



**KPR INSTITUTE OF  
ENGINEERING AND  
TECHNOLOGY**

Learn Beyond

CENTRE FOR  
**LIBERAL ARTS**

COMPETENCY UNLEASHED

## CURRICULUM AND SYLLABUS **LIBERAL ARTS COURSES**

Common for all B.E. and  
B.Tech Programmes

CURRICULUM AND SYLLABUS  
**LIBERAL ARTS COURSES**

<b>COURSE CODE</b>	<b>NAME OF THE COURSE</b>	<b>CREDIT</b>
U19LA001	Executive Communication And Leadership Development	1 Credit
U19LA002	Emotional Intelligence And Stress Management	1 Credit
U19LA003	Goal Setting, Team Building And Positive Thinking	1 Credit
U19LA004	Startup And Entrepreneurship	1 Credit
U19LA005	Digital Marketing	1 Credit
U19LA006	Media And Journalism	1 Credit

<b>U19LA001</b>	<b>EXECUTIVE COMMUNICATION AND LEADERSHIP DEVELOPMENT</b>	<b>CATEGORY: HSM</b>
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### COURSE OBJECTIVES

The course objectives are to:

- Understand the types of communication and leadership
- Apply the communication in different business and social situations.
- Study the leadership styles and strategies to influence others.

<b>UNIT 1</b>	<b>EXECUTIVE COMMUNICATION</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>• Communication Process</li> <li>• Barriers of Communication</li> <li>• Verbal and Non Verbal Communication</li> <li>• Formal and Informal Communication</li> <li>• Business Presentation</li> <li>• Components of Effective Communication (7Cs)</li> <li>• Negotiation Strategies</li> </ul>	
<b>UNIT 2</b>	<b>LEADERSHIP DEVELOPMENT</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>• Personality Development</li> <li>• Leadership Basics</li> <li>• Traits</li> <li>• Models</li> <li>• Styles</li> <li>• Influencing Others</li> <li>• Decision Making</li> </ul>	
<b>UNIT 3</b>	<b>COMMUNICATION PRACTICE / PRACTICAL</b>	<b>8</b>
	<ul style="list-style-type: none"> <li>• Report Presentation (Financials / Marketing Projects)</li> <li>• Situational Communication</li> <li>• Case Study</li> <li>• Role Play</li> </ul>	

### Contact Periods:

Lecture: 12 Periods | Tutorial: – Periods | Practical: 8 Periods | **Total: 20 Periods**

### Text Books

1. P.Stephen Robbins, Organizational Behaviour, New Delhi: Prentice Hall India, 2016.
2. Fred Luthans, Organizational Behaviour, New Delhi: Tata McGraw Hill, 2014.

**Reference Books**

- Uma Sekaran, Organizational Behaviour, New Delhi: Tata McGraw Hill, 2016.

**COURSE OUTCOMES:**

Upon completion of the course, the student will be able to:

COs	Statements	K-Level	POs	PSOs
CO1	Understand the need for communication and leadership in career development	Understand	4, 9, 10	1, 2
CO2	Apply the different types of communication in different contexts	Apply	4, 9, 10	1, 2
CO3	Analyse the different traits and types of leadership	Analyse	9, 10	1, 2

**COURSE ARTICULATION MATRIX:**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	
CO1	-	-	-	2	-	-	-	-	3	3	2	-	3	3	
CO2	-	-	-	2	-	-	-	-	3	3	2	-	3	3	
CO3	-	-	-	1	-	-	-	-	3	2	3	-	3	3	
CO	-	-	-	2	-	-	-	-	3	2	3	-	3	3	
Correlation levels:	1: Weak (Low)					2: Moderate (Medium)					3: Strong (High)				

<b>U19LA002</b>	<b>EMOTIONAL INTELLIGENCE AND STRESS MANAGEMENT</b>	<b>CATEGORY: HSM</b>
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**COURSE OBJECTIVES**

The course objectives are to:

- Understand the basic aspects of Emotional Intelligence
- Apply the EI framework in real time situations.
- Study the cause and effects of Stress Management.

