

**COURSE CURRICULUM FOR B. TECH  
IN  
MANAGEMENT & HUMANITIES  
(FROM 2022 ONWARDS)**



Department of Management and Humanities  
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**COURSE STRUCTURE  
COMPULSORY FOR ALL B.TECH BRANCH**

<b>1<sup>ST</sup> SEMESTER</b>				
<b>Sl.no</b>	<b>Course code</b>	<b>Course name</b>	<b>L-T-P</b>	<b>Credits</b>
1.	MH-1101	Communication Skills	2-0-0	2
2.	MH-1102	Language Laboratory	0-0-2	1
				<b>3 Credits</b>
<b>2<sup>ND</sup> SEMESTER</b>				
1.	MH-1201	Introduction to Innovation and Creativity	2-0-0	2
2.	MH-1202	Gandhian Philosophy and Technology	0-0-2	1
				<b>3 credits</b>
<b>4<sup>TH</sup> SEMESTER</b>				
1.	MH-2201	Entrepreneur Essential and Early-Stage Start-up	3-0-0	3
				<b>3 credits</b>
<b>5<sup>TH</sup> SEMESTER</b>				
1	MH-3101	Engineering Economics	3-0-0	3
				<b>3 credits</b>
<b>Total</b>				<b>12 credits</b>

## OPEN ELECTIVE IN MANAGEMENT

Sl.no	Course code	Course name	L-T-P	Credits
<b>3<sup>RD</sup> SEMESTER</b>				
1.	MH-210X	Organization Behavior	3-0-0	3
				<b>3 credits</b>
<b>4<sup>TH</sup> SEMESTER</b>				
2.	MH-220X	IPR and Business Law	3-0-0	3
				<b>3 credits</b>
<b>5<sup>TH</sup> SEMESTER</b>				
1.	MH-310X	Innovation, Technology, & Entrepreneurship	3-0-0	3
				<b>3 credits</b>
<b>6<sup>TH</sup> SEMESTER</b>				
1.	MH-320X	Business Communication	3-0-0	3
				<b>3 credits</b>
<b>7<sup>TH</sup> SEMESTER</b>				
1.	MH-410X	Financial Management	3-0-0	3
				<b>3 credits</b>
<b>Total</b>				<b>15 credits</b>

**Subject Code: MH-1101**

**Subject Name: Communication skills**

**Credit Point: 2 (L=2, T=0, P=0)**

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**A. Course Objectives:**

The course is designed to meet the following objectives:

1. To increase the student's ability to improve and utilize the skills necessary to be competent communicator.
2. To enhance the students' linguistic understanding of his or her own communication behaviour.
3. To improve the students' communication skills in both social and professional contexts.
4. To enhance language proficiency and thereby the employability of budding engineers and technologists.

**B. Course Content:**

Fundamentals of Communication-Concept and Meaning, Process of Communication, Communication Channels, Importance of Communication, Role of Cross-cultural Communication, Communication Cycle, Objectives and Barriers of Communication (linguistic and semantic, psychological, physical, mechanical, cultural), Importance of Audience and Purpose, Types of Communication, Styles of Communication, Verbal and Nonverbal Communication, Comparing General Communication and Technical Communication, Role of Communication in Technology, Persuasive Skills, Negotiation Skills, Language Skills (listening, speaking, reading, writing), Listening-Types of Listening, Writing-Writing Formal Letters, Résumés, Reports, User Manuals, Emails and Blogs, Essentials of Grammar- Sentence Formation, Common Errors and Misappropriations, Note Making, Oral and Poster Presentation Skills, Interview Skills and Etiquette, Language Usage in Social Media.

**C. Text Books:**

1. Salaria, R.S. and Kul Bhushun Kumar, Effective Communication Skills, Khanna Publishing, 2022.
2. Edwards, Vanessa Van. Cues: Master the Secret Language of Charismatic Communication, Penguin, 2022.
3. Kumar, Sanjay and Pushp Lata, Communication Skills: Workbook, Oxford University Press (OUP), 2018.
4. Mitra, Barun K. Personality Development and Soft Skills, Oxford University Press(OUP), 2016.

