



Value Added Course
Academic Year 2017-18

DESIGN OF ADVANCED STEEL STRUCTURES

Faculty: Deboshree Das

Course Duration: 30 Hours

Offered to: B. Tech, Semester -VII

Design of steel structures such as

- Beams,
- Water Tanks,
- Bridges,
- Column Bases,
- Roof Trusses.

Course Outcome

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

- Identify and compute the design loads on a typical steel.
- Apply relevant AISC provisions to ensure safety and serviceability of structural steel elements.
- Select the most suitable section shape and size for tension and compression members and beams according to specific design criteria.

Course Content:

Module 1: various sources of municipal solid waste and their classification

Module 2: Collection and segregation of solid wastes

Module 3: Composting, Incineration and Pyrolysis

Module 4: Benefit cost ratio of various processes

Evaluation Scheme:

Components	Weightage
Assignment	20
Quiz	20
Theory Exam III	30
Project I	20
Class Participation	10
Total	100

References:

1. Ram Chandra and V. Gehlot, Design of Steel Structures, Scientific Publishers, Jodhpur
2. L.S. Negi, Design of Steel Structures, Tata McGraw Hill Book Co.
3. B.C. Punmia, A.K. Jain and A.K. Jain, Design of Steel Structures, Laxmi Publishers
4. N. Subramanian, Design of Steel Structures, Oxford University Press
5. S.K. Duggal, Limit State Design of Steel Structures, Tata McGraw Hill Book Co.
6. IS 800:2007, Indian Standard General Construction in Steel- Code of Practice (Third Revision), Bureau of Indian Standards, New Delhi.



Value Added Course
Academic Year 2017-18

FLOOD MODELING WITH OPEN ACCESS SOFTWARE HEC - RAS

Faculty: Dr. Kedar Sharma

Course Duration: 30 Hours

Offered to: B. Tech, Semester - VII

This course gives basic knowledge about flood modeling in open channels with open source software HEC-RAS. This software can be used both for steady and unsteady flow.

Course Outcome

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

- Compute the gradually varied flow profile in the networks of open channels
- Water surface profile in the open channels
- Losses around hydraulic structures in the open channels
- Flow inundation due to unsteady flow

Course Content:

Module 1: Introduction to Open Channel Flow

• Module 2: Governing Equations

• Module 3: Gradually Varied flow

• Module 4: Flood Modelling

• Module 5: Introduction to HEC - RAS

• Module 6: Steady and Unsteady Flow Case studies

Evaluation Scheme:

Components	Weightage
Assignment	20
Quiz	20
Theory Exam	40
Project 1	10
Project 2	10
Total	100

References:

1. <https://www.hec.usace.army.mil/software/hec-ras/documentation/HEC-RAS%205.0%20Reference%20Manual.pdf>
2. Chaudhry M. Hanif. Open Channel Flow
3. Chow Ven Te. Open Channel Hydraulics



Value Added Course
Academic Year 2017-18

GROUND IMPROVEMENT TECHNIQUES AND FOUNDATION DESIGN

Faculty: Dr. Shrinivashan V

Course Duration: 32 Hours

Offered to: B. Tech, Semester - VI

The objective of the course is to introduce students to the concepts of ground improvement techniques, soil stabilization, in-situ soil treatment methods, selection of appropriate foundation type and their design.

Course Outcome

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

- Apply appropriate ground improvement technique necessary to improve the strength of soil.
- Adopt appropriate method to stabilize soil.
- Design appropriate foundation type depending on the type of soil.

Course Content:

Module 1: Introduction to ground improvement studies.

Module 2: Mechanical stabilization, Hydraulic modification, Modification by admixtures and grouting.

Module 3: In-situ soil treatment methods.

Module 4: Selection of appropriate foundation types.

Module 5: Design of shallow and deep foundations.

Evaluation Scheme:

Components	Weightage
Assignment	15
Quiz	15
Theory Exam II	20
Theory Exam III	30
Project I	20
Total	100

References:

1. Koerner, R.M. (1994). Construction and Geotechnical Methods in Foundation Engineering. McGraw-Hill.
2. Purushothama, R. P (1995). Ground Improvement Techniques. Tata McGraw-Hill Publishing Company.
3. Das, B.M. (2003). Principles of Foundation Engineering. Thomson Books.



