

VI SEMESTER

MANAGEMENT AND ENTREPRENEURSHIP (Common to All Branches)

Subject Code: 10AL61	I.A. Marks : 25
Hours/Week : 04	Exam Hours: 03
Total Hours : 52	Exam Marks: 100

UNIX SYSTEM PROGRAMMING

Subject Code: 10CS62	I.A. Marks : 25
Hours/Week : 04	Exam Hours: 03
Total Hours : 52	Exam Marks: 100

PART - A

UNIT – 1 **6 Hours**
Introduction: UNIX and ANSI Standards: The ANSI C Standard, The ANSI/ISO C++ Standards, Difference between ANSI C and C++, The POSIX Standards, The POSIX.1 FIPS Standard, The X/Open Standards.
UNIX and POSIX APIs: The POSIX APIs, The UNIX and POSIX Development Environment, API Common Characteristics.

UNIT – 2 **6 Hours**
UNIX Files: File Types, The UNIX and POSIX File System, The UNIX and POSIX File Attributes, Inodes in UNIX System V, Application Program Interface to Files, UNIX Kernel Support for Files, Relationship of C Stream Pointers and File Descriptors, Directory Files, Hard and Symbolic Links.

UNIT – 3 **7 Hours**
UNIX File APIs: General File APIs, File and Record Locking, Directory File APIs, Device File APIs, FIFO File APIs, Symbolic Link File APIs, General File Class, regfile Class for Regular Files, dirfile Class for Directory Files, FIFO File Class, Device File Class, Symbolic Link File Class, File Listing Program.

UNIT – 4 **7 Hours**
UNIX Processes: The Environment of a UNIX Process: Introduction, main function, Process Termination, Command-Line Arguments, Environment List, Memory Layout of a C Program, Shared Libraries, Memory Allocation,



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Environment Variables, setjmp and longjmp Functions, getrlimit, setrlimit Functions, UNIX Kernel Support for Processes.

PART - B

UNIT – 5

7 Hours

Process Control : Introduction, Process Identifiers, fork, vfork, exit, wait, waitpid, wait3, wait4 Functions, Race Conditions, exec Functions, Changing User IDs and Group IDs, Interpreter Files, system Function, Process Accounting, User Identification, Process Times, I/O Redirection.

Process Relationships: Introduction, Terminal Logins, Network Logins, Process Groups, Sessions, Controlling Terminal, tcgetpgrp and tcsetpgrp Functions, Job Control, Shell Execution of Programs, Orphaned Process Groups.

UNIT – 6

7 Hours

Signals and Daemon Processes: Signals: The UNIX Kernel Support for Signals, signal, Signal Mask, sigaction, The SIGCHLD Signal and the waitpid Function, The sigsetjmp and siglongjmp Functions, Kill, Alarm, Interval Timers, POSIX.1b Timers.

Daemon Processes: Introduction, Daemon Characteristics, Coding Rules, Error Logging, Client-Server Model.

UNIT – 7

6 Hours

Interprocess Communication – 1: Overview of IPC Methods, Pipes, popen, pclose Functions, Coprocesses, FIFOs, System V IPC, Message Queues, Semaphores.

UNIT – 8

6 Hours

Interprocess Communication – 2: Shared Memory, Client-Server Properties, Stream Pipes, Passing File Descriptors, An Open Server-Version 1, Client-Server Connection Functions.

Text Books:

1. Terrence Chan: UNIX System Programming Using C++, Prentice Hall India, 1999.
(Chapters 1, 5, 6, 7, 8, 9, 10)
2. W. Richard Stevens: Advanced Programming in the UNIX Environment, 2nd Edition, Pearson Education, 2005.
(Chapters 7, 8, 9, 13, 14, 15)

Reference Books:

1. Marc J. Rochkind: Advanced UNIX Programming, 2nd Edition, Pearson Education, 2005.
2. Maurice J Bach: The Design of the UNIX Operating System, Pearson Education, 1987.



