

## DEPARTMENT OF HUMANITIES AND SOCIAL SCIENCES

**Programme: B.TECH.**

**Course Title: BUSINESS MANAGEMENT**

**Course Category: EPR**

**Course Code: HSIR14**

**Credits: 3 (L-2, T-1)**

**Semester: Odd/Even**

**Internal: 50 Marks**

**Theory: 50 Marks**

**Total: 100 Marks**

**Time: 3hrs**

**Note:** The number of questions to be set will be six covering the entire syllabus. The examinees will be required to attempt five questions. All questions shall carry equal marks.

### **Course Objectives:**

- To make students understand the application of basic business concepts of General Management, Human Resource Management, Marketing Management & Financial Management in evaluating various business issues.
- To make students aware about the Global Environment in which business operates.
- To acquaint the students about Ethical and Corporate Social Responsibility Issues of business organizations.

### **UNIT-I: General Management and Business Environment**

Environment: Meaning of Environment, Constituents of Business Environment: Micro & Macro Environment. Social Responsibility of Business. Management: Concept, Features, Nature and Functions of Management. Henry Fayol's Principles of Management.

### **UNIT-II: Financial Management**

Financial Management: Concept, Finance Function and Duties of Financial Managers. Management of Working Capital: Factors affecting Requirements of Working Capital. Capital Structure and Sources of Finance.

### **UNIT-III: Human Resource Management**

Evolution of Human Resource Management (HRM), Performance Appraisal: Need, Objectives and Methods. Workforce Diversity Management. Talent Acquisition and Retention Management.

### **UNIT-IV: Marketing Management**

Marketing Management: Concept, Nature, Scope and Importance. Marketing Mix and 7 Ps of Marketing Mix. Market Segmentation, Targeting and Positioning. E-marketing and Green Marketing.

### **Course Outcomes:**

After the completion of this course, students will be able to comprehend many issues related to business organization. They will be able to understand that how organization works, what the main areas of business are and how to manage them such as Finance, Marketing and Human Resource Management. Apart from these issues, students will know how business is affected by the environmental factors and acquaint them about the Ethical and Corporate Social Responsibility Issues in organizations.

**Suggested Reading:**

1. Business Environment – Francis Cherunilam (Himalaya Publishing House)
2. Corporate Governance (Principles, Mechanisms & Practice—Swami (Dr) Parthasarthy (Biztantra, New Delhi)
3. Management – Harold, Koontz and Cyril O'Donnell (McGraw Hill)
4. Principles and Practice of Management – L.M. Prasad
5. Management- Stephen, P. Robbins & Mary Coulter (Pearson Education Inc, Publishing as Prentice Hall)
6. Principles of Management- PC Tripathi & PN Reddy (Tata McGraw Hill Education)
7. Financial Management – I.M. Pandey ( Vikas Publishing House, New Delhi)
8. Financial Management: Theory & Practice--Prasanna Chandra (Tata McGraw Hill)
9. Financial Management—MY Khan & PK Jain (Tata McGraw Hill)
10. Financial management—Sheeba Kapil (Pearson)
11. Essentials of Financial Management—James Van Horne (Prentice Hall)
12. Handbook of Human Resource Management- Michael Armstrong (Kogan Page Limited)
13. Human Resource Management- Gary Dessler, Bijju Varkkey (Pearson)
14. Principles of Personnel Management – Edwin B. Flippo (Tata McGraw Hill )
15. Human Resource Management: Text and Cases—K Aswathappa (Tata McGraw Hill)
16. Marketing Management—Philip Kotler (Pearson Education India)
17. Marketing Management—Rajan Saxena (Tata McGraw Hill)
18. Basic Marketing – Cundiff and Still ( PHI, India )
19. Marketing Management – S.A. Sherlekar (Himalaya Publishing House)

**DEPARTMENT OF HUMANITIES AND SOCIAL SCIENCES**

**PROGRAMME: B. TECH.**

**COURSE TITLE: ECONOMICS FOR ENGINEERS**

**Course Category: EPR**

**Course Code: HSIR12**

**Credits: 3 (L-2, T-1)**

**Semester: Odd/Even**

**Internal: 50 Marks**

**Theory: 50 Marks**

**Total: 100 Marks**

**Time: 3hrs**

**Note:** Six questions to be set covering all the units. The examinees shall have to attempt any five questions of their choice. All questions shall carry equal marks.

