

COURSE HANDOUT

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

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

Lecture-wise Breakup		No. of Lectures
1	<p>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.</p>	(4)
2	<p>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.</p>	(7)
3	<p>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.</p>	(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)

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)

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

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

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

Evaluation Criteria

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

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

Sr. No.	Evaluation Scheme	Marks
1	Speech	10
2	Group Discussion	20
3	Reading Comprehension	10
4	Resume/CV Writing	10
5	Business Letter Writing	10
6	IMRD Report	20
7	Power Point Presentation	20
8	Quizzes	20
9	End Term	80
	Total	200

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. Further, he/she will repeat the entire course in the next academic session.
- For the purpose of attendance calculations, every scheduled lecture will be counted as one unit while practical class of two contact hours will be counted as one unit.

Course Name	Universal Human Values
Course Code	GS2302
Credits	1
LTP	1-0-0

Course Objectives:

The course has the following objectives-

1. To equip students with foundation in ethical decision-making, teamwork, and social responsibility.
2. To emphasize the integration of technical skills with ethical principles to prepare students for responsible and ethical professional practices.
3. 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
1	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
2	Ethical Decision-Making Steps in ethical decision-making Identifying and analysing ethical dilemmas in real-world scenarios	3
3	Teamwork and Collaboration Characteristics of effective teams Conflict resolution and managing differences Collaboration tools and techniques for virtual teams	3
4	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
5	Ethical analysis of Technological Innovations Engineering Ethics Balancing short-term gains with long-term consequences	3

Course Outcomes: The students should be able to:		Knowledge Level (Blooms Level)
CO1	Increase awareness of ethical issues in both personal and professional contexts.	L2
CO2	Encourage critical thinking skills, allowing students to analyse complex situations from multiple angles and evaluate the ethical implications of different actions.	L4 & L5
CO3	Promote an understanding of diverse cultures, beliefs, and backgrounds, fostering an inclusive mindset.	L2 & L3
CO4	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:

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

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

Suggested Books:

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

Details Regarding MOOCs courses:

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

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
	Total	100

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:
 - 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 Name	:	Entrepreneurship and New Venture creation
Course Code	:	MHN205
Credits	:	3
L T P	:	2-1-0

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

Lecture wise breakup		No. of Lectures
1	Problem Identification- Development Macro Industry- problem view, Discover 'Real World' Problems, Analyze Problems	(2)
2	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	(2)
3	Solution Idea Generation- Generate solution ideas, Map solution functionality with problem/JTBD, Show "how it will work"	(2)
4	Opportunity & Competition Mapping- Identify & map Global competitors, Review Industry Trends and Size the Market	(2)
5	Prototype Development & MVP- Understand Prototypes & MVP, Build a Prototype, Use Prototype for early Validation	(3)
6	Market Opportunity Assessment- Map your Relative Position in the Market, Estimate Opportunity Size	(3)
7	Business Modelling- Examine Revenue Model, Review & Organize the Lean Canvas, Build the LC for your Startup	(3)
8	Marketing & Sales Strategy- Understand Marketing & Sales, Understand & Define Go-To-Market (GTM) approach, Understand Sales Process	(3)
9	Financial Management for Profitability- Understand Startup Costs, Understand Profitability, Getting Started with Financial Planning, Understand & Explore Bootstrapping options	(3)
10	Team & Talent Requirement- Building a Founding team (A Team), Founding team members (Co-Founders & Mentors), Defining your Team Requirements	(1)
11	Orientation for Scale- First Pitch (typical audience and requirements), Getting Story Telling Right, Thinking Beyond the Prototype- Scale Opportunity & Aspiration	(2)
12	Venture Idea Viability Presentation- Practice pitch, Final Pitches	(2)

Total No. of Tutorials – 14

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

Course Outcomes:		Knowledge Level (Blooms Level)
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

Course Material

1. Ignite entrepreneurship program- Wadhvani Foundation content via the platform

Evaluation Components

S.No.	Components	Marks
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
	Total	100

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 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 levels.**
- If attendance is less than 50% then he/she will be awarded **N grade** and will not be allowed to appear in the End Term examination. Further he/she will repeat the entire course in the next academic session.
- For the purpose of attendance calculations, every scheduled lecture & tutorial will be counted as one unit while practical class of two contact hours will be counted as one unit.