<b>UNIT 1</b>	<b>EMOTIONAL INTELLIGENCE</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>• Emotional Intelligence</li> <li>• IQ, EQ and EI</li> <li>• Power and Physiology of Emotions</li> <li>• Elements defined in Behavioral terms</li> <li>• Emotional Competencies</li> <li>• Application of EI in our daily life</li> </ul>	
<b>UNIT 2</b>	<b>STRESS MANAGEMENT</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>• Stress</li> <li>• Causes</li> <li>• Effects</li> <li>• Relieving Techniques</li> <li>• Stress Management Strategies</li> </ul>	
<b>UNIT 3</b>	<b>PRACTICE / PRACTICAL</b>	<b>8</b>
	<ul style="list-style-type: none"> <li>• Tests and Assessments on Emotional Intelligence and Stress Management (Ex. EI Behavioural Test)</li> <li>• Case Study</li> <li>• Role Play</li> </ul>	

**Contact Periods:**

Lecture: 12 Periods | Tutorial: – Periods | Practical: 8 Periods | **Total: 20 Periods**

**Text Books**

1. Daniel Goleman, Emotional Intelligence, Bloombury, London, 2016.
2. Wolfgang Linden, Stress Management - From Basic Science to Better Practice, Sage, 2021.

**Reference Books**

3. Fred Luthans, Organizational Behaviour, New Delhi: Tata McGraw Hill, 2014.

**COURSE OUTCOMES:**

Upon completion of the course, the student will be able to:

<b>COs</b>	<b>Statements</b>	<b>K-Level</b>	<b>POs</b>	<b>PSOs</b>
CO1	Understand the importance of emotional intelligence in decision making,	Understand	5, 9, 10, 11	1, 2
CO2	Analyse cause and effect of stress management in the situation of critical business situations	Apply	5, 9, 10, 11	1, 2
CO3	Demonstrate the strategies in managing stress through emotional intelligence	Apply	5, 9, 10, 11	1, 2

**COURSE ARTICULATION MATRIX:**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	
CO1	-	-	-	-	1	-	-	-	3	3	1	-	3	2	
CO2	-	-	-	-	1	-	-	-	3	3	1	-	2	3	
CO3	-	-	-	-	1	-	-	-	3	2	3	-	3	1	
CO	-	-	-	-	1	-	-	-	3	2	2	-	3	2	
Correlation levels:	1: Weak (Low)					2: Moderate (Medium)					3: Strong (High)				

<b>U19LA003</b>	<b>GOAL SETTING, TEAM BUILDING AND POSITIVE THINKING</b>	<b>CATEGORY: HSM</b>
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**COURSE OBJECTIVES**

The course objectives are to:

- Understand the basic aspects goal setting with SMART model.
- Apply the process of team building with team dynamics.
- Analyse the Power of Positive Thinking to achieve greater results in professional career.

<b>UNIT 1</b>	<b>GOAL SETTING</b>	<b>4</b>
	<ul style="list-style-type: none"> <li>• What is Goal</li> <li>• Types of Goals</li> <li>• Goal Setting Process and SMART goals</li> <li>• Achieving Goals and Strategies</li> </ul>	
<b>UNIT 2</b>	<b>TEAM BUILDING</b>	<b>4</b>
	<ul style="list-style-type: none"> <li>• Team Building and Process</li> <li>• Group Dynamics</li> <li>• Advantages and disadvantages of Team Building</li> <li>• Team Building Exercises</li> </ul>	
<b>UNIT 3</b>	<b>POSITIVE THINKING</b>	<b>4</b>
	<ul style="list-style-type: none"> <li>• Positive Psychology vs. Positive Thinking</li> <li>• Power of Positive Thinking</li> <li>• Positive Thinking Exercises</li> </ul>	
<b>UNIT 4</b>	<b>PRACTICE / PRACTICAL</b>	<b>8</b>

	<ul style="list-style-type: none"> <li>• Exercises</li> <li>• Brainstorming</li> <li>• Case Study</li> <li>• Role Play</li> </ul>	
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**Contact Periods:**

Lecture: 12 Periods | Tutorial: – Periods | Practical: 8 Periods | **Total: 20 Periods**

**Text Books**

1. Michael Dobson, Michael Singer Dobson - Goal Setting: How to Create an Action Plan and Achieve Your Goals, Amacom, 2018.
2. Fred Luthans, Organizational Behaviour, New Delhi: Tata McGraw Hill, 2014.

