

List and description of courses which address the Gender, Environment and Sustainability, Human Values and Professional Ethics into the Curriculum

Sr No	Cross cutting issue	Course	Program	Additional Activities	Impact
1	Gender	Entrepreneurship Management	MMS	<ul style="list-style-type: none"> Workshop on self defence. Seminar on woman empowerment in digital India Seminar on Gender: Roles and responsibilities Women's day celebration annually 	All these efforts help us in sensitizing students towards gender equality.
		Environmental Studies	Engg		
2.	Environment and Sustainability	Environmental Studies	Engg	<ul style="list-style-type: none"> Plastic Awareness Campaign E waste collection Drive Minor Research Project : Converting green waste into manure by Composting 	These efforts are helping the Institute to progress towards being a green campus.
		Business Ethics	MMS		
		Business Environment	MMS		
		Corporate Social Responsibility	MMS		
3	Human Values and Professional Ethics	Environmental Studies	Engg	<ul style="list-style-type: none"> Guest Lectures and Invited talks by Industry experts. 	Students are well-groomed, and professional ethics are inculcated in them.
		Communication Skills	Engg		
		Business Communication and Ethics	Engg		
		Business Ethics	MMS		
		Organisational Behaviour	MMS		
		Business Environment	MMS		
		Ethos in Indian Management	MMS		
		Corporate Social Responsibility	MMS		
		Entrepreneurship Management	MMS		

**1. Entrepreneurship Management
PROGRAM : MMS**

Semester	:	I – Elective
Title of the Subject / course	:	Entrepreneurship Management
Course Code	:	
Credits	:	4
	Duration in Hrs	40

Learning Objectives

1	To acquaint the students with both the theory and practice of Entrepreneurship,
2	to expose the students to the finer nuances of the subject
3	to re-orient the outlook of students towards new business ventures and start ups and also to help them to look at these as a possible career option.

Prerequisites if any	Nil
Connections with Subjects in the current or Future courses	1) Entrepreneurship Management would both supplement and complement the knowledge gained after doing papers like Business Environment in the second semester, and, 2) it would also pave the way for studying papers like Strategic Management (Semester III) and Project Management (Semester IV).

Module

Sr. No.	Content	Activity	Learning outcomes
1	(A) Entrepreneurial Perspective : • Concept of entrepreneur, entrepreneurship and enterprise, advantages of entrepreneurship • Nature and development of entrepreneur and entrepreneurship	Lecture	To gain an understanding of entrepreneurship, as well as to realise and harness the potential of new ventures and start ups.
2	• opportunity -based entrepreneurship • social entrepreneurship • entrepreneurship by Dalits • technopreneurship	Lecture	To gain an understanding of entrepreneurship, as well as to realise and harness the potential of new ventures and start ups.
3	Gender bias and women entrepreneurs	Lecture and a case study	To gain an understanding of entrepreneurship, as well as to realise and harness the potential of new ventures and start ups.
4	Entrepreneurs, managers and intrapreneurs : similarities and differences	Lecture	To gain an understanding of entrepreneurship, as well as to realise and harness the potential of new ventures and start ups.

5	Innovation, creativity and entrepreneurship	Lecture and a case study	To gain an understanding of entrepreneurship, as well as to realise and harness the potential of new ventures and start us
6	(B) The Entrepreneurial Environment: <ul style="list-style-type: none"> • Analysis of business opportunities in both the domestic and global economies, including the analysis of PEST factors 	Lecture	To gain an understanding of entrepreneurship, as well as to realise and harness the potential of new ventures and start ups.
7	<ul style="list-style-type: none"> • Quick-start routes to establish a business (franchising, ancillarising and asquisitioning) • Support organisations for an entrepreneur and their role 	Lecture	To gain an understanding of entrepreneurship, as well as to realise and harness the potential of new ventures and start ups.
8	<ul style="list-style-type: none"> • Legal framework for starting a business in India • The Make in India Campaign, the Digital India Campaign and the opportunities for start ups in India 	Lecture	To gain an understanding of entrepreneurship, as well as to realise and harness the potential of new ventures and start ups.
9	(C) The Enterprise Launching : <ul style="list-style-type: none"> • Product / Project identification • Preparing a Business Plan 	Lecture and a case study	To gain an understanding of entrepreneurship, as well as to realise and harness the potential of new ventures and start ups.
10	<ul style="list-style-type: none"> • Business financing, including venture capital finance and private equity 	Lecture	To gain an understanding of entrepreneurship, as well as to realise and harness the potential of new ventures and start ups.
11	<ul style="list-style-type: none"> • Managing early growth of business • New venture expansion - strategies and issues 	Lecture and a case study	To gain an understanding of entrepreneurship, as well as to realise and harness the potential of new ventures and start ups.

