

HUMANITIES ELECTIVES

Subject Code	Subject Name	No of Hours		
		Lecture	Tutorial	Practical
HSEL1	Industrial Management & Entrepreneurship	3	-	-
HSEL2	Economics for Engineers	3	-	-
HSEL3	Introduction to Industrial Management	3	-	-
HSEL4	Project Management & Entrepreneurship	3	-	-

HSEL1	INDUSTRIAL MANAGEMENT & ENTREPRENEURSHIP	L	T	P	C	Int	Ext
		3	-	-	3	30	70
	HUMANITIES ELECTIVE						

COURSE OBJECTIVES:

1. To enable the student to demonstrate a thorough working knowledge of Management and Organizations.
2. To alert the students in regular business activity on Time values of money and depreciation.
3. To motivate the students on Entrepreneurial Perspectives at present business.
4. To enable the student on the MSME sector and motivate the startup of MSME and support agencies.

COURSE OUTCOMES:

After successful completion of the course, the students are able to

1. Identify contemporary issues in Management and Business Organization
2. Interpret various concepts of time values of money and depreciation.
3. Describe importance of Entrepreneurship to the growth of economy
4. Explain the need of MSME and Support Agencies

COURSE CONTENT:

UNIT-1	CO1	12
Management and Business Organization: Management concept-Managerial and operational function as of management-Scientific management-Job Design-Job description and job specification. Sole Proprietorship, Partnership Firm, Limited Liability Partnership (LLP), Joint Stock Company, One Person Company (OPC), Private Company & Public Limited Company Form of Organization, Co-Operatives.		
UNIT-2	CO2	12
Time values of money and depreciation: Simple interest -Compound interest-Present worth factors- Future worth factors-Depreciation Concept-Straight-line method of depreciation-Diminishing method of depreciation-Sum of the year digits method of depreciation etc along with problems.		
UNIT-3	CO3	12
Entrepreneur and Entrepreneurship- Concept of Entrepreneur-Characteristics of an Entrepreneur-Distinction between an Entrepreneur and Intrapreneur and a Manager — Functions of an Entrepreneur— Types of entrepreneurs- Recent Trends of Women Entrepreneurship — Rural Entrepreneurship- Entrepreneurial process — Growth of Entrepreneurship in India		
UNIT-4	CO4	12
MSME and Support Agencies: Meaning of MSME- Definitions of MSME, Characteristics of MSME-Relationships of MSME- Certificate of MSME —Make in India concept of MSME-Commercial Banks- financial institutions — (KVIC) Khadi and Village Industries Commission-(SIDO) Small Industries Development Corporation —(NSIC) National Small Industries Corporation-(NPC) National productivity council- (DIC) District Industries Centre- (SFC) State Financial corporation.		

LEARNING RESOURCES:**TEXT BOOKS:**

1. KK Ahuja, Industrial Management, Vol. I & II, Dhanpat Rai, 1978.
2. E.PauIDegarmo, John R Chanda, William G Sullivan, Engineering Economy, Mac Millan Publishing Co, 1979.

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3. Poornima M Charantimath, Entrepreneurship Development Small business environment, Pearson Education
4. Shiv ganesh Bhargav, Entrepreneurial Management, Sage Publications, 2008.
5. Prasanna Chandra, Project Management, Tata McGraw-Hill Education, 2013 Edition,

REFERENCE BOOKS:

1. Philip Kotler, Marketing Management, 11th Edition, Pearson Education, 2004.
2. P. Gopalakrishnan, Hand Book of Materials Management, PHI, 1999.
3. Gary Dessler, Human Resource Management, 11th Edition, 2008.
4. Heinz Weirich and Harold Koontz, Management, 10th Edition, TMH, 2004.

HSEL2	ECONOMICS FOR ENGINEERS	L	T	P	C	Int	Ext
		3	-	-	3	30	70
	HUMANITIES ELECTIVE						

COURSE OBJECTIVES:

1. To provide the students with knowledge of basic economic problems and the relationship between engineering technology and economics.
2. To make the students understand the demand determinants and the methods of demand forecasting of a product.
3. The students gain the knowledge about various cost concepts for determining the manufacturing of a product.
4. To sensitize the students about the changing environment of banking scenario and to understand the functions of RBI.

