

FYBBA IB - Semester-II			
Course Code: 23BI2-A012	Subject: Global Business Environment		Marks: 100 Credits: 4
<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To understand the fundamentals of the Global Business Environment. 2. To get familiar with the Global Trade Environment 3. To understand the concept and various components of International Finance and Investment Environment. 4. To enable students to analyze the structure, role and impact of various International Economic Institutions. 			
<p>Course Outcome: After completing the course, the student shall be able to</p> <p>CO1: Know the basics of Global Business Environment. CO2: Acquainted with the international trade theories and policies. CO3: Understand the concept and components of exchange rate, Balance of payment and Foreign Investment. CO4: Get familiar with International Economic Institutions.</p>			
Unit	Unit Title	Contents	No. of Lecture
I	Introduction to Global Business Environment	1.1 Concept and Meaning of Business Environment 1.2 Nature, Scope and Importance of Business Environment 1.3 Environmental Analysis: PESTLE 1.4 Economic and Financial Environment – meaning, concept and Economic factors affecting business environment. 1.5 Globalization: Meaning, Advantages and Challenges, Concept of Deglobalisation	15

II	Global Trade Environment	<p>2.1. Theories of International Trade</p> <p>2.1.1. Absolute Cost Advantage Theory</p> <p>2.1.2. Comparative Cost Advantage Theory</p> <p>2.1.2. Heckscher Ohlin Theory</p> <p>2.2 International Trade Policy - Free Trade vs Protection</p> <p>2.3 Trade Barriers – Tariff and Non-tariff Barriers, Trade War - concept</p> <p>2.4 Regional and International Trade Zones: SAARC, BRICS, ASEAN, European Union, OPEC.</p>	15
III	International Financial and Investment Environmental	<p>3.1. Meaning of Exchange Rate, Determination of Exchange Rate – Fixed, flexible and managed float</p> <p>3.2. Balance of Payment – Concepts and Importance</p> <p>3.3. Introduction to Multinational Corporations.</p> <p>3.4. Foreign Investment: FDI and FII – Meaning, Nature and Role in Economic Development</p>	15
IV	International Economic Institutions	<p>4.1 WTO: Structure, Objective, Functions and its Role in International Business, Concepts of National Treatment & Most Favored Nation</p> <p>4.2 World Bank – Organisational structure, Objectives and Functions</p> <p>4.3 International Monetary Fund – Concept, Objectives and Function</p>	15

No of Lectures	60 (60 min.)
No of Lectures for Evaluation	10
Total No of Lectures	50

Teaching methodology

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge/Skills/Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
1	Introduction to Global Business Environment	Participative Learning Documentary	---	Know the basics of Global Business Environment.	<ul style="list-style-type: none"> • Conceptual Understanding, • Critical thinking, Environmental awareness 	25%
2	Global Trading Environment	Case study Library work Presentations	---	Acquainted with the international trade theories and policies.	<ul style="list-style-type: none"> • Comparative analytical skills • Logical thinking • Global Awareness 	25%
3	International Finance and Investment Environmental	Situation Analysis, Casestudies and Debates,	---	Understand the concept and components of exchange rate, Balance of payment and foreign investment.	<ul style="list-style-type: none"> • Problem solving skills, • Application Skills, • Reasoning skills 	25%

4	International Economic Institutions	Discussion based on suggested readings, Expert Lecture Case study	----	Get familiar with International Economic Institutions.	<ul style="list-style-type: none"> • Analytical ability • Global business awareness • Logical application 	25%
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Evaluation Method:

Unit	Evaluation Method	Marks (100)			Project/ Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
I	Discussions on importance of environmental studies to Businesses, Written Assignment	Written Assignment	MCQ test or Quiz or Written Descriptive Test	Descriptive Written Test	N. A.
II	MCQ test or Quiz				N. A.
III	Classroom discussions / debates on role of MNCs and Foreign Investments				N. A.
IV	Discussions on Political and Legal Environment				N. A.