12	<ul style="list-style-type: none"> • International variations in entrepreneurship (including cultural and political differences) • Indian Family Business: genesis, features, issues and challenges 	-- Do --	To gain an understanding of entrepreneurship, as well as to realise and harness the potential of new ventures and start ups.
13	Presentations by students		To gain an understanding of entrepreneurship, as well as to realise and harness the potential of new ventures and start ups.

Text books

1	Entrepreneurship Management by P N Singh and J C Saboo.
2	Entrepreneurship by Rajeev Roy
3	Entrepreneurship by Robert Hisrich, Michael Peters and Dean Shepperd

Reference books

1	Beyond Entrepreneurship by James C Collins and William C Lazier
2	Dynamics of Entrepreneurial Development by Vasant Desai
3	Entrepreneurship Development in India by B Ghosh

Assessment

Internal	40%
Semester end	60%

2. Environmental Studies (FE Sem II : Engineering)

Sub Code	Subject Name	Teaching Scheme			Credits Assigned			
		Theory	Pract.	Tut.	Theory	TW/Pract	Tut.	Total
6	Environmental studies	02	-	-	02	-	-	02

Sub. Code	Subject Name	Examination Scheme				Total
		Theory (out of 75)	Term	Pract.	Oral	

		Internal Assessment (out of 15)			End sem. exam (out of 60)	Work			
		Test 1	Test 2	Average of Test 1 and Test 2					
6	Environmental studies	15	15	15	60	-	-	-	75

Details of the syllabus:-

Sr. No.	Details	Hrs
Module 1	Multidisciplinary Nature of Environmental Studies: <ul style="list-style-type: none"> • Scope and Importance • Need for Public Awareness • Depleting Nature of Environmental resources such as Soil, Water, Minerals, and Forests. • Global Environmental Crisis related to Population, Water, Sanitation and Land. • Ecosystem: Concept, Classification, Structure of Ecosystem, overview of Food chain, Food web and Ecological Pyramid 	04
Module 2	Sustainable Development <ul style="list-style-type: none"> • Concept of sustainable development • Social, Economical and Environmental aspect of sustainable development. • Control Measures: 3R (Reuse, Recovery, Recycle), Appropriate Technology, Environmental education, Resource utilization as per the carrying capacity. 	04
Module 3	Environmental Pollution: <ul style="list-style-type: none"> • Air Pollution: Sources, Effects of air pollution with respect to Global Warming, Ozone layer Depletion, Acid Rain, Photochemical smog, Two Control Measures- Bag house Filter, Venturi scrubber . Case Study: Bhopal Gas Tragedy 	07

	<ul style="list-style-type: none"> • Water Pollution: Sources and Treatment, Concept of waste waters - Domestic & Industrial and treatment. Case Study: Minamata Disease. • Land Pollution: Solid waste, Solid waste Management by Land filling, Composting. • Noise Pollution; Sources and Effects • E-Pollution: Sources and Effects. 	
Module 4	Environmental Legislation: <ul style="list-style-type: none"> • Overview • Ministry of Environment and Forests (MoE&F). Organizational structure of MoE&F. • Functions and powers of Central Control Pollution Board. • Functions and powers of State Control Pollution Board. • Environmental Clearance, Consent and Authorization Mechanism. • Environmental Protection Act • Any two case studies pertaining to Environmental Legislation. 	05
Module 5	Renewable sources of Energy: <ul style="list-style-type: none"> • Limitations of conventional sources of Energy. • Various renewable energy sources. • Solar Energy: Principle, Working of Flat plate collector & Photovoltaic cell. • Wind Energy: Principle, Wind Turbines. 	05
	<ul style="list-style-type: none"> • Hydel Energy: Principle, Hydropower generation. • Geothermal Energy: Introduction, Steam Power Plant 	
Module 6	Environment and Technology <ul style="list-style-type: none"> • Role of Technology in Environment and health • Concept of Green Buildings, Indoor air pollution • Carbon Credit: Introduction, General concept. • Disaster Management: Two Events: Tsunami, Earthquakes, Techniques of Disaster Management • Case Study: Earthquake in Japan 	05

Theory Examination:

1. Question paper will comprise of **total 6 questions, each of 15 marks.**
2. Total **four questions** need to be solved.
3. Question **Number One** will be **compulsory** and it will be based **on entire syllabus** wherein sub questions of 2 to 3 marks will be asked.

4. Remaining questions i.e Q.2 to Q.6 will be mixed in nature and will be divided in three parts (a),(b) &(c) and they will belong to different modules.

