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# MES GARWARE COLLEGE OF COMMERCE (AUTONOMOUS)

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**BBA-IB Programme (Autonomous)**

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

**AY 2024-25**

## MES Garware College of Commerce (Autonomous)

**FYBBA IB**

**Semester- I**

<b>Course Code:</b> <b>23BI1-A011</b>	<b>Subject : Basics of Commercial Geography</b>	<b>Marks : 100</b> <b>Credits : 4</b>
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**Course Objectives :**

- To acquaint the students of commercial geography with its bases regarding commercial activities in different environments, referring to world resources in general and India in particular.
- To acquaint the students with the knowledge of Industrial resources of the world.
- To know about the determination and location of various industries in the world and its commercial prospects.
- To acquaint students with the knowledge of home trade, means of transportation and International markets through the study of commercial geography.

**Course Outcome :**

After completing the course, the student shall be able -

**CO1:** Understand the branding elements and various brand equity models.

**CO2:** Understand the different brand positioning and its strategies.

**CO3:** Understand the brand image building plans and its strategies.

**CO4** Understand the brand management and its process.

Unit	Unit Title	Contents	No of Lectures
<b>I</b>	Introduction to Commercial Geography (Indian Context)	1) Definition, Nature and Scope of Commercial Geography 2) Concept, Features, Role and Utility of Commercial Geography in business and economics. 3) Commercial Sectors in the economy such as primary, secondary, tertiary, quaternary.	15

		4) Geographical Indications – Concept, Nature and Importance	
<b>II</b>	Natural Resources and Commercial usage (Indian Context)	2.1 Types of forests, Characteristics, Distribution and Significance. 2.2 Non-Conventional energy resources – Solar, Wind and Tidal energy. 2.3 Commercial usage and role of natural resources in the development of commerce.	15
<b>III</b>	Role of Industries and Geographical significance	3.1 Role of Industries in the economic development and factors affecting Industrial location. 3.2 Rural and Handicraft Industries – Economic and Commercial Importance.  3.3 Role and Importance of Trade and transportation. 3.4 Types of modes of transportation – Roadways, Railways, Airways, Seaways and types of trade routes – Silk route, CPCC etc.	15
<b>IV</b>	Skill Enhancement	4.1 To identify different geographies in Maharashtra or neighboring states for commercial usage. 4.2 To study the different sectors and its contribution to the economy. 4.3 Identify the role of forests and usage of non-conventional energy. 4.4 Identify different GI and its locations and its commercial scope.	15

		4.5 Study the different trade routes for commercial viability.	
<b>Total No of Teaching Lectures</b>			<b>60</b>

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected		Weightage of Marks (%)
				Conceptual understanding	Knowledge/Skills/Attributes etc	
<b>I</b>	Introduction to Commercial Geography (Indian Context)	Lecture	Listing out different types of primary and tertiary sectors with statistics with respect to the contribution made by them to an economy. Challenges or limitations in carrying out commercial activities.		To study the commercial activities carried out reflecting different occupations in various environments.	25%
<b>II</b>	Natural Resources and Commercial usage (Indian Context)	Lecture	How to conserve the natural resources and to utilize it effectively.		To study and understand the importance of natural resources and its role in the contribution and development of the economy.	25%
<b>III</b>	Role of Industries and Geographical significance	Lecture	Study of a particular location) Why the location is commercially successful /Unsuccessful b) How the location has contributed to the development of the economy. c) Why a particular location is exploited to the maximum.		To acquaint the students with the importance of localization process and sourcing Industries from commercial point of view.	25%

			d) How to transform a location into a successful one?			
<b>IV</b>	<b>Skill Enhancement</b>	<p>The laboratory method of instruction can be used extensively to study natural sciences for the application of commercial geography.</p> <p>Excursions to certain locations will help students understand the general phenomena.</p> <p>Field trips can be useful in exploring the physical environment</p>	Mock activities , Group activities, Presentations.		To study the modes and means of transportation for the progress of agricultural, mineral and Industrial resources.	25%