**D. Reference Books:**

1. Kumar, Sanjay and Pushpa Lata, English Language and Communication Skills for Engineers (as per AICTE Syllabus), Oxford University Press (OUP), 2018.
2. Raman, Meenakshi and Sangeeta Sharma, Technical Communication: Principles and Practice, Oxford University Press (OUP), 2017.
3. Quirk, Randolph, Sidney Greenbaum, Geoffrey Leech, Jan Svartvik. A Comprehensive Grammar of the English Language, Pearson Education India, 2010.

**E. Course Outcomes:****By the end of this course you will be able to:**

1. Display competence in oral, written, and visual communication.
2. Apply communication theories in various speech acts.
3. Practice the effective way of communication with good personality traits and etiquette.
4. Understand the process of communication and its effect on giving and receiving information.

**Subject Code:MH-1102**

**Subject Name: Language Laboratory**

**Credit Point:1 (L=0, T=0, P=2)**

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**A. Course Objectives:**

The course is designed to meet the following objectives:

1. To facilitate computer-assisted multi-media instruction enabling individualized and independent language learning
2. To sensitize students to the nuances of English speech sounds, word accent, intonation and rhythm
3. To bring about a consistent accent and intelligibility in students' pronunciation of English by providing an opportunity for practice in speaking
4. To improve the fluency of students in spoken English and neutralize their mother tongue influence
5. To train students to use language appropriately for public speaking and interviews

**B. Course Content:**

Basics of Phonetics, Speech Sounds – Vowels and Consonants, Word Stress and Rhythm, Accent, Intonation, Phonetics Drills, Developing Effective Listening Skills- Listening Comprehension Drills, Speaking - Conversations, Dialogues, and Debates, Role Play, Situational Dialogues, Expressions in Various Situations, Making Requests and Seeking Permissions, Formal Presentations. Telephone Etiquette, Building Advanced Vocabulary and English Grammar Exercises.

**C. Text Books:**

1. Words Worth English Language Software
2. Kumar, Rajesh, English Language Communication Skills: Lab Manual Cum Workbook with CD, Cengage Learning India, 2014

**D. Reference Books:**

1. Jones, Daniel. English Pronouncing Dictionary, Cambridge University Press, 2011.
2. Bansal, R. K. & J. B. Harrison. Spoken English with CD, Orient Blackswan, 2013.

**E. Course Outcomes:**

**By the end of this course, you will be able to:**

1. Understand of nuances of English language through audio - visual experience and group activities.
2. Reach the neutral intelligibility.
3. Attain the clarity and confidence to enhance their employability skills.
4. Express themselves fluently and appropriately in social and professional contexts.

**Subject Code: MH-1201**

**Subject Name: Introduction to Innovation and Creativity (3-0-0-3)**

**Credit Point:3 (L=3, T=0, P=0)**

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**A. Course Objectives:**

The course is designed to meet the objectives of:

1. To involve themselves in the innovation and creative 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 based on the search of new ideas.

**B. Course Content:**

Introduction to innovation and creativity, opportunity identification: the search for new idea, entrepreneurial imagination and creativity, The role of creative thinking, Components of creativity, Indication of creativity, Developing your creativity, the creative thinking process, Two approaches to creative problem-solving, the most common idea killers, Arenas in which people are creative, the creative climate, Innovation and entrepreneur, the innovation process, types of innovation, Proof of Concept(PoC), product development, the major misconceptions of innovation, principles of innovation, Methods to initiate ventures, creating new ventures: new-new approach & new-old approach, ways to develop personal creativity: recognise relationships, develop a functional perspective, use your brains, and eliminate muddling mind –sets, design thinking, design innovation, technological innovation and designing entrepreneurship, creative design. Case study on startup/unicon

**C. Text Books:**

1. Donald F. Kuratko, Entrepreneurship: Theory, Process, Practice Cengage Learning 2017
2. Cynthia, L. Greene, Entrepreneurship Ideas in Action. Thomson Asia Pvt. Ltd., Singapore. 2004

**D. Reference Books:**

1. Barringer Entrepreneurship: Successfully Launching New Ventures, Pearson Education Publishing 2015
2. Timmons, Jerry A., and Spinelli, Stephen, 2009. New Venture Creation: Entrepreneurship for the 21st Century, 8th Edition, Boston, MA: IrwinMcGraw-Hill
3. Hisrich, Entrepreneurship, Tata McGraw Hill, New Delhi, 2001

**E. Programme Outcomes:**

1. Start their venture more scientifically.
2. Start their venture by linking with the all the stakeholders.
3. Enable to identify various opportunity mapping
4. Explore many possibility of generating new idea leading to enterprise.



