



NGF COLLEGE OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

LESSON PLAN (July-Dec 2025)

BBA GEN 1ST SEM

Name of Teacher: Ms.Mamta Sharma

Designation: Assistant Professor

Subject Name: Fundamentals of Management

Semester:1st

Branch: BBA

Subject Code: BBG-101-V

Date of Start:29th August 2025 **Total Load:**33 hours and 42 minutes

Date of Completion: 29November2024

Module/Unit-1:

S.No	Name of Topic	Hours
1	Management- meaning, nature, Significance	50 Min.
2	evolution of management thought:	50 Min.
3	Modern approach	50 Min.
4	contributions ofTaylor and Fayol;	50 Min.
5	Human relations &Behavioral Schools	50 Min.
6	Hawthorne Studies;	50 Min.
7	Management as a Profession;	50 Min.
8	Management Vs Administration;	50 Min.
9	Levels of Management;	50 Min.
10	Roles of manager in organization;	50 Min.
11	concept of MBO	50 Min.
	Total	9hrs10min

Module/Unit 2-

S.No	Name of Topic	Hours
1	Authority & responsibility relationships;	50 Min.
2	Span of Control	50 Min.
3	Concept of Line & Staff authority	50 Min.
4	Process of Delegations	50 Min.
5	Barriers to Delegation;	50 Min.
6	Centralization & Decentralization;	50 Min.
7	Organization Structures:	50 Min.
8	Types, Advantages & Disadvantages.	50 Min.
9	Doubt class	50 Min.
10	Class test	50 Min.
	Total	8hrs 20min

Module/Unit 3-

S.No	Name of Topic	Hours
1	Functions of management	50 Min.
2	Planning: nature, process,	50 Min.
3	Planning types	50 Min.
4	Organizing concept,nature,process& significance	50 Min.
5	staffing: concept, importance and nature	50 Min.
6	directing: concept and scope	50 Min.
7	controlling: process, types	50 Min.
8	Controlling techniques;	50 Min
9	Problem-solving; Decision making	50 Min
10	Process and techniques.	50 Min
	Total	8hrs 20 min

Module/Unit 4-

S.No	Name of Topic	Hours
1	Business- concept, nature, and scope;	50 Min.
2	business as a system; business objectives	50 Min.
3	business and environment interface;	50 Min.
4	distinction between business, commerce,	50 Min.
5	Forms of Ownership	50 Min.
6	Sole Proprietorship, Partnership,	50 Min.

7	Joint Stock Companies & Co-operatives,	50 Min.
8	Multinational corporations;	50 Min.
9	feasibility and preparation of business plan	50 Min.
10	Class test	50 Min
	Total	8hrs 20 min

TEXT BOOKS:

- 1 "Management" by Stephen P. Robbins & Mary Coulter
- 2 Fundamentals of Management" by Stephen P. Robbins, David A. DeCenzo, Mary Coulter
- 3 Principles of Management" by Ricky W. Griffin

REFERENCE BOOKS:

- 1 Robbins, S. P., and Decenzo, D.A. Essentials of Management. Pearson Education, India.
2. Koontz, H., Essentials of Management. McGraw Hill Education, New Delhi
3. Robbins, S. P., and Coulter, M. K., Management. Pearson Education, Harlow.



Signature of Teacher



Signature of Teacher

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Approved by IQAC Director/Dean Academics



NGF COLLEGE OF ENGINEERING & TECHNOLOGY
DEPARTMENT OF MANAGEMENT STUDIES
LESSON PLAN (July-Dec 2025)

Name of Teacher: Ms Komal Agrawal

Designation: Assistant Professor

Subject Name: FINANCIAL ACCOUNTING

Branch: BBA (GEN)

Semester: 1st

Subject Code: BBG-103-V

Date of Start: 01-09-25

Total Load: 30 hours

Date of Completion: 28-11-25

Unit-1

S.No	Name of Topic	Hours
1	Meaning & Scope of Accounting	50 Minutes
2	Nature of financial accounting , branches of accounting	50 Minutes
3	Accounting Principles	50 Minutes
4	Concept & Conventions	50 Minutes
5	Application of GAAP in recording financial transaction	50 Minutes
6	Doubt Session	50 Minutes
7	Assignments	50 Minutes
	TOTAL	5 hours 50 minutes

