



JEPPIAAR ENGINEERING COLLEGE

DEPARTMENT OF MANAGEMENT STUDIES

M.B.A - Master of Business Administration - R 2021

MBA LABORATORY



LIST OF LABORATORY COURSES

- Semester - I - BA4112 Business Communication (Laboratory)
- Semester - II - BA4212 Data Analysis and Business Modelling (laboratory)

BA4112 Business Communication (Laboratory)

Practical: Module 1-This module introduces both written and spoken communication skills to students to build their confidence in delivering clear and logical messages to their audience. They will develop written communication skills through crafting business messages such as business letters, emails, and meeting minutes. In addition, students will work through presentations and simulated meetings to refine their spoken communication skills, discussion techniques and people skills.

Practical - Module 2-This module builds on the foundation of Business Communication 1 and creates opportunities for students to strengthen their oral and written communication. Students will be required to enhance their presentation skills through impromptu speeches. Students will also learn how to prepare a formal business report. Job hunting and employment skills will be introduced to prepare students for a positive start to their careers. Students will be taught to write application letters and resumes. Additionally, students will learn job interview techniques through role-plays and simulations

Practical - Module 3-This practical module aims to help students be persuasive in the business world. Students will learn listening and data gathering skills to better understand their target audience's needs and requirements and persuasive skills to convince the audience to accept a new policy/suggestion/product through role-playing a boardroom presentation. Students will also be taught business networking skills including conversation techniques, dining etiquette and personal branding through role-plays and simulations.

Faculty of Management Science
M.B.A. Master of Business Administration
(R 2021) Semester - I
BA4112 Business Communication (Laboratory)
(Requirements for a batch of 30 students)

Sl.No.	Description of Equipment	Quantity Required	Quantity Available
1.	Server (PV System, 1 GB RAM/40 GB HDD, OS: windows server, Audio Card with headphones (With mike), JRE 1.3	1	1
2.	Client Systems (PIV or above, 512 MB RAM/40 GB, OS: windows, Audio card with headphones(with mike) JRE 1.3	1	1
3.	a)Interactive Teacher Control Software	1	1
4.	b)English Language Lab Software	1	1
5.	c)Career Lab software	1	1
6.	Handicam Video Camera (with video lights and mic input)	1	1
7.	Television-29" or above	1	1
8.	Collar mike	1	1
9.	Cordless mikes	1	1
10.	Audio Mixer	1	1
11.	DVD Recorder / Player	1	1
12.	LCD Projector with MP3 /CD /DVD provision for audio / video facility - Desirable	1	1
13.	Interactive White Board	1	1

BA4212 -DATA ANALYSIS & BUSINESS MODELING

LIST OF EXPERIMENTS

S. No	SPSS
1	Descriptive Statistics
2	Independent Sample t-Test
3	One Sample t- Test
4	Paired Sample t-Test
5	One way ANOVA
6	Two way ANOVA
7	Chi-square Test
8	Mann-Whitney U Test
9	Kruskal-Wallis H Test
10	Wilcoxon Signed Rank Test
11	Spearman Rank Correlation
12	Correlation: Bivariate Analysis
13	Regression
	MS EXCEL
14	Financial Management
15	Inventory Analysis
16	Investment Appraisal
17	Ratio Analysis
18	Portfolio Management
19	Revenue Management
	POM
20	Transportation
21	Assignment
22	Economic Order Quantity
23	Forecasting Trend
	TORA
24	Linear Programming
25	Linear Programming
26	Transportation

SOFTWARES USED

1. STATISTICAL PACKAGE FOR SOCIAL SCIENCE[SPSS16.0]
2. PRODUCTION & OPERATIONS MANAGEMENT[POM]
3. TAHA OPERATIONS RESEARCH APPLICATIONS [TORA]

Faculty of Management Science

M.B.A. Master of Business Administration

(R 2021) Semester - II

BA4212 Data Analysis and Business Modelling (laboratory)

(Requirements for a batch of 30 students)

SI. No.	Description of Equipment	Quantity required (R)	Quantity available (A)	Deficiency (R-A)
1.	P III or above	25	30	NIL
2.	Any Licensed Spread Sheet and Analysis Software like Microsoft Excel, SPSS etc	25	30	NIL