

## COURSE HANDOUT

<b>Course Name</b>	<b>:</b>	<b>Communication Skills</b>
<b>Course Code</b>	<b>:</b>	<b>HS2351</b>
<b>Credits</b>	<b>:</b>	<b>3</b>
<b>L T P</b>	<b>:</b>	<b>2-0-2</b>

### Course Objectives:

The course has the following objectives:

1. To explain different aspects of communication process and enable the students to develop a strong theoretical base to handle various real-life communication tasks.
2. To provide opportunities to the students to acquire and practice their LSRW skills in English for effective communication in professional life.
3. To enable the students to articulate their ideas and perspectives using appropriate communication strategies and tools.
4. 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.

**Total No. of Lectures – 28**

<b>Lecture-wise Breakup</b>		<b>No. of Lectures</b>
<b>1</b>	<b>Introduction to Communication</b> 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.	<b>(4)</b>
<b>2</b>	<b>Developing Effective Listening and Speaking Skills</b> 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.	<b>(7)</b>
<b>3</b>	<b>Developing Reading and Technical Writing Skills</b> 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.	<b>(8)</b>

<b>4</b>	<b>Critical and Creative Thinking Skills</b> Descriptive, Referential, Inferential, Discursive, Analytical, Evaluative, Creative and Lateral Using Texts and Various Media Forms like Books, Newspaper Articles, Films, and Social Visuals.	<b>(4)</b>
<b>5</b>	<b>Job Preparation</b> Sensitization to Building Portfolio, Job/Cover Letter and Resume, Interview Skills	<b>(3)</b>
<b>6</b>	<b>Digital Media for Effective Communication</b> Introduction, Current Trends in e-learning, Online Meetings, Digital Media Tools and Apps for Enhancing Communication Skills	<b>(2)</b>

**Total No. of Practical Sessions: 14**

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

<b>Sr. No.</b>	<b>Course Outcomes: At the end of the course students will be able to:</b>	<b>Knowledge Level (Bloom's Level)</b>
<b>1.</b>	Understand the basic concepts of effective communication and learn the importance of communication skills for professional purposes.	<b>L2</b>
<b>2.</b>	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.	<b>L3 and L6</b>
<b>3.</b>	Analyse and evaluate critically what they listen, read and write to respond appropriately in different contexts of their personal and professional life.	<b>L4 and L5</b>

**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 <sup>th</sup> 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 <sup>th</sup> Edition) Nicky Stanton, Palgrave Macmillan.	2016
5	<i>Communication Skills</i> (2 <sup>nd</sup> 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 <sup>th</sup> 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

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

### Evaluation Criteria

The course Communication Skills (HS2351) follows Continuous Comprehensive Evaluation. There will be no Mid-Term Examination.

<b>Component Particulars*</b>	<b>Weightage in percentage</b>
Continuous Comprehensive Evaluation	60
End Term Examination	40
<b>Total</b>	<b>100</b>

<b>Sr. No.</b>	<b>Evaluation Scheme</b>	<b>Marks</b>
1	Speech	10
2	Group Discussion	20
3	Reading Comprehension	10
4	Film Review/ Book Review	20
5	IMRD Report	20
6	Power Point Presentation	20
7	Quiz	20
8	End Term	80
<b>Total</b>		<b>200</b>

*1. You can visit your instructor in his/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 110th meetings held on 05-08-2025 agenda item no. S-110.4) which is given as follow:

- If attendance is more or equal to 75% then **grade is not lowered**.
- If attendance lies between 60% and less than 75% then grade is **lowered by ONE** level.
- If attendance lies between 50% and less than 60% then grade is **lowered by TWO** level.
- If the student has earned '**D**' grade, then it will remain unaltered.
- If the attendance falls below 50%, '**N**' grade will be given and the student will not be allowed sit in the End Term examination.
- If the attendance falls below 50%, he/she will not be allowed to continue his/her stay in the hostel.
- Attendance Exemption on any account will not be entertained by anyone.

**Course Instructors:**

**Dr. Sadiya Jalal**

**Dr. Harpreet Kaur**

<b>Course Name</b>	<b>Universal Human Values</b>
<b>Course Code</b>	<b>GS2302</b>
<b>Credits</b>	<b>1</b>
<b>L T P</b>	<b>1-0-0</b>

<b>Course Objectives:</b>
<p>The course has the following objectives-</p> <ol style="list-style-type: none"> <li>1. To equip students with foundation in ethical decision-making, teamwork, and social responsibility.</li> <li>2. To emphasize the integration of technical skills with ethical principles to prepare students for responsible and ethical professional practices.</li> <li>3. To shape students into well-rounded individuals with strong ethical foundation that guides their actions, decision and interactions with world around them.</li> </ol>

