

**SYBBA Semester – III  
(NEP)**

<b>Course Code:</b> 23BB3- H071	<b>Subject: Business Ethics (Theory)</b>	<b>Marks: 50</b>  <b>Credits: 2</b>
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**Course Objectives:**

1. To provide a comprehensive understanding of the concepts of Business Ethics.
2. To develop theoretical tools to understand current ethical issues and their impact on businesses.
3. To identify the concept of Social Responsibility and its relation with ethics

**Course Outcome:**

After completing the course, the student shall be able to

**CO1:** Understand the Role and Scope of Business Ethics.

**CO2:** Role of Ethics and its importance at National and International Level in organizational as well as individual level.

**CO3:** Understand the concept of Social Responsibility and its relation with Ethics

<b>Unit</b>	<b>Unit Title</b>	<b>Contents</b>	<b>No of Lectures</b>
<b>I</b>	Introduction to Business Ethics	1.1 Meaning, Nature and Scope of Business Ethics 1.2 Ethics in Contemporary Business 1.3 Organizational Ethical Climate - Importance of Framing Ethical Policies 1.4 Why Ethical Problems occur in Business 1.5 Difference between Workplace Ethics & Laws 1.6 Ethical Code of Conduct in Indian & Global Business 1.7 Government protection policies against illegal business practices. 1.8 Influence of Interest groups on the Government	09

<b>II</b>	Environmental Ethics and Organisational Ethics	<p>2.1 Environmental Ethics – Meaning and Impact on Environmental problems.</p> <p>2.2 Environmental Legislation - Laws and Regulations with Indian Context and Stages of becoming an ecologically sustainable organization.</p> <p>2.3 Whistleblower Act and Role of Management in it</p> <p>2.4 Ethics in Compliance Management – Fraud, Corruption, Sanction, Violations, Conflict of Interests, Human Rights Violation.</p> <p>2.5 Health and Safety Issues in Organizations – Workplace Safety, Measures to avoid accidents, Maintenance of Psychological well- being of Employees.</p>	12
<b>III</b>	Ethics and Social Responsibility	<p>3.1 Perception of Corporate Ethics</p> <p>3.2 Ethical Initiatives in Indian &amp; Global Organisations</p> <p>3.3 Concept of Social Responsibility</p> <p>3.4 Social Responsibility of Business towards various groups.</p>	07
<b>Teaching + Evaluation (28+2)</b>			<b>30 Hours</b>

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 Business Ethics	Films/Videos of Business Ethics practices adopted by different companies. Videos on corporates explaining the Business ethics. scenario. Case studies on Interest Groups policies and their impact.	-----	Understand the Role and Scope of Business Ethics	<ul style="list-style-type: none"> <li>➤ Moral and Ethical Awareness/ Reasoning</li> <li>➤ Disciplinary knowledge</li> </ul>	30%
2	Environmental Ethics and Organisational Ethics	Case studies/Videos on the importance of government protection policies	-----	Understand the importance of Ethics at National & International Level in Organisational as well as Individual Level	<ul style="list-style-type: none"> <li>➤ Problem Solving</li> <li>➤ Analytical Reasoning</li> <li>➤ Reflective Thinking</li> </ul>	35%
3	Ethics and Social Responsibility	Lectures, Case Studies, videos on CSR	-----	Understand the role of Social Responsibility in Ethics	<ul style="list-style-type: none"> <li>➤ Conceptual Skills</li> <li>➤ Analytical Skills</li> <li>➤ Ethical Awareness</li> </ul>	35%

Unit	Evaluation Method	Marks (50)			Project/Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (10)	CCE II (10)	SEMESTER (30)	
I	Introduction to Business Ethics	Assignment	Internal	Semester End	NA
II	Environmental Ethics and Organisational Ethics				
III	Ethics and Social Responsibility				

### Suggested Readings:

Sr No	Name of the Book	Author	Publication
1	Business Ethics	Shailendra Kumar and Alok Kumar Rai	Cengage Learning India Pvt Ltd
2	Business Ethics: An Indian Perspective	A C Fernando, K P Muralidheeran, E.K Satheesh	Pearson Education
3	Business Ethics and Corporate Values	Dr. Neeru Vasishth, Dr, Namita Rajput	Taxmann
4	Business Ethics: Foundation for CSR	Daniel-Albuquerque	Oxford University Press
5	International Human Resource Management	K Aswathappa	Mcgraw Hill

### Suggested Web/ E-Learning Resources:

Sr.No	Topic	Lectures (Available on Youtube/Swayam/MOOCs etc)	Films	Journals/Articles/Case studies
1	Course	<a href="https://onlinecourses.nptel.ac.in/noc21_mg46/">https://onlinecourses.nptel.ac.in/noc21_mg46/</a> Business Ethics		

2		<a href="https://onlinecourses.nptel.ac.in/noc21_mg54/preview">https://onlinecourses.nptel.ac.in/noc21_mg54/preview</a> - Corporate social responsibility		
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**SYBBA**  
**Semester - III**

<b>Course Code:</b> <b>23BB3-G061</b>	<b>Subject: Consumer Affairs</b>	<b>Marks:</b> <b>50</b> <b>Credits: 2</b>
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**Course Objectives:**

- To provide a fundamental understanding to the students of their rights and responsibilities as a consumer, the social framework of consumer rights and legal framework of protecting consumer rights.
- To provide an understanding of the Malpractices in trade and the importance of Trademarking.
- To understand the role of Consumer bodies in consumer protection, procedure for redressal of consumer complaints, and the role of different agencies in establishing product and service standards.
- To understand the role of commercial and non-commercial organizations in Consumer protection affairs.

**Course Outcome:**

After completing the course, the student shall be able to

**CO1:** Understand the concept of Consumer protection acts and legal framework of consumer rights

**CO2:** Understand the importance of Trademarking and Unfair Trade Practices.

**CO3:** Understand the role of Consumer Councils and Consumer Grievance Procedure.

**CO4:** Understand the role of Industry and Non-Government organizations in Consumer Protection.

<b>Unit</b>	<b>Unit Title</b>	<b>Contents</b>

<b>I</b>	Consumer Protection Act and Market Structure.	<ul style="list-style-type: none"> <li>• Consumer Protection Act: 1986 and 2019: Features and Aim of Consumer Protection Act.</li> <li>• Consumer rights and UN Guidelines on consumer protection.</li> <li>• Recent developments in Consumer Protection in India and across the Globe and their role in consumer protection.</li> <li>• Concept of Consumer and Nature of markets: Liberalization and Globalization of markets with special reference to Indian Consumer Markets.</li> <li>• Misleading Advertisements and sustainable consumption, National Consumer Helpline, Sustainable consumption.</li> <li>• An introduction to International Organizations and Agreements.</li> <li>• Globalization and its Consequences on the Market Structure.</li> </ul>
<b>II</b>	Unfair Trade Practices and Regulatory Standards	<ul style="list-style-type: none"> <li>• E-Commerce with reference to Indian Market, Concept of Price in Retail and Wholesale, Maximum Retail Price (MRP), Fair Price, Local and Domestic taxes, labeling and packaging along with relevant laws.</li> <li>• Product Liabilities Including Tortious Liabilities.</li> <li>• Consumer goods, defect in goods, spurious goods and services, Unfair trade practice, Restrictive trade practices.</li> <li>• Voluntary and Mandatory standards; Role of BIS, Indian Standards Mark (ISI), Ag-mark, Hallmarking, Licensing and Surveillance; Role of International Standards: ISO an Overview</li> </ul>
<b>III</b>	Consumer Protection Bodies/ Councils and its Functions	<ul style="list-style-type: none"> <li>• Advisory Bodies: Consumer Protection Councils at the Central, State and District Levels.</li> <li>• Adjudicatory Bodies: District Forums, State Commissions, National Commission: Composition, Powers, and Jurisdiction (Pecuniary and Territorial),</li> <li>• Grievances Complaints - Consumer Satisfaction/dissatisfaction and Alternatives available to consumer dissatisfaction.</li> <li>• Who can file a complaint? Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Relief/Remedy available; fake complaints; Offences and penalties.</li> </ul>



