



Value Added Course Academic Year 2016-17

ENVIRONMENTAL IMPACT ASSESSMENT

Faculty: Mr Vinod Vishwakarma

Course Duration: 33 Hours

Offered to: B. Tech, Semester - VI

Introduction: Environmental Assessment process, objectives of EIA, Terminology, Hierarchy in EIA, and Concepts related to EIA, Basic data collection for EIA Legislation and Procedures: Techniques and Methodology of EIA, Public Participation in EIA Preparation and writing of EIA report, Case studies of EIA for Industries like Oil, Petrochemical, iron and steel, fertilizer, sugar and distillery, projects of road/dams and housing etc. Environment Management Plan, Environmental Audit.

Course Outcome

On successful completion of this course, the students should be able to:

- Identify objectives of an environmental impact assessment and environmental audits.
- Identify, assess and address environmental concerns and adopt EIA & EA as tools for sustainable development.
- Conduct Environmental Impact Assessment (EIA) and Environmental Audits (EA)

Course Content:

Module 1: Introduction to EIA and EA

Module 2: Legislation and Procedures

Module 3: Techniques and Methodology

Module 4: Preparation and writing of EIA report.

Module 5: Case studies of EIA

Module 6: Environmental Audit

Evaluation Scheme:

Components	Weightage
Assignment	20
Quiz	20
Class Participation	10
Theory Exam	30
Report 1	10
Report 2	10
Total	100

References

1. Larry W. Canter, "Environment Impact Assessment", McGraw-Hill Book Company, New York
 2. G.J. Rau and C.D. Weeten, "Environmental Impact Analysis Hand book, McGraw Hill, 1980.
 3. Vijay Kulkarni and T V Ramchandra. "Environmental management" Capital Publishing Co
 4. Mhaskar A.K., "Environmental Audit" Enviro Media Publications.
 5. S.K. Dhameja, "Environmental Engineering and Management" S.K. Kalaria and Sons Publishers
- Web Resources:
- 1) <http://environmentclearance.nic.in/>
 - 2) <http://www.environmentwb.gov.in/pdf/EIA%20Notification.%202006.pdf>
 - 3) <http://www.fao.org/3/v9933e/v9933e02.htm>
 - 4) <http://environmentclearance.nic.in/writereaddata/EIA%20Notifications.pdf>
 - 5) <https://www.youtube.com/watch?v=3fbEVytyJck>
 - 6) <https://www.youtube.com/watch?v=nmeYMF2pdVs>
 - 7) <https://www.youtube.com/watch?v=6NrZThAObpM>
 - 8) <https://www.youtube.com/watch?v=ORZhK-ILp6E>



VALUE ADDED COURSE

Academic Year-2016-17

Offered by

Department of Computer Science Engineering
INSTITUTE OF ENGINEERING AND TECHNOLOGY
JK Lakshmipat University

Name of the Course

**IBM CE ENABLEMENT COURSE ON CAMS
(CLOUD, ANALYTICS, MOBILE, SECURITY)**

Course Faculty (s)

IBM Representatives, Dr Sonal Jain, Dr Kavita Choudhary

Course Code

NA

Course Duration

30 Hrs.

Offered to

B.Tech. Computer Science Engineering Students

Course Description

The course will make students aware of Current Technology Trends and hands-on IBM Bluemix will ensure students to understand how analytics, mobile and security services can be hosted and utilized on cloud.

Course Outcome

On successful completion of this course, the students should be able to:

1. Realize Cloud, Analytics, Mobile and Security as an important Future Technologies
2. Understand BlueMix
3. Build Applications using BlueMix

Course Contents

How to build an application using the IBM Bluemix, releasing the application on cloud and using the DevOps and consequently discussing the advantages of Cloud Application and the uses of IBM Bluemix. Students and faculties learned the concepts of using the services and even the future perspectives to build and deploy their own applications and services over Cloud.