Course Name	: Strategic and Innovation Management
Course Code	: MHN4001
Credits	: 3
L T P	: 2 1 0
Course Objectives : (Minimum 4, Maximum 5)	
<ul style="list-style-type: none"> To enable students, understand new forms of Strategic Management concepts, develop analytical skills to provide strategic solutions and their use in business. To explore the recent developments and trends in the business and acquaint the students with new business models and strategies for Internet Economy. To apply innovation-related actions at the strategic, organizational and managerial levels in order to sustain competitive advantage. To develop leadership, managerial and strategic skills of students which leads to economic development. 	

Total No. of Lectures – 28 L-T-P 2-1-0

Lecture wise breakup		No. of Lectures
Unit 1	Introduction to Strategic Management: Concept, Nature and Need of Strategic Management, Role and importance of Strategic Management. Dimensions and Process of Strategic Management. Environmental Scanning and Internal Appraisal : Concept, Tools -SWOT analysis, VRIO model, PESTEL analysis, Strategies Factor Analysis Summary (SFAS), Value Chain Analysis and TOWS matrix. Models of Strategic Management: McKinsey's 7 S Framework, Mintzberg and Ansoff Model.	(7)
Unit 2	Formulation of Strategies: Corporate level strategy- concept, Types- Balanced Scorecard, Stability strategy, Growth strategy, Diversification strategy, Cost leadership strategy, Turnaround strategy and Combination Strategy. Case Study. Business Level Strategies: Meaning, Porter's Framework of Competitive Advantage- Differentiation, Cost Leadership, Focus: Differentiation focus and Cost Focus, Stuck in the middle. Case Study Functional Strategy: Marketing, Financial, Operation and Human resource strategies, Research and Development, Strategy in Global Environment. Case Study.	(9)
Unit 3	Building and Restructuring Business: Concept, Start-up route, Acquisition, Joint venture, Merger, Takeover, Restructuring, Retrenchment and Turnaround strategy. Strategic Choice: Concept, Process, Factors affecting Strategic Choice, Tools - BCG Matrix, GE McKinsey matrix, Case Study. Strategy Evaluation and Control: Designing of Structure, Designing of Effective Control System, Techniques of Strategic Evaluation and Control.	(8)
Unit 4	Technology Innovation: Technology development; Technology transfer; Technology Assessment; Organizational and Social Implications of Technology; Human Aspects in Technology Management; Introduction; Types and Pattern of Innovation; Innovation within the Life Cycle of a Technology; Choosing Innovation Projects; Collaborating Strategies; Protecting Innovation; Innovation Strategies ; Organizing for Innovation: Organization Structure and Culture, Managing the Innovation Process, Social Networks and Informality in the Innovation Process.	(4)

Total No. of Tutorials – 14

Lecture wise breakup		No. of Lectures
1	Course Introduction – What is Strategic Management? Ben and Jerry's Ice Cream: Case Study	2
2	Analyzing the External Environment of the Firm Video – Michael Porter's Five Forces Model	2
3	Analyzing the Internal Environment of the Firm Kirin Beer: Case Study/Case study on impact of technological innovation on society.	1
4	Evaluation - I	2
5	Business Level Strategy Foxconn: Case Study	2

6	Corporate Level Strategy Samsung: Case Study	2
7	Mission, Goals and Objectives Company report analysis	1
8	Evaluation - II	2

Course Outcomes:

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

1	Understand new forms of Strategic Management concepts, develop analytical skills to provide strategic solutions and their use in business.
2	Develop and prepare organizational strategies that will be effective for the current business environment and also understand the role of technology in creating wealth.
3	Analyze the competitive situation and strategic dilemma in dealing with dynamic global business environment in terms of rapidly changing market trends and technological advancement.
4	Evaluate challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences.