<b>IV</b>	Role of Industry and Non-commercial Organizations in Consumer Protection	<ul style="list-style-type: none"> <li>• RBI and Banking Ombudsman</li> <li>• ii. IRDA and Insurance Ombudsman</li> <li>• iii. Telecommunication: TRAI</li> <li>• iv. Food Products: FSSAI</li> <li>• v. Electricity Supply: Electricity Regulatory Commission vi. Real Estate Regulatory Authority</li> <li>• vii. Medical Negligence and Education</li> <li>• Role of Non-Government Organizations (NGOs) and Voluntary Consumer Organizations (VCOs); Citizens Charter.</li> <li>• International Case Studies: <ul style="list-style-type: none"> <li>a) Volkswagen Automobiles</li> <li>b) Nestle Maggi</li> <li>c) Johnson and Johnson</li> </ul> </li> </ul>
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<b>No of Lectures</b>	<b>48 (48 min)</b>
<b>No of Lectures for Evaluation</b>	<b>09</b>
<b>Total No of Lectures</b>	<b>57</b>

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	Consumer Protection Act and Market Structure.	Group Discussion & Quiz	What are the activities and Functions of CPA?	Understand the Fundamentals of Consumer movements and protection acts	<ul style="list-style-type: none"> <li>➤ Awareness towards Rights and Responsibilities of being a consumer.</li> <li>➤ Understand the market structure and its components</li> </ul>	20%

2	Unfair Trade Practices and Regulatory Standards	Discussion, Group Presentations. Videos, Posters.	Presentations and Talks on Unfair Trade Practices and Importance of Regulatory Standards.	Understand the role of regulatory standards and how unfair trade practices are carried out.	<ul style="list-style-type: none"> <li>➤ Awareness towards Unfair Trade Practices.</li> <li>➤ Understand the market structure and regulatory standards.</li> </ul>	25%
3	Consumer Protection Bodies/ Councils and its Functions	Informative lectures, case studies and presentations.	Presentations and Talks on Consumer protection councils and its limitations.	Understand the functions of Consumer Protection Councils.	<ul style="list-style-type: none"> <li>➤ Awareness towards Consumer Protection Councils and its functions.</li> </ul>	30%
4	Role of Industry and Non-commercial Organizations in Consumer Protection	Discussion based on suggested readings, Informative Lecture, Role Play, Case Studies.	<p>Presentations and talks on role of Industry and Non-Commercial organizations in Consumer protection.</p> <p>Develop a Case Study on the role of Industry and Non-Commercial Organizations.</p>	Understand the Applications of Commercial and Non-Commercial Regulators	<ul style="list-style-type: none"> <li>➤ Awareness towards Industry Regulatory and its functions.</li> <li>➤ Awareness towards Non-Commercial Organizations and its functions.</li> </ul>	25%

Unit	Evaluation Method	Marks (50)			Project/Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (10)	CCE II (10)	SEMESTER (30)	
I	Quiz and Discussions on Consumer Protection Act and Market Structure.				NA
II	Presentations on Unfair Trade Practices and Regulatory Standards				NA
III	MCQs/ Presentations on Consumer Protection Bodies/ Councils and its Functions				NA

<b>IV</b>	Group Discussion on Role of Industry and Non-commercial Organizations in Consumer Protection.				NA
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### Suggested Readings:

Sr No	Name of the Book	Author	Publication	Edition	Place
1	Consumer Affairs	Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor and H.K. Awasthi	Universities Press	2007	New Delhi
2	Consumer Protection Law Provisions and Procedure.	Choudhary, Ram Naresh Prasad	Deep and Deep Publications Pvt Ltd	2005	New Delhi
3	Globalisation and Consumerism: Issues and Challenges	G. Ganesan and M. Sumathy	Regal Publications	2012	New Delhi
4	Consumer Protection in India: Issues and Concerns	Suresh Mishra and Sapna Chadda	IIPA	2012	New Delhi
5	Consumer is King	Rajyalakshmi Rao	Universal Law Company	2012	New Delhi
6	Consumer Right for Everyone	Girimaji, Pushpa	Penguin Books	2002	New Delhi
7	E-books :- www.consumereducation.in				
8	E-Books -Empowering Consumers				
9	ebook, www.consumeraffairs.nic.in)				

### Suggested Web/E-learning Resources:

SR NO	Topic	Lectures (Available on Youtube/Swayam/MOOCs etc)	Films	Journals/Articles/Case studies

1	Consumer Protection Act and Market Structure	<a href="#">Courses</a> <a href="#">CPI-101: Consumer Protection Legislation from Swayam   Class Central</a> <a href="#">Consumer Buying Behaviour - Course (swyam2.ac.in)</a>	--	Consumer Protection Judgments (CPJ) (Relevant cases reported in various issues)
2	Unfair Trade Practices and Regulatory Standards	<a href="#">CPI-101: Consumer Protection Legislation from Swayam   Class Central</a> <a href="#">Consumer Buying Behaviour - Course (swyam2.ac.in)</a>		Recent issues of magazines: International Journal on consumer law and practice, National Law School of India University, Bengaluru
3	Consumer Protection Bodies/ Councils and its Functions	<a href="#">CPI-101: Consumer Protection Legislation from Swayam   Class Central</a> <a href="#">Consumer Buying Behaviour - Course (swyam2.ac.in)</a>	--	Consumer Voice', Published by VOICE Society, New Delhi
4	Role of Industry and Non-commercial Organizations in Consumer Protection	<a href="#">CPI-101: Consumer Protection Legislation from Swayam   Class Central</a> <a href="#">Consumer Buying Behaviour - Course (swyam2.ac.in)</a>	--	

Websites: [www.ncdrc.nic.in](http://www.ncdrc.nic.in) [www.consumeraffairs.nic.in](http://www.consumeraffairs.nic.in) [www.iso.org](http://www.iso.org)  
[www.bis.org.in](http://www.bis.org.in) [www.consumereducation.in](http://www.consumereducation.in) [www.consumervoice.in](http://www.consumervoice.in)  
[www.fssai.gov.in](http://www.fssai.gov.in) [www.cercindia.org](http://www.cercindia.org)

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**SYBBA Semester-III**

<b>Course Code: 23BB3-A011</b>	<b>Subject : Digital Marketing</b>	<b>Marks : 100 Credits : 4+2</b>
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**Course Objectives :**

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.
5. To study and understand Customer Relationship Management and its models.
6. To know how to formulate the budget for Digital Marketing.

**Course Outcome :**

After completing the course, the student shall be able to-

**CO 1:** Understand 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.

**CO5:** Understand the concept of Customer Relationship Management and its models.

**CO6:** Formulate the budget for Digital Marketing.

<b>Unit</b>	<b>Unit Title</b>	<b>Contents</b>	<b>No of Lectures</b>
<b>I</b>	Fundamentals of Digital Marketing	2.1 Digital Marketing-Concept, Meaning, Advantages, Limitations and Process. 2.2 Visibility-Meaning Increasing Visibility, Types and Examples. 2.3 Concept of Engagement, Visitors Engagement, its Importance and examples of engagement. 2.4 Inbound and outbound marketing	10

