

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, CIVIL, ECE, IT)

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								
2002BA101	Management Concepts and Organizational Behavior	3	0	0	3	40	60	100
2002BA102	Statistics for Management	3	2	0	4	40	60	100
2002BA103	Managerial Economics	3	0	0	3	40	60	100
2002BA104	Accounting for Decision Making	3	2	0	4	40	60	100
2002BA105	Legal Aspects of Business	3	0	0	3	40	60	100
2002BA106	Information Management	3	0	0	3	40	60	100
Laboratory Course								
2002BA107	Business Communication	0	0	4	2	100	-	100
2002BA108	Computer Applications for Business	0	0	4	2	50	50	100
2004BA109	Life Skills I	0	0	2	1	100	-	100

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

2002BA101	MANAGEMENT CONCEPTS AND ORGANIZATIONAL BEHAVIOR	L	T	P	C
		3	0	0	3

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 thoughts – System approach to operational management- Social responsibility of managers- Ethics in management.

UNIT II PLANNING, ORGANIZING, DIRECTING AND CONTROLLING 9 Hours

Planning - Steps in Planning Process - Forecasting and types of Planning - Management by Objectives (MBO) -Decision Making Techniques. Organizing-Organizational Structure/ Design –Line and Staff Authority and Responsibility Relationships - Delegation of Authority and Decentralization–Motivation-Process of Controlling and types of control.

UNIT III INDIVIDUAL BEHAVIOR 9 Hours

Meaning of Organizational behavior, contributing disciplines, importance of organizational behavior, Perception and Learning - Personality - Attitude.

UNIT IV GROUP BEHAVIOR 9 Hours

Groups, Stages of Group Development, Group Cohesiveness, Difference between groups and teams –Types of teams, Leadership–Styles, Approaches.

UNIT V ORGANIZATIONAL CHANGE AND DEVELOPMENT 9 Hours

Organizational Change Process and Organizational Development- Organizational Climate and Culture, Conflict: Stages of conflict and Management of conflict.

Total: 45 Hours

COURSE OUTCOMES:

After completion of the course, Student will be able to

1. Demonstrate the different roles of managers normally exhibited in an organization.
2. Interpret the planning process and decision making techniques for effective management.
3. Discover the major personality attributes involved in individual behavior using Big five personality model.
4. Illustrate the stages of group development using Tuckman’s model
5. Use various techniques in managing conflict in organization.

REFERENCES:

1. Harold Koontz and Heinz Weihrich, Essentials of management: An International, Innovation & Leadership, 11th edition, McGraw-Hill Education, 2020.
2. Andrew J. Dubrin, Essentials of Management, Wesser Press, 10th edition, 2016.
3. Samuel C. Certo and Tervis Certo, Modern management: concepts and skills, Pearson education, 13th edition, 2013
4. Stephen P. Robbins, David A. De Cenzo and Mary Coulter, Fundamentals of management, Prentice Hall of India, 2012.
5. Stephen P. Robbins, Timothy A. Judge, Neharika Vohra, Organizational Behavior, Pearson Education, 18th edition, 2018.
6. K. Aswathappa and G. Sudarsana Reddy, Organizational Behavior, 1st edition, Himalaya Publishing House, 2015.
7. Kavitha Singh, Organizational Behavior, Pearson, 2012.
8. Fred Luthans, Organizational Behavior, Mc Graw Hill, 12th edition, 2011.
9. Tripathi, Reddy, Principles of Management, Mc Graw Hill, 4th edition, 2011.

2002BA102	STATISTICS FOR MANAGEMENT	L	T	P	C
		3	2	0	4

UNIT I INTRODUCTION 12 Hours

Statistics – Definition, Types. Types of variables – Organizing 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

COURSE OUTCOMES:

After completion of the course, Student will be able to 9

1. Relate the collected information using descriptive and inferential statistics to interpret the collected data.
2. Apply the sampling theory in accounting and auditing from business point of view.
3. Use univariate and bivariate statistical tools for analysis of collected data.
4. Apply non-parametric test for drawing meaningful conclusions.
5. Apply correlation and simulation techniques for business decision making.