Unit 2

S.No	Name of Topic	Hours
1	Accounting Process: From recording of a business transaction to preparation of trial balance.1	50 Minutes
2	Accounting Process: From recording of a business transaction to preparation of trial balance.2	50 Minutes
3	PRACTICAL QUESTION	50 Minutes
4	DOUBT SESSION	50 Minutes
5	RECTIFICATION OF ERRORS	50 Minutes
6	PRACTICAL QUESTION	50 Minutes
7	CONCEPT OF DEPRECIATION	50 Minutes
8	STRAIGHT LINE METHOD	50 Minutes
9	WRITTEN DOWN VALUE METHOD	50 Minutes
10	PRATICAL QUESTION -1	50 Minutes
11	PRATICAL QUESTION -2	50 Minutes
12	DOUBT SESSION	50 Minutes
	TOTAL	10 hours

Unit 3

S.No	Name of Topic	Hours
1	Capital and revenue expenditures and receipts,	50 Minutes
2	PRACTICAL QUESTION	50 Minutes
3	Preparation of financial statements of non-corporate business entities: Trading account,	50 Minutes
4	profit and loss account,	50 Minutes
5	balance sheet.	50 Minutes
6	Computerized accounts by using Tally software.	50 Minutes
7	PRACTICAL QUESTION	50 Minutes
8	DOUBT SESSION -1	50 Minutes
9	DOUBT SESSION -2	50 Minutes
	TOTAL	7 hours 30 minutes

Unit 4

S.No	Name of Topic	Hours
1	Joint venture accounts.	50 Minutes
2	PRACTICAL QUESTION -1	50 Minutes
3	PRACTICAL QUESTION -2	50 Minutes
4	Meaning of Non-Profit Organization, Significance of Receipt and Payment Account,	50 Minutes
5	Income and Expenditure Account and Balance Sheet;	50 Minutes
6	PRACTICAL QUESTION	50 Minutes
7	Preparation of Receipt and Payment Account,	50 Minutes
8	Income and Expenditure Account and Balance Sheet.	50 Minutes
	TOTAL	6 hours 40 minutes

TEXT BOOKS:

1. Anthony, R. N., Hawkins, D., Merchant, K. A. Accounting: Text and Cases. New York: McGrawHill Education, India.
2. Dam, B. B., Gautam, H. C. Financial Accounting. Gayatri Publications, Guwahati.
3. Monga, J. R., Financial Accounting: Concepts and Applications. MayurPaperback Publishing, New Delhi.

REFERENCE BOOKS:

1. Shukla, M. C., Grewal, T. S., Gupta, S. C. Advanced Accounts. Sultan Chand Publishing, New Delhi.
2. Maheshwari, S. N., Maheshwari, S. K., Financial Accounting. Vikas Publishing House

Pvt. Ltd. NewDelhi.

3. Sehgal, D. Financial Accounting. Vikas Publishing House Pvt. Ltd, New Delhi.

Signature of Teacher

Approved by HOD/Dean

Approved by IQAC Director/Dean Academics



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NGF COLLEGE OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

LESSON PLAN (July-Dec 2025)

Name of Teacher: Ms.Shalu Designation: Assistant Professor

Subject Name: BUSINESS ENVIRONMENT

Branch: BBA

Semester: 1st

Subject Code: BBG-105-V

Date of Start: 3 September 2025

Total Load: 30 hours

Date of Completion: 28 November 2025

Unit-1:

S. No	Name of Topic	Hours
1	Business environment: Introduction	50 Min.
2	Business environment: concept, nature,	50 Min.
3	Business environment: significance;	50 Min.
4	Economic forces affecting business operations & growth;	50 Min.
5	social forces affecting business operations & growth;	50 Min.
6	political forces affecting business operations & growth;	50 Min.
7	Types of business environment;	50 Min.
8	Environmental scanning.	50 Min.
9	Class Test	50 Min.
	Total	7 Hours 50 min.

Unit 2

S. No	Name of Topic	Hours
1	Risk in business environment- country risk	50 Min.
2	Risk in business environment- political risk;	50 Min.
3	Economic systems: capitalism,	50 Min.
4	Economic systems: socialism	50 Min.
5	Economic systems: mixed economy;	50 Min.
6	Economic planning in India: objectives,	50 Min.
7	Economic planning in India: strategy,	50 Min.
8	Economic planning in India: problems,	50 Min.
9	Impact of economic planning in India;	50 Min.
10	Roles of government: regulatory role	50 Min.
11	Roles of government: promotional role,	50 Min.
12	Roles of government: entrepreneurial role	50 Min.
13	Roles of government: planning role	50 Min.
14	Roles of government: economic role	50 Min.
15	Class test	50 Min.
	Total	12 hours 30 min.