		<p>2.5 Converting Traffic into Leads, Types of Conversion, Understanding Conversion Process</p> <p>2.6 Tools of Digital Marketing</p> <p>2.7 E-Commerce- Meaning, Advantages, Limitations and Business Models.</p>	
<b>II</b>	Developing Digital Marketing	<p>3.1 Creating initial digital marketing plan</p> <p>3.2 Target group analysis</p> <p>3.3 Creating virtual presence</p> <p>3.4 Website, Domains, Buying a Domain, Core Objective of Website and Flow, Web design and Optimization of Web sites.</p> <p>3.5 Essentials of good website and Strategic design of home page</p> <p>3.5 Optimization of Web sites, SEO tools and Web analytics.</p>	11
<b>III</b>	Social Media Marketing	<p>4.1 Social Media Marketing-Meaning, Importance, Limitations and types.</p> <p>4.2 Digital Marketing Vs. Social Media Marketing.</p> <p>4.3 Social Media Marketing Tools- Facebook, Instagram, LinkedIn, Twitter, Google AdWords, E-Mail Marketing, Mobile App Marketing and YouTube.</p>	10
<b>IV</b>	Role of Digital Marketing in Business Decision Making	<p>5.1 Understanding the importance of Digital Platforms &amp; its impact on the performance of the organizations in complex &amp; varied environment.</p> <p>5.2 Use of Digital Marketing Analytics in decision making.</p> <p>5.3 Creating Digital Marketing Campaign or Social Media Campaign.</p> <p>5.4 Developing the right keywords and hash-tag for the campaign.</p>	06

<b>V</b>	Customer Relationship Management	6.1 SWOT analysis: Strengths, Weaknesses, Opportunities, and Threats. 6.2 Customer Relationship Management- Meaning, Advantages, Limitations and CRM Models.	06
<b>VI</b>	Digital Marketing Budgeting	7.1 Budgeting- Meaning, Advantages and Limitations 7.2 Resource planning 7.3 Cost estimating and Cost budgeting 7.4 Cost control	05
<b>Total No of Teaching Lectures</b>			<b>48</b>
<b>Total No of Lectures for Evaluation</b>			<b>9</b>

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected		Weightage of Marks (%)
				Conceptual understanding	Knowledge/Skills/Attributes etc	
<b>I</b>	Fundamentals of Digital Marketing	PPT, Videos.	Branding the social media handles.	To create the basic understanding of Digital Marketing.	<ul style="list-style-type: none"> <li>• Disciplinary knowledge</li> <li>• Critical thinking</li> </ul>	20%
<b>II</b>	Developing Digital Marketing Plan	Case study, Short film.	NA	To study how to Develop Digital Marketing Plan	<ul style="list-style-type: none"> <li>• Problem Solving</li> <li>• Reflective Thinking</li> <li>• Application Skills</li> <li>• Employability</li> </ul>	25%
<b>III</b>	Social Media Marketing	Demonstration, Guest lecture.	Desk Research	To study the concept and various tools of Social Media Marketing.	<ul style="list-style-type: none"> <li>• Reflective Thinking</li> <li>• Professional Skills</li> </ul>	20%
<b>IV</b>	Role of Digital Marketing in Business Decision Making	Case Study, PPT, Videos.	NA	To understand the Role of Digital Marketing in Business Decision Making.	<ul style="list-style-type: none"> <li>• Critical thinking</li> <li>• Information/Digital Literacy</li> <li>• Employability</li> <li>• Decision Making Skills</li> </ul>	15%
<b>V</b>	Customer Relationship Management	PPT, Video.	NA	To study and understand Customer Relationship Management and its models.	<ul style="list-style-type: none"> <li>• Reflective Thinking</li> <li>• Application Skills</li> </ul>	10%



<b>VI</b>	Digital Marketing Budgeting	Experiential learning, guest lecture.	NA	To know how to formulate the budget for Digital Marketing.	<ul style="list-style-type: none"> <li>• Reflective Thinking</li> <li>• Application Skills</li> <li>• Employability</li> </ul>	10%
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Unit	Evaluation Method	Marks (100)			Project/Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
<b>I</b>	MCQ	MCQ		MCQ/ Written Examination	<b>2 Credits Project</b> A project based on Digital Marketing, Social Media Marketing, Hashtag Campaign etc will be done. The evaluation will be 20 marks viva (external examiner) and 30 marks project.
<b>II</b>	MCQ	MCQ	Assignment	MCQ/ Written Examination	
<b>III</b>	MCQ	MCQ	Assignment	MCQ/ Written Examination	
<b>IV</b>	MCQ	-	Assignment	MCQ/ Written Examination	
<b>V</b>	MCQ	-	Assignment	MCQ/ Written Examination	
<b>VI</b>	MCQ	-	Assignment	MCQ/ Written Examination	

**Suggested Readings:**

Sr. No	Title of Book	Author/s	Publication
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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	Basics of Marketing	-	-	-
2	Fundamentals of Digital Marketing	<a href="https://onlinecourses.swayam2.ac.in/cec22_mg04/preview?user_email=sandeprathod40@gmail.com">https://onlinecourses.swayam2.ac.in/cec22_mg04/preview?user_email=sandeprathod40@gmail.com</a>	-	<a href="https://www.digitalmarketer.com/digital-marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf">https://www.digitalmarketer.com/digital-marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf</a>
3	Developing Digital Marketing Plan	<a href="https://onlinecourses.swayam2.ac.in/cec22_mg01/preview?user_email=sandeprathod40@gmail.com">https://onlinecourses.swayam2.ac.in/cec22_mg01/preview?user_email=sandeprathod40@gmail.com</a>	-	<a href="https://digitalfireflymarketing.com/wp-content/uploads/2017/02/Big-Book-of-Digital-Marketing.pdf">https://digitalfireflymarketing.com/wp-content/uploads/2017/02/Big-Book-of-Digital-Marketing.pdf</a>
4	Social Media Marketing	-	-	-
5	Role of Digital Marketing in	-	-	-

	Business Decision Making			
6	Customer Relationship Management	-	-	-
7	Digital Marketing Budgeting	-	-	-

**SY BBA – Semester – III**

**Course  
Code:23BB3-C021**

**Subject: Personality Development (Practical)**

**Marks: 100  
Credits: 4**

**Course Objectives:**

CO1: To Study the basics about the personality and its development.

CO2 :To Study & Understand various Inter personal and Social skills required from the point of view of Job, business & Profession

CO3: To Recognize & Understand various professional etiquettes and career development aspects.

CO4: To Learn about personality required for various types of Jobs.

**Course Outcome:**

After completing the course, the student shall be able to

**CO1:** Build an Understanding about what is personality and its development.

**CO2:** Know & Recognize various Inter personal & Social skills required from the point of view of job, business & profession

**CO3:** Get Familiar with and Understand the various professional etiquettes and career development aspects.

**CO4:** Understand various Personalities required for various types of jobs.

Unit	Unit Title	Contents	No. of Lectures
1	Introduction to Personality Development and Practical.	1.1 Meaning of Personality, Definition and nature of Personality 1.2 Characteristics of good personality, 1.3 Determinants & Aspects of personality development <b>Practical 1:-</b> Organising Role Play Scenarios where Students can practice aspects of personality development. <b>Practical 2:-</b> Case Studies & Analysis of Individuals who have undergone significant personality development in real world. <b>Practical 3:-</b> Doing Any other relevant practical as per the Unit Title with the consent of Subject Teacher.	10
2	Interpersonal Skills and Social Skills required from the point of view of Job, Business & Profession and Practical	2.1 Various Leadership skills required in Job, Business & Profession 2.2 Various Team Building Skills required in Job, Business & Profession 2.3 Workplace skills – ability to work under pressure, flexibility at workplace, etc 2.4 Negotiation skills required in Job, Business & Profession <b>Practical 1:-</b> Team Building Activities like group problem solving, group discussion, etc. <b>Practical 2:-</b> Case Studies of various Business Leaders and doing its analysis to find out the leadership skills. <b>Practical 3:-</b> Organise Role Play Scenarios where Students can practice skills required at workplace like flexibility, handling pressure, negotiation, etc. <b>Practical 4:-</b> Doing Any other relevant practical as per the Unit Title with the consent of Subject Teacher.	16
3	Professional Etiquettes & Career Development and	3.1 Business etiquettes and professional conduct 3.2 Dressing for success: professional attire and grooming 3.3 Resume Building	14

