

E.G.S. PILLAY ENGINEERING COLLEGE

(Autonomous)

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

NAGAPATTINAM – 611 002



MASTER OF BUSINESS ADMINISTRATION

Full Time Curriculum and Syllabus

First Year – First Semester

Course Code	Course Name	L	T	P	C	Maximum Marks		
						CA	ES	Total
Theory Course								
1701BA101	Principles of Management	3	0	0	3	40	60	100
1701BA102	Statistics for Management	3	2	0	4	40	60	100
1702BA103	Economic Analysis for Business	3	0	0	3	40	60	100
1702BA104	Organizational Behaviour	3	0	0	3	40	60	100
1701BA105	Accounting for Management	3	2	0	4	40	60	100
1702BA106	Legal Aspects of Business	3	0	0	3	40	60	100
Laboratory Course								
1704BA107	Managerial Communication I	0	0	2	1	100	-	100
1702BA108	Software Skills Lab I	0	0	4	2	50	50	100
1704BA109	Life Skills I	0	0	2	1	100	-	100

L – Lecture | T – Tutorial | P – Practical | CA – Continuous Assessment | ES – End Semester

1701BA101	PRINCIPLES OF MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

1. To expose the students to the basic concepts of management.
2. To understand how an organization functions.
3. To understand the complexity and wide variety of issues managers face in today's business firms.

UNIT I INTRODUCTION TO MANAGEMENT 9 Hours

Management: Nature and purpose- Science or an art- Role of managers- Patterns of management analysis - Evolution of management thought – System approach to operational management- Social responsibility of managers- Ethics in management.

UNIT II PLANNING 9 Hours

Nature and purpose of planning- Planning process- Types of plans- Objectives- Management by Objective (MBO) – Strategies - Types of strategies – Policies – Decision Making- Types of decision- Decision making process- Rational decision making process- Decision making under different conditions.

UNIT III ORGANISING 9 Hours

Nature and purpose of organizing- Organization structure- Formal and informal groups/ organization- Line and staff authority- Departmentation- Span of control- Centralization and decentralization- Delegation of authority- Staffing- Selection and Recruitment- Orientation- Career development- Career stages- Training- Performance appraisal.

UNIT IV DIRECTING 9 Hours

Managing people – Motivation - Leadership – Communication - Hurdles to effective communication - Organization culture - Elements and types of culture- Managing cultural diversity.

UNIT V CONTROLLING 9 Hours

Process of controlling- Types of control- Budgetary and non-budgetary control techniques- Managing productivity- Cost control- Purchase control- Maintenance control- Quality control- Planning operations

TOTAL: 45 HOURS

FURTHER READING:

- Hawthorne Effect
- Entrepreneur and Intrapreneur

COURSE OUTCOMES:

- On the successful completion of the course, students will be able to
- CO1: Describe and discuss the elements of effective management.
 - CO2: Discuss and apply the planning and decision making process.
 - CO3: Infer the methods in recruitment, selection and performance appraisal.
 - CO4: Communicate effectively through both oral and written presentation.
 - CO5: Apply various control techniques in organization.

REFERENCES:

1. Andrew J. Dubrin, Essentials of Management, Wesser Press, 10th edition, 2016.
2. Samuel C. Certo and Tervis Certo, Modern management: concepts and skills, Pearson education, 13th edition, 2013
3. Harold Koontz and Heinz Weihrich, Essentials of management: An International & Leadership Perspective, 9th edition, Tata McGraw-Hill Education, 2012.
4. Charles W.L Hill and Steven L McShane, 'Principles of Management, McGraw Hill Education, Special Indian Edition, 2007.
5. Tripathi, Reddy, Principles of Management, Mc Graw Hill, 4th edition, 2011.
6. Heinz Weihrich, Mark V Cannice and Harold Koontz, Management- A global entrepreneurial perspective, Tata McGraw Hill, 12th edition, 2008.
7. Stephen P. Robbins, David A.De Cenzo and Mary Coulter, Fundamentals of management, Prentice Hall of India, 2012.
8. Anbuvelan, Principles of Management, Laxmi Publications, 2007

1701BA102	STATISTICS FOR MANAGEMENT	L	T	P	C
		3	2	0	4

COURSE OBJECTIVES:

1. To enable the students to have an insight into basic statistical techniques.
2. To gain an understanding about hypothesis testing, using tools such as Z test, F test, ANOVA, chi-square tests, regression & correlation analysis and non-parametric tests.
3. To enable the students to draw conclusions from the analysis for better decision making.