Suggested Readings:

Sr No	Name of the Book	Author	Publication	Edition	Place
1	Business Environment	Francis Cherunilam	Himalaya Publishing House	---	New Delhi
2	International Business Environment	Raj Kumar	Excel Books	---	---
3	International Business Environment	Anant and Stewart	Pearson	---	---
4	Fundamentals of International Business	Czinkota, Ronkanen, Mofeatt	Wiley	---	Australia
5	International Business Text and Cases	P. Subba Rao	Himalaya Publishing House	--	New Delhi
6	Cases in the Environment of Businesses	David Conklin	Sage South Asia	1	
7	International Business	John Danial, LeeRodebaugh, Danial Sullivan, Prashant Salwan	Pearson	---	---
8	International Economics	Dominick Salvatore	Wiley	---	USA
9	Global Business Environment	Mansi Kapoor	Sage	---	----

Suggested Web / E-learning Resources:

Sr. No.	Topic	Lectures (Available on YouTube/Swayam/MOOCs etc.)	Films	Journals/Articles/Case studies
1	Introduction to Global Business Environment	Course on International Business by IIT Roorkee https://youtube.com/playlist?list=PLLy_2iUCG87AV6gOQI5-GtZJfLoCBGHb	--	---
2	International Trading Environment	Course on Swayam: https://onlinecourses.swayam2.ac.in/cec20_mg12/preview	Movie: The deceptive promise of free trade https://youtu.be/DnW9ZQtI1_E	https://www.imf.org/external/pubs/nft/op/220/index.htm#:~:text=Financial%20globalisation%20is%20an%20aggregate,linkages%20to%20international%20capital%20markets.
3	International Financial Environment	---	---	---
4	International Economic Institutions	---	Movie: Rise of the WTO https://youtu.be/1Xp75Egtvi8	---

FYBBA / FY BBA IB Semester – II

Course Code : 23BI2-A022	Subject: Business Organization and Systems (Theory)	Marks: 50 Credits: 2
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Course Objectives:

CO1: To understand concept and evolution of modern business.

CO2: To study various forms of business organizations

Course Outcome:

After completing the course, the student shall be able to

CO1: Understand the concept of business, prerequisites for success in business and evolution of business as an economic entity.

CO2: Understand the significance of different forms of business organizations their types, characteristics, merits and limitations.

Unit	Unit Title	Contents	No. of Lectures
1	Nature and Evolution of Business	<ul style="list-style-type: none"> • Concept of business and its characteristics • Objectives of business and prerequisites for success in business • Evolution and development of trade, commerce and industry • Recent Trends in Modern Business i.e. BPO, KPO, entrepreneur & homepreneur and online trading, digital marketing and payment methods. • PESTAL Analysis • SWOT Analysis • Strategic Management Process Model. 	16
2	Forms of Business Organization	<ul style="list-style-type: none"> • Forms of business organization • Meaning, characteristics, advantages and limitations of sole proprietorship, partnership firm, limited liability partnership firms, private limited company, public limited company, virtual business organizations, boundary less organizations and one person company (OPC) 	14
	No of Teaching Lectures		26

	Total No of lectures for Evaluation	04
		30

Teaching Methodology

Unit No	Suggestive teaching methodology	Outcome expected	Weightage of Marks (%)
		Conceptual understanding Knowledge/Skills/Attributes etc.	
1	Chart preparation of Internal and external factors of Business environment	Conceptual understanding	40%
2	Study of various reports and analysis of Business of various sectors	Understanding the current issues	60%

Evaluation Method:

Unit	Evaluation Method	Marks (50)		
		Formative Assessment		Summative Assessment
		CCE (I) 10	CCE(II) 10	SEMESTER END (30)
1	Power Point presentations, Explain concept and	Presentation	Assignment	Short notes 35% Long answers 65%
2	Assignment and Quiz	Assignment	Charts	

Learning gupReferences

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business Environment	K.Asathappa	Tata McGraw Hill	New Delhi
2	Business Environment		Himalaya Publication	New Delhi

3	Business Environment Fourth Edition	Shaikh Saleem	Pearson	New Delhi
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Suggested Web/E-Learning Resources

Sr. No.	Topic of the course	Lectures (Available on Youtube/Swayam/MOOCs etc.)	Link	Journals/Articles/Case studies
1		Swayam Course - HD	https://onlinecourses.swayam2.ac.in/cec21_mg06/preview	
2		Innovation, Business Models And Entrepreneurship	https://onlinecourses.nptel.ac.in/noc23_mg116/preview	

