



**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY: KAKINADA**  
**KAKINADA – 533 003, Andhra Pradesh, India**

**DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING**

## **COURSE STRUCTURE AND SYLLABUS**

**For**

**B. Tech COMPUTER SCIENCE & ENGINEERING**

*(Applicable for batches admitted from 2019-2020)*



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**COURSE STRUCTURE - R19**

**I Year – I SEMESTER**

S. No	Course Code	Subjects	L	T	P	Credits
1	HS1101	English	3	0	0	3
2	BS1101	Mathematics - I	3	0	0	3
3	BS1106	Applied Chemistry	3	0	0	3
4	ES1112	Fundamentals of Computer Science	3	0	0	3
5	ES1103	Engineering Drawing	1	0	3	2.5
6	HS1102	English Lab	0	0	3	1.5
7	BS1107	Applied Chemistry Lab	0	0	3	1.5
8	ES1105	IT Workshop	0	0	3	1.5
<b>9</b>	<b>MC1101</b>	<b>Environmental Science</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Total Credits</b>			<b>16</b>	<b>0</b>	<b>12</b>	<b>19</b>

**I Year – II SEMESTER**

S. No	Course Code	Subjects	L	T	P	Credits
1	BS1202	Mathematics – II	3	0	0	3
2	BS1203	Mathematics – III	3	0	0	3
3	BS1204	Applied Physics	3	0	0	3
4	ES1201	Programming for Problem Solving using C	3	0	0	3
5	ES1213	Digital Logic Design	3	0	0	3
6	BS1205	Applied Physics Lab	0	0	3	1.5
7	HS1203	Communication Skills Lab	0	1	2	2
8	ES1202	Programming for Problem Solving using C Lab	0	0	3	1.5
9	PR1201	Engineering Exploration Project	0	0	2	1
<b>10</b>	<b>MC1204</b>	<b>Constitution of India</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Total Credits</b>			<b>18</b>	<b>1</b>	<b>10</b>	<b>21</b>



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**II Year – I SEMESTER**

S.No	Course Code	Courses	L	T	P	Credits
1	CS2101	Mathematical Foundations of Computer Science	3	1	0	4
2	CS2102	Software Engineering	3	0	0	3
3	ES2101	Python Programming	3	0	0	3
4	CS2103	Data Structures	3	0	0	3
5	CS2104	Object Oriented Programming through C++	3	0	0	3
6	CS2105	Computer Organization	3	0	0	3
7	ES2102	Python Programming Lab	0	0	3	1.5
8	CS2106	Data Structures through C++ Lab	0	0	3	1.5
9	MC2101	Essence of Indian Traditional Knowledge	2	0	0	0
10	MC2102	Employability Skills- I*	2	0	0	0
<b>Total</b>			23	1	6	22
<b>*Internal Evaluation through Seminar / Test for 50 marks</b>						

**II Year – II SEMESTER**

S.No	Course Code	Courses	L	T	P	Credits
1	BS2201	Probability and Statistics	3	0	0	3
2	CS2201	Java Programming	2	1	0	3
3	CS2202	Operating Systems	3	0	0	3
4	CS2203	Database Management Systems	3	1	0	4
5	CS2204	Formal Languages and Automata Theory	3	0	0	3
6	CS2205	Java Programming Lab	0	0	3	1.5
7	CS2206	UNIX Operating System Lab	0	0	2	1
8	CS2207	Database Management Systems Lab	0	0	3	1.5
9	MC2201	Professional Ethics & Human Values	3	0	0	0
10	PR2201	Socially Relevant Project*	0	0	2	1
<b>Total</b>			17	2	10	21
<b>*Internal Evaluation through Seminar for 50 marks</b>						



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**III Year – I SEMESTER**

S.No	Course Code	Courses	L	T	P	Credits
1	CS3101	Data Warehousing and Data Mining	3	0	0	3
2	CS3102	Computer Networks	3	0	0	3
3	CS3103	Compiler Design	3	0	0	3
4	CS3104	Artificial Intelligence	3	0	0	3
5	PE3101	<b>Professional Elective- I</b> 1. Computer Graphics 2. Principles of Programming Languages 3. Advanced Data Structures 4. Software Testing Methodologies 5. Advanced Computer Architecture	3	0	0	3
6	CS3105	Computer Networks Lab	0	0	2	1
7	CS3106	AI Tools & Techniques Lab	0	0	3	1.5
8	CS3107	Data Mining Lab	0	0	3	1.5
9	MC3101	Employability Skills -II*	2	0	0	0
Total			17	0	8	19