Evaluation Scheme

Prerequisites		
Evaluation Scheme		
Sr. No	Specifications	Marks
1	Quiz	40
2	Class Participation	20
3	Assignment	40
	Total (100)	100

References

Material Provided by IBM (Books)



VALUE ADDED COURSE

Academic Year-2016-17

Offered by

Department of Computer Science Engineering
INSTITUTE OF ENGINEERING AND TECHNOLOGY
JK Lakshmipat University

Name of the Course

INTRODUCTION TO NETWORKS, SWITCHING AND ROUTING

Course Faculty (s)

DEVENDRA BHAVSAR

Course Code

NA

Course Duration

45 Hrs.

Offered to

B.Tech. Computer Science Engineering Students

Course Description

Introduction to Networks Switching and Routing introduces Computer Networks architectures, models, protocols, and networking elements – functions needed to support the operations and priorities of Fortune 500 companies to small innovative retailers. The principles and structure of IP addressing and the fundamentals of Ethernet concepts, media, and operations are introduced to provide a foundation for the curriculum. This course also covers components and operations of routers and switches in a small network. Students learn how to configure a router and a switch for basic functionality. By the end of the course, students will be able to build simple LANs, perform basic configurations for routers and switches, and implement IP addressing schemes. The course includes activities using Packet Tracer, hands-on lab work, and a wide array of assessment types and tools.

Course Outcome

On successful completion of this course, the students should be able to:

1. Build simple LANs, perform basic configurations for routers and switches, and implement IPv4 and IPv6 addressing schemes.
2. Define the role of a centralized Security Intelligence solution and how it integrates with other IT enterprise security components
3. Configure routers, switches, and end devices to provide access to local and remote network resources and to enable end-to-end connectivity between remote devices.
4. Configure and troubleshoot connectivity a small network using security best practices.
5. Develop critical thinking and problem-solving skills using real equipment and Cisco Packet Tracer.
6. Develop basic skills of routing, switching, and advanced technologies to prepare for the Cisco CCNA exam, networking related degree programs, and entry-level networking careers.
7. Configure Ethernet switch ports and implement VLANs.
8. Implement static routing.
9. Implement DHCP on a router.
10. Implement network address translation (NAT).
11. Implement access control lists (ACLs) to filter traffic.

Course Contents

Module 1: Explore the Network: Globally Connected, LANs, WANs, and the Internet, Network as a Platform, Configure a Network Operating System: IOS Bootcamp, Basic Device Configuration, Address Schemes Physical Layer Protocols.

Module 2: Network Media, Data Link Layer Protocols Media Access Control, Ethernet Protocol, LAN Switches, Address Resolution Protocol, Network Layer Protocols, Routing, Routers, Configuring a Cisco Router, IPv4 Network Addresses, IPv6 Network Addresses, Connectivity Verification, Subnetting an IPv4 Network, Addressing Schemes, Design Considerations for IPv6.

Module 3: Transport Layer Protocols, TCP and UDP, Application Layer Protocols

Well-Known Application Layer Protocols and Services Network Design, Network Security, Basic Network Performance, Network Troubleshooting, Router Initial Configuration, Routing Decisions, Router Operation, Implement Static Routes, Configure Static and Default Routes, Troubleshoot Static and Default Routes.

Module 4: Dynamic Routing Protocols, RIPv2, Routing Table, Switched Networks: LAN Design, Switched Environment, Basic Switch Configuration, Switch Security, VLAN Segmentation, VLAN Implementations, Inter-VLAN Routing Using Routers.

Module 5: Access Control Lists (ACL): ACL Operation, Standard IPv4 ACLs, Troubleshoot ACLs DHCPv4, DHCPv6 NAT Operation, Configure NAT, Troubleshoot NAT Device Discovery, Device Management and Device Maintenance.

Evaluation Scheme

Prerequisites		No
Evaluation Scheme		
Sr. No	Specifications	Marks
1	Quiz (CISCO Chapter Exams)	40
2	Theory Exam-III (CISCO Final Exam)	40
3	Lab Evaluation-II (CISCO Lab Exam)	20
Total (100)		100

References

Text Books:

1. Lammle, T. (2016). CCNA Routing and Switching Complete Study Guide: Exam 100-105, Exam 200-105, Exam 200-125. John Wiley & Sons.
2. Lammle, T. (2013). CCNA routing and switching study guide: exams 100-101, 200-101, and 200-120. John Wiley & Sons.
3. Lammle, T. Cisco Certified Network Associate Study Guide. 2nd. Edition

Reference Books:

1. Stallings, W. (2004). Computer networking with Internet protocols and technology. Upper Saddle River, NJ, USA: Pearson/Prentice Hall.
2. Kurose, J., & Ross, K. (2010). Computer networks: A top down approach featuring the internet. Pearson Addison Wesley.
3. Lammle, T. (2011). CCNA Cisco Certified Network Associate Deluxe Study Guide. John Wiley & Sons.



