



**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY - GURAJADA -
VIZIANAGARAM**

VIZIANAGARAM – 535 003 Andhra Pradesh (India)

(Established by Andhra Pradesh Act No.22 of 2021)

MANAGERIAL ECONOMICS AND FINANCIAL ANALYSIS

Course Objectives:

- To inculcate the basic knowledge of microeconomics and financial accounting
- To make the students learn how demand is estimated for different products, input-output relationship for optimizing production and cost
- To Know the Various types of market structure and pricing methods and strategy
- To give an overview on investment appraisal methods to promote the students to learn how to plan long-term investment decisions.
- To provide fundamental skills on accounting and to explain the process of preparing financial statements.

Course Outcomes:

- Define the concepts related to Managerial Economics, financial accounting and management(L2)
- Understand the fundamentals of Economics viz., Demand, Production, cost, revenue and markets (L2)
- Apply the Concept of Production cost and revenues for effective Business decision (L3)
- Analyze how to invest their capital and maximize returns (L4)
- Evaluate the capital budgeting techniques. (L5)
- Develop the accounting statements and evaluate the financial performance of business entity (L5)

UNIT - I

Managerial Economics

Introduction – Nature, meaning, significance, functions, and advantages. Demand-Concept, Function, Law of Demand - Demand Elasticity- Types – Measurement. Demand Forecasting- Factors governing Forecasting, Methods. Managerial Economics and Financial Accounting and Management.

UNIT - II

Production And Cost Analysis

Introduction – Nature, meaning, significance, functions and advantages. Production Function– Least- cost combination– Short run and long run Production Function- Isoquants and Is costs, Cost & Break-Even Analysis - Cost concepts and Cost behaviour- Break-Even Analysis (BEA) - Determination of Break-Even Point (Simple Problems).



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UNIT - III

Business Organizations and Markets

Introduction – Forms of Business Organizations- Sole Proprietary - Partnership - Joint Stock Companies - Public Sector Enterprises. Types of Markets - Perfect and Imperfect Competition - Features of Perfect Competition Monopoly- Monopolistic Competition–Oligopoly-Price-Output Determination - Pricing Methods and Strategies

UNIT - IV

Capital Budgeting

Introduction – Nature, meaning, significance. Types of Working Capital, Components, Sources of Short-term and Long-term Capital, Estimating Working capital requirements. Capital Budgeting– Features, Proposals, Methods and Evaluation. Projects – Pay Back Method, Accounting Rate of Return (ARR) Net Present Value (NPV) Internal Rate Return (IRR) Method (sample problems)

UNIT - V

Financial Accounting and Analysis

Introduction – Concepts and Conventions- Double-Entry Bookkeeping, Journal, Ledger, Trial Balance- Final Accounts (Trading Account, Profit and Loss Account and Balance Sheet with simple adjustments). Introduction to Financial Analysis - Analysis and Interpretation of Liquidity Ratios, Activity Ratios, and Capital structure Ratios and Profitability.

Textbooks:

1. Varshney & Maheswari: Managerial Economics, Sultan Chand.
2. Aryasri: Business Economics and Financial Analysis, 4/e, MGH.

Reference Books:

1. Ahuja Hl Managerial economics Schand.
2. S.A. Siddiqui and A.S. Siddiqui: Managerial Economics and Financial Analysis, New Age International.
3. Joseph G. Nellis and David Parker: Principles of Business Economics, Pearson, 2/e, New Delhi.
4. Domnick Salvatore: Managerial Economics in a Global Economy, Cengage.



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Online Learning Resources:

<https://www.slideshare.net/123ps/managerial-economics-ppt>

<https://www.slideshare.net/rossanz/production-and-cost-45827016>

<https://www.slideshare.net/darkyla/business-organizations-19917607>

<https://www.slideshare.net/balarajbl/market-and-classification-of-market>

<https://www.slideshare.net/ruchi101/capital-budgeting-ppt-59565396>

<https://www.slideshare.net/ashu1983/financial-accounting>



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LINEAR CONTROL SYSTEMS

Course Objectives:

- Introduce the basic principles and applications of control systems.
- Learn the time response and steady state response of the systems.
- Know the time domain analysis and solutions to time invariant systems.
- Understand different aspects of stability analysis of systems in frequency domain.
- Understand the concept of state space, controllability and observability.

