**FIVTH SEMESTER OPEN ELECTIVE COURSE SYLLABUS OFFERED BY HSS DEPARTMENT UNDER CBCS SCHEME**

**Course:** **Advance Entrepreneur for Engineers**

**B.Tech 7th Sem** (**CBCS Scheme**): All Engineering Branches

Number of periods: 3 periods per week

Course code: HS107313HS

Credit: 03

Offered by the **Department of Humanities and Social Sciences**

**Course Objectives (CO)**

Students will be able to:

• Acquire additional knowledge and skills for developing early customer traction into a repeatable business.

• Learn the tools and methods for achieving sustainable growth such as refining the product, service and business models, building brand strategy, making a sales, financial plan etc.

**Course Outcomes**

The students should be able to:

• Develop an A-team

• Refine business models, expand customer segments & brand strategy, create digital presence, channel strategy for customer outreach

• Develop strategies to grow revenues and markets, understand Advance Concepts of business finance, do Financial Planning, find Funding for growth

• Leverage technologies and platforms for growth stage companies

• Develop key metrics to track progress, understand Basics of registering a company

• Recruit board of directors, advisors, and mentors

**Unit I: Pivoting and New Business Model (10 sessions)**

Introduction to Advance Course and Recapping the key concepts I; Recapping the key concepts II; Revisiting idea/ solution, business model and team members, need for a mentor; Pivoting and its need I; Pivoting and its need II; Types of Business models; Refining business model; Analysing the Business Model of Competitors; Adding new customer segments to existing business model.

**Unit II: Business Planning (8 sessions)**

Product Management: Need for a product management with examples; Making a sales plan; Building sales organisation: Entrepreneur interview, hiring sales team; Making a people plan for the venture; Introduction and understanding financial planning and forecasting template; Discussing financial planning and revisiting business model; Creating a procurement plan; Negotiation.

**Unit III: Customer Life cycle and building the A-team (7 sessions)**

Customer life cycle; identifying secondary revenue streams; Funding Landscape: Funding options for an entrepreneur; Investor hunt: Creating funding plan and designing the pitch deck; Attracting right talent – I: Intro to building the A-team; Attracting right talent – II: Examples; Setting the team for success.

**Unit IV: Branding and Channel Strategy, Leveraging Technologies (7 sessions)**

Creating brand Strategy: Drawing venture’s golden circle; Defining the positioning statement: values; Creating a Public Image and Presence of the Venture; Identifying the right channel; Platforms for Marketing and Promotion; Platforms for Communication and Ccollaboration; Making the Tech Plan.

**Unit V: Measuring Progress, Legal Matters and Role of Mentors & Advisors (8 sessions)**

Metrics for Customer Acquisition and Retention; Financial Metrics I: Finding new revenue streams based on key financial metrics; Financial Metrics II: Re-forecasting financial plan to increase margin; Professional Help and Legal & Compliance Requirements; Selecting IP for organization; Identifying mentors and advisors; Scouting board of directors; Capstone Project.

**Books:**

1. Clancy, A.L. and Binkert, J., 2016. Pivoting: A Coach's Guide to Igniting Substantial Change. Springer.
2. Porter, M.E., 2008. Competitive advantage: Creating and sustaining superior performance. simon and schuster.
3. Schwetje, G. and Vaseghi, S., 2007. The business plan: how to win your investors' confidence. Springer Science & Business Media.
4. LeMay, M., 2017. Product Management in Practice: A Real-world Guide to the Key Connective Role of the 21st Century. " O'Reilly Media, Inc.”.
5. Smart, G. and Street, R., 2008. Who: The A method for hiring. Ballantine Books.
6. Blokdyk, G., 2018. Customer Lifecycle Management a complete guide.5STARcooks.
7. Kanell, L., 2017. The Business Funding Formula: How Entrepreneurs Are Jump Starting Their Businesses With Powerful Funding Strategies. CreateSpace Independent Publishing Platform.
8. Lerman, S., 2013. Building better Brands: A competitive guide to brand strategy and identity development. HOW books, COM edition.