Value Added Course

Academic Year 2016-17

CERTIFICATE PROGRAM IN ELECTRICAL ENGINEERING

Faculty: Dr. Pushpendra Singh

Course Duration: 32 Hours

Offered to: 2015-19 B.Tech. EE

This program is aimed to at developing the required understanding to design, develop, improve, test and repair the electrical and electronic appliances. It focuses on computer and electronic equipment, and students learn how to use the latest electrical engineering equipment. It also focuses on planning and implementation of electrical wiring system for residential, commercial, and industrial loads. Students are able to specialize in electrical machines, automation and power system.

This course will help students to work in live project of like electrical wiring of educational building, predictive maintenance and management of electrical energy.

Course Outcome

On successful completion of this course, the students should be able to

- 1.Design basic power supplies for low power applications using rectifiers and other ICs.
- 2.Draw wiring diagram for a residential building, commercial complex, and industries.
- 3.Find the location of the fault and faulty components for repairing purpose.

Evaluation Scheme:

Components	Weightage
Class Participation	20
Quiz	20
Theory Exam-III	20
Project-I	10
Lab Evaluation-I	10
Lab Evaluation-II	20
Total	100

References:

- 1.Sukhija and Nagsarkar, "Basic Electrical and Electronics Engineering", Oxford publications.
- 2.Brian Scaddan, "Electric Wiring – Domestic", Newnes, Elsevier.



Value Added Course

Academic Year 2016-17

MATLAB SIMULINK (CONTROL TOOLBOX)

Faculty: Yogesh Rohilla

Course Duration: 32 Hours

Offered to: 2015-19 B.Tech. Electrical
Engineering, 5th semester

Control System Toolbox, which is a part of Matlab-Simulink, has many brilliant apps to tune, design, and analyse the linear time invariant (LTI) systems. Both SISO and MIMO systems can be tuned. Input parameters can be the transfer function of the system, pole-zero-gain, frequency response model, or state-space equations. System behaviour can be analysed and visualized using Bode plot,

Nyquist plot through the apps and functions. There are many tuneable blocks to tune compensators, PID controllers, and set the values of rise time, peak time, GM, PM, disturbances, and overshoots.

Course Outcome

On successful completion of this course, the students should be able to

1. Simulate open-loop and closed-loop LTI control systems;
2. Design, and analyse LTI systems with state-space approach, pole-zero-gain approach;
3. find time response, frequency response, gain margin, and phase margin of physical systems;
4. Tune, and troubleshoot the controllers, and compensators.

Evaluation Scheme:

Components	Weightage
Class Participation	20
Quiz	20
Theory Exam-III	20
Project-I	10
Lab Evaluation-I	10
Lab Evaluation-II	20
Total	100

References:

Text Books

1. B C Kuo, "Modern Control Engineering" New Age Publication.
2. Katsuhiko Ogata, "Modern Control Engineering" PHI Learning Pvt. Ltd., New Delhi.

Reference Books

1. Norman S Nise, "Control System Engineering" John Wiley & Sons.
2. Gene F Frankline, J David Powell, Abbas Emami Naeini, "Feedback Control of Dynamic Systems" Pearson Education Inc., 2006.



JK LAKSHMIPAT UNIVERSITY
Institute of Management

Value Added Course

Academic Year- 2016-17

COUNSELLING SKILLS FOR MANAGERS

Faculty :
Dr. Richa Mishra

Course Duration: 30 hours
Offered to: Students of MBA- Sem. I; BBA/
B.Com (H)- Sem. III

COURSE DESCRIPTION

In the competitive business world, there is a lot of pressure on many of the employees of an organization. The consequent stress and the strain affect their physical and mental health. Thus there is a need that the managers should have the counseling skills. This course aims at developing the professional counseling skills among the students providing an overview of the counseling processes and techniques and developing alternative approach to dealing with problem situations in organizations

COURSE OUTCOME

Upon completion of the course, students will be able to demonstrate:

- Knowledge and critical understanding of the historical development and key principles of counseling and the way in which counseling has developed as a discipline;
- Successful application in the workplace of the range of knowledge and skills learnt throughout the course.
- Ability to apply underlying concepts and principles outside the context in which they were first studied, and the application of those principles in a work context
- Ability to initiate and undertake critical analysis of information and propose solutions to problems arising from that analysis in the field of counseling and when working as a managers

COURSE CONTENT

- INTRODUCTION TO COUNSELING-Need for Workplace counseling-Evolution of Counseling over the years -Defining counseling-Distinction between psychotherapy and counseling.
- APPROACHES TO COUNSELING-Psychoanalytic approach ,Behavioristic Approach, Humanistic Approach
- GOALS OF COUNSELING-Five Major goals of Counseling, Role of counselor, Characteristics of the counselor, The counselor values-Importance of valuing Human Freedom
- THE PROCESS OF COUNSELING- 5-DModel -The phases of counseling
- COUNSELING PROCEDURES- The environment-Intake procedures-Confidentiality and counselor dependability
- COUNSELING PROCEDURES-The Initial Counseling Interview-Referral Procedure-Guidelines for Effective Counseling-Advanced Counseling Skills
- COUNSELING SKILLS-Ways to Invite Counseling Communication and build the Counseling Relationship-Non-Verbal, Verbal Skills, Listening Barriers-Counselor's Qualities, Conditions for counseling
- ROLE CONFLICTS IN COUNSELING-The values of Counseling Vs. Business, Counseling Service, Dilemmas of Manager Counselor
- CHANGING BEHAVIOURS THROUGH COUNSELING - General Principles of Counseling, Specific Techniques
- ORGANIZATIONAL APPLICATION OF COUNSELING SKILLS - Change Management, Downsizing, Managing Diversity, Mentoring, Team Management, The learning Organization, Organization Development
- DEALING WITH PROBLEM SUBORDINATES- Identifying Problem Subordinates, Types of Problem Subordinates and dealing with them
- PERFORMANCE MANAGEMENT & ETHICS IN COUNSELLING - Setting Objectives, Support and resources, Career Counseling, Performance Counseling, Ethical Principles.

EVALUATION SCHEME

Component	Weightage
Presentations- Concept paper	40%
Case analysis /Paper Presentation	30%
Quizzes	30%

REFERENCES

1. MacLennan, N. (1996). Counselling for managers. Gower Publishing Company.
2. Nelson-Jones, R. (2008). Introduction to counselling skills: Text and activities. Sage.
3. Casemore, R. (2011). Person-centred Counselling in a Nutshell. Sage.



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Value Added Course

Academic Year- 2016-17

DECISION ANALYSIS AND MODELING

Faculty :

Dr. Ashwini Sharma

Course Duration: 30 hours

Offered to: BBA- Sem. II , IV and VI students

COURSE DESCRIPTION

Analytics is the use of data, information technology, statistical analysis, quantitative methods, and mathematical or computer-based models to help managers gain improved insight about their business operations and make better, fact-based decisions. It is a process of transforming data into actions through analysis and insights in the context of organizational decision making and problem solving. Analytics is used everywhere, from marketing to operations to customer service. In recent years, analytics has become highly important in the world of business, particularly as organizations have access to more and more data. Managers today no longer make decisions based on pure judgment and experience; they rely on factual data and the ability to manipulate and analyze data

to support their decisions. Data to support business decisions – including those specifically collected by firms as well as through the Internet and social media such as Facebook – are growing exponentially and becoming increasingly difficult to understand and use. As a result, many companies have recently established analytics department. Companies are increasingly seeking business graduates with the ability to understand and use analytics. The present course on Business Analytics will familiarize the students with the fascinating and rewarding world of Business Analytics and will help them in understanding the different types of Analytics. Students shall be able to take their spreadsheet skills to the next level and will be able to use descriptive, predictive and prescriptive analytics to solve real world business problems.

COURSE OUTCOME

Upon successful completion, the student should be able to:

- Understand the areas where business analytics is being used in real world;
- appreciate the role of business analytics in business decision making;
- use spreadsheets and other statistical software to perform analytics.