**Total Number of Lectures: 14**

<b>Lecture wise Breakup</b>		<b>Number of Lectures</b>
<b>1</b>	<b>Course Introduction: Need, Basic Guidelines, Content &amp; Process for Value Education</b> Understanding ethics, morals, and values Ethical theories and their application in engineering and technology	2
<b>2</b>	<b>Ethical Decision-Making</b> Steps in ethical decision-making Identifying and analysing ethical dilemmas in real-world scenarios	3
<b>3</b>	<b>Teamwork and Collaboration</b> Characteristics of effective teams Conflict resolution and managing differences Collaboration tools and techniques for virtual teams	3
<b>4</b>	<b>Social Responsibility and Sustainability</b> Role of engineers in promoting social good Environmental ethics and sustainable development Corporate social responsibility and ethical considerations in technology choices	3
<b>5</b>	<b>Ethical analysis of Technological Innovations</b> Engineering Ethics Balancing short-term gains with long-term consequences	3

<b>Course Outcomes:</b> The students should be able to:		<b>Knowledge Level (Blooms Level)</b>
<b>CO1</b>	Increase awareness of ethical issues in both personal and professional contexts.	L2
<b>CO2</b>	Encourage critical thinking skills, allowing students to analyse complex situations from multiple angles and evaluate the ethical implications of different actions.	L4 & L5
<b>CO3</b>	Promote an understanding of diverse cultures, beliefs, and backgrounds, fostering an inclusive mindset.	L2 & L3
<b>CO4</b>	Engage in self-reflection and introspection, leading to personal growth and a better understanding of their own values, strengths, and areas for improvement.	L5 & L6

**CO-PO Course Articulation Matrix:**

	<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>CO1</b>	2	2	1	--	--	3	3	3	2	2	--	2
<b>CO2</b>	3	3	3	--	--	3	3	3	3	2	--	2
<b>CO3</b>	--	--	1	--	--	3	2	3	3	3	--	3
<b>CO4</b>	--	1	1	--	--	2	2	3	3	2	--	2

- 1: Low; 2: Medium; 3: High

**Suggested Books:**

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

**Details Regarding MOOCs courses:**

<b>S.No.</b>	<b>Name of the MOOCs Course</b>	<b>Link</b>
<b>1.</b>	Exploring Human Values: Visions of	<a href="https://nptel.ac.in/courses/109104068">https://nptel.ac.in/courses/109104068</a>

	Happiness and Perfect Society	
2.	Ethics in Engineering Practice	<a href="https://onlinecourses.nptel.ac.in/noc25_mg67/preview">https://onlinecourses.nptel.ac.in/noc25_mg67/preview</a>

### Evaluation Components

S. no.	Criteria	Weightage in percentage
1	Group Project + Presentation	20 + 20 = 40
2	Quiz (before Mid-Term)	30
3	Quiz (before End- Term)	30
	<b>Total</b>	<b>100</b>

1. *You can visit your instructor/ co-coordinator in his/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 110th meetings held on 05-08-2025 agenda item no. S-110.4) which is given as follow:
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  - If attendance lies between 50% and less than 60% then grade is **lowered by TWO** level.
  - If the student has earned 'D' grade, then it will remain unaltered.
  - If the attendance falls below 50%, '**N' grade will be given and the student will not be allowed sit in the End Term examination.**
  - If the attendance falls below 50%, he/she will not be allowed to continue his/her stay in the hostel.
  - Attendance Exemption on any account will not be entertained by anyone.

**Dr. Harpreet Kaur**  
(Course Co-coordinator)



<b>Course Name</b>	<b>:</b>	<b>Entrepreneurship and New Venture creation</b>
<b>Course Code</b>	<b>:</b>	<b>MHN 205</b>
<b>Credits</b>	<b>:</b>	<b>3</b>
<b>L T P</b>	<b>:</b>	<b>2-1-0</b>

**Course Objective:**

- To develop an entrepreneurial mindset and skills to thrive in the VUCA(Volatility, Uncertainty, Complexity, and Ambiguity) world
- To build core competencies including Problem-solving, Complex reasoning, Critical & Strategic thinking, Research & Analysis, Creativity, Collaboration, Financial literacy and Communication skills
- To enable identification, development, and validation of highly Viable Venture Ideas
- To guide students in creating their first pitch for a viable venture and prepare students to participate in Business Plan Competitions, Startup Hackathons, and Pre-Incubation programs