UNIT I

Control Systems Concepts: Open loop and closed loop control systems and their differences- Examples of control systems- Classification of control systems, Feedback characteristics, Effects of positive and negative feedback, Mathematical models – Differential equations of translational and rotational mechanical systems and electrical systems, Analogous Systems, Block diagram reduction methods – Signal flow graphs - Reduction using Mason's gain formula. Controller components, DC Servomotor and AC Servomotor- their transfer functions, Synchros.

UNIT II

Time Response Analysis: Step Response - Impulse Response - Time response of first order systems – Characteristic Equation of Feedback control systems, Transient response of second order systems - Time domain specifications – Steady state response - Steady state errors and error constants, Study of effects and Design of P, PI, PD and PID Controllers on second order system.

UNIT III

Stability Analysis in Time Domain: The concept of stability – Routh's stability criterion – Stability and conditional stability - limitations of Routh's stability. The Root locus concept - construction of root loci-effects of adding poles and zeros to $G(s)$ $H(s)$ on the root loci.

UNIT IV

Frequency Response Analysis: Introduction, Frequency domain specifications-Bode Diagrams-Determination of Frequency domain specifications and transfer function from the Bode Diagram - Stability Analysis from Bode Plots. Polar Plots- Nyquist Plots- Phase margin and Gain Margin-Stability Analysis.

Compensation techniques – Study of Effects and Design of Lag, Lead, Lag-Lead Compensator design in frequency Domain on a second order system.



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UNIT V

State Space Analysis of Continuous Systems: Concepts of state, state variables and state model - differential equations & Transfer function models - Block diagrams. Diagonalization, Transfer function from state model, solving the Time invariant state Equations- State Transition Matrix and its Properties. System response through State Space models. The concepts of controllability and observability, Duality between controllability and observability.

Textbooks:

1. Modern Control Engineering by Katsuhiko Ogata, Prentice Hall of India Pvt. Ltd., 5th edition, 2010.
2. Control Systems Engineering by I. J. Nagrath and M. Gopal, New Age International (P) Limited Publishers, 5th edition, 2007.

References:

1. Control Systems Principles & Design by M.Gopal, 4th Edition, McGraw Hill Education, 2012.
2. Automatic Control Systems by B. C. Kuo and Farid Golnaraghi, John Wiley and sons, 8th edition, 2003.
3. Feedback and Control Systems, Joseph J Distefano III, Allen R Stubberud & Ivan J Williams, 2nd Edition, Schaum's outlines, McGraw Hill Education, 2013.
4. Control System Design by Graham C. Goodwin, Stefan F. Graebe and Mario E. Salgado, Pearson, 2000.
5. Feedback Control of Dynamic Systems by Gene F. Franklin, J.D. Powell and Abbas Emami-Naeini, 6th Edition, Pearson, 2010.

Course Outcomes:

After completing the course, the student should be able to:

- Summarize the basic principles and applications of control systems. (L2)
- Understand the time response and steady state response of the systems. (L2)
- Understand the concept of state space, controllability and observability. (L2)
- Apply time domain analysis to find solutions to time invariant systems. (L3)
- Analyze different aspects of stability analysis of systems in frequency domain. (L4)



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EM WAVES AND TRANSMISSION LINES

Course Objectives:

- To understand and analyze different laws and theorems of electrostatic fields.
- To introduce fundamentals of static and time varying electromagnetic fields.
- To analyze the wave concept with the help of Maxwell's equations.
- To demonstrate the concepts of wave theory and propagation of waves through various mediums.
- To develop skills in solving various problems related to transmission lines.

