

FY BBA (Design & Innovation) – Semester – II		
Course Code: 23BD2-A012	Subject: History of Design	Marks: 100 Credits: 4
<p>Course Objectives:</p> <ul style="list-style-type: none"> • To learn Design work done by various designers in the past. To learn Cultural trends in past, impact on society, cultural trends. 		
<p>Course Outcome:</p> <p>After completing the course, the student shall be able to</p> <p>CO1: Start appreciating work done by other designers and use the knowledge for new creation</p> <p>CO2: Predict what could be trend based on design historical moments.</p> <p>CO3: Use other designer good work for new innovations.</p>		

Unit	Unit Title	Contents	No of Lectures
I	Introduction	1.1. Design and Art Movements, 1.2. Impact on design with reference to time	10
II	Design Education	2.1. The Bahaus and Ulm -philosophy, 2.2. Vienna Seession	10
III	Design moments	3.1 Art Deco, 3.2. Modernism, 3.3. Futurism etc	10
IV	Emerging Trends	4.1. Crafts to Industrialisation to individualism	10
V	Great work	5.1. Great work at Various regions - Europe, USA, Asia by various designers - Lowey, Herman Miller etc	10
Total No. of Lectures + Evaluation+ (50+10)			= 60

Suggested Reading

1. Made in Italy - edited by Grace Lees-Maffei and Kjetil Fallan
2. Design in the USA by Jeffrey L. Meikle
3. The definitive history of AUTOMOBILE by DK Publishing

Unit	Unit Title	Suggestive teaching methodology	Practical	Outcome expected		Weightage of Marks (%)
				Conceptual understanding	Knowledge/Skills/Attributes etc.	
I	Introduction	Lecture - Demonstration and Practical Implementation at all places	During Workshops	To gather knowledge through observation and Workshops	To apprehend, draw inferences and learn to apply.	20%
II	Design Education					20%
III	Design moments					20%
IV	Emerging Trends					20%
V	Great work					20%

Evaluation Method:

Unit	Evaluation Method	Marks (100)			Project/Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
1	Assignment, Test and Project Work	Assignment	Examination	Project Work	Project Work
2					
3					
4					
5					

FY BBA (Design & Innovation) – Semester – II		
Course Code: 23BD2-A022	Subject: Fundamentals of Design Elements Theory	Marks: 50 Credits: 2
<p>course Objectives:</p> <ul style="list-style-type: none"> • To learn basic design elements and principles 		
<p>Course Outcome:</p> <p>After completing the course, the student shall be able to</p> <p>C01: Analyse products form design elements perspective</p> <p>C02: Improve aesthetic sense</p>		

Unit	Unit Title	Contents	No of Lectures
I	Elements of design	1.1 Line, 1.2 Shape form,	5
II	Elements of design	2.1 Colour, 2.2 Value, 2.3 Texture, 2.4 space	5
III	Principles of Design	3.1 Balance, 3.2 Movement, 3.3 Rhythm, 3.4 Contrast	5
IV	Principles of Design	4.1 Emphasis, 4.2 Pattern, 4.3 Unity and diversity	5
V	Design relevance	5.1 How objects perceived by people - Case Study	5
Total No. of Lectures + Evaluation (25 + 5)		=	30

Suggested Reading

- 1. Elements and Principles of Design by Zena O'Connor**
- 2. Universal Principles of Design by William Lidwell, Kritina Holden , Jill Butler.**

Unit	Unit Title	Suggestive teaching methodology	Practical	Outcome expected		Weightage of Marks (%)
				Conceptual understanding	Knowledge/Skills/Attributes etc.	
I	Elements of design	Lecture - Demonstration and Practical Implementation at all places	Analyse an existing product from design elements and principles. Address one/ two principles and generate a product / graphical theme.	To gather disciplinary through observation and Workshops	To apprehend, draw inferences and learn to apply.	20%
II	Elements of design					20%
III	Principles of Design					20%
IV	Principles of Design					20%

V	Design relevance					20%
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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)	
1	Assignment, Test and Project Work	Assignment	Examination	Project Work	Project Work
2					
3					
4					
5					

FY BBA (Design & Innovation) – Semester – II		
Course Code: 23BD2-C022	Subject: Fundamentals of Design Elements Practical	Marks: 50 Credits: 2
<p>course Objectives:</p> <ul style="list-style-type: none"> • To be able to create simple designs 		
<p>Course Outcome:</p> <p>After completing the course, the student shall be able to</p> <p>C01: Learn to create simple designs</p>		

Unit	Unit Title	Contents	No of Practical
I	Elements of design	1.3 Line, 1.4 Shape form,	5
II	Elements of design	2.1 Colour, 2.2 Value, 2.3 Texture, 2.4 space	5
III	Principles of Design	3.1 Balance, 3.2 Movement, 3.3 Rhythm, 3.4 Contrast	5
IV	Principles of Design	4.1 Emphasis, 4.2 Pattern, 4.3 Unity and diversity	5
V	Design relevance	5.1 How objects perceived by people - Case Study	5
Total No. of Practical + Evaluation (25 + 5)			= 30

Suggested Reading

- 3.** Elements and Principles of Design by Zena O'Connor
- 4.** Universal Principles of Design by William Lidwell, Kritina Holden , Jill Butler.

