



**APJ ABDUL KALAM TECHNOLOGICAL
UNIVERSITY**

Syllabus

**Life Skills
Business Economics
Principles of Management**

2016

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

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Course No.	Course Name	L-T-P-Credits	Year of Introduction
HS210	LIFE SKILLS	2-0-2	2016
<p>Course Objectives</p> <ul style="list-style-type: none"> • To develop communication competence in prospective engineers. • To enable them to convey thoughts and ideas with clarity and focus. • To develop report writing skills. • To equip them to face interview & Group Discussion. • To inculcate critical thinking process. • To prepare them on problem solving skills. • To provide symbolic, verbal, and graphical interpretations of statements in a problem description. • To understand team dynamics & effectiveness. • To create an awareness on Engineering Ethics and Human Values. • To instill Moral and Social Values, Loyalty and also to learn to appreciate the rights of others. • To learn leadership qualities and practice them. 			
<p>Syllabus</p> <p>Communication Skill: Introduction to Communication, The Process of Communication, Barriers to Communication, Listening Skills, Writing Skills, Technical Writing, Letter Writing, Job Application, Report Writing, Non-verbal Communication and Body Language, Interview Skills, Group Discussion, Presentation Skills, Technology-based Communication.</p> <p>Critical Thinking & Problem Solving: Creativity, Lateral thinking, Critical thinking, Multiple Intelligence, Problem Solving, Six thinking hats Mind Mapping & Analytical Thinking.</p> <p>Teamwork: Groups, Teams, Group Vs Teams, Team formation process, Stages of Group, Group Dynamics, Managing Team Performance & Team Conflicts.</p> <p>Ethics, Moral & Professional Values: Human Values, Civic Rights, Engineering Ethics, Engineering as Social Experimentation, Environmental Ethics, Global Issues, Code of Ethics like ASME, ASCE, IEEE.</p> <p>Leadership Skills: Leadership, Levels of Leadership, Making of a leader, Types of leadership, Transactions Vs Transformational Leadership, VUCA Leaders, DART Leadership, Leadership Grid & leadership Formulation.</p>			
<p>Expected outcome</p> <ul style="list-style-type: none"> • Communicate effectively. • Make effective presentations. • Write different types of reports. • Face interview & group discussion. • Critically think on a particular problem. • Solve problems. • Work in Group & Teams • Handle Engineering Ethics and Human Values. • Become an effective leader. 			

References:

- Barun K. Mitra; (2011), “*Personality Development & Soft Skills*”, First Edition; Oxford Publishers.
- Kalyana; (2015) “*Soft Skill for Managers*”; First Edition; Wiley Publishing Ltd.
- Larry James (2016); “*The First Book of Life Skills*”; First Edition; Embassy Books.
- Shalini Verma (2014); “*Development of Life Skills and Professional Practice*”; First Edition; Sultan Chand (G/L) & Company
- John C. Maxwell (2014); “*The 5 Levels of Leadership*”, Centre Street, A division of Hachette Book Group Inc.

Course Plan

Module	Contents	Hours L-T-P		Sem. Exam Marks
		T	P	
I	Need for Effective Communication, Levels of communication; Flow of communication; Use of language in communication; Communication networks; Significance of technical communication, Types of barriers; Miscommunication; Noise; Overcoming measures,	2		
	Listening as an active skill; Types of Listeners; Listening for general content; Listening to fill up information; Intensive Listening; Listening for specific information; Developing effective listening skills; Barriers to effective listening skills.		2	
	Technical Writing: Differences between technical and literary style, Elements of style; Common Errors, Letter Writing: Formal, informal and demi-official letters; business letters, Job Application: Cover letter, Differences between bio-data, CV and Resume, Report Writing: Basics of Report Writing; Structure of a report; Types of reports.			4
	Non-verbal Communication and Body Language: Forms of non-verbal communication; Interpreting body-language cues; Kinesics; Proxemics; Chronemics; Effective use of body language	3		
	Interview Skills: Types of Interviews; Ensuring success in job interviews; Appropriate use of non-verbal communication, Group Discussion: Differences between group discussion and debate; Ensuring success in group discussions, Presentation Skills: Oral presentation and public speaking skills; business presentations, Technology-based Communication: Netiquettes: effective e-mail messages; power-point presentation; enhancing editing skills using computer software.			4
II	Need for Creativity in the 21 st century, Imagination, Intuition, Experience, Sources of Creativity, Lateral Thinking, Myths of creativity	2		

