



Dr. M.G.R.
EDUCATIONAL AND RESEARCH INSTITUTE
(Deemed to be University)
Maduravoyal, Chennai - 600 095, Tamilnadu, India.
(An ISO 9001 : 2015 Certified Institution)
University with Special Autonomy Status



FACULTY OF MANAGEMENT STUDIES
MBA- Two Year Full Time Program- Curriculum & Syllabus
Program Structure for MBA (Full Time)

Dr. M.G.R
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FACULTY OF MANAGEMENT STUDIES

Master of Business Administration –

MBA (Full Time)

Curriculum & Syllabus

REGULATION 2022



FACULTY OF MANAGEMENT STUDIES
MBA- Two Year Full Time Program- Curriculum & Syllabus
Program Structure for MBA (Full Time)

FIRST SEMESTER

Theory:

Course Code	Course Title	C	L	T/SLr	P/R	T / L/ ETP
MMBA22C01	Principles of Management and Behavioral Science	4	4	0	0	T
MMBA22C02	Managerial Economics	4	4	0	0	T
MMBA22C03	Basic Accounting for Managers	4	3	1	0	T
MMBA22C04	Business Legislations	4	4	0	0	T
MMBA22C05	Business Statistics for Managers	4	4	0	0	T
MMBA22C06	E- Commerce	4	4	0	0	T

Practical:

Course Code	Course Title	C	L	T/SLr	P/R	T / L/ ETP
MMBA22L01	Computer Application for Business	2	0	0	2	L
MMBA22L02	Business Communication	2	0	0	2	L
	Sub Total	28				

Credits Sub Total: 28



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FACULTY OF MANAGEMENT STUDIES
MBA- Two Year Full Time Program- Curriculum & Syllabus
Program Structure for MBA (Full Time)

I SEMESTER



FACULTY OF MANAGEMENT STUDIES
MBA- Two Year Full Time Program- Curriculum & Syllabus
Program Structure for MBA (Full Time)

MMBA22C01 PRINCIPLES OF MANAGEMENT AND BEHAVIORAL SCIENCE

MMBA22C01	CONTROL SYSTEMS				C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 40				4	4	0	0	T
	Prerequisite - Degree								
	Course Designed by – Faculty of Management Studies								
OBJECTIVES									
<ol style="list-style-type: none"> 1. To enable the students to study about the evolution, functions and principles of Management Studies 2. To learn the applications of the principles in an organization 3. To study the system and process of effective controlling in the organization. 									
COURSE OUTCOMES (COs)									
CO1	Clear understanding in planning, and have knowledge in aspect of Management Studies								
CO2	Understanding the planning process in the organization.								
CO3	Understanding the concept of organization.								
CO4	Demonstrate the ability to directing and coordinating.								
CO5	Analyze and formulate the best control methods.								

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H	M	M	H		M		
	CO2	H	M	M	H		M		
	CO3	H			M			H	
	CO4	H	H	H	H		M		
	CO5	M	H	H		H	H	H	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
		✓	✓						
4	Approval					Meeting of Academic Council, June 2022			



FACULTY OF MANAGEMENT STUDIES
MBA- Two Year Full Time Program- Curriculum & Syllabus
Program Structure for MBA (Full Time)

MMBA22C02

MANAGERIAL ECONOMICS

MMBA22C02	CONTROL SYSTEMS	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 40	4	4	0	0	T
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
<ol style="list-style-type: none"> 1. To acquaint the students with the basic instruments of managerial economics for the base of business 2. To make students to familiarize the importance of demands and supply concepts; 3. To provide knowledge about the production and cost concepts; 4. To make aware about the various perfect and imperfect market structures 5. To enable students to understand the macroeconomic concepts in detail. 						
COURSE OUTCOMES (COs)						
CO1	Apply the basic concepts of economics for taking business decisions.					
CO2	Applying demand and supply concept under different markets for sustain market equilibrium.					
CO3	Able to comprehend the concepts of cost, production and its relationship to business operations.					
CO4	Capable of applying marginal analysis for different market conditions.					
CO5	Confidently using appropriate macroeconomic concepts for sustainable business.					

