

SESSION PLAN: VLSI TECHNOLOGY

KEC-053

Teacher's Name: Prabhakar Sharma

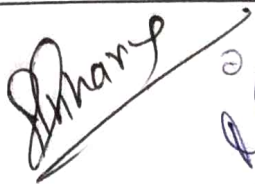
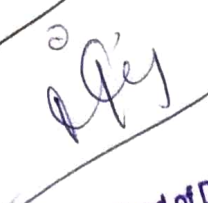
Text Book:

1	S. M. Sze, "VLSI Technology", 2nd Edition, McGraw –Hill Publication.
2	S.K. Gandhi, "VLSI Fabrication Principles", 2nd Edition., Willy-India Pvt. Ltd

Reference Books:

3	J. D. Plummer, M. D. Deal and Peter B. Griffin, "Silicon VLSI Technology: Fundamentals, practice and modelling", Pearson Education.
4	Stephen A. Campbell, "Fabrication Engineering at the micro and nano scale", Oxford University press.

Lect.No	UNIT	Date of Lecture Planned	Topics to be Covered in the Lecture	Text Book/ Ref. Book Page No.
1	UNIT-1	2022-09-01	SSI, MSI, LSI, VLSI Integrated Circuits.	T1- (1-5)
2		2022-09-02	VLSI Integrated Circuits	T1- (6-8)
3		2022-09-05	Crystal Growth and Wafer Preparation:	T1- (9-18)
4		2022-09-06	Crystal Growth and Wafer Preparation:	T1- (19-28)
5		2022-09-07	Electronic Grade Silicon, Czochralski Crystal Growth,	T1- (29-31)
6		2022-09-08	Silicon Shaping, Processing Considerations.	T1- (38-40)
7		2022-09-09	Wafer Cleaning Technology - Basic Concepts,	T1- (53-54)
8		2022-09-10	Wet cleaning, Dry cleaning	T1- (54-54)
9		2022-09-12	DOUBT SESSION	T1- (55-56)
10	UNIT-2	2022-09-13	Epitaxy: Vapor-Phase Epitaxy	T1- (38-40)
11		2022-09-14	Molecular Beam Epitaxy	T1- (38-40)
12		2022-09-15	Silicon on Insulators	T1- (176-179)
13		2022-09-16	Epitaxial Evaluation	T1- (41-45)
14		2022-09-19	Oxidation: Growth Kinetics	T1- (46-47)
15		2022-09-20	Thin Oxides	T1- (141-143)
16		2022-09-21	Oxidation Techniques and Systems	T1- (145-146)
17		2022-09-22	Oxides Properties	T1- (146-148)
18		2022-09-23	DOUBT SESSION	
19	UNIT-3	2022-09-24	Lithography: Optical Lithography,	T1- (146-149)
20		2022-09-26	Electron beam lithography	T1- (149-154)
21		2022-09-27	Electron beam lithography	T1- (149-154)
22		2022-09-28	Photo masks	T1- (155-157)
23		2022-09-29	Wet Chemical Etching	T1- (158-159)
24		2022-09-30	Dielectric and Polysilicon Film Deposition: Deposition Processes	T1- (163-167)
25		2022-10-01	Deposition Processes of Polysilicon	T1- (168-170)
26		2022-10-03	Silicon Dioxide	T1- (173-174)
27		2022-10-06	Silicon Nitride.	T1- (173-174)
28		2022-10-07	DOUBT SESSION	

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29	UNIT-4	2022-10-10	Diffusion: Models of diffusion in solids,	T1- (183-185)
30		2022-10-11	Fick's 1-Dimensional diffusion equation	T1- (185-187)
31		2022-10-12	Diffusion of Impurities in Silicon and Silicon Dioxide	T1- (191-193)
32		2022-10-13	Diffusion Equations	T1- (194-195)
33		2022-10-14	Diffusion Profiles	T1- (196-200)
34		2022-10-28	Diffusion Furnace	T1- (196-200)
35		2022-11-01	Solid, Liquid and Gaseous Sources	T1- (200-204)
36		2022-11-02	Ion-Implantation: Ion-Implantation Technique	T1- (211-212)
37		2022-11-03	Range Theory	T1- (213-219)
38		2022-11-04	Implantation Equipment	T1- (220-234)
39		2022-11-07	DOUBT SESSION	
40	UNIT-5	2022-11-09	Metallization: Metallization Application	T1- (236-237)
41		2022-11-10	Metallization Choices	T1- (236-237)
42		2022-11-11	Vapor Deposition	T1- (350-352)
43		2022-11-12	Vapor Deposition	T1- (350-352)
44		2022-11-14	Vacuum Deposition, Sputtering Apparatus.	T1- (352-364)
45		2022-11-15	Packaging of VLSI devices: Package Types	T1- (368-378)
46		2022-11-16	Packaging Design Consideration	T1- (368-378)
47		2022-11-17	VLSI Assembly Technologies	T1- (378-390)
48		2022-11-18	Package Fabrication Technologies	T1- (387-393)
49		2022-11-21	CMOS fabrication steps.	T2- (463-473)
50		2022-11-22	CMOS fabrication steps.	T2- (463-473)
51		2022-11-23	DOUBT SESSION	