	<p>Critical thinking Vs Creative thinking, Functions of Left Brain & Right brain, Convergent & Divergent Thinking, Critical reading & Multiple Intelligence.</p> <p>Steps in problem solving, Problem Solving Techniques, Problem Solving through Six Thinking Hats, Mind Mapping, Forced Connections.</p> <p>Problem Solving strategies, Analytical Thinking and quantitative reasoning expressed in written form, Numeric, symbolic, and graphic reasoning, Solving application problems.</p>	2	2	
III	<p>Introduction to Groups and Teams, Team Composition, Managing Team Performance, Importance of Group, Stages of Group, Group Cycle, Group thinking, getting acquainted, Clarifying expectations.</p> <p>Group Problem Solving, Achieving Group Consensus.</p> <p>Group Dynamics techniques, Group vs Team, Team Dynamics, Teams for enhancing productivity, Building & Managing Successful Virtual Teams. Managing Team Performance & Managing Conflict in Teams.</p> <p>Working Together in Teams, Team Decision-Making, Team Culture & Power, Team Leader Development.</p>	3	2	
IV	<p>Morals, Values and Ethics, Integrity, Work Ethic, Service Learning, Civic Virtue, Respect for Others, Living Peacefully.</p> <p>Caring, Sharing, Honesty, Courage, Valuing Time, Cooperation, Commitment, Empathy, Self-Confidence, Character,</p> <p>Spirituality, Senses of 'Engineering Ethics', variety of moral issues, Types of inquiry, moral dilemmas, moral autonomy, Kohlberg's theory, Gilligan's theory, Consensus and controversy, Models of Professional Roles, Theories about right action, Self-interest, customs and religion, application of ethical theories.</p> <p>Engineering as experimentation, engineers as responsible experimenters, Codes of ethics, Balanced outlook on.</p> <p>The challenger case study, Multinational corporations, Environmental ethics, computer ethics,</p> <p>Weapons development, engineers as managers, consulting</p>	3	2	

	engineers, engineers as expert witnesses and advisors, moral leadership, sample code of Ethics like ASME, ASCE, IEEE, Institution of Engineers(India), Indian Institute of Materials Management, Institution of electronics and telecommunication engineers(IETE), India, etc.	3		
V	Introduction, a framework for considering leadership, entrepreneurial and moral leadership, vision, people selection and development, cultural dimensions of leadership, style, followers, crises.	4		
	Growing as a leader, turnaround leadership, gaining control, trust, managing diverse stakeholders, crisis management		2	
	Implications of national culture and multicultural leadership Types of Leadership, Leadership Traits.	2		
	Leadership Styles, VUCA Leadership, DART Leadership, Transactional vs Transformational Leaders, Leadership Grid, Effective Leaders, making of a Leader, Formulate Leadership		2	
END SEMESTER EXAM				

EVALUATION SCHEME

Internal Evaluation

(Conducted by the College)

Total Marks: 100

Part – A

(To be started after completion of Module 1 and to be completed by 30th working day of the semester)

1. Group Discussion – Create groups of about 10 students each and engage them on a GD on a suitable topic for about 20 minutes. Parameters to be used for evaluation is as follows;

- | | | | |
|-------|------------------------|---|----------|
| (i) | Communication Skills | – | 10 marks |
| (ii) | Subject Clarity | – | 10 marks |
| (iii) | Group Dynamics | - | 10 marks |
| (iv) | Behaviors & Mannerisms | - | 10 marks |

(Marks: 40)

Part – B

(To be started from 31st working day and to be completed before 60th working day of the semester)

2. Presentation Skills – Identify a suitable topic and ask the students to prepare a presentation (preferably a power point presentation) for about 10 minutes. Parameters to be used for evaluation is as follows;

- | | | | |
|-------|---------------------------|---|----------|
| (i) | Communication Skills* | - | 10 marks |
| (ii) | Platform Skills** | - | 10 marks |
| (iii) | Subject Clarity/Knowledge | - | 10 marks |

(Marks: 30)

* Language fluency, audibility, voice modulation, rate of speech, listening, summarizes key learnings etc.

** Postures/Gestures, Smiles/Expressions, Movements, usage of floor area etc.

Part – C

(To be conducted before the termination of semester)

3. Sample Letter writing or report writing following the guidelines and procedures. Parameters to be used for evaluation is as follows;

- | | | | |
|-------|----------------------------|---|----------|
| (i) | Usage of English & Grammar | - | 10 marks |
| (ii) | Following the format | - | 10 marks |
| (iii) | Content clarity | - | 10 marks |

(Marks: 30)

External Evaluation

(Conducted by the University)

Total Marks: 50

Time: 2 hrs.