**Total No. of Lectures – 28**

<b>Lecture wise breakup</b>		<b>No. of Lectures</b>
<b>1</b>	Problem Identification- Development Macro Industry- problem view, Discover ‘Real World’ Problems, Analyze Problems	<b>(2)</b>
<b>2</b>	Customer & Needs Identification- Identify customer segments, Outline ‘jobs-to-be-done’, Develop Customer Personas, Understand Customer Validation, Validate Customer-Problem fit, Refine Customer Personas & Problem	<b>(2)</b>
<b>3</b>	Solution Idea Generation- Generate solution ideas, Map solution functionality with problem/JTBD, Show “how it will work”	<b>(2)</b>
<b>4</b>	Opportunity & Competition Mapping- Identify & map Global competitors, Review Industry Trends and Size the Market	<b>(2)</b>
<b>5</b>	Prototype Development & MVP- Understand Prototypes & MVP, Build a Prototype, Use Prototype for early Validation	<b>(3)</b>
<b>6</b>	Market Opportunity Assessment- Map your Relative Position in the Market, Estimate Opportunity Size	<b>(3)</b>
<b>7</b>	Business Modelling- Examine Revenue Model, Review & Organize the Lean Canvas, Build the LC for your Startup	<b>(3)</b>
<b>8</b>	Marketing & Sales Strategy- Understand Marketing & Sales, Understand & Define Go-To-Market (GTM) approach, Understand Sales Process	<b>(3)</b>
<b>9</b>	Financial Management for Profitability- Understand Startup Costs, Understand Profitability, Getting Started with Financial Planning, Understand & Explore Bootstrapping options	<b>(3)</b>
<b>10</b>	Team & Talent Requirement- Building a Founding team (A Team), Founding team members (Co-Founders & Mentors), Defining your Team Requirements	<b>(1)</b>
<b>11</b>	Orientation for Scale- First Pitch (typical audience and requirements), Getting Story Telling	<b>(2)</b>

	Right, Thinking Beyond the Prototype- Scale Opportunity & Aspiration	
12	Venture Idea Viability Presentation- Practice pitch, Final Pitches	(2)

**Total No. of Tutorials – 14**

<b>Tutorial-wise Breakup</b>		<b>No. of tutorials</b>
1	Venture Activities (as per Wadhvani Foundation via the platform)	(14)

<b>Course Outcomes:</b>		<b>Knowledge Level (Blooms Level)</b>
1	Develop an entrepreneurial mindset and core skills such as problem-solving, critical thinking, creativity, and financial literacy to succeed in a VUCA world.	L2, L3
2	Identify, develop, and validate viable business ideas using research and analysis techniques.	L3, L4
3	Create and deliver effective venture pitches and prepare to participate confidently in business plan competitions, startup hackathons, and pre-incubation programs.	L5, L6

#### **CO-PO Course Articulation Matrix**

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

\* 1-Low, 2 – Medium, 3 – High

<b>Course Material</b>
1. Ignite entrepreneurship program- Wadhvani Foundation content via the platform

<b>Evaluation Components</b>		
<b>S.No.</b>	<b>Components</b>	<b>Marks</b>
1	Quizzes (3 Quizzes- Wadhvani Platform)	10+10+10
2	Tutorial Activities (2)- Case Study/Management Game evaluation	10+10
3	Final Venture Activities Report- Milestone 1	05
	Final Venture Activities Report- Milestone 2	05
	Final Venture Activities Report- Milestone 3	10
	Final Venture Activities Report Presentation	30
	<b>Total</b>	<b>100</b>

1. You can visit your instructor in his/her office from 10.00am 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.

**Name of Instructor(s) -**

1. Prof. (Dr.) Anju Singla, Coordinator & Teaching Faculty, Ignite
2. Dr. Pratibha, Co-coordinator & Teaching Faculty, Ignite
3. Dr. Nidhi Tanwar, Teaching Faculty, Ignite
4. Dr. Shivani Gupta, Teaching Faculty, Ignite
5. Dr. Mamta, Teaching Faculty, Ignite
6. Dr. Jaskirat Kaur, Teaching Faculty, Ignite
7. Dr. Ajay Kumar, Teaching Faculty, Ignite

<b>Course Name</b>	<b>:</b>	<b>Managing Innovation and Change</b>
<b>Course Code</b>	<b>:</b>	<b>HS2710</b>
<b>Credits</b>	<b>:</b>	<b>3</b>
<b>L T P</b>	<b>:</b>	<b>2-1-0</b>

<b>Course Objective:</b>
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**

<b>Unit</b>	<b>Lecture wise breakup</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Introduction to Innovation And Change</b> Concept, Types, Sources, Components, Inventions, Innovation. Innovation In Organization. Innovation in Managerial Functions (Planning, Organizing, Staffing, Directing and Controlling), Innovation in Operational Functions (Marketing, Human Resource and Finance), Case Studies and Brainstorming Sessions	<b>7</b>
<b>2</b>	<b>Innovation Policy</b> Innovation Cluster, National Innovation Systems. Innovation Management: Innovation Strategies, Models, Processes and Structures, Case Study on Innovation Management	<b>7</b>
<b>3</b>	<b>Reactions to Change</b> Process of Planned Change, Responses to Change, Reasons for Resistance to Change, Change Agents, Stages in Reaction to Change	<b>5</b>
<b>4</b>	<b>Change Management</b> Key Dimensions and Factors, Organizational Change, Approaches to Change Management, Case Study on Change Management. Intellectual Property Rights (IPR) Patents, Copyrights and Trademarks	<b>7</b>
<b>5</b>	<b>Discussions On Additional Reading</b> (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	<b>2</b>

