



MES GARWARE COLLEGE OF COMMERCE (AUTONOMOUS)

BBA Programme (Autonomous)

Under the Guidelines of NEP 2020 and AICTE

AY 2024-25

FYBBA Semester-II

Course Code: 23BB2-A012	Subject : Retail Management	Marks : 100 Credits : 4
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Course Objectives :

1. To understand the fundamental aspects of retail management.
2. To study the concept of retail strategy.
3. To know various strategies used for the management and implementation of a retail business.
4. To understand the integration of technology in retailing.

Course Outcome :

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

CO1: Understand the fundamental aspects of retail management

CO2: Know the concept of retail strategy.

CO3: Apply various strategies used for the management and implementation of a retail business.

CO4: Know and understand the integration of technology in retailing.

Unit	Unit Title	Contents	No of Lectures
I	Fundamentals of Retailing	1.1 Meaning- Retail, Retailing and Retailer 1.2 Functions of a retailer 1.3 Advantages of retailing 1.4 Structure of retail industry 1.5 Types of retailers 1.6 Market segments and distribution channels 1.7 Retail life cycle 1.8 Role of retailing in building the economy	13
II	Retail Strategies	2.1 Meaning of retail strategy and retail promotion 2.2 Selecting the location and site 2.3 Factors to be considered while selection the retail location and site 2.4 Establishing and Maintaining Retail Image	12

		2.5 Creating In-store Dynamics (Layouts & Plans) 2.6 Store layout- Types, Functions and Importance.	
III	Managing the Retail Business	3.1 Formulating retail marketing plan 3.2 Implementing retail marketing plan 3.3 Human Resource Requirements in retailing 3.4 Developing Product and Branding Strategies 3.5 Developing Merchandise Plans, Merchandising Strategy.	13
IV	Recent Trends in Retailing	4.1 Introduction to recent trends and Technological Advancements in retailing. 4.2 Omni Channel Retailing 4.3 Shopping with Augmented Reality 4.4 Artificial Intelligence in retailing 4.5 Pop up shops, social shopping 4.6 Private label brands 4.7 Green and Eco-Retailing.	12
Total No of Teaching Lectures			50
Total No of Lectures for Evaluation			10
			60

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected		Weightage of Marks (%)
				Conceptual understanding	Knowledge/Skills/Attributes etc	
I	Fundamentals of Retailing	PPT, Case Study.	NA	<ul style="list-style-type: none"> To develop the basic understanding of retailing. 	<ul style="list-style-type: none"> Disciplinary knowledge Critical thinking 	20%
II	Retail Strategies	Demonstration, Role Play.	-	<ul style="list-style-type: none"> To know and understand the Retail Strategies. 	<ul style="list-style-type: none"> Problem Solving Reflective Thinking Application Skills Employability 	30%
III	Managing the Retail Business	PPT, Experience Learning through Visit.	-	<ul style="list-style-type: none"> To understand how to Manage the Retail Business 	<ul style="list-style-type: none"> Problem Solving Application Skills 	30%
IV	Recent Trends in Retailing	Short Films, Videos, Case Study.	-	<ul style="list-style-type: none"> To understand technological advancement and recent trends in retailing 	<ul style="list-style-type: none"> Critical thinking Information/Digital Literacy Professional Skills Employability Decision Making Skills 	20%

Unit	Evaluation Method	Marks (100)	Project/Practical
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		Formative Assessment		Summative Assessment	(If any) 1 Credit
		CCE I (20)	CCE II (20)	SEMESTER (60)	
I	MCQ	MCQ	NA	MCQ/ Written Examination	Nil
II	MCQ	MCQ	Assignment	MCQ/ Written Examination	Nil
III	MCQ		Assignment	MCQ/ Written Examination	Nil
IV	MCQ and Report Writing		NA	MCQ/ Written Examination	Evaluation of Exposure Report

Suggested Readings:

Sr. No	Title of Book	Author/s	Publication
1	Retail Management,	Chetan Bajaj	Rajnish Tuli Oxford University Press New Delhi, India
2	22 Immutable laws of Marketing	Al Ries, Jack Trout	Profile Books Ltd. UK
3	Retail Management	Gibson	Pearson Publication UK
4	Fundamentals of Retailing	KVS Madaan Mc Graw	Hill USA
5	Retail Marketing	Swapna Pradhan	TMGH India
6	Retailing Management	Michael Levy & Barton Weitz	TMGH India
7	Retail Marketing Management	David Gilbert	Pearson Publication UK
8	Managing Retailing	Piyush Kumar Sinha & Dwarika Prasad	Uniyal Oxford University Press New Delhi, India

