

Department of Humanities and Management

Courses offered in B. Tech

List of Courses for 3rd to 8th Semester

COMPULSORY COURSES

Compulsory Courses offered by Department of Humanities and Management are as follows:

Sr. No.	Course Code	Subjects	Semester	Periods			Contact Hours
				L	T	P	
1.	HM-201	Engineering Economics and Industrial Management	IC III rd BT V th	3	1	0	4
2.	HM-202	Entrepreneurial Development & Management	IC IV th	3	0	0	3
3.	HM-304	Human Resource Management & Industrial Relations	TT & BT V th	3	0	0	3

OPEN ELECTIVE

Open Elective Courses offered by Department of Humanities and Management are as follows:

Sr. No.	Course Code	Course Title	Semester	Periods			Contact Hours
				L	T	P	
1.	HM-201	Engineering Economics and Industrial Management	V th to VIII th	3	0	0	3
2.	HM-202	Entrepreneurial Development & Management	-do-	3	0	0	3
3.	HM-301	Business Environment	-do-	3	0	0	3
4.	HM-302	Organizational Behaviour	-do-	3	0	0	3
5.	HM-303	Logistics and Distribution Management	-do-	3	0	0	3
6.	HM-304	Human Resource Management & Industrial Relations	-do-	3	0	0	3
7.	HM-305	Industrial Psychology	-do-	3	0	0	3
8.	HM-306	Marketing Management	-do-	3	0	0	3
9.	HM-307	Reading in literature & Linguistics	-do-	3	0	0	3
10.	HM-308	Business Ethics	-do-	3	0	0	3
11.	HM-309	Knowledge Management	-do-	3	0	0	3

Note: Students who opt for any of the above mentioned subject once cannot opt the same in any other semester.

Department of Humanities and Management
Engineering Economics and Industrial Management

Course Code HM-201

[3 1 0 4]

Definition and Scope of Engineering Economics: Concept of revenue and costs, break-even analysis. Law of demand & supply, time value of money, present and future worth methods.

Decision Making: Decision making process, decision making under risk certainty, uncertainty and conflict.

Replacement and maintenance Analysis: Types of maintenance, determination of economic life of an asset, replacement of items that fail suddenly and that fail over a period of time.

Methods of depreciation: straight line method, sum-of-the year's digest method, declining balance method, sinking fund method and service output method of depreciation.

Inventory control: Introduction and objective of inventory control, purchase model with instantaneous replenishment, model with shortages, price break model, ABC analysis.

Forecasting: Demand forecasting by quantitative and qualitative techniques, applications of demand forecasting.

Make or Buy Decision: Criteria for make or buy, approaches for make or buy decision.

Value Engineering Analysis: Value analysis vs. value engineering function, aims and value engineering procedure, advantages & applications.

Linear Programming: Linear programming as a tool of decision making, graphical and Simplex Methods and applications in decision making.

Books Recommended

1. Panaeerselvam, R., (2001), 'Engineering Economics', Prentice Hall of India: New Delhi
2. Smith G.W., (1973), 'Engineering Economics', Iowa State Press: Iowa
3. Grant, E.L., Irevan, W.G. and Leanenworh, R.S., (1976), 'Principles of Engineering Economy'. Ronald Press: New York
4. Lee S.M. Moore and Taylor, (2005), 'Management Science'.
5. Jaha, H.A , (2005), 'Operations Research: An Introduction', Prentice-Hall of India: New Delhi
6. Vohra , N.D., (2006), 'Quantitative Techniques in Managerial Decision Making'. Tata McGraw Hill: New Delhi
7. Mehta, P.L., (2006), 'Managerial Economics', Sultan Chand & Sons: New Delhi.
8. Dougherty, Christopher (2007), 'Introduction to Econometrics', Oxford University Press: New Delhi.

Department of Humanities and Management
Entrepreneurial Development and Management

Course Code HM-202

[3 0 0 3]

Entrepreneurship Development: Meaning, objectives, scope & philosophy, type of entrepreneurs, factors affecting entrepreneurship, entrepreneurial qualities, need for promotion of entrepreneurship & small business, linkage between entrepreneurship and economic development, problem of increasing unemployment, creativity & entrepreneurship, harnessing locally available resources.

Entrepreneurship Support System: SIDBI, SISIs, SSIEC, SFCs, DICs, NSIC, EDI (Ahmadabad), NRDC, NIESBUD, PSIEC and Technical Consultancy Organizations.

Project Report Preparation: Planning a small scale industry, identifying business opportunities, project report & its importance, various contents of project report: managerial & entrepreneurial capabilities, socio-economic benefits, demand analysis, technical feasibility and financial viability.