Text Book : (atleast 1)

Sr. No.	Name of Book/ Authors/ Publisher	Year of Publication/ Reprint
1	Strategic Management – Concepts and Cases, Fred R. David, PHI Learning, New Delhi	17 th Edition, 2019

Reference Books : (atleast 3)

Sr. No.	Name of Book/ Authors/ Publisher	Year of Publication/ Reprint
1	Business Policy and Strategic Management (Text and Cases) , Subba Rao, P, Company, New Delhi.	2 nd Edition, 2017
2	Michael Hitt and Robert E. Hoskisson, Strategic Management-Competitiveness and Globalization, South Western, Thomson.	13 th Edition, 2019
3	Fredrik Nilsson, Carl-Johan Petri, Alf Westelius ,Strategic Management Control: Successful Strategies Based on Dialogue and Collaboration, Springer.	2022
4	Thomas Lager, Managing process innovations: from idea generation to implementations, Imperial college press	2019
5	Daniel R. A. Schallmo, Leo Brecht, Bujar Ramosaj, Process Innovation: Enabling Change by Technology, Springer	2018

Equivalent MOOCs courses (atleast 2)

Sr. No.	Course Links	Offered by
1	https://nptel.ac.in/courses/110105161	NPTEL
2	https://archive.nptel.ac.in/courses/110/108/110108047/	NPTEL

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

* 1-Low, 2 – Medium, 3 – High

<i>Category</i>	<i>Marks</i>
Assignments/Case Study/Quiz/Presentations	40
Mid Term Examination	20
End Term Examination	40

Course Name	Organizational Psychology
Course Code	MHN4002
Credits	3
LTP	2-1-0

Course Objectives:
<ul style="list-style-type: none"> • To Understand the core concepts and theories of organizational psychology. • To Apply psychological principles to improve employee performance and well-being in technical workplaces. • To Analyse the impact of technology on work, employee behaviour, and organisational culture. • To Evaluate the skills for conducting psychological assessments and interventions in industrial settings.

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

Lecture wise Breakup	Number of Lectures
<p>Introduction to Industrial Psychology-Definition and scope of industrial psychology; Historical development and key figures; Ethical considerations in industrial psychology; The role of psychology in jobs; Contemporary issues and trends</p> <p>Individual Differences in the Workplace-Personality and work behavior; Emotional intelligence; Perception and decision-making; Motivation and goal setting</p>	7
<p>Employee Motivation and Job Satisfaction-Theories of Motivation: Maslow's Hierarchy of Needs; Drive Reduction Theory; Self-Determination Theory (SDT); Cognitive Evaluation Theory; Expectancy Theory; Application of motivation theories in technical settings; Performance appraisal systems</p> <p>Occupational Health and Safety-Stress and Well-being in the Workplace; Sources of work-related stress; Stress management and coping strategies Promoting work-life balance; Employee Well-being programs in technical organizations</p>	7
<p>Leadership and Team Dynamics-Organizational culture and its impact; Types of leadership; Leadership in the digital age</p> <p>Team Dynamics and Group Behavior-Group formation and development; Team building and teamwork; Group decision-making; Handling team conflicts</p> <p>Organizational Culture and Change-Organizational culture and its impact; Resistance to change; Managing organizational change; Diversity and inclusion in the workplace</p> <p>Managing Teams and Project Management Development and roles; Project management principles; Leadership in project teams; Case studies in successful project management</p>	7