Signature

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SESSION PLAN DIGITAL SIGNAL PROCESSING

Teacher's Name: Mr. Navneet Chaudhary				KEC-503
Text Book/Reference Books:				
1	Johnny R. Johnson, .Digital Signal Processing., PHI Learning Pvt Ltd., 2009			
2	S Salivahanan, Digital Signal Processing, TMH, 2008			
Lect.No	UNIT	Date of Lecture Planned	Topics to be Covered in the Lecture	Text Book/ Ref. Book
1	1	9/1/2022	Realization of Digital Systems: Introduction	2
2	1	9/2/2022	Realization of Digital Systems: Introduction	2
3	1	9/5/2022	direct form realization of IIR systems	2
4	1	9/6/2022	direct form realization of IIR systems	2
5	1	9/7/2022	cascade realization of an IIR systems	2
6	1	9/8/2022	cascade realization of an IIR systems	2
7	1	9/9/2022	parallel form realization of an IIR systems	2
8	1	9/12/2022	parallel form realization of an IIR systems	2
9	1	9/13/2022	Ladder structures: continued fraction expansion of H (z)	2
10	1	9/14/2022	example of continued fraction	2
11	1	9/15/2022	realization of a ladder structure	2
12	1	9/16/2022	example of a ladder realization	2
13	1	9/19/2022	FIR Filter Realization: Direct	2
14	1	9/20/2022	FIR Filter Realization: Cascade	2
15	1	9/21/2022	FIR Linear Phase Realization	2
16	2	9/22/2022	Design of Infinite Impulse Response Digital Filters	2
17	2	9/23/2022	Introduction to Filters, Impulse Invariant Transformation	2
18	2	9/26/2022	Bi-Linear Transformation	2
19	2	9/27/2022	All- Pole Analog Filters	2
20	2	9/28/2022	Butterworth and Chebyshev	2
21	2	9/29/2022	Design of Digital Butterworth	2
22	2	9/30/2022	ChebyshevFilters	2
23	2	10/3/2022	ChebyshevFilters	2
24	2	10/6/2022	Frequency Transformations	2
25	2	10/7/2022	Numerical	2
26	2	10/10/2022	Numerical	2
27	3	10/11/2022	Finite Impulse Response Filter Design:	2
28	3	10/12/2022	Windowing and the Rectangular Window	2
29	3	10/13/2022	Other Commonly Used Windows,	2
30	3	10/14/2022	Other Commonly Used Windows,	2
31	3	10/28/2022	Examples of Filter Designs Using Windows	2
32	3	10/31/2022	Examples of Filter Designs Using Windows	2
33	3	11/1/2022	Inverse DTFT	2
34	3	11/2/2022	The Kaiser Window	2
35	3	11/3/2022	The Kaiser Window	2
36	3	11/4/2022	The Kaiser Window	2
37	3	11/7/2022	Numerical	2
38	3	11/9/2022	Numerical	2
39	4	11/10/2022	DFT & FFT: Definitions	2
40	4	11/11/2022	Properties of the DFT	2
41	4	11/14/2022	Circular Convolution	2

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42	4	11/15/2022	Linear Convolution using Circular Convolution	2
43	4	11/16/2022	Linear Convolution using Circular Convolution	2
44	4	11/17/2022	Decimation in Time (DIT) Algorithm	2
45	4	11/18/2022	Decimation in Time (DIT) Algorithm	2
46	4	11/21/2022	Decimation in Frequency (DIF) Algorithm	2
47	4	11/22/2022	Numerical	2
48	4	11/23/2022	Numerical	2
49	5	11/24/2022	Multirate Digital Signal Processing	2
50	5	11/25/2022	Multirate Digital Signal Processing	2
51	5	11/28/2022	Introduction	2
52	5	11/29/2022	Decimation	2
53	5	11/30/2022	Interpolation	2
54	5	12/1/2022	Sampling rate conversion	2
55	5	12/2/2022	Single and Multistage,	2
56	5	12/12/2022	SubbandCoding of Speech signals,	2
57		12/13/2022	Revision	

Atul
Agarwal

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Session Plan- Data Communication Network

Teacher's Name: Mr. Prabhakar Sharma Year and Section: 3rd Sec: NA Subject Code: KEC-063

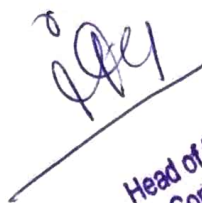
Text Book:

1. Forouzan, Data Communication & Networking, McGrawhill Education

Reference Books:

1. Andrew S. Tanenbaum, "Computer Networks" Pearson.
2. Lathi, B. P. & Ding, Z., (2010), Modern Digital and Analog Communication Systems, Oxford University Press.
3. Stallings, W., (2010), Data and Computer Communications, Pearson.