Introduction to Marketing Management: Brief introduction to various types of product strategies, pricing strategies, channel strategies and promotional strategies.

Introduction to Production Management: Types of production systems, production planning and control, functions of production manager & materials management.

Introduction to Human Resource Management: Manpower planning, recruitment, selection, placement & induction, training & development, compensation.

Introduction to Financial Management: Sources of finance and working capital management.

Books Recommended:

1. Prasanna Chandra , Projects : Planning, Analysis, Selection, Implementation & Review, Tata McGraw Hill
2. Kenneth R., Van Voorthis, Entrepreneurship and Small Business Management.
3. B. Gupta & N.P. Srinivasan, Entrepreneurial Development.
4. Gopala Krishnan & V.E Rama Moorthy, 'Project Management', Macmillan India Ltd.
5. Jose Paul and Kumar Ajith N, 'Entrepreneurship Development and Management', Himalaya Publishers, New Delhi (2000).
6. Dollinger, 'Entrepreneurship Strategies and Resources', Pearson Education (2003).
7. Holt David H, 'Entrepreneurship: New Venture Creation', Prentice Hall of India (2000)
8. Kuratko & Hodgetts, 'Entrepreneurship Management: Theory, Process, Practice', (7th Ed), Thomson.

Department of Humanities and Management

Business Environment

[3 0 0 3]

Course Code HM-301

Introduction to Business Environment: Introduction to macro-environmental variables in India, techniques of environmental analysis and the emerging scenario.

Economic Environment: Economic systems, economic planning in India. objectives, strategies and evaluation of various plans industrial policy, industrial licensing policy, public and private sector in India, joint sector and co-operative sector in India. economic reforms since 1991.

Social Environment: Social responsibility of business, business & society.

Legal Environment: Company law in India: meaning of company, classification of companies, formation of companies, memorandum of association, articles of association, Winding up of company; Foreign Exchange Management Act (FEMA), Monopolistic & Restrictive Trade Practices Act (MRTP); Security and Exchange Board of India Act (SEBI); Competition Act; India's Export & Import Policy; Indian Patents Law.

Technological Environment: Import of technology, appropriate technology, transfer of technology and its problems, India's technology policy.

Environment of International Business: cultural environment as a barrier to International trade, WTO, IMF and World Bank, Business Environment of China, USA, UK and Europe.

Books Recommended:

1. Aswathappa, K. 'Essentials of Business Environment', Himalaya Publishing. 6th edition.
 2. Rudder Dutt and Sundharam, K.P.M., 'Indian Economy', S Chand & Company, 41st edition
 3. Cherunilam Francis, 'Business Environment', Himalaya Publishing, 9th revised edition.
 4. Misra, S K, and Puri V K, 'Indian Economy', Himalaya Publishing, 18th Edition
 5. Annual reports of Reserve Bank of India
 6. Annual Economic Survey, Govt. of India
 7. Khan, Ami Ullah & Vivek, Harsh, (2005), 'States of the Indian Economy', Sage Publications.
 8. Agarwal, A.N., (2006), 'Indian Economy: Problems of Development and Planning'.
 9. Govt. of India, Economic Survey, Latest and previous issues.
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Department of Humanities and Management
Organizational Behaviour

Course Code HM-302

[3 0 0 3]

Organizational Behavior: Concept, nature, development, role of organizational behaviour, challenges and opportunities, contributing disciplines.

Organizational Stress: Concept, different perspectives, symptoms, individual factors influencing job stress.

Causes of Job Stress: Personal characteristics, organizational structure and change, properties of work and work setting.

Consequences of Job Stress: Job behavior, job satisfaction, performance; health strains-physical illness, psychological symptoms.

Motivation: Concept, theories of motivation, job design and motivation. Application of motivation: job simplification, job enlargement, job rotation and job enrichment.

Work Motivation: Concept, theories, values, attitude formation, types of attitude, attitude change.

Perception: Concept, factors affecting perception, shortcuts in judging others, applications in organizations.

Emotions: Meaning, emotion and feeling, arousal of emotions

The Group: Concept, types of groups, group structure, group processes, group tasks, group decision-making.

Inter-personal skills: Transaction Analysis, life position, Johri's window and controlling and directing behavior.

Organizational Conflict: Concept, nature, causes and its management.

Organizational Change and Development: Reasons for change, human resistance to change, steps to overcome resistance, change agents, Organizational Development, Organizational culture: functions of organizational culture, creating and sustaining culture and Organizational effectiveness.