<p>Employee Recruitment and Selection- Job analysis and job descriptions Interviews and assessment centres; Psychological testing and assessment; Validity, reliability, and fairness in selection methods</p> <p>Conflict Resolution and Negotiation-Conflict resolution techniques; Negotiation skills; Conflict resolution in teams and organizations; Case studies in conflict resolution</p> <p>Technology and Innovation in the Workplace-Creativity and innovation in technology; Managing technological change and resistance</p> <p>Technology and the Future of Work-Human-technology interaction; Ethical considerations in the use of technology in the workplace; Future trends in industrial psychology</p>	7
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Course Outcomes:	
At the end of the course students would be able to:	
1	Remember essential interpersonal and communication skills, enabling students to work effectively in teams, and manage interpersonal relationships in the workplace.
2	Understand critical thinking and problem-solving skills, allowing them to analyze complex workplace issues promoting innovation and efficiency.
3	Analyse psychological principles and theories and be able to apply this knowledge to various aspects of the workplace, from job analysis to motivation strategies
4	Evaluate the ethical considerations in the workplace, promote ethical decision-making, and foster inclusive and diverse work environments, contributing to employee well-being and organizational success.

Text Book:	
<i>Name of Book/ Authors/ Publisher</i>	<i>Year of Publication/ Reprint</i>
Neharika Vohra; Stephen P;& Robbins, Timothy A. Judge. 52. Organizational Behavior, 18 Edition ISBN-13: 978-9356064270	2022

Suggested Books:		
<i>S.No.</i>	<i>Name of Book/ Authors/ Publisher</i>	<i>Year of Publication/ Reprint</i>
1	Aamodt, M. G. <i>Industrial/Organizational Psychology: An Applied Approach.</i> Cengage Learning.	2018
2	Landy, F. J., & Conte, J. M. <i>Work in the 21st Century: An Introduction to Industrial and Organizational Psychology.</i> Wiley.	2016
3	Kozlowski, S. W. J. (Ed.). <i>The Oxford Handbook of Organizational Psychology.</i> Oxford University Press.	2012
4	Ferdman, B. M., & Deane, B. R. <i>Diversity at Work: The Practice of Inclusion.</i> Wiley.	2014

Additional Reading-

S.No.	Name of Book/ Authors/ Publisher	Year of Publication/ Reprint
1	Anderson, N., & Ones, D. S. (Eds.). <i>Personnel Psychology and Human Resources Management: A Reader for Students and Practitioners</i> . Psychology Press.	2001
2	Aamodt, M. G. <i>Industrial Psychology: An Introduction</i> . Cengage Learning.	2004

MOOC's Courses

S.No.	Title	Platform
1	"Industrial and Organizational Psychology" Offered By: Indian Institute of Technology Kharagpur Course Description: This course covers various aspects of industrial and organizational psychology, including employee motivation, leadership, job satisfaction, and more.	SWAYAM
2	"Psychology and Work" Offered By: Banaras Hindu University Course Description: This course explores the relationship between psychology and work, covering topics like job stress, employee well-being, and the impact of work on mental health.	SWAYAM
3	"Industrial-Organizational (I-O) Psychology" by the University of Maryland "People Analytics" by the University of Pennsylvania "Motivating and Engaging Employees" by the University of California, Irvine	Coursera

Mapping-

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

1: Low, 2: Medium, 3: High

Course Name	:	Introduction to Management
Course Code	:	MHN4003
Credits	:	3
L T P	:	2 1 0

Course Objectives :	
<ul style="list-style-type: none"> To explain the concepts and principles of management To demonstrate the knowledge of diverse areas of Management and their importance in attaining organizational goals To analyze the latest trends in the management functions for the effective functioning of the organization To evaluate the management practices and principles in a global environment 	

Total No. of Lectures –28

Lecture wise breakup		No. of Lectures
Unit 1	Introduction to Management: Schools of Management and their evolution, Functions of a manager, Managerial Ethics, Social Responsibility of Managers Planning: Classification of Planning, Barriers to Planning; Approaches to Planning: Management by Objectives, Management by Exception; Decision Making: Models, Individual vs Group DM, Biases in DM	7
Unit 2	Organizing: Principles, Process, Types of Organization Structure Staffing: Job Analysis, Recruitment, Selection & Placement, Training and Development, Performance Appraisal and Management Leading: Leadership styles and theories, Motivation, and its theories Controlling: Importance, Types of control, steps, techniques	8
Unit 3	Areas of Management: Human Resources: Organizational change, and culture, Introduction to Organizational Development; Marketing: Marketing Mix, market segmentation; Production and Operations: Five Ps of production, PERT/CPM; Information Technology: Enterprise Resource Planning (ERP), Business Process Re-engineering, Finance: Profit vs. Wealth maximization, Sources of funds, Functions of finance manager in the global era	8
Unit 4	Current Trends in Management: Impact of technology on management practices, Role of Analytics in functions of management, Management Information Systems, Relevance of Management in the current business world, Challenges and Practices of Management globally	5

