SVKM's NarseeMonjee Institute of Management Studies
Mukesh Patel School of Technology Management & Engineering

Program: B. Tech (Information Technology)				Semester : III	
Course/Module: Engineering Mathematics - III				Module Code:BTIT03008	
Teaching Scheme				**Evaluation Scheme**	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Internal Continuous Assessment (ICA) (Marks - 50)	Term End Examinations (TEE) (Marks- 100 in Question Paper)
3	-	1	4	Marks Scaled to 50	Marks Scaled to 50

Pre-requisite:
Knowledge of Permutation, Combination, Derivatives and Integration.

Objectives :
1. To instil in students a sound knowledge of probability theory and statistical techniques.
2. To equip the students with intermediate to advanced level concepts and tools in probability and statistics that help them tackle relevant problems within engineering domain.

Outcomes:
After completion of the course, students would be able to :
1. Solve problems involving random variables, probability distributions and testing of hypothesis.
2. Identify suitable probability distribution and testing techniques to solve problems.
3. Apply knowledge of random variables, probability distributions, measures of central tendency, correlation and regression to solve real life problems.
4. Analysedata samples using statistical methods.

Detailed Syllabus:

Unit	Description	Duration
1	**Basic Probability** Probability spaces, conditional probability, independence; Discrete random variables, Independent random variables; The multinomial distribution, Poisson approximation to the binomial distribution, Infinite sequences of Bernoulli trials; sums of independent random variables, Expectation of Discrete Random Variables,Raw and Central Moments; Variance of a sum; Correlation coefficient of discrete random variables; Chebyshev's Inequality: Statement and examples.	12
2	**Continuous Probability Distributions** Continuous random variables and their properties, distribution functions and densities, Normal distribution, exponential and gamma densities.	4
3	**Bivariate Distributions** Definition of Bivariate Distribution and their properties, Distribution of sums and quotients, Conditional densities, Bayes' rule.	4
4	**Basic Statistics**	8

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	Measures of Central tendency: Moments, skewness, Kurtosis. Moments, skewness and Kurtosis for Binomial distribution & Poisson distribution. Moments, skewness&kutosis for Normal distribution. Evaluation of statistical parameters for Binomial, Poisson and Normal distributions, Correlation and regression, Rank correlation.	
5	**Applied Statistics** Curve fitting by the method of least squares- Fitting of straight lines, Fitting of second degree parabola. Test of significance: Large sample test for single proportion, Large sample test for difference of proportions, For Single mean, For difference of means & For difference of standard deviations.	8
6	**Small samples** Test for single mean, Test for difference of means, Test for Correlation coefficients, Test for ratio of variances, Chi-square test for goodness of fit and independence of attributes, Post-hoc analysis	9
	Total	**45**

Text Books:
1. VeerarajanT , "Probability, Statistics and Random Processes", *McGraw hill Education, 4th Edition*, 2017.
2. S. Ross , "A First Course in Probability", *Pearson Education India, 9th Edition*, 2013.

Reference Books:

1. Erwin Kreyszig, "Advanced Engineering Mathematics", *Wiley India, 10th Edition, 2017.*
2. W. Feller , "An Introduction to Probability Theory and its Applications",Vol.1, *John Wiley & Sons, 3rd Edition*, 2017.
3. Devore, "Probability and Statistics for Engineering and Sciences", *Cengage Learning , 2nd Indian Edition, 2009.*

Details of Internal Continuous Assessment (ICA)
Test Marks :20
Term Work Marks : 30
Details of Term work: As per Institute Norms.

Signature
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SVKM's NarseeMonjee Institute of Management Studies
Mukesh Patel School of Technology Management & Engineering

Program:B.Tech. (Information Technology)					Semester :III	
Course/Module : Signals and Systems					Module Code:BTIT03107	
Teaching Scheme					Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Internal Continuous Assessment (ICA) (Marks - 50)	Term End Examinations (TEE) (Marks- 100 in Question Paper)	
2	2	0	3	Marks Scaled to 50	Marks Scaled to 50	

Pre-requisite:
Engineering Mathematics I , II and III

Objectives:
- To provide knowledge of signal it 'processing through continuous and discrete form.
- Mathematical modelling of system.
- Time to frequency domain signal study using Transform.