COURSE CONTENT

- Foundations of Business Analytics, Evolution, Types of Analytics
- Analytics on Spreadsheets
- Visualization and Exploring Data, Descriptive Statistical Measures
- Data Modeling, Sampling & Estimation, Statistical Inference
- Predictive Modeling, Regression Analysis
- Forecasting, Simulation and Risk Analysis
- Data Mining
- Linear Optimization, Integer Optimization
- Decision Analysis

EVALUATION SCHEME

Assessment Criteria	Percentage
Class Participation and Class Attendance	20%
Assignment Report and Presentation	50%
Quizzes and Class Test	30%

REFERENCES

- Evans, James R. (2016). Business Analytics: Methods, Models and Decisions. Noida: Pearson.
- Purba, Halady Rao (2013). Business Analytics – An application focus. New Delhi: PHI Learning.
- Lattin, James, Carroll, Douglas & Paul Green (2003). Analyzing Multivariate Data. New York: Thomson Learning.
- E. turban, R. Sharda, J. Aronson, and D. King (2008). Business Intelligence: A Managerial Approach. New Delhi: Pearson.
- Anderson, Sweeney and Williams (2005). Quantitative Methods for Business. New York: Thomson Learning.

The first title shall be used as the Text book. Links of supplementary readings and exercises shall be made available during the classes.



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Value Added Course

Academic Year- 2016-17

DIGITAL MEDIA FOR MARKETING

Faculty :

Dr. Punam Mishra

Course Duration: 30 hours

Offered to: Students of MBA- Sem. II; BBA/
B.Com (H)- Sem. IV

COURSE DESCRIPTION

The effect of the Internet and related technologies on business and social institutions is more profound than that of any prior invention, including the printing press and the internal combustion engine. Last several years have seen a dramatic increase in the amount of time and money consumers spend online. As a consequence, the Internet has become an important channel that firms can use to reach out and connect to consumers, which has led to the emergence of digital marketing. Digital marketing is an exciting area of marketing practice. In this course, we will cover the what, why, and how of major current approaches, including search engine optimization, search and display ads, email marketing, social media, and online listening/monitoring. This course will cover basic marketing and statistical concepts and provide an introduction to different online marketing tools like email marketing, SEO/SEM and social media marketing. The course will be very hands on in nature, where students will be expected to work with marketing datasets based on instructions in lectures and class discussions.

COURSE OUTCOME

By the end of the course, students should be able to:

- Know how to find and use these features of Google Analytics: traffic volume measurement, traffic source tracking, site content measurement, goals, and filters. Use the URL Builder for campaign tracking.
- Advise a company about how to improve their search ranking through search engine optimization (SEO) best practices.
- Recommend keywords for websites and search ads based on search behavior and competitive analysis.
- Create good web-based content. In other words, find a content creation tool that is within your technical capabilities and lets you create something visually appealing, and generate or curate content that will appeal to a specified target audience.
- Gain experience driving traffic to a website, critically evaluating what was effective and what was not, using Google Analytics for website traffic analysis.
- Know the fundamentals of running search ad campaigns and interpreting their results.
- Be fluent in the vocabulary of online display advertising: understand the role of intermediaries between advertisers and publishers, know the different forms of advertising payment (CPM, CPC, CPA), and be able to differentiate the various forms of targeting.
- Understand how the concepts in display advertising apply to online affiliates.
- Know the appropriate metrics to evaluate performance in an email marketing funnel and understand the capabilities of marketing automation tools.
- Write actionable objectives for digital marketing initiatives.
- Develop personal positions about ethical issues in digital marketing activities.
- Know the marketer's legal obligations with respect to social media endorsements, email marketing, and treatment of intellectual property.

COURSE CONTENT

- Marketing in the Digital Era
- E-marketing
- The Online Marketing Mix
- The Online Consumer
- Customer Relationship Management in a Web 2.0 World
- Business Drivers in the Virtual World
- Social Media
- Online Branding

- Traffic Building
- Web Business Models
- E-commerce
- Online Tools for Marketing
- Engagement Marketing through Content Management
- Online Campaign Management
- Consumer Segmentation, Targeting, and Positioning using Online Tools
- Market Influence Analytics in a Digital Ecosystem
- The Contemporary Digital Revolution
- Online Communities and Co-creation
- The World of Facebook
- The Future of Marketing—Gamification and Apps