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MANAGEMENT AND ENTREPRENEURSHIP FOR IT INDUSTRY [As per Choice Based Credit System (CBCS) scheme] (Effective from the academic year 2016 -2017) SEMESTER – V			
Subject Code	15CS51	IA Marks	20
Number of Lecture Hours/Week	4	Exam Marks	80
Total Number of Lecture Hours	50	Exam Hours	03
CREDITS – 04			
Course objectives: This course will enable students to			
<ul style="list-style-type: none"> • Explain the principles of management, organization and entrepreneur. • Discuss on planning, staffing, ERP and their importance • Infer the importance of intellectual property rights and relate the institutional support 			
Module – 1			Teaching Hours
Introduction - Meaning, nature and characteristics of management, scope and Functional areas of management, goals of management, levels of management, brief overview of evolution of management theories,. Planning- Nature, importance, types of plans, steps in planning, Organizing- nature and purpose, types of Organization, Staffing- meaning, process of recruitment and selection			10 Hours
Module – 2			
Directing and controlling- meaning and nature of directing, leadership styles, motivation Theories, Communication- Meaning and importance, Coordination- meaning and importance, Controlling- meaning, steps in controlling, methods of establishing control.			10 Hours
Module – 3			
Entrepreneur – meaning of entrepreneur, characteristics of entrepreneurs, classification and types of entrepreneurs, various stages in entrepreneurial process, role of entrepreneurs in economic development, entrepreneurship in India and barriers to entrepreneurship. Identification of business opportunities, market feasibility study, technical feasibility study, financial feasibility study and social feasibility study.			10 Hours
Module – 4			
Preparation of project and ERP - meaning of project, project identification, project selection, project report, need and significance of project report, contents, formulation, guidelines by planning commission for project report, Enterprise Resource Planning: Meaning and Importance- ERP and Functional areas of Management – Marketing / Sales- Supply Chain Management – Finance and Accounting – Human Resources – Types of reports and methods of report generation			10 Hours
Module – 5			
Micro and Small Enterprises: Definition of micro and small enterprises, characteristics and advantages of micro and small enterprises, steps in establishing micro and small enterprises, Government of India industrial policy 2007 on micro and small enterprises, case study (Microsoft), Case study(Captain G R Gopinath),case study (N R Narayana Murthy & Infosys), Institutional support: MSME-DI, NSIC, SIDBI, KIADB, KSSIDC, TECSOK, KSFC, DIC and District level single window agency, Introduction to IPR.			10 Hours
Course outcomes: The students			
<ul style="list-style-type: none"> • Define management, org 			
<ul style="list-style-type: none"> neur, planning, staffing, E 			

their importance in entrepreneurship

- Utilize the resources available effectively through ERP
- Make use of IPRs and institutional support in entrepreneurship

Question paper pattern:

The question paper will have TEN questions.

There will be TWO questions from each module.

Each question will have questions covering all the topics under a module.

The students will have to answer FIVE full questions, selecting ONE full question from each module.

Text Books:

1. Principles of Management -P. C. Tripathi, P. N. Reddy; Tata McGraw Hill, 4th / 6th Edition, 2010.
2. Dynamics of Entrepreneurial Development & Management -Vasant Desai Himalaya Publishing House.
3. Entrepreneurship Development -Small Business Enterprises -Poornima M Charantimath Pearson Education – 2006.
4. Management and Entrepreneurship - Kanishka Bedi- Oxford University Press-2017

Reference Books:

1. Management Fundamentals -Concepts, Application, Skill Development Robert Lusier – Thomson.
2. Entrepreneurship Development -S S Khanka -S Chand & Co.
3. Management -Stephen Robbins -Pearson Education /PHI -17th Edition, 2003



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B.E E&C FIFTH SEMESTER SYLLABUS

MANAGEMENT AND ENTREPRENEURSHIP DEVELOPMENT

B.E., V Semester, EC/TC/EI/BM/ML

[As per Choice Based Credit System (CBCS) scheme]

Subject Code	15ES51	IA Marks	20
Number of Lecture Hours/Week	04	Exam Marks	80
Total Number of Lecture Hours	50 (10 Hours / Module)	Exam Hours	03