5. In question paper, weight of each module will be proportional to number of respective lecture hours as mentioned in the syllabus.

Recommended Books:

1. Textbook of Environmental studies by Erach Bharucha, University Press.
2. Environmental Studies by R.Rajagopalan, Oxford University Press.
3. Essentials of Environmental Studies by Kurian Joseph & Nagendran, Pearson Education
4. Renewable Energy by Godfrey Boyle, Oxford Publications.
5. Perspective Of Environmental Studies, by Kaushik and Kaushik, New Age International
6. Environmental Studies by. Anandita Basak, Pearson Education
7. Textbook of Environmental Studies by Dave and Katewa, Cengage Learning
8. Environmental Studies by Benny Joseph, TataMcGraw Hill

3. Business Ethics

PROGRAM : MMS

Semester	:	I - Elective			
Title of the Subject / course	:	Business Ethics			
Course Code	:				
Credits	:	4	Duration in Hrs	:	40

Learning Objectives

1	To have an in-depth knowledge of the issues concerning Morals, Values, Ideologies and Ethics in personal, professional and business lives
2	To prepare the budding managers and entrepreneurs to develop themselves into better corporate citizens
3	To imbibe into students the importance of fair transactions, ethical conduct and conscientious decision making
4	To expect an Integrity-driven work place scenario from students
5	To ensure sustainability as a compulsive tool of driving Organisational Vision and Mission
6	To have a balance between the Theoretical and practical aspects of Ethics in general and Ethics in business in particular.

Prerequisites if any	A thorough understanding of the amalgam of Class Room and Work place driven learning of business studies.
Connections with Subjects in the current or Future courses	1. Perspective Management 2. Ethos in Indian Management 3. Corporate Social Responsibility 4. Organisational Behaviour

Module

Sr. No.	Content	Activity	Learning outcomes
1	<p><u>Ethics : Types, Characteristics</u> Need, Theories, Merits and Limitations.</p> <p>Moral disintegration in contemporary times and need for it to be controlled.</p>	<p>Discussion, Text Book, Electronic Presentations</p>	<p>Getting to know of the basis and basics of Ethics</p>
2	<p><u>Role and Features of Business.</u> How Business and Ethics are to be conjoined used integrally to each other. Merits of using Ethics in Business.Chanakya and Gandhi philosophy.</p>	<p>Discussion, Text Book, Electronic Presentations</p>	<p>The compulsive connection between Business and Ethics. How does it help the Business.</p>
3, 4 & 5	<p><u>Theory of Ethics.</u>Management of Ethics - Ethics analysis [Hosmer model]; Ethical dilemma; Ethics in practice - Ethics for managers; Role and function of Ethical managers- Comparative ethical behaviour of managers; Code of</p>	<p>Discussion, Text Book, Electronic Presentations</p>	<p>Strong knowledge of the theory and written material on Ethics, Integrity and Ideologies</p>
	<p>ethics; Competitiveness, organizational size, profitability and ethics; Cost of Ethics in Corporate ethics evaluation.</p>		
6	<p><u>Business and Ecology /</u> Environmental issues in the Indian context and case studies. Green Judicial Activism, Green Tribunal , Economic & Environmental Sustainability</p>	<p>Discussion, Text Book, Electronic Presentations</p>	<p>Importance and respect for Ecological Environment. Green Legislations</p>
	<p><u>Compliance and Legal Aspects</u></p>	<p>Discussion, Text Book,</p>	

7, 8	<p><u>of Ethics</u></p> <p>General and Business Ethics in particular.</p> <p>Political and Legal Environment.</p> <p>Indian Constitution and Ethics, Indian Legal framework, Competition Law, Indian Culture and Values, Concept of Karma, Dharma and Good Conduct</p>	<p>Electronic Presentations, Seminar by Legal Experts / NGOs, Special Session by experts in Business and Law fields.</p>	<p>Knowledge and respect for Law and natural justice in business.</p> <p>Appreciating the role and importance of respecting the tenets of Natural Law in Business.</p>
9, 10	<p><u>Environment of Ethics</u></p> <p>Economic Environment. Economic Growth and Business. Relationship between Profitability and Ethics.</p> <p>Role of Chambers of Commerce & Industry in furthering the cause of Ethical aspects of Business.</p> <p>FICCI, CII, IMC etc. Ethics in International Scenario, Ethics and Globalisation, Etiquettes and International mores.</p>	<p>Discussion, Text Book, Electronic Presentations</p>	<p>Role of Government, Trade Bodies, Economy in Business Ethics.</p>
11	<p><u>Corporate Governance and Ethics</u></p> <p>Code of Conduct, Citizen's Charter, Employee Welfare, Labour Legislations and Privileges, Collective Bargaining, Fair Wage, Sexual Harassment at Workplace, Vishaka V State of Rajasthan guidelines, Future of Governance in Business.</p>	<p>Discussion, Text Book, Electronic Presentations</p>	