Suggested Web/E learning Resources:

SR NO	Topic	Lectures (Available on YouTube/Swayam/MOOCs etc)	Films	Journals/Articles/ Case studies
1	Fundamentals of	https://onlinecourses.nptel.ac.in/n	-	https://mmimert.ed

	Retailing	oc22_mg51/preview		u.in/images/books/modern-day-retail-marketing-management.pdf
2	Retail Strategies	https://onlinecourses.swayam2.ac.in/cec22_mg03/preview	-	https://www.tutoriaispoint.com/retail-management/retail-management-tutorial.pdf
3	Managing the Retail Business	-	-	-
4	Recent Trends in Retailing	-	-	-

FYBBA-Semester-II

Course Code: 23BB2-A022	Subject: Banking & Finance	Marks: 100 Credits: 4
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Course Objectives:

1. To study Banking Structure in India. .
2. To study the functioning of various Development Banks in India.
3. To study the functioning of Reserve Bank of India (RBI) and Securities & Exchange Board of India (SEBI) as a Regulatory Authorities in India.
4. To study the functioning of Insurance Regulatory & Development Authority of India (IRDA) and Pension Fund Regulatory & Development Authority of India (PFRDA).

Course Outcome:

After completing the course, the student shall be able to

CO1: Understand the Banking Structure in India.

CO2: Understand the functioning of various Development Banks in India.

CO3: Understand the functioning of Reserve Bank of India (RBI) and Securities & Exchange Board of India (SEBI) as a Regulatory Authorities in India

CO4: Understand the functioning of Insurance Regulatory & Development Authority of India (IRDA) and Pension Fund Regulatory & Development Authority of India (PFRDA).

Unit	Unit Title	Contents	No of Lectures
I	Introduction of Banking Industry	1.1 Meaning & Definition of banks 1.2 Evolution of Banking in India 1.3 Structure of Banking in India (Different types of Banks in India)	13

II	Development Banks in India	<p>2.1 Development Banks in India – Meaning, Features, Objectives, Importance</p> <p>2.2 Role, Functions and Objectives of :- Small Industrial Development Bank of India (SIDBI) Industrial Development Bank of India (IDBI) Industrial Finance Corporation of India (IFCI) National Bank for Agriculture & Rural Development (NABARD) Export Import Bank of India (EXIM) National Housing Bank (NHB)</p>	13
III	Banking Regulatory Authorities of India Part - I	<p>3.1 Reserve Bank of India (RBI)- Role & Functions of RBI</p> <p>3.2 Credit Control Measures- Quantitative Control Measures & Qualitative Control Measures</p> <p>3.3 Securities & Exchange Board of India (SEBI)- Objectives, Power & Functions of SEBI</p>	12
IV	Banking Regulatory Authorities in India – Part II	<p>4.1 Insurance Regulatory & Development Authority of India (IRDA)- Objectives, Powers and functions of IRDA</p> <p>4.2 Pension Fund Regulatory & Development Authority of India (PFRDA):- Objectives, Role and functions</p>	12

Teaching	50 hours
No of lectures for Evaluation	10 hours
Total Lectures	60 hours

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 of Banking Industry	PPT & Group Discussion	.	Understand the Banking Structure in India	➤ Disciplinary knowledge	25%
2	Development Banks in India	PPT, group Discussion, Group ,Videos.		Understand the Banking Structure in India	<ul style="list-style-type: none"> ➤ Critical thinking ➤ Problem Solving ➤ Application Skills ➤ Financial Literacy Skills 	25%
3	Banking Regulatory Authorities of India – Part – I	PPT, Group Discussion, Videos		Understand the Regulatory Authorities in India	<ul style="list-style-type: none"> ➤ Professional Skills ➤ Reflective Thinking 	25%

4	Banking Regulatory Authorities of India – Part – II	Discussion based on suggested readings, Informative Lecture, Case Studies.		Understand the Regulatory Authorities in India	<ul style="list-style-type: none"> ➤ Decision Making Skills ➤ Professional Skills 	25%
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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)	
I	Introduction of Banking Industry	NA	NA		N.A