	Practical	<p>3.4 Various types of skills required to face an interview</p> <p><b>Practical 1:-</b> Business E-Mail Writing and Preparing LinkedIn Profile.</p> <p><b>Practical 2:-</b> Preparing Resume.</p> <p><b>Practical 3:-</b> Mock Interview Sessions</p> <p><b>Practical 4:-</b> Doing Any other relevant Practical as per the Unit Title with the consent of Subject Teacher.</p>	
4	Personalities required as per various Job Roles and Practical	<p>4.1 Personality required for Finance, HR, Marketing, Production, IT, Customer Care, etc Jobs.</p> <p><b>Practical 1:-</b> Organise Role Play Scenarios based on specific jobs.</p> <p><b>Practical 2:-</b> Case Studies on real life scenarios from various industries or professions.</p> <p><b>Practical 3:-</b> Doing any other Relevant Practical as per the Unit Title with the consent of Subject Teacher.</p>	08
		<b>Teaching + Evaluation (48+12)</b>	<b>60 Hours</b>

## Teaching Methodology

<b>Unit 1</b>	<b>Suggestive teaching methodology</b>	<b>Skill Enhancement Course (Project) (4 Credits)</b>	<b>Outcome expected (Conceptual understanding Knowledge/Skills/Attributes etc.)</b>	<b>Weightage of Marks (%)</b>
1	Lecture, Interactive Teaching		Better Understanding about what is personality and why it is important to develop a personality.	20%
2	Interactive Teaching, Case Studies, Simulated Situation handling Activities, Video Clips on Leaders & their Leadership styles, etc.		To learn & understand various Inter personal & Social skills required from the point of view of job, business, profession, etc.	30%
3	Lectures, Case studies & Video Clips on Professional Etiquettes, Video Clips of experts for building Resume, Mock Interview sessions, etc		Get Familiar with and Understand the various professional etiquettes and career development aspects	30%
4	Case Studies, Role Plays, etc		Get to know about various Personalities required for various types of jobs.	20%

**Evaluation Method:**

<b>Unit</b>	<b>Skill Enhancement Course (Project) Evaluation (100 marks)</b>
<b>1</b>	
<b>2</b>	
<b>3</b>	
<b>4</b>	

**Suggested Books:**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>
<b>1</b>	Personality Development. Transform Yourself	Rajiv K. Mishra	<b>Rupa Publications</b>
<b>2</b>	Personality Development and Soft Skilla.	Barun K. Mitra	<b>Oxford University Press</b>
<b>3</b>	Personality Development & Communication Skills	Dr. S.S Narula	<b>TaxMann's Publication</b>
<b>4</b>	Personality Development & Career Management	R.M Onkar	<b>S. Chand &amp; Company Pvt Ltd</b>
<b>5</b>	Organizational Behavior -	L.M. Prasad	<b>Sultan and Chand Publishing Company</b>
<b>6</b>	Organisational Behaviour	Suja R. Nair	<b>Himalaya Publishing House</b>



7	Organisational Behaviour	P. Subba Rao	Himalaya Publishing House
8	Organisational Behaviour	Dr.S.S Khanna	S. Chand & Company Ltd

### Suggested Web/E-Learning Resources

Sr. No.	Lectures (Available on Youtube /Swayam/ MOOCS etc.)	Link	Journals/Articles/Case studies
1	Swayam Course – Personality Development & Communication Skills	<a href="https://onlinecourses.swayam2.ac.in/cec22_cm03/preview">https://onlinecourses.swayam2.ac.in/cec22_cm03/preview</a>	<a href="https://www.researchgate.net/publication/333712901_An_Overview_on_Personality_Development">https://www.researchgate.net/publication/333712901_An_Overview_on_Personality_Development</a> - An Overview on Personality Development
2	Swayam Course – Interpersonal Skills	<a href="https://onlinecourses.nptel.ac.in/noc19_hs36/preview">https://onlinecourses.nptel.ac.in/noc19_hs36/preview</a>	<a href="https://www.researchgate.net/publication/347347748_Social_Skills_in_the_Workplace">https://www.researchgate.net/publication/347347748_Social_Skills_in_the_Workplace</a> - Social Skills in the Workplace
3	Swayam Course – Developing Soft Skills and Personality	<a href="https://onlinecourses.nptel.ac.in/noc22_hs77/preview">https://onlinecourses.nptel.ac.in/noc22_hs77/preview</a>	<a href="https://www.researchgate.net/publication/267477806_Role_of_Etiquette_and_Manners_in_Communication">https://www.researchgate.net/publication/267477806_Role_of_Etiquette_and_Manners_in_Communication</a> - Role of Etiquette and Manners in Communication
4	Swayam Course - A Personality Development 8	<a href="https://uat-node2.swyamtest.in/cec_practicecourse8/preview">https://uat-node2.swyamtest.in/cec_practicecourse8/preview</a>	<a href="https://www.researchgate.net/publication/269673029_Personality_and_career_choices">https://www.researchgate.net/publication/269673029_Personality_and_career_choices</a> - Personality and career choices

**SYBBA-Semester-III**

<b>Course Code: 23BB3- A041</b>	<b>Subject : Principles of Management</b>	<b>Marks: 50</b> <b>Credits: 2</b>	
<b>Course Objectives:</b>  1. To Study the Fundamentals of Management process. 2. To Understand the various Managerial Functions.			
<b>Course Outcome :</b>  After completing the course, the student shall be able to: <b>CO1:</b> Apply the principles of management to real-world situations. <b>CO2:</b> Understand the implications of management being categorized under different disciplines.			
<b>Unit</b>	<b>Unit Title</b>	<b>Contents</b>	<b>No of Lectures</b>
<b>I</b>	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	15
<b>II</b>	Managerial Functions	2.1 Forecasting: Meaning, Need ,Types. 2.2 Planning: Meaning, Importance, Types, Process Advantages, Disadvantages. 2.3 Organizing: Meaning, Concept 2.4 Direction: Meaning, Nature. 2.5 Controlling: Meaning, Importance, Process 2.6 Co-ordinating: Meaning and Importance	15

<b>No of Lectures</b>	25
<b>No of Lectures for Evaluation</b>	05
<b>Total No of Lectures</b>	30

Unit no	Unit Title	teaching methodology	Project (If any)	Outcome expected- Conceptual understanding knowledge/Skills/Attributes etc.		Weight age of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
1	Introduction to Management	Lecture, Group Discussion, Role Play	--	Understand the Fundamental of Management	<ul style="list-style-type: none"> <li>➤ Values for life and character building.</li> <li>➤ Disciplinary knowledge</li> </ul>	50%
2	Managerial Functions	Business Games, case studies.	---	Understand the applications of Managerial Functions	<ul style="list-style-type: none"> <li>➤ Cooperation/Teamwork</li> <li>➤ Reflective Thinking</li> <li>➤ Leadership Readiness/Qualities</li> <li>➤ Decision Making Skills</li> </ul>	50%

**Evaluation Method:**

<b>Unit</b>	<b>Internal Evaluation (40 marks)</b>	<b>External Evaluation (60 Marks)</b>
<b>1</b>	Assignment and Internal Exam/Oral	External Exam (Sem End)
<b>2</b>		

**Suggested Readings:**

Sr. No.	Title of Book	Author/s	Publication
1	Management Concepts and Strategies	J.S. Chandan	Vikas Publishing House
2	Principles of Management	Harold Koontz , Heinz Wehrich , A. Ramachandra Arysri	McGraw hill
3	Management A Globaland EntrepreneurialPerspective	Heinz Wehrich , Mark V.Cannice , Harold Koontz	McGraw Hill
4	Introduction to management	John R. Schermerhorn	Wiley India Pvt. Ltd.

**SYBBA-Semester-III**

<b>Course Code:</b> <b>23BB3-F041</b>	<b>Subject: Principles of Management (Practical)</b>	<b>Marks: 50</b> <b>Credits: 2</b>
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**Course Objectives:**

1. To Understand the meaning, importance, and functions of leadership in the context of management.
2. To understand the recent trends in the application of Management.