**Objectives:**

- To enable students to understand the economic concepts applicable to engineering.
- To learn the techniques of economic decision making.
- To familiarize the students with basic fundamentals of Indian financial economy.

**Unit I: Introduction and Demand Analysis**

Economics- meaning, Scope of engineering economics, Demand: meaning, law of demand, Elasticity of demand and its measurement, Demand forecasting & its techniques.

**Unit II: Theory of Production, Cost and Firms**

Meaning and factors of production, law of variable proportions, returns to scale, optimum combinations of inputs, applications of average cost and marginal cost, Revenue Concepts, Equilibrium of firm and industry under alternative forms of market.

**Unit III: Engineering Economy**

Defining engineering economy, Time value of money: Project evaluation techniques: Present worth analysis, annual worth analysis, rate of return analysis, benefit/cost analysis, replacement and retention decisions, evaluation of alternatives under inflation and taxes.

**Unit IV: Indian Financial Economy**

Nature of Indian economy, monetary policy, fiscal frame work in the context of Union Budget, Indian financial system, financial markets: money and capital markets, financial instruments: equity, debentures, preference shares, bonds.

## References

1. Leland T. Blank & Anthony J. Tarquin, Engineering Economy- 7th Edition, McGraw-Hill - ISBN 0073376301
2. Anthony J. Tarquin, Basics of Engineering Economy, McGraw-Hill – ISBN 978–0–07–340129–4 ISBN 0–07–340129–3 (hard copy : alk. paper)
3. Newman, Lavelle and Eschenbach, Engineering Economy Analysis, Engineering Press (8th edition).
4. Park, Fundamentals of Engineering Economics, Pearson Prentice Hall, (2nd edition).
5. R. Paneerselvem- Engineering Economics, PHI
6. Hal R. Varian Intermediate Microeconomics, W. W. Norton and Company
7. A. Koutsouianis, Modern Microeconomics, MacMillan
8. Ruder Dutt and Sundaram, Indian Economy, S. Chand
9. H. L. Ahuja, Modern Economics, S. Chand

## Course Outcomes:

After this course the students will be able to understand the concepts of economics and will learn that how to use the principles of economics in the engineering discipline. They would be able to make appropriate decisions among various economic alternatives. They would also learn the implications of monetary and fiscal policies in Indian economy.

**DEPARTMENT OF HUMANITIES AND SOCIAL SCIENCES**

**PROGRAMME: B. TECH.**

**Course Title: Professional Communication and Soft Skills**

**Course Category: EPR**

**Internal: 50 Marks**

**Course Code: HSIR11**

**Theory: 50 Marks**

**Credits: 3 (L-2, T-0, P-1)**

**Total: 100 Marks**

**Semester: Odd/Even**

**Time: 3hrs**

**Course objectives:**

1. To develop communication skills among engineering students.
2. To build confidence in speaking English with correct pronunciation.
3. To develop basic writing skills and vocabulary.
4. To develop ability to comprehend text in various contexts.

*Instructions for examiner: The number of questions to be set will be five, one from each unit. The examinees will be required to attempt all five questions. All questions shall carry equal marks.*

**Unit I:**

**Communication Skills**

Introduction to communication, types of communication, use of language in communication, flow of communication, barriers to communication, measures to overcome barriers in communication, significance of technical communication, communication networks, forms of communication, examples and case studies etc. Technology based communication: net-etiquettes, e-mails, social networking, socially acceptable language and communication.

**Unit II:**

**Soft Skills**

Introduction to soft skills, meaning, nature, scope and importance of soft skills in the present organizational set up, managing interpersonal relationships, leadership skills, team work, attitude, creativity, social graces and table manners, international and social etiquettes etc. Non verbal communication: body language and gestures, significance and role of body language and gestures in communication, also cultural differences in body language.

**Unit III:**

**Written Communication**

Applications for jobs, CV and resume writing, technical report writing, précis writing, paragraph writing, essays etc. with emphasis on different styles and structures to be used.

**Unit IV:**

**Grammar and Punctuation**

Parts of speech, tenses, subject verb, active passive, interjections, capitalization etc. Use of comma, period, exclamation marks, ellipsis, question mark, colon, semi-colon, quotation marks, apostrophe etc. Common errors and acceptable professional language.