**Subject Code:MH-1202**

**Subject Name: Gandhian Philosophy and Technology**

**Credit Point:1 (L=0, T=0, P=2)**

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**A. Course Objectives:**

The course is designed to meet the following objectives:

1. To understand the life style and significance of M. K. Gandhi in modern world
2. To introduce Gandhian Thought as an academic discipline to students
3. To convey the importance of Gandhian Values in different walks of life
4. To create awareness about the significance of Gandhian Thought for Academics and life in general, in students and common stakeholder through workshop and related activities done by Gandhi Study Center

**B. Course Content:**

Ethics in Gandhian Thought : Socio- Political and Economic Thoughts of Gandhiji, Gandhian methods for Global Peace, Gandhian Development, Mahatma Gandhi's Perspectives on Technology. Participating practical oriented activities done by GSC/ Technology-attributes/innovation/activities of Gandhian way of life styles/Gandhian economics, Indian cottage industry and its improvement, Inclusive growth and through sustainable development

**C. Text Books:**

1. Gandhi, Gopal krishna, Mohandas Karamchand Gandhi: Restless as Mercury, My Life as a Young Man, Aleph Book Company, 2021.
2. Beitzel, Terry and et al. Reflections on Mahatma Gandhi: The Global Perspectives, Rawat Publications, India, 2021.
3. Gandhi, M.K. The story of my experiments with truth (an autobiography), Navajivan Publishing House, 1927.

**D. Reference Books:**

1. Awasthi, R.K. Technological Transformation and Relevance of Gandhi in Modern India, IJSW online, Retrieved May 2022.
2. Talwar, Sushant. Mahatma and machines: Understanding Gandhi's thoughts on modern technology, <https://www.timesnownews.com/>, 2019.
3. Kothari,L. S. Science and Technology in India: What Can We Learn From Gandhi?, Source: International Seminar on Gandhi And The Twenty First Century, (January 30-February 4, 1998) New Delhi- Wardha.
4. Ram K.Vepa, New Technology: A Gandhian Concept, Gandhi Book House New

Delhi, 1975

**E. Course Outcomes:**

**By the end of this course, you will be able to:**

1. Understand how a simple thought changes the world
2. Identify the various barriers and challenges faced in India and try to solve from Gandhian perspectives
3. Dedicate your ideas to poor people and transform technology among people
4. Aware of the economic and social equality and relationship with peace

**Subject Code:MH-2201**

**Subject Name: Entrepreneur Essential and Early-stage Start-up**

**Credit Point:3 (L=3, T=0, P=0)**

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**A. Course 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.

**B. Course Content:**

Introduction to Entrepreneurship Meaning, Role of Entrepreneur, Entrepreneur Process: different approaches, Qualities of successful Entrepreneur, Functions of an Entrepreneur, Types of Entrepreneur, Issues & Problems Entrepreneurial Practices, 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 Entrepreneurs, Issues & Problems Entrepreneurial Practices. Identifying and Assessing the Idea, Identifying Target Segment & Market Sizing, Analysing Environment & Competitive Advantage, Choosing the right legal structure, Permits, Registrations & Compliances, Components of a Business Plan, Creating an Effective B-Plan Part, Valuation, Investor pitch. Importance of Entrepreneurship: Entrepreneurship and Innovations, Converting Innovation to Economic Value which includes, Growth Strategies, value position, Market Segments, Value Chain Structure, Revenue Model, Contribution of Entrepreneurs: Towards R&D, creates Wealth of Nation & Self prospect with Challenge. Characteristics of Entrepreneurship idea generation techniques, Concept of product development, Business plan, Strategic Plan, issues and opportunity of early stage start-up etc.

