



**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY: KAKINADA**  
**KAKINADA – 533 003, Andhra Pradesh, India**  
**DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING**

## **COURSE STRUCTURE AND SYLLABUS**

**For**

**B. TECH ELECTRONICS AND COMMUNICATION ENGINEERING**

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



**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY: KAKINADA**

**KAKINADA - 533 003, Andhra Pradesh, India**



**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY: KAKINADA**  
**KAKINADA – 533 003, Andhra Pradesh, India**  
**DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING**

**I Year – I SEMESTER**

Sl. 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	ES1101	Programming for Problem Solving Using C	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	ES1102	Programming for Problem Solving Using C Lab	0	0	3	1.5
9	MC1101	Environmental Science	3	0	0	0
<b>Total Credits</b>			<b>16</b>	<b>0</b>	<b>12</b>	<b>19</b>

**I Year – II SEMESTER**

Sl. 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	ES1209	Network Analysis	3	0	0	3
5	ES1211	Basic Electrical Engineering	3	0	0	3
6	ES1215	Electronic workshop	0	0	2	1
7	ES1208	Basic Electrical Engineering Lab	0	0	3	1.5
8	BS1205	Applied Physics Lab	0	0	3	1.5
9	HS1203	Communication Skills Lab	0	0	2	1
10	PR1201	Engineering Exploration Project	0	0	2	1
			<b>15</b>	<b>0</b>	<b>12</b>	<b>21</b>



**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY: KAKINADA**  
**KAKINADA – 533 003, Andhra Pradesh, India**  
**DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING**

## II Year – ISemester

S. No.	Course	Category	L	T	P	Credits
1	Electronic Devices and Circuits	PC	3	0	0	3
2	Switching Theory and Logic Design	PC	3	0	0	3
3	Signals and Systems	PC	3	0	0	3
4	Random Variables and Stochastic Processes	PC	3	0	0	3
5	Object Oriented Programming through Java	ES	3	0	0	3
6	Managerial Economics & Financial Analysis	HS	3	0	0	3
7	Electronic Devices and Circuits - Lab	LC	0	0	3	1.5
8	Switching Theory and Logic Design - Lab	LC	0	0	3	1.5
9	Constitution of India	MC	3	0	0	0
			Sub-Total			<b>21</b>

## II Year – IISemester

S. No.	Course	Category	L	T	P	Credits
1	Electronic Circuit Analysis	PC	3	0	0	3
2	Linear Control Systems	PC	3	0	0	3
3	Electromagnetic Waves and Transmission Lines	PC	3	0	0	3
4	Analog Communications	PC	3	0	0	3
5	Computer Architecture and Organization	ES	3	0	0	3
6	Management and Organizational Behavior	HS	3	0	0	3
7	Electronic Circuit Analysis - Lab	LC	0	0	3	1.5
8	Analog Communications - Lab	LC	0	0	3	1.5
			Sub-Total			<b>21</b>



**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY: KAKINADA**  
**KAKINADA – 533 003, Andhra Pradesh, India**  
**DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING**

### III Year – I Semester

S. No.	Course	Category	L	T	P	Credits
1	Linear Integrated Circuits and Applications	PC	3	0	0	3
2	Microprocessor and Microcontrollers	PC	3	0	0	3
3	Digital Communications	PC	3	0	0	3
4	Electronic Measurements & Instrumentation	PC	3	0	0	3
5	Professional Elective (PE 1)	PE	3	0	0	3
6	Linear Integrated Circuits and Applications - Lab	LC	0	0	3	1.5
7	Digital Communications Lab	LC	0	0	3	1.5
8	Microprocessor and Microcontrollers - Lab	LC	0	0	3	1.5
9	Mini Project with Hardware Development	PR	0	0	3	1.5
10	Essence of Indian Traditional Knowledge	MC	3	0	0	0
			Sub-Total			<b>21</b>