Outcomes:
- Define and identify various types of signals and system.
- Apply the knowledge of mathematics to analyse signals and system.
- Employ different states space analysis to construct different models.
- Implement various mathematics operations on signals and system.

Detailed Syllabus:

Unit	Description	Duration
1	**Signals:** Signals, classification of signals, elementary signals-analog and discrete signals, Basic operation of signals, systems.	3
2	**Time domain representation for linear time invariant systems (analog and discrete):** Classification of systems, series and parallel connection of systems, causal, non-causal memory less and with memory, stable invertible systems. Convolution and de-convolution, Impulse, step response for first and second order LTI systems.	7
3	**Fourier Series:** Representation of signals in terms of orthogonal functions, orthonormal signals, Fourier series discrete time ,Fourier series representation of periodic signals.	7
4	**Fourier Transforms:** Fourier transform, Discrete time Fourier transform, their properties,Fourier transform representation of periodic signals.	5
5	**Z-transform:** Introduction, Z transform of elementary signals, ROC properties of Z transform, Inversion of Z transform, system function, solution of difference equation, unilateral z transform.	5
6	**State space analysis:** Representation and solution for Discrete time LTI systems.	3

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	Total	30

Text Books:
1. Simon Haykin and Barry van veen, Signal and Systems, John Wiley publication. 2nd Edition 2012
2. NagoorKani, Signal and Systems, McGraw Hill Education (India) Pvt. Ltd. Reprint 2017

Reference Books:
1. B.P. lathi,Signal Processing Linear systems,Oxford publication 1998.
2. I I.J.Nagrath, S.N.Sharan, Signals and Systems , Tata mcgraw Hill publication 2010.

Any other information :

Details of Internal Continuous Assessment (ICA)

Test Marks : 20
Term Work Marks : 30
Details of Term work : Lab work/Quiz/Assignment/Presentation/Viva

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SVKM's NarseeMonjee Institute of Management Studies
Mukesh Patel School of Technology Management & Engineering

Program:B. Tech. (Information Technology)					Semester : III	
Course/Module : Digital Logic & System Design					Module Code:BTIT03009	

Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Internal Continuous Assessment (ICA) (Marks - 50)	Term End Examinations (TEE) (Marks- 100 in Question Paper)
2	2	1	4	Marks Scaled to 50	Marks Scaled to 50

Pre-requisite: Basic Electrical Engineering

Objectives: To provide knowledge of logic circuits theory, elementary analysis and its implementation in practical cases; the popular logic families and their characteristics that will help to understand design of complex digital circuits and systems.

Outcomes:
After completion of the course, students would be able to :
- Understand different number systems and their conversions.
- Design logic circuits using Boolean algebra.
- Analyze, design and implement combinational and sequential logic circuits.
- Understand the working of Programmable Logic Devices (PLDs).

Detailed Syllabus:

Unit	Description	Duration
1	**Number Systems:** Decimal, Binary, Octal and Hexadecimal number system and conversion, Binary weighted codes, Signed number binary order, 1's and 2's complement codes, Binary arithmetic.	3
2	**Boolean Algebra:** Binary logic functions, Boolean laws, Truth tables, Associative and distributive properties, DeMorgan's Theorems, Realization of switching functions using logic gates.	3
3	**Combinational Logic :** Switching equations, Canonical logic forms, Sum of product & Product of sums, Karnaugh maps, Two, Three and Four variable Karnaugh maps, Simplification of expressions	5
4	**Analysis and Design of Combinational Logic :** Introduction to combinational circuit, Code conversion, Decoder, Encoder, Priority encoder, Multiplexers as function generators, Binary adder, Subtractor, Magnitude Comparator.	8
5	**Sequential Logic:**Sequential circuits, Flip-flops, Clocked and edge triggered flip-flops, timing specifications, counters asynchronous and synchronous, Shift registers (SISO, SIPO, PISO, PIPO).	6
6	**Sequential Circuits:** State diagrams and tables, Transition table, Excitation table and equations. Construction of state diagram and counter design.	3
7	**Programmable Logic:** Programmable logic devices, Programmable logic	2

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	arrays and programmable array logic.	
	Total	**30**

Text Books:
1. R. P. Jain, "Modern Digital Electronics", 4th Edition, McGraw Hill Education, 2016.
2. M. Morris Mano, "Digital Design", 5th Edition, Pearson Education India, 2012.

