



KINGSTON ENGINEERING COLLEGE

(An Autonomous Institution)

**(Approved by AICTE & COA, New Delhi, Affiliated to Anna University, Chennai)
Chittoor Main Road, Christianpet,
Katpadi, Vellore-632059**

DEPARTMENT OF COMPUTER SCIENCE AND BUSINESS SYSTEMS

AUTONOMOUS CURRICULUM REGULATION 2026

Academic Year 2026-27 onwards



INSTITUTE VISION

To be a pioneer in engineering and management education by providing amicable ambience and being a centre for learning thereby perpetuating versatile professionals in engineering and management suitable for industry, higher education and research.

INSTITUTE MISSION

- Developing, nurturing and building professionals with technical, research and managerial expertise, intellectual proficiency, right attitude and moral ethics.
- Building infrastructure that earmarks the institution to be the most preferred educational destination and provides the right ambience for creative and innovative teaching - learning process.
- Enabling learners to broaden their horizon and helping to meet global challenges.

QUALITY POLICY

To establish and implement a robust quality system at Kingston Engineering College, encircling teaching, learning, research, and self-reliance, focusing on core and support functions to ensure accountability to stakeholders through continuous improvement and sustenance towards promoting holistic academic excellence.

TABLE OF CONTENTS

S. NO	DESCRIPTION	PAGE NUMBER
1	Department Vision and Mission	1
2	Program Educational Objectives (PEOs)	1
3	Program Outcomes (POs)	1
4	Program Specific Outcomes (PSOs)	2
5	Mapping of PEOs with POs	3
6	Mapping of PEOs with PSOs	3
7	Curriculum for Semester I to VIII	4
8	Credit Distribution	11
9	Professional Electives (Vertical I to Vertical VI)	12
10	Minor Degree (Vertical I to Vertical V)	16

B. Tech – COMPUTER SCIENCE AND BUSINESS SYSTEMS

REGULATION – 2026

CHOICE BASED CREDIT SYSTEMS

VISION

To build competent industry ready professionals to largely contribute the society, by imparting the knowledge in the domain of Computer Science and Business Systems with managerial skills, human and social values.

MISSION

M1: To provide world-class computing infrastructure and adopt modern teaching-learning methodologies that enable students to become highly proficient, globally competent, and industry-ready Computer Science and Business Systems professionals.

M2: To inspire students and faculty to engage in research, innovation, and critical thinking while upholding ethical values and leveraging emerging technologies to address real-world challenges.

M3: To cultivate lifelong learning, professional excellence, entrepreneurial mindset, research aptitude, and innovation through continuous knowledge enhancement and skill development.

PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

PEO1:

Equip graduates with strong foundations in mathematics, computer science, business systems, and basic sciences to analyze, design, and develop innovative solutions for engineering and business applications.

PEO2:

Enable graduates to apply modern computing technologies, data analytics, and business management principles to solve real-world problems, pursue successful careers, higher education, and research, while demonstrating leadership and professional ethics.

PEO3:

Develop graduates with entrepreneurial mindset, lifelong learning abilities, and managerial competencies to identify business opportunities, create sustainable technology-driven enterprises, and contribute effectively to society and the global economy.

PROGRAM OUTCOMES (POs)

1. **Engineering Knowledge:** Apply math, science, and engineering fundamentals to complex problems.

2. **Problem Analysis:** Identify and analyze complex problems using research and sustainability principles.

3. **Design Solutions:** Design systems and processes considering health, safety, cost, culture, and environment.
4. **Investigations:** Use experiments, modelling, and data analysis to reach valid conclusions.
5. **Engineering Tools:** Apply modern tools for modelling and problem-solving, recognizing their limits.
6. **Society & Environment:** Assess societal, legal, and environmental impacts of engineering solutions.
7. **Ethics:** Commit to ethics, human values, diversity, and legal compliance.
8. **Teamwork:** Work effectively as an individual and in multidisciplinary teams.
9. **Communication:** Communicate clearly in reports, presentations, and documentation across diverse groups.
10. **Management & Finance:** Apply management and economic principles in projects and teamwork.
11. **Lifelong Learning:** Engage in continuous learning, adapt to new technologies, and think critically

PROGRAM SPECIFIC OUTCOMES (PSOs)

After the successful completion of the program, the graduates will be able to:

PSO1: Apply appropriate computing principles, modern engineering tools, data analytics, artificial intelligence, and contemporary business technologies to analyze, design, and develop efficient solutions for complex engineering and business problems.

PSO2: Develop domain-specific computing solutions by integrating computer science fundamentals, data-driven methodologies, and analytical techniques to support effective decision-making for real-world applications.

PSO3: Demonstrate managerial, entrepreneurial, and leadership competencies to identify business opportunities, evaluate innovative ideas, and develop sustainable technology-driven business solutions.

PSO4: Plan, execute, and manage complex IT projects by applying project management practices while considering risk management, operational and regulatory requirements, ethical responsibilities, financial viability, environmental sustainability, and professional standards.

MAPPING OF PROGRAM EDUCATIONAL OBJECTIVES WITH PROGRAM OUTCOMES

A broad relation between the program objective and the outcomes is given in the following table

PROGRAM EDUCATIONAL OBJECTIVES	PROGRAM OUTCOMES										
	1	2	3	4	5	6	7	8	9	10	11
PEO I	3	3	3	2	3	1	1	1	2	1	2
PEO II	2	3	2	3	3	2	3	2	3	3	3
PEO III	1	2	2	1	2	3	2	3	3	3	3

1 - Low, 2 - Medium, 3 - High, '-' - no correlation

MAPPING OF PROGRAM SPECIFIC OBJECTIVES WITH PROGRAM EDUCATIONAL OUTCOMES

A broad relation between the Program Specific Objectives and the outcomes is given in the following table

PROGRAM EDUCATIONAL OBJECTIVES	PROGRAM SPECIFIC OBJECTIVES			
	PSO1	PSO2	PSO3	PSO4
PEO I	3	3	1	2
PEO II	3	3	2	3
PEO III	1	2	3	3

1 - Low, 2 - Medium, 3 - High, '-' - no correlation



DEPARTMENT OF COMPUTER SCIENCE AND BUSINESS SYSTEMS

B. Tech – COMPUTER SCIENCE AND BUSINESS SYSTEMS

REGULATION – 2026

CURRICULUM SEMESTER I to VIII

CHOICE BASED CREDIT SYSTEMS

(For the Students admitted from the Academic Year 2026-27)

