, upward, horizontal, diagonal), and Levels (extrapersonal, interpersonal, intrapersonal, organizational, and mass) of Communication, Barriers to Effective Communication with Solutions, Significance and Tools of Effective Communication.	(4)
2	Developing Effective Listening and Speaking Skills Hearing versus Listening, Listening Process (hearing, understanding, remembering, evaluating and responding), Note-taking, Barriers to Listening, and Strategies for Effective Listening. Tools and Techniques (linguistic and paralinguistic) of Effective Speaking at Various Levels (interpersonal, group, organization and society), Art of Conversation, Dialogue, Discussion, Public Speaking, Presentation, Negotiation, and Persuasion.	(7)
3	Developing Reading and Technical Writing Skills Concept, Strategies and Techniques (skimming, scanning, inferring, close reading) for Effective Reading and Comprehension, Understanding and Summarizing the Gist. Tips for Effective Technical Writing, Formal Letter Writing, Notice, E-mail Writing, Precis Writing, Statement of Purpose, and IMRD-Based Report.	(8)
4	Critical and Creative Thinking Skills Descriptive, Referential, Inferential, Discursive, Analytical, Evaluative, Creative and Lateral Using Texts and Various Media Forms like Books, Newspaper Articles, Films, and Social Visuals.	(4)
5	Job Preparation Sensitization to Building Portfolio, Job/Cover Letter and Resume, Interview Skills	(3)

6	Digital Media for Effective Communication Introduction, Current Trends in e-learning, Online Meetings, Digital Media Tools and Apps for Enhancing Communication Skills	(2)
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Total No. of Practical Sessions: 14

Practical Session Wise Breakup		No. of Practical Sessions
1	Organizational Communication Verbal, Vocal and Non-Verbal Communication in Practice, Greetings and Self-Introduction, Speech, and JAM.	(2)
2	Speaking Techniques at Different Forums Group Discussion, Role-play, Making and Presenting Power Point Presentations.	(3)
3	Practice on Reading and Technical Writing Reading Comprehension, Formal Letter Writing, Précis Writing, Notice, Email Writing, Report Writing, and Statement of Purpose	(3)
4	Applying Critical Thinking Skills Book Review, Film Review, Social Visuals -Interpretation and Critical Analysis.	(3)
5	Towards Job Preparation Sensitization to Building Portfolio, Job/Cover Letter, Resume, Interview	(2)
6	Use of Digital Media for Effective Communication Training the students to use digital tools	(1)

Course Outcomes:

At the end of the course students would be able to:

1. Understand the basic concepts of effective communication and learn the importance of communication skills for professional purposes.
2. Apply the four skills of language effectively by using latest learning strategies and digital tools to create and produce original pieces of technical writing and speech.
3. Analyse and evaluate critically what they listen, read and write to respond appropriately in different contexts of their personal and professional life.

CO-PO Course Articulation Matrix

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	1	2	3	1	3	2	2	3	3	3	3
CO2	1	2	3	3	3	2	2	2	3	3	3	3
CO3	2	3	3	2	2	3	2	2	3	3	2	3

C. Text/ Reference Books:

Suggested Books		
S.No.	Name of Book/ Authors/ Publisher	Year of Publication
1	<i>Technical Communication: Principles and Practices</i> , 4 th Edition, Meenakshi Raman and Sangeeta Sharma, OUP, New Delhi (With E-Material)	2022
2	<i>Effective Technical Communication</i> . M Ashraf Rizvi, McGraw Hill Education Pvt. Ltd.	2018
3	<i>Mastering Communication</i> (5 th Edition) Nicky Stanton, Palgrave Macmillan.	2016
5	<i>Communication Skills</i> (2 nd Edition) Sanjay Kumar and Pushp Lata, Oxford University Press	2015
6	<i>Effective Technical Communication: A Guide for Scientists and Engineers</i> . Barun K. Mitra, Oxford University Press.	2006

Additional Books		
S.No.	Name of Book/ Authors/ Publisher	Year of Publication
1	<i>The Handbook of Communication Skills</i> by Owen Hargie, 4 th edition	2019
2	<i>Business Communication</i> III Edition, RK Madhukar, Vikas Publication House Pvt. Ltd, Noida	2018
3	<i>Talk like TED: The 9 Public Speaking Secrets of the World's Top Minds</i> . Carmine Gallo. Pan Macmillan.	2014
4	<i>The Art of Communicating</i> . Thich Nhat Hanh. HarperOne.	2014
5	<i>The Power of Body Language: How to Succeed in Every Business and Social Encounter</i> , Tonya Reiman, Pocket Books	2008

E-material	
S.No.	Name of Book/ Authors/ Publisher
1	TED Talks Videos on Ted.com (Not their Regional versions)
2	Swayam Course on Communication Skills, Modes and Knowledge Dissemination https://onlinecourses.swayam2.ac.in/ntr23_ed31/preview
3	Swayam Course on Personality Development and Communication Skills https://onlinecourses.swayam2.ac.in/cec23_cm05/preview
4	Greetings and Introduction: Formal/Informal https://www.bbc.co.uk/worldservice/learningenglish/radio/specials/1142_greeting/page2.shtml https://www.bbc.co.uk/worldservice/learningenglish/radio/specials/1142_greeting/page3.shtml

Course Name	Universal Human Values
Couse Code	GS2302
Credits	1
L T P	1-0-0

Objectives:

The course has the following objectives-

CO1-To equip students with foundation in ethical decision-making, teamwork, and social responsibility.

CO2-To emphasize the integration of technical skills with ethical principles to prepare students for responsible and ethical professional practices.

CO3-To shape students into well-rounded individuals with strong ethical foundation that guides their actions, decision and interactions with world around them.