VALUE ADDED COURSE

Academic Year-2017-18

Offered by

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

Name of the Course

ANDROID APPLICATION DEVELOPMENT

Course Faculty (s)

DR S. TARUNA/DR. GIREESH KUMAR

Course Code

NA

Course Duration

30 Hrs.

Offered to

B.Tech. Computer Science Engineering Students

Course Description

This Android app development course is designed to attain proficiency in making android apps for android devices. Students will learn the basics of the android platform.

Course Outcome

- To be able to write simple GUI applications
- To use built-in widgets and components
- To work with the database to store data locally and on cloud

Course Contents

Module 01: Introduction to Android Programming - Course Introduction

- Android Overview and History
- Why Android is different (and important)
- Android SDK Features
- How it all got started
- Native Android Applications

Module 02: Android Overview and History

- Android Development Environment
- Android Software Stack
- Android Libraries
- Elements of Android SDK
- Android Application Architecture
- Lab Exercise: Initial Configuration of the Android SDK

Module 03: Android Stack

- Overview of the stack
- Native libraries
- App framework
- Lab Exercise: Configure Initial Application, Run in Emulator
- Linux kernel
- Dalvik
- Apps

Module 04: SDK Overview

- Platforms
- Versions
- Lab Exercise: Download and Create in Android Virtual Device Manager
- Tools

Module 05: Hello World App

- Creating your first project
- Layout resource
- Lab Exercise: Create, Compile and Run 'Hello, Android' App
- The manifest file
- Running your app on Emulator

Module 05a: Hello World App Demo

Module 06: Main Building Blocks

- Activities
- Intents
- Content Providers
- Lab Exercise: Review Activities, Intents, and Content Providers
- Activity lifecycle
- Services
- Broadcast Receivers

Module 06a: Main Building Blocks Demo

Module 07: Basic Android User Interface

- XML versus Java UI
- Views and layouts
- Handling user events
- Lab Exercise: Create Application with on Click, on Key Down, on Focus Changed Event Handlers
- Dips and SPS
- Common UI components

Module 08: Android System Overview

- File System
- Notifications
- Lab Exercise: Create Application with Toast Notifications
- Preferences
- Security model

Course Contents

Module 09: Multimedia in Android

- Multimedia Supported audio formats
- Supported video formats
- Lab Exercise: Create Android Audio/Video Application
- Simple media playback
- Simple video playback

Module 10: SQL Database

- Introducing SQLite
- Opening and closing a database
- Lab Exercise: Create Application to Create, Modify and Query an SQLite Database
- SQLiteOpenHelper and creating a database
- Working with cursors Inserts, updates, and deletes

Module 11: Data Storage, Retrieval and Sharing

- Android Techniques for Saving Data
- Creating and Saving Preferences
- Saving Activity State
- Saving and Loading Files
- Saving Simple Application Data
- Retrieving Shared Preferences
- Creating a Preferences Page

Evaluation Scheme

Evaluation Scheme		
Sr. No	Specifications	Marks
01	Assignments	20
02	Quiz	20
03	Project-1	30
04	Project-2	30
	Total (100)	100

References

1. Android Application Development, Pradeep Kothari, Kogent Learning Solutions Inc. 2014.
2. GUI Design for Android Apps, Ryan Cohen, Apress, 2014.
3. Android App Development for Dummies, 3ed, Wiley, Michael Burton, 2015
4. Head First Android Development 2e: A Brain-Friendly Guide, Dawn Griffiths and David Griffiths, O'Reilly, 2017.



