

# **UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR**

## **Course Description**

**Title of Course: Business Communication**

**Course Code: BBH202**

**L-T Scheme: 3-1**

**Course Credits: 4**

### **Introduction:**

This course teaches the students on the basic English communication within a workplace. It talks about the varied ways of communication in forms of Verbal, nonverbal and written.

- Business communication
- Verbal, Non-verbal Communication
- Written Communication
- Barriers of Communication
- How to overcome barriers of communication
- Report writing
- Internal communication
- External communication

### **Objectives:**

The objective includes teaching students in the different forms of verbal and non-verbal communication and how to overcome barriers. This module further teaches how to carry on with different forms of internal and external communication within a workplace.

### **Learning Outcomes:**

#### **Knowledge:**

1. Understand the theory and logic behind the forms of communication.
2. Analyzing the factors responsible for poor communication
3. Communication channels and how they help to improve
4. Become more efficient in terms of workplace communication
5. Handling different forms of written communication
6. Learn to use tools properly to execute work at workplace.
7. Reports, Memos and MOMs with their proper utilization.

### **Course Contents:**

**Unit 1 Verbal Communication** – Target group profile, Barriers of Communication, Listening, Feedback

Presentation Skills,

Use of Aids, Public Speaking, Practice Presentation, Non Verbal Communication

**Written Communication** – Stages of Writing, Composing Business Messages, Preparing Notes, Style, Punctuation,

Using simple words, Proof Reading

**Report Writing** – Report Planning, Types of Reports, Developing an outline, Nature of Headings, Ordering of Points,

Logical Sequencing, Graphs, Charts, Executive Summary, List of Illustration

**Unit 2 Internal Communication** – Circulars, Notices, Memos, Agenda and Minutes

**External Communication** – Resume/CV, Using Facsimiles (Fax), Electronic Mail, Handling Mail

**Writing Business Letters** – Formats, Styles Types – Request, Enquiry, Placing Order, Instruction,

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**Course Description**

Action, Complaint, Adjustment, Sales, Reference, Good News & Bad News, Acknowledgement

# **UNIVERSITY OF ENGINEERING AND MANAGEMENT, JAIPUR**

## **Course Description**

**Title of Course: Basics of Trade, Industry and Commerce**

**Course Code: BBA 201**

**L-T Scheme: 3-1**

**Course Credits: 4**

### **Introduction:**

This course introduces the basic principles behind the trade and how trading activities are affecting those trading processes. The different measures taken to safeguard our industries are also discussed in this course. The Topics to be covered (tentatively) include:

- Origin and Evolution of Business
- Role of Business in economic and social development
- Forms of Business Organization
- Types of partner and partnership
- Corporate Firm
- Functions of board of directors
- State and Business
- Fiscal policy
- Structure of Company Boards

### **Objectives:**

In this course we will study about the pattern of trade and its effect on our decisions. We will be familiarizing with the consequences of trading activities and measures to mitigate their harmful effects. We will learn about the different industry related problems and the methods to solve those problems.

### **Learning Outcomes:**

#### **Knowledge:**

1. To introduce the Origin and Evolution of Business.
2. To familiarize with the Role of Business in economic and social development.
3. To enable the students to know the mechanism behind the devices to control business.
4. To familiarize with the various governmental policies related to trade, industry and commerce.

#### **Application:**

1. To understand the Distinct phases of evolution of Business.
2. To familiarize with the subdivision of Industry; sub-division of Commerce; sub-division of Trade.
3. To understand the principles and requisites of a successful Business.
4. To understand Industrial policy. Regulation of Business by state.

### **Course Contents:**

**Unit 1:** Origin and Evolution of Business

**Unit 2:** Forms of Business Organization

**Unit 3:** Corporate Firm

**Unit 4:** Relationship between state and Business

**Unit 5:** Corporate Governance

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**Text Books**

1. BO and Principles Of Management, A. Roy, TMH

# **UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR**

## **Course Description**

**Title of Course: Organizational Behavior**

**Course Code: BBA203**

**L-T Scheme: 3-1**

**Course Credits: 4**

### **Introduction:**

This course helps students to learn about the intricacies of work and politics within an organization. The basic outcome of this course would be:

- To understand the term organization
- To understand how it works in professional field.
- To brush up skills that will lead to success
- To understand Leadership
- To learn theories that will help to relate
- To handle stress
- To avoid conflicts
- To understand the basics of workplace and beyond.

### **Objectives:**

Students in this course learn to get accustomed to workplace and they understand how to keep going in this world called profession. This course teaches them to be more confident and the theories which talks about the basic survival within the professional world.