FYBBA IB Semester-II			
Course Code: 23BI2- C022	Subject : Business Organization and System (Practical)		Marks : 50 Credits : 2
Course Objectives :			
<ol style="list-style-type: none"> 1. To understand the application of domestic and international trade in business. 2. To understand basic legal formalities to start a business enterprise. 			
Course Outcome :			
After completing the course, the student shall be able to-			
CO1: know and understand the domestic and international trade in business.			
CO2: know and understand the legal formalities to start a business enterprise.			
Unit	Unit Title	Contents	No of Lectures
I	Setting up of a Business Enterprise	Practical's based on <ol style="list-style-type: none"> 1. Formation of Business idea. 2. Market Research 3. Framing of Business Objective 4. Formation of Business Policies 5. Target Group 6. Feasibility Study 	13
II	Study of Domestic and Trade	Practical's based on <ol style="list-style-type: none"> 1. GST Registration 2. MSME Business Loan 	13

		<ul style="list-style-type: none"> 3. Social Media Management 4. Udyam Registration 5. Introduction to DPIIT (Department for Promotion of Industry and Internal Trade) 	
Total No of Teaching Lectures			26
Total No of Lectures for Evaluation			04
			30

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected		Weightage of Marks (%)
				Conceptual understanding	Knowledge/Skills/Attributes etc	
I	Setting up of a Business Enterprise	Experiential learning	Practical /Visit	<ul style="list-style-type: none"> To develop the basic understanding of setting of Business. 	<ul style="list-style-type: none"> Disciplinary knowledge Critical thinking 	50
II	Study of Domestic Trade	Experiential learning	Project	<ul style="list-style-type: none"> To know and understand the Domestic trade. 	<ul style="list-style-type: none"> Problem Solving Reflective Thinking Application Skills Employability 	50

Total Credits for Project- 02

Project Guidelines

- The projects can be based on the field visit or a desk research.
- The visit can be taken to the malls, super market, grocery store etc.
- Students can independently visit the store.
- The objectives of the visit can include to study the store front, location, layout, product display, merchandise mix, payment methods, retail promotion etc.
- Students can make the projects in a team (maximum 5 students in each team).
- By the end of the semester students will have to submit the report to concerned subject teacher.
- The learnings of the students will be evaluated by the subject teacher.
- The viva of the students will be conducted by the end of the semester.
- There will be two examiners for conducting the viva exam.
- An internal examiner will be the concerned subject teacher and an external examiner can be the approved teacher of an autonomous of affiliating college/institute.
- Out of 50 marks, 25 marks will be allocated to the project and 25 marks for the viva.

Unit	Evaluation Method	Marks (100)		Practical
		Formative Assessment	Summative Assessment	
				2 Credit

		CCE I (20)	CCE II (20)	SEMESTER (60)	
I	Practical	-	-	Practical	-
II	Practical	-	-	Practical	Evaluation by teacher

Suggested Readings:

Sr. No	Title of Book	Author/s	Publication
1	Retail Management,	Chetan Bajaj	Rajnish Tuli Oxford University Press New Delhi, India
2	22 Immutable laws of Marketing	Al Ries, Jack Trout	Profile Books Ltd. UK
3	Retail Management	Gibson	Pearson Publication UK
4	Freakonomics	Steven D. Levitt Stephen J. Dubner	William Morrow
5	The Lean Startup	Eric Ries	Crown Business (USA)

Suggested Web/E learning Resources:

SR NO	Topic	Lectures (Available on YouTube/Swayam/MOOCs etc)	Films	Journals/Articles/ Case studies
1	Business And Sustainable Development	https://onlinecourses.nptel.ac.in/noc23_mg84/preview	-	
2	Retail Strategies	https://onlinecourses.swayam2.ac.in/cec22_mg03/preview	-	https://www.tutoriaspoint.com/retail-management/retail-management_tuto

				rial.pdf
3	Business to Business Marketing	https://onlinecourses.nptel.ac.in/noc23_mg120/preview		-
4	Business Fundamentals for Entrepreneurs	https://onlinecourses.nptel.ac.in/noc23_mg126/preview	-	-

FYBBA-IB Semester – II		
Course Code: 23BI2- H052	Subject : Principles of Marketing (Theory)	Marks : 50 Credits : 2
Course Objectives :		
<ol style="list-style-type: none"> 1. To understand basic concepts of marketing, approaches of marketing, challenges and opportunities in marketing. 2. To study and understand the concept of marketing environment and market segmentations. 		

Course Outcome :

After completing the course, the student shall be able to

CO1: Understand basic concept of marketing, various approaches of marketing and opportunities and challenges of marketing.

CO2: Know about changing various factors which affects the marketing system, study the profiles of change in technology, economic policy and demography of Indian market, study the types of segmentation, and develop right understanding of profile of Indian market.