Total Number of Lectures: 14

Lecture wise Breakup	Number of Lectures
Course Introduction: Need, Basic Guidelines, Content & Process for Value Education Understanding ethics, morals, and values Ethical theories and their application in engineering and technology	2
Ethical Decision-Making Steps in ethical decision-making Identifying and analysing ethical dilemmas in real-world scenarios	3
Teamwork and Collaboration Characteristics of effective teams Conflict resolution and managing differences Collaboration tools and techniques for virtual teams	3
Social Responsibility and Sustainability Role of engineers in promoting social good Environmental ethics and sustainable development Corporate social responsibility and ethical considerations in technology choices	3
Ethical analysis of Technological Innovations Engineering Ethics Balancing short-term gains with long-term consequences	3

Course Outcomes:

Some of the key outcomes that students can expect after completing this course:

CO1-Increased awareness of ethical issues in both personal and professional contexts.

CO2-Encourages critical thinking skills, allowing students to analyse complex situations from multiple angles and evaluate the ethical implications of different actions.

CO3-Promotes an understanding of diverse cultures, beliefs, and backgrounds, fostering an inclusive mindset.

CO4-Engage in self-reflection and introspection, leading to personal growth and a better understanding of their own values, strengths, and areas for improvement.

Suggested Books:

<i>S.No.</i>	<i>Name of Book/ Authors/ Publisher</i>	<i>Year of Publication/ Reprint</i>
1	"Engineering Ethics" (Includes Human Values), Govindarajan M, Pearson Education Inc.	2017
2	"Professional Ethics and Human Values", Govindarajan M, Learning India Private Limited.	2020
3	"Professional Ethics and Human Values (JNTU-Kakinada)", B Raghavan, McGraw Hill.	2021
4	"The Moral Status of Technical Artefacts (Philosophy of Engineering and Technology)", Peter Kroes and Peter-Paul Verbeek	2020
5	"Ethics and Professionalism in Engineering (Broadview Guides to Business and Professional Ethics)" by Richard H McCuen and Kristin L Gilroy., Pubs: W.W. Norton & Company.	2020
6	"Engineering Ethics: Challenges and Opportunities" by W Richard Bowen, Cengage Learning	2019

Additional Reading-

<i>S.No.</i>	<i>Name of Book/ Authors/ Publisher</i>	<i>Year of Publication/ Reprint</i>
1	A Casebook in Interprofessional Ethics: A Succinct Introduction to Ethics for the Health Professions (SpringerBriefs in Ethics)", Jeffrey P Spike and Rebecca Lunstroth,2 Pearson Education Inc	2020
2	"Fundamentals of Ethics for Scientists and Engineers", Edmund G Seebauer and Robert L Barry,2020, Pearson Education Inc.	2020

Details Regarding MOOCs courses with existing approved Syllabi

S.No.	Name of the MOOCs Course	Link
1.	Exploring Human Values: Visions of Happiness and Perfect Society	https://nptel.ac.in/courses/109104068
2.	Ethics in Engineering Practice	https://onlinecourses.nptel.ac.in/noc25_mg67/preview
3.	Business Ethics	https://onlinecourses.swayam2.ac.in/cec24_mg14/preview

Course Name	:	Economics for Engineers
Course Code	:	
Credits	:	3
L T P	:	2-1-0

Course Objective:

- To understand various concepts of micro and macro-economics.
- To apply the economic aspects related to a consumer, firm, industry and market, for initiating and accelerating the growth of an economy.
- To analyze how society manages its scarce resources to achieve maximum satisfaction.
- To evaluate the learners' role in nation-building and sensitivity to the economic issues that the nation is facing today.

Total No. of Lectures – 28 as per LTP (2-1-0)

Lecture wise breakup		No. of Lectures
1	Introduction to Economics Economics: Scope and Type; Central Problems of an Economy: What, How and For Whom to Produce; Concept of Opportunity Cost; Elements of Economics: Economic Concepts-Wealth, Welfare and Scarcity, Economic Activities- Consumption, Production, Exchange, Distribution and Public Finance, Economic Policies-Monetary and Fiscal.	(4)
2	Demand Analysis and Consumer Behaviour Demand Analysis; Types of Demand; Determinants of Demand; Change in Demand: Movement and Shift of Demand; Law of Demand, Elasticity of Demand: Price Elasticity, Income Elasticity and Cross Elasticity; Application of Elasticity of Demand in Present Scenario. Utility Analysis; Initial, Marginal and Total Utility; Consumption Decision: Budget Constraint; Changes in Consumption Pattern; Laws of Consumption: Concept and Applicability of Law of Diminishing Marginal Utility and Law of Equi-Marginal Utility.	(7)
3	Supply Analysis and Producer Behaviour Supply: Importance and Role; Market Supply; Determinants of Supply; Change in Supply: Movement and Shift of Supply, Price Elasticity of Supply. Production Function: Concept; Types of Production Function: Short Run & Long Run; Law of Variable Proportion and Law of Returns to Scale.	(7)

	Cost: Types of Cost: Fixed, Variable, Marginal, Explicit, Implicit and Accounting Cost; Revenue: Meaning and Concept; Types of Revenue: Total, Average and Marginal Revenue.	
4	Market Structure Perfect Competition, Monopoly, Oligopoly and Monopolistic Competition; Comparison Between Different Forms of Market Structure with Real Life Examples; Government Policies towards Different Forms; Nature and Relevance of different Markets in Present Scenario.	(3)
5	Basic Macro Economics Concepts Interest Rates Determination; Sources of Interest Rate Differentials; Unemployment and Full Employment; Profit Concept; Functions of Profit. National Income: Meaning and Concept; GDP, GNP, NNP; Measurement of National Income: Income, Expenditure and Value-Added Methods; Inflation: Meaning and Concept; Types of Inflation; Measures to Control Inflation; Role of Inflation in Economic Development.	(7)

Course Outcomes:

At the end of the course students would be able to:

1-	Extend engineering knowledge to maximize profit, satisfaction, and welfare.
2	Analyse micro and macro-economic forces that affect the economy.
3	Examine the concepts of economics and learn how to use the principles of economics in engineering discipline.
4	Evaluate the implications of monetary and fiscal policies in Indian Economy.