UNIT I

Review of Co-ordinate Systems, Electrostatics: Coulomb's Law, Electric Field Intensity, Electric Flux Density, Gauss Law and Applications, Electric Potential, Maxwell's Two Equations for Electrostatic Fields, Energy Density, Illustrative Problems. Convection and Conduction Currents, Dielectric Constant, Poisson's and Laplace's Equations; Capacitance – Parallel Plate, Coaxial Capacitors, Illustrative Problems.

UNIT II

Magnetostatics: Biot-Savart Law, Ampere's Circuital Law and Applications, Magnetic Flux Density, Maxwell's Two Equations for Magnetostatic Fields, Magnetic Scalar and Vector Potentials, Forces due to Magnetic Fields, Ampere's Force Law, Inductances and Magnetic Energy, Illustrative Problems.

Maxwell's Equations (Time Varying Fields): Faraday's Law and Transformer EMF, Inconsistency of Ampere's Law and Displacement Current Density, Maxwell's Equations in all possible forms and related Word Statements, Conditions at a Boundary Surface, Illustrative Problems.

UNIT III

EM Wave Characteristics: Wave Equations for Conducting and Perfect Dielectric Media, Uniform Plane Waves – Definition, All Relations Between E & H, Sinusoidal Variations, Wave Propagation in Lossy dielectrics, lossless dielectrics, free space, wave propagation in good conductors, skin depth, Polarization & Types, Illustrative Problems.

Reflection and Refraction of Plane Waves – Normal and Oblique Incidences, for both Perfect Conductor and Perfect Dielectrics, Brewster Angle, Critical Angle and Total Internal Reflection, Surface Impedance, Poynting Vector and Poynting Theorem, Illustrative Problems.

UNIT IV

Transmission Lines - I: Types, Parameters, T & π Equivalent Circuits, Transmission Line Equations, Primary & Secondary Constants, Expressions for Characteristic Impedance, Propagation Constant, Phase and Group Velocities, Infinite Line, Lossless lines, distortion less lines, Illustrative Problems.



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VIZIANAGARAM – 535 003 Andhra Pradesh (India)

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UNIT V

Transmission Lines – II: Input Impedance Relations, Reflection Coefficient, VSWR, Average Power, Shorted Lines, Open Circuited Lines, and Matched Lines, Low loss radio frequency and UHF Transmission lines, UHF Lines as Circuit Elements, Smith Chart – Construction and Applications, Quarter wave transformer, Single Stub Matching, Illustrative Problems.

Textbooks:

1. Elements of Electromagnetics, Matthew N.O. Sadiku, 4th Edition, Oxford University Press, 2008.
2. Electromagnetic Waves and Radiating Systems, E.C. Jordan and K.G. Balmain, 2nd Edition, PHI, 2000.
3. Transmission Lines and Networks, Umesh Sinha, 8th Edition, Satya Prakashan Tech. India Publications, New Delhi, 2003.

References:

1. Electromagnetic Field Theory and Transmission Lines, G. S. N. Raju, 2nd Edition, Pearson Education, 2013.
2. Engineering Electromagnetics, William H. Hayt Jr. and John A. Buck, 7th Edition, Tata McGraw Hill, 2006.
3. Electromagnetics, John D. Krauss, 3rd Edition, McGraw Hill, 1988.
4. Networks, Lines, and Fields, John D. Ryder, 2nd Edition, PHI publications, 2012.

COURSE OUTCOMES:

At the end of this course the student will be able to:

- Apply the laws & theorems of electrostatic fields to solve the related problems. (L3)
- Demonstrate the behavior of time-varying electromagnetic fields using Maxwell's equations. (L3)
- Analyze the electromagnetic wave propagation in different mediums. (L4)
- Determine the parameters of transmission lines for various frequencies. (L3)
- Apply various impedance matching techniques to solve problems in transmission lines. (L3)



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ANALOG CIRCUITS DESIGN

Course Objectives:

- Understand the characteristics of multi stage, differential amplifiers, feedback, power and tuned amplifiers.
- Analyze the performance parameters of various amplifier circuits.
- Analyze different oscillator circuits based on the frequency of operation.
- Study and analyze the various pulse electronic circuits.