Semester I									
S. No	Course Code	Course Name	Course Type	Contact Periods	L	T	P	C	SDG
Theory Course									
1	HS26101	Heritage of Tamil	HS	1	1	0	0	1	4,11,17
2	MA26103	Introductory topics in Statistics, Probability and Calculus	BS	4	3	1	0	4	4,8,9,11
Lab Integrated Theory Course									
3	HS26103	Business Communication and Value Science - I	HS	3	1	0	2	2	4,16,17
4	CS26C01	Programming in C	ES	5	3	0	2	4	4,8,9
5	PH26102	Physics for Computing Science	BS	4	2	0	2	3	4,7,9,13
6	CH26C01	Chemistry for Engineers	BS	4	2	0	2	3	6,7,9,12,13
Practical Course									
7	ME26C11	Engineering Foundation Laboratory (MECH)	ES	2	0	0	2	1	4, 8, 9, 12
Employability Enhancement Course									
8	PD26S01	Digital Professional Skills	EE	2	0	0	2	1	4,8,9
Mandatory Course									
9	MC26101	Student Induction Program	MC	3 weeks	0	0	0	0	4
10	MC26102	Foreign Language-Level-I (Japanese/German)	MC	2	0	0	2	1	4,8,17
11	MC26103	Physical Education I	MC	2	0	0	2	0	3,4,5
Audit Course									
12	AC26101	NSS/YRC/SDG/CLUB ACTIVITIES	AC	1 Week	-	-	-	0	3,11,17
TOTAL				29	12	1	16	20	-

Semester II									
S. No	Course Code	Course Name	Course Type	Contact Periods	L	T	P	C	SDG
Theory Course									
1	HS26201	Tamil and Technology	HS	1	1	0	0	1	11
2	MA26202	Matrices and Linear Algebra	BS	4	3	1	0	4	4,8,9,12
3	HS26205	Fundamentals of Management	HS	3	3	0	0	3	4,8,9,10,16,17
Lab Integrated Theory Course									
4	HS26204	Business Communication and Value Science - II	HS	3	1	0	2	2	4,8,9
5	CS26201	Data Structures	ES	5	3	0	2	4	4,8,9,12
6	CS26C02	Python Programming	ES	5	3	0	2	4	4,8,9
7	EC26202	Basic Electrical and Electronics Engineering	ES	5	3	0	2	4	4,7,9,12
Practical Course									
8	CS26C11	Engineering Foundation Laboratory (CSE & ECE)	ES	2	0	0	2	1	4,8,9,12
Employability Enhancement Course									
9	PD26S02	Professional Excellence and Career Development	EE	2	0	0	2	1	3,4,8,16
Mandatory Course									
10	MC26201	Foreign Language-Level-II (Japanese/German)	MC	2	0	0	2	1	4,8,17
11	MC26202	Physical Education II	MC	2	0	0	2	0	3,4,5
Audit Course									
12	AC26201	NSS/YRC/SDG/CLUB ACTIVITIES	AC	1 Week	-	-	-	0	3,11,17
TOTAL				34	17	1	16	25	-

Semester III									
S. No	Course Code	Course Name	Course Type	Contact Periods	L	T	P	C	SDG
Theory Course									
1	MA26C01	Discrete Mathematics	BS	4	3	1	0	4	4,9,11,12,16
2	HS26301	Fundamental of Economics	HS	3	3	0	0	3	4,8,9,12
3	CB26301	Formal Language and Automata Theory	PC	4	3	1	0	4	4,8,9,16
Lab Integrated Theory Course									
4	CB26302	Object Oriented Programming in C++	PC	5	3	0	2	4	4,8,9,12
5	CB26303	Fundamentals of Data Science	PC	4	2	0	2	3	4,8,9,12
6	CB26304	Design thinking and Idea Innovation	ES	4	2	0	2	3	8,9,12,17
Employability Enhancement Course									
7	CB26S01	Employability Enhancement Skill - I	EE	2	0	0	2	1	3,4,8,16
8	CB26S02	Industry Certification Course-I	EE	2	0	0	2	1	
Mandatory Course									
9	MC26301	Environmental and Sustainable Future	MC	1	1	0	0	1	4,11,12,13
10	MC26302	Foreign Language-Level-III (Japanese/German)	MC	2	0	0	2	1	4,8,17
Audit Course									
11	AC26301	NSS/YRC/SDG/Club Activities	AC	1 Week	0	0	0	0	3,11,17
TOTAL				31	17	2	12	25	

Semester IV									
S. No	Course Code	Course Name	Course Type	Contact Periods	L	T	P	C	SDG
Theory Course									
1	HS26401	Marketing Research & Marketing Management	HS	3	3	0	0	3	4,8,9,12
2	MA26402	Computational Statistics	HS	3	2	1	0	3	4,8,9,17
Lab Integrated Theory Course									
3	CB26401	Operating System Concepts	PC	4	2	0	2	3	4,8,9,12
4	CB26402	Fundamentals of Database Systems	PC	4	2	0	2	3	4,8,9,16
5	CB26403	Web Technologies	PC	4	2	0	2	3	4,8,9,16
6	HS26401	Business Communication and Value Science - III	HS	4	2	0	2	3	4,8,9,16
Practical Course									
7	CB26411	Innovation Design Laboratory	PC	4	0	0	4	2	4,9
Employability Enhancement Course									
8	CB26S03	Employability Enhancement Skill - II	EE	2	0	0	2	1	4,8,16
9	CB26S04	Industry Oriented Course-I	EE	2	0	0	2	1	
Mandatory Course									
10	MC26401	Foreign Language-Level-IV (Japanese/German)	MC	2	0	0	2	1	4,8,17
Audit Course									
11	AC26401	NSS/YRC/SDG/Club Activities	AC	1 Week	0	0	0	0	3,11,17
TOTAL				32	13	1	18	23	

Semester V

S. No	Course Code	Course Name	Course Type	Contact Periods	L	T	P	C	SDG
Theory Course									
1	CB26501	Cryptography and Network Security	PC	3	3	0	0	3	4,8,9,16,17
2	HS26501	Business Analytics	HS	3	3	0	0	3	4,8,9,16,17
3	HS26502	Standards in Computer Science	HS	1	1	0	0	1	4,9,16,17
Lab Integrated Theory Course									
4	CB26502	Design and Analysis of Algorithms	PC	4	2	0	2	3	4,9,17
5	HS26503	Business Communication and Value Science - IV	ES	4	2	0	2	3	4,8,9,17
6		Professional Elective - I	PE	4	2	0	2	3	
7		Professional Elective - II	PE	4	2	0	2	3	
Practical Course									
8	CB26511	Innovation Product Development-I Laboratory	PC	4	0	0	4	2	4,8,9,12
Employability Enhancement Course									
9	CB26S05	Career Readiness - I	EE	2	0	0	2	1	4,8,9,17
Mandatory Course									
10	MC26501	Disaster Management	MC	1	1	0	0	0	12,13
Audit Course									
11	AC26501	NSS/YRC/SDG/Club Activities	AC	1 Week	0	0	0	0	3,11,17
TOTAL				30	16	0	14	22	
For Honors Degree									
1.		Multi-Disciplinary Project (Capstone Design Project - Level-I)	EE	12	0	0	12	6	4,8,9,11,12
(Or)									
1.		Honours Elective - I	PE	4	2	0	2	3	
2.		Honours Elective - II	PE	4	2	0	2	3	
For Minor Degree									
1.		Minor Elective - I	PC	3	3	0	0	3	
2.		Minor Elective - II	PC	3	3	0	0	3	

