

Minutes of the meeting (BOS)
Department Of Humanities and Social Science
University Institute of Engineering and Technology
CSJM University, Kanpur

A meeting of Board of Studies of Department of Humanities and Social Science (HSS) was held on 01.08.2017 at 10:30A.M in Room No. 212, Academic Building, UIET The following members attended the meeting.

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|-------------------------------|----------------------|--------------------------------|
| 1. Prof. Neelkanthan | Expert in English | (Dept. Of HSS, IIT, Kanpur) |
| 2. Prof. Praveen Kulshreshtha | Expert in Economics | (DES, IIT, Kanpur) |
| 3. Dr. Sudesh Srivastava, | Expert in Management | (IBM, CSJM University, Kanpur) |
| 4. Dr. Niyati Padhi | Head | (Dept. Of HSS, UIET) |
| 5. Wg. Cdr. A. Basu | Faculty | (Dept. Of HSS, UIET) |
| 6. Dr. Richa Verma | Faculty | (Dept. Of HSS, UIET) |
| 7. Dr. Vinita Kulshreshtha | Faculty | (Dept. Of HSS, UIET) |
| 8. Mrs. Deepti Agarwal | Faculty | (Dept. Of HSS, UIET) |

The committee discussed the following points:

1. Revision/ Updation of the various courses offered by the dept. of HSS
2. The viability of offering the course HSS-S 503 as an open elective for all the branches of B.Tech programme.
3. To change the name of the course if required.

Recommendations for HSS-S 101(Professional Communication)

The syllabus of HSS 101 was thoroughly discussed. The committee decided that the syllabus of UPTU will be followed for the above course and emphasised that the content of this course will be taught in three lectures per week.

Recommendations for HSS-S 301(Communication and Presentation Skills)

The syllabus of HSS 301 was updated and few changes were incorporated. The last unit "Literary Concepts" was felt irrelevant for engineering students and hence was removed from the syllabus. The topic of 'Listening skills' was added in second Unit. The name of the course was suggested by the expert as "**Communication Practicum**". Committee emphasised that for a lab course at least two hours of seminar and presentations by each student is essential.

Neelkanth *Basu*

Recommendations for HSS-S 401(Industrial Economics)

The committee extensively discussed the existing syllabus for HSS-S401 and came up with a more detailed course structure with a few valuable recommendations which have been duly incorporated in the revised syllabus.

1. Monopolistic market (from unit-3) was considered irrelevant and hence was removed from the syllabus
2. Concepts of time value of money and capital budgeting have been included in unit-5
3. Keeping in view the changes occurred in the existing tax structure in India, the committee included GST in unit-6. It will replace the existing topic Indian Tax system.
4. Looking at the contents of the revised syllabus and its relevance to the B.Tech programme, the committee aptly renamed the course as 'Engineering Economics'

Recommendations for HSS-S503 (Indian Economic Problems and Policies)


The committee decided that HSS-S503 must be offered as an open elective by the dept. of HSS, for all the branches of B.Tech programme of UIET. Committee emphasised that for the above course, seminar and presentation by the students is very important and should be a part of the course.


Recommendations for HSS-S 201(Industrial Management)


The committee included the following topics in the existing syllabus.

1. Contribution of Mayo, Drucker, Centralisation-Decentralisation in Unit-2
2. Personality, Group dynamics in Unit-5
3. Conflict Management has been deleted from the syllabus.

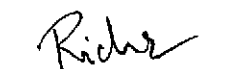
A copy of the modified syllabi approved by Board of Studies is attached herewith.



Prof. Neelkanthan


Prof. Praveen Kulshreshtha


Dr Sudesh Srivastava


Dr. Niyati Padhi


Dr. Richa Verma


Wg. Cdr. A Basu


Dr. Vinita Kulshreshtha


Mrs. Deepti Agarwal

Syllabus for HSS 101 Professional communication course approved by Board of Studies held on 1st of August

PROFESSIONAL COMMUNICATION

L T P
3 0 0

Unit -I Basics of Technical Communication

Technical Communication: features; Distinction between General and Technical communication; Language as a tool of communication; Levels of communication: Interpersonal, Organizational, Mass communication; The flow of Communication: Downward, Upward, Lateral or Horizontal (Peer group); Importance of technical communication; Barriers to Communication.

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Unit - II Constituents of Technical Written Communication

Words and Phrases: Word formation. Synonyms and Antonyms; Homophones; Select vocabulary of about 500-1000 New words; Requisites of Sentence Construction. Paragraph Development: Techniques and Methods - Inductive, Deductive, Spatial, Linear, Chronological etc; The Art of Condensation- various steps.