**\*Internal Evaluation through Seminar / Test for 50 marks**

**III Year – II SEMESTER**

S.No	Course Code	Courses	L	T	P	Credits
1	CS3201	Web Technologies	3	0	0	3
2	CS3202	Distributed Systems	3	0	0	3
3	CS3203	Design and Analysis of Algorithms	3	0	0	3
4	PE3201	<b>Professional Elective -II</b> (NPTEL/SWAYAM) <b>Duration: 12 Weeks Minimum</b> <b>*Course/subject title can't be repeated</b>	3	0	0	3
5	OE3201	<b>Open Elective- I</b> (Inter Disciplinary)	3	0	0	3
6	HS3201	<b>Managerial Economics and Financial Accountancy</b>	3	0	0	3
7	CS3204	Web Technologies Lab	0	0	4	2
9	PR3201	Industrial Training / Skill Development Programmes / Research Project in higher learning institutes	0	0	0	1
Total			18	0	4	21



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**IV Year – I SEMESTER**

S.No	Course Code	Courses	L	T	P	Credits
1	CS4101	Cryptography and Network Security	3	0	0	3
2	CS4102	UML & Design Patterns	3	0	0	3
3	CS4103	Machine Learning	3	0	0	3
4	OE4101	<b>Open Elective -II</b> (Inter Disciplinary)	3	0	0	3
5	PE4101	<b>Professional Elective- III</b> 1. Mobile Computing 2. Data Science 3. NoSQL Databases 4. Internet of Things 5. Software Project Management	3	0	0	3
6	PE4102	<b>Professional Elective- IV</b> 1. Web Services 2. Cloud Computing 3. Mean Stack Technologies 4. Ad-hoc and Sensor Networks 5. Cyber Security & Forensics	3	0	0	3
7	CS4104	UML Lab #	0	0	2	1
8	PR4101	Project- I	0	0	0	2
9	MC4101	IPR & Patents	3	0	0	0
<b>Total</b>			21	0	2	21
# Relevant theory to be taught in the lab						

**IV Year – II SEMESTER**

S.No	Course Code	Courses	L	T	P	Credits
1	HS4201	Management and Organizational Behavior	3	0	0	3
2	OE4201	<b>Open Elective- III</b> (Inter Disciplinary)	3	0	0	3
3	PE4201	<b>Professional Elective-V</b> 1. Deep Learning 2. Quantum Computing 3. DevOps 4. Blockchain Technologies 5. Big Data Analytics	3	0	0	3
4	PR4201	Project- II	0	0	0	7
<b>Total</b>			9	0	0	16



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<b>I Year - I Semester</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>3</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>ENVIRONMENTAL SCIENCE (MC1101)</b>				

**Course Objectives:**

The objectives of the course are to impart:

- Overall understanding of the natural resources.
- Basic understanding of the ecosystem and its diversity.
- Acquaintance on various environmental challenges induced due to unplanned anthropogenic activities.
- An understanding of the environmental impact of developmental activities.
- Awareness on the social issues, environmental legislation and global treaties.

**UNIT I**

Multidisciplinary nature of Environmental Studies: Definition, Scope and Importance – Sustainability: Stockholm and Rio Summit–Global Environmental Challenges: Global warming and climate change, acid rains, ozone layer depletion, population growth and explosion, effects. Role of information technology in environment and human health.

Ecosystems: Concept of an ecosystem. - Structure and function of an ecosystem; Producers, consumers and decomposers. - Energy flow in the ecosystem - Ecological succession. - Food chains, food webs and ecological pyramids; Introduction, types, characteristic features, structure and function of Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems.

**UNIT II**

Natural Resources: Natural resources and associated problems.

Forest resources: Use and over – exploitation, deforestation – Timber extraction – Mining, dams and other effects on forest and tribal people.

Water resources: Use and over utilization of surface and ground water – Floods, drought, conflicts over water, dams – benefits and problems.

Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources.

Food resources: World food problems, changes caused by non-agriculture activities-effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity.

