

St. Mira's College for Girls, Pune

TYBA ECONOMICS SEM V SEC- BUSINESS SKILLS ASSIGNMENT

Date 17th September 2022

Guidelines for the presentation-

Presentation Length- 25-30 minutes

Marks- 25

Breakup of the marks-

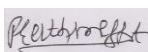
- 1) Clarity and accuracy of information- 10 Marks
- 2) Relevance to the topic- 5 Marks
- 3) Flow of presentation- 5 Marks
- 4) Creativity- 5 Marks

Expected Content of the presentation-

Your presentation should cover the following points:

- 1) What is your new business venture all about?
- 2) What product or service will you offer?
- 3) Who are your target customers?
- 4) Who are your competitors?
- 5) What pricing strategy will you adopt?
- 6) What is your SWOT analysis? (Strengths, Weaknesses, Opportunities, and Threats)

Presentations are scheduled from 10th Oct to 14th Oct 2022



Course Instructor

(Mr. Prathmesh U Tawade)

Faculty In charge

Dr. Manisha Pimpalkhare



**TYBA ECONOMICS SEM V
SEC- BUSINESS SKILLS
ASSIGNMENT
Report**

The primary objectives of the assignment were as follows:

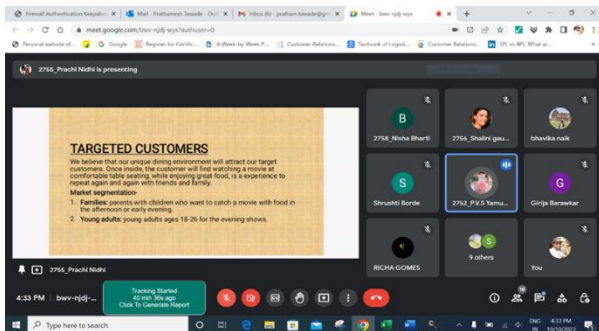
- To encourage students to develop a comprehensive understanding of new business ventures and their key components.
- To enhance students' research, analytical, and presentation skills.
- To promote creative thinking and innovation in the context of real-world business scenarios.
- To assess students' ability to apply SWOT analysis and pricing strategies to practical business situations.

Upon completion of the assignment, students demonstrated the following learning outcomes:

Knowledge Enhancement:

The students

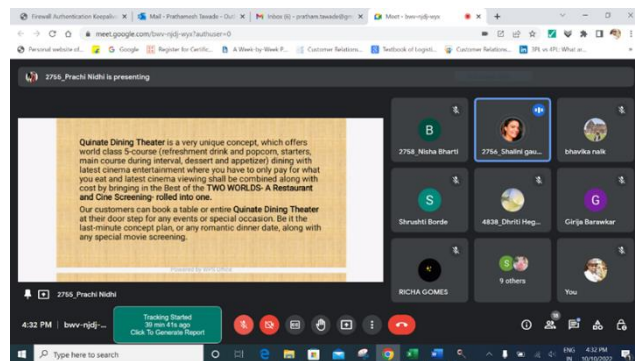
- Gained knowledge about conceptualizing and planning a new business venture.
- Understood the importance of market research, target customer identification, and competitor analysis.



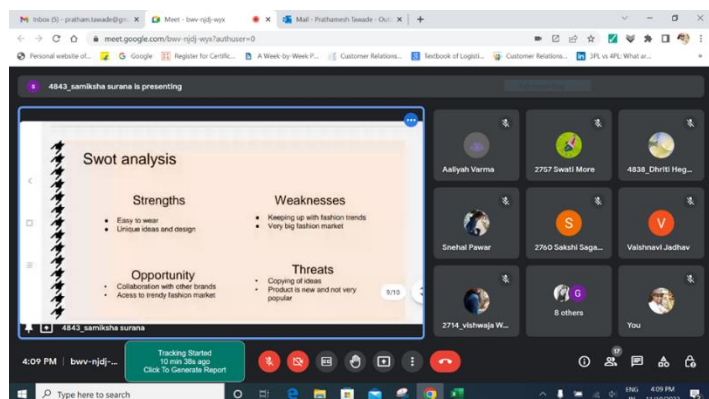
Analytical Skills:

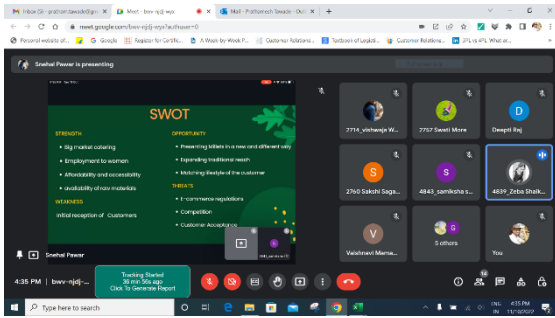
The students

- Developed analytical skills by **conducting a SWOT analysis**, identifying internal strengths and weaknesses, as well as external opportunities and threats.