REFERENCES:

1. Anderson D.R., Sweeney D.J. and Williams T.A., Statistics for business and economics, 13th edition, Cengage Publication 2019.
2. Ken Black, Applied Business Statistics, 7th Edition, Wiley India Edition, 2012.
3. Aczel A.D. and Sounderpandian J., “Complete Business Statistics”, 6th edition, Tata McGraw – Hill Publishing Company Ltd., New Delhi, 2012.
4. N. D. Vohra, Business Statistics, Tata McGraw Hill, 2012.
5. Richard I. Levin, David S. Rubin, Statistics for Management, Pearson Education, 7th Edition, Pearson, 2011.
6. Anand Sharma, Statistics for Management, HPH, 2nd Edition, 2008
7. Srivatsava TN and Shailaja Rego, Statistics for Management, Tata McGraw Hill, 2008.

2002BA103

MANAGERIAL ECONOMICS

L	T	P	C
3	0	0	3

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 BEHAVIOR – MICRO ECONOMICS

9 Hours

Market – Demand and Supply – Determinants – Market equilibrium – elasticity of demand and supply – consumer behavior – Approaches to consumer behavior – 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, Labor 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

COURSE OUTCOMES:

After completion of the course, Student will be able to

1. Analyze the economic environment for creating a favorable impact on business entities.
2. Make use of the economical concepts in day to day running of business.
3. Utilize the economic knowledge gained for developing strategies.
4. Measure the circular flow of macroeconomic activity.
5. Apply 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, 20th edition, Tata McGraw Hill, New Delhi, 2018
2. Richard Lipsey and Alec Chrystal, Economics, 12th edition, Oxford, University Press, New Delhi, 2015.
3. Karl E. Case and Ray C. fair, Principles of Economics, 12th edition, Pearson, Education Asia, New Delhi, 2017.
4. William Boyes and Michael Melvin, Economics, Biztantra, 2016
5. John Sloman, Economics, 9th Edition, PHI, 2015
6. D N Dwivedi, Managerial Economics, Vikas Publishing House, 8th edition, 2015
7. Managerial Economics, Dr. Rajeev Jadhav, Dr. Abhijit Gajghate, Sai Jyothi Publication, 2013
8. Mankiw, Economics Principles and Applications, 11th India Edition, Cengage learning, 2011

2002BA104	ACCOUNTING FOR DECISION MAKING	L	T	P	C
		3	2	0	4

UNIT I FINANCIAL ACCOUNTING 12 Hours

Introduction to International Financial Reporting Standards- Financial, Cost and Management Accounting- Generally accepted accounting principles, Conventions and Concepts-Double entry System-Preparation of Journal, Ledger, Trial balance-Preparation of Final Accounts: Trading, Profit and Loss Account and Balance Sheet - Reading the financial statements

UNIT II ANALYSIS OF FINANCIAL STATEMENTS 12 Hours

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

UNIT III 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, Target Costing.

UNIT IV MARGINAL COSTING 12 Hours

Marginal Costing and profit planning – Cost, Volume, Profit Analysis – Break Even Analysis – Decision making problems -Make or Buy decisions -Determination of sales mix - Exploring new markets - Add or drop products -Expand or contract.

UNIT V BUDGETING AND VARIANCE ANALYSIS 12 Hours

Budgetary Control – Sales, Production, Cash flow, fixed and flexible budget – Standard costing and Variance Analysis – Overhead costing -Accounting standards and accounting disclosure practices in India.

Total: 60 Hours

COURSE OUTCOMES:

After completion of the course, Student will be able to

1. Capable of analyzing and interpretation of income statement and Balance sheet.
2. Ability to apply appropriate financial analysis tool to make effective financial decisions.
3. Discuss the various effective cost techniques involved in organization
4. Describe the concept of breakeven analysis in business
5. Capable of applying budgetary control and variance analysis as a controlling technique.

REFERENCES:

1. M.Y.Khan & P.K.Jain, Management Accounting-Text, Problems and Cases, 7th Ed., Mc Graw Hill, 2017
2. M.Y.Khan & P.K.Jain, Financial Management -Text, Problems and Cases, 8th Ed., Mc Graw Hill, 2018
3. R.Narayanaswamy, Financial Accounting – A managerial perspective, PHI Learning, New Delhi, 2011.
4. Horngren, Surdem, Stratton, Burgstahler, Schatzberg, Introduction to Management Accounting, PHI Learning, 2011.
5. Jan Williams, Financial and Managerial Accounting – The basis for business Decisions, 15th edition, Tata McGraw Hill Publishers, 2010.
6. Singhvi Bodhanwala, Management Accounting -Text and cases, PHI Learning, 2009.
7. M.P.Pandikumar, Management Accounting, Excel Books India, 2009
8. Ashish K. Battacharya, Introduction to Financial Statement Analysis, Elsevier, 2009
9. S.N.Maheswari & S.K.Maheshwari, An Introduction to Accountancy, Vikas Publishing House Pvt. Ltd., New Delhi, 2007
10. Harrison & Horngren, Financial Accounting, 4th Edition, Prentice hall, 2001

2002BA105	LEGAL ASPECTS OF BUSINESS	L	T	P	C
		3	0	0	3

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 AND COMPETITION ACT 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. **Competition Act 2002** - Introduction, Definitions, Enquiry into Certain Agreements and Dominant Position of Enterprise and Combinations.