S. NO.	Unit	Date of Lecture Planned	Topics to be Covered in Lecture	Text Book Page No.
1	1	2023-02-07	Introduction to Networks and Data Communication, Goals and Applications of Networks	4-8
2	1	2023-02-08	Network structure and architecture	8-17
3	1	2023-02-09	The Internet, Protocols and Standards, Layered Tasks, The OSI reference model	17-22, 32-35, 44
4	1	2023-02-10	Layers in OSI Model	44-46
5	1	2023-02-13	TCP / IP Model,	35-41
6	1	2023-02-14	Addressing	42-43
7	1	2023-02-15	Introduction to Line Coding	95-100
8	1	2023-02-16	Different Line Coding Techniques	100-109
9	2	2023-02-17	Physical Layer, Transmission Media- Guided: Types, Twisted Pair	185-190
10	2	2023-02-20	Transmission Media -Guided : Coaxial and Fiber Optic	190-197
11	2	2023-02-21	Transmission Media -Unguided	197-202
12	2	2023-02-22	Data Link Layer: Introduction to Error detection and Correction	237-242, 257-259
13	2	2023-02-23	Error detection and Correction: Linear Block Codes	259-264
14	2	2023-02-27	Error detection and Correction: Cyclic Codes	264-277
15	2	2023-02-28	Error detection and Correction: Checksum	277-282
16	2	2023-03-01	Framing, Flow and Error control Protocols	293-299
17	2	2023-03-02	Protocols for Noiseless & Noisy Channel	299-304
18	2	2023-03-03	Noisy Protocols	299-304
19	2	2023-03-13	HDLC and PPP	304-319
20	2	2023-03-14	Networking Devices	494-502
21	2	2023-03-15	Error detection and Correction: Cyclic Codes	4-8
22	3	2023-03-16	Doubt session	



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Teacher's Name: Mr. Prabhakar Sharma **Year and Section:** 3rd Sec: NA **Subject Code:** KEC-063

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1. Forouzan, Data Communication & Networking, McGrawhill Education

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2. Lathi, B. P. & Ding, Z., (2010), Modern Digital and Analog Communication Systems, Oxford University Press.
3. Stallings, W., (2010), Data and Computer Communications, Pearson.

23	3	2023-03-17	DLL-LLC and MAC	510-512
24	3	2023-03-20	Multiple Access: Random Access Protocols: ALOHA	325-331
25	3	2023-03-21	Multiple Access: Random Access Protocols: ALOHA	325-331
26	3	2023-03-22	Multiple Access: Random Access Protocols: CSMA, CSMA/CD, CSMA/CA	331-341
31	3	2023-03-23	Multiple Access: Random Access Protocols: CSMA, CSMA/CD, CSMA/CA	331-341
32	3	2023-03-27	Controlled Access & Channelization	341-352
33	3	2023-03-28	Wired LANs: Ethernet IEEE Standards	362-376
34	3	2023-03-29	Fast Ethernet, Gigabit Ethernet	376-383
35	3	2023-03-31	Wireless LAN IEEE 802.11	436-451
36	3	2023-04-03	Bluetooth IEEE 802.16	451-458
37	3	2023-04-05	Doubt session	
38	4	2023-04-06	Introduction to Network Layer: Delivery, Forwarding, and Routing	512-516
39	4	2023-04-07	Point to Point Routing : Unicast Routing	596-630
40	4	2023-04-17	Multicast Routing	640-660
41	4	2023-04-18	Congestion Control Algorithm	392-404
42	4	2023-04-19	Internet Protocol (IP PACKET & IPV4)	528-546, 562-574
43	4	2023-04-20	IPV6	665-684
44	4	2023-04-21	Transport Layer Protocol:UDP	736-743
45	4	2023-04-24	Transport Layer Protocol:TCP	743-791
46	4	2023-04-25	Transport Layer Protocol:TCP Continues	743-791
47	4	2023-04-26	ATM	421-428
48	5	2023-04-27	session Layer-Design issues	33-35
49	5	2023-04-28	Doubt session	
50	5	2023-05-01	Application Layer: Remote Logging(Virtual Terminal)	904-907




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Teacher's Name: Mr. Prabhakar Sharma **Year and Section:** 3rd Sec: NA **Subject Code:** KEC-063

Text Book:

1. Forouzan, Data Communication & Networking, McGrawhill Education

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1. Andrew S. Tanenbaum, "Computer Networks" Pearson.
2. Lathi, B. P. & Ding, Z., (2010), Modern Digital and Analog Communication Systems, Oxford University Press.
3. Stallings, W., (2010), Data and Computer Communications, Pearson.