Unit 3

S. No	Name of Topic	Hours
1	The constitutional environment	50 Min.
2	state intervention in business,	50 Min.
3	social responsibility of business:	50 Min.
4	social responsibility of business: concept, rationale,	50 Min.
5	social responsibility of business: dimensions,	50 Min.
6	social responsibility of business: its disclosure by Indian business.	50 Min.
7	Class Test	50 Min.
	Total	5 Hours 50 min.

Unit 4

S. No	Name of Topic	Hours
1	Professionalization	50 Min.
2	Competitive environment of business	50 Min.
3	MRTP Act	50 Min.
4	Competition Act.	50 Min.
5	Class Test	50 Min.
	Total	4 Hours 10 min.

TEXT BOOKS:

1. Business Environment by Dr. C.B. Gupta
2. BE by Dr.RavindranathBadi
3. Business Environment by Beerala Mahesh Kiran Kumar, D. Bhuvana Kumar, and Dr.ChakravarthyBachina

REFERENCE BOOKS:

1. Cherunillam, F., Business Environment, Himalaya Publications, Mumbai.
2. Bedi. S., Business Environment, Excel Books, Delhi
3. Goyal A., Environment for Managers, V.K. Publications, Haryana.
4. Paul, J., Business Environment, Tata Mc-Graw Hill, New Delhi.

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Ms. Mamta Sharma



NGF COLLEGE OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

LESSON PLAN (July- Dec 2025)

Name of Teacher: Ms Mamta Sharma

Designation: Assistant professor

Subject Name: Micro Economics Semester -1st

Branch –BBA

Subject Code: BBG-107-V

Date of Start: 29th August 2025

Total Load: 33 Hours.42 minutes

Date of Completion: 26th November 2025

Module/Unit-1:

S.No	Name of Topic	Hours
1	Introduction to Economics, definition	50 min
2	scope of Economics	50 min
3	nature and scope of microeconomics,	50 min
4	Demand: law of demand and its determinants	50 min
5	price, cross and income elasticity of demand,	50 min
6	law of supply and its determinants, elasticity of supply,	50 min
7	Law of diminishing Marginal Utility Analysis,	50 min
8	competitive equilibrium;	50 min
9	consumer's equilibrium	50 min
10	utility and indifference curve approaches	50 min

11	Revision	50 min
	Total	9Hours 10min

Module/Unit 2-

S.No	Name of Topic	Hours
1	Basic Cost Concepts, Total Cost, Fixed Cost, Variable Cost	50 min
2	Average Cost & Marginal Cost	50 min
3	Explicit Cost and Implicit Cost,	50 min
4	Short run and long run production functions,	50 min
5	laws of returns;optimal input combination;	50 min
6	classification of costs	50 min
7	short run and long run lost curves and their interrelationship	50 min
8	internal and external economies of scale	50 min
9	Revision	50 min
10	Class Test	50 min
	Total	8hrs 20min

Module/Unit 3

S.No	Name of Topic	Hours
1	Characteristics of various factors of production.	50 min
2	Determination of rent	50 min
3	quasi rent	50 min
4	optimum size of the firm	50 min
5	factors affecting the optimum size, location of firms.	50 min
6	Revision	50 min
7	Class Test	50 min
8	Doubt Class	50 min
9	Presentation	50 min
10	Class Test 2	50 min
	Total	8hrs 20min

Module/Unit 4

S.No	Name of Topic	Hours
1	Equilibrium of the firm and industry	50 min
2	perfect competition	50 min
3	monopoly,	50 min
4	monopolistic competition,	50 min
5	discriminating monopoly	50 min
6	aspects of non-price competition and oligopolistic behaviour.	50 min
7	Revision	50 min
8	Class Test	50 min

9	Doubt Class	50 min
10	Presentation	50 min
	Total	8hrs 20min

TEXT BOOKS:

- . "Microeconomics" by H.L. Ahuja
- "Microeconomics: Theory and Application" by M.L. Jhingan

REFERENCE BOOKS:

1. Salvatore, D., Microeconomic Theory. McGraw Hill, New Delhi.
2. N. Dwivedi, Managerial Economics. Vikas Publishing House, Haryana.
3. Mark Hirschey, Managerial Economics. Thomson, South Western, New Delhi.



