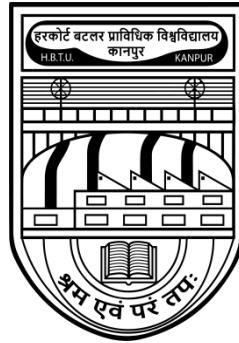


# HARCOURT BUTLER TECHNICAL UNIVERSITY, KANPUR

## B. Tech. Syllabus

Effective from 2022-23



**Department of Humanities**

**School of Humanities and Social Sciences**

*Approved in BoS on 21.10.2022*

*Approved in Academic Council on 01.11.2022*

## NHS 103/104: PROFESSIONAL COMMUNICATION

<b>Course: B. Tech</b>	<b>Branch: All</b>	<b>Year / Semester: 1<sup>st</sup> Yr. / 1<sup>st</sup> Sem. / 2<sup>nd</sup> Sem.</b>
<b>Sessional Marks:</b>	50	<b>Credit: 4</b>
<b>End Semester Exam:</b>	50	<b>LTP: 3 0 2</b>

### **UNIT I Fundamentals of Technical Communication:**

Process of communication, language as a tool of communication, levels of communication, flow of communication, barriers to communication, communication across cultures; Technical Communication: meaning, significance, characteristics, difference between technical and general communication.

### **UNIT II Elements of Written Communication:**

Words and phrases, word formation, synonyms and antonyms, homophones, one word substitution, sentence construction, paragraph construction,

### **UNIT III Forms of Technical Communication:**

(A) business letters, job application letter and resume, 7C's of letter writing, business letters: sales & credit letters, letters of enquiry, letters of quotation, order, claim and adjustment letters, official letters: D.O. letters, government letters, letters to authorities, etc. ,

(B) Technical Reports: general format of a report, formal and informal reports, memo report, progress report, status report, survey report, trip report, complaint report, , Joining Report ,laboratory report, research papers, dissertations and theses. E-mail writing

Technical Proposals: purpose, characteristics, types, structure

### **UNIT IV Presentation Strategies:**

Defining the subject, scope and purpose, analysing audience & locale, collecting materials, preparing outlines, organising the contents, Pre-presentation strategies, during presentation strategies, nuances of delivery, verbal and non-verbal communication, Body language, paralinguistic features of voice, visual aids.

### **UNIT V Value-based Text Reading:**

(A) Study of the following essays from the text book with emphasis on writing skills:

1. Man and Nature by J. Bronowski
2. The Language of Literature and Science by Aldous Huxley
3. The Aims of Science & The Humanities by Moody E Prior
4. Gods in this Godless Universe by Bertrand Russell
5. Science and Survival by Barry Commoner

(B) Readings of selected short stories:

1. The Renunciation by Rabindranath Tagore
2. The Lament by Anton P. Chekhov
3. The Barber's Trade Union by Mulk Raj Anand
4. The Eyes Are Not Here by Ruskin Bond

### **Text Books:**

1. 'Improve Your Writing' ed. By V N Arora and Laxmi Chandra, Oxford University Press, New Delhi
2. 'An Anthology of English Short Stories', edited by R P Singh, Oxford University Press.
3. 'Technical Communication- Principles and Practices' by Meenakshi Raman & Sangeeta Sharma, Oxford University Press, New Delhi.

### **Reference Books:**

1. Effective Technical Communication, by Barun K Mitra, Oxford University Press
2. Business Correspondence & Report Writing by R.C. Sharma & Krishna Mohan, Tata McGraw Hill, N.D.
3. Developing Communication Skills by Krishna Mohan & Meera Banerjee, Macmillan India
4. 'Technical Communication- Principles and Practices' by M R S Sharma, Oxford University Press, New Delhi

## PROFESSIONAL COMMUNICATION LABORATORY

Interactive practical sessions with emphasis on oral presentations/ spoken communication:  
Practical Sessions on:

1. Group Discussions: selected topical issues to be discussed in groups.
2. Mock interviews
3. Communication skills for seminars/conferences/workshops with emphasis on non-verbal skills.
4. Presentation skills for technical papers/project reports/professional reports.
5. Theme presentation/ key note presentation based on correct argumentation methodologies.
6. Argumentative skills
7. Role play
8. Comprehension skills based on reading and listening practice, asking questions.
9. Introduction to International Phonetics Alphabets
10. Audio Visual demonstration of effective communicative strategies & TED Talks

### References:

1. Sethi and Dhamija, 'A Course in Phonetics and Spoken English', Prentice Hall of India, New Delhi.
2. Joans Daniel, 'English Pronouncing Dictionary', Cambridge University Press.

### Additional Reference Books

1. R. K. Bansal & J.B. Harrison, Spoken English for India, Orient Longman
2. Excellence in Business Communication, Boeue & Thill and Courtland

### Course Objectives (COs)

At the end of this course students should be able to:

1. Effectively communicate their ideas in the contemporary global competitive environment.
2. Convey their messages through constructive writing.
3. Draft potent E-Mails, letters, proposals and reports.
4. Present their presentations along with using all nuances of delivery with clarity and thoroughness.
5. Solve problems based on real time situations and articulate them eventually.

### CO-PO Mapping

Co/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	0	0	0	0	0	0	0	0	2	3	0	1
CO2	0	0	0	0	0	0	0	0	2	3	0	1
CO3	0	0	0	0	0	0	0	0	2	3	0	1
CO4	0	0	0	0	0	0	0	0	2	3	0	1
CO5	0	0	0	0	0	0	0	0	2	3	0	1

## NHS 201/202: ECONOMICS AND MANAGEMENT

<b>Course: B. Tech.</b>	<b>Branch:</b> All branches	<b>Semester:</b> 3rd & 4th
<b>Sessional Marks:</b>	50	<b>Credit:</b> 3
<b>End Semester Exam:</b>	50	<b>LTP:</b> 3 0 0

### UNIT I: Introduction to Economics:

Overview: production possibility curve, choices-what, how and for whom, micro- and macroeconomics, inflation, unemployment, GDP and business cycle; demand and supply, elasticity of demand, consumer surplus and its applications,

### UNIT II: Production, Cost and Market:

Production function, Cost Function, Types of Market: Perfect Competition, Monopoly, Oligopoly

### UNIT III: Fundamentals of Management:

Development of Management Thoughts, Objectives, Functions of Management

### UNIT IV: Functional Areas of Management-I

Human Resource Management: HRP, Recruitment and Selection, Performance Appraisal; Marketing Management: Functions, Strategies

### UNIT V: Functional Areas of Management-II

Finance Management: Objectives, Functions; Operations Management: Concepts, Functions, Inventory Management

\*\*\*\*\*

### Text Books:

1. **Koutsoyiannis, A.**, 'Modern Microeconomics', English Language Book Society, Macmillan.
2. **Joseph, L Massod**, "Essential of Management", Prentice Hall, India.
3. **S. P. Robbins**, "Management", Prentice Hall, India

### Additional Reference Books:

1. **Armstrong, Michel**, "A Handbook of Management Techniques", Kogan Page Limited
2. **Samuelson, Paul A**, 'Economics', 5<sup>th</sup> edition, McGraw Hill New York.
3. **Henderson, J M and Quadnt, R E**, 'Microeconomic Theory: A Mathematical Approach.', Tata MacGraw Hill, New Delhi,2003

### Course Outcome (COs)

1. Understand essential economic principles for solving economic problems with suitable policy alternatives.
2. Apply the knowledge of production, cost and market functions
3. Understand and apply basic functions of management
4. Develop and apply the understanding of people and marketing
5. Develop and apply the understanding of finance and operations

### CO-PO Mapping

Co/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	0	0	0	0	0	0	2	1	0	0	0	2
CO2	0	0	0	0	0	0	2	1	0	0	0	2
CO3	0	0	0	0	0	0	2	1	2	2	1	2
CO4	0	0	0	0	0	0	2	1	2	2	2	2
CO5	0	0	0	0	0	0	2	1	2	2	3	2