Unit	Evaluation Method	Marks (100)			Project/Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I	CCE II	SEMESTER (50)	2 Credits 50 Marks
<b>I</b>	MCQ	Nil	Nil	MCQ/	Introduction to

	Assignments			Written Examination	Commercial Geography (Indian Context)
<b>II</b>	MCQ Presentations Assignments	Nil	Nil	MCQ/ Written Examination	Natural Resources and Commercial usage (Indian Context)
<b>III</b>	MCQ Presentation Assignments	Nil	Nil	MCQ/ Written Examination	Role of Industries and Geographical significance (Indian Context)
<b>IV</b>	Mock activities, Group activities, MCQ and Presentation.		Nil	MCQ/ Written Examination	Commercial geography and its activities and its usage in the economy.

### Suggested Readings:

Sr. No	Title of Book	Author/s	Publication
1	Commercial Geography	Jacques W. Redway	Forgotten Books
2	A Text-Book of Commercial Geography	Adams Cyrus C.	Forgotten Books
3	Geography of India	Majid-Hussain	McGraw-Hill Education
4	Economic and Commercial Geography	Anupam Goel and C.B. Mamoria	Shivalal Agarwal and Co
5	Advanced economic geography	Dr. Alka Gautam	Sharda Pustak Bhavan

### Suggested Web/E learning Resources:

SR NO	Topic	Lectures (Available on Youtube/Swayam/MOOCs etc)	Films	Journals/Articles/ Case studies
1	Introduction to Commercial	<a href="https://youtu.be/PsWmGBCIurs">https://youtu.be/PsWmGBCIurs</a>	<a href="https://youtu.be/PsWmGBCIurs">https://youtu.be/PsWmGBCIurs</a>	<a href="https://youtu.be/PsWmGBCIurs">https://youtu.be/PsWmGBCIurs</a>

	Geography (Indian Context)			
2	Natural Resources and Commercial usage (Indian Context)	<a href="https://youtu.be/CXCT2R1K6Ts">https://youtu.be/CXCT2R1K6Ts</a>	<a href="https://youtu.be/CXCT2R1K6Ts">https://youtu.be/CXCT2R1K6Ts</a>	<a href="https://youtu.be/CXCT2R1K6Ts">https://youtu.be/CXCT2R1K6Ts</a>
3	Role of Industries and Geographical significance (Indian Context)	<a href="https://youtu.be/idHuxIVIZ_U">https://youtu.be/idHuxIVIZ_U</a>	<a href="https://youtu.be/idHuxIVIZ_U">https://youtu.be/idHuxIVIZ_U</a>	<a href="https://youtu.be/idHuxIVIZ_U">https://youtu.be/idHuxIVIZ_U</a>
4	Skill Enhancement	<a href="https://youtu.be/3M99vkXF6uw">https://youtu.be/3M99vkXF6uw</a>	<a href="https://youtu.be/3M99vkXF6uw">https://youtu.be/3M99vkXF6uw</a>	<a href="https://youtu.be/3M99vkXF6uw">https://youtu.be/3M99vkXF6uw</a>



## FYBBA (IB) Semester – I

<b>Course Code :</b> 23B11-A021	<b>Subject:</b> Fundamentals of Indian Business environment	<b>Marks: 50</b> <b>Credits: 2</b>
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**Course Objectives:**

CO1: : To understand the concept of Business environment

CO2: To understand the importance Human Development

**Course Outcome:**

After completing the course, the student shall be able to

**CO1:** learn the importance of Business Environment

**CO2:** To gain knowledge about various aspects of Growth and Human Development

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

		<ul style="list-style-type: none"> <li>Social sector expenditure and role of Government</li> </ul>	
	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 gupReferences

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

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

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

**FYBBA (IB) Semester – I**

<b>Course Code :</b> 23B11-C021	<b>Subject:</b> Fundamentals of Indian Business environment (Practical – Skill development)	<b>Marks: 50</b> <b>Credits: 2</b>
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**Course Objectives:**