CREDITS - 04

Course Objectives: This course will enable students to:

- Understand basic skills of Management
- Understand the need for Entrepreneurs and their skills
- Understand Project identification and Selection
- Identify the Management functions and Social responsibilities
- Distinguish between management and administration

Module-1	RBT Level
<p>Management: Nature and Functions of Management – Importance, Definition, Management Functions, Levels of Management, Roles of Manager, Managerial Skills, Management & Administration, Management as a Science, Art & Profession (Selected topics of Chapter 1, Text 1).</p> <p>Planning: Planning-Nature, Importance, Types, Steps and Limitations of Planning; Decision Making – Meaning, Types and Steps in Decision Making(Selected topics from Chapters 4 & 5, Text 1).</p>	L1, L2
Module-2	
<p>Organizing and Staffing: Organization-Meaning, Characteristics, Process of Organizing, Principles of Organizing, Span of Management (meaning and importance only), Departmentalisation, Committees-Meaning, Types of Committees; Centralization Vs Decentralization of Authority and Responsibility; Staffing-Need and Importance, Recruitment and Selection Process (Selected topics from Chapters 7, 8 & 11,Text 1).</p> <p>Directing and Controlling: Meaning and Requirements of Effective Direction, Giving Orders; Motivation-Nature of Motivation, Motivation Theories (Maslow's Need-Hierarchy Theory and Herzberg's Two Factor Theory); Communication – Meaning, Importance and Purposes of Communication; Leadership-Meaning, Characteristics, Behavioural Approach of Leadership; Coordination-Meaning, Types, Techniques of Coordination; Controlling – Meaning, Need for Control System, Benefits of Control, Essentials of Effective Control System, Steps in Control Process (Selected topics from Chapters 15 to 18 and 9, Text 1).</p>	L1, L2
Module-3	
<p>Social Responsibilities of Business: Meaning of Social Responsibility, Social Responsibilities of Business towards Different Groups, Social Audit, Business Ethics and Corporate Governance (Selected topics from Chapter 3, Text 1).</p>	L1, L2



<p>Entrepreneurship: Definition of Entrepreneur, Importance of Entrepreneurship, concepts of Entrepreneurship, Characteristics of successful Entrepreneur, Classification of Entrepreneurs, Myths of Entrepreneurship, Entrepreneurial Development models, Entrepreneurial development cycle, Problems faced by Entrepreneurs and capacity building for Entrepreneurship (Selected topics from Chapter 2, Text 2).</p>	
Module-4	
<p>Modern Small Business Enterprises: Role of Small Scale Industries, Impact of Globalization and WTO on SSIs, Concepts and definitions of SSI Enterprises, Government policy and development of the Small Scale sector in India, Growth and Performance of Small Scale Industries in India, Sickness in SSI sector, Problems for Small Scale Industries, Ancillary Industry and Tiny Industry (Definition only)(Selected topics from Chapter1, Text 2).</p> <p>Institutional Support for Business Enterprises: Introduction, Policies & Schemes of Central Level Institutions, State Level Institutions (Selected topics from Chapter 4, Text 2).</p>	L1, L2
Module-5	
<p>Projects Management: AProject. Search for a Business idea: Introduction, Choosing an Idea, Selection of product, The Adoption process, Product Innovation, Product Planning and Development Strategy, Product Planning and Development Process. Concepts of Projects and Classification: Introduction, Meaning of Projects, Characteristics of a Project, Project Levels, Project Classification, Aspects of a Project, The project Cycle, Features and Phases of Project management, Project Management Processes. Project Identification: Feasibility Report, Project Feasibility Analysis. Project Formulation: Meaning, Steps in Project formulation, Sequential Stages of Project Formulation, Project Evaluation.</p> <p>Project Design and Network Analysis: Introduction, Importance of Network Analysis, Origin of PERT and CPM, Network, Network Techniques, Need for Network Techniques, Steps in PERT, CPM, Advantages, Limitations and Differences.</p> <p>(Selected topics from Chapters 16 to 20 of Unit 3, Text 3).</p>	L1, L2, L3
<p>Course Outcomes: After studying this course, students will be able to:</p> <ul style="list-style-type: none"> • Understand the fundamental concepts of Management and Entrepreneurship • Select a best Entrepreneurship model for the required domain of establishment • Describe the functions of Managers, Entrepreneurs and their social responsibilities • Compare various types of Entrepreneurs • Analyze the Institutional support by various state and central government agencies 	
<p>Question paper pattern</p> <ul style="list-style-type: none"> • The question paper will have TEN questions. • Each full question carries 16 marks. • There will be two full questions (with a maximum of Three sub questions) from each module. • Each full question will have sub questions covering all topics under a module. • The students will have to answer 5 full questions, selecting one full question from each module. 	