12	Live Case Studies, Projects,		
& 13	Presentations, Submission by Students in Consultation with Industry and Academic Faculty mentors		

Reference books

1	S. A. Sherlekar, Ethics in Management, Himalaya Publishing House.
2	Chandrashekhar, Ethics
3	Chakraborty, Business Ethics

Text books

1	W. H Shaw, Business Ethics
2	Satheesh Kumar, Corporate Governance
3	Hosmer and Richard, The Ethics of Management

Assessment

Internal	40%
Semester end	60%

4. Business Environment

PROGRAM : MMS

Semester	:	I - Elective		
Title of the Subject / course	:	Business Ethics		
Course Code	:			
Credits	:	4	Duration in Hrs	: 40

Learning Objectives

7	To have an in-depth knowledge of the issues concerning Morals, Values, Ideologies and Ethics in personal, professional and business lives
8	To prepare the budding managers and entrepreneurs to develop themselves into better corporate citizens
9	To imbibe into students the importance of fair transactions, ethical conduct and conscientious decision making
10	To expect an Integrity-driven work place scenario from students To ensure sustainability as a compulsive tool of driving Organisational Vision and

11 Mission

To have a balance between the Theoretical and practical aspects of Ethics in general and Ethics in business in particular.

Prerequisites if any	A thorough understanding of the amalgam of Class Room and Work place driven learning of business studies.
Connections with Subjects in the current or Future courses	1. Perspective Management 2. Ethos in Indian Management 3. Corporate Social Responsibility 4. Organisational Behaviour

Module

Sr. No.	Content	Activity	Learning outcomes
1	<u>Ethics : Types, Characteristics</u> Need, Theories, Merits and Limitations. Moral disintegration in contemporary times and need for it to be controlled.	Discussion, Text Book, Electronic Presentations	Getting to know of the basis and basics of Ethics
2	<u>Role and Features of Business.</u> How Business and Ethics are to be conjoined used integrally to each other. Merits of using Ethics in Business.Chanakya and Gandhi philosophy.	Discussion, Text Book, Electronic Presentations	The compulsive connection between Business and Ethics. How does it help the Business.
3, 4 & 5	<u>Theory of Ethics.</u> Management of Ethics - Ethics analysis [Hosmer model]; Ethical dilemma; Ethics in practice - Ethics for managers; Role and function of Ethical managers- Comparative ethical behaviour of managers; Code of	Discussion, Text Book, Electronic Presentations	Strong knowledge of the theory and written material on Ethics, Integrity and Ideologies
	ethics; Competitiveness, organizational size, profitability and ethics; Cost of Ethics in Corporate ethics evaluation.		
	<u>Business and Ecology /</u> Environmental issues in the Indian context and case studies.	Discussion,	Importance and respect for

6	Green Judicial Activism, Green Tribunal , Economic & Environmental Sustainability	Text Book, Electronic Presentations	Ecological Environment. Green Legislations
7, 8	<u>Compliance and Legal Aspects of Ethics</u> General and Business Ethics in particular. Political and Legal Environment. Indian Constitution and Ethics, Indian Legal framework, Competition Law, Indian Culture and Values, Concept of Karma, Dharma and Good Conduct	Discussion, Text Book, Electronic Presentations, Seminar by Legal Experts / NGOs, Special Session by experts in Business and Law fields.	Knowledge and respect for Law and natural justice in business. Appreciating the role and importance of respecting the tenets of Natural Law in Business.
9, 10	<u>Environment of Ethics</u> Economic Environment. Economic Growth and Business. Relationship between Profitability and Ethics. Role of Chambers of Commerce & Industry in furthering the cause of Ethical aspects of Business. FICCI, CII, IMC etc. Ethics in International Scenario, Ethics and Globalisation, Etiquettes and International mores.	Discussion, Text Book, Electronic Presentations	Role of Government, Trade Bodies, Economy in Business Ethics.
11	<u>Corporate Governance and Ethics</u> Code of Conduct, Citizen's	Discussion, Text Book, Electronic	

	Charter, Employee Welfare, Labour Legislations and Privileges, Collective Bargaining, Fair Wage, Sexual Harassment at Workplace, Vishaka V State of Rajasthan guidelines, Future of Governance in Business.	Presentations	
12	Live Case Studies, Projects,		
& 13	Presentations, Submission by Students in Consultation with Industry and Academic Faculty mentors		

