

Semester II		213 - Written Analysis and Communication Lab
2 Credits	LTP: 0:3:1	Generic Elective – Institute Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO213.1	REMEMBERING	DESCRIBE stages in a typical communication cycle and the barriers to effective communication.
CO213.2	UNDERSTANDING	SUMMARIZE long essays and reports into précis and executive summaries.
CO213.3	APPLYING	USE Dictionary and Thesaurus to draft and edit a variety of business written communication.
CO213.4	ANALYSING	EXAMINE sample internal communications in a business environment for potential refinements.
CO213.5	EVALUATING	COMPOSE variety of letters, notices, memos and circulars.

- Written Communication:** Different types of communication like letters, memos, reports, fax, email, presentations and multimedia, choosing the means of communication, stages in communication cycle, Barriers to effective communication, communication systems. **(5)**
- Writing Techniques:** Rules of good writing, adaptation and selection of words, masculine words, writing with style- choosing words with right strength and vigor, using a thesaurus, writing effective sentences, developing logical paragraphs, Précis writing, Developing coherent paragraphs, overall tone, drafting, editing and finalizing the business letters. Planning the persuasive message, common types of persuasive requests, principles of persuasive communication. Reformulating and summarizing - What is a summary? Using synonyms & antonyms, reducing phrases, guidelines for writing summaries, business summaries Comprehension: using a dictionary, grammatical precision, (phonetics), contextual clues, guidelines for comprehension. **(7)**
- Recruitment and employment correspondence:** Application letter, curriculum vitae, interview, references, offer of employment, job description, letter of acceptance, letter of resignation, writing routine and persuasive letters. **(6)**
- Internal Communications:** Memoranda, meetings - agenda and minutes, Writing memos, circulars, notices and emails. Positive and negative messages such as Letter of Appreciation, Letter of Congratulations, Warning Letter, Show Cause Notice. Writing Follow up letters and reminders, Writing Sales letters, collection letters, Poster Making. Report writing - What is a report, Objectives of report, types of report, Report Planning, Types of Reports, Process, Structure and Layout, planning, Nature of Headings, Ordering of Points, Logical Sequencing, Graphs, Charts, Writing an Executive Summary, List of Illustration, Technique of writing a report, characteristics of business reports. **(6)**
- External Communications:** Public notices, invitations to tender bid, auction, notices, etc. Writing business proposals, Preparing Press Release and Press Notes. **(6)**

Note:

- The entire course should be delivered in a workshop and application oriented manner. It is expected that not more than 10 to 15% of the time should be devoted to the theoretical aspect.
- Workbooks should be prepared that comprehensively cover major situations of managerial communication and should be handed over to the students right at the beginning of the course.
- Students should be asked to submit the completed workbooks at the end of the term.

Suggested Text Books:

- Business Communication Today, Bovee C L et. al., Pearson Education
- Business Communication, P.D. Chaturvedi, Pearson Education
- Business Communication, T N Chhabra, Bhanu Ranjan, Sun India
- Verbal and Non-Verbal Reasoning, Prakash, P, Macmillan India Ltd., New Delhi
- Objective English, Thorpe, E, and Thorpe, S, Pearson Education, New Delhi

Suggested Reference Books:

- Communication Skills for Effective Management, Hargie et. al., Palgrave
- Communication for Business, Tayler Shinley, Pearson Education
- Technical Communication, Anderson, P.V, Thomson Wadsworth, New Delhi
- The Oxford Guide to Writing and Speaking, John Seely, Oxford University Press, New Delhi

Generic Courses (Electives) – Institute Level – Semester I & II

Semester I		113 - Verbal Communication Lab
2 Credits	LTP: 0:3:1	Generic Elective – Institute Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO113.1	REMEMBERING	RECOGNIZE the various elements of communication, channels of communication and barriers to effective communication.
CO113.2	UNDERSTANDING	EXPRESS themselves effectively in routine and special real world business interactions.
CO113.3	APPLYING	DEMONSTRATE appropriate use of body language.
CO113.4	ANALYSING	TAKE PART IN professional meetings, group discussions, telephonic calls, elementary interviews and public speaking activities.
CO113.5	EVALUATING	APPRAISE the pros and cons of sample recorded verbal communications in a business context.
CO113.6	CREATING	CREATE and DELIVER effective business presentations, using appropriate technology tools, for common business situations.