Course Outcomes: Students should be able to:	
1	Interpret the management principles in a given situation and apply them to achieve the desired outcomes
2	Demonstrate knowledge of various areas of management and their nuances
3	Analyze and evaluate the latest management tools and techniques for organizational effectiveness
4	Assess the latest trends of management practices in a global environment

Text Books:		
Sr. No.	Name of Book/ Authors/ Publisher	Year of Publication/ Reprint
1	Fundamentals of Management: Stephen Robbins, Mary A. Coulter, David A. De Cenzo, by Pearson Education	2020 (11e)
2	Fundamentals of Management by Danny Samson, Timothy Donnet, Richard L. Daft, Cengage Learning	2018 (6e)

Reference Books:		
Sr. No.	Name of Book/ Authors/ Publisher	Year of Publication/ Reprint
1	Human Resource Management - Text and Cases, by K. Aswathappa and Sadhna Dash, McGrawHill	2023 (10e)
2	Marketing Management by G. Shainesh Philip Kotler, Kevin lane Keller, Alexander Chernev, Jagdish N. Sheth, Pearson Education	2022 (16e)
3	Production and Operations Management - Chase, Aquilan and Jacobs, Tata McGraw-Hill by S N Chary, McGraw-Hill	2019 (6e)
4	Information Technology for Management by R. Behl, McGraw-Hill	2020 (3e)
5	Financial Management: Theory & Practice by Prasanna Chandra, McGraw-Hill	2022 (11e)

Equivalent MOOCs courses

Sr. No.	Course Links	Offered by
1	Principles of Management, https://onlinecourses.nptel.ac.in/noc23_mg33/preview	Swayam
2	Management Concepts https://nptel.ac.in/courses/122106031	NPTTEL

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

* 1-Low, 2 – Medium, 3 - High

Course Name	:	Financial Markets
Course Code	:	MHN4004
Credits	:	3
L T P	:	2 1 0

Course Objectives :	
<ul style="list-style-type: none"> • To understand the concept of Financial Markets and their relevance in present scenario • To analyze the functioning of financial markets and its instruments to make informed financial decisions, manage risk, and engage in investment and trading strategies. • To develop a comprehensive understanding of the regulatory framework and guidelines governing financial markets, with a specific focus on SEBI's role and regulations. • To critically assess the technological advances in the financial markets and stay updated with recent developments and trends. 	

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

Lecture wise breakup		No. of Lectures
Unit 1	<p>INTRODUCTION TO FINANCIAL MARKETS AND INSTRUMENTS</p> <p>Financial Market- Classification: Money Market; Capital Market; Derivative Market</p> <p>Money Market- Types of Instruments: Call Money, Treasury Bills, Certificates of Deposit, Commercial Paper, Banker's Acceptance</p> <p>Functions of Money Market; Market Liquidity and Interest Rate Movements</p> <p>Capital Market- Types: Primary markets and Secondary Markets</p> <p>Equity Market- Methods of Capital Issue in New Issues, Initial Public Offer (IPO), Right Issue, Follow on Public Offer (FPO), Private Placement, Qualified Institutional Placement (QIP), Offer For Sale (OFS). Indian Depository Receipt (IDR), American Depository Receipt (ADR), and Global Depository Receipt (GDR).</p> <p>Debt Market- Components: Corporate Debt Market, PSU Market, and Government Securities Market; Significance, Structure, Participants, and Instruments of Indian Debt Market.</p>	08
Unit 2	<p>DERIVATIVE MARKETS</p> <p>Introduction to derivative instruments; Futures contracts: features, types and trading; Options: call and put options, Swaps: interest rate swaps and currency swaps; application of derivatives for risk management and speculation, SEBI guidelines</p>	08
Unit 3	<p>RISK AND RISK MANAGEMENT IN FINANCIAL MARKETS</p> <p>Types of risk (Systematic and Unsystematic risks), Portfolio Theory (Markowitz and CAPM), Diversification and Risk Mitigation</p>	08

