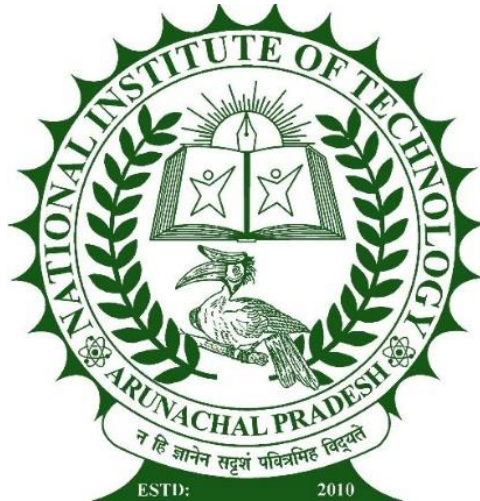


Course Curriculum for B. Tech.
in
Management & Humanities

(For students admitted in 2019-20 onwards)



National Institute of Technology
Arunachal Pradesh

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INSTITUTE VISION

To transform into an acclaimed institution of higher learning with creation of an impact on the north eastern region in terms of innovation and entrepreneurship

INSTITUTE MISSION

To generate new knowledge through state of the art academic program and research in multidisciplinary field

To identify regional, Indian and global need to serve the society better.

To create an ambience to flourish new ideas, research and academic excellence to produce new leaders and innovators

To collaborate with other academic, research institutes and industries for wholistic growth of the students

Utilization of available big resources to encourage entrepreneurship through formation of startups.

DEPARTMENT VISION

“Department of Management & Humanities at NIT Arunachal Pradesh shall endeavour to promote entrepreneurial culture and develop communication skills of the students to enable them in contributing to the development of the society and the nation. It also nurtures human values among students.

DEPARTMENT MISSION

“The mission of the Department is to impart knowledge of Communication, Entrepreneurship, and Engineering Ethics to create quality Human Capital for the industries, who can lead ethically and contribute for sustainable development of the society and to develop inquisitive and cognitive mindset of students to have better outlook towards both professional and personal life.

Programme Educational Objectives (PEOs)

After successful completion of the program, the graduates will be:

- 1. Able to apply concepts and theories of management and communication in professional and personal life.*
- 2. Able to design and craft interdisciplinary and innovative ideas.*
- 3. Able to function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.*

Programme Outcomes (PEOs)

The followings are the programme outcomes:

- 1. Develop a sense of personal, social, and moral responsibility.*
- 2. Communicate effectively on complex engineering activities with the engineering community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.*
- 3. Provide knowledge that enables the students to get the required inputs to become competent industrial engineers and managers acceptable to the present day industries.*
- 4. Promote student's lifelong learning skills, entrepreneurial ability, ethical practices, creativity and communication.*

COURSE STRUCTURE

B. Tech. 1st Year, Semester I *

Sl. No	Course Code	Course Title	L	T	P	C
1.	MH-101	Communication Skills	0	3	0	3
Total Credit			0	3	0	3

B. Tech. 1st Year, Semester II*

Sl. No	Course Code	Course Title	L	T	P	C
1.	MH-106	Fundamentals of Economics	3	0	0	3
Total Credit			3	0	0	3

B. Tech. 2nd Year, Semester III

Sl. No	Course Code	Course Title	L	T	P	C
1.	MH-201	Introduction to Human Values and Ethics	3	0	0	3
Total Credit			3	0	0	3

B. Tech. 2nd Year, Semester IV

Sl. No	Course Code	Course Title	L	T	P	C
1.	MH-206	Entrepreneurship	3	0	0	3
Total Credit			3	0	0	3

B. Tech. 3rd Year, Semester VI

Sl. No	Course Code	Course Title	L	T	P	C
1.	MH-306	Professional Communication	1	2	0	3
Total Credit			1	2	0	3

Module Name: Communication Skills

Module Code: MH101

Semester: Semester I

Credit: 03 {P=0, T=3, L=0}

A. Objectives:

The course is designed to meet the following objectives:

1. to increase the students ability to improve and utilize the skills necessary to be competent interpersonal communicator.
2. to increase the students' LINGUISTIC understanding of his or her own communication behaviour.
3. to increase the students' understanding of others communication behaviours.
4. to improve the students' communication skills in both social and professional contexts.

B. Course Content:

Basics of Communication

Concept and Meaning, Communication cycle, Objectives, Barriers to communication (linguistic and semantic, psychological, physical, mechanical, cultural), The importance of audience and purpose, Types of Communication, Styles of Communication, Verbal and non-verbal communication, Comparing general communication and technical communication Language skills (listening, speaking, reading, writing), Transactional analysis.