**Total No. of Tutorials-14**

<b>Tutorial-wise Breakup</b>	<b>No. of Tutorials</b>
Practical Work based on Lectures (Case-Studies, Group Discussions, Role Playing, Discussion on You Tube Videos, News Articles, Podcasts)	14

<b>Course Outcomes: Students should be able to:</b>		<b>Knowledge Level (Blooms Level)</b>
<b>1</b>	The student will learn the technological, human, economic, organizational, social and other dimensions of innovation.	L1, L4
<b>2</b>	The students will understand how to encourage, manage and implement innovation and change in Organization and how to take an idea to the stage where it can be implemented.	L2, L3

**CO-PO Course Articulation Matrix**

	<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>CO1</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>
<b>CO2</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>

1-Low, 2 – Medium, 3 – High

**Suggested Books:**

<b>Sr. No.</b>	<b>Name of Book/ Authors/ Publisher</b>	<b>Year of Publication/ Reprint</b>
<b>1</b>	Dawson P. and Andriopoulos C., “Managing Change, Creativity and Innovation”, Pubs: Sage Publications	2020
<b>2</b>	Tushman M.L. and Anderson P., “Managing Strategic Innovation and Change”, 2nd Edition, Pubs: Oxford University Press	2023
<b>3</b>	Harvard Business School, “Managing Change and Transition”, Pubs: Harvard University Press	2019
<b>4</b>	Ries, Eric, The lean Start-up: How constant innovation creates radically successful businesses, Penguin Books Limited.	2021
<b>5</b>	Harvard Business School, “Managing Creativity and Innovation”, Pubs: Harvard University Press	2019
<b>6</b>	Blank, Steve, The Startup Owner’s Manual: The Step by Step Guide for Building a Great Company, K&S Ranch.	2022
<b>7</b>	Mayle D., “Managing Innovation and Change”, Pubs: Sage Publications	2023

<b>Sr. No.</b>	<b>Evaluation Components</b>	<b>Marks</b>
1	Mid-term Tests	20
2	Tutorial Evaluation (Presentation/Assignment)	5+5
3	Quizzes (2, Pre-announce)	5+5
4	Project (Report) and Presentation (Viva-Voce)	15+5
5	End Semester Examination	40
	<b>Total</b>	<b>100</b>

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- If attendance is less than 50% then grade is **lowered by TWO** level.

**Name of Instructors:**

1. Dr Shivani Gupta
2. Dr Nidhi Tanwar

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

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

**Total No. of Lectures – 28**

<b>Lecture wise breakup</b>		<b>No. of Lectures</b>
<b>1</b>	<b>Introduction of Management</b> 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.	<b>(7)</b>
<b>2</b>	<b>Planning and Strategy Formulation</b> 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.	<b>(5)</b>
<b>3</b>	<b>Organizational Structural Framework</b> 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.	<b>(4)</b>
<b>4</b>	<b>Manpower Planning and Placement</b> 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.	<b>(4)</b>
<b>5</b>	<b>Managing the Work Force</b> 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.	<b>(5)</b>

6	<b>Controlling Techniques</b> Controlling: Concept, Importance of controlling, Types of control, Steps in control process, Techniques of controlling; Requirements for Effective Controlling	(3)
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**Total No. of Tutorials – 14**

<b>Tutorial-wise Breakup</b>		<b>No. of tutorials</b>
1	Practical Work based on Lectures (Case Studies, Role play, Group Discussion, Management Games)	(14)

<b>Course Outcomes:</b>		<b>Knowledge Level (Blooms Level)</b>
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.	L2, L3 & L4
2	The students will learn how to get work done easily by using management knowledge and functions.	L4, L5 & L6

**CO-PO Course Articulation Matrix**

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

\* 1-Low, 2 – Medium, 3 – High

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



<b>Evaluation Components</b>		
<b>S.No.</b>	<b>Components</b>	<b>Marks</b>
1	Mid Term Examination	20
2	Tutorial Assignments/Case Study/Viva-Voce/Presentation	10
3	Theory Quizzes (2 Quizzes Pre-announce or Surprise)	10
4	Project (Report and Viva-Voce)	15+5
5	End Term Examination	40
<b>Total</b>		<b>100</b>

3. You can visit your instructor in his/her office from 10.00am to 1. 00 pm of all working days to discuss any topic problems related to this subject or to clarify any doubt.
4. 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.