**For Language Laboratory**

**Unit I**

**Advanced Reading Skills**

Reading and Pronunciation Skills

Phonetics and Phonology: Introduction to sounds, vowel and consonant sounds, diphthongs etc  
IPA transcription of words, word stress, weak forms, voice, intonation, tone etc.

Unit II

### **Listening Skills**

Listening Process and practice- introduction to recorded lectures, poems, interviews and speeches, listening tests, problems in comprehension and retention, importance of listening in organizational set up.

Unit III

### **Speaking Skills**

Standard and formal speech: Group discussion, oral presentations, public speaking, business presentations etc. Conversation practice and role playing, mock interviews etc.

Unit IV

### **Building vocabulary**

Etymological study of words and construction of words, phrasal verbs, foreign phrases, idioms and phrases. Jargon/ Register related to organizational set up, word exercises and word games to enhance self expression and vocabulary of participants.

### **Recommended Readings:**

Daniel Jones. *The Pronunciation of English*. Cambridge: Cambridge University Press, 1956.

James Hartman & et al. Ed. *English Pronouncing Dictionary*. Cambridge: Cambridge University Press, 2006.

J.D.O'Connor. *Better English Pronunciation*. Cambridge: Cambridge University Press, 1980.

Lindley Murray. *An English Grammar: Comprehending Principles and Rules*. London: Wilson and Sons, 1908.

Margaret M. Maison. *Examine your English*. Orient Longman: New Delhi, 1964.

M. Ashraf Rizvi. *Effective Technical Communication*. Mc-Graw Hill: Delhi, 2002.

J.Sethi & et al. *A Practice Course in English Pronunciation*. New Delhi: Prentice Hall, 2004.

Pfeiffer, William Sanborn and T.V.S Padmaja. *Technical Communication: A Practical Approach*. 6<sup>th</sup> ed. Delhi: Pearson, 2007.

### **Learning Outcome:**

At the end of this course the students will be able to communicate effectively with an increase in their confidence to read, write and speak English fluently. They will also demonstrate a significant increase in word power. The variety of exercises and activities that will be conducted in the Language Lab will develop their skills needed to participate in a conversation like listening carefully and respectfully to others' viewpoints; articulating their own ideas and questions clearly and over all students will be able to prepare, organize, and deliver an engaging oral presentation.

**DEPARTMENT OF HUMANITIES AND SOCIAL SCIENCES**

**PROGRAMME: B. TECH.**

**Course Title: Soft Skills and Personality Development for Professionals**

**Course Category: Open Elective**

**Internal: 50 Marks**

**Course Code: HSOE**

**Theory: 50 Marks**

**Credits: 3 (L-2, T-0, P-1)**

**Total: 100 Marks**

**Semester: Odd/Even**

**Time: 3hrs**

**Objectives:**

1. To develop soft skills among engineering students.
2. To introduce different forms of communication and its significance in the present.
3. To develop advanced writing skills and vocabulary.
4. To develop confidence to use both non verbal and verbal communication efficiently.

*Instructions for examiner: The number of questions to be set will be five, one from each unit. The examinees will be required to attempt all five questions. All questions shall carry equal marks.*

**Unit I**

**Soft Skills**

Introduction to soft skills, different components of soft skills, managing interpersonal relationships, inter-cultural communication, leadership skills, teamwork, problem solving attitude, creativity, social graces and table manners, international and social etiquettes etc.

**Unit II**

**Personality Development**

Introduction to personality development: definition and basics of personality, analyzing strength and weaknesses, corporate theories on personality development, techniques in developing personality with emphasis on communication skills, building self esteem and confidence etc.

**Unit III**

**Technical Writing Skills**

Use of appropriate diction, elements of style, paragraph and essay writing, focus on coherence and cohesion.

Letter writing, formal letters, job applications, covering letters, CV and resume writing, report writing, memos and minutes of a meeting etc.

**Unit IV**

**Public Speaking Skills**

Group discussion, oral presentation skills, business presentations etc.

Interview skills: types of interviews, ensuring success in job interviews and appropriate use of non verbal communication: body language and gestures

**Recommended Reading:**

Margaret M. Maison. *Examine your English*. Orient Longman: New Delhi, 1964.