Reference books

4	S. A. Sherlekar, Ethics in Management, Himalaya Publishing House.
5	Chandrashekhar, Ethics
6	Chakraborty, Business Ethics

Text books

4	W. H Shaw, Business Ethics
5	Satheesh Kumar, Corporate Governance
6	Hosmer and Richard, The Ethics of Management

Assessment

Internal	40%
Semester end	60%

5. Communications Skills

Subject Code	Subject Name	Teaching Scheme			Credits Assigned			
		Theory	Pract.	Tut.	Theory	TW/Pract	Tut.	Total
FEC206	Communication Skills	02	02	-	02	01	-	03

Sub. Code	Subject Name	Examination Scheme							Total
		Theory				TW	Prat	Oral	
		Internal Assessment			End sem. exam				
		Test 1	Test 2	Average of Test 1 & 2					
FEC206	Communication Skills	10	10	10	40	25	-	-	75

S.No	Topic	No. of lectures
1.	Communication Theory: The communication process, objectives, barriers to communication, methods of communication, formal and informal channels of communication in a business organization, techniques to improve communication	12

	(Listening, speaking, reading, writing)	
2.	Grammar and Vocabulary: Pairs of confused words, common errors, use of articles, prepositions, apostrophes, agreement of the verb with the subject, one-word substitution, synonyms and antonyms	3

3.	Business Correspondence: Principles of business correspondence, parts of a business letter, formats (Full-block/Complete block, Modified block, Semi-block), types of letters: Enquiry letters and replies to enquiry (enquiry about a product, service or information, asking for a quotation, placing an order and replies to the same) letters of Claim and Adjustment.	9
4.	Summarization and Comprehension: Technical and industry-oriented passages (not less than 400 words)	3
5.	Technical writing : Framing definitions, writing instructions, language exercises based on types of expositions (description of an object, explanation of a process)	3

Note: Two tests are prescribed for internal assessment. The first test should be conducted in the form of a three-minute public speech. The second test should be based on theory and application exercises based on the syllabus.

Term work: 25 marks

Assignments: 20 marks

Attendance: 05 marks

List of assignments:

Summarization & Comprehension

Grammar practice

Communication theory: Application exercises

Barriers to Communication

Principles of Business Correspondence

Formats of business letters

Types of letters

Technical writing

Recommended reference books for Communication Skills:

Business Communication by Urmila Rai & S.M. Rai, Himalaya Publishing House

Communication Skills by Meenakshi Raman & Sangeeta Sharma, Oxford University Press

Business Correspondence & Report-writing by R.C.Sharma & Krishna Mohan, Tata McGrawHill Education

Effective Technical Communication by Ashraf Rizvi, Tata McGrawHill

Technical Writing & Professional Communication for non-native speakers of English by Thomas N.Huckin & Leslie A.Olsen, McGrawHill

Mastering Communication by Nicky Stanton, Palgrave Master Series

Paper pattern

Total Marks: 40, Duration : 2 hours

Distribution of marks and weightage:

The paper will comprise 6 questions of 10 marks each out of which 4 need to be attempted. The first question is compulsory and will be a combination of all modules.

Students can attempt any 3 out of the remaining 5 questions.

The first module (Communication theory) will carry 40 % weightage.

Questions 2, 3, 4, 5 and 6 will be based on combinations of two or more modules.

6. Business Communication Ethics (TE SEM V)

Course Code	Course Name	Teaching scheme			Credit assigned					
		Theory	Pract.	Tut.	Theory	Pract.	Tut.	Total		
BML501	Business Communication and Ethics (Abbreviated as BCE)	--	04	--	--	02	--	02		
Course Code	Course Name	Examination Scheme								
		Theory				Term work	Pract.	Oral	Pract. / Oral	Total
		Internal Assessment			End sem					
		Test 1	Test 2	Avg.						
BML501	Business Communication and Ethics (BCE)	--	--	--	--	50	--	--	--	50

Course Code	Course Name	Credits
BMC501	Business Communication and Ethics	02
Course Objective	<ol style="list-style-type: none"> To inculcate in students professional and ethical attitude, effective communication skills, teamwork, skills, multidisciplinary approach and an ability to understand engineer's social responsibilities. To provide students with an academic environment where they will be aware of the excellence, leadership and lifelong learning needed for a successful professional career. To inculcate professional ethics and codes of professional practice To prepare students for successful careers that meets the global Industrial and Corporate requirement' provide an environment for students to work on Multidisciplinary projects as part of different teams to enhance their team building capabilities like leadership, motivation, teamwork etc. 	
Course Outcome	<p>A learner will be able to</p> <ol style="list-style-type: none"> Communicate effectively in both verbal and written form and demonstrate knowledge of professional and ethical responsibilities Participate and succeed in Campus placements and competitive examinations like GATE, CET. Possess entrepreneurial approach and ability for life-long learning. Have education necessary for understanding the impact of engineering solutions on Society and demonstrate awareness of contemporary issues. 	
Module	Contents	Hours
1.	Report Writing	07
	Objectives of report writing	
	Language and Style in a report	