**C. Text Books:**

1. Donald F. Kuratko, Entrepreneurship: Theory, Process, Practice Cengage Learning 2017
2. Desai, Vasant, Small Scale Industries and Entrepreneurship. Himalaya Publishing House, Delhi.2008
3. Kaulgud, Aruna Entrepreneurship Management. Vikas Publishing House, Delhi.2003
4. Cynthia, L. Greene. Entrepreneurship Ideas in Action. Thomson Asia Pvt. Ltd., Singapore. 2004

**D. Reference Books:**

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

**E. Programme Outcomes:**

1. Start the venture more scientifically.
2. Start the venture by linking with the financial institutions.
3. Seeking for a start-up idea
4. To be an entrepreneurs

**Subject Code: MH-3101**

**Subject Name: Engineering Economics**

**Credit Point: 3 ( L=3, T=0, P=0)**

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**A. Course 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-Types—Determinants, 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, Break Even Analysis- Meaning, Assumption, Uses and Limitation, Break Even Point (BEP)- Meaning, Determinants of Break Even Point- Break Even Charts, 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, Nation all income: Inflation-meaning, feature, Types, causes, 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. Park, S. Chan, Fundamentals of Engineering Economics, Fourth Edition, Pearson New York, 2019
2. Yates, J.K. Engineering Economics, 1<sup>st</sup> Edition, CRC Press, Boca Raton, 2016.
3. Brajesh Kumar, Zahid A.Khan, Arshad N. Siddiquee, Mustufa H. Abidi , Principles of Engineering Economics with Applications, Cambridge University Press; 2nd edition 2018
4. Singh, Seema, Economics for Engineering Students, Second Edition. I.K. International Publishing House, Delhi, 2014.

**D. Reference Books:**

1. Panneer Selvam, Engineering Economics, Second Edition, New Delhi, PHI Learning Private Limited,2013.
2. Pravin Kumar, Fundamentals of Engineering Economics, New Delhi, John, and Wiley ,2012.
3. Gupta , G.S. Managerial Economics, Joel Dean, Englewood Cliffs, N.J.: Prentice-. Hall, 2011
4. Diwedi, D.N., Managerial Economics ,New Delhi, Pearson Education India,2012.
5. Varshney, S.C., Managerial Economics, New Delhi Sultan Chand & Sons, 2010

**E. Course 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 recent trends relating to economic environment.

**Subject Code: MH-210X**

**Subject Name: Organisational behaviour**

**Credit point: 3 [P=0, T=0, L=3]**

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**B. Course Objectives:**

The course is designed to meet the objectives of:

1. To study and practice of OB in this era of continuously changing global business scenario
2. To help the students to internalize learning by critically examining concepts in the classroom setting and then by applying them to real life situations.

**C. Course Content:**

Introduction To Organizational Behavior – Definition of OB – Various Disciplines contributing to OB – Hawthorne Experiment - Foundation Of individual Behavior – Need And importance Of Organizational Behavior – Nature And Scope – Framework of Organizational Behavior. Models-Personality Types – Factors Affecting Personality Theories – Perception –Importance- Factors influencing Perception – Interpersonal Perception Types, Learning Types of Learning Styles – The Learning Process – Learning Theories. OB Modification; Motivation – Theories – Importance – Types – Motivation At Work - Values And Attitudes – Characteristics – Components – Formation And Measurement –Group Dynamics – Group Behavior – Formation – Types Of Groups – Stages of Group Development -Conflict Management – Nature of Conflict – Types of Conflict. OD-Organizational development, Leadership and leadership styles-Models. Negotiation.

**D. Text Books:**

1. Robbins P. S., Judge A. T and Vohra, N (2011). -Organizational Behavior, 14th edition. Pearson Education
2. Luthans, F. (2012) *Organizational Behaviour*. Tata Mc-Graw Hill

**E. Reference Books:**

1. Nelson L. D, Quick, J. C. and Khandelwal, P. (2011). -Organizational Behaviour. Cengage Learning.
2. Pareek, U. (2012) *Understanding Organisational Behaviour*, Oxford University Press.

**F. Programmed Outcomes:**

1. Demonstrate their understanding and competence with respect to fundamental managerial skills: Leadership, effective interpersonal relationship, managing politics and conflict and building effective teams.
2. Analyze, practice, develop and demonstrate their ability to use their fundamental personal, interpersonal and team building skills for positive organizational culture.
3. Develop the skills to understand the behavioral reactions to change and design the strategies to deal with the change.



