



E.G.S. PILLAY ENGINEERING COLLEGE (AUTONOMOUS)

NAGAPATTINAM – 611 002. TAMILNADU, INDIA

Approved by AICTE, New Delhi, Affiliated to Anna University, Chennai
(Accredited by NAAC with 'A' Grade and NBA)

Email: principal@egspec.org website: www.egspec.org Ph: 04365-251112

ACTIVITIES/CONTENT WITH DIRECT BEARING ON EMPLOYABILITY/ ENTREPRENEURSHIP/ SKILL DEVELOPMENT

REGULATIONS 2017

Master of Business Administration | E.G.S. Pillay Engineering College | Regulations 2017
Approved in I Academic Council Meeting held on 16-07-2017

1704BA107	MANAGERIAL COMMUNICATION I	L	T	P	C
		0	0	2	1

COURSE OBJECTIVES:

1. To familiarize learners with the mechanics of listening.
2. To enable learners to speak and write in English precisely and effectively.

UNIT I LISTENING & WRITING SKILLS

10 Hours

An overview of listening, Barriers for listening, Effective listening, Academic listening, E- listening, Hearing and listening. Business letters, report preparation, Agenda, Minutes of the Meeting, E- Writing, Memorandums, Profile of the Institution, Letter of application, Resumes and Summarizing

UNIT II VERBAL & NON VERBAL COMMUNICATION

10 Hours

Interpersonal skills, Intrapersonal skills, Problem solving skills, Negotiation skills, Decision making skills, Motivating skills, Collaborating -Speaking - planning and audience awareness - persuasion- goals - attending and conducting interviews-participating in discussions, debates - and conferences - presentation skills- paralinguistic features -fluency development strategies Importance of non-verbal communication - personal appearance - facial expressions- movement- posture – gestures - eye contact –voice - beliefs and customs- worldview and attitude.

UNIT III GROUP/MASS COMMUNICATION

10 Hours

Panel discussion, anchoring/master of ceremony, welcome address, proposing vote of thanks, introducing speakers, conducting meetings, making announcements, Just-a-minute (JAM), Block and tackle, spoof and conducting quiz.

TOTAL: 30 HOURS

FURTHER READING:

1. Cross Cultural Communication
2. Gender Sensitivity in Communication

COURSE OUTCOMES:

On the successful completion of the course, students will be able to

- CO1: Get into the habit of reading and writing regularly.
- CO2: Express themselves in different situations.
- CO3: Identify their area of strengths and weaknesses in speaking.
- CO4: Participate in discussions, debates and conferences.
- CO5: Conduct quiz and other events.

REFERENCES:

1. Rajendra Pal J.S. Korlahalli – Essentials of Business Communication, Sultan Chand & Sons, New Delhi.
2. Lesikar R.V. & Flatley M.E., Basic Business Communication Skills for Empowering the Internet Generation, 10th Edition, Tata McGraw Hill Publishing Company Ltd., New Delhi.
3. Adair J, Effective Communication, 2003 Pan McMillan.
4. E. H. McGrath, S.J. 2012. Basic Managerial Skills for All. 9th ed. Prentice-Hall of India, New Delhi
5. Sehgal & Vandana Khetarpal, Business Communication, Excel Books, 2006
6. Management books
 - Robin sharma - The greatness guide
 - Steven Covey - 7 Habits of Effective people
 - Arindham Chaudhuri - Count your chickens before they hatch



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1702BA108

SOFTWARE SKILLS LAB I

L	T	P	C
0	0	4	2

COURSE OBJECTIVES:

1. To have hands on experience on decision making models using SPSS.
2. To familiarize students on the features of Pivot Table.
3. To enable the students to use Pivot Table in the area of Business Analytics

LIST OF EXPERIMENTS:

1. Descriptive Statistics
2. Hypothesis - Parametric
3. Hypothesis – Non-parametric
4. Correlation & Regression
5. Forecasting
6. Extended experiment – 1
7. Understanding the Excel screen- Saving, opening, and closing workbooks
8. Formatting a Spreadsheet, Editing Features.
9. Using simple aggregate functions - Sum, Count, Average, Min, Max
10. Applying conditions in a formula (The IF function)
11. Charts- types of charts
12. Pivot tables & charts
13. Portfolio Selection
14. Risk Analysis & Sensitivity Analysis
15. Revenue Management