UNIT I INTRODUCTION 12 Hours

Statistics – Definition, Types. Types of variables – Organising data - Descriptive Measures. Basic definitions and rules for probability, conditional probability independence of events, Baye’s theorem, and random variables, Probability distributions: Binomial, Poisson, Uniform and Normal distributions.

UNIT II SAMPLING DISTRIBUTION AND ESTIMATION 12 Hours

Introduction to sampling distributions, sampling distribution of mean and proportion, application of central limit theorem, sampling techniques. Estimation: Point and Interval estimates for population parameters of large sample and small samples, determining the sample size.

UNIT III TESTING OF HYPOTHESIS - PARAMETRIC TESTS 12 Hours

Hypothesis testing: one sample and two sample tests for means and proportions of large samples (z-test), one sample and two sample tests for means of small samples (t-test), F-test for two sample standard deviations. ANOVA one and two way.

UNIT IV NON-PARAMETRIC TESTS 12 Hours

Chi-square test for single sample standard deviation. Chi-square tests for independence of attributes and goodness of fit. Sign test for paired data. Rank sum test. Kolmogorov-Smirnov – test for goodness of fit, comparing two populations. Mann – Whitney U test and Kruskal Wallis test. One sample run test, rank correlation.

UNIT V CORRELATION, REGRESSION AND TIME SERIES ANALYSIS 12 Hours

Correlation analysis, estimation of regression line. Time series analysis: Variations in time series, trend analysis, cyclical variations, seasonal variations and irregular variations, forecasting errors.

TOTAL: 60 HOURS

FURTHER READING:

- Frequency Distribution, Random numbers, Bivariate Data
- Level of significance, Parametric vs. Non Parametric test

COURSE OUTCOMES:

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

- CO1: Analyze the collected information using descriptive and inferential statistics to interpret the collected data.
- CO2: Apply the sampling theory in accounting and auditing from business point of view.
- CO3: Apply univariate and bivariate statistical tools for analysis of collected data.
- CO4: Apply non-parametric test for drawing meaningful conclusions.
- CO5: Apply correlation and simulation techniques for business decision making.

REFERENCES:

1. Richard I. Levin, David S. Rubin, Statistics for Management, Pearson Education, 7th Edition, Pearson, 2011.
2. Aczel A.D. and Sounderpandian J., “Complete Business Statistics”, 6th edition, Tata McGraw – Hill Publishing Company Ltd., New Delhi, 2012.
3. Srivatsava TN and Shailaja Rego, Statistics for Management, Tata McGraw Hill, 2008.
4. Ken Black, Applied Business Statistics, 7th Edition, Wiley India Edition, 2012.
5. Anderson D.R., Sweeney D.J. and Williams T.A., Statistics for business and economics, 11th edition, Thomson (South – Western) Asia, Singapore, 2012.
6. N. D. Vohra, Business Statistics, Tata McGraw Hill, 2012.
7. Anand Sharma, Statistics for Management, HPH, 2nd Edition , 2008

1702BA103

ECONOMIC ANALYSIS FOR BUSINESS

L	T	P	C
3	0	0	3

COURSE OBJECTIVES:

1. To give an insight into demand and supply analysis, forecasting and decision making.
2. To provide students with a basic understanding of various Market structures.
3. To provide students with a basic understanding of the Macro Economic concepts and Indian Government's Stabilization policies.

UNIT I INTRODUCTION

9 Hours

The themes of economics – Three fundamental economic problems – society's capability – Production possibility frontiers (PPF) – economic growth & stability – Micro economics and Macro economics – the role of markets and government – Positive Vs negative externalities.

UNIT II CONSUMER & PRODUCER BEHAVIOUR – MICRO ECONOMICS

9 Hours

Market – Demand and Supply – Determinants – Market equilibrium – elasticity of demand and supply – consumer behaviour – Approaches to consumer behaviour – Production – Short-run and long-run Production Function – Returns to scale – economies Vs diseconomies of scale – Analysis of cost – Relation between Production and cost function.