M. Ashraf Rizvi. *Effective Technical Communication*. Mc-Graw Hill: Delhi, 2002.

J.Sethi & et al. *A Practice Course in English Pronunciation*. New Delhi: Prentice Hall, 2004.

John Nielson. *Effective Communication Skills*. Xlibris, 2008.

P.Prasad. *Communication Skills*. Kataria & Sons: Delhi, 2004.

Patrick Fanning & et al. *Messages: The Communication Skills Book*. Oakland: Raincoat Books, 2009.

**Learning Outcome:**

At the end of this course students will be able to communicate effectively in a professional setting. They will learn the acceptable forms of communication across cultures. They will also develop confidence to work in a team and resolve conflicts. The emphasis on public speaking and oral presentations will help them deliver an engaging presentation.



**DEPARTMENT OF HUMANITIES AND SOCIAL SCIENCES**

**PROGRAMME: B. TECH.**

**Course Title: Leadership: Insights into Literature**

**Course Category: Open Electives**

**Internal: 50 Marks**

**Course Code: HSOE**

**Theory: 50 Marks**

**Credits: 3 (L-3)**

**Total: 100 Marks**

**Semester: Odd/Even**

**Time: 3hrs**

**Course Objectives:**

1. To develop leadership skills among engineering students.
2. To acquaint the students with the basic issues in leadership (beyond theoretical approach) and how literary texts can help in better understanding of those issues.
3. To develop an understanding of different styles of leading i.e. East and West.
4. To develop critical thinking and problem solving attitude.

**Instructions for examiner:** *The number of questions to be set will be four, one from each unit. The examinees will be required to attempt all four questions. All questions shall carry equal marks.*

**Unit I**

**Introduction to Leadership Studies**

Overview and approaches to Leadership Studies

Theories in leadership

Definition and understanding of key terms: leadership, leading, leader, difference between manager and leader, difference between hero and leader etc.

**Unit II**

**Issues in Leadership**

Basic issues in leading like role of emotions and passions, problems in decision making, ethics and values etc.

Why good leaders fail? Is ethical leading successful?

Contemporary leadership and leaders etc.

**Unit III**

**Case Study:** Reading of literary texts to understand the concept of leadership and leading.

- Niccolo Machiavelli: *The Prince*
- Kautilya: *Arthashastra*

**Unit IV**

**Case Study:** Application of literary texts to analyse and investigate leadership issues.

- Earnest Hemingway: *Old Man and the Sea*
- William Shakespeare: *Julius Caesar*

**Recommended Reading:**

Antonakis, J., A.T. Cianciolo and R.J. Sternberg. *The Nature of Leadership*. California: Sage, 2004.

- Badarcco, Joseph L. *Questions of Character: Illuminating the Heart of Leadership through Literature*. Harvard: Harvard UP, 2006.
- Barry, Vincent E. and William Shaw. *Moral Issues in Business*. California: Wadsworth, 2010.
- Bass, Bernard. *Leadership, Psychology and Organisational Behaviour*. California: Harper Collins, 1960.
- Bennis, Warren G. *On Becoming a Leader*. Cambridge, Massachusetts: Perseus, 2003.
- Burns, James Macgregor. *Leadership*. New York: Harper Collins, 1979.
- Carlyle, Thomas. *On Heroes, Hero-Worship and the Heroic in History (1840)*. London: Chapman and Hall, 1869.
- Clemens, John K. and Douglas F. Mayer. *The Classic Touch: Lessons in Leadership from Homer to Hemingway*. Illinois: Contemporary Books, 1999.
- Gardener, J.W. *On Leadership*. New York: Free Press, 1990.
- Gardener, Howard. *Leading Minds: An Anatomy of Leadership*. New York: Basic Books, 1996.
- Goleman, D. "What Makes a Leader?" *Harvard Business Review* 11 (1998): 93-102.
- Manikutty, S. and S.P. Singh. *Essence of Leadership: Explorations from Literature*. Delhi: Macmillan, 2010.

**Learning Outcome:**

At the end of this course the students will be able to understand the concept of leadership and leading. The introduction of Indian and Western treatises on statesmanship will help them in understanding different styles of leadership. The course goes beyond theoretical concept of leadership. Thus, examples of leaders from real life and literary texts will help the students in developing a perspective and an insight into the idea of leadership and leading.