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# MES GARWARE COLLEGE OF COMMERCE (AUTONOMOUS)

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**BBA Programme (Autonomous)**

**Under the Guidelines of NEP 2020 and AICTE**

**AY 2024-25**

## MES Garware College of Commerce (Autonomous)

<b>FYBBA Semester – I</b>			
<b>Course Code:</b> 23BB1-A011	<b>Subject : Principles of Marketing</b>		<b>Marks : 100 Credits : 4</b>
<b>Course Objectives :</b>			
<ol style="list-style-type: none"> <li>1. To understand basic concepts of marketing, approaches of marketing, challenges and opportunities in marketing.</li> <li>2. To study and understand the concept of marketing environment and market segmentations.</li> <li>3. To study the concept and elements of marketing mix.</li> <li>4. To understand various conventional marketing system like service marketing, rural marketing and new trends in the field of marketing.</li> </ol>			
<b>Course Outcome :</b>			
After completing the course, the student shall be able to			
<b>CO1:</b> Understand basic concept of marketing, various approaches of marketing and opportunities and challenges of marketing.			
<b>CO2:</b> 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.			
<b>CO3:</b> Understand the marketing mix and significance of each element of marketing mix.			
<b>CO4:</b> Understand classification of marketing and recent trends in marketing.			
Unit	Unit Title	Contents	No of Lectures
<b>I</b>	Basic Concepts of Marketing	1.1 Basic marketing concepts, objectives, importance and functions of marketing. 1.2 Various approaches of marketing. 1.3 Challenges and opportunities in marketing.	13

<b>II</b>	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>	12
<b>III</b>	Elements of Marketing Mix	<p>3.1 Marketing mix-Meaning, scope and importance, product mix-concept, product characteristics-intrinsic and extrinsic and Product Life Cycle (PLC).</p> <p>3.2 Price mix-meaning, elements, importance, factors influencing pricing and pricing methods.</p> <p>3.3 Place mix-meaning, importance, channels of distribution and intermediaries.</p> <p>3.4 Promotion mix- meaning, definitions, importance and limitations.</p> <p>3.5 People mix-meaning, concepts, elements, importance and limitations.</p> <p>3.6 Process mix-meaning, importance and limitations.</p> <p>3.7 Physical evidence- meaning, importance, components and limitations.</p>	13
<b>IV</b>	Classification of Marketing and Recent Trends in Marketing.	<p>4.1 Product marketing and Service marketing-features, importance and functions.</p> <p>4.2 Rural marketing-meaning, features, its contribution to Indian economy, problems and measures to improve rural market.</p> <p>4.3 Recent trends in Marketing- concept, features and importance.</p>	12

		a. Green Marketing b. Digital Marketing c. Viral Marketing d. Social Media Marketing 4.4 Emerging concepts in marketing such as Memes Marketing, Surrogate Advertising etc.	
<b>Total No of Lectures for Teaching</b>			<b>50</b>
<b>Total No of Lectures for Evaluation</b>			<b>10</b>
<b>Total</b>			<b>60</b>

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.	20%
2	Marketing Environment and Marketing Segmentation	Activity Based Teaching.	-	Understanding of marketing environment and market segmentation.	Critical thinking, Analytical Reasoning.	25%

3	Elements of Marketing Mix	Case study, Insert Learning, Debate, Demonstration and Group Discussion.	-	Understanding of P's of marketing.	Lifelong learning.	25%
4	Classification of Marketing and Recent Trends in Marketing.	Classroom Interaction, Case Study, Peer Learning, Experiential learning, Guest Lecture.	-	Understanding different types of marketing and recent trends in marketing.	Application Skills, Employability.	30%

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	-		-
3	Written and MCQ Based Examination.	-	MCQ, Written Exam.		-

4	MCQ Based Examination and Group Presentations.	-	MCQ, Group Presentations.		-
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### Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Marketing Management	Philip Kotler & Keven 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 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-Semester-I		
Course Code: 23BB1-A021	Subject: Principles of Finance	Marks: 100 Credits: 4

**Course Objectives:**

1. To Study & Understand the basics of finance.
2. To develop right understanding regarding various sources of finance and their role and utility in business organizations.
3. To study & understand the concept capital structure & its determinants.
4. To study & understand the recent trends in finance.

**Course Outcome:**

After completing the course, the student shall be able to

**CO1:** Understand the role and importance of finance in business.

**CO2:** Understand the need of deferent sources of finance and their applications.

**CO3:** Understand the constituents of financially sound business units, causes & effects of under & Over Capitalisation.

**CO4:** Understand emerging trends in business finance

<b>Unit</b>	<b>Unit Title</b>	<b>Contents</b>	<b>No of Lectures</b>
<b>I</b>	Basics of Finance	1.1 Definition - Nature and Scope of Finance Function, 1.2 Financial Management - Meaning – Approaches: - Traditional, Modern, 1.3 Role of Finance Manager.	12
<b>II</b>	Sources of Finance	2.1 External: - Shares, Debentures, Public Deposits, Borrowing from banks: - Meaning, Types, Advantages and Limitations of these sources,	15

		2.2 Internal: - Reserves and Surplus, Bonus Shares Retained earnings.	
<b>III</b>	Capital Structure	3.1 Meaning Criteria for Determining Capital Structure. 3.2 Factors Affecting Capital Structure, 3.3 Capitalization:- Meaning, Over Capitalization and Under Capitalization - Meaning, Causes, Consequences, Remedies.	13
<b>IV</b>	Recent trends in business finance	4.1 Meaning & Applications of Mutual Fund, 4.2 Derivatives, Leasing, Hedging etc. 4.3 Venture Capital	10
<b>No of Hours</b>			<b>50 (60 min)</b>
<b>Total No of Lectures for Evaluation</b>			<b>10</b>
<b>Total No of Lectures</b>			<b>60</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	Basics of Finance	Group Discussion, Presentation.	Estimation of financial needs of small business, Assessment of financial feasibility of a business venture	Develop Competencies to apply various concept of finance for decision making.	<ul style="list-style-type: none"> <li>➤ Disciplinary knowledge</li> <li>➤ Reflective Thinking</li> <li>➤ Self-directed Learning</li> </ul>	25%



2	Sources of Finance	Lecture, Group Discussion, Case Studies.	Developing a suitable financial needs & assessment charts.	Rational understanding regarding role and utility of different sources of finance	<ul style="list-style-type: none"> <li>➤ Critical thinking</li> <li>➤ Problem Solving</li> </ul>	30%
3	Capital Structure	Lecture, Group Discussion, Case Studies.	Evaluating a balance sheet to know whether the firm is over or under capitalized	Importance of Rational and Sound Capital structure. Role of capital as a determinant for business success.	<ul style="list-style-type: none"> <li>➤ Analytical Reasoning</li> <li>➤ Scientific Reasoning</li> <li>➤ Reflective Thinking</li> </ul>	25%
4	Recent trends of business finance	Discussion, Case Studies.	A report on contribution of mutual funds in economy. Role of leasing industry in business finance	Understanding of how Modern Business is changing.	<ul style="list-style-type: none"> <li>➤ Self-directed Learning</li> <li>➤ Professional Skills</li> <li>➤ Application Skills</li> </ul>	20%