UNIT III PRODUCT AND FACTOR MARKET

9 Hours

Product market – perfect and imperfect market – different market structures – Firm's equilibrium and supply – Market efficiency – Economic costs of imperfect competition – factor market – Land, Labour and capital – Demand and supply-Determination of factor price-Interaction of factor & product market-General equilibrium and efficiency of competitive markets

UNIT IV PERFORMANCE OF AN ECONOMY – MACRO ECONOMICS

9 Hours

Overview of Macro economics – objectives and instruments- Circular flow of macro economic activity - Aggregate demand and supply – Macroeconomic equilibrium- National income determination- Business cycle and aggregate demand -Multiplier effect- Fiscal policy in theory

UNIT V AGGREGATE SUPPLY AND THE ROLE OF MONEY

9 Hours

Short-run and Long-run supply curve – Unemployment and its impact – Okun's law – Inflation and the impact – reasons for inflation – Demand Vs Supply factors –Inflation Vs Unemployment tradeoff – Phillips curve –short-run and long-run – Money market- Demand and supply of money – money market equilibrium and national income – the role of monetary policy.

TOTAL: 45 HOURS

FURTHER READING:

Stake holder's welfare maximization, Barometric Indicators,
Price Discrimination, Gini Co-efficient, Economical aspects of Taxation

COURSE OUTCOMES:

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

- CO1: Analyze the economic environment for creating a favourable impact on business entities.
- CO2: Apply the economical concepts in day to day running of business.
- CO3: Apply the economic knowledge gained for developing strategies.
- CO4: Compute the circular flow of macro economic activity.
- CO5: Explain the role of money, its causes and consequences in the economic situation.

REFERENCES:

1. Paul A. Samuelson, William D. Nordhaus, Sudip Chaudhuri and Anindya Sen, Economics, 19th edition, Tata McGraw Hill, New Delhi, 2010.
2. William Boyes and Michael Melvin, Textbook of economics, Biztantra, 2005.
3. N. Gregory Mankiw, Principles of Economics, 3rd edition, Thomson learning, New Delhi, 2007.
4. Richard Lipsey and Alec Charystal, Economics, 12th edition, Oxford, University Press, New Delhi, 2011.
5. Karl E. Case and Ray C. fair, Principles of Economics, 6th edition, Pearson, Education Asia, New Delhi, 2002.
6. John Sloman, Economics, 3rd Edition, PHI
7. Lipsey & Crystal, Economics, 10th Edition, Oxford University press, 2007
8. Mankiw, Economics Principles and Applications, 11th India Edition, Cengage learning, 2011

1702BA104	ORGANIZATIONAL BEHAVIOUR	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

1. To familiarize students with contemporary organizational behaviour theories.
2. To help them to understand, predict and manage people better
3. To familiarize the students with organizational culture and help them to manage change.

UNIT I FOCUS AND PURPOSE 5 Hours

Definition, Importance of organizational behaviour – Nature and scope – Frame work – Organizational behaviour models.

UNIT II INDIVIDUAL BEHAVIOUR 12 Hours

Personality – Types – Factors influencing personality – Theories – Learning – The learning process – Learning theories – Organizational behaviour modification, Attitudes – Characteristics – Components – Formation. Perceptions – Factors influencing perception. Motivation – Importance and Types- Theories of motivation.

UNIT III GROUP BEHAVIOUR 10 Hours

Organization structure – Formation – Groups in organizations – Influence – Group dynamics – Group decision making techniques – Team building - Interpersonal relations.

UNIT IV LEADERSHIP AND POWER 8 Hours

Leadership - Meaning – Importance – styles – Theories – Leaders Vs Managers – Sources of power – Power centers – Power and Politics, Ethics - importance.

UNIT V DYNAMICS OF ORGANIZATIONAL BEHAVIOUR 10 Hours

Organizational culture and climate – Factors affecting organizational climate. Organizational conflict- Job satisfaction – Determinants – Influence on behavior. Organizational change – Importance – Proactive Vs Reaction change – the change process – Resistance to change – Managing change. Organizational development – Characteristics – objectives – Organizational effectiveness.

Total: 45 Hours

FURTHER READING:

- Emotional Intelligence, Values, Motivating Gen X & Gen Y
- Globalization and culture, Implementing change

COURSE OUTCOMES:

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

- CO1: Understand the framework of organizational behaviour.
- CO2: Apply behavioural theories for managing employee's behaviour.
- CO3: Understand people's behaviour and adopt appropriate decision making techniques.
- CO4: Apply the leadership qualities and communicate the information effectively to others.
- CO5: Initiate, manage and implement changes in organization.