**Subject Code: MH-220X**

**Subject Name: IPR and Business law**

**Credit Point:3 (L=3, T=0, P=0)**

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**A. Course Objectives:**

**The course is designed to meet the following objectives:**

1. To provide teaching with inclusive learning.
2. To make students aware about the importance of this subject in their future
3. To understand the governs and regulations the trade and commerce, with the help of leading cases.
4. To understand English mercantile law, precedents, local customs and usages and the Indian Statute Law.

**B. Course Content:**

IPR-Intellectual property, definition, types, rights and functions, patents, trademark, software design, industrial designs, semi-conductor and integrated circuits layout design, grant of patent in India, authority and procedure, patent forms, surrender and revocation of patents and compulsory licensing, acquisition of inventions by the Government. IPR II: Contents of draft application for patents, Drafting patent specification and claims, WTO and drafting patent specification and claims, IPR infringement and piracy under Indian Laws, Business law: Contract Act, 1872 Definition of a Contract and its essentials, Formation of a valid Contract - Offer and Acceptance, Consideration, Capacity to Contract, Free consent, Legality of object, Discharge of a Contract by performance, Impossibility and Frustration, Breach, Damages for breach of a contract, Quasi contracts, Contract of Indemnity and Guarantee, Bailment and Pledge, Agency. Partnership Act, 1932 Definition of Partnership and its essentials, Rights and Duties of Partners : Types of Partners, Minor as a partner, Doctrine of Implied Authority, Registration of Firms, Dissolution of firms. Sale of Good Act, 1930 -Definition of a Contract of Sale, Conditions and Warranties, Passing of Property, Right of Unpaid Seller against the Goods, Remedies for Breach. Consumer protection act-, LLP-Limited Liability Partnership-main features, company amendment act 2013-main features.

**C. Text Books:**

1. Sinnreich, Aram. The Essential Guide to Intellectual Property, Yale University Press, 2019.
2. Thomas, Mathew, Understanding Intellectual Property, Eastern Book Company, 2016.
3. Rockman, Howard B. Intellectual Property Law for Engineers, Scientists, and Entrepreneurs, Wiley, 2020.

**D. Reference Books:**

1. Nithyananda, K V. Intellectual Property Rights: Protection and Management. India, IN: Cengage Learning India Private Limited, 2019.
2. Ahuja, V K. Law relating to Intellectual Property Rights in India: Lexis Nexis, 2017
3. Neeraj, P., & Khusdeep, D. Intellectual Property Rights in India, PHI learning Private Limited, 2014.
4. Journal of Intellectual Property Rights (JIPR): NISCAIR

**E. Course Outcomes:**

**By the end of this course, you will be able to:**

1. Analyse rights and responsibilities of holder of Patent, Copyright, Trademark, Industrial Design, etc
2. Identify procedure to protect different forms of IPRs national and international level.
3. Apply statutory provisions to protect particular form of IPRs.
4. Get thorough knowledge of managing business in accordance with various provisions of the corporate laws and avoid serious consequences that could possibly arise out of ignorance of law.

**Subject Code: 310X**

**Subject Name: Innovation, Technology and Entrepreneurship**

**Credit Point: 3 ( L=3, T=0, P=0)**

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### **A. Course Objectives:**

The course is design to meet the following objectives:

1. To enable the students to learn the various aspects of innovation and methods of fostering Innovation
2. To understand the concept and theories of entrepreneurship
3. To recognize the qualities of entrepreneurs that contributed to their success.
4. To generating several ideas for potential businesses based on important trends and each student's interests