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 on Role and importance of finance and business , Discuss/debate on implications of finance on business success , Presentations on assessing financial needs.				<b>NA</b>
<b>II</b>	Comparative analysis of various sources of finance - Selecting a right				<b>NA</b>

	source of finance for different businesses. MCQ on various sources of finance.				
<b>III</b>	MCQ on determinants of capital structure, Case study on over and under capitalisation, Designing on over and under capital structure.				<b>NA</b>
<b>IV</b>	MCQ on Concepts , applications on Capital, Leasing, Mutual Fund, Presentations on utility of venture capital and leasing in business.				<b>NA</b>

**Suggested Readings:**

<b>Sr No</b>	<b>Name of the Book</b>	<b>Author</b>	<b>Publication</b>	<b>Edition</b>	<b>Place</b>
1	Financial Management – Theory and Practice	Prasanna Chandra	McGraw Hill Education	--	New Delhi
2	Financial Management	I.M. Pandey	Vikas Publishing House Pvt. Ltd.	--	New Delhi
3	Financial Management	Rajiv Srivastava , Anil Misra	Oxford – University Press	--	New Delhi
4	Financial Management	P.V. Kulkarni , B.G. Satyaprasad	Himalaya Publishing House	--	Mumbai
5	Fundamentals of Financial Management	James C. Van Horne , John M. Wachowicz	Prentice Hall of India Pvt. Ltd	--	New Delhi
6	Financial management Comprehensive Text Book with Case Studies	Ravi M. Kishore	Taxmann’s	--	New Delhi
7	Financial management – Recent Trends in Practical Application	Chandra Hariharan Iyer	International Book House Pvt. Ltd.	--	Mumbai

## FYBBA Semester – I

<b>Course Code :</b> 23BB1-A031	<b>Subject:</b> Principles of Human Resource Management	<b>Marks: 100</b> <b>Credits: 4</b>	
<p><b>Course Objectives:</b></p> <p>CO1: To introduce fundamental concepts of Human Resource Management.          CO2: To explain the processes pertaining to different functions of HRM.          CO3: To understand the importance of training and Development          CO4: To understand the concept of performance appraisal</p>			
<p><b>Course Outcome:</b></p> <p>After completing the course, the student shall be able to</p> <p><b>CO1:</b> learn the importance of HRM functions in the business  <b>CO2:</b> To gain knowledge about various sources and methods of the Recruitment and Selection.  <b>CO3:</b> To help understand the method of learning and manpower training  <b>CO4:</b> To know in brief the concept of Performance Appraisal</p>			
Unit	Unit Title	Contents	No. of Lectures
1	Introduction to Human Resource Management (HRM)	<ul style="list-style-type: none"> <li>• Introduction,</li> <li>• Development of HRM,</li> <li>• Importance of Human Resource Management.</li> <li>• Functions of Human Resource Management.</li> <li>• Role of HR Manager,</li> <li>• Structure of HRM Department,</li> <li>• Duties and Responsibilities of HR-Manager.</li> </ul>	15
2	Manpower Planning And Recruitment and selection.	<ul style="list-style-type: none"> <li>• Need, Importance of Human Resource Planning: Short term and Long term,</li> <li>• Process of Human Resource Planning.</li> <li>• Concept of Recruitment,</li> <li>• Importance of Recruitment,</li> <li>• Sources of Recruitment.</li> <li>• Concept of Selection,</li> <li>• Importance of selection,</li> <li>• Selection Tests and Types of Interviews</li> </ul>	13

3	Training and Development and Performance Appraisal	<ul style="list-style-type: none"> <li>• Definition of Training and Development,</li> <li>• Methods &amp; Types of Training,</li> <li>• Objectives and Importance of Training,</li> <li>• Training Methods,</li> <li>• Evaluation of Training Programme,</li> <li>• Cross-Cultural Training,</li> </ul>	16
4	Performance Appraisal	<ul style="list-style-type: none"> <li>• Concept of Performance Appraisal,</li> <li>• Importance of Performance Appraisal,</li> <li>• Methods of Performance Appraisal.</li> <li>• Limitations in Performance Appraisal</li> </ul>	14
			60

### Teaching Methodology

Unit No	Suggestive teaching methodology	Practical	Outcome expected		Weightage of Marks (%)
			Conceptual understanding	Knowledge/Skills/Attributes etc.	
1	Chart preparation of functions of HRM, Duties of HR manager, Concept of HRM/HRD	NA	Conceptual understanding		25%
2	Newspaper cut outs showing different recruitment adds, Mock interviews of students in the class How to face of interviews..		Industry exposure		25%
3	Guest lecture , workshop		Real life examples		25%
4	Case studies signifying methods of different PA in HRM				25%

**Evaluation Method:**

Unit	Evaluation Method	Marks (100)			Project/Practical
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	NA
1	Power Point presentations, Explain concept and functions of HRM and Role of HR Manager	Presentation	Assignment	25% answer in one line Short notes 35% Long answers 40%	
2	Assignment and Quiz	Assignment	Charts		
3		MCQ	Presentation		
4		MCQ	Presentation		NA

**Suggested Books:**

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Human resource management text and cases	K.Aswathappa	Tata McGraw Hill	New Delhi
2	Human resource management text and cases	L.M. Prasad	Sultan Chand and Sons	New Delhi
3	Human resource management text and cases	V.S.P Rao	Excel Books	New Delhi
4	Human Resources Management.	K. Ashwathappa –	<b>Tata McGraw Hill</b>	<b>New Delhi</b>

**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 - HRM	<a href="https://onlinecourses.swayam2.ac.in/cec21_mg06/preview">https://onlinecourses.swayam2.ac.in/cec21_mg06/preview</a>	Online - <a href="http://jhr.uwpress.org/">http://jhr.uwpress.org/</a>
2		Swayam Course – HRM for non-HR people	<a href="https://onlinecourses.swayam2.ac.in/cec20_mg20/preview">https://onlinecourses.swayam2.ac.in/cec20_mg20/preview</a>	Online - <a href="https://www.sciencedirect.com/journal/research-in-organizational-behavior">https://www.sciencedirect.com/journal/research-in-organizational-behavior</a>