Reference Books:
1. Dr.(Mrs.) Nandini Jog "Logic Circuits & Design", Nandu Publication, 2003
2. John P. Uyemura, Brookes, "First course in Digital Systems Design", California Brooks Cole, 2008.
3. A. B. Marcovitz, "Introduction to Logic Design", 2ndEdition, Tata McGraw Hill Education, 2008.

Any other information :
Details of Internal Continuous Assessment (ICA)
Test Marks : 20
Term Work Marks : 30
Details of Term work : Tutorials/Quiz/Presentation/Viva

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Program:B. Tech. Information Technology					Semester : III	
Course/Module : Data Structures and Algorithms					Module Code:BTIT03103	
Teaching Scheme					**Evaluation Scheme**	
Lecture (Hours per week)	**Practical** (Hours per week)	**Tutorial** (Hours per week)	**Credit**	**Internal Continuous Assessment (ICA) (Marks - 50)**		**Term End Examinations (TEE) (Marks- 100 in Question Paper)**
2	2	1	4	Marks Scaled to 50		Marks Scaled to 50

Pre-requisite: Programming for Problem Solving

Objectives:

- To introduce students to both data structures and algorithm design.
- To discuss different data structures to represent real world problems.
- To study various ways to design algorithms to solve the problems.

Outcomes:
After completion of the course, students would be able to :

1. Understand the concepts of data structure and their basic usability in different applications.
2. Implement various data structure such as stacks, queues, trees and graphs to solve various computing problems.
3. Analyze various searching and sorting algorithms based on their time complexity.
4. Understand the characteristics of Divide & conquer, greedyand dynamic programming approach used to solve real world problems.

Detailed Syllabus:

Unit	Description	Duration
1.	**Introduction to Data Structure:** Types of Data Structure, Abstract data types, Concept of Files,Operations with files, types of files.	2
2.	**Arrays:** Types**:** Liner arrays, Multidimensional Arrays, Pointer Arrays. Operations on arrays: Traversing, Inserting, Deleting elements from an array.	2
3.	**Linked list:** Representation, Linked list vs. Arrays, Operations on Linked list: Insertion Deletion, Traversing, Searching, Types of Linked list, Garbage Collection, Applications of Linked lists: Evaluation of Polynomials	4
4.	**Stacks:** Array representation of Stack, Linked representation of Stack, Applications of Stacks: Evaluation of Arithmetic expressions, Tower of Hanoi	2
5.	**Queues**: Array and Linked Representation of Queues, Types of Queues: Deques, Priority Queue , Applications of Queues (Any two – Ex: Scheduling, Buffering)	2
6.	**Trees**: Terminology, Binary Tree representation, Operations on Binary trees, Binary tree traversals, Types of Binary Trees: Left & Right skewed, Complete, Extended, Threaded, Expression and Multiway search trees, Applications of Binary trees: Binary Search Tree	5

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7.	**Graph:** Introduction, Definition, Graph Representations Graph traversal: Depth First Search and Breadth First search, Applications of Graphs: Shortest Path Algorithm – Dijkstra's, Minimum Spanning tree – Prim's &Kruskal's Algorithms.	**3**
8.	**Introduction to analysis of algorithm:** Design and analysis fundamentals, Performance analysis: Space and time complexity, Growth of function – Big-Oh, Omega, Theta notation.	**2**
9.	**Searching Techniques:** Efficiency considerations in searching, Basic Searching Techniques- Sequential search, Indexed sequential search, Binary search, Binary search tree, Hashing.	**3**
10.	**Sorting Techniques:** Efficiency considerations in sorting, Basicsorting techniques-Bubble sort, Binary tree sort, Heap sort, Shell sort, Bucket sort, Radix sort.	**3**
11.	**Introduction:** Divide and Conquer, Greedy technique**,** dynamic programming	**2**
	Total	**30**

Text Books:
1. Fundamentals of Data Structures in C - Ellis Horowitz and SartajSahni, 2nd edition, Universities Press,2014
2. Data Structures - Seymour Lipschutz, Schaum's Outlines, Revised 1st edition, McGraw Hill, 2014

Reference Books:
1. Data Structures: A Pseudo-code approach with C –Gilberg&Forouzan, 2nd edition, Cengage Learning, 2014.
2. Data Structures using C, ,ReemaThareja, 3rd edition Oxford press, 2012.
3. An Introduction to Data Structures with Applications- Jean-Paul Tremblay & Paul G. Sorenson, 2nd Edition, McGraw Hill, 2013.
4. Thomas H. Cormen, Charles E., Leiserson, Ronald L. Rivest, "Introduction to Algorithms", MIT Press, 3rd edition, 2009.