Energy resources: Growing energy needs, renewable and non-renewable energy sources use of alternate energy sources.

Land resources: Land as a resource, land degradation, Wasteland reclamation, man induced landslides, soil erosion and desertification; Role of an individual in conservation of natural resources; Equitable use of resources for sustainable lifestyles.

**UNIT III**

Biodiversity and its conservation: Definition: genetic, species and ecosystem diversity-classification - Value of biodiversity: consumptive use, productive use, social-Biodiversity at national and local levels. India as a mega-diversity nation - Hot-spots of biodiversity - Threats to biodiversity: habitat loss, man-wildlife conflicts. - Endangered and endemic species of India – Conservation of biodiversity: conservation of biodiversity.

**UNIT IV**

Environmental Pollution: Definition, Cause, effects and control measures of Air pollution, Water pollution, Soil pollution, Noise pollution, Nuclear hazards. Role of an individual in prevention of





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I Year - II Semester		L	T	P	C
		3	0	0	0
<b>CONSTITUTION OF INDIA (MC1204)</b>					

**Course Objectives:**

- To Enable the student to understand the importance of constitution
- To understand the structure of executive, legislature and judiciary
- To understand philosophy of fundamental rights and duties
- To understand the autonomous nature of constitutional bodies like Supreme Court and high court controller and auditor general of India and election commission of India.
- To understand the central and state relation financial and administrative

**Course Outcomes:**

At the end of the course, the student will be able to have a clear knowledge on the following:

- Understand historical background of the constitution making and its importance for building a democratic India.
- Understand the functioning of three wings of the government i.e., executive, legislative and judiciary.
- Understand the value of the fundamental rights and duties for becoming good citizen of India.
- Analyze the decentralization of power between central, state and local self-government.
- Apply the knowledge in strengthening of the constitutional institutions like CAG, Election Commission and UPSC for sustaining democracy.
  1. Know the sources, features and principles of Indian Constitution.
  2. Learn about Union Government, State government and its administration.
  3. Get acquainted with Local administration and Panchayati Raj.
  4. Be aware of basic concepts and developments of Human Rights.
  5. Gain knowledge on roles and functioning of Election Commission

**UNIT I**

Introduction to Indian Constitution: Constitution meaning of the term, Indian Constitution - Sources and constitutional history, Features - Citizenship, Preamble, Fundamental Rights and Duties, Directive Principles of State Policy.

Learning outcomes: After completion of this unit student will

- Understand the concept of Indian constitution
- Apply the knowledge on directive principle of state policy
- Analyze the History, features of Indian constitution
- Evaluate Preamble Fundamental Rights and Duties

**UNIT II**

Union Government and its Administration Structure of the Indian Union: Federalism, Centre-State relationship, President: Role, power and position, PM and Council of ministers, Cabinet and Central Secretariat, Lok Sabha, Rajya Sabha, The Supreme Court and High Court: Powers and Functions;

Learning outcomes: After completion of this unit student will

- Understand the structure of Indian government
- Differentiate between the state and central government
- Explain the role of President and Prime Minister
- Know the Structure of supreme court and High court









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2001 (PPVFR Act);B:The Biological Diversity Act 2002 and Rules 2004, the protection of traditional knowledge bill, 2016. Geographical indications act 2003.

Learning Outcomes:

At the end of the unit the student will able to:

- Understand legal framework of TK.
- Contrast and compare the ST and other traditional forest dwellers
- Analyze plant variant protections
- Evaluate farmers right act

**UNIT IV**

Traditional knowledge and intellectual property: Systems of traditional knowledge protection, Legal concepts for the protection of traditional knowledge, Certain non IPR mechanisms of traditional knowledge protection, Patents and traditional knowledge, Strategies to increase protection of traditional knowledge, global legal FORA for increasing protection of Indian Traditional Knowledge.

Learning Outcomes:

At the end of the unit, the student will able to:

- Understand TK and IPR
- Apply systems of TK protection.
- Analyze legal concepts for the protection of TK.
- Evaluate strategies to increase the protection of TK.

**UNIT V**

Traditional knowledge in different sectors: Traditional knowledge and engineering, Traditional medicine system, TK and biotechnology, TK in agriculture, Traditional societies depend on it for their food and healthcare needs, Importance of conservation and sustainable development of environment, Management of biodiversity, Food security of the country and protection of TK.