### III Year – IISemester

S. No.	Course	Category	L	T	P	Credits
1	Wired and Wireless Transmission Devices	PC	3	0	0	3
2	VLSI Design	PC	3	0	0	3
3	Digital Signal Processing	PC	3	0	0	3
4	Professional Elective (PE2)	PE	3	0	0	3
5	Open Elective (OE1)	OE	3	0	0	3
6	Internet of Things	PC	3	0	0	3
7	VLSI Lab	LC	0	0	3	1.5
8	Digital Signal Processing Lab	LC	0	0	3	1.5
9	Intellectual Property Rights (IPR) & Patents	MC	3	0	0	0
			Sub-Total			<b>21</b>



**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY: KAKINADA**  
**KAKINADA – 533 003, Andhra Pradesh, India**  
**DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING**

I Year - I Semester		L	T	P	C
		3	0	0	0
ENVIRONMENTAL SCIENCE					

**Learning 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.



**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY: KAKINADA**  
**KAKINADA – 533 003, Andhra Pradesh, India**  
**DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING**

**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 pollution. - Pollution case studies, Sustainable Life Studies. Impact of Fire Crackers on Men and his wellbeing.

**Solid Waste Management:** Sources, Classification, effects and control measures of urban and industrial solid wastes. Consumerism and waste products, Biomedical, Hazardous and e – waste management.

**UNIT – V**

**Social Issues and the Environment:** Urban problems related to energy -Water conservation, rain water harvesting-Resettlement and rehabilitation of people; its problems and concerns. Environmental ethics: Issues and possible solutions. Environmental Protection Act -Air (Prevention and Control of Pollution) Act. –Water (Prevention and control of Pollution) Act - Wildlife Protection Act -Forest Conservation Act-Issues involved in enforcement of environmental legislation. -Publicawareness.

**UNIT – VI**

**Environmental Management:** Impact Assessment and its significance various stages of EIA, preparation of EMP and EIS, Environmental audit. Ecotourism, Green Campus – Green business and Green politics.

The student should Visit an Industry / Ecosystem and submit a report individually on any issues related to Environmental Studies course and make a power point presentation.

**Text Books:**

1. Environmental Studies, K. V. S. G. Murali Krishna, VGS Publishers,Vijayawada
2. Environmental Studies, R. Rajagopalan, 2<sup>nd</sup> Edition, 2011, Oxford UniversityPress.
3. EnvironmentalStudies,P. N. Palanisamy, P. Manikandan, A. Geetha, and K. Manjula Rani; Pearson Education,Chennai

**Reference:**



**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY: KAKINADA**  
**KAKINADA – 533 003, Andhra Pradesh, India**  
**DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING**

1. Text Book of Environmental Studies, Deeshita Dave & P. Udaya Bhaskar, Cengage Learning.
2. A Textbook of Environmental Studies, Shaashi Chawla, TMH, NewDelhi
3. Environmental Studies, Benny Joseph, Tata McGraw Hill Co, NewDelhi
4. Perspectives in Environment Studies, Anubha Kaushik, C P Kaushik, New AgeInternational Publishers,2014



**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY: KAKINADA**  
**KAKINADA – 533 003, Andhra Pradesh, India**  
**DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING**

II Year - I Semester		L	T	P	C
		3	0	0	3
MANAGERIAL ECONOMICS & FINANCIAL ANALYSIS					

**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.





**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY: KAKINADA**  
**KAKINADA – 533 003, Andhra Pradesh, India**  
**DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING**

**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)

**TEXT BOOKS:**

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

**REFERENCES:**

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

**Course Outcomes:**

- The Learner is equipped with the knowledge of estimating the Demand and demand elasticities for aproduct.
- The knowledge of understanding of the Input-Output-Cost relationships and estimation of the least cost combination ofinputs.
- 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 BusinessUnits.
- The Learner is able to prepare Financial Statements and the usage of various Accounting tools forAnalysis.
- The Learner can able to evaluate various investment project proposals with the help of capital budgeting techniques for decisionmaking.