**FIVTH SEMESTER OPEN ELECTIVE COURSE SYLLABUS OFFERED BY HSS DEPARTMENT UNDER CBCS SCHEME**

**Course:** **Human Rights & Human Values**

**B.Tech 7th Sem** (**CBCS Scheme**): All Engineering Branches

Number of periods: 3 periods per week

Course code: HS107311HS

Credit: 03

Offered by the **Department of Humanities and Social Sciences**

**Course Objectives (CO)**

1. To generate awareness and sensitize students of their rights, roles and responsibilities.
2. To encourage students to understand the importance of mutually fulfilling human behavior and values, development that is sustainable and people centric, with social justice as the greater objective.

**Course Syllabus:**

**Unit-1 Human Rights & Values: An Overview**

1.1 What are human rights?; 1.2 Foundations, nature & classification; 1.3 Human rights values – dignity, fairness, equality, respect, freedom, solidarity and multiculturalism; 1.4 Sources of human rights - international human rights law, human rights law at regional levels, human rights and Indian Constitution; 1.5 What are values?; 1.6 Types and issues; 1.7 Value socialization; 1.8 Importance of human values in society; 1.9 Values and the protection of rights.

**Unit-2 Theoretical & Historical Perspective**

2.1 Theories of human rights – natural rights, interest, will & biological; 2.2 Human rights in the context of global, Asian and Indian cultural values; 2.3 Human rights movements (social and civil); 2.4 Theories of value development – learning theory, psycho-analytical, cognitive, moral development.

**Unit-3 Modernity, Values & Human Rights**

3.1 Social change & modernization; 3.2 Modernity and value crisis, human rights in the modern era, issues & challenges to human rights protection; 3.3 Human rights violation; 3.4 Human rights and group rights (women, children, disabled, refugees, minorities, indigenous people).

**Unit-4 Internalization of Values & Protection of Human Rights**

4.1 Human rights & duties sensitization; 4.2 Human dignity and other’s rights; 4.3 Rights, responsibilities and action; 4.4 Equity & inclusion, sustainable development; 4.5 Value education; 4.6 Legal and constitutional protection of human rights; 4.7 Human rights advocacy.

**Text Books: -**

1. Dharmadhikari, D.M. (2016). *Human Values & Human Rights*. Universal Law Publishing.
2. Donnelley, J. (2014). Human Rights in Theory and Practice. Rawat Publications.

**Reference Books: -**

1. Clapham, A. (2015). *Human Rights: A Very Short Introduction*. OUP: Oxford.
2. Kalra, K. (2014). Contemporary Perspectives on Human Rights Law in India. YS Books International.
3. Charles, K. and Selvi, A. (2016). *Value Education*. Neelkamal.
4. Becker, J. (2012). *Campaigning for Justice: Human Rights Advocacy in Practice*. Stanford University Press.
5. Jackson, R. (2010). Values, Religion and Education in Changing Societies. Springer.
6. Slote, M. (2013). *Education and Human Value*. Routledge.
7. Saxena, K.P. (2003). *Human Rights and the Constitution: Vision and the Reality*. Gyan Publishing.

**FIVTH SEMESTER OPEN ELECTIVE COURSE SYLLABUS OFFERED BY HSS DEPARTMENT UNDER CBCS SCHEME**

**Course:** **Effective Communication and Soft Skills (Includes a Minor Project)**

**B.Tech 7th Sem** (**CBCS Scheme**): All Engineering Branches

Number of periods: 3 periods per week

Course code: HS107319HS

Credit: 03

Offered by the **Department of Humanities and Social Sciences**

**Course Objectives (CO)**

To enable the students to

* Acquire effective use of soft skills
* Understand effective managerial patterns
* Learn basic effective technical communication skills
* Make use of various forms of technical writing communication

**Course Syllabus:**

# UNIT – 1: Interpersonal skills; Time management; Leadership

# UNIT – 2: Interview Skills: Interviews: Purpose, Planning, Preparation, Language and style, Sample interview questions and answers.