Learning Outcomes:

At the end of the unit, the student will able to:

- Know TK in different sectors.
- Apply TK in engineering.
- Analyze TK in various sectors.
- Evaluate food security and protection of TK in the country.

**Reference Books:**

- 1) Traditional Knowledge System in India, by Amit Jha, 2009.
- 2) Traditional Knowledge System and Technology in India by Basanta Kumar Mohanta and Vipin Kumar Singh, PratibhaPrakashan 2012.
- 3) Traditional Knowledge System in India by Amit Jha Atlantic publishers, 2002
- 4) "Knowledge Traditions and Practices of India" Kapil Kapoor, Michel Danino

**e-Resources:**

- 1) <https://www.youtube.com/watch?v=LZP1StpYEPM>
- 2) <http://nptel.ac.in/courses/121106003/>



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		<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>EMPLOYABILITY SKILLS -I</b>					

**Course Objectives:**

The aim of this course is

- To explore and practice basic communication skills
- To learn skills for effective discussions & team work
- To assess and improve personal grooming

**Course Outcomes:**

By the end of this course, the student

- Establish effective communication with employers, supervisors, and co-workers
- Identify to explore their values and career choices through individual skill assessments
- Adapts positive attitude and appropriate body language
- Interpret the core competencies to succeed in professional and personal life

A list of vital employability skills from the standpoint of engineering students with discussion how to potentially develop such skills through campus life.

- 1) Soft Skills: An Introduction – Definition and Significance of Soft Skills; Process, Importance and Measurement of Soft Skill Development.
- 2) Self-Discovery: Discovering the Self; Setting Goals; Beliefs, Values, Attitude, Virtue.
- 3) Positivity and Motivation: Developing Positive Thinking and Attitude; Driving out Negativity; Meaning and Theories of Motivation; Enhancing Motivation Levels.
- 4) Interpersonal Communication: Interpersonal relations; communication models, process and barriers; team communication; developing interpersonal relationships through effective communication; listening skills; essential formal writing skills; corporate communication styles – assertion, persuasion, negotiation.
- 5) Public Speaking: Skills, Methods, Strategies and Essential tips for effective public speaking.
- 6) Group Discussion: Importance, Planning, Elements, Skills assessed; Effectively disagreeing, Initiating, Summarizing and Attaining the Objective.
- 7) Non-Verbal Communication: Importance and Elements; Body Language.
- 8) Teamwork and Leadership Skills: Concept of Teams; Building effective teams; Concept of Leadership and honing Leadership skills.

**References Books:**

- 1) Barun K. Mitra, Personality Development and Soft Skills, Oxford University Press, 2011.
- 2) S.P. Dhanavel, English and Soft Skills, Orient Blackswan, 2010.
- 3) R.S.Aggarwal, A Modern Approach to Verbal & Non-Verbal Reasoning, S.Chand & Company Ltd., 2018.
- 4) Raman, Meenakshi & Sharma, Sangeeta, Technical Communication Principles and Practice, Oxford University Press, 2011.
- 5) R.S.Aggarwal, A Modern Approach to Verbal & Non-Verbal Reasoning, S.Chand & Company Ltd., 2018.
- 6) Raman, Meenakshi & Sharma, Sangeeta, Technical Communication Principles and Practice, Oxford University Press, 2011.



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		<b>3</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>PROFESSIONAL ETHICS &amp; HUMAN VALUES</b>					

**Course Objectives:**

- To create an awareness on Engineering Ethics and Human Values.
- To instill Moral and Social Values and Loyalty
- To appreciate the rights of others
- To create awareness on assessment of safety and risk

**Course outcomes:**

Students will be able to:

- Identify and analyze an ethical issue in the subject matter under investigation or in a relevant field
- Identify the multiple ethical interests at stake in a real-world situation or practice
- Articulate what makes a particular course of action ethically defensible
- Assess their own ethical values and the social context of problems
- Identify ethical concerns in research and intellectual contexts, including academic integrity, use and citation of sources, the objective presentation of data, and the treatment of human subjects
- Demonstrate knowledge of ethical values in non-classroom activities, such as service learning, internships, and field work
- Integrate, synthesize, and apply knowledge of ethical dilemmas and resolutions in academic settings, including focused and interdisciplinary research.

