

**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)<br>Int. Examiner - 10<br>Ext. Examiner - 10<br>Report- 15 |
|          | Presentation with PPT or Poster or Exhibition of Business Ideas/ Reports   |                 |  |

**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.