Suggested Readings:

Sr No	Name of the Book	Author	Publication	Edition	Place
1	Principles and Practices of Banking	Srinivasan D.and others	Macmillan India Pvt Ltd		
2	Banking & Insurance	O.P.Agarwal	Himalaya		
3	The Indian Financial System	Vasant Desai	Himalaya		
4	Financial services and Markets	Dr. S.Gurusamy	Thomas		
5	Banking Law and Practice in India	Maheshwari			

Suggested Web/E-learning Resources:

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

1	Introduction to Banking & Financial Markets	https://youtu.be/Q8haOsqVWy4 Swayam Course -IIM (B)	--	
2	Introduction to Blockchain & Cryptocurrency	https://skillsacademy.iitm.ac.in/program-inner.php?courseID=33&cart=cart Course -IIT Madras		
3	Program in Digital Banking	https://skillsacademy.iitm.ac.in/program-inner.php?courseID=22&cart= Couse -IIT Madras		--
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Course Contents Sem II

Course Code: 23BB2-A032	FYBBA Organizational Behavior	Marks: 100 Credits: 4
<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To understand basic concept of OB 2. To make aware students about traditional & modern methods of development in organization. 3. To know the factors influencing in OB 4. To understand the basic leadership for OB and major trends 		
<p>Course Outcome:</p> <p>After completing the course, the student shall be able to</p> <p>CO1: Learn the importance of OB and its role in the business</p> <p>CO2: Understand the history, operations of OB</p> <p>CO3: Up gradation of knowledge of new trends in leadership.</p> <p>CO4: To develop group cohesiveness.</p>		

Unit	Unit Title	Contents	No. of Lectures
I	Introduction to OB	<ul style="list-style-type: none"> • Definition, concept, scope of OB • Importance • Functions ,Objectives & limitations, , • Role of HR Manager • Historical development of organizational behavior theories • Challenges and opportunities in studying organizational behavior 	15
II	Models of OB and personality	<ul style="list-style-type: none"> • Models of OB, • Personality and its impact on behavior • Perception and attribution in organizations • Attitudes, job satisfaction, and employee engagement • Work-related attitudes and emotions 	15

Unit	Unit Title	Contents	No. of Lectures
III	Leadership and OB	<ul style="list-style-type: none"> • Leadership and Influence • Leadership theories and styles • Power and influence in organizations • Leadership development and succession planning • Ethical leadership and organizational culture • Managing Cultural diversity 	15
IV	Organizational Change	<ul style="list-style-type: none"> • Organizational change: Need and Importance Definition and components of organizational culture • Cultural diversity and its impact on organizations • Organizational change and resistance to change • Strategies for managing organizational change 	15
Total No. of Lectures and evaluation			60

Teaching Methodology:

Unit No	Suggestive teaching methodology	Practical	Outcome expected	Weightage of Marks (%)
			Conceptual understanding Knowledge / Skills / Attributes etc.	
1	Lecture, Interactive teaching and role play	NA	Conceptual understanding	20%
2	Chart and presentations	NA	Conceptual understanding	25%
3	Guest lecture	NA	Conceptual understanding	25%
4	Case Study , Video clips on Cultural Diversity	NA		30%

Evaluation Method:

Unit	Evaluation Method	Marks (100)			Project / Practical
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
1	Test and presentation work	Presentation	Assignment	25% one line answer Short notes 35% Long answers 40%	NA
2	Assignment and Quiz	Presentation	Assignment		
3	Test and presentation work	Presentation	Presentation		
4	Assignment and Quiz	Presentation	Presentation		NA

Suggested Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Organisational Behaviour: Text, Cases, Games	K. Aswathappa	Himalaya Publishing House	Mumbai
2	Organisational Behaviour	Stephen P. Robbins Timothy A. Judge Neharika Vohra	Pearson Education, Inc	New Delhi
3	Organisational Behaviour	S. S. Khanna	S. Chand & Company Ltd.	New Delhi
4	Organisational Behaviour: Text & Cases	Suja R, Nair	Himalaya Publishing House	Mumbai
5	Organisational Behaviour	Jit S. Chandan	Vikas Publishing House Pvt. Ltd.	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		Swayam Course – OB	https://onlinecourses.swyam2.ac.in/cec21_mg06/preview	Online - http://jhr.uwpress.org/
2		Swayam Course – HRM for non-HR people	https://onlinecourses.swyam2.ac.in/cec20_mg20/preview	Online - https://www.sciencedirect.com/journal/research-in-organizational-behavior