Text Books:

1. Principles of Management – P.C Tripathi, P.N Reddy, McGraw Hill Education, 6th Edition, 2017. ISBN-13:978-93-5260-535-4.
2. Entrepreneurship Development Small Business Enterprises- Poornima M Charantimath, Pearson Education 2008, ISBN 978-81-7758-260-4.
3. Dynamics of Entrepreneurial Development and Management by Vasant Desai. HPH 2007, ISBN: 978-81-8488-801-2.

Reference Book:

Essentials of Management: An International, Innovation and Leadership perspective by Harold Koontz, Heinz Wehrich McGraw Hill Education, 10th Edition 2016. ISBN- 978-93-392-2286-4.



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**HUMAN RESOURCE MANAGEMENT
PUBLIC RELATIONS**

Subject Code	: 14MBA HR407	IA Marks	: 50
No. of Lecture Hours / Week	: 04	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 100
Practical Component	: 01 Hour / Week		

Objective:

To provide an understanding of the fundamentals tools of public relations practice and to provide a multidisciplinary understanding of the emerging trends in the field of public relations

Module I (8 Hours)

What is Public Relation? – Proactive and Reactive Approaches – Public Relations Process – Behavioural Public Relations Model – Persuasion Model – Two way symmetrical Communications Model – When communications is not enough – 20 great truths about Public Relations

Module II (8 Hours)

Theoretical basis for Public Relations –Theories of Relationships –Systems Theory – situational Theory – Theories of Persuasion and Social Influence – Social Exchange Theory – Diffusion Theory – Social Learning Theory – Elaborated Likelihood Theory - Theories of Mass communication – Uses and Gratification Theory – Agenda Setting Theory – Public Relations roles – Models of Public Relations – Approaches to Conflict Resolutions

Module III (8 Hours)

Employee communications – Role of employee communication – concept of Organizational culture – Establishing Communication Policy – Organizational change – Importance of employee communication – Special employee Communication Situations – Media of Employee communications – Objectives of Internal media – Starting internal media – controlling internal media - Occasional and Special media

Rules of Effective Employee Relations. Frontline supervisors as the key communicators

Case: Investing in Employees Pays Off (CJSS)

Case: Southwest Airlines – Where Fun, LUV, and Profit Go Hand –in Hand (CJSS)

Case: Employee Retention: It is the employer who is on probation (LLHT)



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Case: Maintaining Employee Relationship in a Tragedy (LLHT)
Kodak Communicates One - on - One with All of its Employees (CJSS)

Module IV (8 Hours)

Community Relations – Importance of Public Relations – Community Relations Process – Guidelines for Effective Relations Programs -Specific Functions of Public Relations – Criteria for Community relations Activities – Corporate Social Responsibility & Philanthropy-Emerging Challenge of Community Activism

Case: Community Relationships Maintained During Hospital Closing (CJSS)

Module V (8 Hours)

Media Relations – Media Relations –Role of Media in Public Relations – Social Media – working with the media –Media Relations Program Elements –Role of Technology in Public Relations

Case: Fatal Tiger Attack at San Francisco Zoo (LLHT)

Case: There's a Syringe in My Pepsi Can (CJSS)