### **Learning Outcomes:**

#### **Knowledge:**

1. Learning about organization
2. Personality development
3. Job satisfaction and factors responsible for the same
4. Motivation theories
5. Group behavior
6. Communication process
7. Organizational politics
8. Handling stress

### **Course Contents:**

**Unit 1:** Organizational Behaviour: Definition, Importance, Historical Background, Fundamental Concepts of OB, Challenges and Opportunities for OB. Personality and Attitudes: Meaning of personality, Personality Determinants and Traits, Development of Personality, Types of Attitudes, Job Satisfaction. Perception: Definition, Nature and Importance, Factors influencing Perception, Perceptual Selectivity, Link between Perception and Decision Making. Motivation: Definition, Theories of Motivation Maslow's Hierarchy of Needs Theory, McGregor's Theory X & Y, Herzberg's Motivation-Hygiene Theory, Alderfer's ERG Theory, McClelland's Theory of Needs, Vroom's Expectancy Theory

**Unit 2:** Group Behaviour: Characteristics of Group, Types of Groups, Stages of Group Development, Group Decision Making. Communication: Communication Process, Direction of Communication, Barriers to Effective Communication. Leadership: Definition, Importance, Theories of Leadership Styles.

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## **Course Description**

**Unit 3:** Organizational Politics: Definition, Factors contributing to Political Behaviour. Conflict Management: Traditional vis-a-vis Modern View of Conflict, Functional and Dysfunctional Conflict, Conflict Process, Negotiation – Bargaining Strategies, Negotiation Process.

**Unit 4:** Organizational Design: Various Organizational Structures and their Effects on Human Behaviour, Concepts of Organizational Climate and Organizational Culture.

### **Text Books**

Robbins, S. P. & Judge, T.A.: Organizational Behavior, Pearson Education, 15th Edn.  
Resources, PHI, 10th Edn.

# **UNIVERSITY OF ENGINEERING AND MANAGEMENT, JAIPUR**

## **Course Description**

**Title of Course: Statistics**

**Course Code: BBM 204**

**L-T Scheme: 3-1**

**Course Credits: 4**

### **Introduction:**

The goal of this course is to provide a very common simple intuition enables one to make right decisions and especially show how mathematics is applied to solve basic fundamental problems.

### **Course Contents:**

Data collection, classification and tabulation Graphical and diagrammatic representation of statistical data. Frequency distribution and measurement of mean, median, mode, quartiles, range mean deviation and standard deviation. Correlation and regression: Karl pearsons co-efficient of correlation. Rank correlation. Least square principles of estimating regression lines and regression co-efficient and their applications. Probability Distributions: Discrete Random variables, mean and variance of a probability distribution lane of large number, central limit theorem, binomial distribution, Poisson distribution, Poisson approximation to binomial distribution. Testing of statistical hypothesis, F-test, T-Test,  $\chi^2$  – Test.

### **Books:**

1. Statistics for Management, Beri, TMH
2. Business Mathematics & Statistics, A.P. Verma, ASIAN BOOKS
3. Basic Statistics, B.L. Agarwal, New Age International
4. Business Statistics, R.S. Bharadwaj, EXCEL BOOKS
5. Probability & Statistics, Rao, Scitech
6. Statistics for Economics, Management & Computer, P.Khan EPH.

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## **Course Description**

**Title of Course: Statistics**

**Course Code: BBM 204**

**L-T Scheme: 3-1**

**Course Credits: 4**

### **Introduction:**

The goal of this course is to provide a very common simple intuition enables one to make right decisions and especially show how mathematics is applied to solve basic fundamental problems.

### **Course Contents:**

Data collection, classification and tabulation Graphical and diagrammatic representation of statistical data. Frequency distribution and measurement of mean, median, mode, quartiles, range mean deviation and standard deviation. Correlation and regression: Karl pearsons co-efficient of correlation. Rank correlation. Least square principles of estimating regression lines and regression co-efficient and their applications. Probability Distributions: Discreet Random variables, mean and variance of a probability distribution lane of large number, central limit theorem, binomial distribution, Poisson distribution, Poisson approximation to binomial distribution. Testing of statistical hypothesis, F-test, T-Test,  $\chi^2$  – Test.

### **Books:**

1. Statistics for Management, Beri, TMH
2. Business Mathematics & Statistics, A.P. Verma, ASIAN BOOKS
3. Basic Statistics, B.L. Agarwal, New Age International
4. Business Statistics, R.S. Bharadwaj, EXCEL BOOKS
5. Probability & Statistics, Rao, Scitech
6. Statistics for Economics, Management & Computer, P. Khan EPH.



# **UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR**

## **Course Description**

**Title of Course: Environment & Ecology**

**Course Code: BBA206**

**L-T Scheme: 2-1**

**Course Credits: 3**

### **Introduction:**

This course introduces the basic principles behind the environmental phenomena and how anthropogenic activities are affecting those environmental processes. The different administrative measures taken to safeguard our environment are also discussed in this course. The Topics to be covered (tentatively) include:

- Ecology
- Air pollution and control
- Water Pollution and Control
- Land Pollution
- Noise Pollution
- Environmental Management

### **Objectives:**

In this course we will study about the pattern of growing human population and its effect on the planet. We will be familiarizing with the consequences of anthropogenic activities and measures to mitigate their harmful effects. We will learn about the mechanism behind the global issues like global warming, acid rain, water pollution, etc.

### **Learning Outcomes:**

#### **Knowledge:**

1. To introduce the patterns of population growth and associated problems.
2. To familiarise with the cause, effect and control measures of various human made degrading processes.
3. To enable the students to know the mechanism behind the devices to control pollution.
4. To familiarise with administrative laws to mitigate various environmental problems.