EVALUATION SCHEME

Assessment Criteria	Percentage
Continuous Assessment	70%
Class Participation and Attendance	20%
Assignment Report and Presentation	20%
Quizzes and Subject Awareness	30%
Certificate Completion	30%
Grand Total:	100%

REFERENCES

TEXT BOOK:

• Ahuja V. (2015). "Digital marketing"; OUP; 1/ e

ADDITIONAL READING MATERIALS:

1. Ryan Damian (2014) "Understanding

Digital marketing" Kogan Page 3/e

2. Wertime K. , Fenwick I. (2008) "Digimarketing" Wiley 1/e



JK LAKSHMIPAT UNIVERSITY
Institute of Management

Value Added Course

Academic Year- 2016-17

MANAGEMENT CONSULTING

Faculty :

Dr. Upasana Singh

Course Duration: 30 hours

Offered to: BBA/ B.Com (H)- Sem. I and III students

COURSE DESCRIPTION

The consultancy business continues to grow rapidly as almost every organization seeks help in becoming more adaptable in managing change more effectively and in growing and developing from within. The course responds to the increasing need among management consultants for reliable and expert guidance. The course is aimed at satisfying the needs of external consultants and also internal consultants within an organization.

COURSE OUTCOME

After successful completion of the course, the student will:

- Gain knowledge and understanding of many aspects of the management consulting industry and its major practices
- Strengthen one's ability to define key factors relevant to marketing and conducting a successful consulting engagement.
- Improve one's ability to analyze and frame business issues facing a client so as to Interest them in purchasing a project and assure their later commitment to implementation.
- Gain exposure to a variety of intervention approaches essential for assuring change in solving a client's problem.
- Acquire practical skills in certain key areas of consulting.
- Gain practice in performing a field-consulting project.

COURSE CONTENT

- **The Changing Consulting Industry-** Objectives of the course, Schedule and expectations, Overview of the industry and how it's changing
- **The Consulting Profession:** Types, Skills and Values- Definitions consulting, History and scope of the profession, Form consultant teams for field project
- **Marketing and Selling Consulting Services-** Marketing methods, Elements of effective proposals, Pricing and fee setting, Negotiation and entry
- **Strategic Marketing Consulting-** Marketing consulting Issues, Types of Marketing Consulting Firms, Future of Marketing Consulting
- **Strategy and Organization Consulting-** History of strategic organizational planning, Alternative approaches to strategic planning, Alignment and fit issues
- **Strategy and Organization Consulting-** Development of Organizational Consulting: Design to Transformational Change
- **Discussion of Data Gathering Methods-** Getting started with your client, Different methods of data Gathering, Interviewing issues, Internal consulting
- **Analyzing and Framing Problem-** What, where and How?, Finalization of Field Project
- **Strategy and Operations Management Consulting-** Understanding OM consulting issues and requirements: definition & history, Providers of OM services and different contexts for OM consulting, Key elements and concepts of the OM consulting engagement
- **Managing Engagements-** Project management skills, Involving client in the process, Moving from analysis/diagnosis to implementation
- **Human Resources Consulting-** People issues in the consulting engagement
- **Consulting to CEOs and Boards-** Consulting Services to CEO and BOG, Diversity of Consulting Roles, Consulting to Board: unique Process Issues and Transformation Challenges
- **Consulting Public and Non-Profit Sector-** Unique Public Sector Consulting, Volunteerism in Not-for-Profit Sector, Key Services in Demand, Managing Multiple Stakeholders
- **Intervention and Change-** Key Dimensions in Consulting Interventions: Delivery and Content Focus, Alternative Intervention Strategies, Implications for Consultants, Clients and the Profession, Collusion between Consultant and Client, Managing Ethical and Practice Challenges
- **Individual paper and Team Field Project paper**

EVALUATION SCHEME

Component	Weightage
Presentations- Concept paper	40%
Case analysis / Paper Presentation	30%
Quizzes	30%

REFERENCES

1. Greiner, L.E. & Poulfelt, F. (2004). The Contemporary Consultant – Insights from Experts. Mason, USA: Thomson South-Western Publishing.
2. Greiner, L.E., Olson, T.H. & Poulfelt, F. (2004). The Contemporary Consultant – Casebook. Mason, USA: Thomson South-Western Publishing.
3. Weiss, A. (2009). Getting Started in Consulting, 3/e. New Delhi: Wiley India.