51	5	2023-05-02	Application Layer: Electronic Mail	891-904
52	5	2023-05-03	Application Layer: File Transfer	887-891
53	5	2023-05-04	Introduction to Cryptography	1081-1100
54	5	2023-05-08	Cryptography continues	1081-1100
55	5	2023-05-09	Introduction to Network Security	1078-1081
56	5	2023-05-10	Network Security: Digital Signature, Entity Authentication, Key Management	1100-1108
57	5	2023-05-11	Network Security: Key Management	1108-1114
58	5	2023-05-12	Doubt session	
59		2023-05-15	Previous year QP Solution and doubt session	
60		2023-05-16	Previous year QP Solution and doubt session	
61		2023-05-17	Previous year QP Solution and doubt session	
62		2023-05-18	Previous year QP Solution and doubt session	

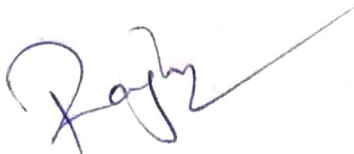
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SESSION PLAN Control Systems				
Teacher's Name		Dr. Rajiv Ranjan		KEC-602
Text Book:				
1	1. B.C. Kuo & Farid Golnaraghi, "Automatic Control Systems", John Wiley India Publication			
Reference Books:				
2	1. William A. Wolovich, "Automatic Control Systems", Oxford University Press.			
3	3. I. J. Nagrath & M. Gopal, "Control System Engineering", New Age International Publishers.			
Lect.No	UNIT	Date of Lecture Planned	Topics to be Covered in the Lecture	Text Book/ Ref. Book (L) Page No. X
1	1	2/7/2023	Basic Components of a control system, Feedback and its effect	2-5
2	1	2/8/2023	Block diagrams Reduction	90-93
3	1	2/9/2023	signal flow graphs	15-18
4	1	2/10/2023	Modeling of Physical systems: electrical networks	83-88
5	1	2/13/2023	mechanical systems elements	83-88
6	1	2/14/2023	free body diagram, analogous Systems	89-100
7	1	2/15/2023	sensors and encoders in control systems	89-100
8	1	2/16/2023	modeling of armature controlled	134-135
9	1	2/17/2023	field controlled DC servomotor	134-150
10	2	2/20/2023	Introduction, vector matrix representation of state equation	151-160
11	2	2/21/2023	state transition matrix	160-168
12	2	2/22/2023	state-transition equation	171-180
13	2	2/23/2023	relationship between state equations and highorder differential equations	361-362
14	2	2/27/2023	relationship between state equations and transfer functions	361-362
15	2	2/28/2023	Decomposition of transfer functions	363-364
16	2	3/1/2023	Controllability and observability	385-386
17	2	3/2/2023	Eigen Value and Eigen Vector, Diagonalization.	365-384
18	3	3/3/2023	Time response of continuous data systems	385-387
19	3	3/13/2023	typical test signals for the time response of control systems	387-398
20	3	3/14/2023	unit step response and timedomain specifications	387-398
21	3	3/15/2023	time response of a first order system	327-328
22	3	3/16/2023	transient response of a prototype second order system	328-329
23	3	3/17/2023	Steady-State error, Static and dynamic error coefficients	329-330
24	3	3/20/2023	error analysis for different types of systems	333-342
25	4	3/21/2023	Stability of Linear Control Systems	333-342
26	4	3/22/2023	Bounded-input bounded-output stability continuous data systems	470-498
27	4	3/23/2023	zero-input and asymptotic stability of continuous data systems	470-498
28	4	3/27/2023	Routh Hurwitz criterion	470-498


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29	4	3/28/2023	Properties of the Root Loci	470-498
30	4	3/29/2023	Design aspects of the Root Loci	539-547
31	4	3/31/2023	Frequency Domain Analysis	539-547
32	5	4/3/2023	Resonant peak and Resonant frequency	551-554
33	5	4/5/2023	Bandwidth of the prototype Second order system	554-556
34	5	4/6/2023	effects of adding a zero to the forward path	557-567
35	5	4/7/2023	effects of adding a pole to the forward path	557-567
36	5	4/17/2023	polar plot	605-612
37	5	4/18/2023	Nyquist stability criterion	613-645
38	5	4/19/2023	stability analysis	613-645
39	5	4/20/2023	tability analysis with the Bode plot	613-645
40	5	4/21/2023	relative stability	226-230
41	5	4/24/2023	gain margin and phase margin	230-232
42	5	4/25/2023	gain margin and phase margin	233-235
43		4/26/2023	Revision	
44		4/27/2023	Revision	
45		4/28/2023	Revision	
46		5/1/2023	Revision	
47		5/2/2023	Revision	
48		5/3/2023	Revision	
49		5/4/2023	Revision	


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BUSINESS COMMUNICATION

Teacher's Name: **SANA VAKEEL**

KMBN107


Text Book:

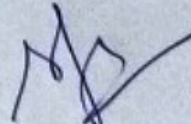
1	FUNDAMENTALS OF BUSINESS COMMUNICATION by P.D. Chaturvedi, Pearson
2	BUSINESS COMMUNICATION : Concepts & Skills by T.N Chhabra

Reference Books:


3	BUSINESS COMMUNICATION : Connecting in a Digital World by Raymond V. Lesikar, Marie. E. Flatley, Kathryn Rentz , Paula Lentz & Neerja Pande.
4	Crisis Communication: Theory and Practice by Alan Jay Zarembo