Unit	Unit Title	Contents	No of Lectures
I	Basic Concepts of Marketing	1.1 Basic marketing concepts, objectives, importance, functions of marketing, marketing mix. 1.2 Various approaches of marketing. 1.3 Challenges and opportunities in marketing.	13

II	Marketing Environment and Market Segmentation	<p>2.1 Marketing Environment – meaning and importance.</p> <p>2.2 Internal and external environment.</p> <p>2.3 Domestic and international environment.</p> <p>2.4 Political, social, economic and technological factors influencing marketing environment.</p> <p>2.5 Market Segmentation-concepts, importance and types of segmentation.</p>	13
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Total No of Lectures for Teaching	26
Total No of Lectures for Evaluation	04
Total	30

Unit	Unit Title	Suggestive Teaching Methodology	Project (If any)	Outcome expected		Weightage of Marks (%)
				Conceptual understanding	Knowledge/Skills/Attributes etc	
1	Basic concepts of Marketing	Group Discussion.	-	Understanding of basic concept of marketing, approaches, challenges and opportunities in marketing.	Disciplinary knowledge.	50
2	Marketing Environment and Marketing Segmentation	Activity Based Teaching.	-	Understanding of marketing environment and market segmentation.	Critical thinking, Analytical Reasoning.	50

Unit	Evaluation Method	Marks (100)			Practical
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	-
1	MCQ Based Examination.	MCQ	-		-
2	Written and MCQ Based Examination.	Written Exam, MCQ	-		-

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Marketing Management	Philip Kotler & Kevin Lane Keller	Pearson India	South Asia
2.	Marketing Management	V. S. Ramaswamy, S. Namakumari	Macmillan	New Delhi
3.	Marketing In India Text and cases	S. Neelamrgham	Vikas Publication	New Delhi
4.	Textbook of Marketing	Keith Blois	Oxford	New Delhi
5.	Marketing - Cases Insights	Paul Baines, Chris Fill, Kelly Page, Piyush K. Sinha	Oxford	New Delhi
6.	Foundational Of marketing	John Fahy & David Jobber	Tata McGraw Hill	New Delhi

E-learning Resources:

- Various videos available on internet relating to the marketing topics.
- E-Books available on the principles of marketing.

FYBBA IB Semester II		
Course Code: 23BI2- G042	Subject: Business Economics (Macro)	Marks: 100 Credits: 4
<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To understand the basic concepts of Macroeconomics. 2. To provide the basic knowledge of inter-linkages between the macroeconomic variables. 3. To make aware about macroeconomic problems and the theories giving probable solutions. 4. To understand the important macroeconomic situations and their significance. 5. To enable student to understanding and analyse the macroeconomic issues in the economy and empower them to understanding the functioning of Fiscal Policy and Monetary Policy. 		
<p>Learning Outcome:</p> <p>After completing the course, the student shall be able to</p> <p>CO1: Understand basic concepts of Macroeconomics.</p> <p>CO2: Demonstrate the understanding of national income accounting and other macroeconomic Variables.</p> <p>CO3: Understand the macroeconomic theories and correlate to current economic situations to know probable solutions.</p> <p>CO4: Relate the Macroeconomic Indicators and situations to the economic life.</p> <p>CO5. Understanding and analyse the macroeconomic issues in the economy and empower them to understanding the functioning of Fiscal Policy and Monetary Policy.</p>		

Unit	Unit Title	Contents	No. of Lectures
I	Introduction to Macroeconomics	1.1 Introduction, Definition and Nature of Macroeconomics. 1.2 Scope, Importance and Limitations of Macroeconomics 1.3 Interrelation between Microeconomics and Macroeconomics	5
II	National Income Accounting	2.1 National Income Aggregates (GDP, GNP, NDP and NNP at market price and factor cost) 2.2 Concepts of Personal Income and Disposable Income 2.3 Methods of measurement of National Income. 2.4 Concepts of Nominal and Real National Income, Gross Value Added (GVA)	13
III	Theory of Income and Employment	3.1 Say's Law of Markets. 3.2 Keynes' Theory of Income and Employment. 3.3 Aggregate Expenditure Function 3.4 Consumption Function 3.5 Saving Function. Investment Function	15
IV	Business Cycles, Inflation and Deflation	4.1 Meaning, nature and characteristics of Business Cycles. 4.2 Phases of a Business Cycle. 4.3 Inflation – Meaning, Types, Causes and Control, Stagflation 4.4 Deflation – Meaning	5
V	Macroeconomic Policies	5.1 Monetary Policy: Tools, and its applications 5.2 Fiscal Policy: Tools, and its applications 5.3 Creation of Credit and Credit Control 5.4 Introduction to the 'New Economic Policy'(LPG) 5.5 Concept of Balance of Trade and Balance of Payments 5.6 Introduction to the concept of Foreign Exchange Rates	12
Total No of Teaching Lectures			50
Total No of Lectures for Assessment and Evaluation			10