Listening Skills

Listening- types of listening, Listening to classroom lectures/ talks on engineering/technology-TED talks/podcast, Differentiation of minimal pairs and accents, Listening comprehension. **Activities:** Ear Drills and listening exercises.

Speaking Skills

Speaking- introducing oneself - exchanging personal information, Dialogue building, Demo presentations, Effective oral presentation skills, Neutral accent, **Activities:** Pronunciation Drills- Vowels, consonants drills, Songs, rhymes, chants and tongue twister drills, Repetition drills.

Reading and Writing Skills

Reading – types of reading, reading longer technical texts- identifying the various transitions in a text- paragraphing.

Technical writing: Techniques to define an object, writing instructions, language exercises based on types of expositions (description of an object, explanation of a process), Blogs – Tweets – Online resume/ – e-mails – SMS and Online texting – Report writing – Describing

charts and tables – Writing for media on current events, Resume Writing, Letters, Technical Report Writing. **Activities:** Various reading and writing activities

C. Text Books:

1. *Sanjay Kumar and Pushp Lata, Communication Skills, Second Edition, New Delhi: Oxford University Press (OUP), 2018.*
2. *Sanjay Kumar and Pushp Lata, English Language and Communication Skills for Engineers (as per AICTE Syllabus), New Delhi: Oxford University Press (OUP), 2018.*
3. *Edition Meenakshi Raman and Sangeeta Sharma, Technical Communication: Principles and Practice, Second Oxford Publications, 2017.*

D. Reference Books:

1. *Randolph Quirk, Sidney Greenbaum, Geoffrey Leech, Jan Svartvik. A Comprehensive Grammar of the English Language, Pearson Education India; First edition (2010).*

E. Programme Outcomes:

- Display competence in oral, written, and visual communication.
- Apply communication theories in various speech acts.
- Use current technology related to the communication field.
- Understand the process of communication and its effect on giving and receiving information.

Name of the Module: Fundamentals of Economics

Module Code: MH-106

Semester: Semester -II

Credit Value 3 [P=0, T =0 L=3]

A. Objectives:

The course is design to meet the following objectives:

1. Learn the fundamentals of Engineering Economics
2. Understand and use of Economic concepts in making business decision
3. Use economic information to manage the organization
4. Use economic tools with respect to acceptance or rejection of investment proposals
5. Know the current issues relating to economic environment

B. Course content

Basics of Economics

Basic Concepts, Scope, Importance and definitions, Relevant to Managerial Economics-Factors Influencing Managerial Decision – Managerial economics and other disciplines, Relation between Science, Engineering, Technology and Economics

Demand Analysis

Managerial Decisions-Meaning of Demand- Types of Demand –Determinants of Demand – Demand Functions – Demand Elasticity – Demand Forecasting Methods – Accuracy of Forecasting

Cost concept

Costs Concepts - Accounting Cost and Economic Cost – determinants of Cost – Cost –Output Relationship – Estimation of Cost – Output Relationship, Break Even Analysis-linear approach (Simple numerical problems to be solved).

Market Structure and Product Pricing

Perfect and Imperfect Market Structures. Conditions of Perfect Competition. Price of a Product under demand and supply forces. Equilibrium Price. Pricing under Monopoly and Monopolistic Competition. Pricing under Oligopoly. Kinked Demand Curve. Discriminating Prices.

Inflation, Business cycle, National Income

Inflation- meaning, feature, Types, causes, Factors Causing Increases in Demand, Factors Causing Decrease in Supply, Impacts/ Effects of Inflation , Measures to Control Inflation. Business Cycle - Features of Business Cycle, Causes of Business Cycle, Types of Business Cycle, Theories of Business Cycle ,Impacts/Effects of

Business Cycle, Measures to Control Business cycle, National Income & Current Issues- Concepts of National Income, Factors Determining Level (Size) of National Income, Methods of Measurement of National Income, Choice of Methods of National Income, Importance of Measurement of National Income, Difficulties in Measuring National Income.