## NHS 351/352: ENTREPRENEURSHIP

<b>Course: B.Tech</b>	<b>Branch: All</b>	<b>Year / Semester: 3<sup>RD</sup> Year/ 3<sup>RD</sup> Sem. / 4<sup>TH</sup> Sem.</b>
<b>Sessional Marks:</b>	50	<b>Credit: 2</b>
<b>End Semester Exam:</b>	50	<b>LTP: 2 0 0</b>

### **UNIT I Entrepreneurship:**

Entrepreneur and manager, Growth of entrepreneurship in India, Government's policy actions towards entrepreneurial motivation, entrepreneurship development programmes.

### **UNIT II Business Enterprises and Ownership Structure:**

Small scale, medium scale and large scale enterprises, role of small enterprises in economic development; proprietorship, partnership, companies and co-operatives firms: their formation,

### **UNIT III Project Management:**

Identification and selection of projects; project report: contents and formulation, project evaluation, method

### **UNIT IV Project Financing and Working Capital Management:**

Cost of Project, Capital Structure Planning, Sources of long term financing, Working Capital Management

### **UNIT V Institutional Support and Policies:**

Institutional support towards the development of entrepreneurship in India: technical consultancy organizations (TCOs), government policies for small scale enterprises.

\*\*\*\*\*

### **Text Books:**

1. **Khanka, S S.** 'Entrepreneurial Development', S Chand & Company Ltd. New Delhi
2. **Desai, Vasant,** 'Project Management and Entrepreneurship', Himalayan Publishing House, Mumbai, 2002.

### **Additional Reference Books**

1. **Gupta and Srinivasan,** 'Entrepreneurial Development', S Chand & Sons, New Delhi.
2. **Ram Chandran,** 'Entrepreneurial Development', Tata McGraw Hill, New Delhi
3. **Saini, J. S.** 'Entrepreneurial Development Programmes and Practices', Deep & Deep Publications (P), Ltd
4. **Holt, Davis,** 'Entrepreneurship : New Venture Creations, PHI

### **Course Outcomes (COs)**

1. Develop understanding of basics of entrepreneurship.
2. Apply the beginner's concept, ownership and various forms
3. Identify opportunities using identification; project conceptualisation, formulation & evaluation.
4. Learn , apply and evaluate the project financing and working capital management
5. Evaluate the role of Institution support and policy framework of Government for entrepreneurship development in India.

### **CO-PO Mapping**

Co/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	0	0	0	0	0	0	1	1	0	0	1	2
CO2	0	0	0	0	0	0	1	1	0	0	2	2
CO3	0	0	0	0	0	0	1	1	0	0	3	2
CO4	0	0	0	0	0	0	1	1	0	0	3	2
CO5	0	0	0	0	0	0	1	1	0	0	3	2

## OEC II: NHS 353/354: HUMAN RESOURCE MANAGEMENT

<b>Course: B. Tech</b>	<b>Branch: All</b>	<b>Year / Semester: 3<sup>rd</sup> Yr / 3<sup>rd</sup> Sem. / 4<sup>th</sup> Sem.</b>
<b>Sessional Marks:</b>	50	<b>Credit: 2</b>
<b>End Semester Exam:</b>	50	<b>LTP: 2 0 0</b>

### Unit – I: Fundamentals of Organization

Introduction, feature, significance, Organization design and structure, organizational change and development

### Unit II: Introduction to Human Resource Management:

human resource management: Meaning, objectives and functions, difference between HRM and Personnel Management, HRM models, HR managers, challenges & emerging issues human resource management.

### Unit – III: HR acquisition

Employee Recruitment & selection, Orientation, Placement, Training & Development: Meaning, Methods, Career planning

### Unit – IV: HR performance measures

Performance Appraisal, Performance Management and Appraisal, Job Analysis and Evaluation

### Unit: V: Introduction to SHRM

Introduction to SHRM, Strategic HRM Emerging issue and trends, Global Scenario.