Teaching Methodology

Unit No.	Unit Title	Teaching methodology	Project (If any)	Outcome expected	Weight age of Marks (%)
				Conceptual understanding Knowledge/Skills/Attributes etc	
I	Introduction to Macroeconomics	Lecture method, Demonstration method	N. A.	Understanding the basic concepts	10%
II	National Income Accounting	Discussion method, Calculation method	N. A.	Conceptual clarity of the topic and able to perform calculations and practical work	26%
III	Theory of Income and Employment	Inquiry method, Method of Comparative study	N. A.	Expressing the understanding of the concept by answering the questions	30%
IV	Business Cycles, Inflation and Deflation	Diagrammatic Explanation method, Deductive Conclusion method	N. A.	Explain the phases of a business cycle, explain the phenomena of Inflation and Deflation, also relate to various macroeconomic problems	10%
V	Macroeconomic Policies	Brainstorming method, Lecturing method	N. A.	Understand the various concepts, problems and policies	24%

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Evaluation Method

Unit	Evaluation Method	Marks (100)			Project/ Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
I	Introduction to Macroeconomics	MCQ or/ and Descriptive	Written Assignment	MCQ and Descriptive	N.A.
II	National Income Accounting				N.A.
III	Theory of Income and Employment				N.A.
IV	Business Cycles, Inflation and Deflation				N.A.
V	Macroeconomic Policies				N.A.

Suggested Readings:

Sr. No	Title of Book	Author/s	Publication
1.	Economics	Paul A. Samuelson	McGraw Hill, New York Edition,
2.	Public Finance in Theory and Practice.	Richard Musgrave and Peggy Musgrave	McGraw Hill, New York.
3.	Macro Economics: Theory and Policy	Ackley G	Macmillan Publications, New York
4.	Macroeconomic Theory	Jhingan M. L.	Vrinda Publication, New Delhi
5.	Monetary Economics	Gupta S. B	S. Chand Publications, New Delhi
6.	Macro Economics: Theory and Policy	Ahuja H. L	S Chand and Co. Ltd. New Delhi.
7.	Macro Economics: Theory and Policy	Dwivedi D. N	Tata McGraw Hill, New Delhi
8.	Principles of Macroeconomics,	Rangarajan, C & Dholakia Bakul H.	Tata McGraw Hill, New Delhi.
9.	Macroeconomics	Dornbusch, Rudiger & Fischer, Stanley	Tata McGraw Hill, New Delhi

Suggested Web/E learning Resources:

Sr. No.	Lectures (Available on YouTube/ Swayam/ MOOCS etc.)	Films	Journals/Articles/Case studies
1	Macroeconomics Course on Swayam: https://onlinecourses.swayam2.ac.in/cec22_hs08/preview	A Beautiful Mind: Movie https://www.primevideo.com/dp/amzn1.dv.gti.12ac3a8f-2fd1-4fb4-cd7b-a648a3a1f96c?autoplay=0&ref=atv_cf_strg_wb	The General Theory of Employment, Interest, and Money: Book by John Maynard Keynes https://www.google.co.in/books/edition/The_General_Theory_of_Employment_Interes/Su11DwAAQBAJ?hl=en&gbpv=0
2	Micro foundations Of Macroeconomics course on Swayam: https://onlinecourses.nptel.ac.in/noc23_hs02/preview	Inside Job: A movie on 2008 Subprime Crisis https://www.imdb.com/title/tt1645089/	Monetary Policy by RBI: https://www.rbi.org.in/scripts/FS_Overview.aspx?fn=2752
3	Economics for Banking and Finance Course on Swayam: https://onlinecourses.nptel.ac.in/noc23_ec02/preview	Too Big To Fail: Movie https://www.imdb.com/title/tt1742683/	India Budget website for reference: https://www.indiabudget.gov.in/
4			Ministry of Statistics and Policy Implementation website for data reference https://www.mospi.gov.in/

FYBBA (IB) – Semester – II

Course Code: 23BI2-G032	Subject: Business Statistics	Marks: 100 Credits: 4
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Course Objectives:

- To understand role, importance and applications of statistics in business.
- To know the main properties of each measure of Central Tendency and select the most appropriate one for use with a given set of data.
- To understand measures of Dispersion, Coefficient of Variation & Combined S. D.
- To develop right understanding regarding Regression & Correlation.