## FYBBA Semester – I

<b>Course Code :</b> 23BB1-A041	<b>Subject:</b> Fundamentals of Indian Business environment	<b>Marks: 50</b> <b>Credits: 2</b>	
<p><b>Course Objectives:</b></p> <p>CO1: : To understand the concept of Business environment</p> <p>CO2: To understand the importance Human Development</p>			
<p><b>Course Outcome:</b></p> <p>After completing the course, the student shall be able to</p> <p><b>CO1:</b> learn the importance of Business Environment</p> <p><b>CO2:</b> To gain knowledge about various aspects of Growth and Human Development</p>			
Unit	Unit Title	Contents	No. of Lectures
1	Introduction to Business Environment	<ul style="list-style-type: none"> <li>• Introduction, Meaning, Definition and salient features.</li> <li>• Factors affecting Business -</li> <li>• Management of Glocal approach and opportunities Industrial Growth – Issues and Challenges</li> <li>• Economic policies, government regulations, and their influence on businesses</li> <li>• External Business Environment: Socio-cultural Factors.</li> <li>• External Business Environment: Technological and Legal Factors</li> <li>• Technological advancements and their impact on industries and markets</li> <li>• External Business Environment: Political and Environmental Factors</li> <li>• Political factors and government policies affecting business operations</li> </ul>	14
2	Industrial Policy and Human Development (HD)	<ul style="list-style-type: none"> <li>• Meaning , Need, Importance and objectives of industrial policies ,</li> <li>• New Trade Policy.</li> <li>• Importance and sectorial Development</li> <li>• Concept of HD its objectives,</li> <li>• Skill Development</li> <li>• Regional Imbalances</li> </ul>	16

		• Social sector expenditure and role of Government	
	Teaching and evaluation		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 industrial policy.	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 Resources

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business Environment	K. Aswathappa	Tata McGraw Hill	New Delhi
2	Business Environment		Himalaya Publication	New Delhi
3	Business Environment   Fourth Edition	Shaikh Saleem	Pearson	New Delhi

### Suggested Web/E-Learning Resources

<b>Sr. No.</b>	<b>Topic of the course</b>	<b>Lectures (Available on Youtube/Swayam/MOOCs etc.)</b>	<b>Link</b>	<b>Journals/Articles/Case studies</b>
1		Swayam Course - HD	<a href="https://onlinecourses.swayam2.ac.in/cec21_mg06/preview">https://onlinecourses.swayam2.ac.in/cec21_mg06/preview</a>	



## FYBBA Semester – I

<b>Course Code :</b> 23BB1-C041	<b>Subject:</b> Fundamentals of Indian Business environment (Practical – Skill development)	<b>Marks: 50</b> <b>Credits: 2</b>	
<b>Course Objectives:</b> CO1: To make students aware about the Inflation CO2: To understand the concept of industrial Growth and problems			
<b>Course Outcome:</b> After completing the course, the student shall be able to <b>CO1:</b> To gain knowledge about various aspects of Growth <b>CO2:</b> To know in brief the concept of problems of Growth and encourage to search solutions			
Unit	Unit Title	Contents	No. of Lectures
1	Trends and industrial Growth	<ul style="list-style-type: none"> <li>• Inflation</li> <li>• Meaning – Definition of Inflation</li> <li>• Features of Inflationary Economy</li> <li>• Measures of Inflation</li> <li>• Causes of Inflation</li> <li>• Effects and current trends in Inflation</li> <li>• Rural and Urban Inflation</li> <li>• Liberalization</li> </ul>	15
2	<b>Problems of growth</b>	<ul style="list-style-type: none"> <li>• Social injustice- Concept, Effects, Solutions</li> <li>• ,Black Money -Meaning – Sources – Effects- Measures,</li> <li>• Lack of technical knowledge and information-Problems-Remedies</li> <li>• Government initiatives and policies</li> </ul>	5
Teaching and evaluation			30

### Teaching Methodology

Unit	Suggestive teaching methodology	Outcome expected	Weightage of
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No		Conceptual understanding Knowledge/Skills/Attributes etc.	Marks (%)
1	Guest lecture and workshop signifying	Conceptual understanding	50%
2	Study of various reports and analysis of industrial policy.	Understanding the problem of growth and -Application of mind to resolve the problem of growth	50%
	<ul style="list-style-type: none"> <li>Students should actively engage with business professionals, ask questions, and gain insights into the challenges and opportunities faced by Indian businesses. After the visits, facilitate discussions and reflections to help students connect their observations to the broader Indian business environment.</li> <li>Current Events Analysis: Assign students the task of following and analyzing current events and news related to the Indian business environment. They can identify recent policy changes, economic developments, industry disruptions, or market trends. In groups or individually, students should present their analysis, highlighting the implications of these events on the Indian business landscape. Encourage critical thinking and open discussions in the classroom.</li> <li>Students will gain insights into India's unique business environment, enabling them to navigate the complexities and leverage opportunities in the Indian market.</li> </ul>		

#### 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	Presentation	Assignment	Short notes 35%and long answers 65% Long answers 65%
2	Report on lectures and workshop	Assignment	Charts	

#### Suggested Books:

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

### Suggested Web/E-Learning Resources

Sr. No.	Topic of the course	Lectures (Available on Youtube/Swayam/MOOCs etc.)	Link	Journals/Articles/Case studies
1	Unit 1	Government of India - Ministry of Commerce and Industry:	<a href="https://commerce.gov.in/">https://commerce.gov.in/</a>	

<b>FY BBA Semester I</b>			
<b>Course Code:</b> 23BB1-D091	<b>Course: Ancient Indian Textile Industry</b>		<b>Marks: 50 Credits: 2</b>
<b>Course Objectives:</b>			
<ol style="list-style-type: none"> <li>1. To impart the information about the evolution of the ancient Indian textile industry and provide exposure to the students about the economic strength of Indian economy in the past gained from the manufacturing of textile and its exports.</li> <li>2. To Acquaint students with the knowledge of sourcing of raw material and various textile art forms in various regions ancient India.</li> </ol>			
<b>Course Outcome:</b>			
After completing the course, the student shall be able to			
<b>CO1.</b> Perceive the glory of India as a leading exporter on the front of textile and know the relative importance of Indian textile industry since last number of centuries and will feel proud of about it.			
<b>CO2.</b> Acquaint students with the knowledge of sourcing of raw material and various textile art forms in various regions of ancient India.			
Unit	Unit Title	Contents	No. of lectures
<b>I</b>	<b>Evolution of Indian Textiles Industry</b>	1.1 History of Indian Textile Trade and Exchange in Ancient India. 1.2 Textile Industry in India during: Indus Valley Civilisation 1.3 Vedic and post-Vedic period 1.4 Mauryan periods (Kautilya's Arthashastra) later Mauryan period 1.5 Gupta period 1.6 Later period 1.7 Contribution of Textile Industry in Ancient 1.8 Medieval Indian Economy.	<b>16</b>
<b>2</b>	<b>Study of Ancient Indian Textile</b>	2.1 India as the ancient home of cotton and silk fabrics. 2.2 Major woven fabrics in ancient India 2.3 Major Variety of Textile developed in different parts of India 2.4 Variety of Dye in India	<b>12</b>
<b>Total No of Lectures</b>			<b>28 (60 min)</b>
<b>Total No. of Lectures for Assessment and Evaluation</b>			<b>2</b>