	Types of reports	
	Formats of reports: Memo, letter, project and survey based	
2.	Technical Proposals	02
	Objective of technical proposals	
	Parts of proposal	
3.	Introduction to Interpersonal Skills	07
	Emotional Intelligence	
	Leadership	
	Team Building	
	Assertiveness	
	Conflict Resolution	
	Negotiation Skills	
	Motivation	
	Time Management	
4.	Meetings and Documentation	02
	Strategies for conducting effective meetings	
	Notice	
	Agenda	
	Minutes of the meeting	
5.	Introduction to Corporate Ethics and etiquettes	02
	Business Meeting etiquettes, Interview etiquettes, Professional and work etiquettes, Social skills	
	Greetings and Art of Conversation	
	Dressing and Grooming	
	Dinning etiquette	
	Ethical codes of conduct in business and corporate activities (Personal ethics, conflicting values, choosing a moral response, the process of making ethical decisions)	
6.	Employment Skills	06
	Cover letter	
	Resume	
	Group Discussion	
	Presentation Skills	
	Interview Skills	
	Total	26

List of Assignments

1. Report Writing (Synopsis or the first draft of the Report)
2. Technical Proposal (Group activity, document of the proposal)
3. Interpersonal Skills (Group activity and Role play)
4. Interpersonal Skills (Documentation in the form of soft copy or hard copy)
5. Meetings and Documentation (Notice, Agenda, Minutes of Mock Meetings)
6. Corporate ethics and etiquettes (Case study, Role play)
7. Cover Letter and Resume
8. Printout of the PowerPoint presentation

Assessment:

Term Work:

Term work shall consist of all assignments from the list.

The distribution of marks for term work shall be as follows:

- Assignments : **20 marks**
- Project Report Presentation: **15 marks**

- Group Discussion: **10 marks**
- Attendance : **05 marks**

The final certification and acceptance of term work ensures the satisfactory performance of work assigned and minimum passing in the term work.

Books Recommended:

References:

1. Fred Luthans, “*Organizational Behavior*”, Mc Graw Hill, edition
2. Lesiker and Petit, “*Report Writing for Business*”, Mc Graw Hill, edition
3. Huckin and Olsen, “*Technical Writing and Professional Communication*”, McGraw Hill
4. Wallace and Masters, “*Personal Development for Life and Work*”, Thomson Learning, 12th edition
5. Heta Murphy, “*Effective Business Communication*”, Mc Graw Hill, edition
6. R.C Sharma and Krishna Mohan, “*Business Correspondence and Report Writing*”,
7. B N Ghosh, “*Managing Soft Skills for Personality Development*”, Tata McGraw Hill. Lehman,
8. Dufrene, Sinha, “*BCOM*”, Cengage Learning, 2nd edition
9. Bell . Smith, “*Management Communication*” Wiley India Edition,3rd edition.
10. Dr. K. Alex ,”*Soft Skills*”, S Chand and Company
11. Dr.KAlex,”*SoftSkills*”,S Chand and Company
12. R.Subramaniam, “*Professional Ethics*” Oxford University Press 2013.

7. Organisational Behaviour

PROGRAM : MMS

Semester	: I - Elective		
Title of the Subject / course	: Organizational Behaviour		
Course Code	:		
Credits	: 4	Duration in Hrs	: 40

Learning Objectives

1	To provide students understanding how and why people behave in organizations as they do, either as individuals or in groups and how their behaviours affect their performance and performance of the organization as a whole.
2	to provide understanding how to effectively modify their behaviour through motivation and leadership for enhanced performance. And also to provide understanding about related concepts such as Org. Structure, Design and Culture.
3	To help students to understand human behaviour in organizations and equip them to enhance their performance as well as performance of the people reporting to them.