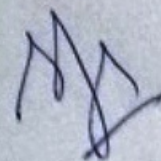
Lect.No	UNIT	Date of Lecture Planned	Topics to be Covered in the Lecture	Text Book/ Ref. Book
1	UNIT-1	2022-09-01	Introduction: Role of communication – defining and classifying communication	T1- (1-2)
2		2022-09-02	Purpose of communication	T1- (3-4)
3		2022-09-05	Process of communication	T1- (9-18)
4		2022-09-06	Characteristics of successful communication	T1- (19-28)
5		2022-09-07	Importance of communication in management	T1- (29-31)
6		2022-09-08	Communication structure in organization	T1- (38-40)
7		2022-09-09	Communication in crisis	T1- (53-54)
8		2022-09-10	Barriers to communication.	T1- (54-54)
9		2022-09-12	Revision	T1- (55-56)
10	UNIT-2	2022-09-13	Oral communication: What is oral Communication – principles of successful oral communication	T1- (38-40)
11		2022-09-14	what is conversation control	T1- (38-40)
12		2022-09-15	reflection and empathy: two sides of effective oral communication	T1- (176-179)
13		2022-09-16	effective listening – non – verbal communication. Written communication:	T1- (41-45)
14		2022-09-19	Purpose of writing – clarity in writing – principles of effective writing –	T1- (46-47)
15		2022-09-20	The 3X3 writing process for business communication	T1- (141-143)
16		2022-09-21	The 3X3 writing process for business communication:	T1- (145-146)
17		2022-09-22	Revision	T1- (146-148)
18		2022-09-23	Class Test	
19		2022-09-24	Business letters and reports: Introduction to business letters	T1- (146-149)
20	2022-09-26	writing routine and persuasive letters	T1- (149-154)	
21	2022-09-27	positive and negative messages	T1- (149-154)	
22	2022-09-28	writing memos	T1- (155-157)	


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23	UNIT-3	2022-09-29	what is a report purpose, kinds and objectives of report writing	T1- (158-159)	
24		2022-09-30	Presentation skills: What is a presentation – elements of presentation – designing a presentation.	T1- (163-167)	
25		2022-10-01	Advanced visual support for business presentation types of visual aid	T1- (168-170)	
26		2022-10-03	Revision	T1- (173-174)	
27		2022-10-06	Quiz	T1- (173-174)	
28		2022-10-07	Class Test		
29		UNIT-4	2022-10-10	Employment communication: Introduction	T1- (183-185)
30	2022-10-11		writing CVs	T1- (185-187)	
31	2022-10-12		Group discussions	T1- (191-193)	
32	2022-10-13		interview skills	T1- (194-195)	
33	2022-10-14		Impact of Technological Advancement on Business Communication networks – Intranet – Internet –	T1- (196-200)	
34	2022-10-28		E mails & SMS	T1- (196-200)	
35	2022-11-01		Teleconferencing & Video conferencing.	T1- (200-204)	
36	2022-11-02		E mails & SMS	T1- (211-212)	
37	2022-11-03		Teleconferencing & Video conferencing.	T1- (213-219)	
38	2022-11-04		Revision	T1- (220-234)	
39	2022-11-07		Previous Year Question Paper		
40	UNIT-5		2022-11-09	Group communication: Meetings – Planning meetings	T1- (236-237)
41			2022-11-10	Objectives – Participants – Timing – Venue of meetings	T1- (236-237)
42			2022-11-11	Leading meetings & Sample of Agenda & MoM	T1- (350-352)
43		2022-11-12	Media management – the Press release Press conference	T1- (350-352)	
44		2022-11-14	Media Interviews	T1- (352-364)	
45		2022-11-15	Workshops, Seminars & Conferences	T1- (368-378)	
46		2022-11-16	Business Etiquettes & Revision	T1- (368-378)	
47		2022-11-17	Revision	T1- (378-390)	
48		2022-11-18	Revision	T1- (387-393)	
49		2022-11-21	Previous Year Question Paper	T2- (463-473)	
50		2022-11-22	Previous Year Question Paper	T2- (463-473)	
51	2022-11-23	Previous Year Question Paper			


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Consumer Behaviour & Marketing Communication

Teacher's Name **RASHMI KAUSHIK**

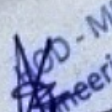
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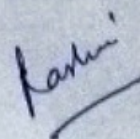
Text Book:

1	Consumer Behavior, Schiffman, L. G. and Kanuk, L. L., Pearson.
2	Integrated Advertising, Promotion and Marketing Communications: Clow, Kenneth E. & Black Donald E., Pearson

Reference Books:

3	Advertising and promotion- An integrated Marketing Communication Perspective, George E Belch & Michael A Belch, McGraw Hill Education			
4	Advertising, Brand and Consumer Behaviour, 2020, S. Ramesh Kumar, SAGE Publishing India			
Lect.No	UNIT	Date of Lecture Planned	Topics to be Covered in the Lecture	Text Book/ Ref. Book Page No.
1	UNIT-1	2022-09-01	Consumer Behavior & the Marketing Mix and Consumer Goals	T1- (5-10)
2		2022-09-02	Consumer Decision Making Process	T1- (13-18)
3		2022-09-05	Consumer Decision Making Process-II	T1- (13-18)
4		2022-09-06	Interrupts in buying process & their effects and Customer involvement	T1- (29-31)
5		2022-09-07	Consumer Journey through the World of Technology	T1- (29-31)
6		2022-09-08	Consumer Perception	T1- (38-40)
7		2022-09-09	Consumer Learning & Knowledge	T1- (53-54)
8		2022-09-10	Consumer Attitude Formation & Change	T1- (54-54)
9		2022-09-12	Reference Groups	T1- (55-56)
10	UNIT-2	2022-09-13	Family Gender & Age Influences	T1- (38-40)
11		2022-09-14	Culture Mobility	T1- (38-40)
12		2022-09-15	Social Mobility	T1- (176-179)
13		2022-09-16	Case Discussion	T1- (41-45)
14		2022-09-19	Class Test-I	NA
15		2022-09-20	The Role of Marketing Communication	T1- (141-143)
16		2022-09-21	Target Audience, Communication Objectives	T1- (145-146)
17		2022-09-22	Design the Communication	T1- (146-148)
18		2022-09-23	Select the Communication Channels	T1- (146-148)
19		2022-09-24	Total Marketing Communication Budget	T1- (146-149)
20	2022-09-26	Communication Mix & Managing the IMC Process	T1- (149-154)	
21	2022-09-27	Meaning, Nature, Scope and Classification of advertising	T1- (149-154)	


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22	UNIT-3	2022-09-28	Process of Advertising, Fundamentals of Advertising Campaigns,	T1- (155-157)
23		2022-09-29	The Creative Brief, and Advertising Appeal	T1- (158-159)
24		2022-09-30	Advertising Agencies – their role and functions	T1- (163-167)
25		2022-10-01	Global vs local advertising	T1- (168-170)
26		2022-10-03	Message Strategies, Executional Framework of messages,	T1- (173-174)
27		2022-10-06	Sources and Spokespersons	T1- (173-174)
28		2022-10-07	Source Characteristics, Advertising Effectiveness & its measurement	NA
29		UNIT-4	2022-10-10	Steps involved in media planning
30	2022-10-11		Media Types and their characteristics	T1- (185-187)
31	2022-10-12		Setting Media objectives	T1- (191-193)
32	2022-10-13		Media Selection & Media Strategy	T1- (194-195)
33	2022-10-14		Case Discussion	T1- (196-200)
34	2022-10-28		Class Test-II	T1- (196-200)
35	2022-11-01		Placing Ads and Promotions online,	T1- (200-204)
36	2022-11-02		Placing Ads and Promotions online,	NA
37	2022-11-03		Setting Media objectives -II	T1- (213-219)
38	2022-11-04		Revision	T1- (220-234)
39	2022-11-07		Revision	NA
40	UNIT-5		2022-11-09	Media Selection & Media Strategy
41		2022-11-10	Case Discussion	T1- (236-237)
42		2022-11-11	Class Test-II	T1- (350-352)
43		2022-11-12	Interactive Marketing: advantage and disadvantage	T1- (350-352)
44		2022-11-14	Interactive Marketing: advantage and disadvantage	T1- (352-364)
45		2022-11-15	Buzz and Viral Marketing	T1- (352-364)
46		2022-11-16	Buzz and Viral Marketing	T1- (352-364)
47		2022-11-17	Mobile Marketing	T1- (352-364)
48		2022-11-18	Mobile Marketing	T1- (352-364)
49		2022-11-21	Revision	NA
50		2022-11-22	Revision	NA
51		2022-11-23	Previous Year's Question Paper	NA

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Rashmi

Business Environment & Legal Aspects of Business

Teacher's Name: SANA VAKEEL

KMBN201


Text Book:

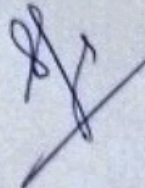
1	Business Environment, Francis Cherunilam, Himalaya Publishing House
2	Mercantile Law, 8th Edition by M.C. Kuchhal

Reference Books:

3	N. D. Kapoor's Elements Of Mercantile Law, Sultan Chand & Sons
4	Business Environment, 4e by Shaikh Saleem, Pearson

Lect.No	UNIT	Date of Lecture Planned	Topics to be Covered in the Lecture	Text Book/ Ref. Book Page No.
1	UNIT-1	2023-01-02	Introduction to Business Environment-Meaning, Characteristics	T1- (1-5)
2		2023-01-03	Types of Business Organization,SWOT ANALYSIS	T1- (6-8)
3		2023-01-04	Introduction to Micro-Environment – Internal Environment	T1- (9-18)
4		2023-01-05	Introduction to Micro-Environment – Internal Environment	T1- (19-28)
5		2023-01-06	Types of Environment- External to the Enterprise	T1- (29-31)
6		2023-01-07	Introduction to Macro Components – Demographic, Natural, Political, Social,)	T1- (38-40)
7		2023-01-09	Introduction to Macro Components – Demographic, Natural, Political, Social,)	T1- (53-54)
8		2023-01-10	Revision	T1- (54-54)
9		2023-01-11	Class Test	na
10	UNIT-2	2023-01-12	Macro Components-Cultural Economic, Technological, International and Legal	T1- (38-40)
11		2023-01-13	Macro Components-Continued	T1- (38-40)
12		2023-01-14	Michael Porter's 5 Forces Analysis,Competitive Strategies	T1- (176-179)
13		2023-01-16	Case Discussion- Transformation of Indian Two Wheeler Market	T1- (41-45)
14		2023-01-17	Economic environment- economic system and economic policies.	T1- (46-47)
15		2023-01-18	Impact of Socio-Cultural Environment on Business	T1- (141-143)
16		2023-01-19	Business Env. With reference to Global Integration	T1- (145-146)
17		2023-01-20	Comparative Analysis of Indian Business Env. With other countries	T1- (146-148)
18		2023-01-23	Business Policy -LPG Model	T1- (146-148)
19	2023-01-24	International forces in Business	T1- (146-149)	
20		2023-01-25	Law of Contract: Definition, essentials and types of contracts,	T2- (49-54)
21		2023-01-26	Offer and Acceptance – definition and essentials	T2- (49-54)
22		2023-01-27	Consideration – definition and essentials,	T2- (49-54)


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23	UNIT-3	2023-01-28	Exception to the rule, No consideration, No contract	T2- (58-59)
24		2023-01-28	Doctrine of privity of contract, capacity of parties,	T2- (58-59)
25		2023-01-30	Free consent, quasi contract, legality of object,	T2- (58-59)
26		2023-01-31	performance of contract, termination of contract, remedies for breach of contract	T2- (73-74)
27		2023-02-01	Sale of Goods Act- Essentials, Sale Vs Agreement to Sell	T2- (73-74)
28		2023-02-02	Conditions Vs Warranties, Rights of Unpaid seller	T2- (73-74)
29	UNIT-4	2023-02-03	Companies Act: definition, characteristics	T2 (183-185)
30		2023-02-04	Companies Act: definition, characteristics	T2 (183-185)
31		2023-02-06	Kinds of companies, steps in formation of company.	T2- (191-193)
32		2023-02-06	Memorandum of association, articles of association, prospectus	T2- (194-195)
33		2023-02-07	Directors: appointment, power, duties and liabilities	T2- (196-200)
34		2023-02-08	meeting and resolutions: types of meetings.	T2- (196-200)
35		2023-02-09	Auditor: appointment, rights and liabilities	T2- (196-200)
36		2023-02-10	Modes of winding up of a company.	T2- (196-200)
37		2023-02-11	Consumer Protection Act: Objectives, definition	T2- (196-205)
38		2023-02-13	Consumer protection councils	T2- (220-234)
39		2023-02-14	Redressal Agencies and Penalties for Violation	T2- (220-234)
40		UNIT-5	2023-02-15	Introduction to the Information Technology Act
41	2023-02-16		Digital Signature, Electronic Governance, Attribution	T2- (236-237)
42	2023-02-17		Acknowledgment and Dispatch of Electronic Records	T2- (350-352)
43	2023-02-18		Sense Electronic Records and Sense Digital Signatures	T2- (350-352)
44	2023-02-20		Sense Electronic Records and Sense Digital Signatures	T2- (352-364)
45	2023-02-21		Sense Electronic Records and Sense Digital Signatures	T2- (368-378)
46	2023-02-18		Class Test	na
47	2023-02-19		Regulation of Certifying Authorities, Digital Signature Certificates	T2- (378-390)
48	2023-02-20		Regulation of Certifying Authorities, Digital Signature Certificates	T2- (387-393)
49	2023-02-21		Duties of Subscribers, Penalties and Offences.	T2- (463-473)
50	2023-02-22		Revision	na
51	2023-02-23	Previous Year Question Paper	na	

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EMERGING TECHNOLOGIES IN GLOBAL BUSINESS ENVIRONMENT

Teacher' Name: SANA VAKEEL

KMBN401

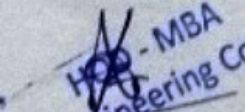
Text Book:

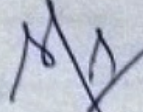
1	Kapoor, Mansi – Global Business Environment: Shifting Paradigms in the Fourth Industrial Revolution, SAGE Publishing India
2	Narendra Jadhav, New Age technology an Industrial Revolution 4.0(Konark Publisher)

Reference Books:

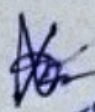
3	Pranjal Sharma, India Automated (McMillan)
4	Arun Sundararajan, The Sharing Economy: The End of Employment and the Rise of Crowd-Based Capitalism (MIT Press)