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H	H	H			H	M	
	CO2	H	H	M				M	
	CO3	H	H	H	H				
	CO4	H	H	H	H	M		H	
	CO5	H	H	H	M		H		
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
		✓	✓						
4	Approval					Meeting of Academic Council, June 2022			



FACULTY OF MANAGEMENT STUDIES
MBA- Two Year Full Time Program- Curriculum & Syllabus
Program Structure for MBA (Full Time)

MMBA22C02

MANAGERIAL ECONOMICS

UNIT - I INTRODUCTION TO MANAGERIAL ECONOMICS

8 hours

Definition, Nature and Scope, Distinction between Micro and Macro Economics. Consumer Behavior: Utility – meaning & concepts, Law of diminishing marginal utility, the indifference curve analysis-indifference curve.

UNIT- II DEMAND & SUPPLY ANALYSIS

8 hours

Demand analysis, Law of demand, Determinants of Demand, Types of demand, Elasticity of demand, types of elasticity of demand. Supply –Meaning, the supply curve, equilibrium with supply and demand curves.

UNIT - III THEORY OF PRODUCTION AND COST FUNCTION

8 hours

Meaning of Production, Basic concepts- total, average, and marginal product, short run and long run production Function, Law of Variable Proportion. Production function with two variable inputs – Iso-quants – Meaning, Properties, all variable inputs – Returns to Scale, Cost Analysis: Determinants of Costs, types of Cost.

UNIT - IV MARKET CLASSIFICATION

8 hours

Concept of market, characteristics, Types of different market structure Perfect Competition: Characteristics of a perfectly competitive market, Price and Output Determination under Perfect Competition, Monopoly, Monopolistic competition, duopoly, oligopoly: Kinked demand curve, Game Theory.

UNIT - V MACRO ECONOMIC CONCEPTS

8 hours

National Income concepts - Inflation, Balance of Payment, Exchange Rates, Nature of trade cycle, Foreign exchange market, Circular flow of income, Monetary and Fiscal Policy, Demonetization, Concept of Recession, Difference between a recession and a depression.

TOTAL NO. OF PERIODS: 40 HOURS

Reference Books:

1. Economics, Samuleson and Nordhaus, TMH Publishers Ltd. New Delhi
2. Principle of Microeconomics, Gregory Mankiw, Cenagage Learning Publications.
3. Kontsoyianis, A., Modern Economics, Macmillan, New Delhi.
4. Spencer M.H Managerial Economics, Text problems and short cases.
5. Mehta, P, L, Managerial Economics. Analysis, problem & cases, Sultan Chand Peterson, H.C and Lewis, W.C. Managerial Economics, 4th prentice Hall.



FACULTY OF MANAGEMENT STUDIES
MBA- Two Year Full Time Program- Curriculum & Syllabus
Program Structure for MBA (Full Time)

MMBA22C03

BASIC ACCOUNTING FOR MANAGERS

MMBA22C03	CONTROL SYSTEMS			C	L	T/SLr	P/R	T/L/ ETP	
	Total Contact Hours – 40			4	3	1	0	T	
	Prerequisite - Degree								
	Course Designed by – Faculty of Management Studies								
OBJECTIVES									
<ol style="list-style-type: none"> To introduce basic accounting concepts, the system of recording and summarizing the effects of accounting transactions; To know the preparation of final accounts with adjustments and concepts interlinked; To understand the concepts of assets and liabilities in terms of depreciation and To analyze and interpret the transaction of a business. 									
COURSE OUTCOMES (COs)									
CO1	Understanding the significance, uses and applications of different accounting systems.								
CO2	Assessing various concepts and conventions of accounting system.								
CO3	Correlating the accounting cycle and its implementation in business.								
CO4	Gaining Knowledge gained in preparing financial statement by applying necessary								
CO5	Understanding meaning and implication of Hire purchase, leasing and installment system in business.								