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NGF COLLEGE OF ENGINEERING & TECHNOLOGY DEPARTMENT OF MANAGEMENT LESSON PLAN (July-Dec 2025)

Name of Teacher: Mr. Gaurav Rahi Designation: Assistant Professor

Subject Name: Business Mathematics

Branch: BBA GEN

Semester: 1st

Subject Code: MTU-115-V

Date of Start: 01-09-25 Total Load: 32 hrs. Date of Completion: 28 -11 -25

Unit-1

S.No	Name of Topic	Hours
1	Theory of sets – meaning, elements, types.	2
2	Presentation and equality of sets, union, intersection.	2
3	Compliment and difference of sets, venn diagram	2

4	Cartesian product of two sets , applications of set theory	1
	Total	7Hours

Unit 2

S.No	Name of Topic	Hours
1	Indices and logarithms	3
2	Arithmetic and geometric progression and their business applications	2
3	Sum of first n natural numbers,	1
4	Sum of squares and cubes of first n natural numbers.	1
	Total	7 Hours

Unit 3

S.No	Name of Topic	Hours
1	Permutations and examples	2
2	Combinations and examples	2
3	Binomial theorem and examples	1
4	Quadratic equations and examples	2
	Total	7 Hours

Unit 4

S.No	Name of Topic	Hours
1	Matrix types, properties, addition , multiplication, transpose and inverse of matrix, properties of determinants,	3
2	Solution of system of linear equations,	2
3	Differentiation , their business applications and examples	3
4	Integration , their business applications and examples	3
	Total	11 Hours

TEXT BOOKS:I. Sancheti, D.C., A.M. Malhotra& V.K. Kapoor, Business Mathematics. Sultan Chand & Sons, New Delhi
2. Zameerudin, Qazi, V.K. Khanna& S.K. Bhambri, Business Mathematics, Vikas Publishing House Pvt. Ltd, New

REFERENCE BOOKS:

3. Reddy, R.JayaPrakash, Y. Mallikarjuna Reddy, A Text Book of Business Mathematics, Ashish Publishing House, New Delhi



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NGF COLLEGE OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

LESSON PLAN (July-December 2025)

Name of Teacher: Rashmi Designation: Assistant Professor

Subject Name: English-1

Branch: BBA GEN

Semester: 1st

Subject Code: AEC-105-V

Date of Start: 02-09-25

Total Load: 21 hours 40 minutes

Date of Completion: 28-11-25

Module/Unit-1

S. No	Name of Topic	Hours
1	Basic of grammar	50 min.
2	Basic of grammar	50 min.
3	Basic of grammar	50 min.
4	Basic of grammar	50 min.
5	Vocabulary Building	50 min.
6	Revision	50 min.
7	Doubts	50 min.
	Total Hours	350 min.

Module/Unit-2

S. No	Name of Topic	Hours
1	Essentials of Grammar 1	50 min.

2	Essentials of Grammar 1	50 min.
3	Essentials of Grammar 1	50 min.
4	Essentials of Grammar 1	50 min.
5	Revision	50 min.
6	Doubts	50 min.
7	Presentation	50 min.
	Total Hours	350 min.

Module/Unit-3

S. No	Name of Topic	Hours
1	Essentials of grammar 2	50 min.
2	Essentials of grammar 2	50 min.
3	Essentials of grammar 2	50 min.
4	Essentials of grammar 2	50 min.
5	Revision	50 min.
6	Doubts	50 min.
	Total Hours	300 min.

Module/Unit-4

S. No	Name of Topic	Hours
1	Spoken English Communication	50 min.
2	Spoken English Communication	50 min.
3	Spoken English Communication	50 min.
4	Revision	50 min.
5	Doubts	50 min.
7	Revision	50 min.
	Total Hours	300 min.

