



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 2020

Master of Business Administration | E.G.S. Pillay Engineering College | Regulations 2020
Approved in V Academic Council Meeting held on 18-07-2020

2002BA107	BUSINESS COMMUNICATION	L	T	P	C
		0	0	4	2

UNIT I INTRODUCTION TO BUSINESS COMMUNICATION 12 Hours

Introduction to Business Communication: Principles of effective communication, Target group profile, Barriers of Communication, Reading Skills, Listening, Feedback- Principles of Nonverbal Communication: Professional dressing and body language. Role Playing, Debates and Quiz. Types of managerial speeches - Presentations and Extempore - speech of introduction, speech of thanks, occasional speech, theme speech. - Group communication: Meetings, group discussions. - Other Aspects of Communication: Cross Cultural Dimensions of Business Communication Technology and Communication, Ethical & Legal Issues in Business Communication.

UNIT II BUSINESS COMMUNICATION WRITING MODELS AND TOOLS 12 Hours

Business letters, Routine letters, Bad news and persuasion letters, sales letters, collection letters, Maintaining a Diary, Resume/CV, job application letters, proposals. Internal communication through - notices, circulars, memos, agenda and minutes, reports. Case Studies. Exercises on Corporate Writing, Executive Summary of Documents, Creative Writing, Poster Making, Framing Advertisements, Slogans, Captions, Preparing Press Release and Press Notes

UNIT III WORK PLACE COMMUNICATION 12 Hours

E-mails, minutes, proposals, memorandums, presentations, profile of institutions, speeches, responding to enquiries, complaints, resumes, applications, summarizing, and strategies for writing.

UNIT IV INTERVIEWING SKILLS 12 Hours

Mastering the art of giving interviews in - selection or placement interviews, discipline interviews, appraisal interviews, exit interviews, web /video conferencing, Tele-meeting.

UNIT V REPORT WRITING 12 Hours

Objectives of report, types of report, Report Planning, Types of Reports, Developing an outline, Nature of Headings, Ordering of Points, Logical Sequencing, Graphs, Charts, Executive Summary, List of Illustration, Report Writing.

Total: 60 Hours

COURSE OUTCOMES:

After completion of the course, Student will be able to

- 1.Practice the habit of reading and writing regularly.
- 2.Express themselves in different situations.
- 3.Show their area of strengths and weaknesses in speaking.
- 4.Participate in discussions, debates, quiz and conferences.
- 5.Speak confidently with any speakers of English, including native speakers.

REFERENCES:

1. R. C. Sharma , Krishna Mohan ,Business Correspondence & Report Writing , Tata McGraw Hill, 5th Edition.2017



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2002BA108 COMPUTER APPLICATIONS FOR BUSINESS L T P C
0 0 4 2

LIST OF EXPERIMENTS:

EXPT. MS Word

NO.

- 1 **Introduction to MS Word**
 - a. Opening, Saving and Editing Documents
 - b. Saving documents in various formats like PDF
 - c. Menu, Toolbar and Navigations
- 2 **Working with Documents**
 - a. Working with formatting documents like indents, alignment, bold, italic, underline and fonts, font colour, font style, word arts
 - b. Working with tables, table design, table formatting
 - c. Working with page design, watermark, inserting pictures
 - d. Working with margins, page layout, orientations, splitting a page into columns and printing options
 - e. Report generation
- 3 **MS Excel**
Data Editing & Formula:
 - a. Toolbar & Navigations
 - b. Entering & Deleting Data, Cut, Copy, Paste,
 - c. Undo, Redo, Filling Continuous rows, columns, highlighting values, Find, Search & replace, Inserting Data
 - d. Insert Cells, Column, rows & sheets, Symbols, Data from external files, Frames, Clipart,
 - e. Pictures, Files etc, Inserting Functions, Manual break
 - f. finding total in a column or row, Mathematical operations (Addition, Subtraction, Multiplication, Division, Exponentiation),
 - g. Using other Formulae (Using simple aggregate functions - Sum, Count, Average, Min, Max)
 - h. Calculation of Various Financial Functions
 - i. Application of IF statements
- 4 **Formatting Spreadsheet:**
 - a. Labeling columns & rows, Formatting- Cell, row, column & Sheet, Category - Alignment, Font, Border & Shading, Hiding/ Locking Cells
 - b. Formatting layout for Graphics, Clipart etc., Worksheet Row & Column Headers
 - c. Row height & Column width, Visibility - Row, Column, Sheet, Security, Sheet Formatting & style, Sheet background, Colour etc, Borders & Shading
- 5 **Graphs & Charts:** Types of Charts and Graphs
- 6 **Application of Pivot table and Charts using Excel**
- 7 **Application of Bivariate Analysis using Excel**
- 8 **Application of Frequency Distribution in Excel**
- 9 **Application of Chi-Sq. test in Excel**
- 10 **MS PowerPoint**
Creating a Presentation and Formatting:
 - a. Toolbar & Navigations
 - b. Introduction to Slides, Usage of Templates,
- 11 **Adding Style:**
 - a. Setting Presentation style, Adding text to the Presentation
 - b. Colour, gradient fills, arranging objects, Adding Header & Footer, Slide Background, Slide layout & Notes on Slides
- 12 **Adding Graphics:**
 - a. Adding Graphics to the Presentation- Inserting pictures, movies, tables etc into presentation, Adding sections between slides
 - b. Drawing Pictures using Draw
- 13 **Adding Effects:**
 - a. Setting Animation, animation duration
 - b. Transition effect.
- 14 **Printing:**
 - a. Choosing the printer, Print as PDF

- 15 **Using Hyperlinks in presentation**
 - a. Hyperlink within the presentation
 - b. Printing Handouts, Generating Standalone Presentation viewer



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2002BA109

LIFE SKILLS I

L	T	P	C
0	0	2	1

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 III

10 Hours

Industry Expectations & Career Opportunities – Situational Conversation – Management Games

Employability skills – skill vs skill set – Talent.