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H	H		H		M		
	CO2		M	H		M		H	
	CO3		M		H				
	CO4	H		M	M			H	
	CO5	M				H		H	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)			
		✓	✓	✓					
4	Approval					Meeting of Academic Council, June 2022			



FACULTY OF MANAGEMENT STUDIES
MBA- Two Year Full Time Program- Curriculum & Syllabus
Program Structure for MBA (Full Time)

MMBA22C03

BASIC ACCOUNTING FOR MANAGERS

UNIT – I TYPES OF ACCOUNTS

8 hours

Introduction to accounts and accounting concepts - Types of accounts - Financial Accounts - Management Accounting and Cost Accounting – Meaning - Uses and application - Difference between Financial, Management and Cost accounts.

UNIT – II INTRODUCTION TO FINANCIAL ACCOUNTING

8 hours

Meaning and understanding of GAAP - Concepts and Conventions of accounts - Golden rules of Accounts - Scope of Accounting - Objectives of Accounting – Accounting Transactions.

UNIT – III ACCOUNTING CYCLE

8 hours

Book Keeping – Journal – Ledger - Preparation of Trial Balance – Preparation of subsidiary books - Cash Book - Bank book - Single entry system - Double Entry system - Statement of Affairs Method, Conversion Method.

UNIT – IV FINANCIAL STATEMENTS PREPARATION

8 hours

Preparation of Final Accounts of a Sole Trading Concern – Adjustments Receipts and Payments Account - Income & Expenditure Account - Balance Sheet – Depreciation: Meaning – Causes - Types (Straight Line Method, Written Down Value Method, Insurance Policy Method, Sinking Fund Method & Annuity Method).

UNIT – V HIRE PURCHASE, LEASING AND INSTALLMENT SYSTEM

8 hours

Hire purchase - Leasing and Installment system: Meaning – Concepts – Uses - Application of the concepts.

TOTAL NO. OF PERIODS: 40 HOURS

Reference Books:

1. R.L.Gupta & V.K.Gupta, Advanced Accounting - Sultan Chand & Sons - New Delhi.
2. Jain & Narang, Financial Accounting - Kalyani Publishers - New Delhi.
3. T.S. Reddy & A.Murthy, Financial Accounting - Margham Publications - Chennai.
4. Shukla & Grewal, Advanced Accounting – S Chand - New Delhi.
5. P.C. Tulsian – Financial Accounting



FACULTY OF MANAGEMENT STUDIES
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MMBA22C04

BUSINESS LEGISLATIONS

MMBA22C04	CONTROL SYSTEMS				C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 40				4	4	0	0	T
	Prerequisite - Degree								
	Course Designed by – Faculty of Management Studies								
OBJECTIVES									
<ol style="list-style-type: none"> To assist the students in understanding basic laws affecting operations of a business enterprise. To help the students in understanding of the free enterprise system and the legal safeguards of the same. To provide the concepts of sales and insurance laws. 									
COURSE OUTCOMES (COs)									
CO1	Expertise with the business laws.								
CO2	Able to enter socialized contract with the business dealers and avoid legal issues.								
CO3	Aware of insurance law and able to choose apt insurance policy.								
CO4	Aware of partnership act features and able to operate appropriately the negotiable instruments.								
CO5	Operating company by adhering to company law.								

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H	H	H		H		L	
	CO2	H	M	H	H	H	H	M	
	CO3	H	H	H	H	M	M	M	
	CO4	H	H	H	H		M		
	CO5	M	H	H	M	H	M	H	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
		✓			✓				
4	Approval					Meeting of Academic Council, June 2022			



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MMBA22C04

BUSINESS LEGISLATIONS

UNIT – I CONTRACT

8 hours

Law – Definition – Sources – A brief Study on the Indian Contract Act, 1872: Essentials of a Valid Contract, Void Agreements – Performance of Contracts, Breach of Contracts and its Remedies– Discharge–Quasi–Contracts.