CO1: To make students aware about the Inflation

CO2: To understand the concept of industrial Growth and problems

**Course Outcome:**

After completing the course, the student shall be able to

**CO1:** To gain knowledge about various aspects of Growth

**CO2:** To know in brief the concept of problems of Growth and encourage to search solutions

<b>Unit</b>	<b>Unit Title</b>	<b>Contents</b>	<b>No. of Lectures</b>
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>	15
	Teaching and evaluation		30

## Teaching Methodology

Unit No	Suggestive teaching methodology	Outcome expected	Weightage of Marks (%)
		Conceptual understanding Knowledge/Skills/Attributes etc.	
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%

2	Report on lectures and workshop	Assignment	Charts	Long answers 65%	

Suggested Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business Environment	K.Aswhappa	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 International Business Semester I</b>			
<b>Course Code:</b> 23BI1-D081	<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>
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### Teaching methodology

Unit	Unit Title	Teaching methodology	Project /Hands on exposure/ Practice based	Outcome expected	Weightage of Marks (%)
				Conceptual understanding Knowledge/Skills/Attributes etc.	
<b>I</b>	<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%
<b>2.</b>	<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. Acquaint students with the knowledge of sourcing of raw material and various textile art forms in various regions of ancient India.	50 %

### Suggested Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
<b>1.</b>	Textile Industry in Ancient India - An Analysis (From Maurya Period to 7th Century)	Nidhi Sidharth	Shri Natraj Prakashan	Delhi
<b>2.</b>	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	
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### Suggested Web/E-Learning Resources

Sr. No	Topic of the Lecture	Lectures (Available on Youtube/Swayam/MOCS 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 IB Semester I</b>		
<b>Course Code: 23BI1- G041</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	1.1 Importance of economics in life 1.2 Business Economics: Meaning and Definition 1.3 Microeconomics: Meaning, Scope, Importance and Limitations of Business Economics 1.4 Forms of Economy, Economic Activities, Economic Problems 1.5 Basic economic problems	15
<b>II</b>	Demand and Supply Analysis	2.1 Concept of Demand, Determinants of demand, Types of Demand: Individual, Market and Aggregate, Concept of Demand and Quantity Demanded 2.2 Law of Demand, Assumptions, Exceptions 2.3 Elasticity of demand, types of elasticity of demand. Significance and applicability of elasticity of demand. Methods of measuring elasticity of demand. 2.4 Introduction to the Law of supply, determinants of supply, elasticity of supply, types of elasticity of supply	15
<b>III</b>	Cost and Revenue Analysis	3.1 Cost: Various concepts of Cost, Types of Cost, Short-run and Long-run Cost 3.2 Revenue: Various concept of Revenue, Types of Revenue 3.3 Interrelationship between marginal, total, and average revenue 3.4. Concept of profit maximizing equilibrium	15
<b>IV</b>	Pricing under various forms of Market	4.1 Forms of Market: Features and Price and output determination under these different market forms 4.1.1 Perfect Competition 4.1.2. Imperfect Competition -Monopoly, Duopoly, Oligopoly, Monopolistic Competition	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:**

<b>Sr. No.</b>	<b>Lectures (Available on YouTube/ Swayam/ MOOCS etc.)</b>	<b>Films</b>	<b>Journals/Articles/Case studies</b>
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-better-when-i-can-see-what-you-re-doing">https://hbswk.hbs.edu/item/capitalism-works-better-when-i-can-see-what-you-re-doing</a>
4			<a href="https://economcs.mit.edu/sites/default/files/2023-05/A%20Model%20of%20Behavioral%20Manipulation.pdf">https://economcs.mit.edu/sites/default/files/2023-05/A%20Model%20of%20Behavioral%20Manipulation.pdf</a>

**FYBBA (IB) – Semester – I**

<b>Course Code: 23BI1- G031</b>	<b>Subject: Business Mathematics</b>	<b>Marks: 100 Credits: 4</b>
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**Course Objectives:**

- To develop the basic understanding of numbers & their operations.
- To understand the concept of Commercial Mathematics, competitive aptitude & Numerical Ability.
- To understand the concept of Determinants and Matrix.
- To develop logical and analytical approach towards data.

