

**T.Y.B.A. Economics**  
**Skill Enhancement Course**  
**Business Management**

Sem ester	CC Paper	Paper No.	Name of Paper	Lectures / Week	Total Lect.	CA Marks	ESE Marks	Total	No. of Credits
V	SEC -III SEC-3A		Business Management- I	03	30	15	35	50	2
VI	SEC -IV SEC-3A		Business Management - II Project	03	30	15	35	50	2

SEC -Skill Enhancement Course; CC -Core Course; CA - Continuous Assessment;  
ESE -End of Semester Examination

**T.Y.B.A. Economics**  
**Skill Enhancement Course**  
**SEC 3A: Business Management-I**  
**(Course Code:     )**  
**Semester – V**

**Course Learning Outcomes:**

At the end of the Course, the Learner will have the following skills:

- Management of Business.
- Business planning and decision making
- Leadership Skills- Ability to work in teams at the same time, ability to show leadership qualities

Unit No.	Name and Sub Titles of the Topic	No. of Lectures	Skill Enhancement Exercises
1	<b>Business Management</b>	6	<ul style="list-style-type: none"> <li>• Discussion/ Practical/ Field Study</li> </ul>
	1.1 Nature and Scope of Management		
	1.2 Characteristics of Management		
	1.3 Need & Importance of Study of Management		
	1.4 Process of Management		
2	<b>Business Planning and Decision Making</b>	6	<ul style="list-style-type: none"> <li>• Case Studies / Mini Projects / Individual /Team Presentations.</li> <li>• Practical Exercises in Decision Making Process/ Problem Solving</li> </ul>
	2.1 Nature of Planning		
	2.2 Steps in Planning Process		
	2.3 Types of Business Planning		
	2.4 Study of Planning Process		
	2.5 Steps in Decisions Making Process		
	2.6 Factors affecting decision Making		

3	<p><b>Schemes of Government :</b>          Make in India          Start-up India          Stand up India          Mudra Loans          Dairy Management Scheme          Fruits Management Development Programme          Agriculture Products Sell Management</p>	<p><b>6</b>  <b>2 + 2</b>          Guest          Lecture</p>	<ul style="list-style-type: none"> <li>• Visit to SSS/ Interview with Mudra Beneficiary.</li> <li>• Study of Street Vendors/ Hawkers/ Mini Enterprises etc.</li> <li>• Exhibitions Business Plan Ideas Competitor</li> </ul>
4	<p><b>Workshop:</b>          Workshop on Entrepreneurship Development          Training Programme</p>	<p><b>8</b></p>	<p>2 -Half-Day Work - shops -4 hours each  <b>OR</b>          1- One Day Workshop          - 8 hours</p>

### Recommended Books

1. Stephen R. Covey, The 7 Habits of Highly effective People (1989), Guerilla Marketing.
2. Harvard Business Review, Management Tips, hbr.org/books.
3. Pandey, I.M. Financial Management, Persons 12<sup>th</sup> edn.
4. Saksena, S.C., Principles of Business Management (2019), Sahitya Bhawan Publi.Agra.
5. Kalkar Parag and Ajinath Doke, Vyavsay Vyavsthapan, Nirali Prakashan, Pune.
6. Vasistha, Neeru, Principles of Management, Taxmann.
7. Hannagan, Tim. Management Concepts and Practices, Macmillan India Ltd.
8. Government of India, Official Websites.

**T.Y.B.A. Economics**  
**Skill Enhancement Course**  
**SEC-3A: Business Management-II (Project Report)**  
**(Course Code:     )**  
**Semester – VI**

**Course Learning Outcomes:**

At the end of the Course, the Learner will have the following skills:

- Analytical Skills – Ability to analyze data collected and interpret in the most logical manner
- Project Report Writing Skills- Ability to comprehend and illustrate/demonstrate findings
- Presentation Skills – PPT/Poster- Ability to illustrate findings in the most appealing manner
- Leadership Skills: Ability to show leadership skills with business ideas or work on business ventures as a practical example

Unit No.	Name and Sub Titles of the Topic	No. of Lectures	Skill Enhancement Exercises
1	<b>Case Study</b>	2	Preview to Students for Project Report
	Guest Lecture – Local Entrepreneur – Success Stories / Struggles/ Historical Reviews/ Start-ups, etc		
2	<b>Project Interim Presentation</b>	14	Initial Mid Semester Presentation (15 marks)
	Detailed Study of ANY Business Enterprise under the Guidance of Subject Teacher OR Presentation of a Business Idea		
3	<b>Project Final Presentation</b>	14	Final Presentation Viva (35 Marks) Int. Examiner - 10 Ext. Examiner - 10 Report- 15
	Presentation with PPT or Poster or Exhibition of Business Ideas/ Reports		

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