Course Outcome:

After completing the course, the student shall be able to

CO1: Recognise the importance and applications of statistics in business.

CO2: Understand basic role of Central Tendency – Mean, Median, Mode & their features.

CO3: Understand measures of Dispersion, Coefficient of Variation & Combined S. D.

CO4: Understand Correlation, use of Regression Analysis & estimate the relationship between two variables and its applications.

Unit	Unit Title	Contents	No. of Lectures
I	Introduction to Statistics	1.1 Data Condensation: Data, Variable, Constant. 1.2 Classification: Concept of Classification, Objectives of Classification, Types of Classification. 1.3 Frequency Distribution –Cumulative Frequency and Cumulative Frequency Distribution. 1.4 Graphs & Diagrams	11
II	Measure of Central Tendency	2.1 Concept of Measure of Central Tendency. 2.2 Types of Measure of Central Tendency – Mean, Median, Mode. 2.3 Determination of Mode and Median Graphically. 2.4 Empirical Relation Between Mean, Median & Mode. 2.5 Combined Mean.	11
III	Measure of Dispersion	3.1 Concept of Measure of Dispersion. 3.2 Types of Measure of Dispersion – Range, Standard Deviation (S.D), Variance, Quartile Deviation, Coefficient of Range, Coefficient of Quartile Deviation, and Coefficient of Variation (C.V). 3.4 Combined Standard Deviation.	13

IV	Correlation & Regression	4.1 Concept of Correlation, Types of Correlation. 4.2 Methods to Study Correlation – Scatter Diagram, Karl Pearson Correlation Coefficient, Spearman Rank Correlation Coefficient (With Repeated Ranks). 4.3 Regression – Concept of Regression, Lines of Regression Equation of Y on X and X on Y. 4.5 Regression Coefficients with their Properties.	15
Total No of Lectures for Teaching			50
Total No. of Lectures for Evaluation			10
Total			60

Unit	Unit Title	Suggestive teaching methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge/Skills/Attributes etc.		Weightage of Marks (%)
				CO	LO	
I	Introduction to Statistics	Lecture - Demonstration Method & Group Discussion.	NA	1. To understand basic concepts, nature of data, its classification and distribution. 2. To draw frequency distribution and its types. 3. To understand about nature of basic graphs & diagrams and how to draw them.	Reflective Thinking, Self-directed Learning	20%
II	Measure of Central Tendency	Lecture - Demonstration Method, Peer Learning & Problem Solving.	NA	1. To understand basics of Central Tendency, their features, advantages and limitations. 2. To draw Measures of Central Tendency graphically. 3. To understand about Empirical relation between Mean, Median and Mode.	Problem Solving, Critical thinking, Scientific Reasoning, Professional Skills, Lifelong learning	25%
III	Measure of Dispersion	Peer Learning & Group Discussion.	NA	1. To understand measures of Dispersion, their features, advantages and limitations. 2. To understand about Coefficient of Variation (C.V) & Combined Standard Deviation.	Problem Solving, Analytical Reasoning, Scientific Reasoning	25%
IV	Correlation & Regression	Quiz & Problem Solving.	NA	1. To understand Correlation and use of Regression analysis. 2. To estimate the relationship between two variables and its applications.	Research related skills, Reflective Thinking, Problem Solving	30%

Suggested Readings:

Sr. No.	Name of Book	Author	Publication	Edition	Place
1	Business Statistics	G. C. Beri	Mc-Graw Hill	Third	New Delhi
2	Business Statistics	J. K. Sharma	S. Chand	Fourth	New Delhi
3	Statistics Theory and Practice	R. S. N. Pillai	S. Chand	First	New Delhi
4	Fundamentals of Statistics	S. C. Gupta	Himalaya	Seventh	New Delhi

Unit	Evaluation Method	Marks (100)			Project/ Practical
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
1	Test on Introduction to Statistics.	Assignment +	MCQ +		NA
2	Test on Measure of Central Tendency.				
3	Test on Measure of Dispersion.				
4	Test on Correlation & Regression.				