	strategies, financial regulations, Recent financial market scandals and their impact, Hedging strategies.	
Unit 4	<p>RECENT ADVANCES IN THE FINANCIAL MARKETS</p> <p>Trends in Financial Markets: Digitalization and FinTech, Blockchain; Cryptocurrency; Smart Analytics; Artificial Intelligence in Investing; P2P Lending, Crowdfunding, Digital Payments; Mobile Banking; E-wallets; Automated Portfolio Managers; Trading Platforms</p> <p>Recent RBI and SEBI Policies and Guidelines</p>	06

Course Outcomes:	
The students would be able to-	
1	Identify systematic and unsystematic risks in real-world financial scenarios and implement risk mitigation strategies to reduce overall risk exposure.
2	Apply various risk management theories to create a diversified portfolio that optimize risk and return profiles.
3	Evaluate various types of financial instruments for their investment decisions
4	Develop skills to make use of emerging financial technology for better investment opportunities.

Text Books:		
Sr. No.	Name of Book/ Authors/ Publisher	Year of Publication / Reprint
1	Frederic, S., Financial markets and institutions. Pearson Education India, 9 th edition.	2021
2	Chandra Prasanna, Investment and Portfolio Management, Tata McGraw Hill, 6 th edition.	2021
Suggested Books:		
Sr. No.	Name of Book/ Authors/ Publisher	Year of Publication / Reprint
1	Saunders, Cornett, Erhemjamts, Financial Markets and Institutions, Tata McGraw- Hill Publication, 8th Edition	2022
2	John J Murphy, Technical Analysis of the Financial Markets: A Comprehensive Guide to Trading Methods and Applications, Prentice Hall Press (TR)	2020
3	Jordan Ronald J and Fischer Donald E, Security Analysis and Portfolio Management, PHI, 7 th edition	2018
4	L.M. Bhole and J. Mahakud, Financial Institutions and Markets: Structure, Growth and Innovations, Tata McGraw- Hill Publication, 6 th edition	2017

Equivalent MOOCs courses

Sr. No.	Course Links	Offered by
1	Money and Financial Markets Offered by St Xavier's College https://onlinecourses.swayam2.ac.in/cec23_mg25/preview	SWAYAM
2	Financial Institutions and Markets Offered by IIT Kharagpur https://onlinecourses.nptel.ac.in/noc23_mg46/preview	NPTEL

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

1: Low, 2:Medium, 3:High

Course Name	:	Business Environment
Course Code	:	MHN4005
Credits	:	3
L T P	:	2-1-0

Course Objective:

- To understand the concept of business environment.
- To examine the different types of environments influencing business decisions.
- To analyse knowledge about different laws that need to be followed for initiating and managing business.
- To evaluate economic trends and its effect on government policies.

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

0)

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 and Company; Business Laws: Contract Law and Partnership Law; Tax Structure in India: GST	(7)
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	(7)
3	Globalization and IPR Concept, Pros and Cons of Globalization, Impact of Global Environment on Businesses; Role of WTO, WTO Functions, IBRD, Regional and Trade Blocs, EU, G7, G20, QUAD and NATO. Concept and kinds of IPR: Patent, Copyright and Trademarks; Economic Analysis of IPR.	(7)
4	CSR, ESR and Corporate Governance Concept, 3P's of CSR, ESR; Social Responsibility towards different stakeholders, Rationale for CSR; Environmental Responsibility, Ethical/Human Rights Responsibility, Philanthropic and Economic Responsibility; Corporate Governance; Concept, Elements and Essentials of Good Governance, ECG Index: Common Good Matrix 5.0	(7)

Course Outcomes:

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

1	Understand the impact of the environment on business and annotate appropriate business strategies to compete in the competitive world.
2	Apply knowledge about application and implementation of various business laws in practice.
3	Analyse how companies follow corporate governance and social responsibility practices along with fulfilling economic objectives.
4	Assess the recent developments in economic and business policies of the Government.