UNIT-I

Multistage Amplifiers: Classification of amplifiers, distortion in amplifiers, frequency response of an amplifier, step response of an amplifier, methods of coupling, band pass of cascaded stages, analysis of cascaded transistor amplifier, two stage RC coupled amplifier, Darlington pair amplifier, Boot-strap emitter follower, Cascode amplifier, differential amplifier.

UNIT -II

Feedback Amplifiers: Classification of basic amplifiers, Feedback concept, types of feedback, feedback topologies, characteristics of negative feedback amplifiers, generalized analysis of feedback amplifiers, performance comparison of feedback amplifiers, method of analysis of feedback amplifiers.

Oscillators: Oscillator principle, condition for oscillations, types of oscillators, RC-phase shift and Wein bridge oscillators using BJT and FET, generalized analysis of LC oscillators, Hartley and Colpitt's oscillators using BJT and FET, crystal oscillator, frequency stability of oscillators.

Unit-III

Power Amplifiers: Classification of amplifiers, Class A power Amplifiers, harmonic distortions, Class B amplifier, Push-pull amplifier, Complementary symmetry push pull amplifier, Class AB amplifier, Class-C amplifier, thermal stability and heat sink, distortion in power amplifiers.

Unit-IV

Tuned Amplifiers: Introduction, Q-Factor, small signal tuned amplifiers, effect of cascading single tuned and doubled tuned amplifiers on band width, stagger tuned amplifiers, comparison of tuned amplifiers, large signal tuned amplifiers, stability of tuned amplifiers.

Unit-V

Pulse Electronic Circuits: Wave shaping circuits, diode clippers, diode comparator, diode clampers, astable, mono stable and bi-stable multivibrators using BJT, Schmitt trigger using BJT, Tunnel diode, UJT, Blocking oscillator, time base circuits.

Text Books:

1. Electronic Devices and Circuits - J.Millman, C.C. Halkias & S.Jit, TMH, 4th Edition, 2015.
2. Pulse and Digital Circuits- A.Anand Kumar, PHI Learning Private Limited, 2012.



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References:

1. Integrated Electronics- Jacob Millman, C. Halkies & C.D. Parikh, TMH, 2nd Edition, 2010.
2. Electronic Devices and Circuits- S. Salivahanan & N. Suresh Kumar, TMH, 3rd Edition, 2012.
3. Electronic Devices and Circuits – A.K. Maini & V. Agarwal, Wiley India Pvt. Ltd., First Edition, 2009.

Course Outcomes:

At the end of this course the student will be able to

- Understand the characteristics of differential amplifiers, feedback and power amplifiers. (L2)
- Examine the frequency response of multistage and differential amplifier circuits using BJT & FETs at low and high frequencies. (L3)
- Investigate different feedback and power amplifier circuits based on the application. (L4)
- Derive the expressions for frequency of oscillation and condition for oscillation of RC and LC oscillator circuits. (L4)
- Evaluate the performance of different tuned amplifiers (L5)
- Design pulse analog circuits for the given specifications and application. (L6)



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ANALOG AND DIGITAL COMMUNICATIONS

Course Objectives:

- To develop a fundamental understanding on Communication Systems
- To analyse various analog modulation & demodulation schemes
- Analyze the performance of various modulation techniques in the presence of AWGN
- To understand operation of AM & FM radio receivers

UNIT I

Amplitude Modulation- Basic blocks of Communication System, Need for modulation, Amplitude (Linear) Modulation – AM, DSB-SC, SSB-SC and VSB-SC. Methods of generation and detection, Comparison of different AM techniques, Application of different AM techniques.