REFERENCE BOOKS:

1. MadhulikaJha, Echoes, Orient Long Man
2. Ramon & Prakash, Business Communication, Oxford.
3. Sydney Green baum Oxford English Grammar, Oxford.
4. M. Ashraf Rizvi, Effective Technical Communication, Tata McGraw Hill



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NGF COLLEGE OF ENGINEERING & TECHNOLOGY
DEPARTMENT OF MANAGEMENT STUDIES
LESSON PLAN (July-Dec 2025)

Name of Teacher: Mr. Gaurav Chaudhary **Designation:** Assistant Professor

Subject Name: Managerial Skill Development

Branch: BBA (DM) Semester: 1st

Subject Code: BBG-109-V

Date of Start: 28 July -2025 **Total Load:** 31 hours 40 minutes **Date of Completion:** 21 NOV -2025

Unit-1

S.No	Name of Topic	Hours
1	Understanding oneself (self- evaluation, ethics)	50 Minutes
2	values, personality assessment	50 Minutes
3	Johari window	50 Minutes
4	work life balance	50 Minutes
5	stress management	50 Minutes
6	Group Discussion	50 Minutes
7	Business games	50 Minutes
8	time management	50 Minutes
9	personality development and mindfulness	50 Minutes

10	Doubt Solving Session	50 Minutes
	TOTAL	8 hours 20 minutes

Unit 2

S.No	Name of Topic	Hours
1	Problem-solving	50 Minutes
2	creativity, and innovation	50 Minutes
3	steps in analytical problem- solving	50 Minutes
4	building positive interpersonal relationship	50 Minutes
5	Supportive communication	50 Minutes
6	Coaching and counselling	50 Minutes
7	Class Test	50 Minutes
8	Principles of supportive communication	50 Minutes
9	Debate	50 Minutes
10	PPT Presentation	50 Minutes
	Total	8 hours 20 minutes

Unit 3

S.No	Name of Topic	Hours
1	Team building	50 Minutes
2	types of team	50 Minutes
3	managing conflict and diversity	50 Minutes
4	team effectiveness	50 Minutes
5	leading team for high performance	50 Minutes
6	PPT Presentation	50 Minutes
7	leading positive change	50 Minutes
8	Doubt solving class	50 Minutes
9	Class Test	50 Minutes
10		50 Minutes
	TOTAL	8 hours 20 minutes

Unit 4

S.No	Name of Topic	Hours
1	Leadership and its meaning	50 Minutes
2	Types of leadership	50 Minutes
3	characteristics of a leader	50 Minutes
4	leadership development	50 Minutes
5	Leadership games to understand leadership roles at various levels of the organization.	50 Minutes
6	PPT Presentation	50 Minutes
7	Business Activity /Game	50 Minutes
8	Doubt solving session	50 Minutes
	TOTAL	6 hours 40 minutes

TEXT BOOKS:

1. Walker, Alka .Life Skills for Success. Sage Publications
2. Whitten, D.A, Cameron, K.S. Developing Management Skills. Prentice Hall

REFERENCE BOOKS:

1. Hughes, R.,Gannett, R. and Curphy, G.,Leadership: Enhancing the Lessons of Experience, McGraw Hill Education
2. A. Chandra mohan, Leadership and management, Himalaya Publishing House
3. Hill CBhargava & Bhargava, Team Building & Leadership, Himalaya Publishing House

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NGF COLLEGE OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

LESSON PLAN (JULY-DEC 2025)

Name of Teacher: Ms.Isha Gaur
Professor

Designation: Assistant

Subject Name: Environmental Science-I

Branch: BBA (General)

Semester: 1st

Subject Code: VAC-101-V

Date of Start: 11th Sept, 2025 **Total Load:** 37 Hours 30 min **Date of Completion:** 28th Nov, 2025

Unit-1

S.No	Name of Topic	Hours
1	Man–environment interaction: hunter-gatherers, mastery of fire, origin of agriculture	50 Min.
2	Emergence of city-states and great ancient civilizations; Indic knowledge and culture of sustainability	50 Min.
3	Middle Ages and Renaissance; Industrial Revolution and environmental impact	50 Min.
4	Population growth and natural resource exploitation	50 Min.
5	Global environmental change	50 Min.
6	Environmental ethics: anthropocentric and eco-centric perspectives	50 Min.
7	Major environmental thinkers and movements	50 Min.
8	Club of Rome, Limits to Growth, and major UN conferences (1972, 1992, 2015)	50 Min.
9	Sustainable development and global environmentalism (overview	50 Min.

	& discussion)	
	Total	7 Hours 30 min.

Unit 2-

S.No	Name of Topic	Hours
1	Definition and classification of natural resources – biotic, abiotic, renewable, non-renewable	50 Min.
2	Biotic resources: forests, grasslands, wetlands, wildlife, aquatic systems	50 Min.
3	Microbes as a resource – role and significance	50 Min.
4	Water resources – types, availability, use, and over-exploitation issues	50 Min.
5	Soil and mineral resources – exploitation and environmental problems	50 Min.
6	Energy resources – conventional and non-conventional; implications of use	50 Min.
7	Introduction to Sustainable Development and SDGs	50 Min.
8	SDG targets, indicators, and challenges	50 Min.
9	Strategies for achieving sustainability (class discussion)	50 Min.
	Total	7 hours 30 min.