Unit	Unit Title	Suggestive teaching methodology	Practical	Outcome expected		Weightage of Marks (%)
				Conceptual understanding	Knowledge/Skills/Attributes etc.	
I	Elements of design	Lecture - Demonstration and Practical Implementation at all places	Analyse an existing product from design elements and principles. Address one/ two principles and generate a product / graphical theme.	To gather disciplinary through observation and Workshops	To apprehend, draw inferences and learn to apply.	20%
II	Elements of design					20%
III	Principles of Design					20%
IV	Principles of Design					20%
V	Design relevance					20%

Evaluation Method:

Unit	Evaluation Method	Marks (100)			Project/Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
1	Assignment, Test and Project Work	Assignment	Examination	Project Work	Project Work
2					
3					
4					
5					

FYBBA D & I - Semester-II		
Course Code: 23BD2- F032	Subject: Principles of Management	Marks: 50 Credits: 2
Course Objectives: <ol style="list-style-type: none">To study the fundamentals of ManagementTo study various functions of Management		

Course Outcome:

After completing the course, the student shall be able to

CO1: Understand the Fundamentals of Management.

CO2: Understand the various functions of Management

Unit	Unit Title	Contents	No of Lectures
	Introduction to Management	1.1 Meaning, Nature, Importance & Functions of Management 1.2 Role of Managers. 1.3 Difference between Management and Administration. 1.4 Management as a Science, Art & Profession	

	<p>anagerial Functions</p>	<p>2.1 Forecasting: Meaning, Need ,Types. 2.2 Planning: Meaning, Importance, Types, Process Advantages, Disadvantages. 2.3 Organizing: Meaning, Concept, 2.4 Delegation of Authority: Meaning, Importance 5 Decentralization: Meaning and, Importance 2.6 Decision Making: Meaning, Types 2.7 Direction: Meaning, Nature. 2.8 Motivation: Meaning & Importance. 9 Controlling :Meaning, Importance, Process</p>	
<p>Teaching + Evaluation (25+5)</p>			<p>Hours</p>

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge/Skills/Attributes etc.		Percentage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
	Introduction to Management	Lectures, Group Discussion, Role Play	--	Understand the Fundamentals of Management.	<ul style="list-style-type: none"> ➤ Values for life and character building. ➤ Disciplinary knowledge 	%
	Managerial Functions	Situation Analysis, Business games case studies.	---	Understand the applications of Managerial Functions	<ul style="list-style-type: none"> ➤ Cooperation/Teamwork ➤ Reflective Thinking ➤ Leadership Readiness/Qualities ➤ Decision Making Skills 	%

Unit	Evaluation Method	Marks (50)			Project/Practical (If any)
		Formative Assessment		Summative Assessment	
		CE I (10)	CE II (10)	SEMESTER (30)	
	Introduction to Management	Assignment	Internal	Semester End	A
	Managerial Functions				

Suggested Readings:

Sr No	Name of the Book	Author	Publication	Edition	Place
1	Management Concepts and Strategies	J.S. Chandan	Vikas Publishing House Pvt. Ltd.	--	New Delhi
2	Principles of Management	Harold Koontz , Heinz Wehrich , A. Ramachandra Arysri	McGraw hill companies	--	New Delhi
3	Management A Global and Entrepreneurial Perspective	Heinz Wehrich , Mark V. Cannice , Harold Koontz	McGraw hill companies	--	New Delhi
4	Management – 2008 Edition	Robert Kreitner , Mamata Mohapatra	Biztantra – Management For Flat World	--	New Delhi
5	Introduction to Management	John R. Schermerhorn	Wiley India Pvt. Ltd.	--	New Delhi

6	Principles of Management	P.C. Tripathi , P.N. reddy	McGraw hill compani es	--	w Delhi
7	Management Text andCases	R. SatyaRaju , A. Parthasarthy	PHI learning Pvt.Ltd	--	w Delhi
8	Management (Multi- Dimensional Approach)	H. R. Appannaiah , G. Dinakar , H.A. Bhaskara	Himalaya Publishing House	--	mbai