C. Text Books :

1. *R. Panneerselvam, Engineering Economics, Second Edition, New Delhi , PHI Learning Private Limited, 2013.*
2. *Chan S. Park Fundamentals of Engineering Economics, Fourth Edition, New York, Pearson, 2018*
3. *Seema Singh, Economics for Engineering Students Second Edition .I.K. International Publishing House, Delhi, 2014.*
4. *Parvin Kumar, Fundamentals of Engineering Economics, New Delhi, John, and Wiley, 2012.*

D. Reference Books:

1. *G.S.Gupta, Managerial Economics, Joel Dean, Englewood Cliffs, N.J.: Prentice-Hall, 2011 Managerial Economics, New Delhi, Tata McGraw Hill Publication,2010.*
2. *D.N.Diwedi, Managerial Economics , New Delhi , Pearson Education India, 2012.*
3. *S.C.Varshney, Managerial Economics, New Delhi Sultan Chand & Sons, 2010*
4. *Arun Kumar, and Rachana Sharma Managerial Economics - - Google ...*
books.google.com/books/about/Managerial_Economics.

E. Programme outcomes:

1. Learn the fundamentals of Engineering Economics
2. Understand and use of Economic concepts in making business decision
3. Use economic information to manage the organization
4. Use economic tools with respect to acceptance or rejection of investment proposals
5. Know the current issues relating to economic environment

Name of the Module: Introduction to Human Values and Ethics

Module Code: MH201

Semester:3rd

Credit Value: 3 [P=0, T=0, L=3]

A. Objectives:

The course is designed to meet with the objectives of:

1. Enabling students to acquire and cultivate ethical practices in terms of business, engineering and life in general.
2. Developing a sense of moral responsibility in business and enterprise.
3. Emphasizing the importance of values and ethics in modern life.

B. Course Content:

Universal Human values

Getting to Know Your Students: Aspirations and family expenditures, Purpose of the Course, Gratitude, Competitions and Co-operation: The Full story of Tortoise and Rabbit), Competition and Excellence, Self and Body, Peer Pressure, Self Confidence, *Identity and Assumptions*, Prosperity, Peer pressure –English, Relationships- Seven Relations, Relationship Vs Transaction, Mulya in Relationships: Trust, Mulya in Relationships: Respect, Anger (*if time permits*, Nature – Four Orders), NIRMAN: *Youth for Purposeful Life*, Gandhi Film, Gandhi Film- Points to ponder

Ethics of Profession:

Engineering profession: Ethical issues in Engineering practice, Conflicts between business demands and professional ideals. Social and ethical responsibilities of Technologists. Codes of professional ethics. Whistle blowing and beyond, Case studies.

Profession and Human Values:

Values Crisis in contemporary society, Nature of values: Value Spectrum of a good life, Psychological values: Integrated personality; mental health, Societal values: The modern search for a good society, justice, democracy, secularism, rule of law, values in Indian Constitution.

Aesthetic values: Perception and enjoyment of beauty, simplicity, clarity, Moral and ethical values: Nature of moral judgements; canons of ethics; ethics of virtue; ethics of duty; ethics of responsibility.

C. Text Books:

1. *Simon Blackburn Being Good: A Short Introduction to Ethics, Oxford University Press, 2001*
2. Peter Singer, *The Most Good You Can Do: How Effective Altruism Is Changing Ideas About Living Ethically* Yale University Press 2015

D. Reference Books:

1. Govindarajan M *Professional Ethics and Human Values* 2013
2. *S. Dinesh Babu ,Professional Ethics and Human Values, Firewall Media, 2007*
3. *R.S. Naagarazan, A Textbook on Professional Ethics and Human Values, New Age International, 2007.*

E. Programme Outcomes:

- Understand the importance of values and ethics in business and work places
- Understand the benefits of managing ethics at work place.

Name of the Module: Entrepreneurship (3-0-0-3)

Module Code: MH206

Semester: 4th

Credit Value: 3 [P=0, T=0, L=3]

A. Objectives:

The course is designed to meet the objectives of:

1. To involve themselves in the business activities
2. Starting innovative practices in their entrepreneurial activities.
3. Developing their skills on the traits that they want to carry forward.
4. Starting activities on Forest based Technology.

B. Course Content:

Introduction to Entrepreneurship

Meaning, Role of Entrepreneur, Entrepreneur Process: different approaches, Motivation for becoming an Entrepreneur. SME Concept, its role, status, prospects and policies for promotion of SMEs. Importance of Entrepreneurship: innovations, Qualities of successful Entrepreneur, Functions of an Entrepreneur, Types of Entrepreneur, Issues & Problems Entrepreneurial Practices.