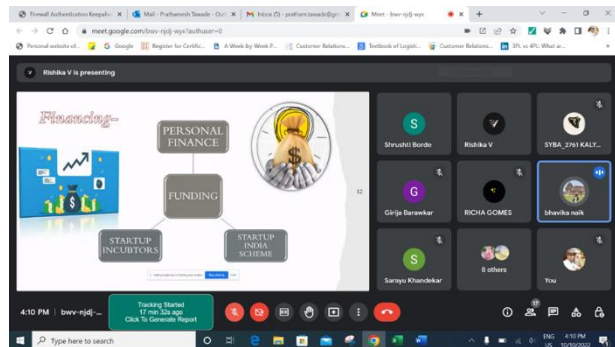
- Learnt about effective pricing strategies and their impact on business profitability.





- Demonstrated critical thinking abilities through the evaluation of various business aspects.

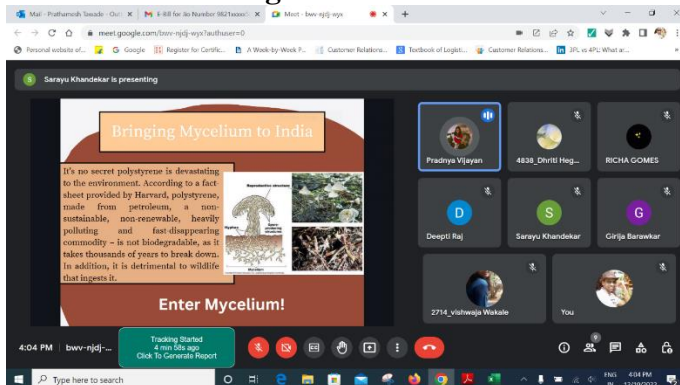
Presentation Skills:



The students-

- Improved presentation skills, including the ability to communicate ideas clearly and concisely.
- Enhanced public speaking skills and the confidence to present in front of an audience.

Creative Thinking:



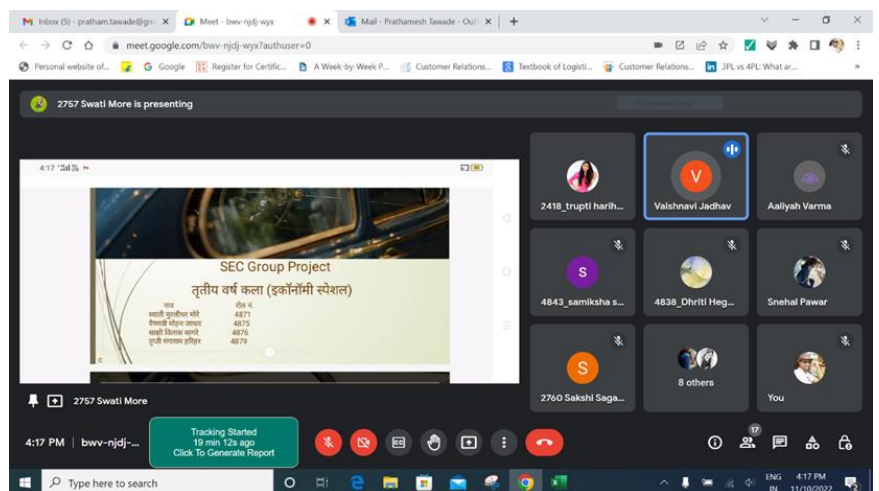
The students-

- Developed innovative approaches to designing and describing new business concepts.
- Fostered the ability to brainstorm and generate unique business ideas.

Collaboration:

The students -

- Engaged in teamwork and collaboration within groups, fostering an environment of shared ideas and cooperative learning.
- Developed interpersonal skills through group discussions, planning, and presentation rehearsals



Prathmesh U Tawade

Course Instructor- (Mr.Prathmesh U Tawade)

Faculty In charge - Dr. Manisha Pimpalkhare