**Course Outcome:**

After completing the course, the student shall be able to:

**CO1:** Evaluate and propose solutions to real-world case studies by applying leadership and motivation theories effectively.

**CO2:** Implement the recent trends in Management in the real-world managerial requirements.

<b>Unit</b>	<b>Unit Title</b>	<b>Contents</b>	<b>No of Lectures</b>
<b>I</b>	Leadership and Motivation in Management	1.1 Meaning, Importance and Functions of Leadership. 1.2 Theories of Leadership: Behavioral theories, Situational Leadership Theory. 1.3 Meaning, Importance of Motivation. 1.4 Maslow's theory of hierarchical needs, Hertzberg two-factor theory.  (Case studies based on Leadership and Motivation theories.)	15
<b>II</b>	Recent Trends in Management	2.1 Management of Change: Meaning, causes of change, Guiding principles of change, Advantages, Disadvantages of Change Management.	15

		<p>2.2 Total Quality Management (TQM): Meaning, Elements, Advantages, Disadvantages of TQM</p> <p>2.3 Outsourcing: Meaning, Importance</p> <p>2.4 Decision Making: Meaning, Importance</p> <p>2.5 Centralization and Decentralization: Meaning, Importance</p>	
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<b>No of Lectures</b>	25
<b>No of Lectures for Evaluation</b>	05
<b>Total No of Lectures</b>	30

Unit no	Unit Title	teaching methodology	Project (If any)	outcome expected- Conceptual understanding knowledge/Skills/Attributes etc.		Weight age of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
1	Leadership and Motivation in Management	Lecture, Group Discussion, Role Play	--	Understand the Fundamentals of Management	<ul style="list-style-type: none"> <li>➤ Values for life and character building.</li> <li>➤ Disciplinary knowledge</li> </ul>	50%
2	Recent trends in Management	Business Games, case studies.	---	Understand the applications of Managerial Functions	<ul style="list-style-type: none"> <li>➤ Cooperation/Teamwork</li> <li>➤ Reflective Thinking</li> <li>➤ Leadership Readiness/Qualities</li> <li>➤ Decision Making Skills</li> </ul>	50%

**Evaluation Method:**

<b>Unit</b>	<b>Internal Evaluation (40 marks)</b>	<b>External Evaluation (60 Marks)</b>
<b>1</b>	Assignment and Internal Exam/Oral	External Exam (Sem End)
<b>2</b>		



**Suggested Readings:**

Sr. No.	Title of Book	Author/s	Publication
1	Management Concepts and Strategies	J.S. Chandan	Vikas Publishing House
2	Principles of Management	Harold Koontz , Heinz Wehrich , A. Ramachandra Arysri	McGraw hill
3	Management A Globaland EntrepreneurialPerspective	Heinz Wehrich , Mark V.Cannice , Harold Koontz	McGraw Hill
4	Introduction to management	John R. Schermerhorn	Wiley India Pvt. Ltd.

**SYBBA--Semester-3 NEP**

<b>Course Code: 23BB3-G051</b>	<b>Subject: Productions and Operations Management</b>	<b>Marks: 50  Credits: 2</b>
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**Course Objectives:**

- To know the concepts of Production and Operations Management and analyze the Plant location, layout and product design strategies.
- To apply the concepts of Inventory Management and analyze the problems related to Production Planning and Control.

**Course Outcome:**

After completing the course, the student shall be able to

**CO1:** Know the concepts of Production and Operations Management and analyze the Plant location, layout and product design strategies.

**CO2:** Apply the concepts of Inventory Management and analyze the problems related to Production Planning and Control.

<b>Unit</b>	<b>Unit Title</b>	<b>Contents</b>
<b>I</b>	Introduction to concepts of Production and Operations Management and product design	1.1 Definition and concept of Production and Operations Management 1.2 Objectives, Functions and Scope of Production and Operations Management, 1.3 Types of production systems 1.4. Waste Management - Scrap and Surplus Disposal, Salvage and Recovery.  1.4 Importance of Plant Location, Factors affecting plant layout 1.5 Plant Layout, Factors for a Good Plant Layout, Types of Layout. 1.6 Meaning, concept, importance of Product design 1.7 Types of design, relation to Product life cycle

		1.8 Product development process
<b>II</b>	Inventory management and Production Planning and Control (PPC)	3.1 Concept of Inventory Management, 3.2 Types of inventories and need for inventory 3.3 Inventory Control techniques 3.4. Definition, Importance and scope of PPC 3.4 Production Planning 3.5 Production control

<b>No of Lectures</b>	<b>26</b>
<b>No of Lectures for Evaluation</b>	<b>04</b>
<b>Total No of Lectures</b>	<b>30</b>

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 concepts of Production and Operations Management and product design	PPT, discussion, demonstration, videos	-	Students will know the concepts of Production and Operations Management and analyze the Plant location	➤ Conceptual skills, reflective skills	50%

				and layout strategies.		
2	Inventory management and Production Planning and Control (PPC)	PPT, diagrammatic representation, discussion, videos	-	Students will apply the concepts of product and process design and analyze the product life cycle issues of the products.	➤ Conceptual skills, critical thinking and reflective skills	50%

Unit	Evaluation Method	Marks (50)			Project/Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (10)	CCE II (10)	SEMESTER (30)	
III	Home assignments	10			NA
IV	Descriptive paper	-	10	30	NA

**Suggested Readings:**

Sr No	Name of the Book	Author	Publication	Edition	Place
1	Productions and Operations Management	L.C. Jhamb	Everest	7 <sup>th</sup>	Pune
2	Productions and Operations Management	Shridhar Bhat	Himalaya	-	Mumbai
3	Productions and Operations Management	Chunawala & Patel	Himalaya	-	Mumbai
4	Productions and Operations Management	J.P.Saxena	McGraw Hill	-	NY, USA

5	Plant Layout and Materials Handling	James Apple	Wiley	-	Houston,US A
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### Suggested Web/E-learning Resources:

SR NO	Topic	Lectures (Available on Youtube/Swayam/MOOCs etc)	Films	Journals/Articles/ Case studies
1	Production and Operations Management	<a href="https://nptel.ac.in/courses/110107141">https://nptel.ac.in/courses/110107141</a> <a href="https://www.youtube.com/watch?v=mSJ8LGD_uXI">https://www.youtube.com/watch?v=mSJ8LGD_uXI</a> <a href="https://www.youtube.com/watch?v=viIIBhQEufM">https://www.youtube.com/watch?v=viIIBhQEufM</a>	-	-
2	Product and Process Design	<a href="https://www.youtube.com/watch?v=oLmSw236UFA">https://www.youtube.com/watch?v=oLmSw236UFA</a> (NPTELHRD)	-	-
3	Production Planning and Production Control (PPC)	<a href="https://nptel.ac.in/courses/112107143">https://nptel.ac.in/courses/112107143</a>	-	<a href="https://www.youtube.com/watch?v=PRjExZxWsNc">https://www.youtube.com/watch?v=PRjExZxWsNc</a>

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<b>SYBBA – Semester – IV (NEP)</b>		
<b>Course Code:</b>	<b>Subject: Entrepreneurship Development and Small Business Management</b>	<b>Marks: 100 Credits: 4</b>
<p><b>Course Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To understand the concept and process of Entrepreneurship.</li> <li>2. To Acquire Entrepreneurial spirit and resourcefulness.</li> <li>3. To get acquainted with the concept of Small Business Management.</li> <li>4. To understand the role and contribution of Entrepreneurs and Small Businesses in the growth and development of individual and the nation.</li> </ol>		
<p><b>Course Outcome:</b></p> <p>After completing the course, the student shall be able to</p> <p><b>CO1:</b> Learn &amp; understand the concept of Entrepreneur and process of Entrepreneurship.</p> <p><b>CO2:</b> Understand Environmental Scanning for identification of Business opportunities &amp; Learning various tools and techniques of opportunity search and its appropriate selection</p> <p><b>CO3:</b> Understand the concept of MSME and its challenges</p> <p><b>CO4:</b> Understand key factors for success &amp; failure</p>		