Text Books:

S.No.	Name of Book/ Authors/ Publisher	Year of Publication/ Reprint
1	Business Environment: Text and Cases/ Cherunilam F./Himalaya Publications.	2022
2	Essentials of Business Environment/ K Aswathappa/ Himalaya Publishing House.	2021

Suggested Books:		
<i>S.No.</i>	<i>Name of Book/ Authors/ Publisher</i>	<i>Year of Publication/ Reprint</i>
1	Legal Aspects of Business/ Pathak A./ McGraw Hill Education.	2020
2	Essential of Business Environment: Text, Cases and Exercises/ Justin Paul./ McGrawHill.	2022
3	Business Law/ Gulshan S.S. and Kapoor G.K./ New Age International (p) Ltd.	2018

Equivalent MOOC Courses

Suggested E-Material:		
<i>S.No.</i>	<i>Title/Name of Authors/(Type of material)</i>	<i>Retrieval Source</i>
1	“Business Environment,” Chhavi Jain	https://onlinecourses.swayam2.ac.in/imb22_mg02 /preview
2	“Business Environment,” UGC MOOC	https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_pg/389

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

1: Low, 2: Medium, 3: High

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

Course Objectives:	
Sr. No.	The main aim of the course is:
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

Sr. No	Lecture Wise Breakup	No. of Lectures
1.	Management: Concepts and Principles of Management; Management Functions: Managerial (Planning, Organizing, Staffing, Directing and Controlling) and Operational (Finance, Product Design, Quality Control, Strategy and Supply Chain Management and Marketing Mix), Role Play, Management Activities and Case Study.	5
2.	Entrepreneurship: Characteristics of Entrepreneurs; Development Phases of Entrepreneurship: Innovation and Idea Generation, Project Formulation and Validation (Feasibility Analysis) Ecosystem for Entrepreneurship Development: Financial and Non-Financial Institutional Support, Role of Incubator, Venture Capitalist, Angel Investor, Crowd Funding and Accelerator, Case Study	5
3.	Forms of Intellectual Property Rights (IPRs): Relevance & Procedure of IPRs - Patents, Copyright, Trademarks, Industrial Designs and Geographic Indicator	4
4.	Communication Process: 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	4
5.	Speaking Skills: 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	5

6.	Writing Skills: Letters, Minutes of Meeting, Book Review, Resume Writing, Technical Report Writing (Concept and Structure) Research Writing: Concept and Structural Framework	5
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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 Wehrich, Mark V. Cannice. McGraw Hill.	2020
2.	“Entrepreneurship and Small Business” Schaper Michael, Volery Thierry, Weber Paull and Lewis Kate, Wiley Publications	2018
3.	“Intellectual Property Law”, Narayanan P., Eastern Law House	2017

4.	“Technical Communication”, Raman Meenakshi and Sharma Sangeeta, Oxford University Press.	2015
5.	“English for Research Paper Writing”, Wallwork Adrian, Springer, London.	2011

MOOCs Courses:

1. Teamwork Skills: Communicating Effectively in Groups.” Available at Coursera. (Offered by University of Colorado, Boulder)), 4 weeks, Starts on 1st 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 1st 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
Total	100

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

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

Unit	Lecture wise breakup	No. of Lectures
1	General Introduction 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.	3
2	Publication Ethics 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.	4
3	Publication Regulations 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.	5
4	Plagiarism and Detection Tools Use of plagiarism software like Turnitin, Urkund and other open-source software tools.	2