Any other information :
Details of Internal Continuous Assessment (ICA)
Test Marks : 20
Term Work Marks : 30
Details of Term work : Lab work/Quiz/Assignment/Presentation/Viva

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**SVKM's NarseeMonjee Institute of Management Studies
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Program:B. Tech. (Information Technology)					Semester :III	
Course/Module : Database Management Systems					Module Code:BTIT03105	
Teaching Scheme					Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Internal Continuous Assessment (ICA) (Marks - 50)		Term End Examinations (TEE) (Marks- 100 in Question Paper)
3	2	0	4	Marks Scaled to 50		Marks Scaled to 50

Pre-requisite:
Programming for Problem Solving

Objectives:
To provide knowledge of relational database management systems, design database management and their implementation

Outcomes:
After completion of the course, students would be able to :
- Design database model for the given application scenario
- Apply SQL for the various database operations.
- Apply normalization to improve logical database design
- Understand concepts related to database transactions, indexing, hashing and concurrency.

Detailed Syllabus:

Unit	Description	Duration
1	**Introduction to Database concepts:** Introduction to Data Processing, Overview of files systems, drawback of file systems, purpose of database system, concept of a database, database system vs file system, view of data, data models, database languages, database users and administrator, transaction management, database system structure,Challenges in building a DBMS, Various components of a DBMS.	4
2	**E/R Model**: Conceptual data modelling - motivation, Entities, Entity types, Various types of attributes, Relationships, Relationship types, E/R diagram notation, extended ER features, Examples.	4
3	**Relational Data Model:** Concept of relation, Notion of primary and secondary keys, foreign keys, structure of relational database, Relational algebra operators: Selection, Projection, Cross product, Various types of joins, Division, Example queries, Tuple relation calculus, Domain relational calculus, Converting the database specification in E/R notation to the relational schema.	10
4	**Structured Query Language (SQL):** Background, basic structure, set operations, aggregate functions, NULL values, nested queries, views,	8

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	complex queries, database modification, DDL, embedded SQL, stored procedures and functions, dynamic SQL featured	
5	**Integrity and Security:** Domain constrains, referential integrity, assertions, triggers and assertions in SQL, security and authorization in SQL	4
6	**Relational Database Design:** Features of good relational database design, atomic domains and first normal form, decomposition using functional dependencies, functional dependency theory, normalization, decomposition, first normal to fifth normal forms, BCNF, pitfall in relational-database design.	4
7	**Indexing and Hashing:** File organizations ,Basic concepts, ordered indices – dense, sparse index, multilevel indices, static hashing, dynamic hashing, comparison of indexing and hashing, indexing in SQL	4
8	**Transactions:** Basic concept of transaction, state of a transaction, implementation of atomicity and durability, concurrent executions, serializability, recoverability, implementation of isolation, transaction in SQL	4
9	**Case Study:** Conceptual and database design for students examination system and students admission (to an institute) system. Banking , Reservation management systems	3
	Total	**45**

Text Books:
1. Hennery Korth and Abraham Silberschatz, "Database System Concepts", McGrow Hill, 6th Edition, 2013
2. Elmarsi and Navathe, "Fundamentals of Database Design", Addison Wesley 7th Edition, 2017
3. Coronel Morris Rob, "Database Principles Fundamentals of Design Implementation and Management", Cengage Learning, 10th Edition, 2014

Reference Books:
1. Bipin Desai, "An introduction to Database System", Galgotia Publication Ltd, 2nd Edition,
2. C.J. Date, "an introduction to Database System", Addison Wesley, 8th Edition
3. Ivan Bayross, "Oracle Developer suit 10g", BPB, 2008
4. George Koch, "Oracle9i – the complete reference", Tata McGraw Hill, 2002
5. A.Hoffer, "Modern Database System", Pearson Education, 2017
6. R. Ramakrishnan, "Database Management System", McGraw Hill, 3rd Edition, 2014