<b>Unit</b>	<b>Unit Title</b>	<b>Contents</b>	<b>No. of Lectures</b>
I	Entrepreneurial Perspective	1.1 Concept of Entrepreneur, Manager, Intrapreneur 1.2 Entrepreneur and Entrepreneurship, Meaning, Definition. 1.3 Types of Entrepreneurs, Qualities and Functions of Entrepreneur. 1.4 Factors influencing Entrepreneurship: Psychological, Social, Economical and Environmental factors. 1.5 Role of Entrepreneur in growth and development of the small business.	12

<b>Unit</b>	<b>Unit Title</b>	<b>Contents</b>	<b>No. of Lectures</b>
II	Business Opportunity Identification	2.1 Definition of business, industry & commerce and their interrelationship in today's environment. 2.2 Opportunity Search 2.3 Tools and Techniques: Environmental scanning for business opportunity Identification. 2.4 Opportunity Selection 2.5 Objectives, Tools and Techniques of Market Survey	12
III	Management of MSMEs and Sick Enterprises	3.1 Meaning, Objectives and Functions of MSMEs, Contribution of MSME to the Economy, Challenges of MSMEs, Preventing Sickness in Enterprises – Specific Management Problems; Industrial Sickness in India – Symptoms, process and Rehabilitation of Sick Units. 3.2 Financial Assistance for Small Enterprise: 3.2.1 Bank Loan 3.2.2 Angel Funding 3.2.3 Venture Funding 3.2.4 Self Employment Schemes of Government of Maharashtra. 3.3 Other Schemes under MSME	14
IV	New Edge Start-ups in India	4.1 Study of New Edge Companies in India- Business Model, Future Growth Potential, Market Requirements, Disruptive Innovations. 4.2 Government Schemes and subsidies for New Edge Start-ups.	10
<b>Total No of Lectures</b>			<b>48</b>
<b>Total No of Lectures for Evaluation</b>			<b>12</b>
<b>Total No of Lectures</b>			<b>60</b>

**Teaching Methodology (Pedagogy for Course Delivery): -**

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	Entrepreneurial Perspective	Group Discussion, Presentation.	Interactive Sessions followed by feedback, Role Play for various types of entrepreneurs	It enables students to learn the basics of Entrepreneurship and entrepreneurial development which will help them to provide vision for their own Start-up.	<ul style="list-style-type: none"> <li>➤ Disciplinary knowledge</li> <li>➤ Reflective Thinking</li> <li>➤ Self-directed Learning</li> </ul>	25%
2	Business Opportunity Identification	Lecture, Group Discussion, Case Studies.	Group Discussion and Brain Storming sessions for generation of innovative ideas. Theory lectures for conceptual understanding.	Development of interest and positive approach towards entrepreneurship and new start-ups.	<ul style="list-style-type: none"> <li>➤ Critical thinking</li> <li>➤ Problem Solving</li> </ul>	30%
3	Management of MSMEs and Sick Enterprises :	Lecture, Group Discussion, Case Studies.	Use of PPT for better understanding of various Schemes of MSME	Ability to collect relevant data and its analysis	<ul style="list-style-type: none"> <li>➤ Analytical Reasoning</li> <li>➤ Scientific Reasoning</li> <li>➤ Reflective Thinking</li> </ul>	25%



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)	
				and interpretation.		
4	New Edge Start-ups in India	Discussion, Case Studies.	Arranging Sessions of experts from service industry (Guest lecture series), Presentations by students for self-learning.	Understanding key aspects of success and failure of businesses.	<ul style="list-style-type: none"> <li>➤ Self-directed Learning</li> <li>➤ Professional Skills</li> <li>➤ Application Skills</li> </ul>	20%

**Evaluation Method:**

Marks 100			
Formative Assessment		Summative Assessment	Project/Practical
CCE 1 (20 marks)	CCE 2 (20 marks)	Semester End Exam (60 marks)	NA

**Suggested Books:**

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Entrepreneurship Development and Small Business Enterprises	Poornima M. Charantimath	Pearson, 2014.	Delhi
2	Management of Small-Scale Industries	Desai Vasant	Himalaya Publishing House	Delhi
3	The Dynamics of Entrepreneurial Development and Management,	Desai Vasant	Himalaya Publishing House, 2015	Delhi

**Suggested Web / E learning Resources:**

<b>SR NO</b>	<b>Topic</b>	<b>Lectures (Available on Youtube / Swayam / MOOCS etc)</b>	<b>Films</b>	<b>Journals / Articles / Case studies</b>
1	Entrepreneurial Perspective	Certificate course on Entrepreneurship by IIT Madras <a href="https://onlinecourses.nptel.ac.in/noc21_mg70/preview">https://onlinecourses.nptel.ac.in/noc21_mg70/preview</a>	--	Journal of Business Perspective <a href="https://www.businessperspectives.org/">https://www.businessperspectives.org/</a>
2	Business Opportunity Identification	Entrepreneurship Development by National Institute of Technical Teachers Training and Research, Chandigarh. <a href="https://onlinecourses.swayam2.ac.in/ntr21_ed08/preview">https://onlinecourses.swayam2.ac.in/ntr21_ed08/preview</a>	--	--
3	Management of MSMEs and Sick Enterprises	MSME Rehabilitation by Indian Institute of Banking & Finance <a href="https://www.youtube.com/watch?v=UR-n2ZB-yqw">https://www.youtube.com/watch?v=UR-n2ZB-yqw</a>	--	--
4	New Edge Start-ups in India	Understanding Incubation and Entrepreneurship by IIT Bombay <a href="https://onlinecourses.nptel.ac.in/noc22_de08/preview">https://onlinecourses.nptel.ac.in/noc22_de08/preview</a>	--	--

**M.E.S. Garware College of Commerce (Autonomous)**

**National Service Scheme**

**S.Y.B.Com/BBA/BBA-**

**IB/BBA-CA/ BBA -DI**

**Semester III**

**Total Credits- 2**

**Course Objectives:**

1. To help learners know about NSS in the context of youth, community and voluntary service.
2. To propagate yoga as a way of healthy living.

**Course Outcomes:**

1. Learners will have the knowledge about NSS and its role in the fields of health, hygiene and sanitation so as to build a strong country.
2. They will be able to use Yoga for healthy living.

<b>Unit</b>	<b>Topics</b>	<b>Lectures</b>
1	<b>Life Competencies &amp; Youth Leadership</b> Definition and importance of life competencies; communication and soft skills; Youth leadership	6
2	<b>Youth Health</b> Healthy lifestyles; drugs and substance abuse	8
3	<b>Youth and Yoga</b> History and philosophy of yoga; Yoga for healthy living	16
	<b>Total</b>	<b>30</b>

**S.Y.B.Com Semester IV**

**Total Credits- 2**

**Course Objectives:**

1. To help learners know about environmental issues and disaster management.
2. To learn documentation and reporting.

**Course Outcomes:**

1. Learners will learn to appreciate the concerns regarding the environment.
2. They will also be able to prepare a socio-economic development plan.