Semester VI

S. No	Course Code	Course Name	Course Type	Contact Periods	L	T	P	C	SDG
Theory Course									
1	MA26601	Operation Research	HS	3	2	1	0	3	4,8,9,12, 17
2	CB26601	Fundamentals of Artificial Intelligence	PC	3	3	0	0	3	3,4,16
Lab Integrated Theory Course									
3	CB26602	Computer Communication Networks	PC	4	2	0	2	3	4,9,16
4	CB26603	Compiler Design	PC	4	2	0	2	3	4,8,9,16
5		Professional Elective - III	PE	4	2	0	2	3	
6		Professional Elective - IV	PE	4	2	0	2	3	
Practical Course									
7	CB26611	Innovation Product Development-II Laboratory	PC	4	0	0	4	2	4,8,9,12
Employability Enhancement Course									
8	CB26S06	Career Readiness - II	EE	4	0	0	4	2	4,8,9,17
9	CB26S07	Industry-Oriented Course-II	EE	2	0	0	2	1	
Mandatory Course									
10	MC26601	Introduction to Indian Constitution	MC	1	1	0	0	0	4,5,10,16, 17
Audit Course									
11	AC26601	NSS/YRC/SDG/Club Activities	AC	1 Week	0	0	0	0	3, 7, 11
TOTAL				33	14	1	18	23	
For Honors Degree									
1.		Multi-Disciplinary Project (Capstone Design Project- Level-II)	EE	12	0	0	12	6	4, 8, 9, 11, 12, 13
(Or)									
1.		Honours Elective - III	PE	4	2	0	2	3	
2.		Honours Elective - IV	PE	4	2	0	2	3	
For Minor Degree									
1.		Minor Elective - III	PC	3	3	0	0	3	
2.		Minor Elective - IV	PC	3	3	0	0	3	

Semester VII									
S. No	Course Code	Course Name	Course Type	Contact Periods	L	T	P	C	SDG
Theory Course									
1	MG26702	Human Resource Management	HS	3	3	0	0	3	3,4,5,8,10
2	CB26701	Data and Information Security	PC	3	3	0	0	3	4,9,16
Lab Integrated Theory Course									
3	CB26702	Social Network Analysis	PC	4	2	0	2	3	4,9,10,12
4	CB26703	Data Analysis and Visualization using MATLAB	ES	4	2	0	2	3	4,8,9
5		Professional Elective - V	PE	4	2	0	2	3	
6		Professional Elective - VI	PE	4	2	0	2	3	
Practical Course									
7	CB26711	Mini Project / Internship	EE	2	0	0	2	1	4,8,9
Employability Enhancement Course									
8	CB26S08	Industry Readiness and Professional Excellence	EE	2	0	0	2	1	4,8,9
9	CB26S09	Industry Certification Course-II	EE	2	0	0	2	1	
TOTAL				28	14	0	14	21	
For Honors Degree									
1.		Multi-Disciplinary Project (Capstone Design Project-Level-III)	EE	12	0	0	12	6	4,8,9,11,12,13
(Or)									
1.		Honours Elective - V	PE	4	2	0	2	3	
2.		Honours Elective - VI	PE	4	2	0	2	3	
For Minor Degree									
1.		Minor Elective - V	PC	3	3	0	0	3	
2.		Minor Elective - VI	PC	3	3	0	0	3	

Semester VIII									
S. No	Course Code	Course Name	Course Type	Contact Periods	L	T	P	C	SDG
Practical Course									
1	CB26811	Project Work	EE	16	0	0	16	8	4,8,9
TOTAL				16	0	0	16	8	

Credit Distribution

S. No	Subject Area	Credit Per Semester								Credits Total	Percentage
	Semester	I	II	III	IV	V	VI	VII	VIII		
1	Humanities and Social Science (HS)	3	6	3	9	4	3	3	0	31	18.56%
2	Basic Science Course (BS)	10	4	4	0	0	0	0	0	18	10.77%
3	Engineering Science Course (ES)	5	13	3	0	3	0	3	0	27	16.16%
4	Employability Enhancement Course (EE)	1	1	2	2	1	3	3	8	21	12.57%
5	Open Elective (OE)	0	0	0	0	0	0	0	0	0	0%
6	Professional Course (PC)	0	0	11	11	8	11	6	0	47	28.14%
7	Professional Elective (PE)	0	0	0	0	6	6	6	0	18	10.77%
8	Mandatory Course (MC)	1	1	2	1	0	0	0	0	5	2.99%
9	Audit Course (AC)	0	0	0	0	0	0	0	0	0	0%
Total		20	25	25	23	22	23	21	8	167	100%

B. Tech – COMPUTER SCIENCE AND BUSINESS SYSTEMS

REGULATION – 2026

PROFESSIONAL ELECTIVE STREAM

(For the Students admitted from the Academic Year 2026-27)

Applied Data Analytics	Cloud Computing and Services	Emerging Technologies and Trends	IOT and Security	Management	Marketing
Cognitive Science and Analytics	Cloud, Micro Services and Applications	Robotics and Embedded Systems	Introduction to IOT	Behavioural Economics	Advanced Social, Text and Media Analytics
Data Mining and Analytics	Machine Learning	Augmented Reality/Virtual Reality	Cryptology	Entrepreneurship and family Business Management	Digital Marketing
Exploratory Data Analysis	Virtualization	Vibe Coding	Edge and Fog Computing	HR Analytics	Supply Chain Management
Image and Video Analytics	Mobile App Development	Quantum Computation and Quantum Information	Industrial IOT and Industry 4.0	Entrepreneurship Development Enterprise System	Customer Relation Management
Computer Vision	Modern Web Application	Cryptocurrency and Blockchain Technologies	IOT Data Analytics	Advanced Finance	Recommender Systems
Neural Networks and Deep Learning	Business Intelligence on Cloud	Generative AI	IOT and Smart Cities	Computational Finance and Modelling	Conversational Systems

ELECTIVE 1: APPLIED DATA ANALYTICS

S. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS	SDG
				L	T	P			
1.	CB26DA1	Cognitive Science and Analytics	PE	2	0	2	4	3	4, 8, 9, 12
2.	CB26DA2	Data Mining and Analytics1	PE	2	0	2	4	3	4, 8, 9, 12
3.	CB26DA3	Exploratory Data Analysis	PE	2	0	2	4	3	4, 8, 9, 12
4.	CB26DA4	Image and Video Analytics	PE	2	0	2	4	3	4, 8, 9, 12
5.	CB26DA5	Computer Vision	PE	2	0	2	4	3	4, 8, 9, 12
6.	CB26DA6	Neural Networks and Deep Learning	PE	2	0	2	4	3	4, 8, 9, 12