JK LAKSHMIPAT UNIVERSITY
Institute of Management

Value Added Course

Academic Year- 2016-17

RETAIL MANAGEMENT

Faculty :
Dr. Punam Mishra

Course Duration: 30 hours

Offered to: Students of B.Com (H)- Sem. I, III and V

COURSE DESCRIPTION

Retailers today must make complex decisions about selecting the appropriate target market and locations, determining what merchandise and service to offer, training and motivating retail employees, and deciding how to price products and present merchandise. The objective of this course is to enrich learners' understanding of retailing. To survive and prosper in the retail jungle, retailers must build a path based on well-developed strategic plans and use state-of-art information and distribution systems to implement them. Thus, learners are exposed to well-established retail strategic framework and relevant research encompassing various areas of retailing. An applied perspective is adopted whereby learners are encouraged to apply concepts and perspectives learned in the course.

COURSE OUTCOME

By the end of the course the student would be able to:

- Evaluate current retailing trends based on consumer, legal and competitive environments
- Develop a comprehensive understanding of the different strategic concepts, principles and practices related to retailing and retail management.
- Anticipate and manage retail problems via acquiring and applying relevant retail knowledge and skills to manage retail management issues.
- Formulate creative yet feasible solutions for customer care, store care, merchandise care and retail strategies.

COURSE CONTENT

- Retailing Definition and Concept, Functions of Retailing, Understanding Market Structure and Driving Forces for Growth of Retail
- Theorie of Retail Development, Types of Retail Outlets (Store Formats)
- Retail Planning, Development and Control
- Buying/ Shopping Behavior in retailing context; Factors influencing Retail Shopping Behavior -Socio-economic and Cultural background, The Stages of Family Life-Cycle, Location and Choice Convenience, Geo-demographic Segmentation of Retail Market.
- Managing Retail Business: Choosing a store location, Trading Area Analysis
- Site Selection, Store Design and Layout
- The store and its image, Display, Visual Merchandising and Store Atmosphere
- Developing a Retail Price Strategy
- Retail Communications and Promotional Strategies
- Retail organization and Human Resource Management
- Retail Organization and Operations Management, Financial Dimensions, Managing Retail Services and Quality
- Integrating and controlling the Retail Strategy
- In-store Technology, E-tailing, Importance of Information Technology in Retail, Merchandising Planning Software

EVALUATION SCHEME

Assessment Criteria	Percentage
Class Participation and Class Attendance	20%
Assignment Report and Presentation	40%
Quizzes and Class Test	40%

REFERENCES

TEXT BOOK:

- Berman, B., Evans, J.R., & Mathur, M. (2014). Retail Management: A Strategic Approach. New Delhi: Pearson Education.

ADDITIONAL READING MATERIAL:

1. Cox, R., & Paul, B. (2006). Retailing: An Introduction. New Delhi: Pearson Education.
2. Newman, A.J. and Cullen, P. (2008). Retailing: Environment & Operations. New Delhi: Cengage Learning.
3. Pradhan, S. (2012). Retailing Management: Text & Cases. New Delhi: McGraw-Hill Education.
4. Bajaj, C., Tuli, R., & Shrivastava, N.V. (2010). Retail Management. New Delhi: Oxford University Press.
5. Sinha, P. K. and Uniyal, D. P. (2013). Managing Retailing, 2e. New Delhi: Oxford University Press.
6. Mathur, U. C. (2011). Retail Management: Text and Cases. New Delhi: I K International Publishing House Pvt. Ltd.



JK LAKSHMIPAT UNIVERSITY
Institute of Management

Value Added Course

Academic Year- 2016-17

SUCCESSFUL EMPLOYMENT STRATEGIES

Faculty :

Dr. Richa Mishra

Course Duration: 30 hours

Offered to: Students of MBA- Sem. II; BBA/

B.Com (H)- Sem. IV

COURSE DESCRIPTION

In this course, students will complete assignments focused on their individual career targets, while developing successful lifetime job search skills and career management tools. Students will also learn job search techniques, such as completing employment applications, preparing letters of application and resumes, and participation in mock interviews.