ADVANCED EXCEL

TOTAL:60 HOURS

ADDITIONAL EXPERIMENTS:

1. Factor Analysis
2. Canonical Correlation

COURSE OUTCOMES:

On the successful completion of the course, students will be able to

- CO1: Knowledge of spread sheets and data analysis software for business modeling.
- CO2: Capable of coding and defining variables.
- CO3: Capable of Grouping the Data for Business Analytics.
- CO4: Able to Sort and Filter the Data using Excel.
- CO5: Select portfolio with lesser risk.

REFERENCES:

1. Darren George & Paul Mallery, SPSS for Windows, 10th Edition, Pearson,2011
2. David R. Anderson, et al, An Introduction to Management Sciences: Quantitative approaches to Decision Making, (13th edition) South-Western College Pub, 2011.
3. Carver and Nash, Doing Data analysis with SPSS version 16, Cengage learning, 2006.
4. David M. Levine et al, "Statistics for Managers using MS Excel" (6th Edition) Pearson, 2010
5. William J. Stevenson, Ceyhun Ozgur, 'Introduction to Management Science with Spreadsheet', Tata McGraw Hill, 2009.
6. Wayne L. Winston, Microsoft Excel 2010: Data Analysis & Business Modeling, 3rd edition, Microsoft Press, 2011.
7. Kiran Pandya and Smriti Bulsari, SPSS in simple steps, Dreamtech, 2011.
8. Excel 2010 Bible by John Walkenbach, John Wiley & Sons, 2010 Edition
9. David Whigham, Business Data Analysis Using Excel, Oxford University Press, 2009.
10. Curtis D. Frye, Microsoft Office Excel 2007 Step by Step, Microsoft Press, 2007.
11. Joyce Cox, "The 2007 Microsoft Office System Step by Step", Microsoft Press, 2007. Excel 2010 Bible by John Walkenbach, John Wiley & Sons, 2010 Edition



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1704BA109

LIFE SKILLS I

L	T	P	C
0	0	2	1

COURSE OBJECTIVES:

1. To ensure students are able to handle day to day issues professionally.
2. To help them to understand diverse behavior of people and deal them appropriately.
3. To enable the students to cope up with change and guide them to lead a team with their unique leadership skills.

UNIT I

10 HOURS

Career planning and Goal setting exercises -Overcoming Hesitation and Fear -Verbal skill (Subject, Verb & Agreement, Tenses, Articles and prepositions) - Art of conversation.

UNIT II

10 HOURS

Strategic Thinking Skills – Time Management – Group Discussion & Debate – Extempore – Role Playing – Psychometric Test on Communication – Decision Making Skills.

UNIT II

10 HOURS

Industry Expectations & Career Opportunities – Situational Conversation – Management Games
Employability skills – skill vs skill set – Talent.

TOTAL: 30 HOURS

COURSE OUTCOMES:

On the successful completion of the course, students will be able to

- CO1: Understand how to communicate professionally.
- CO2: Apply the knowledge of case studies to solve day to day issues.
- CO3: Understand people's conduct and adopt appropriate decision making techniques.

REFERENCES:

1. Fred Luthans, Organizational Behavior, McGraw Hill, 12th Edition, 2011.
2. K. Aswathappa, Organizational Behavior, 10th edition, Himalaya Publishing House, 2012
3. You Can Win – Shiv Khera
4. Steven Covey - 7 Habits of Effective people 67.
5. Arindham Chaudhuri - Count your chickens before they hatch



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1704BA208

MANAGERIAL COMMUNICATION II

L	T	P	C
0	0	2	1

Course Objectives:

1. To heighten the awareness of developing emotional intelligence that may influence the running of business.
2. To enable the students to manage their time effectively.

Unit I INTRODUCTION TO PERSONALITY DEVELOPMENT 10 Hours

Personality Development: Components of Personality, Models, Components of self concept, Key difference between self concept and self-Esteem, Discipline, Personal Confidence and Motivation.