Text Book:

<i>S.No.</i>	<i>Name of Book/ Authors/ Publisher</i>	<i>Year of Publication/ Reprint</i>
1	Engineering Economy/Leland T. Blank & Anthony J. Tarquin/McGrawHill, 7th Edition	2022
2	Modern Economics/H.L Ahuja/Sultan Chand	2021

Suggested Books:		
<i>S.No.</i>	<i>Name of Book/ Authors/ Publisher</i>	<i>Year of Publication/ Reprint</i>
1	Principles of Micro Economics/ Stiglitz J.E. and Walsh C.E/ W.W. Norton & Company.	2016
2	Principles of Macro Economics/ Stiglitz J.E. and Walsh C.E/ W.W. Norton & Company.	2016
3	Principles of Economics/ Mankiw N.G/ Cengage Learning	2020
4	Principles of Economics/ Marshall A./ Macmillan.	2013
5	Economy and Finance/ K.D Gaur/Pearson	2018

Equivalent MOOC Course

Suggested E-Material:		
<i>S.No</i>	<i>Title/Name of Authors/(Type of material)</i>	<i>Retrieval Source</i>
1	“Managerial Economics”, Mishra Trupti. (video)	www.nptel.ac.in/courses/110101005/
2	“Macro Economics”, Sinha Surajit. (video)	www.nptel.ac.in/courses/109104073/

Course Name	:	ESSENTIALS OF FINANCE
Course Code	:	
Credits	:	3
L T P	:	2-1-0

Course Objectives :	
<ul style="list-style-type: none"> To analyze financial concepts and tools to the financing decisions and dividend decisions faced by the firm. To enable the students with the broad framework of financial decision-making in business. To develop and understand the nature and purpose of financial statements in Relationship to decision making. To explore fundamental concepts behind modern e-banking/mobile banking technologies. 	

Total No. of Lectures – 28 (as per L-T-P 2-1-0)

Lecture wise breakup		No. of Lectures
Unit 1	Introduction To Finance Finance and related disciplines, General financial environment (with special focus on India), Agency Problem, Organization of Finance Function, Emerging role of Finance Manager in India. Evaluating Firm's Financial Performance : Understanding, Analyzing and Interpreting Financial Statements: Balance sheet, Income Statement, Cash Flow and Fund Flow Statements, Tool for Analysis-Financial Ratios: Computation of Financial Ratios	(7)
Unit 2	Financial Management: Concept, types of financial decisions, risk-return framework for financial decision making; role of financial manager in a firm. Time value of money. Capital Budgeting Decisions: Concept, types of investment decision, techniques of evaluating capital budgeting decisions, risk analysis in capital budgeting. Cost of Capital: concept, computations of cost of various sources of finance; weighted average cost of capital.	(7)

Unit 3	Capital Structure Decisions: Concept, optimum capital structure; factors determining capital structure. Working Capital Management: Concept and types of working capital; determinants of working capital, estimation of working capital requirement, Management of cash, accounts receivables and inventories. Dividend Policy: Concept and determinants of dividend policy.	(7)
Unit 4	Commercial Banking deposits, credit offering, forms of advances and types of credit; letter of credit, deferred payments, guarantees, charging of securities; Hypothecation, pledge, mortgage, lien and set-off. Development Banking Institutions: Role of IDBI, IFCI, SIDBI, ICICI, SHCL, DFHI, NHB, SFCs, EXIM Bank, Rural Banking. Role of technology in banking (virtual banking, e-banking, e- wallets and electronic clearing services).Scams, frauds, global financial crisis and their effect.	(7)

Course Outcomes:

At the end of the course students would be able to:

1	Describe the effects of decision making of finance manager on shareholders wealth maximization.
2	Interpret and illustrate the investment, financing and dividend policy decision making in an organization.
3	Examine the working capital needs and financing of the firm and apply methods to measure the operating efficiency of business.
4	Develop comprehensive knowledge on the theoretical and practical aspects of banking which will shape them as successful future bankers

Tutorial-wise Breakup		No. of tutorials
1	The Biggest Deal In Shark Tanks History : Case Study	1
2	An Investment Analysis : Case Study	1
3	Adani Fpo Crash : Case Study	1
4	Evaluation - I	2
5	NYKAA IPO – 2021 : Case Study	2
6	FANCY WEAR PVT LTD. : Case Study	2

7	ABG SHIPYARD SCAM – GROUP DISCUSSION	1
8	Practice of Numerical Questions	2
9	Evaluation - II	2

Text Book: (atleast 1)		
Sr. No.	Name of Book/ Authors/ Publisher	Year of Publication/ Reprint
1	Glenn Hubbard and Anthony Patrick O'Brien, Money, Banking, and the Financial System: Pearson.	2 ND Edition March 2019
Reference Books: (atleast 3)		

Sr. No.	Name of Book/ Authors/ Publisher	Year of Publication/ Reprint
1	I M Pandey, Financial Management: Pearson, New Delhi.	12 th Edition, 2021
2	Bhole, L M & Mahakud, J, Financial Institutions and Markets: Structure Growth and Innovations: New Delhi, Tata McGraw Hill.	6 th Edition, June 2017
3	Horngren, Sundem and Elliott, Introduction to Financial Accounting: Pearson.	11 th Edition, 2017
4	F Mishkin and S Eakins, Financial markets and Institutions: Pearson.	10 th Edition, 2023
5	Glenn Hubbard and Anthony Patrick O'Brien, Money, Banking, and the Financial System: Pearson.	4 th Edition, 2022

CourseName	:	MANAGINGINNOVATIONANDCHANGE
CourseCode	:	HS2710
Credits	:	4
LTP	:	2-2-0

CourseObjectives:

The main aim of this course is to make students learn how to manage innovation and change in organizations and understand how innovation and change can contribute to business success.