FYBBA / FY BBA IB Semester – II

Course Code : 23BB2-A042	Subject: Business Organization and Systems (Theory)	Marks: 50 Credits: 2	
Course Objectives: CO1: To understand concept and evolution of modern business. CO2: To study various forms of business organizations			
Course Outcome: After completing the course, the student shall be able to CO1: Understand the concept of business, prerequisites for success in business and evolution of business as an economic entity. CO2: Understand the significance of different forms of business organizations their types, characteristics, merits and limitations.			
Unit	Unit Title	Contents	No. of Lectures
1	Nature and Evolution of Business	<ul style="list-style-type: none"> • Concept of business and its characteristics • Objectives of business and prerequisites for success in business • Evolution and development of trade, commerce and industry • Recent Trends in Modern Business i.e. BPO, KPO, entrepreneur & homepreneur and online trading, digital marketing and payment methods. • PESTAL Analysis • SWOT Analysis • Strategic Management Process Model. 	16
2	Forms of Business Organization	<ul style="list-style-type: none"> • Forms of business organization • Meaning, characteristics, advantages and limitations of sole proprietorship, partnership firm, limited liability partnership firms, private limited company, public limited company, virtual business organizations, boundary less organizations and one person company (OPC) 	14
	No of Teaching Lectures		26
	Total No of lectures for Evaluation		04

		30
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Teaching Methodology

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

Evaluation Method:

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

Learning 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

Sr. No.	Topic of the course	Lectures (Available on Youtube/Swayam/MOOCs)	Link	Journals/Articles/Case studies

		etc.)		
1		Swayam Course - HD	https://onlinecourses.swayam2.ac.in/cec21_mg06/preview	
2		Innovation, Business Models And Entrepreneurship	https://onlinecourses.nptel.ac.in/noc23_mg116/preview	

FYBBA Semester-II

Course Code: 23BB2-C042	Subject : Business Organization and System (Practical)	Marks : 50 Credits : 2
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Course Objectives :

1. To understand the application of domestic and international trade in business.
2. To understand basic legal formalities to start a business enterprise.

Course Outcome :

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

CO1: know and understand the domestic and international trade in business.

CO2: know and understand the legal formalities to start a business enterprise.

Unit	Unit Title	Contents	No of Lectures
I	Setting up of a Business Enterprise	Practical's based on <ol style="list-style-type: none"> 1. Formation of Business idea. 2. Market Research 3. Framing of Business Objective 4. Formation of Business Policies 5. Target Group 6. Feasibility Study 	13
II	Study of Domestic and Trade	Practical's based on <ol style="list-style-type: none"> 1. GST Registration 2. MSME Business Loan 3. Social Media Management 4. Udyam Registration 5. Introduction to DPIIT (Department for Promotion of Industry and Internal Trade) 	13

Total No of Teaching Lectures	26
Total No of Lectures for Evaluation	04
	30

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

Total Credits for Project- 02

Project Guidelines

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

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

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

Suggested Readings:

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

Suggested Web/E learning Resources:

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

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

FYBBA Semester-II			
Course Code: 23BB2-F012	Subject : Retail Store Operations (Practical)		Marks : 100 Credits : 2
Course Objectives :			
<ol style="list-style-type: none"> 1. To know and understand the display and store ambiance. 2. To know and understand the various operations in the store. 			
Course Outcome :			
After completing the course, the student shall be able to-			
CO1: know and understand the display and store ambiance.			
CO2: know and understand the various operations in the store.			
Unit	Unit Title	Contents	No of Lectures
I	Store display and ambiance	Practical's based on 7. Product display 8. Inventory 9. Store interior and exterior 10. Branding 11. Layout etc.	13
II	Store operations	Practical's based on 6. Billing 7. Storage/stock keeping 8. Payments 9. Record management etc.	13
Total No of Teaching Lectures			26
Total No of Lectures for Evaluation			04