ELECTIVE 2: CLOUD COMPUTING AND SERVICES

S. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS	SDG
				L	T	P			
1.	CB26CC1	Cloud, Micro Services and Applications	PE	2	0	2	4	3	4, 8, 9, 12, 17
2.	CB26CC2	Machine Learning	PE	2	0	2	4	3	4, 8, 9, 12, 17
3.	CB26CC3	Virtualization	PE	2	0	2	4	3	4, 8, 9, 12, 17
4.	CB26CC4	Mobile App Development	PE	2	0	2	4	3	4, 8, 9, 12, 17
5.	CB26CC5	Modern Web Application	PE	2	0	2	4	3	4, 8, 9, 12, 17
6.	CB26CC6	Business Intelligence on Cloud	PE	2	0	2	4	3	4, 8, 9, 12, 17

ELECTIVE 3: EMERGING TECHNOLOGIES AND TRENDS

S. NO.	COURS ECODE	COURSE TITLE	CATE GORY	PERIODS PER WEEK			TOTAL CONTAC T PERIODS	CREDITS	SDG
				L	T	P			
1.	CB26ET1	Robotics and Embedded Systems	PE	2	0	2	4	3	4, 8, 9, 17
2.	CB26ET2	Augmented Reality/Virtual Reality	PE	2	0	2	4	3	4, 8, 9, 17
3.	CB26ET3	Vibe Coding	PE	2	0	2	4	3	4, 8, 9, 17
4.	CB26ET4	Quantum Computation and Quantum Information	PE	2	0	2	4	3	4, 8, 9, 17
5.	CB26ET5	Cryptocurrency and Blockchain Technologies	PE	2	0	2	4	3	4, 8, 9, 17
6.	CB26ET6	Generative AI	PE	2	0	2	4	3	4, 8, 9, 17

ELECTIVE 4: IOT AND SECURITY

S. NO.	COURS ECODE	COURSE TITLE	CAT E GOR Y	PERIODS PER WEEK			TOTAL CONTAC T PERIODS	CREDITS	SDG
				L	T	P			
1.	CB26IS1	Introduction to IOT	PE	2	0	2	4	3	9, 11, 16
2.	CB26IS2	Cryptology	PE	2	0	2	4	3	9, 11, 16
3.	CB26IS3	Edge and Fog Computing	PE	2	0	2	4	3	9, 11, 16
4.	CB26IS4	Industrial IOT and Industry 4.0	PE	2	0	2	4	3	9, 11, 16
5.	CB26IS5	IOT Data Analytics	PE	2	0	2	4	3	9, 11, 16
6.	CB26IS6	IOT and Smart Cities	PE	2	0	2	4	3	9, 11, 16

ELECTIVE 5: MANAGEMENT

S. NO.	COURS ECODE	COURSE TITLE	CATE GORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS	SDG
				L	T	P			
1.	CB26MG1	Behavioral Economics	PE	3	0	0	3	3	4, 8, 9, 12, 16
2.	CB26MG2	Entrepreneurship and family Business Management	PE	3	0	0	3	3	4, 8, 9, 12, 16
3.	CB26MG3	HR Analytics	PE	3	0	0	3	3	4, 8, 9, 12, 16
4.	CB26MG4	Entrepreneurship Development Enterprise System	PE	3	0	0	3	3	4, 8, 9, 12, 16
5.	CB26MG5	Advanced Finance	PE	3	0	0	3	3	4, 8, 9, 12, 16
6.	CB26MG6	Computational Finance and Modelling	PE	3	0	0	3	3	4, 8, 9, 12, 16

ELECTIVE 6: MARKETING

S. NO.	COURS ECODE	COURSE TITLE	CATE GORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS	SDG
				L	T	P			
1.	CB26MR1	Advanced Social, Text and Media Analytics	PE	3	0	0	3	3	8, 9, 12, 17
2.	CB26MR2	Digital Marketing	PE	3	0	0	3	3	8, 9, 12, 17
3.	CB26MR3	Supply Chain Management	PE	3	0	0	3	3	8, 9, 12, 17
4.	CB26MR4	Customer Relation Management	PE	3	0	0	3	3	8, 9, 12, 17
5.	CB26MR5	Recommender Systems	PE	3	0	0	3	3	8, 9, 12, 17
6.	CB26MR6	Conversational Systems	PE	3	0	0	3	3	8, 9, 12, 17

B. Tech – COMPUTER SCIENCE AND BUSINESS SYSTEMS
REGULATION – 2026
MINOR DEGREE

Vertical I Fintech and Block Chain	Vertical II Entrepreneurship	Vertical III Business Data Analytics	Vertical IV Environment and Sustainability
Financial Analytics	Foundations of Entrepreneurship	Statistics for Management	Sustainable Infrastructure Development
Fundamentals of Investment	Team Building & Leadership Management for Business	Data Mining for Business Intelligence	Sustainable Agriculture and Environmental Management
Banking, Financial Services and Insurance	Creativity & Innovation in Entrepreneurship	Human Resource Analytics	Sustainable Bio Materials
Introduction to Blockchain and its Applications	Principles of Marketing Management for Business	Marketing and Social Media Web Analytics	Materials for Energy Sustainability
Fintech Personal Finance and Payments	Human Resource Management for Entrepreneurs	Operation and Supply Chain Analytics	Green Technology
Introduction to Fintech	Financing New Business Ventures	Data Curation and Visualization	Environmental Quality Monitoring and Analysis

VERTICAL 1: FINTECH AND BLOCK CHAIN

S. NO.	COURSE CODE	COURSE TITLE	CATE GORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS	SDG
				L	T	P			
1.	CB26FB1	Financial Analytics	PE	3	0	0	3	3	8, 9, 10, 16
2.	CB26FB2	Fundamentals of Investment	PE	3	0	0	3	3	8, 9, 10, 16
3.	CB26FB3	Banking, Financial Services and Insurance	PE	3	0	0	3	3	8, 9, 10, 16
4.	CB26FB4	Introduction to Blockchain and its Applications	PE	3	0	0	3	3	8, 9, 10, 16
5.	CB26FB5	Fintech Personal Finance and Payments	PE	3	0	0	3	3	8, 9, 10, 16
6.	CB26FB6	Introduction to Fintech	PE	3	0	0	3	3	8, 9, 10, 16

VERTICAL 2: ENTREPRENEURSHIP

S. NO.	COURSE CODE	COURSE TITLE	CATE GORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS	SDG
				L	T	P			
1.	CB26EN1	Foundations of Entrepreneurship	PE	3	0	0	3	3	4, 8, 9, 17
2.	CB26EN2	Team Building & Leadership Managementfor Business	PE	3	0	0	3	3	4, 8, 9, 17
3.	CB26EN3	Creativity & Innovationin Entrepreneurship	PE	3	0	0	3	3	4, 8, 9, 17
4.	CB26EN4	Principles of Marketing Management For Business	PE	3	0	0	3	3	4, 8, 9, 17
5.	CB26EN5	Human Resource Management for Entrepreneurs	PE	3	0	0	3	3	4, 8, 9, 17
6.	CB26EN6	Financing New Business Ventures	PE	3	0	0	3	3	4, 8, 9, 17



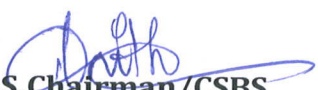
(AN AUTONOMOUS INSTITUTION)
(Approved by AICTE & COA, New Delhi, Affiliated to Anna University, Chennai,
Accredited with 'A' Grade by NAAC)