Unit 3

S.No	Name of Topic	Hours
1	Scales of environmental issues – micro to planetary; temporal and spatial aspects	50 Min.
2	Pollution – types and sources (air, water, soil, noise, thermal, radioactive)	50 Min.
3	Municipal solid waste and hazardous waste management	50 Min.
4	Transboundary air pollution, acid rain, smog	50 Min.
5	Land use and land cover change – deforestation, desertification, urbanization	50 Min.
6	Biodiversity loss – causes, past and current trends	50 Min.
7	Ozone layer depletion and climate change	50 Min.
8	Disasters – natural and anthropogenic (case examples)	50 Min.
9	Class activity – analyzing local environmental issues	50 Min.
	Total	7 Hours 30 min.

Unit 4

S.No	Name of Topic	Hours
1	Biodiversity as a natural resource – levels and distribution	50 Min.

2	Biodiversity in India and global biodiversity hotspots	50 Min.
3	Major ecosystem types and ecosystem services	50 Min.
4	Threats to biodiversity – exploitation, invasive species, climate change	50 Min.
5	In-situ and ex-situ conservation – concepts and methods	50 Min.
6	Protected areas, biosphere reserves, ESA, CRZ	50 Min.
7	Role of traditional and community-based conservation; gender and conservation	50 Min.
8	Overview of major international conventions – CBD, CITES, Ramsar, UNCCD	50 Min.
9	Cartagena & Nagoya Protocols – significance and impact	50 Min.
	Total	7 Hours 30 min.

Unit 5

S.No	Name of Topic	Hours
1	Field visit to identify local/regional environmental issues	50 Min.
2	Data collection and report preparation	50 Min.
3	Discussion on national environmental case study	50 Min.
4	Discussion on international sustainable development case study	50 Min.
5	Participation in plantation drive and nature camps	50 Min.

6	Documentation of campus flora and fauna	50 Min.
7	Group reflection and report presentation	50 Min.
8	Evaluation and feedback discussion	50 Min.
9	Viva / assessment session	50 Min.
	Total	7 Hours 30 min.

TEXT BOOKS:

1. **“Environmental Studies”** – ErachBharucha, University Grants Commission / Orient Blackswan
2. **“Environmental Studies”** – Dr. Benny Joseph, Tata McGraw Hill
3. **“Textbook of Environmental Studies for Undergraduate Courses”** – Deepti Gupta & Kaushik, New Age International Publishers

REFERENCE BOOKS:

1. Baskar, R & Baskar, S. (2010). Natural Disasters: Earth's Processes & Geological Hazards, Unicorn Books
2. Bawa, K.S., Oomen, M.A. and Primack, R. (2011) Conservation Biology: A Primer for South Asia. Universities Press.
3. Bhagwat, Shonil (Editor) (2018) Conservation and Development in India: Reimagining Wilderness, Earthscan Conservation and Development, Routledge.
4. Chiras, D. D and Reganold, J. P. (2010). Natural Resource Conservation: Management for a Sustainable Future. 10th edition, Upper Saddle River, N. J. Benjamin/Cummins/Pearson.

Signature of Teacher

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BBA GEN 3RD SEM



NGF COLLEGE OF ENGINEERING & TECHNOLOGY

Department of Management Studies

LESSON PLAN (July-Dec 2025)

Name of Teacher: RituDagar

Designation: Assistant Professor

Subject Name: Marketing Management

Branch: BBA General

Semester: 3rd

Subject Code: BBG-201-V

Date of Start: 24 July, 2025 Total Load: 22lectures(18 hrs, 20 min)Date of Completion:28Nov2025

Unit-1:

S.No	Name of Topic	Hours
1	Introduction to Marketing;	50 minutes
2	Difference between marketing and selling;	50 minutes
3	core concepts of marketing;	50 minutes
4	Marketing mix;	50 minutes
5	Marketing process;	50 minutes
6	marketing environment	50 minutes
	Total	5 Hours

Unit- 2:

S.No	Name of Topic	Hours
1	Determinants of consumer behaviour;	50 minutes
2	Consumer's purchase decision process (exclude industrial purchase decision process);	50 minutes
3	Market segmentation;	50 minutes