	30
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Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected		Weightage of Marks (%)
				Conceptual understanding	Knowledge/Skills/Attributes etc	
I	Store display and ambiance	Experiential learning	Practical /Visit	<ul style="list-style-type: none"> To develop the basic understanding of retailing. 	<ul style="list-style-type: none"> Disciplinary knowledge Critical thinking 	50
II	Retail Operations	Experiential learning	Project Based on Exposure.	<ul style="list-style-type: none"> To know and understand the Retail Strategies and operations. 	<ul style="list-style-type: none"> Problem Solving Reflective Thinking Application Skills Employability 	50

Total Credits for Project- 02

Project Guidelines

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

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

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

Suggested Readings:

Sr. No	Title of Book	Author/s	Publication
1	Retail Management,	Chetan Bajaj	Rajnish Tuli Oxford University Press New Delhi, India
2	22 Immutable laws of Marketing	Al Ries, Jack Trout	Profile Books Ltd. UK
3	Retail Management	Gibson	Pearson Publication UK
4	Fundamentals of Retailing	KVS Madaan Mc Graw	Hill USA
5	Retail Marketing	Swapna Pradhan	TMGH India
6	Retailing Management	Michael Levy & Barton Weitz	TMGH India
7	Retail Marketing Management	David Gilbert	Pearson Publication UK
8	Managing Retailing	Piyush Kumar Sinha & Dwarika Prasad	Uniyal Oxford University Press New Delhi, India

Suggested Web/E learning Resources:

SR NO	Topic	Lectures (Available on YouTube/Swayam/MOOCs etc)	Films	Journals/Articles/ Case studies
1	Fundamentals of Retailing	https://onlinecourses.nptel.ac.in/noc22_mg51/preview	-	https://mmimert.edu.in/images/books/modern-day-retail-marketing-management.pdf
2	Retail Strategies	https://onlinecourses.swayam2.ac.in/cec22_mg03/preview	-	https://www.tutoriaispoint.com/retail-management/retail-management-tutorial.pdf

3	Managing the Retail Business	-	-	-
4	Recent Trends in Retailing	-	-	-

FYBBA-Semester-II

Course Code: 23BB2-F022	Subject: Banking Operations	Marks: 50 Credits: 2
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Course Objectives:

1. To study the functions and operations of Commercial Banks
2. To create awareness regarding Recent Technology in Banking Industry

Course Outcome:

After completing the course, the student shall be able to

CO1: Understand the functions and operations of Commercial Banks.

CO2: Understand the Recent Technological Developments in Banking Industry.

Unit	Unit Title	Contents	No of Lectures
I	Functions of Commercial Banks and Practical	2.1 Primary Functions- Accepting Deposits & Granting Loans 2.2 Secondary Functions- Public Utility Services & Agency Services Practical 1:- Visit to any Bank & observing and studying banking operations and functions. Practical 2:- To study various types of loans offered by banking industry	13

II	Recent Technology in Banking Industry	<p>4.1 Need & Importance of Technology in Banking Industry- ATM, Debit Card, Credit Card, Tele Banking, Net Banking, RTGS, NEFT, SWIFT (Society for Worldwide Interbank Financial Telecommunication)</p> <p>4.2 Cyber Security in E-Banking</p> <p>Practical 1:- Case study based on Cyber Crime in Banking Industry</p> <p>Practical 2:- Survey on use of digital technologies in banking operations</p> <p>Practical 3:- Understand the process of operating RTGS, NEFT, Mobile Banking, etc.</p>	12
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Teaching	25 hours
No of lectures for Evaluation	5 hours
Total Lectures	30 hours

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	Functions of Commercial Banks	PPT, group Discussion, Group ,Videos.		Understand the Banking Structure in India	<ul style="list-style-type: none"> ➤ Professional Skills ➤ Financial Literacy Skills 	50%

2	Recent Technology in Banking Industry	Discussion based on suggested readings, Informative Lecture, Case Studies.		Understand the Technological Development in Banking Industry	<ul style="list-style-type: none"> ➤ Technological Learning ➤ Ethical Awareness ➤ Lifelong learning ➤ Professional Skills 	50%
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Unit	Evaluation Method	Marks (100)			Project/Practical(If any)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (50)	
		NA	NA	NA	50

Suggested Readings:

Sr No	Name of the Book	Author	Publication	Edition	Place
1	Principles and Practices of Banking	Srinivasan D.and others	Macmillan India Pvt Ltd		
2	Banking & Insurance	O.P.Agarwal	Himalaya		
3	The Indian Financial System	Vasant Desai	Himalaya		
4	Financial services and Markets	Dr. S.Gurusamy	Thomas		
5	Banking Law and Practice in India	Maheshwari			

Suggested Web/E-learning Resources:

SR NO	Topic	Lectures (Available on Youtube/Swayam/MOOCs etc)	Films	Journals/Articles/Case studies
1	Introduction to Banking & Financial Markets	https://youtu.be/Q8haOsqVWy4 Swayam Course -IIM (B)	--	
2	Introduction to Blockchain & Cryptocurrency	https://skillsacademy.iitm.ac.in/program-inner.php?courseID=33&cart=cart Course -IIT Madras		
3	Program in Digital Banking	https://skillsacademy.iitm.ac.in/program-inner.php?courseID=22&cart= Course -IIT Madras		--
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FY BBA – Semester – II			
Course Code: 23BB2-F032	Subject: Leadership Skills		Marks: 50 Credits: 2
Course Objectives:			
CO1: To understand the concept of Leadership, Importance & Types of leadership CO2 : To study basic qualities and skills of leadership among students.			
Course Outcome:			
After completing the course, the student shall be able to CO1: Understand Leadership, Importance of leadership and various types of leadership CO2: Inculcate good qualities and skills of leadership.			
Unit	Unit Title	Contents	No. of Lectures
1	Introduction to Leadership & Practical	1.1 Meaning of Leader 1.2 Meaning of Leadership. 1.3 Importance of Leadership, Types of Leadership 1.4 Practical 1:- To study autobiography of various Indian business Leaders and International Business Leaders. Etc.	12

		1.4 Practical 2:- Comparison of various leaders.	
2	Qualities & Skills of Leadership and Practical	2.1 Good Qualities of Leader. 2.2 Various Skills required for Leadership 2.3 Practical 1:- Conducting a Survey to identify the various qualities and skills of successful Business Leaders of Local/ Regional Industry Area. 2.4 Practical 2:- Case Studies to analyse leadership skills, leadership qualities in various situations of business. 2.5 Practical 3:- Role Plays	12
		Teaching + Evaluation (24+06)	30 Hours

Teaching Methodology

Unit No	Suggestive teaching methodology	Practical	Outcome expected	Weightage of Marks (%)
			Conceptual understanding Knowledge/Skills/Attributes etc.	
1	Lectures, Interactive teaching, Video Clips on various Business leaders of India and Foreign Countries with Report		:- Better understanding of concept of Leadership, Learning and Understanding of various business leaders in India & Foreign Countries.	50%
2	Lectures, Interactive teaching, Case Studies on Leadership with Report, Role Plays		Understanding the various qualities and skills required for leadership	50%

Notes:- 1. Teachers may incorporate discussions, presentations, Role Plays, Case studies, Surveys.

2. Teachers can select any three Practicals from the list of Practicals given in the contents of the Units mentioned above

Evaluation Method:

	Evaluation Method Practical Examination	Marks (50) Practical/ Project 25 Marks- for overall Students regularity and Participation in the Practical work 25 Marks- for Presentation/ Demonstration in the class
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Suggested Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Organisational Behaviour	Dr.S.S Khanka	S Chand Publishing Company	New Delhi
2	Organisational Behaviour	John W Newstrom	Tata McGraw Hill	New Delhi
3	Organisational Behaviour	P. Subba Rao	Himalaya Publishing House	New Delhi
4	Organizational Behavior Text, Cases and Games	- K. Aswathappa,	Tata McGraw Hill	New Delhi
5	Organizational Behavior -	L.M. Prasad	Sultan and Chand Publishing Company	New Delhi

Suggested Web/E-Learning Resources

S r. N o.	Topic of the course	Lectures (Available on Youtube/Swayam/MOO CS etc.)	Link	Journals/Articles/Case studies
1	Introduction to Leadership & Practical Work	Swayam Course – Leadership & Team Effectiveness Swayam Course - Leadership	1. https://onlinecourses.nptel.ac.in/noc23_mg28/preview 2. https://onlinecourses.nptel.ac.in/noc19_mg34/preview	Articles of various leaders, Case Studies
2	Qualities & Skills of Leadership and Practical Work	Swayam – Leadership & Team Effectiveness	https://www.classcentral.com/course/swayam-leadership-and-team-effectiveness-58488	Articles of various leaders, Case Studies, Magazines containing information about leadership, various leaders.