Importance of Entrepreneurship

Entrepreneurship and Innovations, Converting Innovation to Economic Value which includes, Growth Strategies, value position, Market Segments, Value Chain Structure, Revenue Model, Qualities of successful Entrepreneur, Functions of an Entrepreneur, Types of Entrepreneur, Issues & Problems Entrepreneurial Practices. Contribution of Entrepreneurs: Towards R&D, creates Wealth of Nation & Self prospect with Challenge. Entrepreneur Carrier: Different Stages, Entrepreneur Development Programmers (EDPs).

Characteristics of Entrepreneurship

Risk taker, Perceptive, Curious, Imaginative, Persistent, Goal setting, and Hardworking, Research & Management Skill, Organizing & Controlling, Soft skills and Feasibility. Women Entrepreneurship: Opportunities, promotion Hurdles and Prospects of women Entrepreneurs, Factors & Models of Entrepreneurial Development. Social Entrepreneurial Initiative: Solving social problems through opportunity identification, idea generation techniques, Business plan, Strategic Plan etc.

C. Text Books:

1. Desai, Vasant, Small-Scale Industries and Entrepreneurship. Himalaya Publishing House, Delhi. 2008
2. Kaulgud, Aruna Entrepreneurship Management. Vikas Publishing House, Delhi. 2003
3. Cynthia, L. Greene . Entrepreneurship Ideas in Action. Thomson Asia Pvt. Ltd., Singapore. 2004

D. Reference Books:

1. Timmons, Jerry A., and Spinelli, Stephen, 2009. New Venture Creation: Entrepreneurship for the 21st Century, 8th Edition, Boston, MA: Irwin McGraw-Hill
2. Barringer Entrepreneurship: Successfully Launching New Ventures, Pearson Education Publishing 2015
3. Hisrich, Entrepreneurship, Tata McGraw Hill, New Delhi, 2001
4. Donald F. Kuratko, Entrepreneurship: Theory, Process, Practice Cengage Learning 2017

E. Programme Outcomes:

1. Start their venture more scientifically.
2. Start their venture by linking with the financial institutions.

Module Name: Professional Communication

Module Code: MH 306

Semester: Semester 6

Credit: 03 [L=1, T=2, P=0]

A. Objectives:

The course is designed to meet the following objectives:

1. To prepare them for their interviews and be successful in them.
2. To write various job applications to impress the interview panels.
3. To inculcate the interview etiquettes and professional etiquettes for their job opportunities.
4. To make them to appear and be successful in English proficiency assessments.

B. Course Content:

Introduction to English for national and international examinations and placements. International English Language Testing System (IELTS)- Test for English as a Foreign Language (TOFEL)- Civil Service (Language related verbal ability)- Cambridge Proficiency in English (CPE). **Activity:** Online mock drills and practices.

Interview Skills. Different types of interview formats-answering questions: one to one and one to panel-offering information-body language-dress code- articulation of sounds-intonation, pitch- Interview and professional etiquettes- FAQs related to job interviews. **Activity:** mock interviews by experts.

Interview Preparation: Writing- writing job application- résumé, bio-data, CV, letters, email, reports (via email and hard copy), online blog. **Group Discussion:** Introduction to GD, understanding dynamics of GD, brainstorm the topics, questioning and clarifying-GD strategies-activities to improve GD skills-negotiation skills. **Activity:** Role plays and GDs.

Interview Preparation: Speaking- self-introduction-organizing materials for speaking-discourse markers-presenting visuals/maps/numerals/charts effectively- PPT presentation-dos and don'ts-time management in speaking and answering questions. **Activity:** Story completion, Group role plays, mock stage talks.

C. Text Books:

1. Raman. Meenakshi and Sangeeta Sharma. *Professional Communication*, Oxford University Press-2014
2. Barun K Mitra *Personality Development and Soft Skills*, OUP. 2016
3. Priyadarshi Patnaik. *Group Discussion and Interview Skills (With CD) 1st Edition*, Cambridge-2011.

D. Reference Books/Website:

1. *Pauline Cullen, The Official Cambridge Guide to IELTS Student's Book With Answers With DVD ROM, 2014. CUP*
2. *Pamela J Sharpe, Barron's TOEFL iBT 2019 Guide (With DVD) 2013,.*
3. *Jeff Butterfield, Soft Skills for Everyone, Cengage Learning, New Delhi. 2005*

E. Programme Outcomes:

- Become aware of the numerous career opportunities within the field of communication.
- Enrol in the TOFEL and IELTS examinations.
- Show an understanding of opportunities in the field of communication.
- Apply effective communication skills in variety of public and interpersonal settings
- Discover the impact of changing communication methods on society