# UNIT – 3: Group Discussions- Types of GDs, Features of good GDs, preparing for a group discussion; characteristics of ideal Self-Image; Breaking the Ice.

# UNIT – 4: Presentation Skills- The essential features of a good presentation; Structure and format; Sample presentation practices.

Select any one of the following for minor project prescribed:

1. Report writing –Survey /annual
2. Technical report

**Text Books: -**

1. Practical English Usage, Michael Swan, OUP,1995
2. Communication Skills, Sanjay Kumar and Pushpa Lata, Oxford University Pres,2011
3. Oxford Guide to Effective Writing and Speaking, John Seely, Oxford University Press, 2013
4. Remedial English Grammar, F.T. Wood, McMillian 2007
5. Rajendra Pal and J.S. Korlahalli, *Essentials of Business Communication*-sultan Chand and Sons.1997

**Reference Books: -**

1. Mc Cormack on Communicating –Mark, H. Mc.Cornck Arrow Book Limited London 1997.

2. Effective Technical Communication-M Ashraf Rizvi, Tata Mc Graw-Hill publishing company Ltd. New Delhi 2008

3. Sanjay Kumar and Pushp Lata, *Communication Skills, OUP, 2011.*

**FIVTH SEMESTER OPEN ELECTIVE COURSE SYLLABUS OFFERED BY HSS DEPARTMENT UNDER CBCS SCHEME**

**Course:** **Professional Communication**

**B.Tech 7th Sem** (**CBCS Scheme**): All Engineering Branches

Number of periods: 3 periods per week

Course code: HS107320HS

Credit: 03

Offered by the **Department of Humanities and Social Sciences**

**Course Objectives (CO)**

1. To develop oral Presentation

2. To demonstrate and define effective multimodal presentations

3. To adapt one, style, and content depending on audience and purpose

4. to develop clarity and conciseness in writing

**Course Syllabus:**

**Unit 1. Nature and Style of Sensible Writing**

Defining, Describing, classifying; Explaining and providing examples or evidence; structural patterns of writing: Introduction, body and conclusion; Technical writing pro" Forms of discourse' Writing drafts and revising.

**Unit 2. Grammar and Editing**

Simple and complex sentence structures; Use of phrases and clauses in sentences; Creating coherence; Simplifying ambiguous sentences; Editing strategies to achieve appropriate technical style: Usability' Audience or Human factors.

**Unit-3 Communication and Technical Writing**

Public speaking; Group discussion; Oral presentation: Interviews, Graphic presentation, Presentation aids, Personality Development; Writing reports; Project proposals; Brochures, Newsletters, Technical Articles, Manuals, Official Notes, Business Letters, Memos, Progress Reports, Minutes of meetings and Event report.

**Unit -4 Communication Ethics**

Business ethics, Etiquettes in social and office settings: Email etiquettes, Telephone Etiquettes; Engineering ethics: Innovation: Role and responsibility of Engineers; Work culture in jobs.

**Text Books:-**

1. David F. Beer and David McMurrey, Guide to writing as an Engineer, John Willey. New York, 2009

2. John M. Lannon. 2011. Technical Communication. Longman. U.K.

3. Diane Hacker, Pocket Style Manual, Bedford Publication, New York, 2003

4. Raman Sharma, Technical Communications, Oxford Publication, London, 2004

**Reference Books:-**

* 1. L Dale Jungk, Applied Writing for Technicians, McGraw Hill, New York, 2004. (l SBN : 07828357 -4).

1. Sharma, R. and Mohan, K. Business Correspondence and Report Writing, TMH New Delhi2002.