VERTICAL 3: BUSINESS DATA ANALYTICS

S. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS	SDG
				L	T	P			
1.	CB26BD1	Statistics for Management	PE	3	0	0	3	3	4, 8, 9, 12
2.	CB26BD2	Datamining for Business Intelligence	PE	3	0	0	3	3	4, 8, 9, 12
3.	CB26BD3	Human Resource Analytics	PE	3	0	0	3	3	4, 8, 9, 12
4.	CB26BD4	Marketing and Social Media Web Analytics	PE	3	0	0	3	3	4, 8, 9, 12
5.	CB26BD5	Operation and Supply Chain Analytics	PE	3	0	0	3	3	4, 8, 9, 12
6.	CB26BD6	Data Curation and Visualization	PE	3	0	0	3	3	4, 8, 9, 12

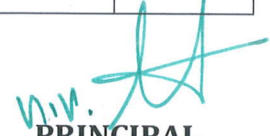
VERTICAL 4: ENVIRONMENT AND SUSTAINABILITY

S. NO.	COURS ECODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS	SDG
				L	T	P			
1.	CB26ES1	Sustainable Infrastructure Development	PE	3	0	0	3	3	7, 11, 12, 13
2.	CB26ES2	Sustainable Agriculture and Environmental Management	PE	3	0	0	3	3	7, 11, 12, 13
3.	CB26ES3	Sustainable Bio Materials	PE	3	0	0	3	3	7, 11, 12, 13
4.	CB26ES4	Materials for Energy Sustainability	PE	3	0	0	3	3	7, 11, 12, 13
5.	CB26ES5	Green Technology	PE	3	0	0	3	3	7, 11, 12, 13
6.	CB26ES6	Environmental Quality Monitoring and Analysis	PE	3	0	0	3	3	7, 11, 12, 13


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Page 18 of 18
Phone : 0416-2298300

HS26205	Fundamentals of Management	L	T	P	C
SDG: 4,8,9,10,16, 17		3	0	0	3
Course Objectives:					
Students should able, - To familiarize the students the basic concepts of Management - To understand the history, evolution and growth of management concepts - To learn the applications of different functions of Management - To study the different issues handled by modern managers - To understand the different challenges faced by modern managers					
UNIT I Management Theories		9			
Concept and Foundations of Management, Evolution of Management Thoughts [Pre-Scientific Management Era (before 1880), Classical management Era (1880-1930), Neo-classical Management Era (1930-1950), Modern Management era (1950-on word). Contribution of Management Thinkers: Taylor, Fayol, Elton Mayo etc.					
UNIT II Functions of Management		9			
Planning – Planning process, types of plans, forecasting, decision-making and Management by Objectives (MBO). Organizing – Principles of organization, organizational structures, departmentalization, delegation, centralization and decentralization. Staffing – Human resource planning, recruitment, selection, training, performance appraisal. Directing – Leadership, motivation, communication, supervision, coordination and conflict management. Controlling – Control process, types of control.					
UNIT III Fundamentals of Organization Behavior		9			
Introduction to Organizational Behavior—nature, scope and importance; Personality—determinants, personality traits and theories; Perception—perceptual process, attribution. Learning and Reinforcement—learning theories and reinforcement techniques; Motivation—Theories of motivation; Group Dynamics—group formation, team development, group behavior and communication; Power and Influence—sources of power, organizational politics- Work Stress and Stress Management—causes, consequences, stress management techniques and employee well-being.					
UNIT IV Leadership and Organizational Design		9			
Concept, Nature, Importance, Attributes of a leader, developing leaders across the organization, Leadership Grid. Classical, Neoclassical and Contingency approaches to organizational design; Organizational theory and design, Organizational structure (Simple Structure, Functional Structure, Divisional Structure, Matrix Structure) Organizational Culture, Managing Cultural Diversity.					
UNIT V Managerial Ethics		9			
Ethics and Business, Ethics of Marketing & advertising, Ethics of Finance & Accounting, Decision – making frameworks, Business and Social Responsibility, International Standards, Corporate Governance, Corporate Citizenship, Corporate Social Responsibility.					
Total Hours: 45					
Weightage: Continuous Assessment: 40%, End Semester Examinations: 60%					
Course Outcomes: At the end of the course, the student will be able to					
CO1: Explain the principles, evolution, and major theories of management and the contributions of prominent management thinkers.					
CO2: Apply the fundamental functions of management—planning, organizing, staffing, directing, and controlling—to solve organizational and managerial problems.					
CO3: Analyze individual and group behavior in organizations by applying concepts of personality, perception, motivation, learning, leadership, and organizational behavior.					

CO4: Evaluate leadership styles, organizational structures, organizational culture, and design approaches for improving organizational effectiveness.

CO5: Apply ethical principles, corporate governance practices, and corporate social responsibility concepts in managerial decision-making and business practices.

Text Books:

1. Stephen P. Robbins and Mary Coulter, Management, 15th Edition, Pearson Education, 2024.
2. Richard L. Daft, Management, 15th Edition, Cengage Learning, 2024.

Reference Books:

1. Harold Koontz, Heinz Weihrich and Mark V. Cannice, Essentials of Management: An International, Innovation and Leadership Perspective, 11th Edition, McGraw-Hill Education, 2020.
2. L.M. Prasad, Principles and Practice of Management, 10th Edition, Sultan Chand & Sons, 2023.
3. P.C. Tripathi and P.N. Reddy, Principles of Management, 7th Edition, McGraw-Hill Education, 2022.
4. Fred Luthans, Organizational Behavior: An Evidence-Based Approach, 14th Edition, McGraw-Hill Education, 2021.
5. Stephen P. Robbins and Timothy A. Judge, Organizational Behavior, 19th Edition, Pearson Education, 2023.

Online Resources:

1. <https://nptel.ac.in/courses>
2. <https://nptel.ac.in/courses>
3. <https://swayam.gov.in>
4. <https://ocw.mit.edu>
5. <https://openstax.org>

CO's-PO's & PSO's MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3	PSO4
CO1	–	2	–	–	–	–	1	–	2	1	2	–	–	1	-
CO2	–	2	2	–	–	1	1	2	2	3	2	–	2	3	2
CO3	–	3	–	–	–	2	2	3	2	2	2	–	2	2	1
CO4	–	2	2	–	–	2	2	3	3	2	2	–	1	3	2
CO5	–	2	1	–	–	3	3	2	2	2	2	–	1	2	2
AVG	-	2.20	1.67	-	-	2.00	1.80	2.50	2.20	2.00	2.00	-	1.50	2.20	1.75