9	Principles of Management	L M Prasad	Himalaya Publishing House	--	Mumbai
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FYBBA D&I Semester - II			
Course Code: 23BD2-G042	Subject : Digital Marketing		Marks : 100 Credits : 4
Course Objectives :			
<ol style="list-style-type: none"> 1. To develop understanding Fundamentals of Digital Marketing. 2. To know how to develop a Digital Marketing Plan. 3. To study the concept and various tools of Social Media Marketing. 4. To understand the Role of Digital Marketing in Business Decision Making. 			
Course Outcome :			
After completing the course, the student shall be able to-			
CO1: Fundament aspects of Digital Marketing.			
CO2: Develop a Digital Marketing Plan.			
CO3: Know various tools of Social Media Marketing and its utility in business.			
CO4: Understand the Role of Digital Marketing in Business Decision Making.			
Unit	Unit Title	Contents	No of Lectures
I	Fundamentals of Digital Marketing	1.1 Digital Marketing- Concept, Meaning, Advantages, Limitations and Process. 1.2 Visibility-Meaning Increasing Visibility, Types and Examples. 1.3 Concept of Engagement, Visitors Engagement, its Importance and examples of engagement. 1.4 Bringing Targeted Traffic	13

		<p>1.5 Inbound and outbound marketing</p> <p>1.6 Converting Traffic into Leads, Types of Conversion, Understanding Conversion Process</p> <p>1.7 Tools of Digital Marketing</p>	
II	Developing Digital Marketing	<p>2.1 Creating initial digital marketing plan</p> <p>2.2 Target group analysis</p> <p>2.3 Creating virtual presence</p> <p>2.3 Website, Domains, Buying a Domain, Core Objective of Website and Flow, One Page Website.</p> <p>2.4 Essentials of good website and Strategic design of home page</p> <p>2.5 Optimization of Web sites, SEO tools and Web analytics.</p>	12
III	Social Media Marketing	<p>3.1 Social Media Marketing- Meaning, Importance, Limitations and types.</p> <p>3.2 Digital Marketing Vs. Social Media Marketing.</p> <p>3.3 Social Media Marketing Tools- Facebook, Instagram, LinkedIn, Twitter, Google AdWords, E-Mail Marketing, Mobile App Marketing and YouTube.</p>	13

IV	Role of Digital Marketing in Business Decision Making	<p>4.1 Understanding the importance of Digital Platforms & its impact on the performance of the organizations in complex & varied environment.</p> <p>4.2 Use of Digital Marketing Analytics in decision making.</p> <p>4.3 Creating Digital Marketing Campaign or Social Media Campaign.</p> <p>4.4 Developing the right keywords and hash-tag for the campaign.</p>	12
Total No of Teaching Lectures			50
Total No of Lectures for Evaluation			10
			60

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected		Weightage of Marks (%)
				Conceptual understanding	Knowledge/Skills/Attributes etc	
I	Fundamentals of Digital Marketing	PPT, Videos.	NA	<ul style="list-style-type: none"> To create the basic understanding of Digital Marketing. 	<ul style="list-style-type: none"> Disciplinary knowledge Critical thinking 	20%
II	Developing Digital Marketing Plan	Case study, Short film.	NA	<ul style="list-style-type: none"> To study how to Develop Digital Marketing Plan 	<ul style="list-style-type: none"> Problem Solving Reflective Thinking Application Skills Employability 	30%
III	Social Media Marketing	Demonstration, Guest lecture.	Desk Research	<ul style="list-style-type: none"> To study the concept and various tools of Social Media Marketing. 	<ul style="list-style-type: none"> Reflective Thinking Professional Skills 	30%
IV	Role of Digital Marketing in Business Decision Making	Case Study, PPT, Videos.	Report on Exposure or case study.	<ul style="list-style-type: none"> To understand the Role of Digital Marketing in Business Decision Making. 	<ul style="list-style-type: none"> Critical thinking Information/Digital Literacy Employability Decision Making Skills 	20%

Unit	Evaluation Method	Marks (100)	Project/Practical
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		Formative Assessment		Summative Assessment	(If any)
		CCE I (20)	CCE II (20)	SEMESTER (60)	
I	MCQ	MCQ		MCQ/ Written Examination	Nil
II	MCQ	MCQ	Assignment	MCQ/ Written Examination	Nil
III	MCQ		Assignment	MCQ/ Written Examination	Nil
IV	MCQ		Assignment	MCQ/ Written Examination	Nil

Suggested Readings:

Sr. No	Title of Book	Author/s	Publication
1	Digital Branding	Daniel Rowles Kogan	Page New Delhi/Mumbai
2	Digital Marketing	Dave Chaffey	Pearson Pune/Mumbai
3	Marketing 4.0	Philip Kotler/Herman Kartajaya	Pearson Pune/Mumbai
4	Digital Marketing Strategy	Simon Kingsnorth	Kogan Page Mumbai
5	Digital Marketing	Dave Chaffey/Fiona Ellis	Pearson Mumbai