Unit	Unit Title	Teaching methodology	Project /Hands on exposure/ Practice based	Outcome expected	Weightage of Marks (%)
				Conceptual understanding Knowledge/Skills/Attributes etc.	
I	<b>Evolution of Indian Textiles Industry</b>	1. Lecture Method 2. Explanation based on PowerPoint Presentations 3. Video Lectures 4. Quiz	N. A.	1. Perceive the glory of India as a leading exporter on the front of textile and know the relative importance of Indian textile industry since last number of centuries and will feel proud of about it.	50%
2.	<b>Study of Ancient Indian Textile</b>	1. Lecture Method 2. Explanation based on PowerPoint Presentations 3. Video Lectures 4. Objective Questions 5. Quiz	N. A	2. Aquent students with the knowledge of sourcing of raw material and various textile art forms in various regions of ancient India.	50 %

### Teaching methodology

### Suggested Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Textile Industry in Ancient India - An Analysis (From Maurya Period to 7th Century)	Nidhi Sidharth	Shri Natraj Prakashan	Delhi
2.	Textiles in Ancient India From Indus Valley Civilization to Maurya Period	Kiran Singh	Vishwavidhyalaya Prakashan	Varanasi
3.	History of the Indian Cotton Textile Industry	V. B. Kulkurni	Millowners' Association	

### Suggested Web/E-Learning Resources

Sr. No .	Topic of the Lecture	Lectures (Available on Youtube/Swayam/MOOCs etc.)	Films	Journals/Articles/ Case studies
1.	Ancient Indian Textile Technology	<a href="https://youtu.be/xp5GbJ9-t98">https://youtu.be/xp5GbJ9-t98</a>		
2.	Textiles and Fabrics in Ancient India	<a href="https://indianculture.gov.in/node/2730142">https://indianculture.gov.in/node/2730142</a>		
3.	History   INDIAN CULTURE	<a href="https://indianculture.gov.in/textiles-and-fabrics-of-india/history">https://indianculture.gov.in/textiles-and-fabrics-of-india/history</a>		
4.	Indian textiles · V&A (vam.ac.uk)	<a href="https://www.vam.ac.uk/articles/indian-textiles">https://www.vam.ac.uk/articles/indian-textiles</a>		
5.	Natural Fiber: Backbone of Indian Textile Industry			<a href="https://youtu.be/SShVI-00ZbQ">https://youtu.be/SShVI-00ZbQ</a>
5	How India transformed Global Fashion			<a href="https://youtu.be/RGnPGTkNrj8">https://youtu.be/RGnPGTkNrj8</a>
6.	Movie: Bunkar: The Last of Varanasi Weavers			<a href="https://tubitv.com/movies/650967/bunkar-the-last-of-the-varanasi-weavers">https://tubitv.com/movies/650967/bunkar-the-last-of-the-varanasi-weavers</a>

<b>FYBBA – Semester – I</b>			
<b>Course Code:</b> <b>23BB1-G051</b>	<b>Subject: Business Mathematics</b>		<b>Marks: 100</b> <b>Credits: 4</b>
<b>Course Objectives:</b>			
<ul style="list-style-type: none"> <li>• To develop the basic understanding of numbers &amp; their operations.</li> <li>• To understand the concept of Commercial Mathematics, competitive aptitude &amp; Numerical Ability.</li> <li>• To understand the concept of Determinants and Matrix.</li> <li>• To develop logical and analytical approach towards data.</li> </ul>			
<b>Course Outcome:</b>			
After completing the course, the student shall be able to			
<b>CO1:</b> Understand numbers & their operations with ratio and proportion.			
<b>CO2:</b> Develop Mathematical competence for various interest related transactions and other commercial calculations.			
<b>CO3:</b> Understand the Determinants and Matrix in business.			
<b>CO4:</b> Understand the concept and application of Linear Programming Problems.			
Unit	Unit Title	Contents	No. of Lectures
<b>I</b>	Introduction to Mathematics	1.1 Numbers & Their Operations. 1.2 HCF & LCM. 1.3 Equations & Their Solutions. 1.4 Ratio & Continued Ratio. 1.5 Proportion – Continued Proportion, Direct Proportion, Inverse Proportion. 1.6 Variation – Direct & Inverse Variation, Joint Variation. 1.7 Percentage.	13
<b>II</b>	Commercial Mathematics	2.1 Profit and Loss – Terms and Formulae, Trade Discount, Cash Discount, Problems involving Cost Price, Selling Price. 2.2 Introduction to Commission and Brokerage, Problems on Commission and Brokerage. 2.3 Simple and compound Interest.	14

<b>III</b>	Determinants and Matrix	3.1 Determinants. 3.2 Definition of Matrices, Types of Matrices, Algebra of Matrices, Adjoint of Matrix, Inverse of Matrix, System of Linear equations, Solution of System of Linear Equation by Adjoint Method (Up to 3 Variables Only).	17
<b>IV</b>	Linear Programming Problem	4.1 Linear Programming Problem – Concept of LPP, Formulation of LPP and solution of LPP by graphical method.	06
<b>Total No of Lectures for Teaching</b>			<b>50</b>
<b>Total No. of Lectures for Evaluation</b>			<b>10</b>
<b>Total</b>			<b>60</b>

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 Mathematics	Problem Solving.	NA	Understand numbers & their operations with ratio and proportion.	Self-directed Learning, Problem Solving	25%
II	Commercial Mathematics	Cooperative learning, Quiz, Group Discussion & Problem Solving.	NA	Develop Mathematical competence for various interest related transactions and other commercial calculations.	Professional Skills, Problem Solving, Application Skills, Lifelong learning, Critical thinking, Employability	30%
III	Determinants and Matrix	Peer Learning, Quiz & Problem Solving.	NA	Understand the Determinants, Matrices in business.	Reflective Thinking, Scientific Reasoning, Problem Solving	30%
IV	Linear Programming Problem	Lecture – demonstration Method, Group Discussion.	NA	To use L.P.P. and its applications in business.	Decision Making Skills,	15%



**Suggested Readings:**

Sr. No.	Name of Book	Author	Publication	Edition	Place
1	A Textbook of Business Mathematics	Dr. Padmalochan Hazarika	S. Chand	Fourth	New Delhi
2	Business Mathematics: Theory & Applications	J. S. Sharma	S. Chand	Second	New Delhi
3	Business Mathematics	Dr. Amarnath, Dikshit & Dr. Jinendra kumar	Himalaya	First	New Delhi
4	Schaum's Outline of Linear Algebra	Seymour Lipschutz, Marc Lipson	Mc-Graw Hill	Sixth	New Delhi
5	Operation Research	J. K. Sharma	S. Chand	Fifth	New Delhi

Unit	Evaluation Method	Marks (100)		Project/ Practical	
		Formative Assessment			Summative Assessment
		CCE I (20)	CCE II (20)		SEMESTER (60)
1	Test on basic concepts of mathematics	Assignment +	MCQ +	NA	
2	Test on Commercial Mathematics				
3	Test on Determinants and Matrix.				
4	Test on Linear Programming Problem.				