UNIT II

Angle (Non-Linear) Modulation - Frequency and Phase modulation. Frequency Modulation: Single tone frequency modulation, Narrow band FM, Wide band FM, Transmission bandwidth of FM signals. Generation: Direct Method, Indirect Method. Detection: Balanced Frequency discriminator, Zero crossing detector, Phase locked loop, Comparison of FM & AM, Applications.

UNIT III

Noise Analysis - Internal and External Noise, Noise Calculation, Noise Figure, Noise temperature, Noise analysis in AM receivers, Noise analysis in FM receivers, Threshold effect, Pre-emphasis and De-emphasis.

Transmitters& Receivers: Classification of Transmitters, AM Transmitters, FM Transmitters. Tuned radio frequency receiver, Super heterodyne receiver, RF section and Characteristics - Frequency changing and tracking, Intermediate frequency, Image frequency, AGC, Amplitude limiting, FM Receiver, Comparison of AM and FM Receivers.

UNIT IV

Pulse Analog Modulation techniques – Pulse Amplitude Modulation, Pulse width Modulation, Pulse Position Modulation, Methods of generation and detection. Time division multiplexing, Frequency Division Multiplexing, Noise performance.

Pulse Digital Modulation techniques- Elements of digital communication systems, Elements of PCM: Sampling, Quantization & Coding, Quantization error, Companding in PCM systems. Differential PCM systems (DPCM). Delta modulation, its draw backs, adaptive delta modulation, comparison of PCM and DM systems, noise in PCM and DM systems.



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UNIT V

Digital Modulation Techniques: BASK, BFSK, BPSK, QPSK, generation and detection.

Baseband transmission: Base band signal receiver, probability of error and its mathematical analysis, the optimum receiver, matched filter, coherent and non-coherent reception.

Text Books:

1. Communication Systems - Simon Haykin, John Wiley & Sons, 2nd Edition.
2. B. P. Lathi, Zhi Ding “Modern Digital and Analog Communication Systems”, Oxfordpress, 2011.
3. Digital Communication- Simon Haykin, John Wiley, 2005.

Reference Books:

1. Digital Communications – John Proakis, TMH, 1983
2. Digital and Analog Communication Systems - Sam Shanmugam, John Wiley & Sons, 1999.
3. Digital Communications: Fundamentals and Applications - Bernard Sklar, F. J. Harris, Pearson Publications, 2020.
4. Principles of Communication Systems- Taub and Schilling, Tata McGraw Hill, 2007.

Course Outcomes:

At the end of this course the student will be able to

- Understand the basics of communication system and analog modulation techniques.
- Apply the basic knowledge of signals and systems and understand the concept of Frequency modulation.
- Apply the basic knowledge of electronic circuits and understand the effect of Noise in communication system and noise performance of AM and FM systems.
- Understand TDM and Pulse Modulation techniques
- Evaluate the performance of digital modulation techniques.



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ANALOG CIRCUITS DESIGN LAB

Course Objectives:

- Design and analysis of multistage, differential, feedback, power and tuned amplifiers.
- Design and analysis of diode clippers, diode clampers, astable, monostable multivibrators and Schmitt trigger using BJT.
- Categorize different oscillator circuits based on the application.
- Design the electronic circuits for the given specifications and for a given application.

List Of Experiments:

1. Design and analysis of Two-Stage RC-Coupled Amplifier
2. Design and Analysis of Darlington Pair Amplifier.
3. Design and Analysis of Cascode Amplifier.
4. Design and analysis of Differential Amplifier.
5. Design and Analysis of Voltage-Series/Voltage-Shunt Feedback Amplifier.
6. Design and Analysis of Current-Series/Current-Shunt Feedback Amplifier.
7. Design and Analysis of RC Phase Shift Oscillator
8. Design and Analysis of LC Hartley/Colpitts Oscillator
9. Design and Analysis of Class A power amplifier
10. Design and Analysis of Class AB amplifier
11. Design and analysis of Single Tuned amplifier.
12. Diode Clippers and Diode clampers
13. Astable and Monostable Multivibrators using BJT
14. Schmitt Trigger using BJT

Note: At least twelve experiments shall be performed using BJT/FET/ MOSFET devices and the relevant circuits shall be designed and perform the analysis using both hardware and equivalent EDA software tools.