**UNIT I**

Human Values: Morals, Values and Ethics-Integrity-Work Ethic-Service learning – Civic Virtue – Respect for others –Living Peacefully –Caring –Sharing –Honesty –Courage-Cooperation– Commitment – Empathy –Self Confidence Character –Spirituality.

Learning outcomes:

1. Learn about morals, values & work ethics.
2. Learn to respect others and develop civic virtue.
3. Develop commitment
4. Learn how to live peacefully

**UNIT II**

Engineering Ethics: Senses of ‘Engineering Ethics-Variety of moral issued –Types of inquiry – Moral dilemmas –Moral autonomy –Kohlberg’s theory-Gilligan’s theory-Consensus and controversy –Models of professional roles-Theories about right action-Self-interest -Customs and religion –Uses of Ethical theories –Valuing time –Cooperation –Commitment.

Learning outcomes:

1. Learn about the ethical responsibilities of the engineers.
2. Create awareness about the customs and religions.
3. Learn time management
4. Learn about the different professional roles.







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- 5) Managing Soft Skills for Personality Development – edited by B.N.Ghosh, McGraw Hill India, 2012.
- 6) English and Soft Skills – S.P.Dhanavel, Orient Blackswan India, 2010.





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		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>MANAGERIAL ECONOMICS AND FINANCIAL ACCOUNTANCY</b>					

**Course Objectives:**

- The Learning objectives of this paper are to understand the concept and nature of Managerial Economics and its relationship with other disciplines and also to understand the Concept of Demand and Demand forecasting.
- To familiarize about the Production function, Input Output relationship, Cost-Output relationship and Cost-Volume-Profit Analysis.
- To understand the nature of markets, Methods of Pricing in the different market structures and to know the different forms of Business organization and the concept of Business Cycles.
- To learn different Accounting Systems, preparation of Financial Statement and uses of different tools for performance evaluation.
- Finally, it is also to understand the concept of Capital, Capital Budgeting and the techniques used to evaluate Capital Budgeting proposals.

**Unit-I**

**Introduction to Managerial Economics and demand Analysis:**

Definition of Managerial Economics –Scope of Managerial Economics and its relationship with other subjects –Concept of Demand, Types of Demand, Determinants of Demand- Demand schedule, Demand curve, Law of Demand and its limitations- Elasticity of Demand, Types of Elasticity of Demand and Measurement- Demand forecasting and Methods of forecasting, Concept of Supply and Law of Supply.

**Unit – II:**

**Theories of Production and Cost Analyses:**

Theories of Production function- Law of Variable proportions-Isoquants and Isocosts and choice of least cost factor combination-Concepts of Returns to scale and Economies of scale-Different cost concepts: opportunity costs, explicit and implicit costs-Fixed costs, Variable Costs and Total costs –Cost –Volume-Profit analysis-Determination of Breakeven point(problems)-Managerial significance and limitations of Breakeven point.

**Unit – III:**

**Introduction to Markets, Theories of the Firm & Pricing Policies:**

Market Structures: Perfect Competition, Monopoly, Monopolistic competition and Oligopoly – Features – Price and Output Determination – Managerial Theories of firm: Marris and Williamson’s models – other Methods of Pricing: Average cost pricing, Limit Pricing, Market Skimming Pricing, Internet Pricing: (Flat Rate Pricing, Usage sensitive pricing) and Priority Pricing, Business Cycles : Meaning and Features – Phases of a Business Cycle. Features and Evaluation of Sole Trader, Partnership, Joint Stock Company – State/Public Enterprises and their forms.

**Unit – IV:**

**Introduction to Accounting & Financing Analysis:**

Introduction to Double Entry System, Journal, Ledger, Trail Balance and Preparation of Final Accounts with adjustments – Preparation of Financial Statements-Analysis and Interpretation of Financial Statements-Ratio Analysis – Preparation of Funds flow and cash flow analysis (Problems)

**Unit – V:**

**Capital and Capital Budgeting:** Capital Budgeting: Meaning of Capital-Capitalization-Meaning of Capital Budgeting-Time value of money- Methods of appraising Project profitability: Traditional Methods(pay back period, accounting rate of return) and modern methods(Discounted cash flow method, Net Present Value method, Internal Rate of Return Method and Profitability Index)



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**Course Outcomes:**

- The Learner is equipped with the knowledge of estimating the Demand and demand elasticities for a product.
- The knowledge of understanding of the Input-Output-Cost relationships and estimation of the least cost combination of inputs.
- The pupil is also ready to understand the nature of different markets and Price Output determination under various market conditions and also to have the knowledge of different Business Units.
- The Learner is able to prepare Financial Statements and the usage of various Accounting tools for Analysis.
- The Learner can able to evaluate various investment project proposals with the help of capital budgeting techniques for decision making.