**Reference Books**

3. Hellriegel and Slocum, Organizational Behaviour, New Delhi: Thomson South Western, 2015.

**COURSE OUTCOMES:**

Upon completion of the course, the student will be able to:

COs	Statements	K-Level	POs	PSOs
CO1	Understand the need for goal setting for career success	Understand	9, 10, 11	1, 2
CO2	Apply the strategies of team building in different contexts of professional practices	Apply	9, 10, 11	1, 2
CO3	Analyse advantages of positive thinking in career advancement	Analyse	9, 10, 11	1, 2

**COURSE ARTICULATION MATRIX**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	
CO1	-	-	-	-	-	-	-	-	3	3	1	-	3	3	
CO2	-	-	-	-	-	-	-	-	3	3	1	-	2	3	
CO3	-	-	-	-	-	-	-	-	3	2	3	-	3	2	
CO	-	-	-	-	-	-	-	-	3	2	2	-	3	3	
Correlation levels:	1: Weak (Low)					2: Moderate (Medium)					3: Strong (High)				

<b>U19LA004</b>	<b>STARTUP AND ENTREPRENEURSHIP</b>	<b>CATEGORY: HSM</b>
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**COURSE OBJECTIVES**

The course objectives are to:

- Study the key aspects startup venture development process
- Learn the different stages comprehensively to establish a successful startup and enterprise.
- Understand the implications of startup venture development process.

<b>UNIT 1</b>	<b>STARTUP VENTURE DEVELOPMENT PROCESS</b>	<b>5</b>
	<b>Ready Stage</b> <ul style="list-style-type: none"> <li>• Ideation (Idea Thinking), Design Thinking and Prototyping</li> <li>• Market Intelligence, Market Research, Competitive Analysis</li> <li>• Customer Discovery</li> <li>• Solution Design</li> <li>• IPR and Patenting</li> </ul>	
<b>UNIT 2</b>	<b>SET STAGE</b>	<b>4</b>
	<ul style="list-style-type: none"> <li>• Business Plan</li> <li>• Investor Pitch</li> <li>• Raising Capital</li> </ul>	
<b>UNIT 3</b>	<b>GO STAGE</b>	<b>3</b>
	<ul style="list-style-type: none"> <li>• Business Model</li> <li>• Financial Statements and Analysis</li> </ul>	
<b>UNIT 4</b>	<b>PRACTICE / PRACTICAL</b>	<b>8</b>
	<ul style="list-style-type: none"> <li>• B-Plan Exercises</li> <li>• Brainstorming / NPD</li> <li>• Case Study</li> <li>• Role Play</li> </ul>	

**Contact Periods:**

Lecture: 12 Periods | Tutorial: – Periods | Practical: 8 Periods | **Total: 20 Periods**

**Text Books**

1. Hisrich, Entrepreneurship, New Delhi: Tata McGraw Hill, 2014.
2. P. C Jain, Handbook for New Entrepreneurs, EDII, New Delhi: Oxford University Press, 2009.

**Reference Books**

3. Subroto Bagchi., The High Performance Entrepreneur, New Delhi: Penguin Books, 2016.



**COURSE OUTCOMES:**

Upon completion of the course, the student will be able to:

COs	Statements	K-Level	POs	PSOs
CO1	Understand the different steps involved in startup venture development process	Understand	9, 10, 11	1, 2
CO2	Ideate, plan and convert into innovative business models	Create	9, 10, 11	1, 2
CO3	Prepare business and marketing plans to establish successful venture.	Analyse	9, 10, 11	1, 2

**COURSE ARTICULATION MATRIX:**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	
CO1	-	-	-	-	-	-	-	-	3	3	1	-	3	2	
CO2	-	-	-	-	-	-	-	-	3	3	1	-	3	3	
CO3	-	-	-	-	-	-	-	-	3	2	3	-	2	3	
CO	-	-	-	-	-	-	-	-	3	2	2	-	3	3	
Correlation levels:	1: Weak (Low)					2: Moderate (Medium)					3: Strong (High)				

<b>U19LA005</b>	<b>DIGITAL MARKETING</b>	<b>CATEGORY: HSM</b>
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**COURSE OBJECTIVES**

The course objectives are to:

- Study the components of social media and digital marketing in promoting product or services
- Learn the different elements of web-based marketing.
- Understand and apply the strategies and analytics in digital marketing.

UNIT 1	SOCIAL MEDIA AND DIGITAL MARKETING	5
	<ul style="list-style-type: none"> <li>• Digital Marketing Foundation</li> <li>• Competitor and Website Analysis</li> <li>• SEO – Search Engine Optimization</li> <li>• SEM – Search Engine Marketing</li> <li>• Social Media Marketing/Optimization</li> </ul>	

<b>UNIT 2</b>	<b>WEB-BASED MARKETING</b>	<b>8</b>
	<ul style="list-style-type: none"> <li>• Email Marketing.</li> <li>• Website Designing and Development.</li> <li>• PPC Google Ads Campaign Management, Optimization, and Reporting</li> <li>• Bing Advertising</li> <li>• Mobile Marketing (SMS Marketing)</li> <li>• GEO Marketing</li> <li>• YouTube Video Marketing &amp; Advertising</li> <li>• Website Data Analytics</li> </ul>	
<b>UNIT 3</b>	<b>MARKETING ANALYTICS</b>	<b>7</b>
	<ul style="list-style-type: none"> <li>• Product Marketing</li> <li>• Content Marketing</li> <li>• Data and Website Analytics</li> <li>• Market Research and Competitor Analysis</li> <li>• Case Study</li> </ul>	