Prerequisites if any	
Connections with Subjects in the current or Future courses	

Module

Sr. No.	Content	Activity	Learning outcomes
1	Introduction to OB	Lecture	Understand the nature and scope of organizational behavior at individual,

			group, organizational and societal levels
2	Personality: Meaning and Determinants of Personality	Lecture	Comprehend the meaning and determinants of personality and the effects of perception, attitude and values on work
3	Perception, Attitude and Value	Lecture	Understand the concepts of group dynamics, team effectiveness, roles and conflict management
4	Motivation Concepts : Motives	Lecture	Distinguish between the various theories of motivation and their application in organizations
5	Group Behaviour and Group Dynamics	Lecture	Define the concept of leadership and distinguish between a number of different leadership theories
6	Organisational Design: Structure, size, technology	Lecture	Identify the different bases of power; and discuss how individuals and groups use power in organizations
7	Leadership: Concepts and skills of leadership	Lecture	Understand the impact of organizational culture and structure on organizational behavior
8	Organisation Development	Lecture	Define the concept and practice of change management and
			organizational development; with an analytical insight related to application of interventions strategically.
9	Understanding of the Concept of Defence Mechanism; Types of Defence Mechanism; Role of Defence Mechanism in Personality, Perception & Attitude; Significance & Relevance of Defence Mechanism for Interpersonal Relations and Group Dynamics	Video & Role Play	Enhanced understanding of the behavior of superiors, peers and subordinates especially in problem situations and the ways to deal with them more effectively.
10	Case Studies and Presentations		

Text books

1	Any textbook of Psychology of undergraduate course
1	Understanding Organizational Behavior –UdaiPareek

Assessment

Internal	40%
Semester end	60%

8. Ethos in Indian Management

PROGRAM : MMS

Semester	:	II - Elective			
Title of the Subject / course	:	Ethos in Indian Management			
Course Code	:				
Credits	:	4	Duration in Hrs	:	40

Learning Objectives

1	To sensitize students to Indian culture and value systems and the impact of this on management thinking and action
2	To increase the level of awareness of the thought leadership emanating from India and understand its relevance in modern times
3	To bring to focus importance of ethical and responsible behavior on the part of young managers

Prerequisites if any	
Connections with Subjects in the current or Future courses	

Module

Sr. No.	Content	Activity	Learning outcomes
1	What is Indian Ethos ?	Prior study and group discussions	To understand the distinctive characteristics of the Indian ethos
2	Values	Deriving values from ancient scriptures	To understand the role of human values and professional values in our decisions and everyday life and business
3	Management of Self	Learning from ancient philosophies and spiritual wisdom	To have an awareness of ways for Anger management and Stress Management. To know the concepts of 'Total Quality of the Mind'.

4	Religion	<p>To study the basic principles of different religions and their similarities.</p> <p>Case studies of modern day practices for diversity.</p>	<p>To know the basic tenets and historical roots of the religions followed by people in India.</p> <p>To know the meeting points/commonalities between religions.</p> <p>To appreciate diversity and pluralism in organizations and society</p>
5	<p>The concept of Dharma</p> <p>The concept of Karma</p>	<p>Study the traditional understanding of the concepts.</p> <p>Modern business Case studies revolving around these concepts</p>	<p>To know the meaning of corporate dharma and corporate karma.</p> <p>To understand the significance of Ethics as part of the Indian ethos.</p>
6	Kautilya's Principles	Study the principles and find their modern relevance and application	To understand the relevance of Kautilya's principles in terms of the role of the leader in today's times

Sr. No.	Content	Activity	Learning outcomes
7	Leadership	Study the leadership and management preachings from the epics of Ramayana and Mahabharata	To understand the responsibilities of leadership
8	Social Responsibility, Sustainable Development Giving, Trusteeship concept of Mahatma Gandhi	Research on the traditional importance of 'Social Responsibility' Case studies on Sustainable Development	To understand the essence of the Trusteeship concept of Mahatma Gandhi. To understand modern day practices of sustainable development around the world.
9	The Constitution of India – Preamble of the Constitution, Fundamental Duties mentioned in Chapter IV A - Article 51 A	Discussion on current affairs / episodes and approach towards them	To understand and internalize the concepts and meanings of the core message in the Preamble and in the Fundamental Duties laid in the Constitution. To objectively and progressively analyze current issues, challenges and solutions affecting today's Indian society and Indian industry.