Part – A

Short Answer questions

There will be one question from each area (five questions in total) will be asked for the examination. Each question should be written in about maximum of 400 words. Parameters to be used for evaluation are as follows;

- | | |
|-------|-----------------------------------|
| (i) | Content Clarity/Subject Knowledge |
| (ii) | Presentation style |
| (iii) | Organization of content |

(Marks: 5 x 6 = 30)

Part – B

Case Study

The students will be given a case study with questions at the end the students have to analyze the case and answer the question at the end. Parameters to be used for evaluation are as follows;

- (i) Analyze the case situation
- (ii) Key players/characters of the case
- (iii) Identification of the problem (both major & minor if exists)
- (iv) Bring out alternatives
- (v) Analyze each alternative against the problem
- (vi) Choose the best alternative
- (vii) Implement as solution
- (viii) Conclusion
- (ix) Answer the question at the end of the case

*(Marks: 1 x 20 =
20)*

Course Number	Course Name	L-T-P	Credits	Year of introduction
HS200	Business Economics	3-0-0	3	2016

Course Objectives

- To familiarize the prospective engineers with elementary Principles of Economics and Managerial Economics;
- To acquaint the students with tools and techniques that are useful in their profession in Managerial Decision Making which will enhance their employability;
- To gain understanding of some Macroeconomic concepts to improve their ability to understand the business climate;
- To prepare and understand balance sheet at an elementary level.

Syllabus

Nature of economics. Demand and Supply Analysis, demand curve, supply curve and equilibrium price determination. Production economics, economies of Scale, optimal quantity determination, Production and Cost functions, the law of Diminishing Marginal Productivity, Costs, Break-Even Analysis Chart Preparation and Cost-Volume-Profit Analysis. Market Structure and Price-Output Decisions under various competition situations and Collusion/Cartel formations in the real life situation. Monetary theory, functions of RBI and NI. Computation and some aspects of macro economics. Capital Budgeting decisions, forecasting techniques and elementary Balance Sheet..

Expected Outcome

A student who has undergone this course

- *would be able to make investment decisions based on capital budgeting methods in alignment with microeconomic and macroeconomic theories.*
- *would be able to analyse the profitability of the firm, economy of operation, determination of price under various market situations with good grasp on the effect of trade cycles in business.*
- *would gain knowledge on Monetary theory, measures by RBI in controlling interest rate and emerging concepts like Bit Coin.*
- *would gain knowledge of elementary accounting concepts used for preparing balance sheet and interpretation of balance sheet*

Course Plan			
Unit	Topics	Hours Allotted	Percentage Marks
I	Nature of Economics Definitions of Economics and their limitations, Economic Problems (2 Hrs.), Economic Systems, meaning of Business or Managerial Economics (2 Hrs.) and its role and relevance in managerial decision making in an industrial setting (2 Hrs).	6	15%
II	Demand and Supply Analysis Demand Curve, Demand function (2 Hrs.), Elasticity of demand and its estimation (2 Hrs.), Supply curve, equilibrium price and price mechanism (2 Hrs).	6	15%
FIRST INTERNAL EXAM			
III	Production Economics Economies of Scale and Diseconomies of Scale (1 Hr.), Production and Cost Functions. Factors of Production (2 Hrs.), Law of Diminishing marginal Productivity. Construction and analysis of Break Even Charts (3 Hrs.)	6	15%
IV	Market Structure and Price-Output Decisions Price and output determination under Perfect Competition, Monopoly and Monopolistic Competition (3 Hrs.). Collusion and Cartel, Nash Equilibrium (3 Hrs.).	6	15%
SECOND INTERNAL EXAM			
V	Money, National Income and Taxation Money, Emerging Bit Coin concept, Quantity Theory of Money, Interest Rate Management (2 Hrs), Open Market Operations by RBI, Selective Credit Controls, SLR, CRR (2 Hrs), Definition & Measurement of National Income, methods, sectors of economy (3 Hrs), inflation, deflation, trade cycles- Value-Added Tax (2 Hrs).	9	20%
VI	Investment Decisions and Balance Sheet Analysis Capital Budgeting, Investment Analysis – NPV, IRR, Profitability Index, ARR, Payback Period (3 Hrs), Depreciation, Time value of money. Business Forecasting– Elementary techniques (2 Hrs). Balance sheet preparation principles and interpretation (4 Hrs)	9	20%
END SEMESTER EXAM			