**TEXT BOOKS:**

A R Aryasri, Managerial Economics and Financial Analysis, The McGraw – Hill companies.

**REFERENCES:**

1. Varshney R.L, K.L Maheswari, Managerial Economics, S. Chand & Company Ltd,
2. JL Pappas and EF Brigham, Managerial Economics, Holt, R & W; New edition edition
3. N.P Srinivasn and M. SakthivelMurugan, Accounting for Management, S. Chand & Company Ltd,
4. MaheswariS.N, AnIntroduction to Accountancy, Vikas Publishing House Pvt Ltd
5. I.M Pandey, Financial Management , Vikas Publishing House Pvt Ltd
6. V. Maheswari, Managerial Economics, S. Chand & Company Ltd,



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		<b>3</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>IPR &amp; PATENTS</b>					

**Course Objectives:**

- To know the importance of Intellectual property rights, which plays a vital role in advanced Technical and Scientific disciplines
- Imparting IPR protections and regulations for further advancement, so that the students can familiarize with the latest developments

**Course Outcomes:**

- IPR Laws and patents pave the way for innovative ideas which are instrumental for inventions to seek Patents
- Student get an insight on Copyrights, Patents and Software patents which are instrumental for further advancements

**UNIT I**

Introduction to Intellectual Property Rights (IPR): Concept of Property - Introduction to IPR – International Instruments and IPR - WIPO - TRIPS – WTO -Laws Relating to IPR - IPR Tool Kit - Protection and Regulation - Copyrights and Neighboring Rights – Industrial Property – Patents - Agencies for IPR Registration – Traditional Knowledge –Emerging Areas of IPR - Layout Designs and Integrated Circuits – Use and Misuse of Intellectual Property Rights.

**UNIT II**

Copyrights and Neighboring Rights: Introduction to Copyrights – Principles of Copyright Protection – Law Relating to Copyrights - Subject Matters of Copyright – Copyright Ownership – Transfer and Duration – Right to Prepare Derivative Works –Rights of Distribution – Rights of Performers – Copyright Registration – Limitations – Infringement of Copyright – Relief and Remedy – Case Law - Semiconductor Chip Protection Act.

**UNIT III**

Patents: Introduction to Patents - Laws Relating to Patents in India – Patent Requirements – Product Patent and Process Patent - Patent Search - Patent Registration and Granting of Patent - Exclusive Rights – Limitations - Ownership and Transfer — Revocation of Patent – Patent Appellate Board - Infringement of Patent – Compulsory Licensing — Patent Cooperation Treaty – New developments in Patents – Software Protection and Computer related Innovations

**UNIT IV**

Trademarks: Introduction to Trademarks – Laws Relating to Trademarks – Functions of Trademark – Distinction between Trademark and Property Mark – Marks Covered under Trademark Law - Trade Mark Registration – Trade Mark Maintenance – Transfer of rights - Deceptive Similarities  
 Likelihood of Confusion - Dilution of Ownership – Trademarks Claims and Infringement – Remedies – Passing Off Action.

**UNIT V**

Trade Secrets & Cyber Law and Cyber Crime: Introduction to Trade Secrets – General Principles - Laws Relating to Trade Secrets – Maintaining Trade Secret – Physical Security – Employee Access Limitation – Employee Confidentiality Agreements – Breach of Contract –Law of



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Unfair Competition – Trade Secret Litigation – Applying State Law.

Cyber Law – Information Technology Act 2000 - Protection of Online and Computer Transactions –

E-commerce - Data Security – Authentication and Confidentiality - Privacy - Digital Signatures – Certifying Authorities - Cyber Crimes - Prevention and Punishment – Liability of Network Providers.