Suggested Web/E-Learning Resources:

Sr. No.	Topic of the lectures	Lectures (Available on YouTube/Swayam/MOOCs etc)	Films	Journals/Articles/Case Studies
1	Introduction to Statistics	https://youtube.com/c/IcaiOrgtube		College e-library: https://sites.google.com/mespune.in/mesgarwarecollegeofcommercecelib/f-y-bbaib?authuser=0
2	Measure of Central Tendency			
3	Measure of Dispersion			
4	Correlation & Regression			

FYBBA IB Semester – II

Course Code : 23BI2-F082	Subject: Principles of Finance (Practical)	Marks: 50 Credits: 2	
Course Objectives:			
CO1 To develop an understanding of the finance, also promote the awareness of financial services among the students.			
CO2 To familiarise with essential finance skills used in professional as well as personal life.			
Course Outcome:			
After completing the course, the student shall be able to			
CO1: learn the importance of finance functions in the personal & professional life.			
CO2: The students will gain practical experience and enhance understanding of finance skills requirement for professional as well as personal financial planning.			
Unit No	Unit Title	Contents	No. of Lectures
1	Financial Awareness	<ul style="list-style-type: none"> • Inclusive finance is a core concept of finance that makes various financial products and services accessible and affordable to all individuals and businesses, especially those excluded from the formal financial system. • Study of Impacts of financial knowledge on financial access through banking, microfinance, and fintech access using any class of the society. • Variables such as profession, income level, knowledge regarding depositing and withdrawing money, and knowledge regarding interest rate highly affected the overall access to finance. 	15
2	Financial Inclusion	<ul style="list-style-type: none"> • Study of various exclusive schemes for the purpose of financial inclusion of Government of India. <ul style="list-style-type: none"> ➤ Pradhan Mantri Jan Dhan Yojana (PMJDY) ➤ Atal Pension Yojana (APY) ➤ Pradhan Mantri Vaya Vandana Yojana (PMVVY) ➤ Stand Up India Scheme ➤ Pradhan Mantri Mudra Yojana (PMMY) ➤ Pradhan Mantri Suraksha Bima Yojana (PMSBY) ➤ Sukanya Samriddhi Yojana ➤ Jeevan Suraksha Bandhan Yojana 	15

		<ul style="list-style-type: none"> ➤ Credit Enhancement Guarantee Scheme (CEGS) for Scheduled Castes (SCs) ➤ Venture Capital Fund for Scheduled Castes under the Social Sector Initiatives ➤ Varishtha Pension Bima Yojana (VPBY) 	
	No of lectures + evaluation		30

Teaching Methodology

Unit No	Suggestive teaching methodology Practical	Outcome expected	Weightage of Marks (%)
		Conceptual understanding Knowledge/Skills/Attributes etc.	
1	Group Discussion on Financial Awareness- A need of the hour.	Conceptual understanding	25%
2	Discussions and presentation with research report with outcomes of various schemes for financial inclusion	Analytical Skills	25%
<p>Notes –</p> <ol style="list-style-type: none"> 1. Student should incorporate discussions, presentations, and group work to encourage collaboration and critical thinking among students. 2 Student should conduct the survey or research in their class to know about students' awareness about various financial products. 3. Student should conduct activities to spread awareness of various financial products at the campus. . 			

Evaluation Method:

Evaluation Method	Marks (50) Project/Practical
Practical examination	<p>25 marks – Overall Students regularity and participation in all the activities.</p> <p>25 marks – Presentation / demonstration in the class and outcome based report</p>

Suggested Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Financial Inclusion in India: Policies & Programmes	Dr N. Mani	New Century Publications	New Delhi
2	Financial Inclusion And Inclusive Growth Scope and Dimension.	K Gangadharan	Reference Press	New Delhi
3	Dynamics of Financial Inclusion in India	Dr. Sunil Kumar Gupta, Dr. Ramashish Purvey	Bharti Publications	

Suggested Web/E-Learning Resources

Sr. No.	Topic of the course	Lectures (Available on Youtube/Swayam/MOOCs etc.)	Link	Journals/Articles/Case studies
2.	Behavioral and Personal Finance	Swayam Course – Behavioral and Personal Finance	https://onlinecourses.nptel.ac.in/noc21_mg40/previous	Journal of Financial Literacy and Wellbeing by Cambridge University Press.