FYBBA – Semester – II

Course Code: 23BB2-G052	Subject: Business Statistics	Marks: 100 Credits: 4
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Course Objectives:

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

Course Outcome:

After completing the course, the student shall be able to

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

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

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

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

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

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

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

Suggested Readings:

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

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

Suggested Web/E-Learning Resources:

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

FYBBA Semester II			
Course Code: 23BB2- G062	Subject: Business Economics (Macro)		Marks: 100 Credits: 4
<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To understand the basic concepts of Macroeconomics. 2. To provide the basic knowledge of inter-linkages between the macroeconomic variables. 3. To make aware about macroeconomic problems and the theories giving probable solutions. 4. To understand the important macroeconomic situations and their significance. 5. To enable student to understanding and analyse the macroeconomic issues in the economy and empower them to understanding the functioning of Fiscal Policy and Monetary Policy. 			
<p>Learning Outcome:</p> <p>After completing the course, the student shall be able to</p> <p>CO1: Understand basic concepts of Macroeconomics.</p> <p>CO2: Demonstrate the understanding of national income accounting and other macroeconomic Variables.</p> <p>CO3: Understand the macroeconomic theories and correlate to current economic situations to know probable solutions.</p> <p>CO4: Relate the Macroeconomic Indicators and situations to the economic life.</p> <p>CO5. Understanding and analyse the macroeconomic issues in the economy and empower them to understanding the functioning of Fiscal Policy and Monetary Policy.</p>			
Unit	Unit Title	Contents	No. of Lectures

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

Teaching Methodology

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

Evaluation Method

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

		CCE I (20)	CCE II (20)	SEMESTER (60)	
I	Introduction to Macroeconomics	MCQ or/ and Descriptive	Written Assignment	MCQ and Descriptive	N.A.
II	National Income Accounting				N.A.
III	Theory of Income and Employment				N.A.
IV	Business Cycles, Inflation and Deflation				N.A.
V	Macroeconomic Policies				N.A.

Suggested Readings:

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

Suggested Web/E learning Resources:

Sr. No.	Lectures (Available on YouTube/ Swayam/ MOOCS etc.)	Films	Journals/Articles/Case studies

1	Macroeconomics Course on Swayam: https://onlinecourses.swayam2.ac.in/cec22_hs08/preview	A Beautiful Mind: Movie https://www.primevideo.com/dp/amzn1.dv.gti.12ac3a8f-2fd1-4fb4-cd7b-a648a3a1f96c?autoplay=0&ref=atv_cf_strg_wb	The General Theory of Employment, Interest, and Money: Book by John Maynard Keynes https://www.google.co.in/books/edition/The General Theory of Employment Interes/Su1lDwAAQBAJ?hl=en&gbpv=0
2	Micro foundations Of Macroeconomics course on Swayam: https://onlinecourses.nptel.ac.in/noc23_hs02/preview	Inside Job: A movie on 2008 Subprime Crisis https://www.imdb.com/title/tt1645089/	Monetary Policy by RBI: https://www.rbi.org.in/scripts/FS_Overview.aspx?fn=2752
3	Economics for Banking and Finance Course on Swayam: https://onlinecourses.nptel.ac.in/noc23_ec02/preview	Too Big To Fail: Movie https://www.imdb.com/title/tt1742683/	India Budget website for reference: https://www.indiabudget.gov.in/
4			Ministry of Statistics and Policy Implementation website for data reference https://www.mospi.gov.in/