Unit II INTERPERSONAL SKILLS AND INTERVIEW SKILLS 10 Hours

Develop Pleasing personality, Ethics, Personal Code of Ethics, Emotional Intelligence, Team building, Resume building, Types of Interview, Preparation for Interview.

Unit III STRESS MANAGEMENT AND GROUP DISCUSSION 10 Hours

Managing stress- Cause and Effect- Yoga and Meditation techniques- Leadership Skills, Thinking skills, Group Discussion – Communication skills in Group Discussion, Structure of GD, GD process, successful GD techniques, Leadership and co-ordination.

Total: 30 Hours

Further Reading:

1. Public Speaking Skills
2. Motivational books

Course Outcomes:

After completion of the course, Student will be able to

1. Enhance their personality and communicative skills
2. Develop interpersonal skills and Emotional Intelligence
3. Apply the interviewing skills during interview
4. Do Yoga and Meditation for managing stress
5. Participate in group discussion and can share their opinion to others

References:

1. Lesikar & Flatley et al. Business Communication ,Mc Graw Hill, 11th Edition, 2012
2. Wallance, Masters, Personality Development, Cengage Learning,2009
3. Abrams Business Plan in a Day, PHI Learning, 2009
4. Mohan, Developing Communication Skills, Macmillan,2010
5. Hurlock, Personality Development, Tata McGraw Hill,2010
6. Bhatti, The Dynamics of Personality, Pearson Education , 2010
7. Ramesh, Pattanshetti, Kulkarni, Business Communication, R.Chand Publishers, 2004
8. Allen Elkin, Stress Management, 1999



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1702BA209

SOFTWARE SKILLS LAB II

L	T	P	C
0	0	4	2

Course Objectives:

1. To facilitate the student to perform Tally
2. To provide competence to the students in using Tally & TORA
3. To enable the students be proficient in applying TORA in Business Research for decision making

List of Experiments:

1. Introduction to accounting packages & Company creation
2. Creating, altering and displaying ledgers
3. Creating, altering and displaying vouchers
4. Inventory management
5. Interest Calculation
6. Report Generating in Tally
7. Extended experiments- 1
8. Linear Programming Problem
9. Extended experiments – 2
10. Transportation Problems
11. Extended experiments – 3
12. Assignment Problems
13. Networking Models
14. Queuing Theory
15. Inventory Models

Total: 60 Hours

Additional Experiments:

1. Invoice/Orders Entry, Order Processing
2. PERT & CPM

Course Outcomes:

After completion of the course, Student will be able to

1. Create company and maintain accounts using Tally
2. Grouping the Data for Business Analytics
3. Apply Tally and TORA software for business modeling
4. Analyze the collected data using TORA
5. Predicted sales using forecast analysis

References:

1. Masuda Akter & Ganesh Chandra Ray, A Study of Transportation Problem and Network Analysis with TORA, Lambert Academic Publishing, 2016
2. Shradha Singh & Navneet Mehra, Tally ERP 9 Power of Simplicity, V&S Publishers, 2014
3. Kogent Learning Solutions Inc., "TALLY.ERP 9 in simple steps", New Delhi: Wiley, 2012.
4. Vikas Gupta, Comdex Business Accounting with Ms Excel, 2010 and Tally ERP 9.0 Course Kit, Wiley India, 2012
5. Vikas Gupta, Comdex Computer and Financial Accounting with Tally 9, Dream tech Press, 2009
6. Simple Tally 9, Nadhani, BPB Publications, 2007



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2004BA209

LIFE SKILLS II

L	T	P	C
0	0	2	1

UNIT I

10 Hours

Know Thyself- Creative Thinking Vs. Strategic Thinking- Overcoming Stress- Fear- Positive Attitude- Art of Listening & Reading.

UNIT II

10 Hours

Attitude and Values- Etiquettes- Art of Writing email- Group Discussion and Debate.

UNIT III

10 Hours

Resume Writing- Corporate Expectations and Career opportunities- Employability Skills.