UNIT-II SPECIAL CONTRACT

8 hours

Law of Agency, Agent and Principal, Creation of agency, Classification, Relation of Principle agent, Termination of agency – Bailment – Classification – Duties and Rights of Bailor and Bailee, Law relating to lien– Finder of Goods– Termination of Bailment– Pledge: Rights and Duties of Pawn or and Pawnee – Pledge by non–owner – Contract of Indemnity and Guarantee.

UNIT-III SALES AND INSURANCE LAWS

8 hours

The Sale of Goods Act, 1930: Formation of a Contract–Rights of an Unpaid Seller–Condition and Warranties, performance, Sale by Auction – Law of Insurance – Life, Fire, Marine and miscellaneous.

UNIT-IV NEGOTIABLE INSTRUMENTS, PARTNERSHIP AND OTHER LAWS

8 hours

The Negotiable Instruments Act, 1881- Nature and Types - Negotiation and Assignment –Holder in due course – Dishonour and Discharge of a Negotiable Instrument. Partnership Act. 1932 –The Limited Liability Partnership Act, 2008 - Law of Arbitration – Consumer Protection Act and Cyber Laws.

UNIT-VCOMPANY LAW

8 hours

The Indian Company Law–Nature, Kinds, Incorporation of company, One Person Company–The Companies Act, 2013 - Memorandum of Association, Articles of Association, Prospectus, Share capital, Debentures and Charges, Management and Administration – Meetings and Proceedings, Accounts and Auditors, Prevention of Oppression and Mismanagement Revival and Rehabilitation of Sick Companies-Winding up–Law relating to corporate governance.

TOTAL NO. OF PERIODS: 40 Hours

Reference Books:

1. Gogna P.P.S.(2010).*Business and Industrial Laws*. New Delhi: S.Chand.
2. Saravanavel,P.&S.Sumathi.(2012).*LegalaspectsofBusiness*.Mumbai:HimalayaPublishingHouse.
3. Kuchhal, M.C.& Vivek Kuchhal(2013).*Mercantile Law*. New Delhi: Vikas Publishing House.
4. Pandit and Pandit(2010).*Business Law*, Mumbai: Himalaya Publishing House
5. French, Ben(2018). *Business Law in Practice (1stEd.)*. Sydney: Thomson Reuters (Professional) Australia, Limited.



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Program Structure for MBA (Full Time)

MMBA22C05

BUSINESS STATISTICS FOR MANAGERS

MMBA22C05	CONTROL SYSTEMS	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 40	4	4	0	0	T
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
<ol style="list-style-type: none"> 1. To understand the Basic concepts of Statistics 2. To know Correlation and Regression and its applications 3. To understand the Basic concepts in Probability 4. To provide knowledge about Index number 5. To understand Time Series concepts. 						
COURSE OUTCOMES (COs)						
CO1	Role and importance of averages and its application in Business.					
CO2	Understanding the concept of correlation and regression and its implications.					
CO3	Clarity in application of Measures of Probability Theories					
CO4	Clarity on Index number and its applications.					
CO5	Understand the Importance of time series, its uses in business and interpretations					

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H	H	H	H		M		
	CO2	H	M	H	H	M			
	CO3	H	M	H	H			M	
	CO4	H	M	M		H			
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
		✓	✓						
4	Approval					Meeting of Academic Council, June 2022			



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MMBA22C05

BUSINESS STATISTICS FOR MANAGERS

UNIT – I BASICS OF STATISTICS

8 hours

Variables – Uni-variate Data – Frequency Distribution – Measures of Central Tendency – Mean –Median –Mode – Quartiles – Measures of Dispersion – The Range – Quartile Deviation –Standard Deviation.

UNIT – II CORRELATION AND REGRESSION

8 hours

Concept of linear correlation between two variables - Scatter diagram - Karl person's formula for correlation coefficient - Spearman's Rank correlation (Simple problems) – Simple Regression (Two variables only)

UNIT – III PROBABILITY

8 hours

Definition of Random Experiment - Sample Space – Events: Mutually exclusive events - Exhaustive events - Dependent events and Independent events - Mathematical and Statistical definition of probability - Theorems of addition and multiplication laws of Probability (Without proof) (Simple problems).