Books Recommended

1. Robbins, S.P. (2000) 'Organizational Behaviour: Concepts, Controversies & Applications' (7th ed.) New Delhi: Prentice Hall of India.
2. Luthans, F. (1986) 'Organizational Behaviour' New York: Mc Graw Hill.
3. Prasad, L.M. (2000) 'Organizational Behaviour' New Delhi: Sultan Chand & Sons.
4. Matherson, M.T. & Wancevich, J.M 'Controlling Work Stress: effective human resources & management strategies'
5. Pareek, U. (2007) 'Understanding Organizational Behaviour' Oxford University Press.
6. Lahey, Benjamin. B., 'Psychology An Introduction', (4th Ed.), Tata McGraw Hill.

Department of Humanities and Management
Human Resource Management & Industrial Relations

Course Code HM-304

[3 0 0 3]

Introduction: Nature, importance, objectives, scope & principles of HRM; system approach of HRM; HRM functions & its relation with other managerial functions; changing environment of HRM; challenges & emerging horizon of HRM.

Procurement: Job analysis, job description, job specification; manpower planning, Demand and Supply Forecasting; Recruitment: Recruitment Policy & Methods; Selection procedure; Techniques & types of Psychological Tests; Interviews, Placement and Induction.

Development: Employee training and development; methods of training and development; performance appraisal: traditional & modern methods; career planning & advancement: career anchors, career development-Evan's model; career counseling & modern career problems.

Compensation: Factors affecting compensation policy, methods of payment; principles of wage & salary administration, methods of wage payment, various incentive wage plan, individual and group; supplementary compensation: fringe benefits; non wage incentives, current trends in compensation.

Integration: Human relations, industrial relations: importance, causes and effects of industrial disputes; machinery for settlement of disputes in India; trade unions, function, objectives & motivation, trade union in India, weakness of trade union, collective bargaining: concept, features, process, benefits, making trade union & collective bargaining effective.

Maintenance and Separation: Employees safety, health, welfare; provisions under factory act, 1948; turnover, retirement of employees, termination of contract, discharge, dismissal, suspension, layoff, retrenchment, exit interviews.

International HRM: Growth of HR challenges of international business, difference between domestic & international HRM, effect of inter-country differences on HRM, international staffing & compensation, international labour relations.

Books Recommended:

1. C. B. Mamoria, 'Personnel Management' Himalaya Publication House.
 2. Edwin. B. Flippo, 'Personnel Management'. Sixth Edition. Tata Mc Graw Hill.
 3. C. B. Mamoria, 'Dynamics of Industrial Relations' Himalaya Publication House.
 4. C. S. Venkataratnam, 'Industrial Relations'. Oxford University Press (OUP).
 5. P. Jyothi and D. N. Venkatesh, 'Human Resource Management' OUP.
 6. Gary Dressler, 'Human Resource Management'. (8th Ed). Pearson Education.
 7. Tanuja. Agarwala, 'Strategic Human Resource Management', Oxford University Press.
 8. Snell, Bohlander, 'Human Resource Management', Thomson.
 9. Mathis, Jackson, 'Human Resource Management', (10th Ed). Thomson.
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Department of Humanities and Management

Industrial Psychology

Course Code HM-305

[3 0 0 3]

Industrial Psychology: Concept, nature and development of industrial psychology.

Human Engineering: Nature, principles, applications, research in human engineering, Hawthorne studies, time and motion studies.

Personnel Selection and Placement: Concept, process, principles, uses of psychological tests.

Industrial Morale: Concept, nature, determinants, methods of increasing morale and measurement of industrial morale.

Job Satisfaction: Nature, determinants and theories, job proficiency: job analysis, and evaluation

Organizational Stress: Concept, different perspectives, symptoms, individual factors influencing job stress, causes and consequences of job stress.

Organizational Conflict: Concept, nature, causes and its management.

Fatigue: Bodily and mental, hours of work and production, accidents safety and fatigue. monotony, boredom and labour, turnover in industrial organization: nature causes methods of reduction and remedies, work schedule and production.

Consumer Behaviour: Nature, consumer buying process, models, advertising, salesmanship, marketing research.

Work Motivation: Concept, theories of work motivation, values, attitude formation, types of attitude, attitude change.

Human Errors: Nature, accident proneness and prevention.

Books Recommended:

1. Ghosh, P.K. and Ghorpade, M.B.(1980) 'Industrial Psychology'. Bombay Himalaya.
2. Mair,N.R.F.(1976) 'Psychology in Industry'. 3rd ed. New Delhi: Oxford and IBM.
3. Blum, M.L. and Naylor, J.C. (1984) 'Industrial Psychology: Its theoretical and social foundations'. GBS publishers and distributors, Delhi.
4. Luthans, F. (1986) 'Organizational Behaviour'. New York: Mcgraw Hill
5. Muchinsky, P. M. (2007) 'Psychology Applied to Work' (8 Ed.) New Delhi, Thomson.