Unit - III Forms of Technical Communication

Business Letters: Sales and Credit letters; Letter of Enquiry; Letter of Quotation, Order, Claim and Adjustment Letters; Job application and Resumes. Reports: Types; Significance; Structure, Style & Writing of Reports. Technical Proposal; Parts; Types; Writing of Proposal; Significance. Technical Paper, Project. Dissertation and Thesis Writing: Features, Methods & Writing.

Unit - IV Presentation Strategies

Defining Purpose; Audience & Locale; Organizing Contents; Preparing Outline; Audio-visual Aids; Nuances of Delivery; Body Language; Space, Setting Nuances of Voice Dynamics; Time- Dimension.

Unit - V Value- Based Text Readings

Following essays form the suggested text book with emphasis on Mechanics of writing,

The Aims of Science and the Humanities by M.E. Prior

The Language of Literature and Science by A.Huxley

Man and Nature by J.Bronowski

The Mother of the Sciences by A J.Bahm

Science and Survival by Barry Commoner

Humanistic and Scientific Approaches to Human Activity by Moody E. Prior

The Effect of Scientific Temper on Man by Bertrand Russell.

Revised Syllabus
HSS-S301 (Communication Practicum)

	L	T	Lab/P
Unit 1- Presentation techniques	1	0	2

- Meaning and importance of presentation technique
- Presentation skills required for business organization: Negotiation, Persuasion & Time management
- Types of business presentations- meetings, seminars, conferences

Unit 2- Oral presentations

- Effective oral delivery- Phonetics
- Interviews, Group discussions, debates, speeches
- Listening skills, Reading skills

Unit 3- Written communication

- Style and tone of writing business messages and documents.
- Persuasive, sales and goodwill messages, delivering bad news
- Writing e-mails and short messages, Resume writing

Unit 4 - Non Verbal communication

- Nonverbal communication techniques
- Business manners, ethics and personality development
- Power point presentations

Recommended books:

1. "Business Communication Today", Bove'e, Thill and Schatzman: Pearson Education (Singapore), 2003.
2. "Business Communication-a framework of success", H. Dan O'Hair, James S. O'Rourke and Mary John O'Hair: South Western College Publishing, 2001.
3. "Basic Business Communication", Raymond V. Lesikar, Marie E Flatley. Tata McGraw Hill Publishing Company Ltd., 2002.

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Revised Syllabus-HSS-201 (Industrial Management)

L	T	P
3	0	0

Unit-1

Introduction, Nature and Scope, Evolution of Management,
Approaches to Management: Scientific, System and Contingency.

Unit-2

Taylor's Scientific Management, Fayol's Administrative Management,
Contribution of Mayo, Drucker etc: Levels and Skills of management.

Unit-3

Organisation: Types and Structure, Formal-Informal, Line and Staff relationship, Centralisation-
Decentralisation.

Unit-4

Functions of Management Planning: Organising, Staffing, Directing, Controlling, Decision-
Making, Management by objectives, Leadership.

Unit-5

Psychological foundation of Management: Motivation, Personality, Group dynamics, Models of
Herzberg, Maslow etc.

Unit-6

Plant layout, Plant location, Production, Planning and Control, Materials, Management,
Inventory control, Quality control.

W. Parthi

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Revised Syllabus

HSS-401(Engineering Economics)

UNIT-1	L	T	P
	3	0	0

Meaning, definition and scope of economics, Basic concepts of demand and supply, Market equilibrium, Ceiling price and floor price

UNIT-2

Price elasticity of demand: Factors affecting price elasticity of demand, Calculation, Relation between marginal revenue, demand and price elasticity, Income elasticity of demand and Cross elasticity of demand, Indifference curves, Budget Line

UNIT-3

Production and Cost analysis: Basic concepts, Production in the short- run and long-run, cost analysis

Finding the optimal combination of inputs, Returns to scale, Concept of time value of money and capital budgeting

UNIT-4

Market: Characteristics of perfect completion, Profit maximisation in short-run and long-run

Firms with market power: Measurement and determinants of market power, Profit maximisation under monopoly: output and pricing decisions, Price discrimination, capturing consumer surplus, Strategic decision making in oligopoly markets

UNIT-5

National income. Concepts, Sources, Measurement, Difficulties, circular flow of income

Inflation: Cost-push and Demand-pull inflation, Effects and control of inflation, Business cycle, Functions of RBI, GST

Suggested texts and References.