**Contact Periods:**

Lecture: 12 Periods | Tutorial: – Periods | Practical: 8 Periods | **Total: 20 Periods**

**Text Books**

1. Seema Gupta - Digital Marketing, McGraw Hill, 2<sup>nd</sup> Edition, 2020.
2. Puneet Singh Bhatia - Fundamentals Of Digital Marketing, Pearson, 2<sup>nd</sup> Edition, 2019

**Reference Books**

3. Dodson, Ian - The Art of Digital Marketing, Wiley, 2016

**COURSE OUTCOMES:**

Upon completion of the course, the student will be able to:

COs	Statements	K-Level	POs	PSOs
CO1	Understand the components of social media and digital marketing in promoting product or services	Understand	9, 10, 11	1, 2
CO2	Analyse the different elements of web-based marketing	Analyse	9, 10, 11	1, 2
CO3	Apply the strategies and analytics in digital marketing	Apply	9, 10, 11	1, 2

**COURSE ARTICULATION MATRIX:**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	
CO1	-	-	-	-	-	-	-	-	3	3	1	-	3	3	
CO2	-	-	-	-	-	-	-	-	3	3	1	-	3	2	
CO3	-	-	-	-	-	-	-	-	3	2	3	-	1	3	
CO	-	-	-	-	-	-	-	-	3	2	2	-	2	3	
Correlation levels:	1: Weak (Low)					2: Moderate (Medium)					3: Strong (High)				

<b>U19LA006</b>	<b>MEDIA AND JOURNALISM</b>	<b>CATEGORY: HSM</b>
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**COURSE OBJECTIVES**

The course objectives are to:

- Study the basics of journalism and Mass Communication
- Learn the elements and basic principles of writing for media.
- Understand and apply the strategies of Mass Communication in journalism and mass media.

<b>UNIT 1</b>	<b>BASICS OF JOURNALISM</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>• Mass Communication: Concept &amp; Characteristics</li> <li>• Different styles of news writing.</li> <li>• Headline: Importance &amp; types</li> <li>• Writing for newspaper and magazines: Nature &amp; Difference</li> <li>• Feature writing: Meaning, definition &amp; nature</li> <li>• Editorial: Importance &amp; art of writing</li> <li>• Writing column, Reportage, analysis etc.</li> </ul>	
<b>UNIT 2</b>	<b>WRITING FOR MEDIA</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>• Basic principles of writing for print.</li> <li>• Elements and Importance of News writing</li> <li>• Steps &amp; elements of writing : editorial, features &amp; review</li> </ul>	
<b>UNIT 3</b>	<b>PRACTICE / PRACTICAL</b>	<b>8</b>
	<ul style="list-style-type: none"> <li>• Media Writing Exercises</li> <li>• Case Study</li> </ul>	

**Contact Periods:**

Lecture: 12 Periods | Tutorial: – Periods | Practical: 8 Periods | **Total: 20 Periods**

**Text Books**

1. Natrajan J, History of Indian Journalism, Publications Division, Ministry of Information & Broadcasting, Govt. of India, 1997
2. Parthasarthy, Rangaswami., Journalism in India, Sterling Publishers Pvt. Ltd., New Delhi, 2011

**Reference Books**

3. Aruna Zachariah., Print Media, Communication and Management : Elements, Dimensions and Images, Kanishka Publishers, Delhi, 2007

**COURSE OUTCOMES:**

Upon completion of the course, the student will be able to:

COs	Statements	K-Level	POs	PSOs
CO1	Understand the basics of journalism and Mass Communication	Understand	9, 10, 11	1, 2
CO2	Analyse the different elements and basic principles of writing for media	Analyse	9, 10, 11	1, 2
CO3	Apply the strategies news writing	Apply	9, 10, 11	1, 2

**COURSE ARTICULATION MATRIX:**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	
CO1	-	-	-	-	-	-	-	-	3	3	1	-	3	3	
CO2	-	-	-	-	-	-	-	-	3	3	1	-	3	3	
CO3	-	-	-	-	-	-	-	-	3	2	3	-	3	3	
CO	-	-	-	-	-	-	-	-	3	2	2	-	3	3	
Correlation levels:	1: Weak (Low)					2: Moderate (Medium)					3: Strong (High)				



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