**Name of Instructor(s) -**

8. Dr. Rakesh Kumar, Faculty, CMH
9. Dr. Pratibha, Faculty, CMH

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

<b>Course Objective:</b>		
<ul style="list-style-type: none"> <li>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.</li> <li>To understand and draw basic strategies for current problems facing businesses.</li> </ul>		

#### Total No. of Lectures – 28

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

#### Total No. of Tutorials – 14

<b>Tutorial-wise Breakup</b>		<b>No. of tutorials</b>
<b>1</b>	Practical Work based on Lectures (Case Studies, Role play, Group Discussion, Management Games)	<b>(14)</b>

<b>Course Outcomes:</b>		<b>Knowledge Level (Blooms Level)</b>
<b>1</b>	The students will be able to use the various strategic management and analysis tools	L2, L3 & L4
<b>2</b>	The student will learn the formulation of a strategy and its implementation in a given business environment.	L5 & L6

**CO-PO Course Articulation Matrix**

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

\* 1-Low, 2 – Medium, 3 – High

Suggested Books:		Year
S.No.	Name of Book/ Authors/ Publisher	
1	<a href="#">Fredrik Nilsson</a> , <a href="#">Carl-Johan Petri</a> , <a href="#">Alf Westelius</a> ,Strategic Management Control: Successful Strategies Based on Dialogue and Collaboration, Springer.	2020
2	Francis Cherunilam, Strategic Management, Himalaya Publishing House.	2018
3	Michael Hitt and Robert E. Hoskisson, Strategic Management – Competitiveness and Globalization, South Western, Thomson.	2011
4	Charles W.L. Hill and Gareth P. Jones, Strategic Management, Dreamtech Press.	2008
5	Thomas L. Wheelen and tom Wheelen: Essentials of Strategic Management, Prentice Hall India, J. David Hunger	2000

Evaluation Components		
S.No.	Components	Marks
1	Mid Term Examination	20
2	Tutorial Assignments/Case Study/Viva-Voce/Presentation	10
3	Theory Quizzes (2 Quizzes Pre-announce or Surprise)	10
4	Project (Report and Viva-Voce)	15+5
5	End Term Examination	40
	<b>Total</b>	<b>100</b>

5. You can visit your instructor in his/her office from 10.00am to 1. 00 pm of all working days to discuss any topic problems related to this subject or to clarify any doubt.
6. 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.

**Name of Instructor(s) -**

10. Dr. Pratibha, Faculty, CMH

11. Dr. Rakesh Kumar, Faculty, CMH

<b>Course Name</b>	:	<b>From Idea to a Startup</b>
<b>Course Code</b>	:	<b>MHM101</b>
<b>Credits</b>	:	<b>4</b>
<b>L T P</b>	:	<b>2-2-0</b>

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

**Total No. of Lectures – 28**

<b>Lecture wise breakup</b>		<b>No. of Lectures</b>
<b>1</b>	<b>Introduction to Startup</b> Startup: Concept, Meaning and Definition; Entrepreneurs; Entrepreneurial Personality and Skill; Startup Challenges and Opportunities; Entrepreneurial Process, Entrepreneurial Ecosystem	<b>(7)</b>
<b>2</b>	<b>Idea Validation</b> Ideation, Idea Identification and Assessment <b>Business Planning and Models</b> Introduction to Business Planning – build an effective Business Plan, Business Model: Fundamentals of Business Models and their application for an enterprise.	<b>(7)</b>
<b>3</b>	<b>Entrepreneurial Finance and Intellectual Property Rights</b> 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; Economic Analysis of IPR.	<b>(8)</b>
<b>4</b>	<b>Legal and Ethical Building</b> Building a Legal Foundation for organization; Forms of business organization, company registration; Concepts of Business Ethics and Ethical theories for decision making for entrepreneurs.	<b>(6)</b>

**Total No. of Tutorials – 14**

<b>Tutorial-wise Breakup</b>	<b>No. of tutorials</b>
Work based on Lectures (Idea Pitching, Startup Case Studies, Group Discussions, Role Playing, SWOT Analysis, Assignments, Short Presentation)	<b>(14)</b>

<b>Course Outcomes:</b>		<b>Knowledge Level (Blooms Level)</b>
<b>1</b>	Describe the entrepreneurial ecosystem for creating value.	L2
<b>2</b>	Demonstrate the knowledge of business planning for entrepreneurs.	L3
<b>3</b>	Analyze the ethical and legal frameworks for entrepreneurs.	L4
<b>4</b>	Evaluate the various sources of raising finance related to the various stages of entrepreneurship Development.	L5

### 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
CO4	-	3	2	2	-	-	3	2	-	3	3	-

### Suggested Books:

S.No.	Name of Book/ Authors/ Publisher	Year of Publication/ Reprint
1	Dr. Makarand Ramesh Velankar, Dr. Megha Sunil Borse, Dr. Anjali Milind Naik “Entrepreneurship Journey from Idea to Startup” Pubs: TechKnowledge Publications	2024
1	Ries, Eric, “The lean Start-up: How constant innovation creates radically successful businesses”, Pubs: Penguin Books Limited.	2017
2	Byers T.H., Dorf R.C., Nelson A., “Technology Ventures: From Idea to Enterprise”, Pubs: McGraw Hill.	2016
3	Desai V., “Entrepreneurship Development”, Pubs: Himalaya Publishing House.	2019
4	Carter S., Jones-Evans D., “Enterprise and small business-Principal Practice and Policy”, Pubs: Pearson Education.	2006
5	Paulynice J.P., “From Idea to Reality”, Pubs: Paulynice Consulting.	2019

Sr. No.	Evaluation Components	Marks
1	Mid-term Tests	20
2	Tutorial Evaluation (Presentation/Assignment)	5+5
3	Quizzes (2, Pre-announce)	5+5
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.