1. Economics by Paul. A. Samuelson
2. Managerial Economics by Christopher R. Thomas, S Charles Maurice, Sumit Sarkar
3. Financial Management by J. V. Vaishampayan
4. Micro Economics by A Koutsoyannis

N.Pachar *LL* *DAJ.*
Vinik *Richa* *Baner*

Revised Syllabus

HSS-401(Engineering Economics)

UNIT-1

L	T	P
3	0	0

Meaning, definition and scope, of economics

UNIT-2 (Demand Analysis)

Theory of demand, price elasticity, Income elasticity and Cross elasticity of demand.

Theory of consumer's behaviour: Cardinal vs Ordinal Approach

UNIT-3 (Production)

Theory of Supply, Production: Basic concepts of theory of production, Production in the short- run and long-run,

Cost: Short-run and long-run cost analysis, Returns to scale

UNIT-4 (Market)

Market Equilibrium, Ceiling price and Floor price

Perfect completion, Firms with market power, Measurement and determinants of market power

Monopoly. output and pricing decisions, Price discrimination, capturing consumer surplus

Oligopoly market

UNIT-5

Time value of money and capital budgeting

UNIT-6

National income, Concepts, Measurement, Difficulties, circular flow of income

Inflation, Cost-push and Demand-pull inflation, Effects and control of inflation

Business cycle, Functions of RBI, GST

References.

1. Economics by Paul. A. Samuelson
2. Managerial Economics by Christopher R. Thomas, S. Charles Maurice, Sumit Sarkar
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4. Micro Economics by A. Koutsoyannis

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HSS-S503 (Indian Economic Problems and Policies)

Unit 1: Economic Development in an Emerging Economy	L	T	P
Meaning, basic characteristics, major issues.	3	0	0

Unit 2: Economic Planning and Policy making in India

Different plan periods, Niti Aayog.

Unit 3: Human Resources and Economic Development

The theory of demographic transition, Urbanisation and Economic growth in India.

Unit 4: Industrial Policy

Micro Small and Medium Enterprises (MSME), Infrastructure

Unit 5: Balance of Payments

Definition, Exchange rate determination, World Trade Organisation (WTO).

Unit 6: Privatisation and Economic Reforms

Meaning and Scope of Privatisation, Economic reforms in India – An appraisal.

Suggested Text and Reference Materials:

1. *Indian Economy*, by R. Dutt and K. P. M. Sundharam.
2. *India's Economic Development since 1947*, by Uma Kapila.
3. *India The Emerging Giant*, by Arvind Panagariya and Jagdish Bhagwati, OUP.
4. *World Bank Annual Reports*.
5. *World Trade Organisation (WTO) documents*.
6. *Economic Survey*, Ministry of Finance, Government of India.

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Department of Humanities and Social Science

UIET, CSJM University, Kanpur

The department of HSS, UIET offers the following regular courses to the students of different branches of B.Tech and Computer Applications Programs.

Course	Name	Branch	Semester	Credit
HSS-S101	Professional Communication	CHE, IT, CSE, ECE	Odd (1 st year)	4
HSS-S301	Communication and Presentation Skills	CHE, ECE, MSE	Odd (3 rd Year)	2
HSS-S101	Professional Communication	MSE, ME	Even (1 st year)	4
HSS-S301	Communication and Presentation Skills	CSE, ME, IT	Even (3 rd Year)	2
HSS-S201	Industrial Management	CSE, ECE, CHE, IT	Odd (4 th Year)	4
HSS-S401	Industrial Economics	ME, MSE	Odd (4 th Year)	4
HSS-S201	Industrial Management	ME, MSE	Even (4 th Year)	4
HSS-S401	Industrial Economics	CSE, ECE, CHE, IT	Even (4 th Year)	4
HSS-S503	Indian Economic Problems and Policies	Open Elective	Even (4 th Year)	4
EVS-S101	Environmental Science	CHE, IT, ME, MSE	Odd (2 nd Year)	2
EVS-S101	Environmental Science	CSE, ECE	Even (2 nd Year)	2
Courses offered to MCA and BCA Programs				
MCA-101	Professional Communication	MCA	Odd (1 st Year)	
MCA-303	Managerial Economics	MCA	Odd (2 nd Year)	
BCA-304	Business Economics	BCA	Odd (2 nd Year)	

Niyati Padhi 04/08/2017
Dr Niyati Padhi

Head, HSS, UIET