Suggested Web/E learning Resources:

SR NO	Topic	Lectures (Available on YouTube/Swayam/MOOCs etc)	Films	Journals/Articles/ Case studies
1	Fundamentals of Digital Marketing	https://onlinecourses.swyam2.ac.in/cec22_mg04/preview?user_email=sandeeprathod40@gmail.com	-	https://www.digitalmarketer.com/digital-

				marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf
2	Developing Digital Marketing Plan	https://onlinecourses.swayam2.ac.in/cec22_mg01/preview?user_email=sandeeprathod40@gmail.com	-	https://digitalfireflymarketing.com/wp-content/uploads/2017/02/Big-Book-of-Digital-Marketing.pdf
3	Social Media Marketing	-	-	-
4	Role of Digital Marketing in Business Decision Making	-	-	-

F.Y. BBA-DI -Semester-II

Course Code: 23BD2-H052	Subject: ICT	Marks: 50 Credits: 2
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Course Objectives:

1. To develop conceptual understanding of ICT
2. To learn application of ICT tools in modern business and education

Course Outcome:

After completing the course, the student shall be able to

CO1: Understand the basic concepts of ICT and fundamentals of computer hardware and software.

CO2: Apply the knowledge of basic ICT tools in business and education.

Unit	Unit Title	Contents	No of Lectures
I	Introduction to ICT (information and communications technology)	1.1 Role of ICT in business and education 1.2 Significance of ICT 1.3 Limitations of ICT 1.4 Fundamentals of computer 1.5 Fundamentals of computer hardware and software	10
II	MS Office	2.1 Introduction to MS Office 2.2 Applications of MS Word and Google doc 2.3 Application of MS PowerPoint and Google slide	15

		2.4 Application of Spreadsheet software (MS Excel, Google Sheet) 2.5 Application of Google form for data collection	
No of Lectures			25 (60 min)
No of Lectures for Evaluation			05
Total No of Lectures			30

Teaching Methodology

Unit No	Suggestive teaching methodology Practical	Outcome expected	Weightage of Marks (%)
		Conceptual understanding Knowledge/Skills/Attributes etc.	
1	Practical and Observation	Conceptual and practical understanding	40%
2	Practical and Observation	Conceptual and practical understanding	60%

Evaluation Method

	Evaluation Method	Marks (50) Project/Practical
	Practical examination	25 marks – Overall Students regularity and participation in all the activities. 25 marks – Practical /Presentation / demonstration in the Class/Lab

Suggested Readings:

Sr No	Name of the Book	Author	Publication	Edition	Place
1	Computer Fundamentals	Anita Goel	Pearson Education India ISBN: 9788131742136.	--	New Delhi
2	Computer Fundamentals	P. K. Sinha & Priti Sinha	PBP Publications	--	--
3	Connecting with Computer Science	Greg Anderson, David Ferro	Cengage Learning, ISBN:9781439080351	--	New Delhi
4	Internet: The Complete Reference	Margaret Levine Young,	Tata McGraw Hill Education Private Limited, ISBN: 9780070486997	--	New Delhi

Suggested Web/E-Learning Resources

Sr. No.	Topic of the Lecture	Lectures (Available on Youtube/Swayam/MOOCs etc.)	Films	Journals/Articles/CASE studies
1	Computer Fundamentals	https://onlinecourses.swayam2.ac.in/cec21_cs15/preview		
2	Introduction to Computer Networks & Internet Protocols	https://onlinecourses.swayam2.ac.in/cec21_cs19/preview		

FYBBA CA Semester-II

Course Code: BD2-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
	Introduction to Soft Skills	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
	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)	
	Introduction to Soft Skills	PT, discussion, demonstration		Students will be able to demonstrate soft skills through activities	➤ Conceptual understanding, reflective skills	%
	Recent trends in corporate Communication	PT, discussion and demonstration, social media activity		Students will be able to understand the recent trends through activities	➤ Conceptual skills, reflective learning, creativity	%

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

Suggested Readings:

S. No	Title of Book	Author/s	Publication
	Business Communication	Deepakshi Raman , Akash Singh	Oxford
	Business Communication	Omair Pradhan , N.S. Pradhan	Malaya
	Business Communication	K. Madhukar	Wiley
	Business Communication – Connecting at work	Pradyuman Sankar Mukerjee	Oxford
	Business Communication Today	Burtland L. Bovee , John V. Thill , Abha Chatterjee	Harvard
	Hand Book of internal Communication	Heena Scholes	Infinity Books
	Soft Skills for Everyone	Jeff Butterfield	Engage Learning, India

Suggested Web/E learning Resources:

S. No	Topic	Lectures (Available on YouTube/Swayam/MOOCs etc)	Links	Journals/Articles/Case studies
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: 23BD2-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