TOTAL: 30 HOURS

COURSE OUTCOMES:

After completion of the course, Student will be able to

- CO1 Apply how to think innovatively.
- CO2 Enhance one to work in a team.
- CO3 Enabling to compete with global challenges by using the available changes.

REFERENCES:

1. Shiv Khera, "You can Win: A step by step tool for Achievers", Bloomsbury Publishing India Pvt. Ltd., 2016.
2. Stephen R.Covey, "The Seven habits of Highly Effective people", Franklin Covey Co., 2015.
3. Dr.K.Alex, "Soft skills: Know yourself and Know the world", Third Revised Edition, S.Chand and company Pvt. Ltd., 2014
4. Janet G. Woititz, "Life skills for Adult Children", Health Communications, Inc, 1990.



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1704BA303	SUMMER TRAINING	L	T	P	C
		0	0	2	1

TRAINING OBJECTIVES:

Summer Training – the training report along with the company certificate should be submitted within the two weeks of the reopening date of 3rd semester. The training report should be around 40 pages containing the details of the training undergone, the departments wherein he/she was trained with duration (Chronological diary) along with the type of managerial skills developed during the training. The training report should be sent to the Controller of Examinations by the HOD, before the last working day of the 3rd semester.

TOTAL: 2 WEEKS

TRAINING OUTCOMES:

On the successful completion of the training, students will be able to

- CO1:
- CO2:
- CO3:

EVALUATION SCHEME:

Continuous Assessment	Marks
Review I	25
Review II	25
Project Evaluation	
Report	25
Internal Viva Voce	25
Total	100



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1703BA014	<u>ENTREPRENEURSHIP DEVELOPMENT</u>	L	T	P	C
		3	0	0	3

PREREQUISITE :

1. Principles of Management, Human Resource Management & Marketing Management.
2. Financial Management.

COURSE OBJECTIVES:

1. To develop entrepreneurial competence among the students.
2. To make the students understand business plan, launching of small business and management of small business.
3. To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively.

UNIT I ENTREPRENEURIAL COMPETENCE **6 Hours**

Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneurial Personality - Characteristics of Successful Entrepreneur – Knowledge and Skills of Entrepreneur.

UNIT II ENTREPRENEURIAL ENVIRONMENT **12 Hours**

Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Supporting Organizational Services - Central and State Government Industrial Policies and Regulations - International Business.

UNIT III BUSINESS PLAN PREPARATION **12 Hours**

Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Ownership - Capital – Budgeting- Project Profile Preparation - Matching Entrepreneur with the Project - Feasibility Report Preparation and Evaluation Criteria.

UNIT IV LAUNCHING OF SMALL BUSINESS **10 Hours**

Finance and Human Resource Mobilization, Operations Planning - Market and Channel Selection - Growth Strategies - Product Launching – Incubation, Venture capital, IT startups.

UNIT V MANAGEMENT OF SMALL BUSINESS **5 Hours**

Monitoring and Evaluation of Business - Preventing Sickness and Rehabilitation of Business Units- Effective Management of Small Business.

TOTAL: 45 HOURS

FURTHER READING / CONTENT BEYOND SYLLABUS / SEMINAR:

1. Entrepreneurship process
2. SWOT, Importance of IPR in small business

COURSE OUTCOMES:

After successful completion of the course, Student will be able to

- CO1: Explain the characteristics of successful entrepreneur using Entrepreneurship concept
- CO2: Describe the Central and State Government industrial policies through business environment.
- CO3: Use a best business idea by using appropriate methods to assess financial viability.
- CO4: Estimate the budget for the project by effectively managing a small business.
- CO5: Elaborate the process of product launch using the growth strategy.
- CO6: Explain the management of small business by monitoring and evaluating the business.

REFERENCES:

1. Hisrich & Peters, Entrepreneurship, 10th Edition, McGraw Hill, New Delhi, 2017.
2. Arya Kumar. Entrepreneurship, 5th Edition, Pearson.2015.
3. Donald F Kuratko, T.V Rao, Entrepreneurship: A South Asian perspective. Cengage Learning. 2012.
4. Rajeev Roy, Entrepreneurship, Oxford University Press, 2008.
5. S.S Khanna, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, 2001.