

## EMPLOYABILITY ENHANCEMENT COURSES (EEC)

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
1.	BA5111	Spoken and Written Communication #	EEC	4	0	0	4	2
2.	BA5211	Data Analysis and Business Modeling	EEC	4	0	0	4	2
3.	BA5311	Summer Training	EEC	2	0	0	2	1
4.	BA5411	Project Work	EEC	24	0	0	24	12

**BA5111**

**SPOKEN AND WRITTEN COMMUNICATION**

**L T P C**  
**0 0 4 2**

**OBJECTIVES :**

- To familiarize learners with the mechanics of writing
- To enable learners to write in English precisely and effectively.
- To enable learners to speak fluently and flawlessly in all kinds of communicative contexts with all nationalities.

**UNIT I PERSONAL COMMUNICATION**

**12**

Day-to-day conversation with family members, neighbours, relatives, friends on various topics, context specific - Journal writing, mails/emails, SMS, greeting cards, situation based – accepting/declining invitations, congratulating, consoling, conveying information, oral reports, extempore.

**UNIT II EMPLOYABILITY SKILLS**

**12**

Interview skills – HR and technical – Types of interview, preparation for interview, mock interview, Group Discussion – Communication skills in Group Discussion, Structure of GD, GD process, successful GD techniques. Time management and effective planning - identifying barriers to effective time management, time management techniques, relationship between time management and stress management.

**UNIT III WORK PLACE COMMUNICATION**

**12**

e-mails, minutes, reports of different kinds – annual report, status report, survey report, proposals, memorandums, presentations, interviews, profile of institutions, speeches, responding to enquiries, complaints, resumes, applications, summarizing, strategies for writing.

**UNIT IV RESEARCH WRITING**

**12**

Articles for publication (Journals), developing questionnaire, writing abstract, dissertation, qualities of research writing, data (charts, tables) analysis, documentation.

**UNIT V WRITING FOR MEDIA AND CREATIVE WRITING**

**12**

Features for publication (Newspapers, magazines, newsletters, notice-board), case studies, short stories, travelogues, writing for children, translation, techniques of writing.

**TOTAL: 60 PERIODS**

Note: It is an activity based course. Student individually or as a group can organize event(s), present term papers etc. This will be evaluated by the faculty member(s) handling the course and the consolidated marks can be taken as the final mark.

No end semester examination is required for this course.

**OUTCOMES :**

**Learners should be able to**

- Get into the habit of writing regularly.

- Express themselves in different genres of writing from creative to critical to factual writing.
- Take part in print and online media communication
- Read quite widely to acquire a style of writing and
- Identify their area of strengths and weaknesses in writing.
- Speak confidently with any speakers of English, including native speakers.
- Speak effortlessly in different contexts - informal and formal.

**REFERENCES :**

1. Raymond V Lesikar, John D Pettit, and Mary E Flatly, 2009. Lesikar’s Basic Business Communication, 11<sup>th</sup> ed. Tata McGraw-Hill, New Delhi.
2. E.H. McGrath, S.J. 2012, Basic Managerial Skills for All. 9<sup>th</sup> ed. Prentice-Hall of India, New Delhi.

**Management books**

- Robin Sharma - The greatness guide
- Steven Covey - 7 Habits of Effective people
- Arindham Chaudhuri- Count your chickens before they hatch
- Ramadurai - TCS Story

Blogs : Seth Godwin, Guy Kawasaki, Kiruba Shankar

Review : Harvard Business review

Reports : Deloitte Netsis

Magazines : Bloomberg Businessweek, Economist  
Richard Denny, ‘Communication to Win; Kogan Pag

**BA5211**

**DATA ANALYSIS AND BUSINESS MODELING**

**L T P C**  
**0 0 4 2**

**OBJECTIVE :**

- to have hands-on experience on decision modeling.

[Business models studied in theory to be practiced using Spreadsheet / Analysis Software]

S.No.	Exp. No.	Details of experiments	Duration
		Name	
1	1	Descriptive Statistics	4
2	2	Hypothesis - Parametric	4
3	3	Hypothesis - Non-parametric	4
4	4	Correlation & Regression	4
5	5	Forecasting	4
6	-	Extended experiment - 1	4
7	6	Portfolio Selection	4
8	7	Risk Analysis & Sensitivity Analysis	4
9	8	Revenue Management	4
10	-	Extended experiment - 2	4
11	9	Transportation & Assignment	4
12	10	Networking Models	4
13	11	Queuing Theory	4
14	12	Inventory Models	4
15	-	Extended experiments - 3	4

- Spreadsheet Software and
- Data Analysis Tools

**TOTAL: 60 PERIODS**

## **OUTCOME**

- Knowledge of spreadsheets and data analysis software for business modeling.

## **TEXTBOOKS**

1. David M. Levine et al, "Statistics for Managers using MS Excel" (6<sup>th</sup> Edition) Pearson, 2010
2. David R. Anderson, et al, 'An Introduction to Management Sciences: Quantitative approaches to Decision Making, (13<sup>th</sup> edition) South-Western College Pub, 2011.
3. Hansa Lysander Manohar , " Data Analysis and Business Modelling using MS Excel ",PHILearning private Ltd, 2017.
4. William J. Stevenson, Ceyhun Ozgur, 'Introduction to Management Science with Spreadsheet',Tata McGraw Hill, 2009.
5. Wayne L. Winston, Microsoft Excel 2010: Data Analysis & Business Modeling, 3<sup>rd</sup> edition,Microsoft Press, 2011.
6. Vikas Gupta, Comdex Business Accounting with Ms Excel, 2010 and Tally ERP 9.0 Course Kit,Wiley India, 2012
7. Kiran Pandya and Smriti Bulsari, SPSS in simple steps, Dreamtech, 2011.