**Course Outcome:**

After completing the course, the student shall be able to

**CO1:** Understand numbers & their operations with ratio and proportion.

**CO2:** Develop Mathematical competence for various interest related transactions and other commercial calculations.

**CO3:** Understand the Determinants and Matrix in business.

**CO4:** 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, Analytical Reasoning	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/IcaiOrgt">https://youtube.com/c/IcaiOrgt</a>		College e-library: <a href="https://sites.google.com/mespune.in/mesgarwarecollegeofcommercecelib/f-y-bbaib?authuser=0">https://sites.google.com/mespune.in/mesgarwarecollegeofcommercecelib/f-y-bbaib?authuser=0</a>
2	Commercial Mathematics			
3	Determinants and Matrix			
4	Linear Programming Problem			

**FYBBA IB Semester – I**

<b>Course Code :</b> <b>23BI1-H051</b>	<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.

<b>U nit</b>	<b>Unit Title</b>	<b>Contents</b>	<b>No. of Lectures</b>
<b>1</b>	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
<b>2</b>	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>	15

		<b>Activity No 3 - Job Analysis:</b> 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
<b>Practical examination</b>	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
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### Suggested Web/E-Learning Resources

Sr. No.	Topic of the course	Lectures (Available on Youtube/Swayam/MOOCs etc.)	Link	Journals/Articles/Case studies
1.		Swayam Course – 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 IB Semester-I</b>		
<b>Course Code: 23BI1- I061</b>	<b>Subject : English for Business Communication</b>	<b>Marks : 50  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	

		<b>CCE I (10)</b>	<b>CCE II (10)</b>	<b>SEMESTER (30)</b>	
<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:

<b>Sr. No</b>	<b>Title of Book</b>	<b>Author/s</b>	<b>Publication</b>
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 .ipswtaSatpathy	Excel Books
5	Technical Communication – Principles and Practice		Oxford University Press
6	English Grammar in Use	Raymond Murphy	

### Suggested Web/E learning Resources:

<b>SR NO</b>	<b>Topic</b>	<b>Lectures (Available on Youtube/Swayam/MOOCs etc)</b>	<b>Films</b>	<b>Journals/Articles/ Case studies</b>
<b>1.</b>	Basic English Grammar and writing skills	<b>1.</b> <a href="https://onlinecourses.nptel.ac.in/noc20hs19/preview">https://online courses.nptel .ac.in/noc20 hs19/preview</a>  <b>2.</b> <a href="https://nptel.ac.in/courses/109106129">https://nptel. ac.in/courses /109106129</a>		



		<p><b>3.</b>  <a href="https://www.youtube.com/watch?v=6NADEfJOVNo">https://www.youtube.com/watch?v=6NADEfJOVNo</a></p>		
2.	Introduction to Professional Communication Skills	<p>1.  <a href="https://www.youtube.com/watch?v=DLpINabdbRI">https://www.youtube.com/watch?v=DLpINabdbRI</a></p> <p>2.  <a href="https://www.youtube.com/watch?v=Mqvg2vLfbgg">https://www.youtube.com/watch?v=Mqvg2vLfbgg</a></p> <p>3.  <a href="https://www.youtube.com/watch?v=gFNQ-aZIakM">https://www.youtube.com/watch?v=gFNQ-aZIakM</a></p> <p>4.  <a href="https://www.youtube.com/watch?">https://www.youtube.com/watch?</a></p>		<p>1.  <a href="http://ndl.iitkgp.ac.in/document/MD15cHdNUUInd0lnZHNoQXlvOG5IUENRNG5vb25FV0xOK2VrYVBKTXpYWT0">http://ndl.iitkgp.ac.in/document/MD15cHdNUUInd0lnZHNoQXlvOG5IUENRNG5vb25FV0xOK2VrYVBKTXpYWT0</a></p>