TOTAL: 30 HOURS

COURSE OUTCOMES:

	After completion of the course, Student will be able to
CO1	Apply how to communicate professionally
CO2	Apply the knowledge of case studies to solve day to day issues.
CO3	Apply people's conduct and adopt appropriate decision making techniques

REFERENCES:

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



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2002BA207	<u>DATA ANALYSIS AND BUSINESS MODELLING</u>	L	T	P	C
		0	0	4	2

LIST OF EXPERIMENTS:

- 1. Descriptive Statistics**
 - a. Frequency
 - b. descriptive distribution,
- 2. Hypothesis – Parametric**
 - a. One-way ANOVA,
 - b. One Sample t-Test,
 - c. Independent Sample t-Test,
 - d. Paired Sample t-Test
- 3. Hypothesis – Non-parametric**
 - a. Chi Square Test,
 - b. Mann Whitney U-Test,
 - c. Wilcoxon Signed Rank Test,
 - d. Kruskal Wallis Test
- 4. Correlation & Regression**
 - a. Correlation
 - b. Regression
- 5. Discriminant Analysis**
- 6. Cross Tabs**
- 7. Extended experiment – 1**
- 8. Introduction to accounting packages & Company creation**
- 9. Creating, altering and displaying ledgers**
- 10. Creating, altering and displaying vouchers**
- 11. Inventory management**
- 12. Payroll**
- 13. Interest calculation**
- 14. Report Generating in Tally**
- 15. Extended experiment- 2**

Total: 60 Hours

ADDITIONAL EXPERIMENTS:

1. Factor analysis
2. Additional experiments in spreadsheet & R Programming

COURSE OUTCOMES:

After completion of the course, Student will be able to
CO1: Make use of spread sheets and data analysis software for business modeling.
CO2: Apply coding and defining variables.



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2004BA208

INDIAN ETHOS AND BUSINESS ETHICS

L	T	P	C
0	0	4	2

The following is the list of topics suggested for preparation and presentation by students twice during the semester.

- 1) Indian Ethos and Personality Development
- 2) Work ethos and values for Professional Managers
- 3) Indian Values, Value Systems and Wisdom for modern managers
- 4) Management Lessons from the Vedas, Puranas, Indian religions
- 5) Spirituality in Business Management
- 6) Individual Culture and Ethics
- 7) Ethical codes of conduct and value Systems
- 8) Loyalty and Ethical Behaviour
- 9) Ethical business issues and solutions
- 10) Social Responsibilities of Business

Total: 60 Hours

FURTHER READING / CONTENT BEYOND SYLLABUS / SEMINAR :

Management Lessons from Vedas, Mahabharata, Bible, Quran, Kautilya's Arthashastra, Indian Heritage in Business, Management-Production and Consumption. Ethics v/s Ethos

Note: Indian Ethos and Business Ethics paper is to be treated as Seminar. The students are expected to give presentation on the topics given in the course. Every student must present minimum two topics in the class room for continuous assessment. Based on the presentation and answering skills of the students, marks will be awarded by the faculty members and the consolidated marks can be taken as the final mark.

No end semester examination is required for this course.

COURSE OUTCOMES:

After completion of the course, Student will be able to

- Apply the basic concepts of Indian ethos and value systems at work. Interpret issues of business ethics and offer solutions in ethical perspectives
- Practice professionally efficient and skillful in value systems and culture
- Interpret ethically manage business towards well-being of the society.
- Apply socially effective in undertaking business responsibilities.



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2004BA303

SUMMER TRAINING

L	T	P	C
0	0	4	2

TRAINING OBJECTIVES:

Summer Training – the training report along with the company certificate should be submitted within the four 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: 4 WEEKS



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2002BA401

ENTREPRENEURSHIP DEVELOPMENT

L	T	P	C
3	0	0	3

PREREQUISITE:

Basic knowledge in Management Concepts, Human Resource management, Financial management

COURSE OBJECTIVES:

1. To enable the students to take up self-employment by exposing them to entrepreneurial competence and environment.
2. To make the students understand business plan, launching of small business and management of small business.
3. To develop and strengthen entrepreneurial quality and motivation in students. To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively.

UNIT I ENTREPRENEURIAL COMPETENCE

9 Hours

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

UNIT II ENTREPRENEURIAL ENVIRONMENT

9 Hours

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

UNIT III BUSINESS PLAN PREPARATION

9 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

9 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

9 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:

- Entrepreneurship process, SWOT
- Importance of IPR in small business

COURSE OUTCOMES:

- After completion of the course, Student will be able to
- CO1: Demonstrate the characteristics of successful entrepreneur.
 - CO2: Apply the central and state government industrial policies in business
 - CO3: Develop a business plan after studying the environment.
 - CO4: Demonstrate the launching of product in market successfully
 - CO5: Use the method of preventing the sickness and rehabilitation of business units

REFERENCES:

1. R.D.Hisrich, Entrepreneurship, Tata McGraw Hill, New Delhi, 2018.
2. Prasanna Chandra, Projects – Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw-Hill, 8th edition, 2017.
3. S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, 2016.
4. Arya Kumar. Entrepreneurship. Pearson.2012