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 CORPORATE TAX AND GST 9 Hours

Corporate Tax Planning, Corporate Taxes and Overview of Latest Developments in Indirect tax Laws relating to GST: An introduction including constitutional aspects, Levy and collection of CGST & IGST, Basic concept of time and value of supply, Input tax credit, Computation of GST Liability, Registration, Tax Invoice, Credit & Debit Notes, Electronic Way bill, Returns, Payment of taxes including Reverse Charge.

UNIT V CYBER LAWS AND CONSUMER PROTECTION ACT 9 Hours

Cybercrimes, 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.

Total: 45 Hours

COURSE OUTCOMES:

After completion of the course, Student will be able to

1. Interpret the essential elements of contract
2. Prepare a memorandum and articles of association for the organizations.
3. Demonstrate the factories act and Industrial dispute act for effective administration
4. Calculate GST with latest amendments for the business
5. Demonstrate how to file a patent and copy right to protect the intellectual property rights

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>

2002BA106	INFORMATION MANAGEMENT	L	T	P	C
		3	0	0	3

UNIT I INTRODUCTION 9 Hours

Data, Information, Intelligence, Information Technology, Information System, evolution, types based on functions and hierarchy, System development methodologies, Functional Information Systems, DSS, EIS, KMS, GIS, International Information System.

UNIT II SYSTEM ANALYSIS AND DESIGN 9 Hours

Systems Analysis and Design, Data flow Diagram (DFD), Decision table, Entity Relationship (ER), Object Oriented Analysis and Design (OOAD), UML diagram.

UNIT III DATA BASE MANAGEMENT SYSTEMS 9 Hours

DBMS – HDBMS, NDBMS, RDBMS, OODBMS, Query Processing, SQL, Concurrency Management, Data warehousing and Data Mart

UNIT IV INTEGRATED SYSTEMS, SECURITY AND CONTROL 9 Hours

Knowledge based decision support systems, Integrating social media and mobile technologies in Information system, Security, IS Vulnerability, Disaster Management, Computer Crimes, Securing the Web.

UNIT V NEW IT INITIATIVES 9 Hours

Introduction to Deep learning, Big data, Pervasive Computing, Cloud computing, Advancements in AI, IoT, Block chain, Crypto currency, Quantum computing

Total: 45 Hours

COURSE OUTCOMES:

After completion of the course, Student will be able to

1. Illustrate the basics of data and information system.
2. Demonstrate the system analysis, design and its types
3. Employ database management system and its types.
4. Interpret the various technologies in information system and its security in disaster management.
5. Demonstrate the applications of deep learning, big data and pervasive computing in business.

REFERENCES:

1. Seema Shokeen, Suman Mann, Pooja Singh, Information Management System, I K International Publishing House, 2020
2. Kenneth C. Laudon and Jane P Laudon, Management Information Systems – Managing the Digital Firm, 15th edition, 2018.
3. James O'Brien and Ramesh Behl, Management Information Systems – Managing Information Technology in the E-business enterprise, Tata McGraw Hill, 2017
4. Haag, Cummings and Mc Cubbrey, Management Information Systems for the Information Age, McGraw Hill, 2005. 9th edition, 2013
5. Rahul de, MIS in Business, Government and Society, Wiley India Pvt Ltd, 2012
6. Ralph Stair and George Reynolds, Information Systems, Cengage Learning, 10th Edition, 2012
7. Gordon Davis, Management Information System: Conceptual Foundations, Structure and Development, Tata McGraw Hill, 21st Reprint 2008.
8. Turban, McLean and Wetherbe, Information Technology for Management – Transforming Organizations in the Digital Economy, John Wiley, 6th Edition, 2008.
9. Robert Schultheis and Mary Summer, Management Information Systems – The Managers View, Tata McGraw Hill, 2008.