1. **Basics of Communication:** Communication elements and process, Need of Communication Skills for Managers, Channels, forms and dimensions of communication, Verbal and non-verbal communication, Principles of nonverbal communication - through clothes and body language, Persuasive communication: the process of persuasion, formal and informal persuasion, Barriers to communication and how to overcome the barriers, Principles of effective communication. **(5)**

2. **Speaking :** Characteristics of effective speech, voice quality, rate of speaking, clear articulation, eye contact, use of expressions, and gestures and posture; Types of managerial speeches: speech of introduction, speech of vote of thanks, occasional speech, theme speech, formal speeches during meetings. **(5)**

3. **Soft skills:** How communication skills and soft skills are inter-related, Body language-posture, eye-contact, handling hand movements, gait - Voice and tone, Meeting and Boardroom Protocol - Guidelines for planning a meeting, Before the meeting, On the day of the Meeting, Guidelines for Attending the meeting, For the Chairperson, For attendees, For Presenters, Telephone Etiquette, Cell phone etiquette, Telephone etiquette guidelines, Mastering the telephone courtesy, Active listening, Putting callers on hold, Transferring a call, Screening calls, Taking a message, Voice Mail, Closing the call, When Making calls, Closing the call, Handling rude or impatient clients, Cross-cultural communication, cultural sensitivity, Cross-cultural issues which affect Communication across different Cultures, Culture and non-verbal communication, Effective intercultural communication, Business and social etiquette. **(7)**

4. **Presentation skills:** Principles of Effective Presentations, Planning, Structure and Delivery, Principles governing the use of audiovisual media, Time management - Slide design and transition: representation of textual information into visuals for effectiveness of communication - Style and persuasiveness of the message - Adherence to the number of slides, Dynamics of group presentation and individual presentation. **(5)**

5. **Interviews:** Essentials of placement interviews, web /video conferencing, tele-meeting. Impression Formation, Tactics, The Self-presentational Motive, The Compass Qualities; First and Lasting Impressions; Magic Pills; Toxic Traits; The Social Context: Norms and Roles, The Target's Values, Physical Appearance; Communication Style; Content of Communication; Actions; The Environment; Success; Changing from the Outside-in, Current Social Image, The Private Self, Worrying about Impressions. **(5)**

Note:

- The entire course should be delivered with a skills development focus.
- Video recordings of student's performances (speaking tasks) should be carried out and used for intensive reviews for performance improvement.

Suggested Text Books:

- Business Communication Today, Bovee C L et. al., Pearson Education

2. Business Communication, P.D. Chaturvedi, Pearson Education
3. Business Communication, T N Chhabra, Bhanu Ranjan, Sun India
4. Verbal and Non-Verbal Reasoning, Prakash, P, Macmillan India Ltd., New Delhi
5. Objective English, Thorpe, E, and Thorpe, S, Pearson Education, New Delhi

Suggested Reference Books:

1. Communication Skills for Effective Management, Hargie et. al., Palgrave
2. Communication for Business, Tayler Shinley, Pearson Education
3. Technical Communication, Anderson, P.V, Thomson Wadsworth, New Delhi
4. The Oxford Guide to Writing and Speaking, John Seely, Oxford University Press, New Delhi
5. Dictionary of Common Errors, Turton, N.D and Heaton, J.B, Addison Wesley Longman Ltd.

Semester I		114 - Enterprise Analysis - Desk Research
2 Credits	LTP: 0:3:1	Generic Elective – Institute Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO114.1	REMEMBERING	DESCRIBE the key historical, organizational, market related, financial, governance, leadership and social responsibility dimensions of a real world business organization.
CO114.2	UNDERSTANDING	SUMMARIZE the regional, national and global footprint of a real world business organization.
CO114.3	APPLYING	DEMONSTRATE the use of secondary – offline and online resources to profile a real world business organization.
CO114.4	ANALYSING	ANALYSE, using tables and charts, the trends in market standing and financial performance of a real world business organization over the last 5 years.
CO114.5	EVALUATING	COMPOSE a succinct summary of future plans of a real world business organization the company website, shareholders reports and other information available in the public domain.
CO114.6	CREATING	IMAGINE the key challenges and opportunities for a real world business organization in the immediate future (1 to 3 years).