#### **Application:**

1. To understand the problems associated with pollution
2. To familiarise with the global environmental issues.
3. To understand the principles behind various control devices.
4. To understand and comply with the various government environmental laws.

### **Course Contents:**

**Unit 1:** Introduction, Ecology, Air pollution and control

**Unit 2:** Water Pollution and Control

**Unit 3:** Land Pollution, Noise Pollution

**Unit 4:** Environmental Management

### **Text Books**

1. Gourkrishna Damohapatra, Basic Environmental Engineering and Elementary Biology, Vikas publishing.

### **References**

1. A.K. De, Environmental Chemistry, New Age International.

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**Course Description**

# **UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR**

## **Course Description**

**Title of Course: Software Lab**

**Course Code: BBC295**

**L-T-P scheme: 0-0-3**

**Course Credit: 4**

### **Objectives:**

The main objectives of Software Lab course are to familiarize with basic operations of:

- i) Operating systems such as Windows and Linux.
- ii) Word Processor such as Open Office and MSWord.
- iii) Workbook, worksheet, graphics and Spreadsheets.
- iv) PowerPoint including animation and sounds.
- v) Address book, Spam and Filtering in E-mail.
- vi) Browsing, Search, Discussion forum and Wiki's.

**Learning Outcomes:** The students will have a detailed knowledge of the concepts of MS-Office, Word, Excel, Access, PowerPoint. The students will also get the basic knowledge of Programming in C.

### **Course Contents:**

**Exercises that must be done in this course are listed below:**

Exercise No. 1: Write all the shortcut key of Microsoft office.

Exercise No. 2: Create your own resume with the help of Microsoft office 2007.

Exercise No.3: Use given excel table and perform following operations %, count, sum, average, if-else condition.

Exercise No. 4: Write down all the steps to create slide in power point presentation.

Exercise No. 5: Prepare a slide that advertises aerial tours over the city.

Exercise No. 6: Prepare slide "Learn to Ride".

Exercise No. 7: Perform following task in system with Microsoft office:- Using the AutoContent Wizard, Save and open a presentation. Check spellings, Delete, Move, and Insert slides, Size and move placeholders, Run a slide show, Change Fonts and Formatting, Inserting clips and clip art. Create and Enhance a Table, create folder, change desktop wallpaper, change screen size, change time and date

Exercise No. 8: WAP in C to print "hello world"

Exercise No. 9: WAP in C to perform all the operations of a calculator

Exercise No. 10: WAP in C to check whether a number is even or odd

Exercise No. 11: WAP in C to check whether a number is greater than the other and store the greater number in a variable 'max'.

Exercise No. 12: WAP in C to check the largest among three numbers.

### **Text Book:**

1. Ramesh Bangia, PC Software Made Easy (Sixteen-in-one), KHANNA BOOK PUBLISHING.

# **UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR**

## **Course Description**

**Title of Course: Public Speaking on Assigned Topic**

**Course Code: BBH292**

**L-T –P Scheme: 0-0-3**

**Course Credits: 2**

### **Course Description & Objectives:**

1. **Understand** the history of medical research and bioethics related to the HeLa cells. Understand the diverse social and economic, racial and gender contexts within which Henrietta Lacks lived and died. Understand the themes of this seminar. Appreciate the legacy and implications of these medical, ethical and social understandings on today's society.
2. **Identify**, understand and discuss current, real-world issues.
3. **Distinguish** and **integrate** differing forms of knowledge and academic disciplinary approaches (e.g., humanities and sciences) with that of the student's own academic discipline (e.g., in agriculture, architecture, art, business, economics, education, engineering, natural resources, etc.). And apply a **multidisciplinary strategy** to address current, real-world **issues**.
4. Improve oral and written **communication** skills.
5. Explore an appreciation of the **self** in relation to its larger diverse social and academic contexts.
6. Apply principles of **ethics** and **respect** in interaction with others.

### **Course Outcomes:**

After the completion of this course, the student should be able to:

1. **Learn and integrate. Through independent learning and collaborative study, attain, use, and develop knowledge in the arts, humanities, sciences, and social sciences, with disciplinary specialization and the ability to integrate information across disciplines.**
2. **Use multiple thinking strategies to examine real-world issues, explore creative avenues of expression, solve problems, and make consequential decisions**
3. **Learn and integrate. Communicate. Acquire, articulate, create and convey intended meaning using verbal and non-verbal method of communication that demonstrates respect and understanding in a complex society.**
4. **Use multiple thinking strategies to examine real-world issues, explore creative avenues of expression, solve problems, and make consequential decisions.**

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## **Course Description**

5. **Clarify purpose and perspective.** *Explore one's life purpose and meaning through transformational experiences that foster an understanding of self, relationships, and diverse global perspectives.*
6. **Practice citizenship.** *Apply principles of ethical leadership, collaborative engagement, socially responsible behavior, respect for diversity in an interdependent world, and a service-oriented commitment to advance and sustain local and global communities.*