**Name of Instructor:**

Dr Nidhi Tanwar, Assistant Professor, CMH

<b>Course Name</b>	:	<b>Fundamentals of Finance and Accounting</b>
<b>Course Code</b>	:	<b>MHM1003</b>
<b>Credits</b>	:	<b>4</b>
<b>L T P</b>	:	<b>2-2-0</b>
<b>Course Objectives :</b>		
<ul style="list-style-type: none"> <li>• To enable students understanding of the basic concepts in the area of the finance and accounting.</li> <li>• To understand the role of financial system in the economy and functioning of financial markets and various financial instruments.</li> <li>• To apply capital budgeting techniques to evaluate investment projects and make informed financial decisions.</li> <li>• To develop skills in making financial decisions for multinational corporations.</li> </ul>		

**Total No. of Lectures – 28**

<b>Lecture wise breakup</b>		<b>No. of Lectures</b>
<b>Unit 1</b>	Accountancy, bookkeeping and Accounting- Concept, Accounting Process, Objectives, Differences between book-keeping and accounting Users of accounting information, Limitations, Accounting Concepts, Conventions and Principles. Accounting Standards - Scope and functions of Accounting Standards Board - International Financial Reporting System, Preparation of Final Accounts. Finance: Concept of Finance, Terminology Related to Finance, Financial Decisions, Factors Affecting Financial Decisions, and Risk-Return Trade-Off- Risk associated with investment, Forms of business organizations, basic types of financial management decisions, the goal of financial management.	<b>(8)</b>
<b>Unit 2</b>	<b>The time value of money:</b> Time value of money, future value and compounding, present value and discounting. <b>Long Term Investment Decisions:</b> 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), and Case Study. <b>Short Term Investment Decisions:</b> Working Capital, Type and Factors Affecting the Composition of Working Capital, Case Study.	<b>(8)</b>
<b>Unit 3</b>	<b>Financial Planning:</b> 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. <b>Financial System:</b> Concept and Role of Financial System in Indian Economy.	<b>(6)</b>
<b>Unit 4</b>	<b>International Finance:</b> Foreign Exchange Markets, Exchange Rate Determination, Global Financial Management, FDI, FII. <b>Regulatory Environment and Ethics in Finance:</b> Financial Regulation Ethical Considerations in Finance.	<b>(6)</b>

**Total No. of Tutorials – 28**

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

**Course Outcomes:**

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

1	Understand the basics of Finance and accounting to enhance analytical skills for solutions and their use in business.
2	Develop and prepare various methods of budgeting and also understand the relevance of financial system in the economy.
3	Analyze and interpret the various methods and tools of Financial planning.
4	Evaluate and compare investment projects using various capital budgeting techniques.

**CO-PO Course Articulation Matrix**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	-	3	-	-	1	3	-	3	1	3	2
CO2	2	2	3	-	3	3	3	1	1	-	2	-
CO3	-	3	1	3	1	-	1	1	-	2	3	-
CO4	-	3	-	3	3	1	2	1	-	2	3	1

\* 1-Low, 2 – Medium, 3 – High

**Text Book :**

Sr. No.	Name of Book/ Authors/ Publisher	Year of Publication/ Reprint
1	Pandey I.M., “Financial Management”, Pubs: Pearson.	12 <sup>th</sup> Edition, 2021

**Reference Books :**

Sr. No.	Name of Book/ Authors/ Publisher	Year of Publication/ Reprint
1	Gupta MP and BM Aggarwal, Financial Accounting; Sultan Chand & Sons.	2023
2	Khan, M.Y & Jain, P.K.: Financial Management; Tata McGraw Hill, New Delhi.	8 <sup>th</sup> Edition, 2019
3	Pathak B.V., “The Indian Financial System: Markets, Institutions and Services”, Publisher: Pearson India.	5 <sup>th</sup> Edition, 2018

**Equivalent MOOCs courses**

Sr. No.	Course Links	Offered by
1	<a href="https://onlinecourses.swayam2.ac.in/imb20_mg17/preview">https://onlinecourses.swayam2.ac.in/imb20_mg17/preview</a> .	NPTEL
2	<a href="https://onlinecourses.swayam2.ac.in/cec20_mg05/preview">https://onlinecourses.swayam2.ac.in/cec20_mg05/preview</a>	NPTEL
3	<a href="https://onlinecourses.swayam2.ac.in/cec19_cm04/preview">https://onlinecourses.swayam2.ac.in/cec19_cm04/preview</a>	NPTEL



