



B.Tech – Mandatory Course

13MA301

INTELLECTUAL PROPERTY RIGHTS

UNIT-I

Introduction to Intellectual Property Law – The Evolutionary Past - The IPR Tool Kit- Para - Legal Tasks in Intellectual Property Law – Ethical obligations in Para Legal Tasks in Intellectual Property Law - Introduction to Cyber Law – Innovations and Inventions Trade related Intellectual Property Right

UNIT-II

Introduction to Trade mark – Trade mark Registration Process – Post registration Procedures – Trade mark maintenance - Transfer of Rights - Inter partes Proceeding – Infringement - Dilution Ownership of Trade mark – Likelihood of confusion - Trademarks claims – Trademarks Litigations – International Trade mark Law

UNIT-III

Introduction to Copyrights – Principles of Copyright Principles -The subjects Matter of Copy right – The Rights Afforded by Copyright Law – Copy right Ownership, Transfer and duration – Right to prepare Derivative works – Rights of Distribution – Rights of Perform the work Publicity Copyright Formalities and Registrations - Limitions - Copyright disputes and International Copyright Law – Semiconductor Chip Protection Act

UNIT-IV

Introduction to Trade Secret – Maintaining Trade Secret – Physical Security – Employee Limitation - Employee confidentiality agreement - Trade Secret Law - Unfair Competition – Trade Secret Litigation – Breach of Contract – Applying State Law

REFERENCE BOOKS:

- 1 Debirag E.Bouchoux: “Intellectual Property”. Cengage learning , New Delhi
- 2 M.Ashok Kumar and Mohd.Iqbal Ali: “Intellectual Property Right” Serials Pub.
- 3 Cyber Law. Texts & Cases, South-Western’s Special Topics Collections
- 4 Prabhuddha Ganguli: ‘ Intellectual Property Rights’ Tata Mc-Graw –Hill, New Delhi

**B.Tech – Mandatory Course****13MA304****RURAL DEVELOPMENT****UNIT-I**

Data Analysis and Measures of Central Tendency- Meaning, nature, scope and limitations of statistics, collection of statistical data, classification, tabulation and diagrammatic representation of data, Measures of central tendency : Statistical averages Mean, Median, Mode.

UNIT-II

Data, Information and Knowledge; concept of information, need of information (professional, educational, research), qualities of information, value of information, difference between data and information, properties of the needed information. Information and Management; planning, organizing, co-ordinating and controlling.

UNIT-III

Concepts of marketing; difference between marketing selling and retailing; marketing mix, market-segmentation, marketing planning. Strategy and Approaches; modern concept of marketing

UNIT-IV

Community development; concept, definition, meaning, need, history, principles, objectives and scope. Community Building: Coming of Age, Regenerating Community, Community Model.

REFERENCE BOOKS:

- 1 Biddle, William Wishart. 1968. Encouraging Community Development: A Training Guide for Local Workers. New York: Holt, Rinehart and Winston.
- 2 Clark, Kenneth B. and Jeannette Hopkins, eds. 1969. A Relevant War Against Poverty: A Study of Community Action Programs and Observable Social Change. New York: Harper and Row
- 3 Clinard, Marshall Barron. 1970. Slums and Community Development: Experiments in Self-Help. New York: Free Press
- 4 Creevey, Lucy E., ed. 1986. Women Farmers in Africa: Rural Development in Mali and the Sahel. Syracuse, NY: Syracuse University Press
- 5 Dobyns, Henry F., Paul L. Doughty, and Harold D. Lasswell, eds. 1971. Peasants, Power, and Applied Social Change: Vicos as a Model. Beverly Hills, CA: Sage
- 6 Edwards, Allen David and Dorothy G. Jones. 1976. Community and Community Development. The Hague, Netherlands: Mouton

**B.Tech – Mandatory Course****13MA307****BUSINESS COMMUNICATION****UNIT-I**

Concept of Communication: Significance – Scope and Functions of Business Communication – Process and Dimensions of Communication – Essentials of Good Communication – Channels of Communication – Formal , Informal Communication – Upward, Downward , Horizontal Communication – Grapevine Phenomenon. Barriers to Communication.

UNIT-II

Business Correspondence: Principles of Effective Writing; Letter Writing: CVs and Applications; Memoranda; Business Claims and Responses; Business Proposals; Meetings, Agenda and Minutes. Report Writing: Process, Structure and Layout: Types and Formats of Reports.

UNIT-III

Presentation Skills: Planning, Structure and Delivery: Strategies for Successful Speaking and Listening.

Non-Verbal Communication: Sign language – Body language – Kinesics – Proxemics – Time language and Haptics: Touch language

UNIT-IV

Telephone and E-mail Etiquette: Basis of Telephone and E-mail Etiquette, Cross- Cultural Issues which Affect Communication across Different Cultures.

Interview: formal – informal – interview techniques – Communication etiquettes.

REFERENCE BOOKS:

- 1 Lesikar & Flatley, Basic Business Communication--Tata Mc Graw Hill Publishing company Ltd.
- 2 Urmila Rai & S.M.Raj, Business Communication- -Himalaya Publications
- 3 Kitty O Locker, Stephen Kyo, "Business Communication" --Tata Mc Graw Hill Publishing Company Ltd.
- 4 Meenakshi Raman, Business Communication- Oxford University Press.
- 5 Raymond V.Lesikar, Neeraja Pandit , Business Communication--TMH
- 6 Dr. T.M. Farhatulla, English for Business communication- - Prism Books Pvt Ltd.