Faculty members who are handling the laboratory shall see that students are given design specifications for a circuit appropriately and monitor the design and analysis aspects of the circuit.



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VIZIANAGARAM**

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Course Outcomes:

At the end of this course the student will be able to

- Know about the usage of equipment/components/software tools used to conduct experiments in analog circuits. (L2)
- Conduct the experiment based on the knowledge acquired in the theory about various analog circuits using BJT/FET/MOSFETs to find the important parameters of the circuit experimentally. (L3)
- Analyze the given analog circuit to find required important metrics of it theoretically. (L4)
- Compare the experimental results with that of theoretical ones and infer the conclusions. (L4)
- Design the circuit for the given specifications. (L6)



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VIZIANAGARAM**

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ANALOG AND DIGITAL COMMUNICATIONS LAB

Course Objectives:

- Understand the basics of analog and digital modulation techniques.
- Integrate theory with experiments so that the students appreciate the knowledge gained from the theory course.
- Design and implement different modulation and demodulation techniques and their applications.
- Develop cognitive and behavioral skills for performance analysis of various modulation techniques.

List Of Experiments:

Design the circuits and verify the following experiments taking minimum of six from each section shown below.

Section-A

1. AM Modulation and Demodulation
2. DSB-SC Modulation and Demodulation
3. FM Modulation and Demodulation
4. Radio receiver measurements
5. PAM Modulation and Demodulation
6. PWM Modulation and Demodulation
7. PPM Modulation and Demodulation

Section-B

1. Sampling Theorem.
2. Time Division Multiplexing
3. Frequency Division Multiplexing
4. Delta Modulation and Demodulation
5. PCM Modulation and Demodulation
6. BPSK Modulation and Demodulation
7. BFSK Modulation and Demodulation
8. QPSK Modulation and Demodulation
9. DPSK Modulation and Demodulation



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VIZIANAGARAM**

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Note: Faculty members (who are handling the laboratory) are requested to instruct the students not to use readymade kits for conducting the experiments. They are advised to make the students work in the laboratory by constructing the circuits and analyzing them during the lab sessions.

Course Outcomes:

At the end of this course the student will be able to

- Know about the usage of equipment/components/software tools used to conduct experiments in analog and digital modulation techniques. (L2)
- Conduct the experiment based on the knowledge acquired in the theory about modulation and demodulation schemes to find the important metrics of the communication system experimentally. (L3)
- Analyze the performance of a given modulation scheme to find the important metrics of the system theoretically. (L4)
- Compare the experimental results with that of theoretical ones and infer the conclusions. (L4)



JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY - GURAJADA - VIZIANAGARAM

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SOFT SKILLS

Course Objectives:

- To encourage all round development of the students by focusing on soft skills
- To make the students aware of critical thinking and problem-solving skills
- To enhance healthy relationship and understanding within and outside an organization
- To function effectively with heterogeneous teams

Course Outcomes

- List out various elements of soft skills (L1, L2)
- Describe methods for building professional image (L1, L2)
- Apply critical thinking skills in problem solving (L3)
- Analyse the needs of an individual and team for well-being (L4)
- Assess the situation and take necessary decisions (L5)
- Create a productive workplace atmosphere using social and work-life skills ensuring personal and emotional well-being (L6)

UNIT I

Soft Skills & Communication Skills

Soft Skills - Introduction, Need - Mastering Techniques of Soft Skills – Communication Skills -Significance, process, types - Barriers of communication - Improving techniques.

Activities:

Intrapersonal Skills- Narration about self- strengths and weaknesses- clarity of thought – self-expression – articulating with felicity.