### **B. Course content**

Introduction to Innovation: Creativity, Invention and innovation, Types of Innovation, Stages of Innovation, Idea generation, essentials of Innovation, Innovation framework, Innovation Management, Innovation Risks, Relevance of Technology for Innovation, The Indian innovations and opportunities, Innovation Process, Introduction to the bottlenecks of new product innovation process. Technology - Management of Innovation, Technology Strategy, Advanced Topics in Technology Management, Entrepreneurship and Technology Entrepreneurship, Preference of Indian Technology- major constraints and problems, major problems in Technology transfer, The Essence of Technology Transfer- Transfer within and between Nations- Price and Return for Transfer of Technology. Idea generation: Startup and Venture Development, Innovation and Startup ecosystem, Pre-incubation and Incubation stages, Govt. Schemes and funding support to idea, innovation and startup, current trends, development and general awareness on innovation and startup. Designing Your Funding Strategy & Startup Valuation, Funding Strategy Design & Pitch Deck Preparation. Design Thinking: Introduction to engineering design process and the concept of frugal engineering for developing innovative affordable products, effective user-interface Digital Technology Entrepreneurship: Industry 4.0 landscape and innovations using digital technologies like AI, IOT, AR/VR, Cloud, SAAS, User Applications. The basic technology framework and development platforms Entrepreneurship: Concepts of Entrepreneurship, Theories of Entrepreneurship, Leadership qualities, role and importance, Entrepreneurship in modern economy, entrepreneurs as innovator, Role of Government: Role of Central Government and State Government in promoting Entrepreneurship-Schemes and incentives Export Oriented – Fiscal and Tax concessions, Women Entrepreneurs, role in Economic development , problems and prospect, Entrepreneurship in global context – social and economic development. Role of Entrepreneurial Institutions in Entrepreneurship Development, Director of Industries; DIC; SIDO; SIDBI; Small Industries Development Corporation (SIDC); SISI; NSIC; NISBUD; State Financial Corporation SIC, Preparing of project proposal, criteria for appraisal and case study.

### **C. Text Books:**

1. Wehrich , H. and Koontz, H (2016). Essentials of Management: An International, Innovation and Leadership, MaGraw Hill Company, 10<sup>th</sup> Edition, 2016
2. Cetindamar, D., Phaal , R., Technology Management: Activities and Tools, 2<sup>nd</sup> Edition, Bloomsbury, 2016.
3. Sue Newell (Author), Josh Morton (Author), Marco Marabelli (Author), Robert Galliers (Author), Managing Digital Innovation: A Knowledge Perspective, Bloomsbury Publishing, 2019.
4. Rastogi, P.N. Management of Technology and Innovation: Competing Through Technological Excellence, 2<sup>nd</sup>Edition:2, SAGE Publications India Pvt Ltd, 2009 and 2012.

5. Lowe, R., and Marriott, S., *Enterprise: Entrepreneurship and Innovation: Concepts, Contexts and Commercialization: Skills and Resources for Entrepreneurship and Innovation*, A Butterworth-Heinemann, 2006.

**D. Reference Books:**

1. Drucker, P.F. *Innovation and Entrepreneurship*, Harper Business, 2006.
2. Kanungo, R.N “Entrepreneurship and innovation”, Sage Publications, New Delhi, 1998.
3. Lewrick, M., Link, P, and Leifer, L . *The Design Thinking Playbook: Mindful Digital Transformation of Teams, Products, Services, Businesses and Ecosystems*. Wiley (Design Thinking Series), 2018;
4. Cross, N. *Design Thinking Understanding How Designers Think and Work*, Bloomsbury publisher, 2019.

**E. Course outcomes:**

1. Understand the fundamental concepts of Technology, Innovation and Entrepreneurship.
2. Apply creative thinking techniques in addressing their customers’ and company’s needs.
3. Recognize the various sources of funding and institutions supporting entrepreneurs.
4. Assess and analyse entrepreneurship as a career choice.
5. Demonstrate students getting aware of how to make technology and process driven innovations for solving problems and how to convert their ideas into marketable solutions.

**Subject Code: MH -320X**

**Subject Name: Business Communication**

**Credit Point:3 (L=3, T=0, P=0)**

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**A. Course Objectives:**

The course is designed to meet the following objectives:

1. To understand the significance of communication in professional settings
2. To make learners identify the kind of language required for successful business
3. To enable the learners to practice the style and structure of different business communication models in speaking, listening, reading and writing.
4. To impart the correct practices of the strategies of effective communication.