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
 2. Excellence in Business Communication by Thill, J. V. & Bovee, G. L, McGraw Hill, New York.
 3. C. S. Rayadu , Communication by, HPH,2015
 4. Meenakshi Raman, Prakash Singh ,Business Communication by, Oxford, 2nd edition,2012
 5. Adair J , Effective Communication. , Pan Macmillan, 2009
 6. Lesikar R.V. & Flatley M.E., Basic Business Communication Skills for Empowering the Internet Generation, 10th Edition, Tata McGraw Hill Publishing Company Ltd., NewDelhi, 2005
 7. Malcolm Goodale , Developing Communication Skills, 2nd Edition Professional Presentations, Cambridge UniversityPress, 2005
 8. Rajendra Pal J.S. Korlahalli – Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2004
 9. Ludlow R , Panton ,The Essence of Effective Communications , Prentice Hall of India Pvt. Ltd. 2,1995
- www.businesscommunicationskills.com
www.kcittraining.com
www.mindtools.com
www.businesscommunication.org

Note: Business Communication 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.

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

- Opening, Saving and Editing Documents
- Saving documents in various formats like PDF
- Menu, Toolbar and Navigations

2 Working with Documents

- Working with formatting documents like indents, alignment, bold, italic, underline and fonts, font colour, font style, word arts
- Working with tables, table design, table formatting
- Working with page design, watermark, inserting pictures
- Working with margins, page layout, orientations, splitting a page into columns and printing options
- Report generation

MS Excel

3 Data Editing & Formula:

- Toolbar & Navigations
- Entering & Deleting Data, Cut, Copy, Paste,
- Undo, Redo, Filling Continuous rows, columns, highlighting values, Find, Search & replace, Inserting Data
- Insert Cells, Column, rows & sheets, Symbols, Data from external files, Frames, Clipart,
- Pictures, Files etc, Inserting Functions, Manual break
- finding total in a column or row, Mathematical operations (Addition, Subtraction, Multiplication, Division, Exponentiation),
- Using other Formulae (Using simple aggregate functions - Sum, Count, Average, Min, Max)
- Calculation of Various Financial Functions
- Application of IF statements

4 Formatting Spreadsheet:

- Labeling columns & rows, Formatting- Cell, row, column & Sheet, Category - Alignment, Font, Border & Shading, Hiding/ Locking Cells
- Formatting layout for Graphics, Clipart etc., Worksheet Row & Column Headers
- 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

MS PowerPoint

10 Creating a Presentation and Formatting:

- Toolbar & Navigations
- Introduction to Slides, Usage of Templates,

11 Adding Style:

- Setting Presentation style, Adding text to the Presentation
- Colour, gradient fills, arranging objects, Adding Header & Footer, Slide Background, Slide layout & Notes on Slides

12 Adding Graphics:

- Adding Graphics to the Presentation- Inserting pictures, movies, tables etc into presentation, Adding sections between slides
- Drawing Pictures using Draw

13 Adding Effects:

- Setting Animation, animation duration
- Transition effect.

14 Printing:

- Choosing the printer, Print as PDF

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

Total : 60 hours

COURSE OUTCOMES:

After completion of the course, Student will be able to

- CO1: Generate business reports using MS Word
- CO2: Format the data using MS Excel
- CO3: Apply bivariate analysis using MS Excel
- CO4: Present innovatively using MS PowerPoint
- CO5: Present the concepts using PowerPoint effectively

REFERENCES:

1. Sandra Cable, Steven M. Freund, Ellen Monk, Susan L. Sebok, Joy L. Starks, and Misty E. Vermaat, Microsoft Office 365 & Office 2019 Introductory, Cengage Learning, 2019
2. Wayne L. Winston, Microsoft Excel 2010: Data Analysis & Business Modeling, 3rd edition, Microsoft Press, 2011.
3. David M. Levine et al, "Statistics for Managers using MS Excel" (6th Edition) Pearson, 2010
4. Excel 2010 Bible by John Walkenbach, John Wiley & Sons, 2010 Edition
5. David Whigham, Business Data Analysis Using Excel, Oxford University Press, 2009.
6. William J. Stevenson, CeyhunOzgur, „Introduction to Management Science with Spreadsheet“, Tata McGraw Hill, 2009.
7. Frequency Distribution in Excel: <https://www.youtube.com/watch?v=Giewd9yH4q0>
8. Bivariate Analysis in Excel: https://www.youtube.com/watch?v=Uml6d_47Q4M
9. ChiSq Analysis in Excel: https://www.youtube.com/watch?v=P5z_ofJS9zM

List of Software and Computers Required

MS Office

Computers-(i3 Processor)-60

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
-