Text books

1	Management and the Indian Ethos by G. D. Sharma
2	Ethics, Indian Ethos and Management by S. Balachandran, K. C. R. Raja, B. K. Nair
3	Indian Ethos for Modern Management by G. R. Krishna
4	Indian Ethos and Values for Managers by N. M. Khandelwal

Reference books

1	Towards the optimal organizations (Indian Culture and Management) by Rayen Gupta
2	The seven spiritual Laws of Success by Deepak Chopra
3	Gandhi, CEO: 14 Principles to Guide & Inspire Modern Leaders by Alan Axelrod
4	My Experiments with Truth by M. K. Gandhi
5	The India Way by Peter Cappelli, Harbir Singh, Jitendra Singh and Michael Useem

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- 6 Blending the best of the East and the West in Management education by SubhirChowdhury
 - 7 India's contribution to Management: Pravir Malik (Sri Aurobinds Institute of Research in Social Sciences, pondicherry)
 - 8 Vedic management by Krishna Saigal
 - 9 Philosophies of Gandhi, Tagore and Kabir
 - 10 Speeches by great Indians from history
 - 11 Poems written by Rumi
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Assessment

Internal	40%
Semester end	60%

9. Effective and management communication.

PROGRAM : MMS

Semester	:	I - Elective			
Title of the Subject / course	:	Effective and Management Communication			
Course Code	:				
Credits	:	4	Duration in Hrs	:	40

Learning Objectives

1	In all social behavior, communication is essential in building and maintaining human relationships.
2	In business, communication is essential for the smooth and efficient conduct of day-to-day transactions/activities.
3	In recent years the importance of communication has greatly increased as a result of the growing complexity of businesses, as also the impact of rapid industrialization, globalization and the advent of modern technologies.
4	English being globally the language of Management, those with good communication skills in English enjoy a distinct advantage in their work and careers.

Prerequisites if any	Decent working knowledge of the English language (including Grammar) is a must, keeping in mind that most business/management transactions in India and internationally are conducted in the English language.
Connections with Subjects in the current or Future courses	English is globally the most widely spoken language and it is the accepted language of the business world. It is the medium of instruction for this course, hence it impacts every subject and future courses.

Module

Sr. No.	Content	Activity	Learning outcomes
1	Introduction and Theory of Communication: nature, function & scope; The 7 Cs of communication	2 sessions (3 hrs)	Historical background and the development of communication; Importance and role of communication in everyday life
2	The communication Process: classification, components and models of communication; Problems in communication (Filters)	2 sessions (3 hrs)	Mechanics behind the communication process, difficulties experienced in communication
3	Channels of communication: Formal v/s Informal, Upward, Downward, Horizontal, Grapevine; Barriers to communication.	2 sessions (3 hrs)	Different types of communication, impedance due to extraneous factors called "barriers"
4	Verbal and Non-verbal communication: Listening, Kinesics, Paralanguage, Proxemics	2 sessions (3 hrs)	Important non-verbal parameters in communication
5	Essentials of effective verbal communication: Voice modulation, Tone, Pitch, Knowledge and self confidence	2 sessions (3 hrs)	How to make your communication effective and attractive
6	Meetings: Types; purpose. Group Discussions: Do's and Don'ts; Committees: Types, Advantages and disadvantages, effectiveness.	2 sessions (3 hrs)	Communication in groups, guidelines to improve performance/effectiveness in group interactions
7	Public Speaking: Preparation, Attire, Posture and Delivery techniques	2 sessions (3 hrs)	How to become a convincing and forceful public speaker
8	Written communication: Business letters, Types, Essentials, Format, common errors. e-mail: format, language and courtesy, common errors.	2 sessions (3 hrs)	Ways to achieve impressive and meaningful written communication
9	Report Writing: Types of Reports, requirements, format	2 sessions (3 hrs)	Correct and effective Report-writing techniques
10	Communication and Culture: Intercultural sensitivities, Business etiquette when dealing with people from different nationalities.	4 sessions (6 hrs)	Understanding cultural diversity and Business etiquette with foreign clients
12	Impact of modern Technology on Business Communication: the paperless office, use of modern devices	2 sessions (3 hrs)	Methods of effective audio-visual communication
13	Cases, sample communications and exercises, audio-visual presentations	2 sessions (3 hrs)	Experiential learning through audio-visual means

Text books

1	Singh Nirmal, "Business Communication : Principles, Methods & Techniques," Deep & Deep Publications, Delhi.
2	Krishna Mohan & Meera Banerji, "Developing Communication Skills," MacMillan.
3	Murphy, Hildebrandt & Thomas, "Effective Business Communications," McGraw Hill.
4	Taylor & Chandra, "Communication for Business: A Practical Approach," Pearson
5	Mukherjee Hory Sankar, "Business Communication: Connecting at Work", Oxford University Press, 2013.

Reference books

1	Doctor & Doctor, "Business Communication," Sheth Publishers.
2	Raman & Singh, "Business Communication," Oxford University Press.
3	Madhukar R. K., "Business Communication," Vikas Publishing House
4	McKay, Davis and Fanning, "Communication Skills," B. Jain Publishers Pvt Ltd, New Delhi.

Assessment

Internal	40%
Semester end	60%