COURSE OUTCOMES:

After successful completion of the course, the students are able to

1. Describe basic economic problems and objectives of a firm.
2. Explain overall functions and concepts of Demand elasticity of the firm and forecasting.
3. Discuss various cost concepts and how to sustain break even for a business.
4. Differentiate the concepts of Liberalization, Privatization and Globalization and their impact on Indian economy.

COURSE CONTENT:

UNIT-1	CO1	12
ENGINEERING ECONOMICS: Economics definition - Functions & Scope of Engineering economics - Basic economic problem - Relationship between Science - Engineering - Technology - Economics. FIRMS OBJECTIVE: Theories of Maximization - Profit Maximization - Wealth Maximization - Growth Maximization - Sales Revenue Maximization - Utility Maximization.		
UNIT-2	CO2	12
THEORY OF DEMAND: Demand Definition - Nature and Characteristics of Demand - Demand schedule Law of demand - Limitations to the law of demand - Various concepts of Demand Elasticity - Price Elasticity - Income Elasticity - Cross elasticity - Demand Forecasting definition - Factors determining Demand Forecasting - Methods of Demand forecasting.		
UNIT-3	CO3	12
COST CONCEPTS: Introduction - Types of costs - Fixed cost - Variable cost - Average cost - Marginal cost - Real cost - Opportunity cost - Accounting cost - Economic cost - Break - Even analysis.		
UNIT-4	CO4	12
INDIAN ECONOMY - AN OVERVIEW : Nature and characteristics of Indian economy - Banking -Structure of Indian Banking- RBI functions - Functions of Commercial banks - Merits and Demerits of Liberalization - Privatization - Globalization(LPG) - Elementary concepts of WTO - GATT- GATS - TRIPs - TRIMs - Monetary Policy - Fiscal Policy.		

LEARNING RESOURCES:

TEXT BOOK(s):

1. Riggs, Bedworth and Randhwa, Engineering Economics, McGraw-Hill Education India.
2. S.C.Sharma and T.R.Banga, Industrial Organisation and Engineering Economics, Khanna Publishers.
3. S.K.Misra and V.K.Puri, Economic Environment of Business, Himalaya Publishing House
4. H.L.Ahuja, Managerial Economics, S.Chand Publishing.

REFERENCE BOOK(s):

1. Singh A and Sath A.N., Industrial Economics , Himalaya Publishing House , Bombay
2. R.L.Varshney & K.L.Maheswari, Managerial Economics,S.Chand Publishing ,2003 Edition
3. Datt & Sundharam, Indian Economy , S.Chand Publishing, 2014 Edition

WEB RESOURCES:

1. www.managementstudyguide.com: Describes about the amalgamation of economic theory with business practices.
2. www.tutorialspoint.com: Provides a platform to learn various courses discussed in the syllabus.

HSEL3	INTRODUCTION TO INDUSTRIAL MANAGEMENT	L	T	P	C	Int	Ext
		3	-	-	3	30	70
	HUMANITIES ELECTIVE						

COURSE OBJECTIVES:

1. To provide the students a foundation in concepts and skills in management.
2. To make the students understand the concept of interest and evaluation of project alternatives.
3. Prepare the students for facing the changing environment, its implication on human resources and to achieve the corporate excellence.
4. Provide awareness about the materials requirement and procurement, in order to produce good quality products and maintain quality as desired by the consumer

COURSE OUTCOMES:

After successful completion of the course, the students are able to

1. Demonstrate the roles, skills, and functions of management.
2. Describe the various forms of structure available for Business organization
3. Explain basic Finance Management concepts
4. Discuss various key terms, theories/concepts, and practices within the field of Human Resource Management.
5. Describe the fundamental concepts of material management and marketing management.

COURSE CONTENT:

UNIT-1	CO1,2	12
<p>GENERAL MANAGEMENT: Management Concept, Managerial levels, Managerial Skills, Managerial levels vis skills, Brief treatment of managerial functions, Scientific Management Principles, Administrative Principles of Management.</p> <p>FORMS OF BUSINESS ORGANISATION: Salient features of sole proprietorship. Partnership, Joint Stock Company, Private limited and Public limited companies.</p>		
UNIT-2	CO3	12
<p>FINANCIAL MANAGEMENT: Objectives of Financial Management - Concept of money - Equivalent cash flow diagram - Break even analysis-Economic evaluation of alternatives- Basic methods - the annual equivalent method - present worth method - future worth method.</p> <p>DEPRECIATION: Purpose - Definition - types of depreciation - common methods of depreciation - The Straight Line Method - Diminishing Balance Method - the Sum of the Years Digits Method.</p>		
UNIT-3	CO4	12
<p>HUMAN RESOURCE MANAGEMENT: Functions of Human Resource Management - Job Analysis - Human Resources Planning - Brief treatment of Recruitment - Selection - Placement - Induction & Orientation - Training and Development - Performance Appraisal.</p> <p>SUPPLY CHAIN MANAGEMENT: Introduction, need of supply, Chain management, Elements of Supply chain management, logistics, E-commerce, Steps in creating an effective supply chain, Supplier management</p>		
UNIT-4	CO5	12
<p>MATERIAL MANAGEMENT: Functions of Materials Management - Material Requirement Planning - Purchasing - Objectives of Purchasing - Sources of Selection - Procurement Methods - Vendor Rating - Inventory Management - EOQ - EPQ - ABC Analysis.</p> <p>MARKETING MANAGEMENT: Functions of Marketing - Marketing Mix - Product life cycle - Channels of distribution - Marketing Segmentation - Advertising & Sales promotion - Market Research.</p>		

LEARNING RESOURCES:

TEXT BOOK(s):

1. KK Ahuja, Industrial Management and Organizational Behaviour, Khanna Publishers.
2. Pravin Kumar, Industrial Engineering and Management, Pearson Publications.
3. N.V.S.Raju, Industrial Engineering and Management, Cengage Learning.
4. Production and Operations Management by Steveson, Irwin Professional publishing

REFERENCE BOOK(s):

1. Philip Kotler, Marketing Management, 11th Edition, Pearson Education.
2. Gary Dessler, Human Resource Management, Pearson Education 11th Edition.
3. Heinz Weirich and Harold Koontz, Management, 10th Edition, TMH.

WEB RESOURCES:

1. www.managementstudyguide.com: Describes the Concepts of Management & Its Operational Functions.
2. www.1000ventures.com: Describes about Management Gurus, Business Gurus.
3. www.citehr.com: Describes the Human Resource Management Topics.

HSEL4	PROJECT MANAGEMENT & ENTREPRENEURSHIP	L	T	P	C	Int	Ext
		3	-	-	3	30	70
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COURSE OBJECTIVES:

1. To develop Entrepreneurial creativity and Entrepreneurial initiative, adopting the key steps in the elaboration of business idea.
2. To be aware the growth and development of Entrepreneurial process and the resources needed for the successful development of Entrepreneurial ventures.
3. To grasp the project identification, Planning and execution of the projects.
4. To understand the project analysis, apply appropriate project tools and techniques.

COURSE OUTCOMES:

After successful completion of the course, the students are able to

1. Describe importance of Entrepreneurship for the growth of economy
2. Discuss about the growth and development of Entrepreneurship and MSME
3. Explain about the project and its feasibility analysis.
4. Solve the problems of Project Management by CPM and PERT techniques

COURSE CONTENT:

UNIT-1	CO1	12
Entrepreneurship: An overview of Entrepreneurship - Characteristics and competencies of Entrepreneur - Entrepreneurial traits - Classification of Entrepreneurs - functions of Entrepreneur - Distinction between entrepreneur, Intrapreneur and manager - Entrepreneurial decision process		
UNIT-2	CO2	12
Entrepreneurship growth and Development: Factors affecting Entrepreneurial Development - Economic and Non-Economic factors - Entrepreneurial Development Programs - Need and objectives of EDP - EDP programs in India - Entrepreneurial Motivation - theories of Maslow's and Mc Clelland's - MSME an introductory framework.		
UNIT-3	CO3	12
Project Identification and Formulation: Meaning and definition of Project - concepts - Project Life cycle - Project Identification - Project Selection - Source of Finance for a Project - Project appraisal - Technical, Financial, Market appraisal - preparation of detailed project report.		
UNIT-4	CO4	12
Implementation of project: An overview of Project Planning and Scheduling - Management and Control of Projects - Network Analysis - PERT and CPM.		

LEARNING RESOURCES:**TEXT BOOK(S):**

1. Dr. S.S Khanka, Entrepreneurial Development, S. Chand and Company limited, New Delhi.
2. H. Nandan, Fundamentals of Entrepreneurship, PHI, New Delhi.
3. Prasanna Chandra, Project Planning, Analysis, Selection, Implementation and Review, Tata McGraw Hill.
4. Rao. P.C.K., Project Management & Control, S. Chand, New Delhi.

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