Module VI (8 Hours)

Issues in Public Relations – public relations challenges –Types of Issues - Target audiences- Public Service as Preventive Public Relations – Special Interests – Importance of Compromise – Issue Anticipation – Scenario Technique

Case: Take your choice – Tobacco or Health (CJSS)

Module VI (8 Hours)

Crisis Management – Understanding how people typically react to issues – Human Nature – Role of communications – Types of crises – News media influence - Fundamental guidelines

Case: Bhopal – A Nightmare for Union Carbide (CJSS)

Case: Sir Ganga Ram Hospital – Disaster management Plan (IS)

Pedagogy: Lecture+ Case Studies + Seminars. Faculty should bring latest issues concerning public relations in class discussions.

Practical Component:

- Related cases for each module to be discussed in the classes and presentation can be done for each case by group of students.
- Team of students can be made and asked to report the media personalities about the event held in the college. Different styles of reporting the same event can be discussed in the class with its possible reactions from the media.

- Collect the newspaper articles about various messages from organizations through spokespersons and analyze the effect of each type of delivery and impact on the audience.
- Conduct a CSR Programme for the college like Blood donation, Eye camps in association with Lions, Rotary clubs etc and gather the information's about various challenges these organizations face during such community oriented programmes.

RECOMMENDED BOOKS :

- "Public Relations – The Profession and Practice", Lattimore, Laskin, Heiman & Toth, third edition, Tata McGraw Hill, 2012 (LLHT)
- "Public Relations Practices – Managerial Case Studies and Problems" Center, Jackson, Smith and Stansbury, Seventh Edition, Prentice Hall of India, 2008 (CJSS).
- Public Relations - Paul Baines, John Fgan, Frank Jefkins, Routledge, 3rd edition, 2007, ISBN - 1136370773, 9781136370779
- Public Relations: Concepts, Practice and Critique, Jacquie L'Etang, SAGE, 2007, ISBN - 1446234878, 9781446234877
- Public Management – Organizations, Governance and Performance, Laurence J. O' Toole Jr, Kenneth J Meier, 1st edition, Cambridge Publications, 2011.

REFERENCE BOOKS:

- Public Relations – Principles and Practices, Iqbal Sachdeva, 1st edition, Oxford University Press, 2009 (IS).
- Strategic Planning for Public Relations, Ronald D. Smith, revised edition, Taylor & Francis, 2004, ISBN - 1135606080, 9781135606084
- Public Relations: A Practical Guide to the Basics, Philip Henslowe, 1st edition, Kogan Page Publishers, 2003, ISBN - 0749440724, 9780749440725
- An Overview of the Public Relations Function - Shannon A. Bowen, Reprint Edition, Business Expert Press, 2010, ISBN - 1606491008, 9781606491003
- Public Relations Practices, Managerial Case Studies and Problems, Allen H Center, Patrick Jackson, Stacey Smith, Frank R Stansberry, 7th Edition.



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WORKPLACE ETHICS AND VALUE SYSTEMS

Subject Code	: 14MBA HR408	IA Marks	: 50
No. of Lecture Hours / Week	: 04	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 100
Practical Component	: 01 Hour / Week		

Objectives:

- To make students understand the meaning of good ethics, doing things right and the obstacles to making good ethical decisions
- To enable students to identify and critically assess the principles and values they personally embrace and use in addressing the ethical issues which arise in their working lives.
- To acquaint students with some of the major kinds of ethical problems encountered while performing work assignments and some possible ways of responding to them.

Module I (8 Hours)

Workplace Ethics: Introduction, Needs, Principles, Development of Personal Ethics, Workplace Ethics for Employees-Ethical behaviour in workplace-Professionalism, Ethical violations by employees, Employee Attitude and Ethics, Employee Etiquettes. Benefits of ethics in Workplace- employee commitment, investor loyalty, customer satisfaction, profits

Module II (8 Hours)

Professionalism at Workplace: Unethical Conduct for employees and employers. Factors leading to Unethical Behaviours. Different unethical behaviours. Measures to control unethical behaviours. Rewarding ethical behaviour

Module III (10 Hours)

Business Ethics and Corporate Governance: Overview of Business Ethics, Corporate Governance, Ethical issues in human resource management- The principal of ethical hiring, Firing, worker safety, whistle blowing, Equality of opportunity, Discrimination, Ethics and remuneration, Ethics in retrenchment. Ethical Dilemmas at workplace, Ethical issues in global business, corporate responsibility of employers.