**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY: KAKINADA**  
**KAKINADA – 533 003, Andhra Pradesh, India**  
**DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING**

II Year-I Semester		L	T	P	C
		3	0	0	0
CONSTITUTION OF INDIA					

**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.

**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



**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY: KAKINADA**  
**KAKINADA – 533 003, Andhra Pradesh, India**  
**DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING**

**UNIT-III**

State Government and its Administration Governor - Role and Position - CM and Council of ministers, State Secretariat: Organization, Structure and Functions

**Learning outcomes:-**After completion of this unit student will

- Understand the structure of state government
- Analyze the role Governor and Chief Minister
- Explain the role of state Secretariat
- Differentiate between structure and functions of state secretariat

**UNIT-IV**

A. Local Administration - District's Administration Head - Role and Importance, Municipalities - Mayor and role of Elected Representative - CEO of Municipal Corporation Panchayati Raj: Functions PRI: Zila Panchayat, Elected officials and their roles, CEO Zila Panchayat: Block level Organizational Hierarchy - (Different departments), Village level - Role of Elected and Appointed officials - Importance of grass root democracy

**Learning outcomes:-**After completion of this unit student will

- Understand the local Administration
- Compare and contrast district administration role and importance
- Analyze the role of Mayor and elected representatives of Municipalities
- Evaluate Zilla Panchayat block level organisation

**UNIT-V**

Election Commission: Election Commission- Role of Chief Election Commissioner and Election Commissionerate State Election Commission:, Functions of Commissions for the welfare of SC/ST/OBC and women

**Learning outcomes:-**After completion of this unit student will

- Know the role of Election Commission apply knowledge
- Contrast and compare the role of Chief Election commissioner and Commissionerate
- Analyze role of state election commission
- Evaluate various commissions of viz SC/ST/OBC and women

**References:**

1. Durga Das Basu, Introduction to the Constitution of India, Prentice – Hall of India Pvt. Ltd.. New Delhi
2. Subash Kashyap, Indian Constitution, National Book Trust
3. J.A. Siwach, Dynamics of Indian Government & Politics
4. D.C. Gupta, Indian Government and Politics



**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY: KAKINADA**  
**KAKINADA – 533 003, Andhra Pradesh, India**  
**DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING**

5. H.M.Sreevai, Constitutional Law of India, 4th edition in 3 volumes (Universal Law Publication)
6. J.C. Johari, Indian Government and Politics Hans
7. J. Raj Indian Government and Politics
8. M.V. Pylee, Indian Constitution Durga Das Basu, Human Rights in Constitutional Law, Prentice – Hall of India Pvt. Ltd.. New Delhi
9. Noorani, A.G., (South Asia Human Rights Documentation Centre), Challenges to Civil Right), Challenges to Civil Rights Guarantees in India, Oxford University Press 2012

**resources:**

1. [nptel.ac.in/courses/109104074/8](http://nptel.ac.in/courses/109104074/8)
2. [nptel.ac.in/courses/109104045/](http://nptel.ac.in/courses/109104045/)
3. [nptel.ac.in/courses/101104065/](http://nptel.ac.in/courses/101104065/)
4. [www.hss.iitb.ac.in/en/lecture-details](http://www.hss.iitb.ac.in/en/lecture-details)
5. [www.iitb.ac.in/en/event/2nd-lecture-institute-lecture-series-indian-constitution](http://www.iitb.ac.in/en/event/2nd-lecture-institute-lecture-series-indian-constitution)

**Course Outcomes:**

At the end of the semester/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 ie., 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



**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY: KAKINADA**  
**KAKINADA – 533 003, Andhra Pradesh, India**  
**DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING**

II Year-II Semester		L	T	P	C
		3	0	0	3
MANAGEMENT and ORGANISATIONAL BEHAVIOUR					

**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.

**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.

**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



**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY: KAKINADA**  
**KAKINADA – 533 003, Andhra Pradesh, India**  
**DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING**

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

Organization, Types of Conflicts, Strategies for Managing Conflicts, Organizational Climate and Culture, Stress, Causes and effects, coping strategies of stress.