<b>Unit</b>	<b>Topics</b>	<b>Lectures</b>
1	<b>Disaster Management</b> Introduction; Classification of disasters; Role of NSS in disaster management with more emphasis on disasters specific to NE India; Civil Defense	16
2	<b>Documentation and Reporting</b> Collection and analysis of data; Documenting, reporting and their dissemination	14
	<b>Total</b>	<b>30</b>

**Suggested Readings:**

1. NSS Manual
2. National Youth Policy Document
3. National Service Scheme - A Youth Volunteers Programme For Under Graduate Students As Per UGC Guidelines by J D S Panwar, A K Jain & B K Rathi (Astral)
4. Communication Skills by N Rao & R P Das (HPH)
5. Light on Yoga by B K Iyenger (Thorsons)
6. Guide to Report Writing by Michael Netzley and Craig Snow (Pearson)



**Maharashtra Education Society's**  
**Garware College of Commerce (Autonomous)**  
**Programme – B.Com/ BBA/ BBA-CA/ BBA-D&I/ BBA-IB**  
**Board of Studies: - Co-Curricular**

<b>SY (Semester III)</b>			
<b>Course Code:</b>	<b>Course: National Cadet Corps</b>		<b>Marks: 50</b> <b>Credits: 02</b>
<b>Course Objectives:</b>			
<ol style="list-style-type: none"> <li>1. Understand the fundamental concepts and principles related to disaster management.</li> <li>2. Comprehend the various types of disasters, their causes, and the importance of preparedness.</li> <li>3. Recall key events, figures, and developments in military history.</li> <li>4. Comprehend the historical context and circumstances surrounding Indian Army personnel who received the Param Vir Chakra.</li> </ol>			
<b>Course Outcome:</b>			
After completing the course, the student shall be able to			
<ol style="list-style-type: none"> <li>1. demonstrate a solid understanding of disaster management terminology and concepts.</li> <li>2. analyze and assess potential risks and vulnerabilities in different disaster scenarios.</li> <li>3. demonstrate a comprehensive understanding of key events and figures in military history.</li> <li>4. analyzing the broader impact of their actions on military strategies and public perception.</li> </ol>			
<b>Unit</b>	<b>Unit Title</b>	<b>Contents</b>	<b>No of lectures</b>
<b>I</b>	<b>Disaster Management</b>	-Civil Defence Organisation and its duties/NDMA -Types of emergencies / Natural Disasters -Fire Services & Fire fighting -Traffic control during Disaster under Police Supervision -Essential services and their maintenance -Assistance during Natural/Other Calamities: Flood/Cyclone/Earth Quake/Accident etc. - Setting up of relief camp during Disaster Management -Collection & Distribution of Aid material	15
<b>II</b>	<b>Military History</b>	-Biographies of renowned Generals (Carriapa/Sam Manekshaw) -Indian Army War Heroes: PVCs -Study of Battles of Indo Pak war 1965,1971 & Kargil	15
<b>Total No of Lectures</b>			<b>30</b>

Unit	Unit Title	Teaching methodology	Project /Hands-on exposure/Prac tice-based	Outcome expected		Weight age of Marks (%)
				Conceptual understanding of Knowledge /Skills /Attributes etc.		
I	<b>Disaster Management</b>	PowerPoint Presentation, Group Discussion, Library Visit, Class Discussion.	Project report shall be prepared on Disaster Management	Create awareness of Disaster Management	To develop the knowledge about Disaster Management	50
II	<b>Military History</b>	Quiz Competition, Case Studies, Class Discussion, Internet Resources.	Project report shall be prepared on Military History	To provide basics of Military History.	To know about the Military History.	50

#### References

Sr. No.	Title of the Book	Author/s	Publication
1	NCC: Handbook	R.K. Gupta	Ramesh Publishing House
2	NCC Army Wing	RPH Editorial Board	Ramesh Publishing House
3	MISSION NCC MCQ Book	Nitin Nikode	Ujwala Prakashan
4	NCC Army, Air Force & Navy Wings Guide	Arihant Experts	Arihant Publications

#### Web References

Sr. No.	Website Address	Institution
1	<a href="https://indiancc.nic.in/">https://indiancc.nic.in/</a>	National Cadet Corps

**SY B.Com/BBA/IB/CA D&I-Semester-III**

<b>Course Code:</b>	<b>Subject :Youth Red Cross ( CO-Curricular)</b>	<b>Credits : 2</b>
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**Course Objectives:**

1. To create awareness among students regarding the importance of First Aid training & learn CPR (Cardiopulmonary Resuscitation) techniques.
2. To understand the theoretical frameworks of disaster management.

**Course Outcome :**

After completing the course, the student shall be able to:

**CO1:** Equip with basic first aid training & learn how to handle medical emergencies.

**CO2:** Develop basic skills in disaster preparedness, response, mitigation & recovery.

<b>Unit</b>	<b>Unit Title</b>	<b>Contents</b>	<b>No of Lectures</b>
<b>I</b>	<b>First Aid Training</b>	2.1 Basic principles of first aid 2.2 Assessment of the scene and patient 2.3 CPR (Cardiopulmonary Resuscitation) techniques 2.4 Treatment of wounds, burns, and fractures 2.5 Management of choking and unconsciousness 2.6 Handling medical emergencies such as heart attacks, strokes, and seizures 2.7 Hands-on practice of first aid techniques	13
<b>II</b>	<b>Disaster Management</b>	2.1 Meaning of disaster & importance of disaster 2.2 Understanding different types of disasters (natural, man-made) 2.3 Preparedness measures for disasters 2.4 Search and rescue techniques 2.5 Shelter management 2.6 Psychological first aid for survivors	13

		2.7 Coordination with emergency services and authorities 2.8 Disaster scenarios and response drills 2.9 Risk communication & public awareness	
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<b>No of Lectures (Hours)</b>	26
<b>No of Lectures for Evaluation (Hours)</b>	04
<b>Total No of Lectures (Hours)</b>	30

**Evaluation Method:**

<b>Unit</b>	<b>Internal Evaluation (20 Marks)</b>	<b>External Evaluation (30 Marks)</b>
<b>1</b>		
<b>2</b>		
<b>3</b>		
<b>4</b>		





<b>Course Code:</b>	<b>Subject/Course: YOGA PRACTICES</b>	<b>Marks: 50</b> <b>Credits :2</b>	
<b>B. Com/ BBA/ BBA (IB)/ BBA (CA) / BBA (D&amp;I) (Semester I)</b>			
<p><b>Course Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To ensure the healthy life of students</li> <li>2. To improve Physical and mental health of the students</li> <li>3. To possess emotional and Spiritual stability of the students</li> <li>4. To inculcate moral values.</li> <li>5. To attain a higher level of consciousness.</li> </ol>			
<p><b>Course Outcome:</b></p> <p>After completing the course, the student shall be able to:</p> <p><b>C01:</b> Relate Yoga, Ashtanga Yoga, Pranayama and Meditation</p> <p><b>C02:</b> Understand different Sitting and Standing Asnas</p> <p><b>C03:</b> Illustrate Supine and Prone Asnas</p> <p><b>C04:</b> Apply the Knowledge of Yoga to improve overall health of the students</p>			
<b>Unit</b>	<b>Unit Title</b>	<b>Contents</b>	<b>No. of Lectures</b>
I	<b>Introduction of Yoga</b>	1. Meaning and importance of Yoga 2. Introduction to Astanga Yoga 3. Active Lifestyle and stress management through Yoga	3
II	<b>Sitting Position Asanas</b>	Dandasana Gomukhasana (Cow Face Pose) Parvatasana (Mountain Pose) Padmasana Yog Mudra Vajrasana Yog Mudra	5
III	<b>Standing Position Asanas</b>	Itthita Parshvakonasana Tadasana Vrikshasana (Tree Pose) Virasana (Warrior Pose ) Trikonasana (Triangle Pose)	5
IV	<b>Supine Position Asanas</b>	Naukasana (Boat Pose) Dwipad Uttanasana(Raised Leg Pose) Dwipad Uttanasana Kriya Pawanmuktasana (Wind Relieving Pose) Setubandhasana(Bridge Pose)	5

V	<b>Prone Position Asanas</b>	Sarpasana (Snake Pose) Bhujangasana(Cobra Pose) Ardha Salabhasana (Half Locust Pose/ Grasshopper Pose) Salabhasana ( Locust Pose/ Grasshopper Pose) Dhanurasana (Bow Pose)	5
VI	Pranayama	Nadisuddhi ; Suryabedana ; Ujjai ; Sitali ; Sitacari ; ; Bhastrika ; Bramari ;	7