1-Low, 2-Medium, 3-High, '–' – No Correlation

EC26202	BASIC ELECTRICAL AND ELECTRONICS ENGINEERING	L	T	P	C
SDG: 4, 7, 9, 12		3	0	2	4
COURSE OBJECTIVES: After completing this course, students will be able to: - Understand the fundamental concepts of DC and AC electrical circuits using network theorems and circuit analysis techniques. - Provide knowledge of the construction, working operation, and applications of electrical machines and instruments. - Understand the construction, working principles, and characteristics of basic semiconductor devices and its application circuits. - Understand the operation and characteristics of Bipolar Junction Transistors (BJTs) and Field Effect Transistors (FETs). - Apply the fundamentals of digital electronics and combinational and sequential logic circuits in engineering applications.					
UNIT I	DC AND AC CIRCUITS	9			
Concept of voltage, current, power, and energy, Linear passive and active elements, Ohm's law, Kirchoff's law, Network theorems: Superposition Theorem, Thevenin's theorem, Norton's Theorem, Maximum Power Transfer theorem. AC waveform definitions, form factor, peak factor, study of R-L, R-C, RLC series circuit, R-L-C parallel circuit.					
UNIT II	ELECTRICAL MACHINES AND INSTRUMENTATION	9			
Construction, types and working principle of DC & AC machines, Transformer, Induction motor, BLDC, Stepper and Servo motor. Functional elements of an instrument, Standards and calibration, Errors in measurement, Operating Principle, types - Moving Coil and Moving Iron meters.					
UNIT III	SEMICONDUCTOR DEVICES AND APPLICATIONS	9			
Formation of P-N junction, energy band diagram, built-in-potential, forward and reverse biased P-N junction, formation of depletion zone, V-I characteristics, Zener breakdown, Avalanche breakdown and its reverse characteristics; Power Semiconductor Devices: TRIAC, SCR; Rectifier circuits: half wave, full wave, PIV, DC voltage and current, ripple factor, efficiency, idea of regulation.					
UNIT IV	BIPOLAR JUNCTION TRANSISTOR AND FIELD EFFECT TRANSISTOR	9			
Formation of PNP / NPN junctions, principle of transistors, CE, CB, CC configuration, transistor characteristics: cut-off active and saturation mode, transistor action and current amplification factors for CB and CE modes. Field Effect Transistors: Concept of Field Effect Transistors (channel width modulation), Gate isolation types, JFET Structure and characteristics, MOSFET Structure and characteristics, depletion and enhancement type; CS, CG, CD configurations; CMOS: Basic Principles					
UNIT V	DIGITAL ELECTRONICS FUNDAMENTALS	9			
Difference between analog and digital signals, Logic ICs, half adder/subtractor and full					

adder/subtractor, multiplexers, demultiplexers, flip-flops, shift registers, counters.

ACTIVITIES: Virtual Demonstration of electrical circuits and V-I characteristics of PN junction and Zener diodes using simulation, Practice solving variety of problems from GATE.

45 PERIODS

LIST OF EXPERIMENTS:

30 PERIODS

1. Verification of Network Theorems (Superposition, Thevenin, Norton, Maximum Power Transfer theorem)
2. Study of R-L-C circuits.
3. Study of DC Machines.
4. Study of V-I Characteristics of PN Junction Diode and determination of cut-in voltage, static resistance, and dynamic resistance.
5. Study of V-I Characteristics of Zener Diode and verification of Zener breakdown voltage.
6. Design and implementation of Half-Wave and Full-Wave Rectifiers; measurement of ripple factor and rectification efficiency.
7. Study of Input and Output Characteristics of a BJT in Common Emitter (CE) Configuration and determination of current gain (β).
8. Study of Drain and Transfer Characteristics of JFET and determination of pinch-off voltage and transconductance.
9. Verification of logic gates.
10. Design of adder and subtractor using logic gates.

LABORATORY REQUIREMENTS:

Hardware Requirements details (For Batch of 30 Students):

- | | |
|--|----------------|
| 1. Bread Boards | - 15 Nos. |
| 2. CRO (30MHz) | - 10Nos. |
| 3. Function Generators (3MHz) | - 10 Nos. |
| 4. Dual Regulated Power Supplies (0 – 30V) | - 10 Nos. |
| 5. Voltmeter (0-30 V) | - 30 Nos. |
| 6. Ammeter (0-30 mA) | - 30Nos. |
| 7. Digital Multimeter | - 15 Nos. |
| 8. DC Motor | - 05 Nos. |
| 9. 1N4007, FZ9.1/FZ5.6, BC107, BWF10 | - Each 15 Nos. |
| 10. Resistors, Capacitors, Inductors | - As Required |

TOTAL: 75 PERIODS

COURSE OUTCOMES:

Upon successful completion of the course, the students will be able to:

- CO1:** Explain the basic concepts and analyse the DC and AC electrical circuits using network theorems.
- CO2:** Describe the construction, working, and applications of electrical machines and measuring instruments.
- CO3:** Explain the construction, operation, characteristics, and applications of basic semiconductor devices.
- CO4:** Describe the operation and characteristics of BJTs and FETs.
- CO5:** Apply the basic principles of digital electronics to design and analyse simple combinational and sequential logic circuits.

WEIGHTAGE: Continuous Assessment: 50%, End Semester Examinations: 50%

TEXTBOOKS:

1. B. L. Theraja and A. K. Theraja, *A Textbook of Electrical Technology, Volume I (Basic Electrical Engineering)*, 25th Multicolour Revised Edition, S. Chand & Company Ltd., 2019. (UNIT-I, UNIT-II)
2. V. K. Mehta and Rohit Mehta, *Basic Electrical Engineering*, 2nd Revised Edition, S. Chand & Company Ltd., 2018. (UNIT-I, UNIT-II)
3. Jacob Millman, Christos C. Halkias, and Chetan D. Parikh, *Millman's Integrated Electronics*, 2nd Edition, McGraw-Hill Education, 2017 (Indian Reprint). (UNIT-III, UNIT-IV)
4. Adel S. Sedra and Kenneth C. Smith, *Microelectronic Circuits*, 8th Edition, Oxford University Press, 2020. (UNIT-III, UNIT-IV)
5. M. Morris Mano and Michael D. Ciletti, *Digital Design*, 6th Edition, Pearson, 2018. (UNIT-V)

REFERENCES:

1. T. K. Nagsarkar and M. S. Sukhija, *Basic Electrical Engineering*, 3rd Edition, Oxford University Press, 2017.
2. Robert L. Boylestad and Louis Nashelsky, *Electronic Devices and Circuit Theory*, 12th Edition, Pearson, 2019.
3. S. Salivahanan, N. Suresh Kumar, and A. Vallavaraj, *Electronic Devices and Circuits*, 5th Edition, McGraw-Hill Education, 2018.
4. William H. Hayt Jr., Jack E. Kemmerly, and Steven M. Durbin, *Engineering Circuit Analysis*, 9th Edition, McGraw-Hill Education, 2019.
5. D. P. Kothari and I. J. Nagrath, *Theory and Problems of Basic Electrical Engineering*, 2nd Edition, PHI Learning Pvt. Ltd., 2017.