VALUE ADDED COURSE

Academic Year-2017-18

Offered by

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

Name of the Course

BASIC COURSE IN SAP

Course Faculty (s)

SAP REPRESENTATIVES

Dr. Sonal Jain, Dr. Kavita Choudhary, Dr. Alok Kumar

Course Code

NA

Course Duration

45 Hrs.

Offered to

B.Tech. Sem I All 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. Identify SAP applications and components
2. Outline the usage and functionality of SAP HANA
3. Outline the usage and functionality of Cloud for Customer
4. Describe the various aspects of SAP User Experience
5. Personalize the user interface
6. Use transaction codes and navigation options
7. Locate Help on the SAP Easy Access screen
8. Identify the elements of SAP system-wide concepts
9. Create a purchase order for materials
10. Create a goods receipt
11. Verify a vendor invoice
12. Define the SRM processes
13. Integrate Ariba functionality with procurement in SAP ERP
14. Process an MRP run
15. Create and release a production order
16. Confirm a production order and goods receipt

Course Contents

Module 1: Identifying SAP Applications and Components, Outlining New SAP Functionality

Module 2: SAP System Navigation3Lesson: Accessing the SAP System, Personalizing the User Interface

Module 3: System-Wide Concepts, Identifying SAP Organizational and Master Data Elements

Module 4: Logistics, Performing the Procure to Pay Business Process, Using Supplier Relationship Management (SRM) for Procurement and Sourcing Processes, Integrating Ariba Functionality with Procurement in SAP Enterprise Resource Planning (ERP), Processing a Material Requirements Planning (MRP) Run, Processing Production Orders, Using Supply Chain Management (SCM) to Manage Supply and Demand

Module 5: Creating Sales Orders, creating a Delivery and Posting a Goods Issue, Creating Sales Order Billing Documents, Using Customer Relationship Management (CRM), Using Product Lifecycle Management (PLM)

Evaluation Scheme

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

References

SAP e-Modules provided by SAP Academy



VALUE ADDED COURSE

Academic Year-2017-18

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. Lamble, T. (2016). CCNA Routing and Switching Complete Study Guide: Exam 100-105, Exam 200-105, Exam 200-125. John Wiley & Sons.
2. Lamble, T. (2013). CCNA routing and switching study guide: exams 100-101, 200-101, and 200-120. John Wiley & Sons.
3. Lamble, 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. Lamble, T. (2011). CCNA Cisco Certified Network Associate Deluxe Study Guide. John Wiley & Sons.



VALUE ADDED COURSE

Academic Year-2017-18

Offered by

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

Name of the Course

SCALING AND CONNECTING NETWORKS

Course Faculty (s)

DEVENDRA BHAVSAR

Course Code

NA

Course Duration

45 Hrs.

Offered to

B.Tech. Computer Science Engineering Students

Course Description

Scaling and Connecting Networks covers the architecture, components, and operations of routers and switches in larger and more complex networks. This course also discusses the WAN technologies and network services required by converged applications in a complex network. The course enables students to understand the selection criteria of network devices and WAN technologies to meet network requirements. Students learn how to configure routers and switches for advanced functionality. 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. Configure and troubleshoot routers and switches.
2. Resolve common issues with OSPF, EIGRP, and STP in both IPv4 and IPv6 networks.
3. Implement a WLAN in a small-to-medium network.
4. Resolve common issues with data link protocols.
5. Resolve common issues with OSPF, EIGRP, and STP in both IPv4 and IPv6 networks.
6. Implement virtual private network (VPN) operations in a complex networks.

Course Contents

Module 1: LAN Design: Campus Wired LAN Designs, Selecting Network Devices, Scaling VLANs, VTP, Extended VLANs, and DTP, Troubleshoot Multi-VLAN Issues, Layer 3 Switching, STP: Spanning Tree Concepts, Varieties of Spanning Tree Protocols, Spanning Tree Configuration, Link Aggregation Concepts, Link Aggregation Configuration, First Hop Redundancy Protocols.

Module 2: Dynamic Routing Protocol, Distance Vector Dynamic Routing, Link-State Dynamic Routing, EIGRP Characteristics, Implement EIGRP for IPv4, EIGRP Operation Implement EIGRP for IPv6, Troubleshoot EIGRP Single-Area OSPF: OSPF Characteristics, Single-Area OSPFv2 Single-Area OSPFv3.