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

F. Y. BBA			
<b>Course Code:</b> 23BI1-J071	<b>Subject : Environment Awareness Part-I</b>		<b>Marks : 50</b> <b>Credits :2</b>
<p><b>Course Objectives :</b></p> <ol style="list-style-type: none"> <li>1. To acquire the knowledge, values, attitudes, commitment and practices needed to protect and improve the environment and better ecosystem</li> <li>2. To build knowledge among students regarding utilization of various natural resources.</li> <li>3. To make students conscious on necessary bio-diversity and ecological conservations and to address complex environmental issues</li> <li>4. To create awareness about various causes of environmental pollution and its remedies.</li> <li>5. To study the impacts of human communities on environment</li> </ol>			
<p><b>Course Outcome :</b></p> <p>After completing the course, the student shall be able to</p> <p><b>CO1:</b> Understand how their actions affect on the environment hence how to build better ecosystem</p> <p><b>CO2:</b> Build knowledge and implement necessary practices for utilization of various natural resources</p> <p><b>CO3:</b> Motivate to implement various practices of Bio-diversity and to preserve Ecological Conservations of complex environmental issues.</p> <p><b>CO4:</b> Know various causes of Environmental Pollution and its remedies.</p> <p><b>CO5:</b> Study The impacts of Human Communities On Environment.</p>			
<b>Syllabus Content:</b>			
Unit	Unit Title	Contents	No of Lectures

<b>I</b>	Introduction To Environmental Studies and Ecosystem	<p>1.1 Multidisciplinary nature of environmental studies</p> <p>1.2 Scope and importance; Concept of sustainability and sustainable development</p> <p>1.3 Meaning of Ecosystem</p> <p>1.4 Structure and functions of Ecosystem</p> <p>1.5 Energy flow in an Ecosystem: Food Chains, Food Webs and Ecological Succession.</p>	4
<b>II</b>	Natural Resources : Renewable and Non-renewable Resources	<p>2.1 Land resources and Over utilization of land</p> <p>2.2 Land degradation, Soil Erosion and Desertification</p> <p>2.3 Deforestation: Causes And Impacts Due to Mining, Dam Building On Environment, Forests, Biodiversity And Tribal Populations</p> <p>2.4 Water: Use And Over-Exploitation of Surface and Ground Water, Floods, Droughts Conflicts Over Water (International &amp; Inter-State)</p> <p>2.5 Energy Resources : Renewable And Non Renewable Energy Sources, Use Of Alternate Energy Sources, Growing Energy Needs, Case Studies</p>	5
<b>III</b>	Biodiversity and Conservation	<p>3.1 Levels Of Biological Diversity : Genetic, Species And Ecosystem Diversity</p> <p>3.2 Biogeography Zones of India; Biodiversity Patterns And Global Biodiversity Hot Spots</p> <p>3.3 India as a Mega-Biodiversity Nation; Endangered and Endemic Species of India</p> <p>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.</p> <p>3.5 Ecosystem and Biodiversity Services: Ecological, Economic, Social, Ethical, Aesthetic and Informational Value.</p>	6

<b>IV</b>	Environmental Pollution	4.1 Environmental Pollution : Types, Causes, Effects and Controls; Air, Water, Soil And Noise Pollution 4.2 Nuclear Hazards and Human Health Risks 4.3 Solid Waste Management : Control Measures Of Urban And Industrial Waste 4.4 Climate Change, Global Warming, Ozone Layer Depletion, Acid Rain And Impacts On Human Communities And Agriculture	4
<b>V</b>	Human Communities and the Environment	5.1 Human Population Growth: Impacts On Environment, Human Health and Welfare 5.2 Resettlement And Rehabilitation of Project Affected Persons; Case Studies 5.3 Disaster Management : Floods, Earthquake, Cyclones And Landslides 5.4 Environmental Ethics: Role Of Indian and Other Religions and Cultures In Environmental Conservation 5.5 Environmental Movements : Chipko, Silent Valley, Bishnois of Rajasthan 5.6 Environmental Communication and Public Awareness, Case Studies (eg. CNG Vehicles In Delhi) 5.7 Environmental Ethics: Role of Indian And Other Religions And Cultures In Environmental Conservation	6
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 be 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.			