**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 Mathematics	<a href="https://youtube.com/c/IcaiOrgtube">https://youtube.com/c/IcaiOrgtube</a>		College e-library: <a href="https://sites.google.com/mespune.in/mesgarwarecollegeofcommerce/f-y-bba?authuser=0">https://sites.google.com/mespune.in/mesgarwarecollegeofcommerce/f-y-bba?authuser=0</a>
2	Commercial Mathematics			
3	Determinants and Matrix			
4	Linear Programming Problem			

<b>FYBBA Semester I</b>			
<b>Course Code: 23BB1- G061</b>	<b>Subject: Business Economics (Micro)</b>		<b>Marks: 100 Credits: 4</b>
<p><b>Course Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To understand the role of economics and its influence on business and society.</li> <li>2. To make students aware about demand analysis, supply analysis, elasticity and production analysis.</li> <li>3. To have conceptual understanding of revenue and cost.</li> <li>4. To make students aware about different market structures.</li> </ol>			
<p><b>Course Outcome:</b></p> <p>After completing the course, the student shall be able to –</p> <p>CO1: Understand the role &amp; purpose of economics for business and society.</p> <p>CO2: Know the concept of demand analysis, supply analysis, elasticity and production analysis.</p> <p>CO3: Relate to the role and function of revenue in different economic decisions and understand factors determining revenue and cost.</p> <p>CO4: Understand the concept of market structures, different forces affecting it and correlate these with economic circumstances.</p>			
<b>Unit</b>	<b>Unit Title</b>	<b>Contents</b>	<b>No of Lectures</b>

<b>I</b>	Concepts of Business Economics	<p>1.1 Importance of economics in life</p> <p>1.2 Business Economics: Meaning and Definition</p> <p>1.3 Microeconomics: Meaning, Scope, Importance and Limitations of Business Economics</p> <p>1.4 Forms of Economy, Economic Activities, Economic Problems</p> <p>1.5 Basic economic problems</p>	15
<b>II</b>	Demand and Supply Analysis	<p>2.1 Concept of Demand, Determinants of demand, Types of Demand: Individual, Market and Aggregate, Concept of Demand and Quantity Demanded</p> <p>2.2 Law of Demand, Assumptions, Exceptions</p> <p>2.3 Elasticity of demand, types of elasticity of demand. Significance and applicability of elasticity of demand. Methods of measuring elasticity of demand.</p> <p>2.4 Introduction to the Law of supply, determinants of supply, elasticity of supply, types of elasticity of supply</p>	15
<b>III</b>	Cost and Revenue Analysis	<p>3.1 Cost: Various concepts of Cost, Types of Cost, Short-run and Long-run Cost</p> <p>3.2 Revenue: Various concept of Revenue, Types of Revenue</p> <p>3.3 Interrelationship between marginal, total, and average revenue</p> <p>3.4. Concept of profit maximizing equilibrium</p>	15
<b>IV</b>	Pricing under various forms of Market	<p>4.1 Forms of Market: Features and Price and output determination under these different market forms</p> <p>4.1.1 Perfect Competition</p> <p>4.1.2. Imperfect Competition -Monopoly, Duopoly, Oligopoly, Monopolistic Competition</p>	15
<b>Total No of Teaching Lectures</b>			<b>50</b>
<b>Total No of Lectures for Assessment and Evaluation</b>			<b>10</b>

## Teaching Methodology

Unit No.	Unit Title	Teaching methodology	Project (If any)	Outcome expected	Weightage of Marks (%)
				Conceptual understanding Knowledge/Skills/Attributes etc	
I	Concepts of Business Economics	Analogies, Case Study, Article Review,	N.A.	<ul style="list-style-type: none"> <li>Understand the role &amp; purpose of economics for business and society.</li> </ul>	25
II	Demand and Supply Analysis	Situation Analysis, Case Study, Library work, Market Analysis, Presentations	N.A.	<ul style="list-style-type: none"> <li>Know the concept of demand analysis, supply analysis, elasticity and production analysis.</li> </ul>	25
III	Cost and Revenue Analysis	Discussions based on Suggested Readings,	N.A.	<ul style="list-style-type: none"> <li>Relate to the role and function of revenue in different economic decisions and understand factors determining revenue and cost.</li> </ul>	25
IV	Pricing under various forms of Market	Case study, Market Competition Analysis,	N.A.	<ul style="list-style-type: none"> <li>Understand the concept of market structures, different forces affecting it and correlate these with economic circumstances.</li> </ul>	25

## Evaluation Method

Unit	Evaluation Method	Marks (100)			Project/ Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
I	Concepts of Business Economics	MCQ or/and Descriptive	Written Assignment	MCQ and Descriptive	N.A.
II	Demand and Supply Analysis				N.A.
III	Cost and Revenue Analysis				N.A.
IV	Pricing under various forms of Market				N.A.

## Suggested Readings:

Sr. No	Title of Book	Author/s	Publication
1	Business Economics	Andrew Gillespie	Oxford Press, New Delhi
2	Business Economics	Rob Dransfield	Vikas Publishing House
3	Business Economics – Theory and Applications	Dr. D.D. Chaturvedi , Dr. S. L. Gupta	International Book House, New Delhi
4	Economics for management – Text and Cases Mumbai	S. K. Sarangi	Himalaya Publishing House, Mumbai
5	Economics Principles and Applications.	N. Gregory Mankiw	Cengage Learning India Pvt. Ltd, New Delhi
6	Microeconomics	H.L Ahuja	S. Chand Publication, New Delhi
7	Elements of Economics	R.G. Lipsey	Pearson, New York
8	Microeconomics	M.L. Jhingan	Vrinda, New Delhi