E-RESOURCES:

1. <https://nptel.ac.in/courses/108105053>
2. https://onlinecourses-archive.nptel.ac.in/noc18_ee32/preview?utm_source=chatgpt.com
3. https://www.nptel.ac.in/courses/108106177?utm_source=chatgpt.com

CO's-PO's & PSO's MAPPING:

CO	PO											PSO		
	1	2	3	4	5	6	7	8	9	10	11	1	2	3
1	3	2	1	1	2	-	-	-	-	-	-	1	2	1
2	3	3	2	2	2	1	-	-	-	-	-	1	2	1
3	3	3	2	2	2	1	-	-	-	-	-	2	3	1
4	3	2	2	2	2	1	-	-	-	-	-	2	3	1
5	2	2	2	1	3	2	-	-	-	1	-	2	3	2
Avg	2.8	2.4	1.8	1.6	2.2	1	-	-	-	0.2	-	1.6	2.6	1.4
Low (1); Medium (2); High (3); '-' - no correlation														


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Board of Studies
Department of Electronics and Communication Engineering
Kingston Engineering College
Vellore - 632 059

HS26103	BUSINESS COMMUNICATIONS & VALUE SCIENCE – I	L	T	P	C
SDG 4,16, 17		1	0	2	2
Course Objectives:					
Students should be able to,					
• Develop foundational Listening, Speaking, Reading, and Writing (LSRW) skills for academic and professional communication. • Build awareness of self, values, interpersonal relationships, and effective communication practices. • Develop basic grammatical competence for oral and written communication. • Enhance teamwork, business awareness, and presentation skills. • Foster confidence in public speaking and professional interactions.					
UNIT I PERSONAL COMMUNICATION & LANGUAGE FOUNDATION					3
Self-introduction-Personal Profiles-Introducing Others-Everyday Conversations					
Language Focus: Nouns-Pronouns-Articles. Value Science: Growth Mindset-Goal Setting -Personal Values.					
UNIT II BUILDING SENTENCES FOR COMMUNICATION					3
Greetings-Social Etiquette-Active Listening-Workplace Basics					
Language Focus: Sentence Structure-Subject–Verb Agreement-Types of Sentences.					
Value Sciences: Respect-Discipline-Courtesy.					
UNIT III INTERPERSONAL COMMUNICATION					3
Asking Effective Questions-Workplace Conversations-Emotional Intelligence-Conflict-free Communication					
Language Focus: Simple Present-Simple Past-Simple Future-Question Formation					
Value Science: Empathy-Trust-Cooperation					
UNIT IV TEAM COMMUNICATION & BUSINESS AWARENESS					3
Teamwork- Group Discussion -Introduction to Business Awareness-Business Collocations					
Language Focus: Modals-Degrees of Comparison-Reported Speech-Negative Structures					
Value Science: Accountability-Professional Ethics-Commitment					
UNIT V PUBLIC SPEAKING & PRESENTATION SKILLS					3
Presentation Skills-Extempore Speaking-Welcome Address, Introducing the Chief Guest, Vote of Thanks					
Language Focus: Adjectives-Adverbs-Discourse Markers (<i>Sequences</i>)-Imperatives					
Value Science: Leadership-Social Responsibility-Integrity					
ACTIVITIES:					
1. Peer Interview-Elevator Pitch-Self-Reflection Journal					
2. Conversation Practice-Dialogue Creation-Listening Log.					
3. Role Play-Telephone Simulation-Problem-Solving Discussion					
4. SWOT Analysis-Business News Presentation-Data Interpretation					
5. Extempore Speaking-Formal Event Simulation-Group Discussion-Business Ethics Case Analysis					
THEORY:15 HOURS					
PRACTICAL: 30 HOURS					
TOTAL: 45 HOURS					


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PORTFOLIO ASSESSMENT			
Unit	Title	Record Work / Portfolio Components	Portfolio Evidence
I	Personal Communication & Language Foundation	1. Professional Self-Introduction 2. Personal Profile 3. Peer Interview Report 4. Elevator Pitch Script 5. Self-Reflection Journal	• Self Profile • Interview Record • Reflection Report
II	Building Sentences for Communication	1. Dialogue Writing 2. Listening Log (5 Activities) 3. Conversation Practice Record 4. Grammar Worksheets 5. Workplace Etiquette Reflection	• Dialogue Sheets • Listening Log • Grammar Exercises
III	Interpersonal Communication	1. Telephone Conversation Script 2. Role Play Report 3. Emotional Intelligence Reflection 4. Problem-Solving Discussion Summary 5. Communication Checklist	• Role Play Record • Reflection • Faculty Feedback
IV	Team Communication & Business Awareness	1. SWOT Analysis 2. Business News Presentation 3. Data Interpretation Worksheet 4. Group Discussion Summary 5. Team Performance Reflection	• Presentation Slides • GD Report • Reflection
V	Public Speaking & Presentation Skills	1. Extempore Speech Script 2. Welcome Address 3. Vote of Thanks 4. Business Ethics Case Analysis 5. Presentation Reflection	• Speech Scripts • Case Study • Faculty Evaluation

Weightage: Continuous Assessment: 50%, End Semester Examinations: 50%

Course Outcomes: At the end of the course, the student will be able to,

CO1: Demonstrate effective self and interpersonal communication using appropriate verbal and non-verbal strategies.

CO2: Apply fundamental grammatical structures accurately in oral and written communication.

CO3: Interpret business-related information and communicate ideas through discussions, presentations, and news analysis.

CO4: Participate effectively in teamwork, group discussions, and other collaborative activities.

CO5: Demonstrate confidence in public speaking, presentations, and professional interactions.

TEXTBOOKS:

1. Kumar, Sanjay, and Pushp Lata. Communication Skills. 3rd ed., Oxford University Press, New Delhi, 2023.
2. Mascull, Bill. *Business Vocabulary in Use: Intermediate*. 3rd ed., Cambridge UP, 2017.
3. Murphy, Raymond. *Essential Grammar in Use*. 5th ed., Cambridge University Press, Cambridge, 2024.
4. Raman, Meenakshi, and Sangeeta Sharma. *Technical Communication: Principles and Practice*. 4th ed., Oxford University Press, New Delhi, 2021.
5. Rizvi, M. Ashraf. *Effective Technical Communication*. 3rd ed., McGraw Hill Education, New Delhi, 2022.

REFERENCE BOOKS:

1. Carnegie, Dale. *How to Win Friends and Influence People*. Revised ed., Simon & Schuster, New York, 2020.
2. Covey, Stephen R. *The 7 Habits of Highly Effective People*. Simon & Schuster, New York, 2020.
3. Goleman, Daniel. *Emotional Intelligence: Why It Can Matter More Than IQ*. Bantam Books, New York, 2021.
4. Guffey, Mary Ellen, and Dana Loewy. *Business Communication: Process and Product*. 11th ed., Cengage Learning, Boston, 2020.

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Department of Science

Kingston Engineering College

- ed., Cengage Learning, Boston, 2022.
5. Khera, Shiv. You Can Win. Macmillan Publishers India Ltd., New Delhi, 2020.
 6. Lucas, Stephen E. The Art of Public Speaking. 14th ed., McGraw Hill Education, New York, 2023.
 7. Pease, Allan, and Barbara Pease. The Definitive Book of Body Language. Manjul Publishing House, New Delhi, 2019.
 8. Powell, Mark. Presenting in English: How to Give Successful Presentations. Cengage Learning, 2018.