Total No of Lectures: 28

Lecturewisebreakup		Numero fLectures
1	INTRODUCTIONTOINNOVATIONANDCHANGE Concept, Types, Sources, Components, Inventions. Innovation	4
2	INNOVATIONINORGANIZATION Innovation in Managerial Functions (Planning, Organizing, Staffing, Directing and Controlling), Innovation in Operational Functions (Marketing, Human Resource and Finance), Case Studies and Brainstorming Sessions	3
3	INNOVATIONPOLICY Innovation Cluster, National Innovation Systems	3
4	INNOVATIONMANAGEMENT Innovation Management: Innovation Strategies, Models, Processes and Structures Case Study on Innovation Management	4
5	REACTIONSTOCHANGE Process of Planned Change, Responses to Change, Reasons for Resistance to Change, Change Agents, Stages in Reaction to Change	5
6	CHANGEMANAGEMENT Key Dimensions and Factors, Organizational Change, Approaches to Change Management Case Study on Change Management	4
7	INTELLECTUALPROPERTYRIGHTS (IPR) Patents, Copyrights and Trademarks	3
8	DISCUSSIONS ON ADDITIONAL READING (any one of the following in the semester) - 8 Steps to Innovation – Going from Jugaad to Excellence - Innovation Secrets of Indian CEOs - Jugaad Innovation: A Frugal and Flexible Approach to Innovation for the 21st Century - The Ten Faces of Innovation	

Total Number of Tutorials- 28

Tutorial Wise Breakup		No. of Tutorials
1	Work Based on Lectures	(28)

CourseOutcomes:

1	The student will earn the technological, human, economic, organizational, social and other dimensions of innovation.
2	The students will understand how to encourage, manage and implement innovation and change in Organization and how to take a new idea to the stage where it can be implemented.

SuggestedBooks:

Sr. No.	Name of Book/Authors/Publisher	Year of Publication/Reprint
1	Harvard Business School, "Managing Change and Transition", Pubs: Harvard University Press.	2003
2	Harvard Business School,	2003

	"ManagingCreativityandInnovation",Pubs:HarvardUniversityPress.	
3	Dawson P. and Andriopoulos C., "ManagingChange,CreativityandInnovation",Pubs:Sage Publications.	2014
4	Tushman M.L. and Anderson P., "ManagingStrategicInnovationandChange",2 nd Edition, Pubs:OxfordUniversityPress.	2004
5	Mayle D., "ManagingInnovationandChange",Pubs:SagePublications.	2006

Evaluation Scheme		
<i>S.No.</i>	<i>Category</i>	<i>Marks</i>
1	Assignments/Quizzes/Case Study	20
2	Project Report and Presentation	40
3	End Term	40

Course Name	:	Entrepreneurship and Leading Ventures
Course Code	:	
Credits	:	3
L T P	:	2-1-0

Course Objective:

- To understand the aspects associated with launching and leading a venture and the characteristics of an effective entrepreneurs
- To examine the legal, economic, and ethical bindings of entrepreneurship
- To analyze the financial ecosystem for an entrepreneurial venture
- To envision the various stages of development of entrepreneurship

Total No. of Lectures – 28

Unit	Lecture wise breakup	No. of Lectures
1	Introduction to Entrepreneurship Concept, Process, Types of Entrepreneurship, Entrepreneurial Personality and Mindset, Startup Challenges and Opportunities, Entrepreneurial ecosystem: Building networks, feedback mechanisms. Ideation: Development and Identification of Opportunities; Ideation Assessment and Business Development Process	(8)
2	Pitching and Marketing Feasibility Analysis; Pitching: creating a pitch, pitching to investors; Term Sheets: identify the key focus areas in term sheets; Marketing: Strategy, marketing challenges for entrepreneurial ventures, Market segmentation, targeting, positioning	(7)
3	Entrepreneurial Finance Sources of Finance, Financial Ecosystem for Entrepreneurship, Selection of venture finance options; Policy Initiatives and focus; Role of institutions in promoting entrepreneurship: Government schemes and initiatives	(7)
4	Policies and Rights for Start-ups Start-up policies; Concept and Kinds of IPR; Patents, Trademarks; Copyrights; Economic Analysis of IPR; Building a Legal Foundation for organization: Forms of business organization, company registration; Concepts of Business Ethics and Ethical theories for decision making for entrepreneurs.	(6)

Course Outcomes: Students should be able to:

1	Describe the process of ideation in entrepreneurship and pitching the business to potential investors.
2	Demonstrate knowledge of various marketing strategies for entrepreneurial ventures
3	Analyze the various sources of raising finance for startup ventures
4	Evaluate the legal, ethical, and Intellectual property bindings for an entrepreneurial venture

Text Books:

Sr. No.	Name of Book/ Authors/ Publisher	Year of Publication/ Reprint
1	Entrepreneurship by Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Sabyasachi Sinha, McGraw Hill	2020
2	Problem Hunting: The Tech Startup Textbook by Brian Long	2023
Reference Books:		

Sr. No.	Name of Book/ Authors/ Publisher	Year of Publication/ Reprint
1	Vasant Desai, Entrepreneurship Development, Himalaya Publishing House	2019
2	Ries, Eric, The lean Start-up: How constant innovation creates radically successful businesses, Penguin Books Limited.	2017
3	T. H. Byers, R. C. Dorf, A. Nelson, Technology Ventures: From Idea to Enterprise, McGraw Hill	2016
4	Blank, Steve, The Startup Owner's Manual: The Step by Step Guide for Building a Great Company, K&S Ranch.	2013
5	Prasad, Rohit, Start-up sutra: what the angels won't tell you about business and life, Hachette India.	2013
6	Bob Dorf and Steve Blank, The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company	2016

Equivalent MOOCs courses

Sr. No	Course Links	Offered by
1	Entrepreneurship, https://onlinecourses.nptel.ac.in/noc23_mg74/preview	Swayam NPTEL
2	Entrepreneurship Essentials https://onlinecourses.nptel.ac.in/noc20_ge08/preview	Swayam NPTEL

Course Name	:	French Basics
Course Code	:	
Credits	:	3
L T P	:	2-1-0

Course Objective:

Students should be able:

- To understand the basics of the foreign language.
- To apply the communication abilities in the foreign language.
- To analyze the knowledge to convey and understand the information.
- To evaluate the competitive edge.