COURSE OUTCOME

By the end of the course:

1. The students should be able to will to focus on their individual career targets, while developing successful lifetime job search skills and career management tools.
2. Students will be able to search jobs with the help of various techniques. employment applications, preparing letters of application and resumes, and participation in mock interviews

COURSE CONTENT

- The job Search Process: Daily Job Search Organizer, Career Management Files Tracker, Internet Research on Career Portfolios, Proactive Success Action Plan
- Know What Employers Expect: The world of work: Basic Expectations, Ethical expectation at the work place
- Know Yourself to Market Yourself: Functional/ transferable skills checklist, Major strengths identification worksheet, Dimensions of occupational needs checklist, Professional goals, Selecting traits, skills and abilities for emphasis
- Your Winning Network: Networking pays off, Identify your network, Strategies for Network, Career information survey
- Research Career and finding job leads: Get edge through research. Research career fields and companies, Find job leads
- Preparing Your Professional Resume: Creating Your Resume, Targeting Your Resume, Networking Resumes
- Application Letter / Cover Letter: Types: solicited and unsolicited, Résumé/application letter relationships, Organizational patterns, Criteria for content selection, Evidence and interpretation, Writing/readability guidelines on style, Format considerations
- Follow-up Correspondence: Types and functions, Content, Organization
- The Job Interview: Five stages, Types of interviews, Forms of interviews, Pre-Interview: what employers look for, What applicants need to find out, Eight deadly sins of job interviews, Negatives leading to rejection, Professional image guidelines, Ten most frequently asked interview questions, Elements of interview etiquette, Salary negotiations, Interview close, Post-Interview debriefing
- Mock Interviews
- Going Forward: Following Up and Negotiating Offers, Handling Rejection, Take Charge of Your Career
- Dealing with Disappointments: If you don't get through interview, Strategies for better outcome

EVALUATION SCHEME

Component	Weightage
Assignments	40%
Presentation	30%
Quizzes	30%

REFERENCES

- Harwood, Lauri (2013). Your Career, How to Make it Happen, 8/e. New York: Cengage Learning



Value Added Course

Academic Year 2016-17

CAD MODELLING

Faculty: Mechanical Engineering

Mechanical Engineering Department is conducting a student's in-house training program on CREO software for Mechanical Engineering students

Course Outcome

After the completion of this course students will be able to

- Understand the concept of engineering drawing.
- 3D modelling using CREO 2.0 software.
- Create assembly from the part.

Module:

Day 1

Introduction to CAD/CAM/CAE Software, Sketcher Module and Part Module Extrude, Revolve

Day 2

Work Practice, Datum Features Plane and Axis, Sweep, Pattern

Day 3

Work Practice, Dress up features (Hole, Shell, Draft) and Round, Chamfer, Blend Tool.

Day 4

Sweep Blend, Assignments, Work Practice, Relation, Family table, UDF

Day 5

Design Capture, Copy and Assembly Top down and bottom up, Assembly Assignment

Day 6

Work Practice, Flexible Modelling, Detailing

Evaluation Scheme:

Components	Weightage
Day 1	10
Day 2	10
Day 3	20
Day 4	20
Day 5	20
Day 6	20
Total	100

References:

1. Mastering CAD/CAM, Ibrahim Zeid, McGraw Hill Education; 2nd edition (7 August 2006).
2. CAD/CAM Paperback, M. Groover, Pearson, Kindle Edition, 2003.



Value Added Course

Academic Year 2016-17

TWO WHEELER ASSEMBLY AND DISASSEMBLY

Faculty: Mechanical Engineering

The workshop program focused on giving an outreach to the participants about the latest technological developments in the two-wheeler industry. One can practically explore innovation involved in this field right from the beginning stages to the present age. The uniqueness of the program was that one can learn about the automobile by demos and hands-on. Their realizations and experience with the present technology gives one the right platform to get inspired and innovate effective methodologies for a technology which would prevail through the sands of time.

Our program was carefully designed to do justice to each and every person gaining from it. Great amount of care has been taken to bring down the complexities involved in real automobile world to an easily understandable manner. One would have a great time participating in our exhaustive sessions with continuous hands-on practical experience

Course Outcome

- 1.Able to identify each and every part of the two-wheeler
- 2.Able to assemble and dis-assemble 2-wheeler
- 3.Able to identify various tools required to dis-assemble the 2-wheeler

Evaluation Scheme:

Components	Weightage
Hands on Practice	80
Viva	20
Total	100