Module IV (8 Hours)

Workplace Privacy & Ethics: Watching what you say and what you do

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in the workplace, Hardware, Software and Spyware, Plagiarism and Computer Crimes, Convenience and Death of Privacy, Defence of employee privacy rights.

Module V (8 Hours)

Teamwork in the Workplace & Ethics: Teams, Elements of team, Stages of team development, team meetings, team rules, and teams work and professional responsibility, rules of professional responsibility, ASME code of ethics.

Module VI (8 Hours)

Managing Change in Workplace through Ethics: Introduction to Change Management, Models of change, the Ethics of Managing Change, the role of ethics and responsibilities in leading innovation and change, ethics based model for change management, ethics and risks of change management

Module VII (6 Hours)

Ethics, Discrimination and Harassment at Workplace: Discrimination, sexual harassment, Creating awareness about workplace harassment, Vishaka Dutta vs. State of Rajasthan – Supreme Court directions, Compulsory workplace guidelines.

Practical Components:

- To solve case studies on Workplace Ethics
- To visit organizations and find out the problems and causes for unethical behavior at workplace.
- To visit organizations and find out the measures adopted to control unethical behavior of employees.
- To compare and contrast the various ethical codes of conduct practiced in organizations.
- To study the recent cases on breach of workplace privacy.

RECOMMENDED TEXT BOOKS:

- Ethical Theory and Business, Tom L. Beauchamp, Norman E. Bowie and Denis Arnold, 8th Edition.
- Business Ethics, O.C. Ferrell, John Fraedrich, and Linda Ferrell, 9th Edition, Cengage Learning.
- How technology is compromising Workplace Privacy, Fredrick S Lane 111, AMACOM Div American Mgmt Assn, 2003

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- Ethics in the Workplace, Dean Bredeson, Keith Goree, Cengage Learning, 2011.

REFERENCE BOOKS:

- Ethics in 21st Century, Mary Alice Trent, Oral Roberts University, longman.
- Ethics in workplace, Elizabeth P Tierney, Oak tree press
- Ethics in Workplace: System Perspective, William F Roth, Pearson, 2014.
- Ethics in the Workplace: Tools and Tactics for Organizational Transformation - Craig E. Johnson - SAGE Publications, 2007
- Business Ethics: Fairness and justice in the workplace - Volume 2 of Business Ethics, Fritz Allhoff, ISBN 1412902541, 9781412902540 - SAGE Publications, 2005



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Whole-Part, Access Control: Proxy; Management Patterns: Command processor; Communication Patterns: Forwarder-Receiver; Client-Dispatcher-Server; Publisher-Subscriber

Question paper pattern:

- The question paper will have ten questions.
- Each full question will be for 20 marks.
- There will be 2 full questions (with a maximum of four sub questions) from each Module.
- Each full question will have sub questions covering all the topics under a Module.
- The students will have to answer 5 full questions, selecting one full question from each Module.

Textbooks:

1. Michael Blaha, James Rumbaugh, "Object-Oriented Modeling and Design with UML", 2nd Edition, Pearson Education / PHI, 2005. (Chapters 1 to 9, 11 to 14.10, 15.1 to 15.8)
2. Frank Buschmann, Regine Meunier, Hans Rohnert, Peter Sommerlad, Michael Stal, "Pattern-Oriented Software Architecture, A System of Patterns", Volume 1, John Wiley and Sons, 2006. (Chapters 1, 2.4, 3)

Reference Books:

1. Grady Booch et al, "Object-Oriented Analysis and Design with Applications", 3rd Edition, Pearson, 2007.
2. Mark Priestley, "Practical Object-Oriented Design with UML", 2nd Edition, Tata McGraw-Hill, 2003.
3. K. Barclay, J. Savage, "Object-Oriented Design with UML and JAVA", Elsevier, 2008.
4. Booch, G., Rumbaugh, J., and Jacobson, I., "The Unified Modeling Language User Guide", 2nd Edition, Pearson, 2005.
5. E. Gamma, R. Helm, R. Johnson, J. Vlissides, "Design Patterns-Elements of Reusable Object- Oriented Software", Addison-Wesley, 1995.
6. Michael R Blaha, James R Rumbaugh, "Object Oriented Modeling and Design with UML", 2nd Edition, Prentice Hall, 2004

PROFESSIONAL COMMUNICATION & REPORT WRITING

Semester	:	IV	CIE Marks	: 40
Course Code	:	18MCA46	SEE Marks	: 60
Contact Periods (L:T:P)	:	2-0-0	Exam Hours	: 03
Credits : 02				

Course learning objectives:

This course (18MCA46) will enable student to

- Learn the role of communication and standard for grammar, numbers and spellings
- Realize the business Etiquettes and organizing the reports.
- Understand the aspects of group communication.
- Exposure to the various business and technological ethics.

Course Outcomes (CO):

At the end of this course, the students will be able to

- CO1: Understand the professional communication at work place.
CO2: Acquire the knowledge technical writing and business reporting.
CO3: Develop the leadership qualities.
CO4: Understand and implement ethical behavior at work place.

MODULE 1:

Communication in the workplace- Role of communication in Business, Process of Human Communication, Informal Communication- Listening, Non verbal Communication. Correctness Of Communication- Nature of correctness, Standard for Punctuation, Standards for Grammar, Standards for the use of numbers, Spelling, Capitalization

MODULE 2:

Writing for Effect- Business Etiquette, conversational style, view point, positive language, and courtesy. Basics Report Writing- Determine the Factors, Gathering the Information, Organizing the Report, Writing The Report. Physical Presentation Of Letters, Memos, And Reports- document preparation, Form of Business Letters. Strategies in the job search Process- Preparing application, Resume, Cover letter, Facing an Interview.



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MODULE 3:

Group Communication- Introduction, Group discussion, Organizational group discussion, group discussion as part of selection process meetings. Effective Presentation strategies- Introduction, Defining purpose, Analyzing audience and place, organizing contents, preparing outline, Visual Aids, Understanding Nuances of delivery, Kinesics, Proxemics, Paralinguistics, Chronemics, Sample speech.

MODULE 4:

Motivation- Motivation and Motivators, Motivation: The Carrot and the stick, The Hierarchy of needs Theory, The Motivation – Hygiene Approach to Motivation. Leadership- Defining Leadership, Ingredients of Leadership, Trait Approaches to Leadership, Leadership behavior and styles, Situational or contingency, Approaches to Leadership.

MODULE 5:

Ethics: An overview of Ethics- What are Ethics? Ethics in the business World, Ethics in Information Technology (IT). Ethics for IT Professionals and IT users- IT professionals, The Ethical behavior of IT professionals, IT Users.

Question paper pattern:

- The question paper will have ten questions.
- Each full question will be for 20 marks
- There will be 2 full questions from each Module.
- Each question will have questions covering all the topics under a Module.
- The students will have to answer 5 full questions, selecting one full question from each module

Textbooks

1. Meenakshi Raman and Sangeeta Sharma: Technical Communication-Principles and Practices, Oxford University Press, 2004.
2. George Reynolds: Ethics in Information Technology, 2nd Edition, Thomson Course Technology, 2007

Reference Books

1. Lesikar and Flatley: Communication-Basic Business

Communication Skills for Empowering the Internet Generation 9th Edition, Tata McGraw-Hill Edition, 2002

2. Harold Koonlz and Heinz Weihrich: Management-Essentials of Management, 9th Edition, McGraw-Hill International Edition, 2012



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