Module 3: Multiarea OSPF operation, Configuring Multiarea OSPF operation, Advanced Single-Area OSPF Configurations, Troubleshooting Single-Area OSPF Implementations, WAN Concepts, WAN Technologies Overview, Selecting a WAN Technology.

Module 4: Serial Point-to-Point Overview, PPP Operation, Configure PPP, Troubleshooting PPP, Remote Access Connections, PPPoE, VPNs, GRE, BGP, Access Control Lists, Standard ACL Operation and Configuration Review, Extended IPv4 ACLs, IPv6 ACLs, Troubleshoot ACLs

Module 5: Network Security and Monitoring, LAN Security, SNMP, Cisco Switch Port Analyzer (SPAN), Quality of Service, QoS Overview, QoS Mechanisms, Network Evolution, Internet of Things, Cloud and Virtualization, Network Programming and Troubleshooting, Troubleshooting Methodology, Troubleshooting Scenarios.

Evaluation Scheme

Prerequisites		Introduction to Networks, Switching and Routing
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 2017-18

DIGITAL SYSTEM DESIGN USING FPGA

Faculty: Dr. Devika Kataria
Mr. Divanshu Jain

Course Duration: 36 Hours

Offered: 2016-20 B.Tech, ECE

The course helps students design Digital logic circuits using VHDL programming and implement the design on FPGA boards.

Course Outcome

After the completion of the course, the student would be able to

1. Describe Hardware description languages (HDL).
2. Design Digital Circuits.
3. Write behavioral, structural and dataflow models of digital circuits.
4. Synthesize RTL models to standard cell libraries and FPGAs.
5. Implement FSM using HDL.

Course Content

Module 1

Hardware design of advanced digital circuits using VHDL programming: Behavioral, Data flow, Structural Models, Library, Packages, Functions, Procedures, Processes.

Module 2

Understand the Verilog HDL language basics, Use Verilog HDL building blocks (design units) including modules, ports, processes, and assignments, Model code styles including behavioral code style and structural code style

Module 3

Design of logic machines. Finite state machines, gate array designs. Design of energy efficient architectures

Evaluation Scheme:

Components	Weightage
Assignment	10
Quiz	20
Theory Exam-III	30
Project I	20
Project III	20
Total	100

1. Ronald J. Tocci, Widmer and Moss, "Digital Systems-Principles and Applications", Pearson Education, 10th Edition.
2. Jayaram Bhasker, "A VHDL Primer", Prentice Hall, 3rd edition.



Value Added Course Academic Year 2017-18

INTERNET OF THINGS

Faculty: Dr. Devika Kataria,
Mr. Sagar Minchnal
Mr. Divanshu Jain

Course Duration: 36 Hrs

Offered to: 2015-19 B.Tech. ECE,
2015-19 B.Tech. EE

This is value addition course where students will learn to program Tiva Series TI launch pad and communicate using various protocols and send data to server. These advanced ARM Cortex based microcontrollers are useful for industrial application projects.

Course Outcome

On successful completion of this course, students should be able

1. Work with Texas Instruments Tiva Series microcontrollers and APIs
2. Capability to interface sensor with microcontroller and sent data to cloud server
3. Implementation of mini-project: Weather forecasting system using MQTT protocol.

Course Content

Module 1

Programming Interface: programming using Application Program Interface (API) for Texas Instrument Microcontrollers using Code Composer platform.

Module 2

Communication Protocols: Transmission of sensor data between two Texas Instrument Launch Pads using protocols like TCP/UDP.

Module 3

Training on IoT specific protocol Message Queuing Telemetry Transport (MQTT) for uploading sensor data on Mosquitto server.