**References Books:**

- 1) Intellectual Property Rights (Patents & Cyber Law), Dr. A. Srinivas. Oxford University Press, New Delhi.
- 2) Deborah E. Bouchoux: Intellectual Property, Cengage Learning, New Delhi.
- 3) PrabhuddhaGanguli: Intellectual Property Rights, Tata Mc-Graw –Hill, New Delhi
- 4) Richard Stim: Intellectual Property, Cengage Learning, New Delhi.
- 5) Kompal Bansal & Parishit Bansal Fundamentals of IPR for Engineers, B. S. Publications (Press).
- 6) Cyber Law - Texts & Cases, South-Western's Special Topics Collections.
- 7) R.Radha Krishnan, S.Balasubramanian: Intellectual Property Rights, Excel Books. New Delhi.
- 8) M.Ashok Kumar and MohdIqbal Ali: Intellectual Property Rights, Serials Pub.



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<b>IV Year –II Semester</b>		<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>MANAGEMENT AND ORGANIZATIONAL BEHAVIOR</b>					

**Course Objectives:**

- To familiarize with the process of management, principles, leadership styles and basic concepts on Organization
- To provide conceptual knowledge on functional management that is on Human resource management and Marketing management
- To provide basic insight into select contemporary management practices and Strategic Management
- To learn theories of motivation and also deals with individual behavior, their personality and perception of individuals
- To understand about organizations groups that affect the climate of an entire organizations which helps employees in stress management

**Course Outcomes:**

- After completion of the Course the student will acquire the knowledge on management functions, global leadership and organizational structure
- Will familiarize with the concepts of functional management that is HRM and Marketing of new product developments
- The learner is able to think in strategically through contemporary management practices
- The learner can develop positive attitude through personality development and can equip with motivational theories
- The student can attain the group performance and grievance handling in managing the organizational culture

**UNIT I**

Introduction: Management and organizational concepts of management and organization- Nature and Importance of Management, Functions of Management, System approach to Management - Taylor's Scientific Management Theory, Fayol's Principles of Management, Leadership Styles, Social responsibilities of Management. Designing Organizational Structures: Basic concepts related to Organization - Departmentation and Decentralization, MBO, Process and concepts.

**UNIT II**

Functional Management: Human Resource Management (HRM) Concepts of HRM, Basic functions of HR Manager: Manpower planning, Recruitment, Selection, Training and Development, Wage and Salary Administration Performance Appraisal, Grievance Handling and Welfare Administration, Job Evaluation and Merit Rating. Marketing Management: Concepts of Marketing, Marketing mix elements and marketing strategies.

**UNIT III**

Strategic Management: Strategic Management and Contemporary Strategic Issues: Mission, Goals, Objectives, Policy, Strategy, Programmes, Elements of Corporate Planning Process, Environmental Scanning, Value Chain Analysis, SWOT Analysis, Steps in Strategy Formulation and implementation, Generic Strategy alternatives. Bench Marking and Balanced Score Card as Contemporary Business Strategies.



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**UNIT IV**

Individual Behavior: Perception-Perceptual process- Impression management- Personality development – Socialization – Attitude- Process- Formation- Positive attitude- Change – Learning – Learning organizations- Reinforcement Motivation – Process- Motives – Theories of Motivation: Maslow’s Theory of Human Needs, Douglas McGregor’s Theory X and Theory Y, Herzberg’s Two-Factor Theory of Motivation.

**UNIT V**

Group Dynamics: Types of Groups, Stages of Group Development, Group Behaviour and Group Performance Factors, Organizational conflicts: Reasons for Conflicts, Consequences of Conflicts in Organization, Types of Conflicts, Strategies for Managing Conflicts, Organizational Climate and Culture, Stress, Causes and effects, coping strategies of stress.

**Text Books:**

- 1) Subba Rao P., Organizational Behaviour, Himalaya Publishing House. Mumbai
- 2) L.M. Prasad, Principles and Practice of Management.

**Reference Books:**

- 1) Fred Luthans Organizational Behaviour, TMH, New Delhi.
- 2) Robins, Stephen P., Fundamentals of Management, Pearson, India.
- 3) Kotler Philip & Keller Kevin Lane: Marketing Mangement 12/e, PHI, 2007
- 4) Koontz & Weihrich: Essentials of Management, 6/e, TMH, 2007
- 5) Kanishka Bedi, Production and Operations Management, Oxford University Press, 2007.