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

**Name of Instructor(s) -**

1. Dr. Rakesh Kumar, Faculty, CMH

<b>Course Name</b>	<b>:</b>	<b>Research and Publication Ethics</b>
<b>Course Code</b>	<b>:</b>	<b>RPE601</b>
<b>Credits</b>	<b>:</b>	<b>2</b>
<b>L T P</b>	<b>:</b>	<b>1-0-2</b>

**Course Objective:**

The main aim of this course is to create awareness on Research and Publication Ethics and to give students hand on experience in open access publishing, software tools, database and research metrics.

**Total No. of Lectures – 14**

<b>Unit</b>	<b>Lecture wise breakup</b>	<b>No. of Lectures</b>
<b>1</b>	<b>General Introduction</b> Ethics definition, moral philosophy, nature of moral judgments and reactions, need for ethics. Ethical considerations and regulation agencies. Ethics with respect to science and research, intellectual honesty and research integrity.	<b>3</b>
<b>2</b>	<b>Publication Ethics</b> Definition, introduction and importance. Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP). Redundant publications, duplicate and overlapping publications, salami slicing. Selective reporting and misrepresentation of data.	<b>4</b>
<b>3</b>	<b>Publication Regulations</b> Best practices/ standards setting initiatives and guidelines such as COPE, WAME, etc. Conflict of interest. Publication misconduct: definition, concept, problems which lead to unethical behavior and vice-versa types. Violation of publication ethics, authorship and contributorship. Identification of publication misconduct, complaints and appeals. Predatory publishers and journals.	<b>5</b>
<b>4</b>	<b>Plagiarism and Detection Tools</b> Use of plagiarism software like Turnitin, Urkund and other open-source software tools.	<b>2</b>

**Total No. of Practicals-28**

<b>Practical-wise Breakup</b>	<b>No. of Practicals</b>
Practical Work based on Lectures (Case Discussion, Role Play, Research Integrity Checklist Activity, Ethics Violation Role Simulation, News Analysis, Conflict of Interest Disclosure Simulation, Authorship Case Simulation, Predatory Journal Investigation Task, Mock Ethics Committee, Hands-On with Turnitin/Urkund) Plagiarism Detection Race).	28

<b>Course Outcomes:</b>		<b>Knowledge Level (Blooms Level)</b>
<b>1</b>	The student will learn how to conduct research and publication in ethical manner.	L1&L4
<b>2</b>	The students will become familiar with open access publishing, software tools, database and research metrics.	L3& L4

### CO-PO Course Articulation Matrix

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

1-Low, 2 – Medium, 3 – High

### Suggested Books:

Text Books:		
Sr. No.	Name of Book/ Authors/ Publisher	Year of Publication/ Reprint
1	Oliver, P. The Student's Guide to Research Ethics. 2nd Edition; Open University Press.	2020
2	Gregory, I. Ethics in Research. London: Continuum Press.	2019
3	Biagioli, Mario and Lippman, Alexandra. Gaming the Metrics. Massachusetts: MIT Press	2021
4	Code of Ethics in Academic Research, European University Institute.	2021
5	Publishing Ethics: Academic Research, Cambridge University Press	2022

Sr. No.	Evaluation Scheme	Marks
1	Practical Evaluation (Presentation/Assignment)	10+10
2	Quizzes (2, Pre-announce)	5+5
3	Project (Report) and Presentation (Viva-Voce)	15+5
4	End Semester Examination	50
5	Total	100

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**.
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- If attendance is less than 50% then grade is **lowered by TWO** level.

### Name of Instructor:

1. Dr Shivani Gupta

<b>Course Name</b>	<b>Management and Soft Skills</b>
<b>Course Code</b>	<b>MSR1001</b>
<b>Credits</b>	<b>3</b>
<b>L T P</b>	<b>2- 1/2 -2/2</b>

<b>Course Objectives:</b>	
<b>Sr. No.</b>	<b>The main aim of the course is:</b>
1.	To familiarize students with the concepts of Management, Entrepreneurship, and Intellectual Property Rights (IPRs).
2.	To strengthen their verbal and nonverbal Communication Skills.
3.	To make them understand how to manage resources and communicate effectively in the corporate environment.