Evaluation Scheme:

Components	Weightage
Quizzes	10
End Term Theory Exam	40
Project - 1	50
Total	100

References:

1. User's guide - "TivaWare™ Peripheral Driver Library" Texas instruments, available at: https://www.ti.com/lit/ug/spmu298e/spmu298e.pdf?ts=1611129836166&ref_url=https%253A%252F%252Fwww.google.co.in%252F
2. User's guide - "Tiva™C Series TM4C123G LaunchPad Evaluation Board" Texas instruments, available at: <https://www.ti.com/lit/ug/spmu296/spmu296.pdf>



JK LAKSHMIPAT UNIVERSITY
Institute of Management

Value Added Course

Academic Year- 2017-18

PERFORMANCE AND TALENT MANAGEMENT

Faculty :

Dr. Upasana Singh

Course Duration: 30 hours

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

COURSE DESCRIPTION

Organizations that capture, harness, and develop their human capital will flourish and succeed over the long term. Organizations' success is determined by the performance of its people. Successful organizations are those that have an all-encompassing approach to talent and performance management who are able to link tools, systems, people and processes together to motivate employees to work at their peak, keep them aligned with the culture and corporate objectives, and build future leaders throughout the enterprise. This course will help students broaden their knowledge in the wide-sweeping area of talent and performance management which plays the vital role in getting the right people in the right jobs doing the right things. The focus of this course is to help students understand a comprehensive approach to managing talent and performance. The course discusses the tools, strategies, and best practices to effectively manage most important resource i.e. people.

COURSE OUTCOME

On completion of course students will able to-

- Analyze strategically how to manage the talent and performance the organization.
- Assess proven strategies, tools, and processes to manage talent and performance.
- Associate the performance and talent management with organizational performance and strategic growth.
- Develop insights on how to identify, integrate, and retain talent in an organization to deliver high performance.

COURSE CONTENT

- Conceptual Framework of Performance Management: Performance management process; Objectives of performance management system
- Historical development in India; Performance management and performance appraisal;
- Linkage of performance management system with other HR practices
- Components of Performance Management System: Performance planning; Ongoing support and coaching
- Methods of performance appraisal; Identifying potential for development; Linking pay with performance.
- Implementation and Issues in Performance Management, Designing Performance, Evaluation Forms and Rating Scales
- Strategies and challenges; Characteristics of effective performance metrics; Role of HR professionals in performance management;
- Performance management as an aid to learning and employee empowerment
- Performance management audit; Ethical and legal issues in performance management; Use of technology and e-PMS
- Discussion: Performance management practices in Indian organizations
- Talent Management: Concept and approaches; Framework of talent management; Talent identification, integration, and retention.
- Talent Management Practices and Process: Building the talent pipeline;
- Managing employee engagement; Key factors and different aspects of talent management; Using talent management processes to drive culture of excellence
- Talent management in India; Future directions in talent management practice and research.

EVALUATION SCHEME

Component	Weightage
Class Participation and Class Attendance	20%
Assignment Report and Presentation	50%
Quizzes and Class Test	30%

REFERENCES

1. Bhattacharyya, D.K. (2011) Performance Management Systems and Strategies. New Delhi: Pearson Education.
2. Robert B. (2012) Performance Management, 2nd Eds. McGraw Hill Education India.
3. ASTD, (2012) Talent Management: Strategies for Success from Six Leading Companies, Cengage Learning India.



JK LAKSHMIPAT UNIVERSITY
Institute of Management

Value Added Course

Academic Year- 2017-18

RETAIL MANAGEMENT

Faculty :

Dr. Punam Mishra

Course Duration: 30 hours

Offered to: Students of BBA- 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- 2017-18

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 2017-18

PROGRAMMING FOR CNC MILLING

Faculty: Mechanical Engineering

Department have planned to conduct a student's training program "Programming for CNC Milling Machine" in our CNC Lab from 14th to 18th Sep 2017. During the training program students will learn how to write a CNC program and also get hands-on experience.

Course Outcome

After the completion of this course students will be able to

- Understand the concept of CNC machining.
- Understand the concept of G Codes and M Codes
- Write a CAM programing for CNC Milling.

Course Content:

- 1.Introduction to CNC milling machine
- 2.Introduction to G Codes and M Codes
- 3.Tool selection from tool library
- 4.Plane Milling
- 5.Facing operation
- 6.Contour Profile for rough cutting
- 7.Contour profile for finishing

Evaluation Scheme:

Components	Weightage
Practice session-Day 1	20
Practice session-Day 2	20
Practice session-Day 3	20
Practice session-Day 4	20
Practice session-Day 5	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.