(The facilitator can guide the participants before the activity citing examples from the lives of the great, anecdotes and literary sources)

Interpersonal Skills- Group Discussion – Debate – Team Tasks - Book and film Reviews by groups - Group leader presenting views (non- controversial and secular) on contemporary issues or on a given topic.

Verbal Communication- Oral Presentations- Extempore- brief addresses and speeches-convincing- negotiating- agreeing and disagreeing with professional grace.

Non-verbal communication – Public speaking – Mock interviews – presentations with an objective to identify non- verbal clues and remedy the lapses on observation.



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UNIT II

Critical Thinking

Active Listening – Observation – Curiosity – Introspection – Analytical Thinking – Open-mindedness – Creative Thinking - Positive thinking - Reflection

Activities:

Gathering information and statistics on a topic - sequencing – assorting – reasoning – critiquing issues –placing the problem – finding the root cause - seeking viable solution – judging with rationale – evaluating the views of others - Case Study, Story Analysis

UNIT III

Problem Solving & Decision Making

Meaning & features of Problem Solving – Managing Conflict – Conflict resolution – Team building - Effective decision making in teams – Methods & Styles

Activities:

Placing a problem which involves conflict of interests, choice and views – formulating the problem – exploring solutions by proper reasoning – Discussion on important professional, career and organizational decisions and initiate debate on the appropriateness of the decision.

Case Study & Group Discussion

UNIT IV

Emotional Intelligence & Stress Management

Managing Emotions – Thinking before Reacting – Empathy for Others – Self-awareness – Self-Regulation – Stress factors – Controlling Stress – Tips

Activities:

Providing situations for the participants to express emotions such as happiness, enthusiasm, gratitude, sympathy, and confidence, compassion in the form of written or oral presentations.

Providing opportunities for the participants to narrate certain crisis and stress –ridden situations caused by failure, anger, jealousy, resentment and frustration in the form of written and oral presentation, Organizing Debates

UNIT V

Corporate Etiquette

Etiquette- Introduction, concept, significance - Corporate etiquette - meaning, modern etiquette, benefits - Global and local culture sensitivity - Gender Sensitivity - Etiquette in interaction- Cell phone etiquette - Dining etiquette - Netiquette - Job interview etiquette - Corporate grooming tips -Overcoming challenges



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VIZIANAGARAM**

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Activities

Providing situations to take part in the Role Plays where the students will learn about bad and good manners and etiquette - Group Activities to showcase gender sensitivity, dining etiquette etc. - Conducting mock job interviews - Case Study - Business Etiquette Games

NOTE:-

1. The facilitator can guide the participants before the activity citing examples from the lives of the great, anecdotes, epics, scriptures, autobiographies and literary sources which bear true relevance to the prescribed skill.
2. Case studies may be given wherever feasible for example for Decision Making- The decision of King Lear.

Prescribed Books:

1. Mitra Barun K, Personality Development and Soft Skills, Oxford University Press, Pap/Cdr edition 2012
2. Dr Shikha Kapoor, Personality Development and Soft Skills: Preparing for Tomorrow, I K International Publishing House, 2018

Reference Books:

1. Sharma, Prashant, Soft Skills: Personality Development for Life Success, BPB Publications 2018.
2. Alex K, Soft Skills S.Chand & Co, 2012 (Revised edition)
3. Gajendra Singh Chauhan & Sangeetha Sharma, Soft Skills: An Integrated Approach to Maximise Personality Published by Wiley, 2013
4. Pillai, Sabina & Fernandez Agna, Soft Skills and Employability Skills, Cambridge University Press, 2018
5. Soft Skills for a Big Impact (English, Paperback, Renu Shorey) Publisher: Notion Press
6. Dr. Rajiv Kumar Jain, Dr. Usha Jain, Life Skills (Paperback English) Publisher : Vayu Education of India, 2014



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VIZIANAGARAM**

VIZIANAGARAM – 535 003 Andhra Pradesh (India)