**Total No of Lectures - 28**

<b>Sr. No</b>	<b>Lecture Wise Breakup</b>	<b>No. of Lectures</b>
1.	<b>Management:</b> Concepts and Principles of Management; <b>Management Functions: Managerial</b> (Planning, Organizing, Staffing, Directing and Controlling) and <b>Operational</b> (Finance, Product Design, Quality Control, Strategy and Supply Chain Management and Marketing Mix), Role Play, Management Activities and Case Study.	<b>5</b>
2.	<b>Entrepreneurship:</b> Characteristics of Entrepreneurs; <b>Development Phases of Entrepreneurship:</b> Innovation and Idea Generation, Project Formulation and Validation (Feasibility Analysis) <b>Ecosystem for Entrepreneurship Development:</b> Financial and Non-Financial Institutional Support, Role of Incubator, Venture Capitalist, Angel Investor, Crowd Funding and Accelerator, Case Study	<b>5</b>
3.	<b>Forms of Intellectual Property Rights (IPRs):</b> Relevance & Procedure of IPRs - Patents, Copyright, Trademarks, Industrial Designs and Geographic Indicator	<b>4</b>
4.	<b>Communication Process:</b> Role of Communication, Soft Skills, Interpreting Interpersonal Communication (Conflict Resolution), Inter-Cultural Business Communication, Significance of non-verbal Communication, Formal and Informal Communication (Role play), Analysing and Understanding Barriers of Communication	<b>4</b>
5.	<b>Speaking Skills:</b> Speech (Structure, Elements, Content, Organization and Delivery), J-a-M (Just a Minute – speaking incessantly for a minute), Negotiation Skills, Power Point Presentation (Project Presentation - both online and offline), Interview skills, Group Discussion, Analysing Case Study	<b>5</b>

6.	<b>Writing Skills:</b> Letters, Minutes of Meeting, Book Review, Resume Writing, Technical Report Writing (Concept and Structure) <b>Research Writing:</b> Concept and Structural Framework	<b>5</b>
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**Total no. of Practical Sessions – 7 (2hours each)**

Sr. No	Practical Session Wise Breakup	No. of Hours
1.	Self- Acquaintance	2
2.	Resume Writing	2
3.	Letter Writing; Minutes of Meeting	2
4.	Technical Report Writing; Research Report Writing	2
5.	Power Point Presentation	2
6.	Group Discussion	2
7.	Mock Interviews	2

Course Outcomes: At the completion of this course, students will be able:	Knowledge Level (Blooms's Level)
To develop and manage new project/Start-up while focusing on application of managerial skills for success of entrepreneurial/business venture.	L3, L6
To create and convert innovative ideas into successful ventures and formulate Feasibility Report by effective use of IPR practices.	L6, L4
To enhance competence in Communication Skills and develop awareness of attitude formation and behavioural appropriateness.	L2, L3 and L5

**CO-PO course Articulation Matrix**

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

Suggested Books:		
Sr. No	Name of Book/ Authors/ Publisher	Year of Publication/ Reprint
1.	“Essentials of Management”, Harold Koontz, Heinz Weihrich, Mark V. Cannice. McGraw Hill.	<b>2020</b>
2.	“Entrepreneurship and Small Business” Schaper Michael, Volery Thierry, Weber Paull and Lewis Kate, Wiley Publications	<b>2018</b>
3.	“Intellectual Property Law”, Narayanan P., Eastern Law House	<b>2017</b>
4.	“Technical Communication”, Raman Meenakshi and Sharma Sangeeta, Oxford University Press.	<b>2015</b>

5.	“English for Research Paper Writing”, Wallwork Adrian, Springer, London.	2011
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#### MOOCs Courses:

1. Teamwork Skills: Communicating Effectively in Groups.” Available at Coursera. (Offered by University of Colorado, Boulder)), 4 weeks, Starts on 1<sup>st</sup> November 2022. <https://www.coursera.org/learn/teamwork-skills-effective-communication>
2. Developing Interpersonal Skills”. Available at Coursera (Offered by IBM), 4 weeks, Starts on 1<sup>st</sup> November 2022 <https://www.coursera.org/learn/interpersonal-skills>

#### Evaluation Components

AREAS/TOPICS	Weightage in percentage
Group Discussion (Soft Skills)	10
Letter Writing (Soft Skills)	05
Assignment (Management)	10
Quiz (Soft Skills)	05
Quiz (Management)	10
Mid-Term Examination	20
End Term Examination	40
<b>Total</b>	<b>100</b>

1. You can visit your instructor in his/her office from 10:00 am to 1.00 pm of all working days to discuss any topic/problems related to the 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 110th meetings held on 05-08-2025 agenda item no. S-110.4) which is given as follow:
  - If attendance is more or equal to 75% then grade is not lowered.
  - If attendance lies between 60% and less than 75% then grade is lowered by ONE level.
  - If attendance lies between 50% and less than 60% then grade is lowered by TWO level.
  - If the student has earned ‘D’ grade, then it will remain unaltered.
  - If the attendance falls below 50%, ‘N’ grade will be given and the student will not be allowed sit in the End Term examination. Further, they will have to repeat the course in the next academic session.
  - If the attendance falls below 50%, he/she will not be allowed to continue his/her stay in the hostel.
  - Attendance Exemption on any account will not be entertained by anyone.

#### Course Instructors:

Dr. Anju Singla

Dr. Sadiya Jalal