1. **Enterprise History & Background:** Establishment, Original & Current Promoters, Business Group or Business Family to which it belongs, Vision-Mission-Philosophy – Values-Quality Policy, Brief profiles of the Chairman, CEO, MD, Members of Board of Directors along with their career highlights CSR Initiatives, Technical and other collaborations if any, Recent Mergers and Acquisitions, if any. **(6)**
2. **Organization :** Organization Structure, Geographical (domestic and global) foot print – at the time of inception and spread over the years, company's current head quarter worldwide as well as head quarter / corporate office in India, Manufacturing /Service locations Indian and major worldwide, Certifications if any - ISO / EMS / FDA / CMMI , etc. Online presence. Initiatives towards gender diversity, Initiatives towards social inclusion, Initiatives towards environment conservation. Current Talent needs. Key highlights of the company's website. **(6)**
3. **Markets:** Major Customers, customer segments, Products, Product lines, Major Brands, Market Share – nationally, region wise, product wise, Advertising Agency, Advertising Punch Line/Slogan, Logo, Key Alliances in the past 5 years & impact. Mergers & Acquisitions, if any. Technological developments. Disruptive innovations affecting the organization. Labour unrest if any – reasons thereof and impact. Emerging potential competition through first generation entrepreneurs or global / local players. **(6)**
4. **Financials:** Data to be studied, tabulated, graphically depicted, analyzed and presented for last 5 years for the Revenues, Profitability, Market Capitalization, Segmented Revenues, Auditors. Listing status & Scrip Codes – BSE and NSE, Global Listings on International Stock Markets, Share Price Face Value, Current Market Value, Annual High Low Figures, P/E Ratio, Shareholding Pattern. **(6)**
5. **Governance:** Philosophy, Action taken by SEBI if any, Involvement in Scams, Insider Trading Issues, Standard & Poor's Corporate Governance Scores, CRISIL Rating. Major Awards and Achievements of the Organization in the last 5 years. Forward looking statements of the top management. **(6)**

Note:

Syllabus

MBA-I Semester – I

Course Title Human Rights I

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Abilities	Course Outcomes
CO104.1	REMEMBERING	To learn basic Rights & Terminologies
CO104.2	UNDERSTANDING	To understand the concept and rights of Humanity.
CO104.3	APPLYING	To create the awareness of National Scenario and Legal Position of Human Rights.
CO104.4	ANALYSING	To use Right to Life, Liberty, and Security, Right to Work, life, culture.
CO104.5	EVALUATING	To use Right to Life, Liberty, and Security, Right to Work, life, culture.
CO104.6	CREATING	To create the awareness of National Scenario and Legal Position of Human Rights.

Course Unit No.	Sub Unit No.	Topics
Unit No.1	1.1	1. Rights and Duties : Meaning, Analysis, Legal duties, Positive and Negative Rights, Group and Individual Rights
		Natural and Acquired Duties, Positive and Negative Duties Perfect and Imperfect Duties, Prima facie and all things considered as Duties
	1.2	United Nations and Human Rights
Unit No.2	2.1	Rights and Protections ,Human Rights Defenders, The Duties of States , The Responsibilities of Everyone
	2.2	The Role of National Law , Impact of Duty on Society , Duty As a Value , Relationship between Rights and Duties
	2.3	Overview of UN System ,Provisions of the UN Charter dealing with Human Rights
Unit No.3	3.1	Universal Declaration of Human Rights: Technical background Significance of the UDHR
	3.2	Economic, Social and Cultural Rights
	3.3	Free and equal in dignity and right , Prohibition of discrimination
Unit No.4	4.1	Right to Life, Liberty, and Security Right to Work, life, culture
	4.2	Freedom of Thought, Conscience and Religion Freedom of Opinion and Expression, Freedom of Assembly and Association
Unit No. 5	5.1	Participation in Government

Learning Resources :