Total No. of Lectures – 28 as per LTP (2-1-0)

Lecture wise breakup		No. of Lectures
1	<p><u>UNIT 1:</u></p> <p>Introduction to a French speaking world:</p> <p>Greeting's, Self-introduction, alphabets, numbers, age, telling time, and verbs.</p> <p>PROJECT: create a Facebook group of the class</p>	(7)
2	<p><u>UNIT 2:</u></p> <p>Discover a city:</p> <p>The places of a city, numbers (till 1000), describing one city, professions, telling one's likes and dislikes, interrogation, forming negation, regular verbs.</p> <p>PROJECT: Introduce your city</p>	(7)
3	<p><u>UNIT 3:</u></p> <p>Family</p> <p>Describing one's family, adjective possessive, prepositions and articles, irregular verbs.</p>	(7)

	PROJECT: introduce your family	
4	<p><u>UNIT 4:</u></p> <p>Participation in cultural programs:</p> <p>Deciding a plan. inviting, accepting and refusing an invitation. Future tense, pronouns, expression of quantity and expressions of verb fare.</p> <p>PROJECT: plan with your friends</p>	(7)

Course Outcomes:	
1	The students will be able to understand the foreign language.
2	The students will be able to express themselves in the foreign language.
3	The students will be able to make use of the language in their professional life in the globalized world

Text Book:		
<i>S.No.</i>	<i>Name of Book/ Authors/ Publisher</i>	<i>Year of Publication/ Reprint</i>
1	Tendances A1 By Jacky Girardet, CLE international	2016
2	Campus 1 By Jacques Pecher, CLE international	2004

Suggested Books:		
<i>S.No.</i>	<i>Name of Book/ Authors/ Publisher</i>	<i>Year of Publication/ Reprint</i>
1	Saison 1	2010

Equivalent MOOC Course**Suggested E-Material:**

<i>S.N</i>	<i>Title/Name of Authors/(Type of material)</i>	<i>Retrieval Source</i>
<i>1.</i>		

Course Name	:	From Idea to a Startup
Course Code	:	
Credits	:	4
L T P	:	2-2-0

Course Objective:	
<ul style="list-style-type: none"> To understand the skills and concepts of entrepreneurship To examine how to transform an idea into a product or service that creates value for others. To analyze the various modalities of finance and legal frameworks an entrepreneurial proposition To envision the stages of entrepreneurial development and its ethical boundaries 	

Total No. of Lectures – 28

Lecture wise breakup		No. of Lectures
1	Introduction to Startup Startup: Concept, Meaning and Definition; Entrepreneurs; Entrepreneurial Personality and Skill; Startup Challenges and Opportunities, Entrepreneurial Process, Entrepreneurial Ecosystem	(7)
2	Idea Validation Ideation, Idea Identification and Assessment Business Planning and Models Introduction to Business Planning - build an effective Business Plan, Business Model: Fundamentals of Business Models and their application for an enterprise	(7)
3	Entrepreneurial Finance and Intellectual Property Rights Funding-Types of funding, Funding sources, Starting up Financial Issues: Feasibility Analysis, Policy Initiatives and focus; role of institutions in promoting entrepreneurship; Concept and Kinds of IPR; Patents, Trademarks; Copyrights.	(8)
4	Legal and Ethical Building Building a Legal Foundation for organization: Forms of business organization, company registration; Concepts of Business Ethics and Ethical theories for decision making for entrepreneurs	(6)

Course Outcomes: Students should be able to:	
1	Describe the entrepreneurial ecosystem for creating value
2	Demonstrate the knowledge of business planning for entrepreneurs
3	Analyze the ethical and legal frameworks for entrepreneurs
4	Evaluate the various sources of raising finance related to the various stages of entrepreneurship development

Text Books:		
Sr. No.	Name of Book/ Authors/ Publisher	Year of Publication/ Reprint
1	Entrepreneurship by Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Sabyasachi Sinha, McGraw Hill	2020
2	Problem Hunting: The Tech Startup Textbook by Brian Long	2023
Reference Books:		
Sr. No.	Name of Book/ Authors/ Publisher	Year of Publication/ Reprint
1	Vasant Desai, Entrepreneurship Development, Himalaya Publishing House	2019
2	Ries, Eric, The lean Start-up: How constant innovation creates radically successful businesses, Penguin Books Limited.	2017
3	T. H. Byers, R. C. Dorf, A. Nelson, Technology Ventures: From Idea to Enterprise, McGraw Hill	2016

4	Blank, Steve, The Startup Owner's Manual: The Step by Step Guide for Building a Great Company, K&S Ranch.	2013
5	Prasad, Rohit, Start-up sutra: what the angels won't tell you about business and life, Hachette India.	2013
6	Bob Dorf and Steve Blank, The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company	2016

Equivalent MOOCs courses

Sr. No	Course Links	Offered by
1	Entrepreneurship, https://onlinecourses.nptel.ac.in/noc23_mg74/preview	Swayam NPTEL
2	Entrepreneurship Essentials https://onlinecourses.nptel.ac.in/noc20_ge08/preview	Swayam NPTEL

Course Name	:	FUNDAMENTALS OF MANAGEMENT
Course Code	:	HS2709
Credits	:	3
L T P	:	2-1-0

Course Objective:	
<ul style="list-style-type: none"> To make students understand the management process and principles along with its application in practical life. To help them manage different jobs and situations with the help of management functions. 	

Total No. of Lectures – 28

Lecture wise breakup		No. of Lectures
1	Introduction of Management Objective and Scope; Significance of Management; Evolution of Management Thought: Classical Theories: Bureaucratic, Scientific and Administrative Approach; Neoclassical Theories: Human Relations and Human Behavior Approach; Modern Theories of Management; Social responsibility of Managers; Managerial Ethics; Relevance of Management Thought in Present Scenario – Management Cases.	(7)
2	Planning and Strategy Formulation Nature and Significance of Planning, Classification of Planning: Strategic Plan, Tactical Plan, Operational Plan and Contingency Plan, Process of Planning, Barriers to Effective Planning. MBO, Management by Exception. Decision Making: Strategies of Decision Making, Steps in Rational Decision Making Process, Factors influencing Decision Making Process, Psychological Bias and Decision Support System, Bounded Rationality and Influences on Decision Making, Group Problem Solving and Decision Making.	(5)
3	Organizational Structural Framework Principles of Organising, Process of Organising, Types of Organizational Structure, Span of Control, Centralization vs. Decentralization of Authority. Organizational Culture and Organizational Change. Informal Organization; Hypothetical Formation of an Organization.	(4)
4	Manpower Planning and Placement Objectives of Manpower planning; Sources of Recruitment; Selection and Placement; Role Playing and Case Study on Selection Tests and Interviews, Training and Development; Performance Appraisal.	(4)
5	Managing the Work Force Techniques of Directing and Supervision, Types of Supervision, Essential Characteristics of a Supervisor. Motivation: Concept, Theories of Motivation and their relevance in the Present Scenario; Leadership vs. Management, Process of Leadership, Importance of leadership, Leadership Styles, Characteristics of an Effective Leader; Communication: Types and Barriers.	(5)
6	Controlling Techniques Controlling: Concept, Importance of controlling, Types of control, Steps in control process, Techniques of controlling; Requirements for Effective Controlling	(3)

