



St. Mira's College for Girls, Pune
(SEC_TYBA_Eco_2022-25)

ST. MIRA'S COLLEGE FOR GIRLS, PUNE
(Autonomous - Affiliated to Savitribai Phule Pune University)

TYBA
ECONOMICS
BUSINESS SKILLS
SKILL ENHANCEMENT COURSE

Semester: V	Subject Code: EC52220	Credits: 2	Lectures: 30
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Course Outcomes:

At the end of the course, the learner will be able to:

- Create and present a business proposal
- Relate the process of starting and registering a business
- Communicate effectively for developing business
- Make a presentation for business enhancement
- Comprehend consumer behaviour and choice of selling techniques

Sr. No.	Unit	Pedagogy	Evaluation & Assessment	Skills to be imparted
1	Entrepreneurial Skills 1.1 Ideation of a business 1.2 Registration of an enterprise 1.3 Need and Types of Training 1.4 Entrepreneurial Development Programmes 1.5 Institutional Support to Entrepreneurs	Classroom Lectures Discussions Illustrations/Examples Audio-visual aids; Guest lectures by successful entrepreneurs	MCQ Testing; Library Work/ Assignment	Entrepreneurial skills like making a business proposal, identifying business possibility

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2	Business Communication Skills 2.1 Concepts of Effective Communication 2.2 Use of language and grammar 2.3 Methods of Presentation 2.4 Group Dynamics and Team Building	Classroom Lectures Discussions Audio-visual aids Library Work	PPT making Assignment and Presentation, Writing Business Letters	<ul style="list-style-type: none"> • Proficiency in Language • Written Communication Skills • Preparation and Delivery of a Presentation • Team Work
3	Selling Skills and Business Etiquette 3.1 Understanding Consumers' Behaviour 3.2 Different types of Products and suitable Selling Techniques 3.3 Decoding Body Language 3.4 Power Dressing 3.5 Business Etiquette 3.6 Self Motivation	Classroom Lectures Discussions Audio-visual aids Library Work	Assignments on Consumer Behaviour; Choosing suitable selling techniques; Application-based MCQ	<ul style="list-style-type: none"> • Choice of selling Techniques • Understanding Consumer Behaviour • Decoding Body Language • Understanding of Business Etiquette

References :

- B. Krishnamurthy & K. Malar Mathi (2019) "*Becoming a Woman Entrepreneur*" Notion Press; India 1st edition (23 August 2019)
- Prateek Jain (2020) "*Start Your Own Enterprise: The Must Know-How Guide for an Entrepreneur*" Notion Press, India
- Gupta C.B. & Srinivasan N.P.(2020), "*Entrepreneurial Development*", Sultan Chand & Sons, India

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TYBA
ECONOMICS
EVENT MANAGEMENT
SKILL ENHANCEMENT COURSE

Semester: VI	Subject Code: EC62220	Credits:2	Lectures: 30
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<p>Course Outcomes:</p> <p>At the end of the Course, the learner will be able to:</p> <ul style="list-style-type: none"> ● Create a plan for an event ● Design a plan for seeking sponsorship for an event ● Promote the event through digital medium ● Apply marketing and advertising techniques ● Multitask ● Learn and apply the principle of Time Management
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Sr. No.	Unit	Pedagogy	Evaluation & Assessment	Skills to be imparted
1	Understanding Event Management 1.1 Resources, Activities and Role of the Event Manager 1.2 Preparing a Proposal 1.3 Seeking Sponsors	Classroom Lectures Discussions Audio-visual aids	Assignment on Preparing Event Proposal; Proposal for Sponsorship	<ul style="list-style-type: none"> ● Planning Skills ● SWOT Analysis ● Financial Skills
2	Promoting Event 2.1 Marketing Tools 2.2 Media Tools 2.3 Promotional Tools	Classroom Lectures Discussions Audio-visual aids	Assignment on creating Marketing tools, Media tools and Promotional tools	<ul style="list-style-type: none"> ● Digital Skills ● Media Skills ● Advertising Skills
3	Organizing Event 3.1 Making Arrangements 3.2 Crisis Management	Classroom Lectures Discussions Audio-visual aids	Hands on Work on Departmental/ College Events or Application-based Test	<ul style="list-style-type: none"> ● Time Management ● Crisis Management ● Multitasking

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References
<ul style="list-style-type: none"> Devesh Kishore & Ganga Sagar Singh (2011) "Event Management: A Booming Industry and an Eventful Career" Har-Anand Publications, India Mr. Hariharan & Ms. Annie Stephen (2017) "Event Management" Himalaya Publications, New Delhi India Singh S.R. (2009) "Event Management" APH Publications New Delhi India

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Chairperson (HoD)	Dr. Manisha Pimpalkhare	<i>Manisha</i> 12/8/21	
Faculty	Dr. Shalini Iyer		<i>Shalini Iyer</i> 12/8/21
Faculty	Dr. Meenal Sumant	<i>Meenal</i> 12/8/21	
Subject Expert (Outside SPPU)	Dr. Subhash Patil		<i>Subhash</i> 12/8/21
Subject Expert (Outside SPPU)	Dr. Manjushri Bobade	<i>Manjushri</i> 12/8/21	
VC Nominee	Dr. Saili Belsare		<i>Saili</i> 12/8/21
Industry Expert	Dr. Girija Lagad	<i>Girija</i> 12/8/21	
Alumni	Mrs. Suchismita Mohanty		<i>Suchismita</i> 12/8/21

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