Department of Humanities and Management

Marketing Management

[3 0 0 3]

Course Code HM-306

Nature of Marketing: Marketing concept, marketing approaches, marketing tasks, marketing as a system and modern practices, marketing of services.

Global and Indian Marketing Environment: Introduction, comparison, differences and similarities, micro & macro environmental variables.

Consumer Behavior: Factors influencing consumer behavior, buying process consumers' motives, reference groups & industrial buying behavior.

Marketing Information System: Concepts & importance, components & functions of each component.

Marketing Segmentation & planning: Marketing segmentation & targeting, marketing planning, strategic planning process.

Product Decisions: Product mix, product differentiation & positioning, new product development process, consumer adoption process, product life cycle & strategies, packaging & labeling.

Pricing Decisions: Objective of pricing, factors influencing pricing decisions, pricing methods, pricing policies.

Channel Decisions: Nature and types of marketing channels, channel management decisions, retailing & whole selling.

Promotion Decisions: Promotion mix, advertising, sales promotion, personal selling, media buying & media planning.

Books Recommended:

1. Azhar Kazmi, (2007), 'Business Policy and Strategic Management', Tata Mc Graw Hill: New Delhi.
 2. Douglas West, John Ford and Essam Ibrahim, (2007) 'Strategic Marketing', Oxford University Press: New Delhi..
 3. Adrian Palmer, (2007) 'Introduction to Marketing – Theory and Practice', Oxford University Press: New Delhi..
 4. V. S. Ramaswamy and S. Namakumari, (2007) 'Marketing Management', Macmillan India Ltd.
 5. Philip Kotler, (2007) 'Marketing Management', Pearson Education: New Delhi.
 6. Kurtz & Boone, 'Principles of Marketing', (12th Ed), Thomson.
 7. Cinzkota & Kotabe, 'Marketing Marketing', (2nd Ed). Thomson.
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Department of Humanities and Management
Reading in Literature & Linguistics

Course Code-307

[3 0 0 3]

Literature

Criticism :

1. Aristotle *The Poetics*, tr. Ingram Bywater (New Delhi: Oxford University Press.)
2. Homi K. Bhabha 'How Newness Enters the World: Postmodern space, postcolonial times and the trials of cultural translation', *The Location of Culture* (London: Routledge, 1994), pp.212-35.
3. Karl Marx 'The Fetishism of Commodities and the Secret Thereof', in *The Marx-Engels Reader*, ed. Robert C. Tucker (New York: Norton, 1978), pp. 319-29.
4. Edward Said's *Orientalism* (Penguin Publishing House)

Novels:

5. V. S. Naipaul *A House for Mr Biswas* (New Delhi: Penguin Publishers)
6. Raja Rao's *Kanthapura*
7. UR Ananta Murthy *Samskara: A Rite for a Dead Man*, tr A.K. Ramanujan New Delhi: Oxford University Press.
8. James Joyce *A Portrait of the Artist as a Young Man*
9. Fredric Jameson 'Postmodernism, or the Cultural Logic of Late Capitalism', in *Postmodernism, or the Cultural Logic of Late Capitalism* (London: Verso, 1991).

Poetry :

10. W. B. Yeats 'Adam's Curse', 'The Wild Swans at Coole', 'Easter 1916', 'A Dialogue of Self and Soul', 'Byzantium', 'Lapis Lazuli', 'The Circus Animals' Desertion'.
11. T. S. Eliot *The Waste Land*
12. John Keats Ode to Nightingale

Linguistics

What is language: Origins and nature of language, Development of writing, Properties of language, Linguistic Knowledge and Performance, Language and Thought, Language and brain, Evolution of language.

Language acquisition: Mechanisms of language acquisition, Knowing more than one language, Stages in language Acquisition, Language processing.

Grammatical aspects of language: Grammars, Language Universals, Sounds of language - Phonetics, Morphology, Inflectional, Derivational, Morphemes, Words and word formation processes, Sentence patterns of language, Semantics, Discourse Meaning, Pragmatics, Speech Acts, Presuppositions.

Language and society Dialects, Languages in contact, Language in use, Lingua Franca, Language change, Pidgins and Creoles, Endangered languages.

Books Recommended:

- *An Introduction to language:* By Victoria Fromkin & Robert Rodman. The Dryden Press, Saunders College Publishing.
- *The study of language:* By George Yule. Cambridge University Press.
- *An Introduction to Language And Communication:* By Adrian Akmajian, Ann K. Farmer Richard A. Demers. MIT Press.

Department of Humanities and Management

Business Ethics

Course Code-308

[3 0 0 3]

Syllabus is being prepared

Department of Humanities and Management

Knowledge Management

Course Code-309

[3 0 0 3]

Syllabus is being prepared