FYBBA-Semester-II			
Course Code: 23BB2-H092	Subject: Business Demography		Marks: 50 Credits : 2
Course Objectives:			
<ol style="list-style-type: none"> 1. To understand the concept of demography in modern economic setup 2. To develop clarity of concept regarding socio-economic process, urbanization and its influence on society with respect to availability of resources. 			
Course Outcome:			
After completing the course, the student shall be able to			
CO1: Understand the concept of demography, analysis and effects on business and society at large.			
CO2: Understand the various determinants of urbanization and migration.			
Unit	Unit Title	Contents	No of Lectures
I	Concept of Demography	1.1 Meaning, importance and need of demography. 1.2 Demography as an essential discipline of socio-economic change. 1.3 Components of Demography. 1.4 Factors affecting mortality, fertility rate. 1.5 Methods to calculate fertility and mortality rate.	12
II	Population as Resource	2.1 Importance of human resource for the development of nation. 2.2 Concept of literacy and its importance in modern society. 2.3 Concept of population pyramid 2.4 Concept of working and dependent population 2.5 Understanding demographic analysis for Business planning	13

		2.6 Concept of Urbanization factors responsible for Urbanization 2.7 Recent trends of Urbanization in India	
Total No of Lectures for Teaching			25
Total No of Lectures for Evaluation			5
Total			30

Unit	Unit Title	Suggestive Teaching methodology	Project (If any)	Outcome expected Conceptual understanding Knowledge/Skills/Attributes etc		Weightage of Marks (%)
				CO	LO	
1	Concept of Demography	Case study on analysis of censuses reports Examining the trends in population curve	Mapping of various components of Demography Case study on impact on changes in demographic structure	Ability to understand the Components of demography.	Analytic skills, Critical Thinking Skills.	50%
2	Population as resources	Debate on population as a resource, Case study on designing of population pyramid Developing charts of implications of changes in sex ratio of economy on society	Collection and interpretation of skill sets required by different industries, Project on population as a resource.	Understand the role of literate population in the nation building.	Lifelong learning.	50%

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	

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication
1	The Methods and uses of anthropological Demography	Alaka M. Basu	Columbia university press
2	The demographic dividend – A new perspective on the Economic consequences of Population Change	David E. Bloom, DavidCanning	Rand Corporation
3	The Continuing Demographic Transition	G.W. Jones ,R.M.Douglas	Clarendon Press
4	Demographics :A casebook for business and Government	Hallie .JKintner ,,Thomas W.Merrick	Rand Corporation
5	Population , Ethnicity and Nation Building	By Calvin C.Goldscheider	Calvin Publication
6	Population Dynamics :A new Economic Approach	C.Y. Cyrus Chu	Oxford

F.Y. BBA - Semester-II

Course Code: 23BB2-H122	Subject: ICT	Marks: 50 Credits: 2
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Course Objectives:

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

Course Outcome:

After completing the course, the student shall be able to

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

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

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

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

Teaching Methodology

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

Evaluation Method

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

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

Suggested Web/E-Learning Resources

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

FYBBA Semester-II

Course Code: 23BB2-I072	Subject : English for Business Communication	Marks : 50 Credits : 2
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Course Objectives :

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

Course Outcome :

After completing the course, the student shall be able to

CO1: Demonstrate effective soft skills

CO2: Demonstrate the use of recent trends in corporate communication

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

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

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

Suggested Readings:

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

Suggested Web/E learning Resources:

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

Environment Awareness Part-II

F. Y. BBA,BBA-IB,BBA-DI

F. Y. BBA,BBA-IB,BBA-DI		
Course Code: 23BB2-J082	Course Title: Environmental Awareness Part-II	Marks: 50 Credits: 2
Course Objectives: <ol style="list-style-type: none">1. To create awareness regarding Environmental issues2. To encourage them to take steps for the conservation of environment for sustainability3. To motivate students in changing their attitude towards environment4. To encourage them to take steps for environment protection and preservation		
Course Outcome: <p>CO1: Awareness will be created among students for identification of environmental issues</p> <p>CO2: Environmental Ethical Norms will be followed by students for sustainability</p> <p>CO3: Students precautionary behavior will get developed towards environment</p> <p>CO4: Eco –friendly behavior will get developed.</p>		

Syllabus Content

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

Teaching Methodology

Sr. No	Online/Offline	Experts	Study Material Online(share link)
1	Actual visit to Various places Eg. Mula Mutha River , Taljai Tekdi , Pu.La Deshpande Garden , Empress Garden , Kamla Nehru Park	Dr. Neha Joshi Dr. Nirbhay Pimple Prajakta Abhang	PPT on related subjects and format project report

Evaluation Method:

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



Prof. Dr. Sulabha Patole
Officiating Principal