FYBBA IB Semester-II

Course Code: 23B12-I062	Subject : English for Business Communication	Marks : 50 Credits : 2
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Course Objectives :

3. To develop effective soft skills.
4. To know the recent trends in corporate communication.

Course Outcome :

After completing the course, the student shall be able to

CO1: Demonstrate effective soft skills

CO2: Demonstrate the use of recent trends in corporate communication

Unit	Unit Title	Contents
I	Introduction to Soft Skills	1.1. Concept ,need and functions of soft skills 1.2 Effective Presentation skills and overcoming nervousness 1.3 Using body language effectively 1.4 Negotiation skills 1.5 Group discussion and debates 1.6 Listening skills
II	Recent trends in corporate Communication	2.1 Email- Types, Components, Do's and Don'ts. 2.2 Social Media Communication 2.3 Branding Communication and Signage communication 2.4 Emotional Intelligence and Critical thinking 2.5 Resume writing and interview preparation (physical and virtual).

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge/Skills/Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
1	Introduction to Soft Skills	PPT, discussion, demonstration	-	Students will be able to demonstrate soft skills through activities	➤ Conceptual understanding, reflective skills	50%
2	Recent trends in corporate Communication	PPT, discussion and demonstration, social media activity	-	Students will be able to understand the recent trends through activities	➤ Conceptual skills, reflective learning, creativity	50%

Unit	Evaluation Method	Marks (100)			Project/Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (10)	CCE II (10)	SEMESTER (30)	
I	Home Assignments	10 M			-
II	Descriptive Paper	-	10 M	30 M	-

Suggested Readings:

Sr. No	Title of Book	Author/s	Publication
1	Business Communication	Meenakshi Raman , Prakash Singh	Oxford
2	Business Communication	HomaiPradhan , N.S. Pradhan	Himalaya
3	Business Communication	R.K. Madhukar	Vikas
4	Business Communication – Connecting at work	HorySankarMukerjee	Oxford
5	Business Communication Today	Courtland L. Bovee , John V. Thill , AbhaChatterjee	Pearson
6	Hand Book of internal Communication	Eileen Scholes	Infinity Books
7.	Soft Skills for Everyone	Jeff Butterfield	Cengage Learning, India

Suggested Web/E learning Resources:

SR NO	Topic	Lectures (Available on Youtube/Swayam/MOOCs etc)	Films	Journals/Articles/Cas
1	Introduction to Soft Skills	1. https://www.youtube.com/watch?v=6NADEfJOVNo 2. https://onlinecourses.nptel.ac.in/noc21_hs76/preview	-	-
2	Recent trends in Communication	https://archive.nptel.ac.in/courses/109/105/109105144/	-	-

Environment Awareness Part-II

F. Y. BBA,BBA-IB,BBA-DI		
Course Code: 23B12-J072	Course Title: Environmental Awareness Part-II	Marks: 50 Credits: 2
Course Objectives:		
<ol style="list-style-type: none"> 1. To create awareness regarding Environmental issues 2. To encourage them to take steps for the conservation of environment for sustainability 3. To motivate students in changing their attitude towards environment 4. To encourage them to take steps for environment protection and preservation 		
Course Outcome:		
CO1: Awareness will be created among students for identification of environmental issues		
CO2: Environmental Ethical Norms will be followed by students for sustainability		
CO3: Students precautionary behavior will get developed towards environment		
CO4: Eco –friendly behavior will get developed.		

Syllabus Content

S.No.	Content	Total No of Lectures
1	Lectures on Field visit and Importance of environment Pre –Study before the field Visit, Elements of Environment Advance Environmental topics Lecture on preparation on Environmental report	10 Hrs
2	Actual Field Visit	10 Hrs
3	Preparation of Report	10 Hrs
	Total	30

Teaching Methodology

Sr. No	Online/Offline	Experts	Study Material Online(share link)

1	Actual visit to Various places Eg. Mula Mutha River , Taljai Tekdi , Pu.La Deshpande Garden , Empress Garden , Kamla Nehru Park	Dr. Neha Joshi Dr. Nirbhay Pimple Prajakta Abhang	PPT on related subjects and format project report
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Evaluation Method:

Unit	Evaluation Method	Marks (50)		Project/Practical (If any)
		Assessment		
			Summative Assessment	
1	Checking the Project Report		Marks 50 -	Project -

Prof. Dr. Sulabha Patole
Officiating Principal