#### Suggested Web/E learning Resources:

Sr. No.	Lectures (Available on YouTube/ Swayam/ MOOCS etc.)	Films	Journals/Articles/Case studies
1	<b>Swayam Course on Principles of Economics:</b> <a href="https://onlinecourses.nptel.ac.in/noc23_ec06/preview">https://onlinecourses.nptel.ac.in/noc23_ec06/preview</a>	<b>A Beautiful Mind Movie</b> <a href="https://www.primevideo.com/detail/A-Beautiful-Mind/0G9EMVCFH8R00XP561US0ZVWJ0">https://www.primevideo.com/detail/A-Beautiful-Mind/0G9EMVCFH8R00XP561US0ZVWJ0</a>	<b>Nonprofits in Good Times and Bad Times:</b> <a href="https://hbswk.hbs.edu/item/nonprofits-in-good-times-and-bad-times">https://hbswk.hbs.edu/item/nonprofits-in-good-times-and-bad-times</a>
2	<b>Swayam Course on Economics of Innovation:</b> <a href="https://onlinecourses.nptel.ac.in/noc23_ec03/preview">https://onlinecourses.nptel.ac.in/noc23_ec03/preview</a>	<b>Freakonomics Book:</b> <a href="http://christophe.heintz.free.fr/bgt/Freakonomics_A_Rogue_Economist_Explores_the_Hidden_Side_of_Everything_Revised_and_Expanded.pdf">http://christophe.heintz.free.fr/bgt/Freakonomics_A_Rogue_Economist_Explores_the_Hidden_Side_of_Everything_Revised_and_Expanded.pdf</a>	<b>State party Capitalism in China:</b> <a href="https://hbswk.hbs.edu/item/party-state-capitalism-in-china">https://hbswk.hbs.edu/item/party-state-capitalism-in-china</a>
3			<b>Capitalism works better when I can see what you are doing:</b> <a href="https://hbswk.hbs.edu/item/capitalism-works-">https://hbswk.hbs.edu/item/capitalism-works-</a>

			<a href="#"><u>better-when-i-can-see-what-you-re-doing</u></a>
4			<a href="https://economcs.mit.edu/sites/default/files/2023-05/A%20Model%20of%20Behavioral%20Manipulation.pdf"><u>https://economcs.mit.edu/sites/default/files/2023-05/A%20Model%20of%20Behavioral%20Manipulation.pdf</u></a>

<b>FYBBA Semester – I</b>		
<b>Course Code:</b> 23BB1-H011	<b>Subject : Principles of Marketing (Practical)</b>	<b>Marks : 100</b> <b>Credits : 2</b>
<b>Course Objectives :</b>		
<ol style="list-style-type: none"> <li>1. To know and understand marketing mix with suitable example.</li> <li>2. To create advertising copy.</li> </ol>		

**Course Outcome :**

After completing the course, the student shall be able to

**CO1:** know and understand the concept of marketing mix.

**CO2:** know and understand advertising copy.

<b>Unit</b>	<b>Unit Title</b>	<b>Contents</b>	<b>No of Lectures</b>
<b>I</b>	Practical's on marketing mix	<ol style="list-style-type: none"><li>1. Practical based on product mix</li><li>2. Price mix</li><li>3. Place mix</li><li>4. Promotion</li><li>5. People</li><li>6. Process</li><li>7. Physical environment</li></ol>	08

<b>II</b>	Advertising copy	<ol style="list-style-type: none"><li>1. Print copy</li><li>2. TV ad copy</li><li>3. Social media copy</li><li>4. Creative communication etc</li></ol>	15
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<b>Total No of Lectures for Teaching</b>	<b>48</b>
<b>Total No of Lectures for Evaluation</b>	<b>09</b>
<b>Total</b>	<b>57</b>

Unit	Unit Title	Suggestive Teaching Methodology	Project (If any)	Outcome expected		Weightage of Marks (%)
				Conceptual understanding	Knowledge/Skills/Attributes etc	
1	Practical's on marketing mix	Practical	Project on element of marketing mix	Understanding of marketing mix with practical	Disciplinary knowledge.	25
2	Advertising Copy	Practical	Project on advertising copy	Understanding concept of creating an advertisement.	Disciplinary knowledge.	25

Unit	Evaluation Method	Marks (100)			Practical  2 Credit
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	These are suggestive topic, can be changed as per the requirements.
1	Practical	-	-	Practical	Practical elements of marketing mix, on approaches, challenges and opportunities in Marketing.
2	Practical	-	-	Practical	Practical advertising copy creation, Internal and External Marketing Environment, Market Segmentation.

### Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Marketing Management	Philip Kotler & Keven 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 Semester – I

<b>Course Code :</b> 23BB1-H021	<b>Subject:</b> Principles of Finance (Practical)	<b>Marks: 50</b> <b>Credits: 2</b>	
<b>Course Objectives:</b>			
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.			
<b>Course Outcome:</b>			
After completing the course, the student shall be able to			
<b>CO1:</b> learn the importance of finance functions in the personal & professional life.			
<b>CO2:</b> 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"> <li>• 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.</li> <li>• Study of Impacts of financial knowledge on financial access through banking, microfinance, and fintech access using any class of the society.</li> <li>• Variables such as profession, income level, knowledge regarding depositing and withdrawing money, and knowledge regarding interest rate highly affected the overall access to finance.</li> </ul>	15
2	Financial Inclusion	<ul style="list-style-type: none"> <li>• Study of various exclusive schemes for the purpose of financial inclusion of Government of India. <ul style="list-style-type: none"> <li>➤ Pradhan Mantri Jan Dhan Yojana (PMJDY)</li> <li>➤ Atal Pension Yojana (APY)</li> <li>➤ Pradhan Mantri Vaya Vandana Yojana (PMVVY)</li> <li>➤ Stand Up India Scheme</li> <li>➤ Pradhan Mantri Mudra Yojana (PMMY)</li> <li>➤ Pradhan Mantri Suraksha Bima Yojana (PMSBY)</li> <li>➤ Sukanya Samridhi Yojana</li> <li>➤ Jeevan Suraksha Bandhan Yojana</li> <li>➤ Credit Enhancement Guarantee Scheme (CEGS) for Scheduled Castes (SCs)</li> </ul> </li> </ul>	15

		<ul style="list-style-type: none"> <li>➤ Venture Capital Fund for Scheduled Castes under the Social Sector Initiatives</li> <li>➤ Varishtha Pension Bima Yojana (VPBY)</li> </ul>	
	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%

Notes –

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	25 marks – Overall Students regularity and participation in all the activities. 25 marks – Presentation / demonstration in the class and outcome based report

### 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
1.	Behavioral and Personal Finance	Swayam Course – Behavioral and Personal Finance	<a href="https://onlinecourses.nptel.ac.in/noc21_mg40/previiew">https://onlinecourses.nptel.ac.in/noc21_mg40/previiew</a>	Journal of Financial Literacy and Wellbeing by Cambridge University Press.

**FYBBA Semester – I**

<b>Course Code :</b> 23BB1-H031	<b>Subject:</b> Principles of Human Resource Management (practical)	<b>Marks: 50</b> <b>Credits: 2</b>
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**Course Objectives:**

CO1 To develop an understanding of the HR function and its role within organizations.  
CO2 To familiarise with essential HR skills in recruitment and selection.

**Course Outcome:**

After completing the course, the student shall be able to  
**CO1:** learn the importance of HRM functions in the business  
**CO2:** The students will gain practical experience and enhance understanding of HR requirement planning in various organizations.