UNIT – IV INDEX NUMBER

8 hours

Definition - Limitations and uses of Index numbers - Construction of index number by aggregate expenditure method and family budget method using Laspeyre's - Paasche's, Kelly's and Fisher's Formula.

UNIT – V TIME SERIES

8 hours

Meaning of Time series - Various components of Time series: Trend, Seasonal, Cyclic and Random components - Methods of measuring Trend by (a) Graphical method (b) Moving average method. (Simple problems).

TOTAL NO. OF PERIODS: 40 HOURS

Reference Books:

1. Gupta S.C., Kapoor V.K., *Fundamentals of Mathematical Statistics*, S.Chand & Co., (2007).
2. Robert M. Leekley., *Applied Statistics for Business and Economics*, Taylor & Francis, S.Chand Publishing Co., (2015).
3. Arora P.N., *Business Statistics*, S.Chand & Co., (2007).
4. Sharma J.K., *Business Statistics*, Vikas Publishing., (2016).
5. Veerarajan T., *Probability, Statistics and, Random Processes*, Tata McGraw Hill Publishing Co., (2008).
6. Singaravelu, *Probability and Random Processes*, Meenakshi Agency, (2017).



FACULTY OF MANAGEMENT STUDIES
MBA- Two Year Full Time Program- Curriculum & Syllabus
Program Structure for MBA (Full Time)

MMBA22C06

E-COMMERCE

MMBA22C06	CONTROL SYSTEMS			C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 40			4	4	0	0	T
	Prerequisite - Degree							
	Course Designed by – Faculty of Management Studies							
OBJECTIVES								
<ol style="list-style-type: none"> To introduce students to various aspects and models of e-Commerce so that they can efficiently execute and manage the e-commerce business. To develop an understanding among students about the global nature of e-commerce and the latest technologies and concepts used in the e-commerce industry. 								
COURSE OUTCOMES (COs) Students are expected to know or be able to do the following upon completion of the course								
CO1	Able to Design website							
CO2	Analyze the technical terms used in the e-commerce industry and various types of e-commerce							
CO3	Able design and develop different business models							
CO4	Using the modern technology applications in business world							
CO5	Application of e-commerce concepts in real time situation.							

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	M	M		H	H	M	H
	CO2		H	M		H		M
	CO3	H			M		H	
	CO4	H	H	H		M		M
	CO5		H	M			M	M
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)
		✓				✓		
4	Approval	Meeting of Academic Council, June 2022						



FACULTY OF MANAGEMENT STUDIES
MBA- Two Year Full Time Program- Curriculum & Syllabus
Program Structure for MBA (Full Time)

MMBA22C06

E-COMMERCE

UNIT I INTRODUCTION TO E-COMMERCE

8 hours

Intranet - Extranet & Internet - Internet Backbone in India – ISP in India ,Working of Web ,Concepts of E-commerce - HTML Markup for Structure - Creating simple page - Marking up text - Adding Links - Adding Images

UNIT- II BUILDING AN E-COMMERCE WEBSITE

8 hours

Systematic approach to build an E-Commerce: Planning, System Analysis, System Design, Building the system, testing the system, Implementation and Maintenance,

UNIT – III ELEMENTS OF A BUSINESS MODEL

8 hours

Eight key elements of a business model: Value proposition - Revenue model, - Market opportunity - Competitive environment - Competitive advantage - Market strategy, types of e-commerce Business to Consumer (B2C) - Business to business (B2B) - Consumer to Consumer (C2C), Business-to-Administration (B2A), Consumer-to-Administration (C2A), Consumer-to-Business (C2B)

UNIT- IV TRENDS IN E-COMMERCE

8 hours

Mobile commerce: Introduction to mobile commerce - Benefits of mobile commerce, basic concepts - Block chain technology, Big data, crypto currency