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Any other information :
Details of Internal Continuous Assessment (ICA)
Test Marks :20 Term Work Marks : 30
Details of Term work : Tutorials/Quiz/Presentation/Viva

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Program:B. Tech. (Information Technology)					Semester : III	
Course/Module : Web Programming					Module Code:BTIT03010	
Teaching Scheme					**Evaluation Scheme**	
Lecture (Hours per week)	**Practical(** Hours per week)	**Tutorial(H** ours per week)	**Credit**		**Internal Continuous Assessment (ICA) (Marks - 50)**	**Term End Examinations (TEE) (Marks- 100 in Question Paper)**
1	4	0	3		Marks Scaled to 50	-
Pre-requisite: Programming for Problem Solving						

Objectives:
1. A student would be able to make their projects as an applications which can serve the solutions to different problems.
2. It would also help the students during their jobs to understand the organization's need and creating modules which would be required to be available on global net as an online application.

Outcomes:

After completion of the course, students would be able to :
- Understand different architectural components used in web development.
- Design User Interface using HTML,CSS and Java Script.
- Design dynamic web sites using client side, server side technologies for implementing database connectivity and session management.
- Use content management tools and frameworks to implement user friendly and secure web based solutions for domain specific problems.

Detailed Syllabus:

Unit	Description	Duration
1	**Mark-up languages: HTML:** **Introduction to HTML** • Basic Tags • Attributes • Heading • Paragraphs • Formatting • Links	1
2	**Understand the Forms** • Styles • Links • Images • Tables	1

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	• List • Forms	
3	**Frames and different Layouts** • Layouts • Colours • Font • Entities • Head • URLS	1
4	**Cascading Style Sheet:** **Introduction to Styles** • Inline Styles • Embedded Style Sheets, • Conflicting Styles • Linking External Style Sheets • User Style Sheets. • Divisions	1
5	**Introduce Different Box Model** • Content • Padding • Margin • Border	1
6	**CSS Elements** • Positioning • Elements • Backgrounds • Dimensions • Text Flow • Media Types	1
7	**XHTML:** **Introduction to XHTML** • Headings • Linking • Images • Lists • Special Characters • Horizontal Rules • Internal Linking • Meta Elements • Forms • Tables.	1
8	**Java Script:**	1

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	Introduction • Decision Making, • Control Statements • Loops • If else	
9	**Functions and Arrays** • Functions call • Function return • Objects • Arrays	1
10	**Java script Event Handling** • OnChange() • Onclick() • OnMouseOver() • OnMouseOut() • Onkeydown() • OnLoad()	1
11	**PHP:** **Introduction and Control statement** • Variables/Echo • Data types • constants • Decision • Looping	1
12	**Forms and Functions** • PHP functions • Arrays • Form Handling • Form validations • Cookies • Error Handling	1
13	**MySql:** **Introduction to Database** • What is Mysql Database • Mysql connect • Mysql connection variables • Create database • Create Tables	2
14	**Database Queries** • Insert data • Select data • Delete data	1

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	• Update data	
	Total:	**15**

Text Books:
1. Robert W. Sebesta, "Programming the World Wide Web", Pearson Education, 8th Edition, 2015.
2. Dietel&Dietel , "Internet and World Wide Web", Pearson Publication, 5th Edition ,2016.
Reference Books:
1. AchyutGodbole , "Web Technologies", TMH, 2017.
2. Joel Sklar, et. al., "The Web Warrior Guide to Web Design Technologies", Cengage Learning, 5th Edition, 2015.
3. Luke Welling & Laura Thompson "PHP & MySQL Web Development " ,Developers Library ,4th Edition ,2015.
Any other information : **Links to websites:** • https://www.w3schools.com/html/ • https://www.tutorialspoint.com/web_developers_guide/ • https://www.javatpoint.com/html-tutorial **Details of Internal Continuous Assessment (ICA)** **Test Marks : 20** **Term Work Marks : 30** **Details of Term work : Tutorials/Quiz/Presentation/Viva**

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SVKM's NarseeMonjee Institute of Management Studies
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Program: B.Tech.(IT)				Semester : III	
Course : Presentation and Communication Techniques				Module Code : BTIT03011	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	**Internal Continuous Assessment (ICA) (Marks – 50)**	
2	---	---	2	Marks Scaled to 50	

Pre-requisite:NIL

Objectives :
- To impart an understanding of basic tenets of business communication that helps students to effectively engage in organizational communication.
- To develop in students an understanding of interpersonal communication challenges and the ability to effectively overcome these challenges in an organizational context.
- To develop leadership, team building and decision making skills which could be later applied in a professional set up.
- To impart technical writing skills towards designing and structuring persuasive technical communication.
- To build and strengthen presentation skills towards making impressive and persuasive presentations.
- To train the students for participating in group discussions, building Resume and facing personal interviews.