Unit	Unit Title	Contents	No. of Lectures
1	Talent Acquisition and selection	<p>. Method of conducting - Mock recruitment exercise where students take on the roles of recruiters and candidates. (in different sectors – Entry level jobs )</p> <p>Requirements - Provide them with job descriptions, Role of candidate- Students will prepare resumes, and interview questions specific to the jobs</p> <p>Role of recruiters:</p> <ul style="list-style-type: none"> <li>• Screening resumes and shortlisting candidates</li> <li>• Conducting interviews and assessing candidates' suitability</li> </ul> <p>After the exercise, discuss the outcomes and provide feedback on their performance in assessing candidate suitability and conducting effective interviews.</p>	15
2	Manpower Planning And Job Analysis	<p><b>Topic –</b></p> <p><b>Activity No 2 HR Planning</b></p> <p>HR Requirement Planning Simulation: Divide students into groups and provide them with a fictional organization with specific HR requirement planning challenges. Ask each group to create a comprehensive HR requirement plan, considering factors such as workforce demographics, skills needs and recruitment method Students can present their plans and receive feedback from their teachers</p> <p><b>Activity No 3 - Job Analysis:</b></p>	15

		Selecting recruitment advertisement from the newspaper with job descriptions of different positions within various organizations. Ask them to conduct a job analysis by identifying the key tasks, responsibilities, qualifications, and competencies required for each position. Students can present their findings and discuss how the information gathered can be used for HR requirement planning.	
	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	Role play	Conceptual understanding	25%
2	Discussions and presentation with report	Industry exposure	25%
<p>Notes -1. Teachers may incorporate discussions, presentations, and group work to encourage collaboration and critical thinking among students.</p> <p>2 Teachers can select any two activities from the list or can conduct any relevant activity on the topic.</p>			

### Evaluation Method:

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

### Suggested Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Human resource management text and cases	K.Asathappa	Tata McGraw Hill	New Delhi
2	Human resource management text and cases	L.M. Prasad	Sultan Chand and Sons	New Delhi



### Suggested Web/E-Learning Resources

<b>Sr. No.</b>	<b>Topic of the course</b>	<b>Lectures (Available on Youtube/Swayam/MOOCs etc.)</b>	<b>Link</b>	<b>Journals/Articles/Case studies</b>
2.		Swayam Course – HRM for non-HR people	<a href="https://onlinecourses.swayam2.ac.in/cec20_mg20/preview">https://onlinecourses.swayam2.ac.in/cec20_mg20/preview</a>	Online - <a href="https://www.sciencedirect.com/journal/research-in-organizational-behavior">https://www.sciencedirect.com/journal/research-in-organizational-behavior</a>

<b>FYBBA Semester-I</b>		
<b>Course Code:</b> 23BB1-I071	<b>Subject : English for Business Communication</b>	<b>Marks : 50</b> <b>Credits : 2</b>
<b>Course Objectives :</b>		
<ol style="list-style-type: none"> <li>1. To understand the English grammar and writing skills.</li> <li>2. To understand the basic theories of professional communication skills.</li> </ol>		
<b>Course Outcome :</b>		
After completing the course, the student shall be able to		
<b>CO1:</b> Demonstrate basic knowledge of English grammar and writing skills		
<b>CO2:</b> Understand the basic theories of professional communication skills		
<b>Unit</b>	<b>Unit Title</b>	<b>Contents</b>
<b>I</b>	Basic English Grammar & writing skills	1.1 Active and Passive voice, tenses 1.2 Identifying nouns, adjectives, adverbs, pronouns, punctuations 1.3 Comprehension skills and paraphrasing 1.4. Concept, need and functions of writing skills like Business Correspondence 1.5 Essentials of Business Letter 1.6 Types of Business letters 1.7 Layout/Drafting of business letter. 1.8 Business Correspondence: Enquiry Letter, Reply to enquiry, Purchase Order, Credit & Status enquiry letter, Sales Letter, Complaint letter, promotional letter, leave application and resignation letters 1.9 Report Writing and Internal Correspondence: Report- Meaning, Need & Importance, Types.

		1.10 Notices, memos, circulars, Blog writing.
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<b>II</b>	Introduction to Professional Communication Skills and their methods	<p>2.1 Communication - meaning, importance, communication process model</p> <p>2.2 Verbal Communication, Non-verbal Communication, Formal Communication, Informal Communication.</p> <p>2.3 Oral communication- Objectives, Functions, Advantages and Disadvantages. Types of Oral Communication</p> <p>2.4 Written communication, Forms of written communication. Qualities, difficulties in written communication, Constraints in developing effective written communication.</p> <p>2.5 Non-Verbal Communication- Objectives, Functions, Advantages and Disadvantages. Forms of Non-Verbal Communication</p>
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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	Basic English Grammar & writing Skills	PPT, Discussion, Grammar sheets, quiz	-	Students will understand the basic Grammar and writing skills	➤ Conceptual understanding, reflective skills	60%
2	Introduction to Professional Communication Skills and their methods	PPT, Discussion, Video clips, poster making	-	Students will be able to understand the basic Professional Communication Skills and their methods	➤ Conceptual skills, reflective learning	40%

Unit	Evaluation Method	Marks (100)			Project/Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (10)	CCE II (10)	SEMESTER (30)	

<b>I</b>	Grammar test	5 M			-
<b>III</b>	Home Assignments	5 M			-
<b>IV</b>	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 and personality Development	BiswajitDas .ipswwtaSatpathy	Excel Books
5	Technical Communication – Principles and Practice		Oxford University Press
6	English Grammar in Use	Raymond Murphy	

### Suggested Web/E learning Resources:

SR NO	Topic	Lectures (Available on Youtube/Swayam/MOOCs etc)	Films	Journals/Articles/ Case studies
1.	Basic English Grammar and writing skills	<p>1. <a href="https://onlinecourses.nptel.ac.in/noc20hs19/preview">https://onlinecourses.nptel.ac.in/noc20hs19/preview</a></p> <p>2. <a href="https://nptel.ac.in/courses/109106129">https://nptel.ac.in/courses/109106129</a></p> <p>3. <a href="https://www.youtube.com/watch?">https://www.youtube.com/watch?</a></p>		

		<a href="#">v=6NADEfJ OVNo</a>		
2.	Introduction to Professional Communication Skills	<ol style="list-style-type: none"> <li>1. <a href="https://www.youtube.com/watch?v=DLpINabdbRI">https://www.youtube.com/watch?v=DLpINabdbRI</a></li> <li>2. <a href="https://www.youtube.com/watch?v=Mqvg2vLfbgg">https://www.youtube.com/watch?v=Mqvg2vLfbgg</a></li> <li>3. <a href="https://www.youtube.com/watch?v=gFNQ-aZIakM">https://www.youtube.com/watch?v=gFNQ-aZIakM</a></li> <li>4. <a href="https://www.youtube.com/watch?">https://www.youtube.com/watch?</a></li> </ol>		<ol style="list-style-type: none"> <li>1. <a href="http://ndl.iitkgp.ac.in/document/MD15cHdNUUInd0lnZHNoQXlvOG5IUENRNG5vb25FV0xOK2VrYVBKTXpYWT0">http://ndl.iitkgp.ac.in/document/MD15cHdNUUInd0lnZHNoQXlvOG5IUENRNG5vb25FV0xOK2VrYVBKTXpYWT0</a></li> </ol>