Evaluation Method / Unit	Marks (50)	
	Continuous Comprehensive Evaluations (CCE) (Internals) (Marks)	Assessment
I, II, III, IV, V, VI	Various Internal Examination CCE (20Marks)	Semester End Examination (30 Marks)
	Departmentally organized assignment	College Organized Examination

### Suggested Readings:

Sr.	Title of the Book	Author/s	Publication	Place
1.	Light on Yoga	Iyengar, B.K.	Orient Longman Pvt. Ltd.	Mumbai
2.	Light on Astanga Yoga	Iyengar, B.K.	Alchemy Publishers.	New Delhi
3.	Guidelines for Yogic Practices	Gharote, M. L.	The Lonavla Yoga Institute	Pune

Course Code:	Subject/Course: YOGA PRACTICES	Marks: 50 Credits :2	
<b>B. Com/ BBA/ BBA (IB)/ BBA (CA) / BBA (D&amp;I) (Semester II)</b>			
<p><b>Course Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To ensure the healthy life of students</li> <li>2. To improve Physical and mental health of the students</li> <li>3. To possess emotional and Spiritual stability of the students</li> <li>4. To inculcate moral values.</li> <li>5. To attain a higher level of consciousness.</li> </ol>			
<p><b>Course Outcome:</b></p> <p>After completing the course, the student shall be able to:</p> <p><b>CO1:</b> Relate Yoga, Ashtanga Yoga, Pranayama and Meditation</p> <p><b>CO2:</b> Understand different Sitting and Standing Asnas</p> <p><b>CO3:</b> Illustrate Supine and Prone Asnas</p> <p><b>CO4:</b> Apply the Knowledge of Yoga to improve overall health of the students</p>			
Unit	Unit Title	Contents	No. of Lectures
I	Suryanamskar	Yogic Suryanamaskara with Mantras	5
II	<b>Sitting Position Asanas</b>	Naukasana (Boat Pose) Paschimottanasana (Forward Bend) Akarna Dhanurasana (Bow Pose) Vakrasana Ardha Matsyendrasana	5
III	<b>Standing Position Asanas</b>	Ugrasana Garudasana Nataraj Asana Ardha Chakrasana Kati Chakrasana	5
IV	<b>Supine Position Asanas</b>	Markatasana(Monkey Pose / Spinal Twist Pose) Markatasana Variation (Monkey Pose / Spinal Twist Pose) Sarvangasana (Shoulder Stand) Chakrasana (Wheel Pose) Halasana	5
V	<b>Prone Position Asanas</b>	Dhanurasana (Bow Pose) Bhujangasana (Cobra Pose) Adho Mukha Svanasana( Downward Dog Pose) Plank Pose Naukasana (Boat Pose) Makarasana	5

VI	<b>Yoga for Health Problems and Remedies</b>	Shashankasana (Rabbit Pose/ Child Pose) Ushtrasana (Camel Pose ) Cat & Camel Pose Baddha Konasana(Cobbler's Pose) Supta Baddha Konasana( Goddess Pose) Supine : Setubandhasan(Bridge Pose ) Matsyasana (Fish Pose) Prone : Adhomukhashwanasana (Downward Dog Position) Dhanurasana (Bow Pose) Sitting : Janu Sirasana (Head To Knee Pose) Paschimottanasana (Seated Forward Bend) Upavistha Konasana(Seated Straddle) Butterfly Baddha Konasana(Cobbler's Pose) Malasana (Garland Pose )	5
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Evaluation Method / Unit	Marks (50)	
	Continuous Comprehensive Evaluations (CCE) (Internals) (Marks)	Assessment
I, II, III, IV, V, VI	Various Internal Examination CCE (20Marks)	Semester End Examination (30 Marks)
	Departmentally organized assignment	College Organized Examination

### Suggested Readings:

Sr.	Title of the Book	Author/s	Publication	Place
1.	Light on Yoga	Iyengar, B.K.	Orient Longman Pvt. Ltd.	Mumbai
2.	Light on Astanga Yoga	Iyengar, B.K.	Alchemy Publishers.	New Delhi
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**SYBBA-Semester-III**

<b>Course Code: 23BB3- K091</b>	<b>Subject: Participation in Cultural Activities</b>	<b>Credits :2</b>
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**Course Objectives:**

1. Acquire practical skills in at least one cultural activity through hands-on experience.
2. Critically evaluate the impact of cultural competitions on personal growth and community engagement.

**Course Outcome:**

After completing the course, the student shall be able to

**CO1:** Actively engage in cultural activities at various levels with confidence and enthusiasm.

**CO2:** Reflect on personal cultural experiences and articulate how participation has contributed to personal growth and identity.

<b>Unit</b>	<b>Unit Title</b>	<b>Contents</b>	<b>No of Lectures</b>
<b>I</b>	Cultural Participation	Participation in Cultural activities at National/International and State Level.  Participation in Cultural activities at University/District Level.  (Cultural Activates includes participation in competitions of Dance, Music, Drama, Paintings, Drawings, or any other art form.)	15 hrs

### Credit Allocation

Sr. No	Details
1	Participation in Participation in Cultural activities at National/International and State Level: Participation: 01 Credit Rank Holder (1 <sup>st</sup> , 2 <sup>nd</sup> , and 3 <sup>rd</sup> ): 02 Credits
2	Participation in Cultural activities at University/District Level: Rank Holder (1 <sup>st</sup> , 2 <sup>nd</sup> , and 3 <sup>rd</sup> ): 01 Credit



**Maharashtra Education Society's  
Garware College of Commerce (Autonomous)  
Programme – B.Com/ BBA/ BBA-CA/ BBA-D&I/ BBA-IB  
Board of Studies: - Co-Curricular**

<b>SY (Semester III)</b>			
<b>Course Code:</b>	<b>Course: Performing Arts (Cultural and Dramatics Association)</b>	<b>Marks: 50</b>	
		<b>Credits: 02</b>	
<b>Course Objectives:</b>			
<ol style="list-style-type: none"> <li>1. To provide students with a comprehensive knowledge of Script Writing.</li> <li>2. To learn the acting techniques along with Character Development.</li> </ol>			
<b>Course Outcome:</b>			
After completing the course, the student shall be able to			
<ol style="list-style-type: none"> <li>1. Analyse various script structures and formats across different mediums.</li> <li>2. Demonstrate the effective use of voice, movement, and emotional range in conveying character intent.</li> </ol>			
Unit	Unit Title	Contents	No of lectures
<b>I</b>	<b>Introduction Script Writing</b>	1.1 Overview of script writing as a form of storytelling 1.2 Exploration of different mediums (theatre, film, television, radio) 1.3 Discussion of the role of the scriptwriter in the production process	15
<b>II</b>	<b>Introduction to Drama and Theatre</b>	2.1 History of drama and theatre 2.2 Acting techniques and methods 2.3 Script analysis 2.4 Character Development 2.5 Scene study and monologue performances	15
<b>Total No of Lectures</b>			<b>30</b>

Unit	Unit Title	Outcome expected	



		<b>Teaching methodology</b>	<b>Project /Hands-on exposure/Practice-based</b>	<b>Conceptual understanding of Knowledge /Skills /Attributes etc.</b>		<b>Weight age of Marks (%)</b>
<b>I</b>	<b>Introduction Script Writing</b>	PowerPoint Presentation, Group Discussion.	Practical based on Script Writing	Understand the basics of Script Writing	To grasp the skills required for Script Writing	50
<b>II</b>	<b>Introduction to Drama and Theatre</b>	PowerPoint Presentation, Drama Practice	Practical based on Drama Performance	To provide basics of Drama and Theatre	To perform the Drama.	50

### References

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>
1	Theater: The Lively Art	Edwin Wilson	McGraw Hill
2	The Oxford Handbook of Dance and Theater	Nadine George-Graves	Oxford Handbook
3	The Complete Idiot's Guide to Music Composition	Michael Miller	