REFERENCES:

1. Stephen P. Robins, Timothy A. Judge, Neharika Vohra, Organisational Behavior, Pearson Education, 16th edition, 2016.
2. Fred Luthans, Organisational Behavior, McGraw Hill, 12th Edition, 2011.
3. K. Aswathappa, Organisational Behaviour, 10th edition, Himalaya Publishing House, 2012
4. Kavitha Singh, Organisational Behaviour, Pearson, 2012.
5. Udai Pareek, Understanding Organisational Behaviour, 3rd Edition, Oxford Higher Education, 2011.
6. Jerald Greenberg, Behaviour in Organization, PHI Learning. 10th edition. 2011.
7. Mc Shane & Von Glinov, Organisational Behaviour, 4th Edition, Tata Mc Graw Hill, 2007.
8. Robert N. Lussier, Human Relations in Organisation, 6th edition, McGraw Hill, 2005
9. Mc Shane, Mary, Sharma, Organisational Behaviour, 4th Edition, TMH, 2008
10. Ivancevich, Konopaske & Maheson, Organisational Behaviour & Management, 7th edition, Tata McGraw Hill, 2008.

1701BA105	ACCOUNTING FOR MANAGEMENT	L	T	P	C
		3	2	0	4

COURSE OBJECTIVES:

1. To acquaint the students with the fundamental principles of accounting.
2. To enable the students to read and understand Financial Statements
3. To enhance the knowledge of students in Costing, Budgeting and Marginal costing techniques.

UNIT I FINANCIAL ACCOUNTING 12 Hours

Introduction to Financial, Cost and Management Accounting- Generally accepted accounting principles, Conventions and Concepts-Double entry System-Preparation of Final accounts- Introduction to inflation accounting- Introduction to human resources accounting.

UNIT II COMPANY ACCOUNTS 12 Hours

Meaning of Company –Issue of Shares-Issue and Redemption of debentures - Profit or Loss Prior to incorporation- Final Accounts of Company.

UNIT III ANALYSIS OF FINANCIAL STATEMENTS 12 Hours

Financial ratio analysis and interpretations-cash flow (as per Accounting Standard 3) and funds flow statement analysis-comparative statements, common size statements- financial statements using real time data.

UNIT IV COST ACCOUNTING 12 Hours

Cost Accounts – Classification of costs – Job cost sheet – Job order costing – Process costing – (excluding Interdepartmental Transfers and equivalent production) – Joint and By Product Costing – Introduction to concepts of Activity Based Costing, Value Chain, Target Costing.

UNIT V MARGINAL COSTING 12 Hours

Management Accounting – Marginal Costing – Cost, Volume, Profit Analysis – Break Even Analysis – Decision making problems – Budgetary Control – Sales, Production, Cash flow, fixed and flexible budget – Standard costing and Variance Analysis – (excluding overhead costing)

TOTAL: 60 HOURS

FURTHER READING:

1. Format of Balance Sheet as per Company Law and annexure to it, Share holder ratios, Inventory Valuation Method – FIFO, LIFO
2. Average Cost Method, Zero based budgeting, Multi product firm and BEP

COURSE OUTCOMES:

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

- CO1: Demonstrate the financial conditions of the business and present them to the concerned stake holders.
- CO2: Estimate how to maintain accounts and based on them prepare various statements related to companies.
- CO3: Capable of analyzing and interpretation of income statement and Balance sheet.
- CO4: Ability to apply appropriate financial analysis tool to make effective financial decisions.
- CO5: Capable of applying budgetary control and variance analysis as a controlling technique.

REFERENCES:

1. M.Y.Khan & P.K.Jain, Management Accounting and Financial Analysis, , TMH, 2011.
2. R.Narayanaswamy, Financial Accounting – A managerial perspective, PHI Learning, New Delhi, 2011.
3. M.P.Pandikumar, Management Accounting, Excel Books India, 2009
4. S.N.Maheswari & S.K.Maheshwari, An Introduction to Accountancy, Vikas Publishing House Pvt. Ltd., New Delhi, 2007
5. Jan Williams, Financial and Managerial Accounting – The basis for business Decisions, 15th edition, Tata McGraw Hill Publishers, 2010.
6. Horngren, Surdem, Stratton, Burgstahler, Schatzberg, Introduction to Management Accounting, PHI Learning, 2011.
7. Harrison & Horngren, Financial Accounting, 4th Edition, Prentice hall, 2001
8. Singhvi Bodhanwala, Management Accounting -Text and cases, PHI Learning, 2009.
9. Anthony, Hawkin, Merchant, Accounting- Text and cases, 12th Edition, TMH,2007
10. Ashish K. Battacharya, Introduction to Financial Statement Analysis, Elsevier, 2009

1702BA106

LEGAL ASPECTS OF BUSINESS

L	T	P	C
3	0	0	3

COURSE OBJECTIVES:

1. To instill in the students an awareness of legal framework within which the businesses function.
2. To understand the basics of various Direct and Indirect Tax regimes and their implications.
3. To gain an insight into Consumer Protection Act and Cyber Law.