**B. Course Content:**

Introduction to Communication, Process of Communication, Forms of Communication, Barriers of Communication, Importance of Communication, Features of Successful Professional Communication, Communication Network in Organization, Role of Critical and Creative Thinking in Communication, role of Emotion in Communication, Communication in Action, Persuasive Skills, Purpose of Professional Communication, Kinesics (Body Language), Paralanguage (Voice), Art of Effective Reading, Listening Skills, Basics of Written Communication, Written Analysis of Cases, Letter Writing, Memos and Minutes of Meeting, Resumes and Cover Letter, Business Reports and Proposals, Presentation Skills- Oral and Poster, E-mail and Blogs, Telephone Etiquette, Organizational Communication, Cross-Cultural Communication, Public Speaking, Interview Prowess, Corporate Etiquette, Grooming, Clothing and Accessorizing, Personality Development and Soft Skills. Transactional Analysis, Art of Negotiations, Communication Workshops,

**C. Text Books:**

1. Nawal, Nawal. Business Communication, engage India, 2020.
2. Kolb, Deborah M., Jessica L. Porter, Negotiating at Work: Turn Small Wins into Big Gains, John Wiley & Sons, 2015.
3. Gelb, Michael J. Mastering the Art of Public Speaking, New World Library, 2020.

**D. Reference Books:**

1. Mitra, Barun K. Personality Development and Soft Skills, OUP, 2016.
2. Mukerjee, Hory Sankar. Business Communication, OUP, 2016.
3. Budhale, Prajeet. The Golden Book of Business Presentation Skills, Bloomsbury, 2021.

**E. Course Outcomes:**

**By the end of this course, you will be able to:**

1. Discuss how communication works and why it is important
2. Identify the various barriers and challenges faced in communication
3. Present and share your ideas with confidence in a professional setting
4. Write effective professional documents
5. Practice the effective way of communication with good personality traits and etiquette.

**Subject Code: MH-410X**

**Subject Name: Financial Management**

**Credit Point: 3[L=3, T =0, P=0]**

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**A. Objectives:**

The course is designed to meet the following objectives:

1. To learn concept, definition and application of financial management, financial accounting and cost accounting.
2. To explore the application financial statements, budgeting process, investment etc
3. To enable entrepreneurs to understand importance of financial management.
4. To introduces students to the fundamental principles and procedures of accounting with emphasis on how financial statements communicate information about the business corporation 's performance and position for users external to management.

**B. Course Content:**

Financial management Meaning, Scope of Finance, Objective of Financial management, Financial Decisions in Firm, Functions of Financial Management, ratio analysis, managerial accounting, Changing role of Financial Management Financial Accounting Definition and scope, objectives of financial accounting, accounting concepts and conventions, end user of accounting information and limitation of financial accounting, preparation of statement- Trading account, Profit & Loss account and Balance sheets. Cost Accounting Definition and concept of cost, costing, cost accounting & cost accountancy, objective of cost accounting, advantages and limitation of cost accounting, classification of cost & type of costs, Preparation of cost sheet. Capital budgeting Meaning of Capital Budgeting, Significance, Capital Budgeting process, Project, Classification and Investment Criteria, Techniques of capital budgeting, TVM-Time value of Money. Capital Structure and Leverages: Meaning of Capital Structure, Optimum Capital Structure, Factors determining capital Structure, Theories of capital structure. Leverages, Operating Leverage, Financial Leverage and Combined Leverage

**C. Text Books:**

1. Rajiv & Misra, Financial Management, Oxford publication 2018
2. MY Khan and PK Jain Financial Management & Practice. Tata McGraw Hill,2017
3. Narayanaswamy R., Financial Accounting-A Managerial Perspective, 4<sup>th</sup> Edition, PHI. 2012
4. Tulsian P.C. -Financial Accounting, Tata McGraw Hill, 2012.

**D. Reference Books:**

1. I.M.Pandey Financial Management, Tata McGraw Hill 2017
2. Prasanna Chandra Financial Management Theory & Practice., Tata McGraw Hill 2015
3. Vijayakumar,T , Accounting for Managementl, McGraw Hill, 2011.

**E. Programme Outcomes:**

1. Awareness of financial management
2. Enable to prepare capital budget and self-learning by self-practice.
3. Enable to prepare budget, cost sheet, final account, budgeting techniques.
4. Students will have a basic understanding of how financial information is captured, recorded, reported and analysed.
5. Students will be able to judge and compare the financial health of different companies over a period of time.