Lect.No	UNIT	Date of Lecture Planned	Topics to be Covered in the Lecture	Text Book/ Ref. Book Page No.
1	UNIT-1	2022-09-01	Meaning and Nature of Industry 4.0 and Latest Trends	T1- (1-5)
2		2022-09-02	Realignment in Political, Economic, Socio-Cultural, Technological Factors that are driving change in IBM	T1- (6-8)
3		2022-09-05	The changing nature of Globalization	T1- (9-18)
4		2022-09-06	The changing nature of regulatory environment and natural environment	T1- (19-28)
5		2022-09-07	New age ethics and Overview of Digital Transformation	T1- (29-31)
6		2022-09-08	Artificial Intelligence- Machine Learning and Deep Learning	T1- (38-40)
7		2022-09-09	Singularity – Time Lines and Implication	T1- (53-54)
8		2022-09-10	Augmented Reality, Virtual Reality and Mixed Reality and Applications	T1- (54-54)
9		2022-09-12	Block chain – Concepts and Industrial Applications	T1- (55-56)
10	UNIT-2	2022-09-13	Challenges in adopting Block chain	T1- (38-40)
11		2022-09-14	Additive Manufacturing: Advantages and Disadvantages	T1- (38-40)
12		2022-09-15	New applications of additive manufacturing	T1- (176-179)
13		2022-09-16	Impact of additive manufacturing on supply chain management	T1- (41-45)
14		2022-09-19	Mass customization and the customer experience.	T1- (46-47)
15		2022-09-20	Introduction of Neuroscience in Business	T1- (141-143)
16		2022-09-21	Internet of Things (IoT)	T1- (145-146)
17		2022-09-22	Circular Economy- Concept of Circular Economy, Linear Vs. Circular Economy	T1- (146-148)
18		2022-09-23	Role of Circular Economy in Sustainable Business and Innovation	
19		2022-09-24	Behavioral Economics- Core Concepts of Behavioral Economics	T1- (146-149)


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20	UNIT-3	2022-09-26	Nudging and Choice Architecture & Ethical Concerns of Behavioral Economics.	T1- (149-154)
21		2022-09-27	Nature of Economic Nationalism	T1- (149-154)
22		2022-09-28	Contemporary Cases in Economic Nationalism	T1- (155-157)
23		2022-09-29	Future of Economic Integration	T1- (158-159)
24		2022-09-30	Sharing Economy – New Business Models	T1- (163-167)
25		2022-10-01	Characteristics of Sharing Economy , Difference Between Platforms and Traditional Business Models	T1- (168-170)
26		2022-10-03	Different Types of Platforms and implications on future of work	T1- (173-174)
27		2022-10-06	Identity Politics – Issues & Challenges	T1- (173-174)
28		2022-10-07	The Rise of Authoritarianism and what that means for geo politics	
29		UNIT-4	2022-10-10	Reviving Democratic Ideals
30	2022-10-11		The Rise of China and its impact on global trade	T1- (185-187)
31	2022-10-12		Diversity of different generations in the workplace	T1- (191-193)
32	2022-10-13		Issue of inter-generational equity	T1- (194-195)
33	2022-10-14		Migration-Political, Economic and Human Rights Perspective	T1- (196-200)
34	2022-10-28		The Migrant Crisis in the EU	T1- (196-200)
35	2022-11-01		Political Dimensions of Climate Change & Plight and Issue of Climate Refugees	T1- (200-204)
36	2022-11-02		Sustainable Development Goals	T1- (211-212)
37	2022-11-03		Historical Context of Inequality and Social Unrest, Global Inequality, Social and Economic Reforms	T1- (213-219)
38	2022-11-04		Complexity of Privacy Issues, Basics of GDPR (General Data Protection Regulation)	T1- (220-234)
39	2022-11-07		Importance of Personal Data	
40	UNIT-5	2022-11-09	Migration-Political, Economic and Human Rights Perspective	T1- (236-237)
41		2022-11-10	The Migrant Crisis in the EU	T1- (236-237)
42		2022-11-11	Political Dimensions of Climate Change & Plight and Issue of Climate Refugees	T1- (350-352)
43		2022-11-12	Sustainable Development Goals	T1- (350-352)
44		2022-11-14	Historical Context of Inequality and Social Unrest, Global Inequality, Social and Economic Reforms	T1- (352-364)
45		2022-11-15	Complexity of Privacy Issues, Basics of GDPR (General Data Protection Regulation)	T1- (368-378)
46		2022-11-16	Importance of Personal Data	T1- (368-378)
47		2022-11-17	Existential Threats – Five Types of Risks associated with AI and Need for New Age Ethics	T1- (378-390)
48		2022-11-18	Revision	T1- (387-393)
49		2022-11-21	Revision	T2- (463-473)
50		2022-11-22	Previous Year Question Paper	T2- (463-473)
51		2022-11-23	Previous Year Question Paper	

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