Total No. of Tutorials – 28

Tutorial-wise Breakup		No. of tutorials
1	Practical Work based on Lectures	(28)

Course Outcomes:	
1	The students will be able to apply management concepts and principles in daily life and thus, will be able to manage things efficiently and effectively.
2	The students will learn how to get work done easily by using management knowledge and functions.

Sr. No.	Name of Book/ Authors/ Publisher	Year of Publication/ Reprint
1	Prasad L.M., “Principles & Practice of Management”, Pubs: Sultan Chand & Sons.	2018
2	Wehrich H. and Koontz H., “Essentials of Management: International and Leadership Perspective”, Pubs: McGraw Hill.	2017
3	Robbins S.P, DeCenzo D.A., Bhattacharya S. and Agarwal M.N., “Fundamentals of Management: Essential Concepts and Applications”, Pubs: Pearson India.	2018
4	Daft R.L., “The New Era of Management”, Pubs: Cengage Learning.	2016
5	Rao V.S.P. and Narayana P.S., “Principles and Practices of Management”, Pubs: Konark Publishers.	2016

Evaluation Scheme		
S.No.	Category	Marks
1	Assignments/Quizzes/Case Study	20
2	Project Report and Presentation	40
3	End Term	40

Course Name	:	Strategic Management
Course Code	:	HS 2711
Credits	:	3
L T P	:	2-1-0

Course Objective:	
<ul style="list-style-type: none"> The main aim of this course is to make prospective engineers familiar with the concept of strategy formulation and implementation and give knowledge regarding key issues to be considered while making strategies. To understand and draw basic strategies for current problems facing businesses. 	

Total No. of Lectures – 28

Lecture wise breakup		No. of Lectures
1	Introduction to Strategic Management: Definition, Nature and Need of Strategic Management. Dimensions and Process of Strategic Management.	(2)
2	Environmental and Internal Scanning: SWOT analysis, VRIO model, PESTEL analysis, Strategies Factor Analysis Summary (SFAS) and TOWS matrix.	(4)
3	Models of Strategic Management: Porter's Five Forces Model, McKinsey's 7 S Framework, Mintzberg and Ansoff Model.	(4)
4	Formulation of Corporate Strategy: Balanced Scorecard, Stability strategy, Growth strategy, Diversification strategy, Cost leadership strategy, Turnaround strategy and Combination Strategy. Case Study	(4)
5	Formulation of Business Level Strategies: Porter's Competitive Strategies, Competitive Advantage, Low Cost Strategies, Focus Strategies. Case Study	(3)
6	Formulation of Functional Strategy: Marketing, Financial, Operation and Human resource strategies, Research and Development, Strategy in Global Environment. Case Study	(3)
7	Building and Restructuring Business: Start-up route, Acquisition, Joint venture, Merger, Takeover, Restructuring, Retrenchment and Turnaround strategy.	(3)
8	Strategic Choice: Concept, Process, BCG Matrix, GE matrix, Process of strategic choice. Case Study	(3)
9	Implementation, Evaluation and Control of Strategy: Designing of Structure, Designing of Effective Control System, Techniques of Strategic Evaluation and Control.	(2)

Total No. of Tutorials – 28

Tutorial-wise Breakup		No. of tutorials
1	Work based on Lectures	(28)

Course Outcomes:	
1	The students will be able to use the various strategic management and analysis tools
2	The student will learn the formulation of a strategy and its implementation in a given business environment.

Suggested Books:		Year
S.No.	Name of Book/ Authors/ Publisher	
1	Thomas L. Wheelen and tom Wheelen: Essentials of Strategic Management, Prentice Hall India, J. David Hunger	2000
2	Charles W.L. Hill and Gareth P. Jones, Strategic Management, Dreamtech Press.	2008

3	Michael Hitt and Robert E. Hoskisson, Strategic Management – Competitiveness and Globalization, South Western, Thomson.	2011
4	Francis Cherunilam, Strategic Management, Himalaya Publishing House.	2018
5	Fredrik Nilsson, Carl-Johan Petri, Alf Westelius ,Strategic Management Control: Successful Strategies Based on Dialogue and Collaboration, Springer.	2020

<i>S.No.</i>	<i>Additional Reading:</i>
1	The Monk and the Riddle: The Art of Creating a Life While Making a Living
2	M.E. Porter: Competitive Advantage, The Free Press
3	Michael A. Hitt, R. Duane Ireland, S. Michael Camp, and Donald L. Sexton, Strategic Entrepreneurship: Creating a New Mindset.
4	Leo Paul Dana, Asian Models of Entrepreneurship: Context, Policy and Practice
5	Palgrave Macmilan, Colin White: Strategic Management

E-Material	
<i>S.No.</i>	<i>Course Material</i>
1	Strategic Management, Copenhagen Business School, Coursera
2	Strategic Management, Be Competitive, Coursera
3	Strategic Management, IIM, Swayam

Evaluation Scheme		
<i>S.No.</i>	<i>Category</i>	<i>Marks</i>
1	Assignments/Quizzes/Case Study	20
2	Project Report and Presentation	40
3	End Term	40

Course Name	:	Business Environment and Business Laws
Course Code	:	HS2801
Credits	:	3
L T P	:	2-1-0

Course Objective:

The main aim of this course is to make students understand different types of environment influencing business decisions and to acquaint them with analytical tools that economists use to understand the role of International trade in the world economy.