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Online Learning Resources:

1. https://youtu.be/DUlsNJtg2L8?list=PLLy_2iUCG87CQhELCytvXh0E_y-bOO1_q
2. https://youtu.be/xBaLgJZ0t6A?list=PLzf4HHlsQFwJZe1_j2PUy0pwjVUgj7KlJ
3. <https://youtu.be/-Y-R9hDI7IU>
4. <https://youtu.be/gkLsn4ddmTs>
5. <https://youtu.be/2bf9K2rRWwo>
6. <https://youtu.be/FchfE3c2jzc>
7. <https://www.businesstrainingworks.com/training-resource/five-free-business-etiquette-training-games/>
8. https://onlinecourses.nptel.ac.in/noc24_hs15/preview
9. https://onlinecourses.nptel.ac.in/noc21_hs76/preview



JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY - GURAJADA - VIZIANAGARAM

VIZIANAGARAM – 535 003 Andhra Pradesh (India)

(Established by Andhra Pradesh Act No.22 of 2021)

DESIGN THINKING & INNOVATION

Course Objectives:

The objective of this course is to familiarize students with design thinking process as a tool for breakthrough innovation. It aims to equip students with design thinking skills and ignite the minds to create innovative ideas, develop solutions for real-time problems.

Course Outcomes:

- Define the concepts related to design thinking. (L1, L2)
- Explain the fundamentals of Design Thinking and innovation (L1, L2)
- Apply the design thinking techniques for solving problems in various sectors. (L3)
- Analyse to work in a multidisciplinary environment (L4)
- Evaluate the value of creativity (L5)
- Formulate specific problem statements of real time issues (L3, L6)

UNIT I

Introduction to Design Thinking

Introduction to elements and principles of Design, basics of design-dot, line, shape, form as fundamental design components. Principles of design. Introduction to design thinking, history of Design Thinking, New materials in Industry.

UNIT II

Design Thinking Process

Design thinking process (empathize, analyze, idea & prototype), implementing the process in driving inventions, design thinking in social innovations. Tools of design thinking - person, costumer, journey map, brainstorming, product development

Activity: Every student presents their idea in three minutes, Every student can present design process in the form of flow diagram or flow chart etc. Every student should explain about product development.

UNIT III

Innovation

Art of innovation, Difference between innovation and creativity, role of creativity and innovation in organizations- Creativity to Innovation- Teams for innovation- Measuring the impact and value of creativity.

Activity: Debate on innovation and creativity, Flow and planning from idea to innovation, Debate on value-based innovation.



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UNIT IV

Product Design

Problem formation, introduction to product design, Product strategies, Product value, Product planning, product specifications- Innovation towards product design- Case studies

Activity: Importance of modelling, how to set specifications, Explaining their own product design.

UNIT V

Design Thinking in Business Processes

Design Thinking applied in Business & Strategic Innovation, Design Thinking principles that redefine business – Business challenges: Growth, Predictability, Change, Maintaining Relevance, Extreme competition, Standardization. Design thinking to meet corporate needs- Design thinking for Startups- Defining and testing Business Models and Business Cases- Developing & testing prototypes.

Activity: How to market our own product, About maintenance, Reliability and plan for startup.

Textbooks:

1. Tim Brown, Change by design, Harper Bollins (2009)
2. Idris Mootee, Design Thinking for Strategic Innovation, 2013, John Wiley & Sons.

Reference Books:

1. David Lee, Design Thinking in the Classroom, Ulysses press
2. Shruti N Shetty, Design the Future, Norton Press
3. William Lidwell, Universal Principles of Design- Kritin Holden, Jill Butter.
4. Chesbrough. H, The Era of Open Innovation – 2013

Online Learning Resources:

<https://nptel.ac.in/courses/110/106/110106124/>

<https://nptel.ac.in/courses/109/104/109104109/>

https://swayam.gov.in/nd1_noc19_mg60/preview