Outcomes:
After completion of the course, students would be able to :
- Understand and apply the postulates of technical writing in a formal set up
- Apply fundamentals of business correspondence to create well-structured Resumes, application letters, Minutes of Meetings and similar business related documents
- Understand and analyse group dynamics and apply leadership skills for effective team building in professional set ups.
- Analyze the context and select appropriate communication techniques for effective interpersonal communication in professional context.

Detailed Syllabus: (per session plan)		
Unit	Description	Duration
1	**Understanding the foundations of Business Communication:** Professional Communication in a Digital, Social, Mobile World	5
2	**Collaboration, Interpersonal Communication and Business Etiquette:** Communicating effectively, collaborating, conducting productive meetings, using meeting technologies, improving listening skills and non-verbal communication, business etiquettes	5
3	**Development of Interpersonal and Group Communication Skills** Theatre techniques: Use of drama (in workshop format) to promote meaningful, active and reflective thinking processes as well as enhancing communication skills development.	4

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	Group Communication	
	• Forms of Group Communication; Use of body language in Group communication	
	• Group Discussion etiquette: Introducing oneself and others; Expressing Opinions and Ideas; expressing disagreement etc.	
	Group Discussion Strategies: Speaking, taking turns, Creating a Cordial and cooperative atmosphere etc.	
4	**Building Problem-solving teams**	4
	• Orientation to Personality Values – Importance of Values	
	• Understanding of Teams- Types of Teams, stages of Team development; Team building leadership skills and leaderless scenarios	
	• Decision Making-Group and Individual Decision Making Techniques	
	• Stress Management-Sources of Stress; consequences; Managing Stress	
5	**Employment Communication**	4
	• Personal Interviews-Objectives, Types, Stages of Interview	
	• Interview Preparation-types of Interview Questions ; Interview Follow ups	
	• Resume- Types and Format; Cover letters	
	• Mock Interviews (simulation)	
6	**Organizational networks and communication Structures**	2
	• Process and Functions of Communication ;Formal Networks in Organizational Communication	
	• Informal networks of organizational communications ;choice of communication channels	
7	**Meetings**	2
	• Meetings- Purposes ,Importance and Meeting Procedures including Chairperson's and participants' roles	
	Meeting Documentation (Minutes of resolution; Minutes of Narration; Meeting Notice and Agenda)	
8	**Technical Report Writing**	2
	• Importance , objectives and Characteristic of Reports ; Types of Reports	
	• Report formats and Structure -Memo Reports; Letter Reports; Office Orders and Manuscript Reports	
9	**Presentation Skills**	2
	• Planning and structuring Presentations; Visual Aids in Presentations	
	• Applications of MS Power Point	
	• Audience analyses; Nuances of Delivery; Modes of delivery; Controlling Nervousness and stage fright	
	Total	30

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Text Books:
1. Bovee, C., Thill, J., & Roshan Lal Raina (2013). *Business Communication Today* (14th ed.). Pearson.
2. Meenakshi Raman and Sangeeta Sharma (2015), *Technical Communication* Oxford University Press,3rd Edition
Reference Books:
1. Fred Luthans (2013), 'Organizational Behavior', *McGraw Hill, 12th Edition*
Any other information :
1. Links to websites:
• https://www.mindtools.com/
• https://www.pearsonmylabandmastering.com/northamerica/mybcommlab/
2. Pedagogy:
• Classroom teaching
• classroom exercises and discussion
• case studies
• written assignments
• presentations and role play
Details of Internal Continuous Assessment (ICA)
Test Marks : 60
Term Work Marks : 40
Details of Term work :
• Group/Individual presentations
• Report writing-Memo Reports and letter reports
• Drafting meeting Agenda and Minutes of Meeting
• Resume and Cover letter writing
• Group Discussion
• Mock Interviews

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