Total No. of Practicals-28

Practical-wise Breakup	No. of Practicals
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

Course Outcomes:	Knowledge Level (Blooms Level)
1 The student will learn how to conduct research and publication in ethical manner.	L1&L4
2 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:		Year of Publication/ Reprint
Sr. No.	Name of Book/ Authors/ Publisher	
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.**
- 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	:	From Idea to a Startup
Course Code	:	MHM101
Credits	:	4
L T P	:	2-2-0

Course Objective:

- 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; Economic Analysis of IPR.	(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)

Total No. of Tutorials – 14

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

Course Outcomes:	Knowledge Level (Blooms Level)
1 Describe the entrepreneurial ecosystem for creating value.	L2
2 Demonstrate the knowledge of business planning for entrepreneurs.	L3
3 Analyze the ethical and legal frameworks for entrepreneurs.	L4
4 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
2	Ries, Eric, "The lean Start-up: How constant innovation creates radically successful businesses", Pubs: Penguin Books Limited.	2017
3	Byers T.H., Dorf R.C., Nelson A., "Technology Ventures: From Idea to Enterprise", Pubs: McGraw Hill.	2016
4	Desai V., "Entrepreneurship Development", Pubs: Himalaya Publishing House.	2019
5	Carter S., Jones-Evans D., "Enterprise and small business-Principal Practice and Policy", Pubs: Pearson Education.	2006
6	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.

Course Name	:	Fundamentals of Finance and Accounting
Course Code	:	MHM 103
Credits	:	4
L T P	:	2-2-0
Course Objectives :		
<ul style="list-style-type: none"> • To enable students understanding of the basic concepts in the area of the finance and accounting. • To understand the role of financial system in the economy and functioning of financial markets and various financial instruments. • To apply capital budgeting techniques to evaluate investment projects and make informed financial decisions. • To develop skills in making financial decisions for multinational corporations. 		

Total No. of Lectures – 28

Lecture wise breakup		No. of Lectures
Unit 1	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.	(8)
Unit 2	The time value of money: Time value of money, future value and compounding, present value and discounting. 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), and Case Study. Short Term Investment Decisions: Working Capital, Type and Factors Affecting the Composition of Working Capital, Case Study.	(8)
Unit 3	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. Financial System: Concept and Role of Financial System in Indian Economy.	(6)
Unit 4	International Finance: Foreign Exchange Markets, Exchange Rate Determination, Global Financial Management, FDI, FII. Regulatory Environment and Ethics in Finance: Financial Regulation Ethical Considerations in Finance.	(6)

Total No. of Tutorials – 28		No. of tutorials
Tutorial-wise Breakup		(28)
1	Practical Work based on Lectures (Case Studies, Role play, Group Discussion, Management Games, Presentations, Discussion on YouTube videos, Podcasts, Business Form Role-Play, Budget Preparation, Design Activity, Worksheet Practice- Final Accounts Preparation)	

Course Outcomes: At the end of the course students would be able to:		Knowledge Level (Blooms Level)
1	Understand the basics of Finance and accounting to enhance analytical skills for solutions and their use in business.	L1, L2
2	Develop and prepare various methods of budgeting and also understand the relevance of financial system in the economy.	L2, L3
3	Analyze and interpret the various methods and tools of Financial planning.	L4, L5, L6
4	Evaluate and compare investment projects using various capital budgeting techniques.	L5, L6

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

Suggested Books:		
S.No.	Name of Book/ Authors/ Publisher	Year of Publication/ Reprint
1	Gupta MP and BM Aggarwal, Financial Accounting; Sultan Chand & Sons.	2023
2	Pandey I.M., "Financial Management", Pubs: Pearson.	2021
3	Khan, M.Y & Jain, P.K.: Financial Management; Tata McGraw Hill, New Delhi.	8 th Edition, 2019
4	Pathak B.V., "The Indian Financial System: Markets, Institutions and Services", Publisher: Pearson India.	5 th Edition, 2018

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
Total		100

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.