Total No. of Lectures – 28

Lecture wise breakup		No. of Lectures
1	Introduction to Business Scope and Characteristics of Business, Classification of Business Activities, Forms of Ownership of Business: Sole Proprietorship, Partnership, Limited Liability Partnership and Company.	(5)
2	Business Environment Internal Environment: Concept and Elements (Value System, Vision Mission Objectives, Management Structure, Human Resources, Company Image etc.), SWOT Analysis: Concept and Case Study. External Environment: Micro Environment (Suppliers, Customers, Competitors, Market Intermediaries etc.) and Macro Environment – PESTEL Analysis (Political, Economic, Social, Technological, Ecological and Legal), Case Study on Impact of Environment on Business.	(5)
3.	International Business, Issues and Concepts Nature, scope and importance, Stages of internationalization of Business-Methods of entry into foreign markets: Licensing, Franchising, Joint Ventures, Strategic Alliances, Subsidiaries and Acquisitions (Case studies relating to subsidiaries and acquisitions), Framework for analyzing international business environment: Domestic, Foreign and Global Environment, Recent Developments in International Business.	(5)
4.	Globalization Concept, Pros and Cons of Globalization, Impact of Global Environment on Business, Concept of Comparative Advantage, Reforms to Reap Benefit of Globalization, Free Trade v/s Protectionism.	(3)
5.	Corporate Social Responsibility Concept, Social Responsibility Towards Different Stakeholders, Rationale for CSR CSR – Case Studies on CSR initiatives by companies.	(2)
6.	Corporate Governance Concept, Elements, Essentials and Structure of Good Governance.	(2)
7.	Partnership Law Nature of Partnership, Provisions of Partnership Act, Issues Related to Partnership Firm, Hypothetical Formation of a Partnership Firm.	(2)
8.	Company Law and Essentials of a Contract Nature of Company, Provisions of Company Act, Issues Related to Incorporation of Company, Hypothetical Formation of a Company. Concept and essentials of a contract.	(4)

Total No. of Tutorials-14

Hour wise Breakup		No. of Tutorials
	Tutorials based on Lectures	14

Course Outcomes:	
1	The students will be able to analyze the impact of environment-national and international on business and formulate appropriate business strategies to compete in the competitive international world.
2	The students will learn how companies follow corporate governance and social responsibility practices along with fulfilling economic objectives.

S.No.	Suggested Books	Year
1	K. Aswathapa, “Essentials of Business Environment”, Himalya Publishing House	2021
2	Francis Cherunilam, “Business Environment: Text and Cases”, Pubs: Himalaya Publications.	2014
2	Pathak A., “Legal Aspects of Business”, Pubs: McGraw Hill Education.	2021
4	Gulshan S.S. and Kapoor G.K., “Business Law Including Company Law”, Pubs: New Age International (p) Ltd.	2011
5	Charles W.L.Hill, “International Business: Competing in the Global Market”, McGraw Hill, New York	2019

S.No.	E-Material
1	International Business Environment, University of London, Coursera
2	Business Organization and Management, Indira Gandhi National Open University, Swayam
3	International Business Environment and Global Strategy, IIM, EdX

Evaluation Scheme		
S.No.	Category	Marks
1	Mid Term Examination	20
2	Tutorial Assignments/Case Study/Viva-Voce/Presentation	10
3	Theory Quizzes (Pre-announce or Surprise)	10
4	Project (Report and Viva-Voce)	15+5
5	End Term Examination	40

Course Name	:	Entrepreneurship and Project Management
Course Code	:	HS2802
Credits	:	3
L T P	:	2-1-0

Course Objective:

The main aim of this course is to make prospective engineers familiar with the concept of entrepreneurship and MSMEs and to provide knowledge about different aspects to be considered while formulating the business plan for a new entrepreneurial venture. This course also intends to create awareness among students about financial and marketing functions that is required for a new venture.

Total No. of Lectures – 28

Lecture wise breakup		No. of Lectures
1	Introduction to Entrepreneurship Concept of Entrepreneurship, Characteristics and Functions of Entrepreneur Forms of Ownership of Business, Factors Affecting Entrepreneurship Case Studies of Entrepreneurs	(6)
2	Women Entrepreneurship Nature of Women Entrepreneurship, Problems of Women Entrepreneurs, Institutional Initiatives for Promotion of Women Entrepreneurs	(2)
3	Micro, Small and Medium Enterprises (MSMEs) Concept of MSMEs, Schemes of MSMEs Functions of Entrepreneurial Development Programmes (EDPs)	(2)
4	Project Identification Idea Generation, Project Life Cycle, Concept of SWOT Analysis SWOT Analysis of Selected Project	(2)
5	Project Planning and Formulation Elements of Project Formulation: Product, Technical (Location, Scale, Technology, Production Process, Layout, Manpower, Resources), Market, Finance and Economic Aspects Feasibility Analysis: Financial Viability and Profitability, and Socio-Economic Desirability	(7)
6	Project Report Formulation of Business Plan and Project Report, Hypothetical Example of a Real-Life Project	(2)
7	Finance and Marketing Function Concept of Finance, Finance Related Terminologies, Sources of Finance, Cost Estimations Marketing Mix: Product, Place, Price, Promotion, People, Process and Physical Evidence Marketing Segmentation Targeting and Positioning	(5)
8	Discussions on Additional Reading (any one of the following in the semester) - The New Age Entrepreneurs - The \$100 Startup: Fire your Boss, Do what you Love and Work Better to Live More - A Guide to Entrepreneurship - Dhandha: How Gujaratis Do Business - Rokda: How Baniyas Do Business - Take Me Home - Business Families of Ludhiana	(2)

Course Outcomes:

1	The students will be able to apply engineering knowledge effectively in the field of entrepreneurship development.
2	The students can make effective use of entrepreneurial knowledge to start and manage their venture.