**Reference Books:**

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

**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.





**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY: KAKINADA**  
**KAKINADA – 533 003, Andhra Pradesh, India**  
**DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING**

III Year - I Semester		L	T	P	C
		3	0	0	0
ESSENCE OF INDIAN TRADITIONAL KNOWLEDGE					

**Course Objectives:**

To facilitate the students with the concepts of Indian traditional knowledge and to make them understand the Importance of roots of knowledge system

- The course aim of the importing basic principle of third process reasoning and inference sustainability is at the course of Indian traditional knowledgesystem
- To understand the legal framework and traditional knowledge and biological diversity act 2002 and geographical indication act2003
- The courses focus on traditional knowledge and intellectual property mechanism of traditional knowledge andprotection
- To know the student traditional knowledge in differentsector

**Course Outcomes:**

After completion of the course, students will be able to:

- Understand the concept of Traditional knowledge and itsimportance
- Know the need and importance of protecting traditionalknowledge
- Know the various enactments related to the protection of traditionalknowledge
- Understand the concepts of Intellectual property to protect the traditionalknowledge

**UNIT I**

Introduction to traditional knowledge: Define traditional knowledge, nature and characteristics, scope and importance, kinds of traditional knowledge, the physical and social contexts in which traditional knowledge develop, the historical impact of social change on traditional knowledge systems. Indigenous Knowledge (IK), characteristics, traditional knowledge vis-à-vis indigenous knowledge, traditional knowledge Vs western knowledge traditional knowledge vis-à-vis formal knowledge

**Learning Outcomes:**

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

- Understand the traditionalknowledge.
- Contrast and compare characteristics importance kinds of traditionalknowledge.
- Analyze physical and social contexts of traditionalknowledge.
- Evaluate social change on traditionalknowledge.

**UNIT II**

Protection of traditional knowledge: the need for protecting traditional knowledge Significance of TK Protection, value of TK in global economy, Role of Government to harness TK.

**Learning Outcomes:**

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

- Know the need of protecting traditionalknowledge.
- Apply significance of tkprotection.



**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY: KAKINADA**  
**KAKINADA – 533 003, Andhra Pradesh, India**  
**DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING**

- Analyze the value of tk in globaleconomy.
- Evaluate role ofgovernment

**UNIT III**

Legal framework and TK: A: The Scheduled Tribes and Other Traditional Forest Dwellers (Recognition of Forest Rights) Act, 2006, Plant Varieties Protection and Farmers Rights Act, 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 ofTK.
- Contrast and compare the ST and other traditional forestdwellers
- Analyze plant variantprotections
- Evaluate farmers rightact

**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 ableto:

- Understand TK andIPR
- Apply systems of TKprotection.
- Analyze legal concepts for the protection ofTK.
- Evaluate strategies to increase the protection ofTK.

**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 differentsectors.
- Apply TK inengineering.
- Analyze TK in variousectors.
- Evaluate food security and protection of TK in thecountry.





**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY: KAKINADA**  
**KAKINADA – 533 003, Andhra Pradesh, India**  
**DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING**

**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, Pratibha Prakashan 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/>



**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY: KAKINADA**  
**KAKINADA – 533 003, Andhra Pradesh, India**  
**DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING**

III Year - II Semester		L	T	P	C
		3	0	0	0
Intellectual Property Rights (IPR) & Patents					

**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 PropertyRights.

**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 ProtectionAct.

**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 relatedInnovations

**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.



**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY: KAKINADA**  
**KAKINADA – 533 003, Andhra Pradesh, India**  
**DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING**

**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 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:**

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

**Course Outcomes:**

- IPR Laws and patents pave the way for innovative ideas which are instrumental for inventions to seekPatents
- Student get an insight on Copyrights, Patents and Software patents which are instrumental for furtheradvancements
- advanced Technical and Scientific disciplines
- Imparting IPR protections and regulations for further advancement, so that the students can familiarize with the latestdevelopments