UNIT- V PROJECT CASE STUDY (presentation only)

8 hours

Case Study: Identify Key components, strategy, B2B, B2C Models of E-commerce Business model of any e-commerce website - Mini Project

TOTAL NO. OF PERIODS: 40 HOURS

Reference Books:

1. Carol Guercio Traver, K. C. (n.d.). E-Commerce 2017: Business, Technology, and Society (13 ed.). Pearson.
2. Gaurav Gupta, S. G. (2015). E-Commerce (2 ed.). Paperback.
3. Henry Chan, R. L. (2007). E-Commerce: Fundamentals and Applications (2007 ed.). Wiley.
4. Nabil R.Adam, Oktay Dogramaci, Aryya Fanfopadhyay And Yelena Yesha, *Electronic Commerce*, 1st Edition (20 August 1998), ISBN :0139490825, 978-0139490828
5. Charles Trepper, *E-commerce strategies*, Latest Edition 2000, *Microsoft, Eastern Economy* Edition, ISBN: 0735607230, 9780735607231.



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Program Structure for MBA (Full Time)

MMBA22L01 COMPUTER APPLICATION FOR BUSINESS (LAB)

MMBA22L01	CONTROL SYSTEMS			C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 20			2	0	0	2	L
	Prerequisite - Degree							
	Course Designed by – Faculty of Management Studies							
OBJECTIVES								
<ol style="list-style-type: none"> 1. To enable the student to understand the MS office packages and 2. To understand the advanced Excel functions used in research applications 								
COURSE OUTCOMES (COs)								
CO1	Knowledge about Ms.word .							
CO2	Knowledge and skills on basics MS Excel							
CO3	Understand and Awareness Ms.Access .							
CO4	Knowledge on basic applications using Powerpoint .							

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low								
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	H	H	M	H	H	H	H
	CO2	H				M	H	H
	CO3	H	M	H	H		H	H
	CO4	H		H	H		H	H
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)		
		✓				✓ package.		
4	Approval				Meeting of Academic Council, June 2022			

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum & Syllabus
Program Structure for MBA (Full Time)

MMBA22L01

COMPUTER APPLICATION FOR BUSINESS (LAB)

UNIT – I MS Word

5 hours

1. Text Manipulation: Write a paragraph about your institution and Change the font size and type, Spell check, Aligning and justification of Text
2. Bio data: Prepare a Bio-data using template
3. Find and Replace: Write a paragraph about yourself and do the following. Find and Replace - Use Numbering Bullets, Footer and Headers.
4. Tables and manipulation: Creation, Insertion, Deletion (Columns and Rows). Create a mark sheet.
5. Mail Merge: Prepare an invitation to invite your friends to your birthday party. Prepare at least five letters.

Unit- II MS-EXCEL

5 hours

1. Data sorting-Ascending and Descending (both numbers and alphabets)
2. Mark list preparation for a student
3. Individual Pay Bill preparation and Invoice Report preparation.
5. Drawing Graphs. Take your own table.

UNIT- III MS-ACCESS

5 hours

1. Create a database using Students Mark details.
2. Perform the Sort operation using the student database.
3. Create a database using Employee details and generate a Form to get the input for the table.

UNIT-IV MS-POWERPOINT

5 hours

1. Create a slide show presentation for a seminar.
2. Preparation of Organization Charts
3. Create a slide show presentation to display percentage of marks in each semester for all students
4. Use bar chart (X-axis: Semester, Y-axis: % marks).
5. Use different presentation template different transition effect for each slide.