1. Books

1. Leah Levin: Human Rights (Questions and Answers) National Book Trust India, New Delhi, 1992
2. ABC Teaching of Human Rights: Centre for Human Rights, UN Publication, New York, 1989
3. Rokeah, M: The Nature of Human Values, New York: The Free Press, 1973
4. Malcolm N. Shaw, International Law, Sixth Edition, Cambridge University Press. (Chapter VI- The international protection of Human rights, and VII- the regional protection of Human rights.) , 2008
5. Oppenheim: International Law (Edited by Sir Robert Jennings and Sir Arthur Watts) 9th edition Vol.1 Part 2 to 4 Chapter 8 for Human Rights Chapter 14 & 15 for International Legal Instruments, 1992, Longman , London Ishay: Human Rights Reader; Routledge (second Edition) 2007
6. Encyclopedia of Human Rights: 5 volumes; Oxford University Press; 2009 Daniel Fishlin & Marth Nandorfy: The concise guide to Global Human Rights; Oxford University Press; 2007 Justice D.M. Dharmadikari: Human Values and Human Rights: Universal Publications, New Delhi, 2010 Jaswal S.S., Introduction to Human Rights and Duties, Vikas Publishing House Pvt. Ltd.,

2. Journals and Documents:

1. UN General Assembly Resolution on Human Rights Education: A/59/525/Rev.1 dated 2 March, 2005 Marko Milanovic: Is the Rome Statute Binding on Individuals?(And Why we Should Care) Journal of International Criminal Justice vol.9, 2011, 25-52
2. Christine Min Wotipka and Kiyoteru Tsutsui: Global Human rights and State Sovereignty: State Ratification of International Human Rights Treaties, 1965- 2001; Sociological Forum; Vol, 23; No.4 2008, 724-752
3. R.B. Brandt: The Concept of Obligation and Duty; Mind, Oxford Journals, Vol. 73, No. 291, July 1964; pp. 374-393

3. Reference of Acknowledgement of Web Sites :

<http://www.plato.stanford.edu/entries/right-human> also see for values, Rights the above web address. <http://www.Wikipedia>
http://www.newworldencyclopedia.org/entry/Info:Main_Page
http://www.newworldencyclopedia.org/entry/Info:Main_Page
<http://mshrc.maharashtra.gov.in/Article/upload/TheImportanceofH.R.Education%20%2>
<http://www.aishdas.org/gallery/Community.jpg>
http://international.phillipmartin.info/intl_global_community.gif
<http://www.personal.psu.edu/users/s/a/sam50/Human%20Rights%20Abuse.jpg>
<http://www.onedayforhumanrights.com/wp-content/uploads/2008/11/universaldeclaration-of-human-rights.jpg>

Syllabus

MBA- Semester – I

Course Title - Module 1: Pre-requisites in Information and Network Security

Course Code - 192

Course Unit No. (as per Syllabus)	Sub Unit No.	Topic Title
Unit I : Overview of Networking Concepts		
1	1.1	Basics of Communication Systems, Transmission Media
	1.2	Topology and Types of Networks
	1.3	TCP/IP Protocol Stacks, Wireless Networks
	1.4	The Internet
Unit II : Information Security Concepts		
2	2.1	Information Security Overview: Background and Current Scenario
	2.2	Types of Attacks, Goals for Security
	2.3	E-commerce Security
	2.4	Computer Forensics, Steganography
Unit III : Security Threats and Vulnerabilities		
3	3.1	Overview of Security threats, Weak / Strong Passwords and Password Cracking
	3.2	Insecure Network connections
	3.3	Malicious Code, Programming Bugs
	3.4	Cyber crime and Cyber terrorism, Information Warfare and Surveillance
Unit IV: Cryptography / Encryption		
4	4.1	Introduction to Cryptography / Encryption, Digital Signatures
	4.2	Public Key infrastructure, Applications of Cryptography
	4.3	Tools and techniques of Cryptography
	4.4	Introduction to Cryptography / Encryption

Learning Resources:

1. Text Books

2. Reference Books

- Computer Hardware and Networking Paperback – 2016 by Jyotika Deshmukh (Author)
- Computer Hardware and Networking with Free CD Paperback – 2012 by Vishnu P Singh (Author)

3. Supplementary Reading Material

4. Websites: NPTEL, Swayam,

5. Journals