		<p><a href="https://www.youtube.com/watch?v=glnMChrjU_8">v=glnMChrjU_8</a></p> <p>5. <a href="https://www.youtube.com/watch?v=2nJAiNgTzKM">https://www.youtube.com/watch?v=2nJAiNgTzKM</a></p> <p>6. <a href="https://www.youtube.com/watch?v=0bepN-VKRE">https://www.youtube.com/watch?v=0bepN-VKRE</a></p>		
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**Environment Awareness Part-I**

**F. Y. BBA**

<b>Course Code:</b> <b>23BB1-J081</b>	<b>Subject : Environment Awareness Part-I</b>	<b>Marks : 50</b> <b>Credits :2</b>
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**Course Objectives :**

1. To acquire the knowledge, values, attitudes, commitment and practices needed to protect and improve the environment and better ecosystem
2. To build knowledge among students regarding utilization of various natural resources.
3. To make students conscious on necessary bio-diversity and ecological conservations and to address complex environmental issues
4. To create awareness about various causes of environmental pollution and its remedies.
5. To study the impacts of human communities on environment

**Course Outcome :**

After completing the course, the student shall be able to

**CO1:** Understand how their actions affect on the environment hence how to build better ecosystem

**CO2:** Build knowledge and implement necessary practices for utilization of various natural resources

**CO3:** Motivate to implement various practices of Bio-diversity and to preserve Ecological Conservations of complex environmental issues.

**CO4:** Know various causes of Environmental Pollution and its remedies.

**CO5:** Study The impacts of Human Communities On Environment.

**Syllabus Content:**



<b>Unit</b>	<b>Unit Title</b>	<b>Contents</b>	<b>No of Lectures</b>
<b>I</b>	Introduction To Environmental Studies and Ecosystem	1.1 Multidisciplinary nature of environmental studies 1.2 Scope and importance; Concept of sustainability and sustainable development 1.3 Meaning of Ecosystem 1.4 Structure and functions of Ecosystem 1.5 Energy flow in an Ecosystem: Food Chains, Food Webs and Ecological Succession.	4
<b>II</b>	Natural Resources : Renewable and Non-renewable Resources	2.1 Land resources and Over utilization of land 2.2 Land degradation, Soil Erosion and Desertification 2.3 Deforestation: Causes And Impacts Due to Mining, Dam Building On Environment, Forests, Biodiversity And Tribal Populations 2.4 Water: Use And Over-Exploitation of Surface and Ground Water, Floods, Droughts Conflicts Over Water (International & Inter-State) 2.5 Energy Resources : Renewable And Non Renewable Energy Sources, Use Of Alternate Energy Sources, Growing Energy Needs, Case Studies	5
<b>III</b>	Biodiversity and Conservation	3.1 Levels Of Biological Diversity : Genetic, Species And Ecosystem Diversity 3.2 Biogeography Zones of India; Biodiversity Patterns And Global Biodiversity Hot Spots 3.3 India as a Mega-Biodiversity Nation; Endangered and Endemic Species of India 3.4 Threats To Biodiversity: Habitat Loss, Poaching Of Wildlife, Man-Wildlife Conflicts, Biological Invasions; Conservation Of Biodiversity: In-Situ And Ex-Situ Conservation Of Biodiversity.	6

		3.5 Ecosystem and Biodiversity Services: Ecological, Economic, Social, Ethical, Aesthetic and Informational Value.	
<b>IV</b>	Environmental Pollution	<p>4.1 Environmental Pollution : Types, Causes, Effects and Controls; Air, Water, Soil And Noise Pollution</p> <p>4.2 Nuclear Hazards and Human Health Risks</p> <p>4.3 Solid Waste Management : Control Measures Of Urban And Industrial Waste</p> <p>4.4 Climate Change, Global Warming, Ozone Layer Depletion, Acid Rain And Impacts On Human Communities And Agriculture</p>	4
<b>V</b>	Human Communities and the Environment	<p>5.1 Human Population Growth: Impacts On Environment, Human Health and Welfare</p> <p>5.2 Resettlement And Rehabilitation of Project Affected Persons; Case Studies</p> <p>5.3 Disaster Management : Floods, Earthquake, Cyclones And Landslides</p> <p>5.4 Environmental Ethics: Role Of Indian and Other Religions and Cultures In Environmental Conservation</p> <p>5.5 Environmental Movements : Chipko, Silent Valley, Bishnois of Rajasthan</p> <p>5.6 Environmental Communication and Public Awareness, Case Studies (eg. CNG Vehicles In Delhi)</p>	6

		5.7 Environmental Ethics: Role of Indian And Other Religions And Cultures In Environmental Conservation	
No of Hours			25(60 mins)
Evaluation			05
<b>Total No of Lectures</b>			<b>30</b>

**Teaching Methodology:**

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected	Weightage of Marks (%)
				Conceptual understanding Knowledge/Skills/Attributes etc	

<b>I</b>	Introduction to environmental studies and Ecosystem	Presentations, Lectures series , Video Clips	NA	The student shall be able to understand how their decisions and actions affect on the environment	15%
<b>II</b>	Natural Resources : Renewable and Non-renewable Resources	Presentations, Lectures series , Video Clips	NA	Students will be able to develop Consciousness about the Eco-system	20%
<b>III</b>	Biodiversity and Conservation	Presentations, Lectures series , Video Clips	NA	Students will able to build knowledge on biodiversity and conservation	25%
<b>IV</b>	Environmental Pollution	Presentations, Lectures series , Video Clips	NA	Students will be able to understand causes of Environmental Pollution and its remedies	15%
<b>V</b>	Human Communities And The Environment	Presentations, Lectures series , Video Clips	NA	Students will understand the Environment Ethics	25%

**Evaluation Method:**

Unit	Evaluation Method	Marks (100)		Project/Practical (If any)
		Formative Assessment	Summative	

				Assessment	
		CCE I (25)	CCE II (25)	SEMESTER	
1	Assignment and Quiz	Assignment	Written Exam		
2	Assignment and Quiz	Assignment	Written Exam		
3	Assignment and Quiz	Assignment	Written Exam		
4	Assignment and Quiz	Assignment	Written Exam		
5	Assignment and Quiz	Assignment	Written Exam		

**Suggested Readings:**

Sr. No.	Name of Book	Author	Publication	Edition	Place
1	Silent Spring	Carson R			
2	This Fissured Land: An Ecological History of India.	Gadgil, M			
3	Global Ethics and Environment	Gleeson B.			