CO's-PO's MAPPING:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	2	1	-	-	-	-	-	1	2	3	-
CO2	2	2	-	-	-	-	-	1	3	3	-
CO3	2	3	2	1	-	-	-	-	2	3	1
CO4	1	2	2	-	-	-	-	2	2	3	1
CO5	1	2	1	-	-	-	-	3	3	3	1
AVG.	1.6	2.0	1.0	0.2	0.0	0.0	0.0	1.4	2.4	3.0	0.4

1-Low, 2-Medium, 3-High


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HS26204	BUSINESS COMMUNICATIONS & VALUE SCIENCE – II	L	T	P	C
SDG 4, 8, 9,		1	0	2	2

Course Objectives:

Students should be able to,

- Develop business vocabulary and workplace communicative competence.
- Enhance professional writing skills through business correspondence and organizational communication.
- Familiarize students with workplace documentation such as emails, letters, memos, agenda, and minutes of meetings.
- Strengthen networking, branding, and professional communication skills.
- Promote ethical and responsible communication in diverse business environments.

UNIT I BUSINESS VOCABULARY & CONTENT WRITING 3
 Business Vocabulary-Marketing Vocabulary-Finance Vocabulary-Workplace Communication
 Vocabulary-Idioms & Phrases -Content Writing
Language Focus: Compound Sentences-Complex Sentences-Sentence Variety
Value Science: Professional Behaviour-Responsible Digital Citizenship-Ethical Communication

UNIT II WRITTEN BUSINESS COMMUNICATION 3
 Business Emails-Business Letters-Notices-Circulars
Language Focus: Reported Speech-Professional Tone
Value Science: Accountability - Confidentiality - Professional Courtesy

UNIT III – ORGANIZATIONAL COMMUNICATION 3
 Meetings-Workplace Etiquette-Accountability-Internal communication- Agenda- MOMs
Language Focus: Active & Passive Voice-Direct & Indirect Speech
Value Science: Team Responsibility-Respect for Diversity-Collaborative Work Culture

UNIT IV – PRODUCT & BRANDING 3
 Product Launch and communication-Branding-Consumer Communication-Ethical marketing
Language Focus: Conditionals-Cause-Effect Structures-Connectors
Value Science: Consumer Responsibility-Ethical Business Practices-Sustainability

UNIT V – PROFESSIONAL NETWORKING 3
 Networking Techniques-Personal branding-LinkedIn communication
Language Focus: Cohesion-Coherence-Editing Skills **Value Science:** Professional Integrity-
 Lifelong Learning-Responsible Networking

ACTIVITIES:

1. Vocabulary Journal-E-Magazine Creation-Blog Writing- Brochure Design
2. Promotional Email- Drafting circular & notices
3. LinkedIn Profile Creation-Networking Simulation-Agenda Preparation-Meeting Simulation
4. Product Launch Report- Press Release
5. LinkedIn Profile Creation-Networking Simulation-Corporate Presentation

THEORY: 15 HOURS

PRACTICAL: 30 HOURS

TOTAL: 45 HOURS

PORTFOLIO ASSESSMENT

Unit	Title	Record Work / Portfolio Components	Portfolio Evidence
I	Business Vocabulary & Content Writing	1. Business Vocabulary Log (75 Terms) 2. Blog Article 3. E-Magazine Contribution 4. Brochure Design 5. Content Writing Reflection	• Vocabulary Log • Blog • Brochure • Reflection
II	Written Business Communication	1. Business Email 2. Business Letter 3. Notice & Circular 4. Promotional Email 5. Workplace Communication Reflection	• Email • Letter • Notices • Reflection
III	Organizational	1. Agenda Preparation 2. Minutes of	• Agenda • MOM

	Communication	Meeting 3. LinkedIn Profile Snapshot 4. Networking Reflection 5. Meeting Simulation Report	• LinkedIn Profile • Reflection
IV	Product & Branding	1. Product Launch Report 2. Press Release 3. Brand Communication Case Study 4. Consumer Communication Analysis 5. Ethical Marketing Reflection	• Reports • Press Release • Reflection
V	Professional Networking	1. LinkedIn Enhancement Report 2. Corporate Presentation 3. Networking Simulation Report 4. Personal Branding Statement 5. Professional Growth Reflection	• LinkedIn Screenshot • Presentation • Reflection

Weightage: Continuous Assessment: 50%, End Semester Examinations: 50%

Assessment Methodology: Worksheets (10%), Group Activity (20%), Report Writing (20%),

Course Outcomes: At the end of the course, the student will be able to,

CO1: Apply business vocabulary and professional language in workplace communication.

CO2: Create business communication documents including emails, letters, memos, notices, and circulars.

CO3: Prepare organizational communication documents such as agenda and minutes of meetings.

CO4: Demonstrate product, brand, and networking communication skills in professional contexts.

CO5: Apply ethical and professional communication practices in workplace interactions.

TEXTBOOKS:

1. Bovée, Courtland L., and John V. Thill. *Business Communication Today*. 15th ed., Pearson Education, New Delhi, 2021.
2. Kumar, Sanjay, and Pushp Lata. *Communication Skills*. 3rd ed., Oxford University Press, New Delhi, 2024.
3. Mascull, Bill. *Business Vocabulary in Use: Intermediate*. 3rd ed., Cambridge University Press, Cambridge, 2017.
4. Mitra, Barun K. *Personality Development and Soft Skills*. 2nd ed., Oxford University Press, New Delhi, 2016.
5. Raman, Meenakshi, and Sangeeta Sharma. *Technical Communication: Principles and Practice*. 3rd ed., Oxford University Press, New Delhi, 2015.

REFERENCES BOOKS:

1. Guffey, Mary Ellen, and Dana Loewy. *Business Communication: Process and Product*. 11th ed., Cengage Learning, 2022.
2. Harvard Business Review Press. *HBR Guide to Better Business Writing*. Harvard Business Review Press, 2020.
3. Patterson, Kerry, et al. *Crucial Conversations: Tools for Talking When Stakes Are High*. 3rd ed., McGraw Hill, 2022.

WEB RESOURCES

1. British Council Learn English – Listening, vocabulary, and communication skill development.
2. TED Talks – Listening practice through inspirational speeches and presentations.
3. Purdue OWL Writing Lab – Resources for content writing, blogs, and professional communication.
4. LinkedIn Learning – Professional networking, communication, and leadership courses.

CO's-PO's MAPPING:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	2	2	-	-	-	-	-	-	1	3	-
CO2	2	2	2	-	-	-	-	1	1	3	1
CO3	1	2	2	-	-	-	-	1	3	3	2
CO4	2	3	2	1	-	-	-	2	2	3	1
CO5	2	2	1	-	-	-	-	2	2	3	2
AVG.	1.8	2.2	1.4	0.2	0.0	0.0	0.0	1.2	1.8	3.0	1.0

1-

Low, 2-Medium, 3-High


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