TOTAL NO. OF PERIODS: 20 HOURS

Reference Books:

1. V Rajaraman, Introduction to Information Technology, PHI ,2nd Edition, 2013
2. June Jamarich Parsons, Computer Concepts, Thomson Learning, 3rd Edition, 2000, ISBN-13: 978-0619017392, ISBN-10: 0619017392
3. Leon & Leon, Introduction to Computers, Vikas Publishing House, Philippines Edition, 2001, ISBN: 971233886X
4. P.K.Sinha, Fundamental of Computers, BPB., 2004, ISBN-10: 8176567523, ISBN-13: 978-8176567527



FACULTY OF MANAGEMENT STUDIES
MBA- Two Year Full Time Program- Curriculum & Syllabus
Program Structure for MBA (Full Time)

MMBA22L02

BUSINESS COMMUNICATION (LAB)

MMBA22L02	CONTROL SYSTEMS			C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 20			2	0	0	2	L
	Prerequisite - Degree							
	Course Designed by – Faculty of Management Studies							
OBJECTIVES								
<ol style="list-style-type: none"> To enable learners to speak fluently and flawlessly in all kinds of communicative Contexts with speakers of all nationalities 								
COURSE OUTCOMES (COs)								
CO1	Confidence in communication and successful in personal communication							
CO2	Speak effortlessly in different contexts socially.							
CO3	Effective in group communication.							
CO4	Impressive presentation skill.							
CO5	Enhanced employability skill.							

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low								
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	H	H	M	M	L	H	H
	CO2	M	H	H		H	L	
	CO3	H	H	H		M	L	M
	CO4	M	H	H	H	L	H	
	CO5	H	H	H	L		H	H
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)
		✓			✓			
4	Approval				Meeting of Academic Council, June 2022			



Dr. M.G.R.
EDUCATIONAL AND RESEARCH INSTITUTE
(Deemed to be University)
Maduravoyal, Chennai - 600 095, Tamilnadu, India.
(An ISO 9001 : 2015 Certified Institution)
University with Special Autonomy Status



FACULTY OF MANAGEMENT STUDIES
MBA- Two Year Full Time Program- Curriculum & Syllabus
Program Structure for MBA (Full Time)



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MMBA22L02

BUSINESS COMMUNICATION

UNIT – I PERSONAL COMMUNICATION

4 hours

Day-to-day conversation with family members, neighbours, relatives, friends on various topics, context specific – agreeing/disagreeing, wishing, consoling, advising, persuading, and expressing opinions, arguing.

UNIT – II SOCIAL COMMUNICATION

4 hours

Telephone calls (official), colleagues in the work spot, discussing issues (social, political, cultural) clubs (any social gathering), answering questions, talking about films, books, news items, T.V. programmes, sharing jokes.

UNIT – III GROUP COMMUNICATION

4 hours

Group discussion (brainstorming), debate, 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, shipwreck, spoof, conducting quiz, negotiations, oral reports.

UNIT – IV INTEGRATED SPEAKING AND PRESENTATION SKILLS

4 hours

Listening to speak (any radio programme /lecture), reading to speak, writing to speak, watching to speak, (any interesting programme on TV) Reading aloud any text/speech, lecturing, PowerPoint presentation, impromptu, Interviews of different kinds (one to one, many to one, stress interview, telephonic interview)

UNIT – V EMPLOYABILITY AND CORPORATE SKILLS

4 hours

Interview skills – Types of interview, preparation for interview, mock interview. Group Discussion – Communication skills in Group Discussion, Structure of GD, GD process, successful GD techniques, and skills bought out in GD – leadership and co-ordination. Time management

TOTAL NO. OF PERIODS: 20 HOURS

Reference Books:

1. Richard Denny, “Communication to Win; Kogan Page India Pvt. Ltd., New Delhi, 2008.
2. “Value Education”, VISION for Wisdom, Vethathiri Publications, Erode, 2009
3. Listening to/Watching great speeches such as Barack Obama, M.A. Chidambaram, Vijay Mallaya etc. Tedtalk TV channels (News, documentaries)
4. Ackert, L., and R. Deaves, 2010, Behavioral Finance: Psychology, Decision-Making and Markets, South-Western Cengage Learning, Mason, Ohio.
5. Mitchell, O. S., and S. P. Utkus, eds., 2004. Pension Design and Structure: New Lessons from Behavioral Finance (Oxford University Press, New York, New York).