3	The students will learn to check the feasibility of a new project to maintain its long run sustainability.
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CO-PO Course Articulation Matrix

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	3	3	3	3	2	2	-	-	3	-	3
CO2	-	3	-	2	-	-	3	1	2	3	3	-
CO3	3	2	2	-	2	3	2	3	-	2	3	2

Suggested Books:

S.No.	Name of Book/ Authors/ Publisher	Year of Publication/ Reprint
1	“Dynamics of Entrepreneurial Development & Management”, Desai V., 5 th Edition, Pubs: Himalaya Publishing House.	2019
2	“Projects: Planning, Analysis, Selection, Financing, Implementation and Review”, Chandra P., 8 th Edition, Pubs: McGraw-Hill Education (India).	2014
3	“Entrepreneur’s Toolkit”, Harvard Business School, Pubs: Harvard University Press.	2004
4	“Entrepreneurship”, Hisrich R.D., Peters M.P. and Shepherd D.A., Pubs: McGraw Hill Education.	2006
5	“Essentials of Project Management”, Ramakrishna K, Pubs: PHI Learning.	2008
6	“Entrepreneurship”, Roy R., 2 nd Edition, Pubs: Oxford University Press	2011
7	“Entrepreneurship Development in India”, Gupta C.B. and Srinivasan N.P., Pubs: Sultan Chand and Sons.	2013

Sr. No.	Evaluation Scheme	Marks
1	Mid-term Tests	20
2	Tutorial Quizzes/ Viva-Voce/Assignments	10
3	Theory Quizzes (Pre-announce or Surprise)	10
4	Project (Report) and Presentation (Viva-Voce)	15+5
5	End Semester Examination	40

1. You can visit your instructor in her office from 10.00 am to 1. 00 pm of all working days to discuss any topic (problems related to this subject or to clarify any doubt).

2. Final grades earned by an individual student shall be lowered as per his/her attendance (as approved by the Senate in its 80th meetings held on 9-5-2019 agenda item no. 80.14) which is given as follow:

- If attendance is more or equal to 75% then **grade is not lowered**.
- If attendance lies between 50% and less than 75% then grade is **lowered by ONE** level.
- If attendance is less than 50% then grade is **lowered by TWO** level.

Course Name	: Financial Management
Course Code	: HS2803
Credits	: 3
LTP	: 2-1-0

Course Objectives :	
•	The main aim of this course is to make students learn different financial decisions i.e. investing, financing and dividend, required to be taken by a company and provide knowledge about the functioning of the financial system (financial markets, financial institutions, financial services and financial instruments) of the country.

Total No. of Lectures-28

Lecture wise breakup		Number of Lectures
1	Introduction To Financial Management Concept of Finance, Terminology Related to Finance, Financial Decisions, Factors Affecting Financial Decisions, Risk-Return Trade-Off- Risk associated with investment.	4
2	Long Term Investment Decisions Capital Budgeting: Concept, Importance, Factors, Techniques/Methods with Numerical Applications (Pay Back Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return and Profitability Index), Case Study.	3
3	Short Term Investment Decisions Working Capital: Rationale, Type and Factors Affecting the Composition of Working Capital, Case Study.	2
4	Financing Decisions Capital Structure: Essentials and Approaches of Capital Structure (Relevance and irrelevance of capital structure), Sources of Finance (long-term and short-term), Financial Leverage: Favorable and unfavorable, Numerical Application, Understanding of EBIT-EPS Analysis, Case Study.	3
5	Dividend Decisions Types of Dividend, Dividend Policy: Nature and Factors Affecting Dividend Policy, Case Study.	2
6	Financial Planning Objectives, Benefits, Steps and tools in Financial Planning, Factors Affecting Financial Plan, Estimation of Financial Requirements of a firm, Budget Analysis –meaning and types of budget, advantages of budgeting.	2
7	Financial System Concept and Role of Financial System in Indian Economy.	2
8	Financial Markets And Instruments Relevance of Money Market and Capital Market, Money Market Instruments: Call Money, Treasury Bills, Commercial Papers, Certificate of Deposits; Capital Market Instruments: Equity Shares, Preference Shares and Debentures, Trading Mechanism, Hypothetical Trading in Financial Markets.	4
9	Financial Services Nature and Functions of Financial Services: Merchant Banking, Mutual Funds, Factoring, Forfaiting, Credit Rating. Case Study on Financial Services	4
10	Financial Institutions Nature and Functions of Financial Institutions: Reserve Bank of India (RBI), Securities and Exchange Board of India (SEBI), Discount and Finance House of India (DFHI).	2

Total No. of Tutorials-14

Tutorial-wise Breakup		No. of Tutorials
1	Practical work based on Lectures/ Case Study	(14)

Course Outcomes:	
1	The students will learn to make best combination of financial decisions by considering risk and return trade-off.
2	The students will identify how business can gain maximum through the financial system.
3	The students will understand how to manage funds effectively so as to maximize returns.

CO-PO Course Articulation Matrix

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	3	3	-	-	2	2	-	-	3	-	1
CO2	-	3	-	1	-	-	3	1	2	3	3	-
CO3	3	2	-	-	2	3	2	-	-	2	3	-

Suggested Books:		
Sr. No.	Name of Book/ Authors/ Publisher	Year of Publication/ Reprint
1	Pandey I.M., "Financial Management", Pubs: Pearson.	2021
2	Khan, M.Y & Jain, P.K.: Financial Management; Tata McGraw Hill, New Delhi	2019
3	Bhole L.M. and Mahakud J., "Financial Institutions and Markets: Structure, Growth and Innovations", Pubs: McGraw Hill Education (India).	2009
4	Pathak B.V., "The Indian Financial System: Markets, Institutions and Services", Publisher: Pearson India.	2010
5	F Mishkin and S Eakins, Financial markets and Institutions: Pearson.	2017

Sr. No.	Evaluation Scheme	Marks
1	Mid-term Tests	20
2	Tutorial Quizzes/ Viva-Voce/Assignments	10
3	Theory Quizzes(Pre-announce or Surprise)	10
4	Project (Report) and Presentation (Viva-Voce)	15+5
5	End Semester Examination	40

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