UNIT I COMMERCIAL LAW

9 Hours

THE INDIAN CONTRACT ACT 1872

Definition of contract, essential elements and types of a contract, breach of contract and its remedies, Quasi contracts - Contract of Agency: Nature of agency, Creation and types of agents, Authority and liability of Agent and principal: Rights and duties of principal and agents, termination of agency.

THE SALE OF GOODS ACT 1930

Essentials of sale of goods contract, Documents of title, risk of loss, Guarantees and Warranties, performance of sales contract, conditional sales and rights of an unpaid seller - Negotiable Instruments Act 1881: Nature and requisites of negotiable instruments. Types of negotiable instruments, liability of parties, holder in due course, special rules for Cheque and drafts, discharge of negotiable instruments.

UNIT II COMPANY LAW

9 Hours

Major principles – Nature and types of companies, Formation, Memorandum and Articles of Association, Prospectus, Power, duties and liabilities of Directors, winding up of companies, Corporate Governance.

UNIT III INDUSTRIAL LAW (REVISED/LATEST)

9 Hours

An Overview of Factories Act - Payment of Wages Act - Payment of Bonus Act- Industrial Disputes Act.

UNIT IV INCOME TAX ACT, SALES TAX ACT & GST

9 Hours

Corporate Tax Planning, Overview of Central Sales Tax Act 1956 – Definitions, Scope, Incidence of CST, Practical issues of CST, Value Added Tax – Concepts, Scope, Methods of VAT Calculation, Practical Implications of VAT- GST Act 2017 and its usages.

UNIT V CYBER LAWS, CONSUMER PROTECTION ACT & ETHICS

9 Hours

Cyber crimes, IT Act 2000 and 2002, Cyber Laws, Introduction of IPR – Copy rights, Trade marks, Patent Act-Consumer Protection Act – Consumer rights, Procedures for Consumer grievances redressal, Types of Consumer Redressal Machineries and Forums- Competition Act 2002 – Ethical practices in business- Unethical Behaviour: Corruption, Bribe, Money Laundering- Whistle blowing.

TOTAL: 45 HOURS

FURTHER READING:

1. Draft contract, Caveat emptor
2. Forgery, Auditors Meeting

COURSE OUTCOMES:

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

- CO1: Interpret the concepts of commercial law.
- CO2: Capable of handling the legal issues faced by the organizations.
- CO3: Deal with various government bodies on legal issues and practice the taxation structure followed in India.
- CO4: Establish companies that comply with relevant laws.
- CO5: Analyze the impact and demonstrate the awareness of ethical issues by law.

REFERENCES:

1. N. D. Kapoor, Elements of mercantile Law, Sultan Chand and Company, India, 2014.
2. P. K. Goel, Business Law for Managers, Biztantara Publishers, India, 2008.
3. Akhileshwar Pathak, Legal Aspects of Business, 4th Edition, Tata McGraw Hill, 2009.
4. P. P. S. Gogna, Mercantile Law, S. Chand & Co. Ltd., India, Fourth Edition, 2008.
5. Dr. Vinod, K. Singhania, Direct Taxes Planning and Management, 2008.
6. Richard Stim, Intellectual Property- Copy Rights, Trade Marks, and Patents, Cengage Learning, 2008.
7. Ramachandra, Chandrasekara, Chandrakant Kanakatte, Legal Aspects of Business, HPH, Tata McGraw Hill, 1st Edition, 2012.
8. Daniel Albuquerque, Legal Aspect of Business, Oxford, 2012
9. Ravinder Kumar– Legal Aspect of Business.– Cengage Learning, 2nd Edition-2011.
10. S.A. Sherlekar, Ethics in Management, Himalaya Publishing House, 2009.
11. <http://www.cbec.gov.in/htdocs-cbec/gst>

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

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

ADVANCED EXCEL

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

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

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