### Suggested Reading:

1. V.S.P.Rao, Human Resource Management (Text and Cases) Himalaya Publications, Thirteenth Edition.
2. Gary Dessler and BijuVarkkey Human Resource Management, Person Publication, 2013, 14thEdition
3. K. Aswathappa, Human Resource Management, McGraw Hill Education, 2013, 7th Edition.

### Course Outcomes:

1. Examine various features of organization.
2. Understand the basic concepts and fundamentals of Human Resource Management.
3. Discuss the various human resources function such as recruitment, selection and performance appraisal.
4. Analyze different performance measure related to Human resource.
5. Demonstrate the knowledge of Strategic Human Resource.

### CO-PO Mapping

Co/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	0	0	0	0	0	0	1	1	1	0	0	2
CO2	0	0	0	0	0	0	1	1	1	0	0	2
CO3	0	0	0	0	0	0	1	1	1	0	0	2
CO4	0	0	0	0	0	0	1	1	1	0	0	2
CO5	0	0	0	0	0	0	1	1	1	0	0	2

## OEC III: NHS 401/402: BUSINESS INTELLIGENCE

<b>Course: B. Tech.</b>	<b>Branch: All</b>	<b>Year: 4<sup>th</sup> Yr. / 7<sup>th</sup> Sem. / 8<sup>th</sup> Sem.</b>
<b>Sessional Marks:</b>	50	<b>Credit: 2</b>
<b>End Semester Exam:</b>	50	<b>LTP: 2 0 0</b>

### Unit 1: Basics of Business Intelligence

Understanding Business Intelligence, Challenge of Decision Making, Concept of Business Intelligence, Value Proposition, Combination of Business and Technology,

### Unit 2: Business Intelligence and Technology

Business Intelligence Technology Counterparts, Data Warehousing and Analysis, ERP, ERP and Business Intelligence, CRM, Big Data, and Cloud storage, Business Intelligence and Financial Information

### Unit 3: Spectrum of Business Intelligence

The Spectrum of Business Intelligence, Enterprise and Departmental Business Intelligence, Strategic and Tactical Business Intelligence, Power and Usability in Business Intelligence

### Unit 4: Governance of Business Intelligence

Business Intelligence User Interfaces, Querying and Reporting, Enhancing and Modifying, Data Access, Pull-Oriented Data Access, Push-Oriented Data Access, Dashboards, Metric System and KPIs

### Unit 5: Application of Business Intelligence

Customizing Business Intelligence, Start with Questions, Business Intelligence Project Plan, Resources and Roles, Risk Management, Data Migration Issues, Human Factors, Choosing the Right Size, Shape, and Cost, Architecture Alternatives

### Suggested readings:

1. Performance Dashboards – Measuring, Monitoring, And Managing Your Business by Wayne Eckerson, Wiley; 2nd edition, 2010
2. *A Practitioner's Guide to Business Analytics* by **Randy Bartlett**
3. Business Intelligence, Analytics, and Data Science: A Managerial Perspective, by Ramesh Sharda / Dursun Delen / Efraim Turban, Pearson Education; Fourth edition, 2019

### Course Outcomes

1. Understand the concepts and components of Business Intelligence (BI)
2. Evaluate the technologies that make up BI
3. Define how BI will help an organization and whether it will help yours
4. Identify the technological architecture that makes up BI systems
5. Plan the implementation of a BI system

### CO-PO Mapping

Co/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
<b>CO1</b>	1	1	1	1	1	1	1	1	0	0	2	2
<b>CO2</b>	1	1	1	1	1	1	1	1	0	0	2	2
<b>CO3</b>	1	1	1	1	1	1	1	1	0	0	2	2
<b>CO4</b>	1	1	1	1	1	1	1	1	0	0	2	2
<b>CO5</b>	1	1	1	1	1	1	1	1	0	0	2	2