Text Book

Yogesh, Maheswari, *Management Economics*, PHI learning, NewDelhi, 2012

References

1. Dornbusch, Fischer and Startz, *Macroeconomics*, McGraw Hill, 11th edition, 2010.
2. Khan M Y, *Indian Financial System*, Tata McGraw Hill, 7th edition, 2011.
3. Samuelson, *Managerial Economics*, 6th edition, Wiley
4. Snyder C and Nicholson W, *Fundamentals of Microeconomics*, Cengage Learning (India), 2010.
5. Truett, *Managerial Economics: Analysis, Problems, Cases*, 8th Edition, Wiley
Welch, *Economics: Theory and Practice* 7th Edition, Wiley

Course Number	Course Name	L-T-P	Credits	Year of introduction
HS300	Principles of Management	3-0-0	3	2016

Course Objectives

- To develop ability to critically analyse and evaluate a variety of management practices in the contemporary context;
- To understand and apply a variety of management and organisational theories in practice;
- To be able to mirror existing practices or to generate their own innovative management competencies, required for today's complex and global workplace;
- To be able to critically reflect on ethical theories and social responsibility ideologies to create sustainable organisations.

Syllabus

Definition, roles and functions of a manager, management and its science and art perspectives, management challenges and the concepts like, competitive advantage, entrepreneurship and innovation. Early contributors and their contributions to the field of management Corporate Social Responsibility. Planning, Organizing, Staffing and HRD functions, Leading and Controlling form the core content of this course. Decision making under certainty, uncertainty and risk, creative process and innovation involved in decision making..

Expected Outcome

A student who has undergone this course

- would be able to manage people and organisations
- would be able to critically analyse and evaluate management theories and practices
- would be able to plan and make decisions for organisations
- would be able to do staffing and related HRD functions

Course Plan			
Unit	Topics	Hours Allotted	Percentage Marks
I	Introduction to Management: definitions, managerial roles and functions; Science or Art perspectives- External environment-global, innovative and entrepreneurial perspectives of Management (3 Hrs.)– Managing people and organizations in the context of New Era- Managing for competitive advantage - the Challenges of Management (3 Hrs.)	6	15%
II	Early Contributions and Ethics in Management: Scientific Management- contributions of Taylor, Gilbreths,	6	15%

	Human Relations approach-contributions of Mayo, McGregor's Theory, Ouchi's Theory Z (3 Hrs.) Systems Approach, the Contingency Approach, the Mckinsey 7-S Framework Corporate Social responsibility- Managerial Ethics. (3 Hrs)		
FIRST INTERNAL EXAM			
III	Planning: Nature and importance of planning, -types of plans (3 Hrs.)- Steps in planning, Levels of planning - The Planning Process. – MBO (3 Hrs.).	6	15%
IV	Organising for decision making: Nature of organizing, organization levels and span of control in management Organisational design and structure –departmentation, line and staff concepts (3 Hrs.) Limitations of decision making- Evaluation and selecting from alternatives- programmed and non programmed decisions - decision under certainty, uncertainty and risk-creative process and innovation (3 Hrs.)	6	15%
SECOND INTERNAL EXAM			
V	Staffing and related HRD Functions: definition, Empowerment, staff – delegation, decentralization and recentralisation of authority – Effective Organizing and culture-responsive organizations –Global and entrepreneurial organizing (3 Hrs.) Manager inventory chart-matching person with the job-system approach to selection (3 Hrs.) Job design-skills and personal characteristics needed in managers-selection process, techniques and instruments (3 Hrs.)	9	20%
VI	Leading and Controlling: Leading Vs Managing – Trait approach and Contingency approaches to leadership - Dimensions of Leadership (3 Hrs.) - Leadership Behavior and styles – Transactional and Transformational Leadership (3 Hrs.) Basic control process- control as a feedback system – Feed Forward Control – Requirements for effective control – control techniques – Overall controls and preventive controls – Global controlling (3 Hrs.)	9	20%
END SEMESTER EXAM			

Text Book

Harold Koontz and Heinz Weirich, Essentials of Management, McGraw Hill Education, 10th Edition.

References

1. Daft, New era Management, 11th Edition, Cengage
2. Griffin, Management Principles and Applications, 10th Edition, Cengage
3. Heinz Weirich, Mark V Cannice and Harold Koontz, Management: a Global, Innovative and Entrepreneurial Perspective, McGraw Hill Education, 14th Edition
4. Peter F Drucker, *The Practice of Management*, McGraw Hill, New York
5. Robbins and Coulter, Management, 13th Edition, 2016, Pearson Education