4	Target marketing;	50 minutes
5	Differentiation and positioning;	50 minutes
6	Marketing research;	50 minutes
7	Marketing information system.	50 minutes
	Total	5 Hours, 50 minutes

Unit- 3:

S.No	Name of Topic	Hours
1	Product and product line decisions;	50 minutes
2	Branding decisions;	50 minutes
3	Packaging and labeling decisions;	50 minutes
4	Product life cycle concept;	50 minutes
5	New product development;	50 minutes
6	Pricing decisions	50 minutes
	Total	5 Hours

Unit-4:

S.No	Name of Topic	Hours
1	Distribution channels:- retailing, wholesaling, warehousing and physical distribution.	50 minutes

2	Promotion mix – personal selling, advertising, sales promotion, publicity	50 minutes
3	Conceptual introduction to customer relationship marketing.	50 minutes
	Total	2 Hours, 30 minutes

TEXT BOOKS / REFERENCE BOOKS:

TEXT/REFERENCE BOOKS

1. Kotler, P, Keller, K. L., Koshy, A., & Jha, M. Marketing Management. New Delhi: Pearson Education.
2. Dhunna, M. Marketing Management: Text and Cases. New Delhi: Wisdom Publications.
3. Saxena, R. Marketing Management. New Delhi: McGraw Hill.
4. Zikmund, W.G. Marketing. New Delhi: Cengage Learning.
5. Panda, T.K. Marketing Management. New Delhi: Excel Books.

Ritu

R. Jha



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RituDagar



NGF COLLEGE OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

LESSON PLAN (July-Dec 2025)

Name of Teacher: SONIA GUPTA Designation: Assistant Professor

Subject Name: Human Resource Management

Branch: BBASemester: 3rd Subject Code: BBG-203-V

Date of Start: 24-07-2025 Total Load: 26hrs45 Mins Date of Completion: 29th September 2025

Unit-1:

S.No	Name of Topic	Hours
1	Introduction – nature and scope of human resource management,	50 Min.

2	HRM objectives and functions,	50 Min.
3	HRM policies HRM in a globally competitive environment;	50 Min.
4	strategic human resource management,	50 Min.
5	HR outsourcing.	50 Min.
	Total	4 Hrs. 10 mint

Unit 2-.....

S.No	Name of Topic	Hours
1	Acquisition of Human Resource	50 Min.
2	-Human Resource Planning;	50 Min.
3	Job analysis and job design;	50 Min.
4	Recruitment – Concept and sources;	50 Min.
5	Selection – Concept and process;	50 Min.
6	placement and induction;	50 Min.
7	job evaluation - concept & methods;	50 Min.
8	Employee welfare; social security;	50 Min.
9	Grievance-handling.	50 Min.
	Total	7 Hrs. 30 mint

Unit 3-.....

S.No	Name of Topic	Hours
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1	Training and Development-Concept and Importance;	50 Min.
2	Identifying Training and Development Needs;	50 Min.
3	Training methods and evaluation,	50 Min.
4	Designing Training Programs;	50 Min.
5	Role-Specific and Competency Based Training;	50 Min.
6	Training Process Outsourcing;	50 Min.
7	Management Development;	50 Min.
8	Career Development and Succession planning.	50 Min.
9	Brief overview of HRIS.	50 Min.
	Total	7 Hrs. 30 mint

Unit 4-.....

S.No	Name of Topic	Hours
1	Performance Appraisal - Nature, objectives,	50 Min.
2	Importance; techniques of performance appraisal;	50 Min.
3	potential appraisal and employee counselling;	50 Min.
4	Compensation: concept and policies;	50 Min.
5	job evaluation, Fringe benefits	50 Min.
6	Performance linked compensation. Balance Scorecard,	50 Min.
7	Competency based HRM.	50 Min.
8	Industrial Dispute	50 Min.

9	causes and settlement machinery of Industrial Dispute	50 Min.
	Total	7 Hrs. 30 mint

TEXT BOOKS:

1. K. Aswathappa. By. David Lepak. By. Pravin Durai.
2. P. Subba Rao. By. Ashok Kurana, Parveenkhurana, Hira Lal Sharma. By. Saiyadin.
3. R. Wayne Mondy. By. Gary Dessler. Biju Varkkey. By. H. John Bernardin.

REFERENCE BOOKS:

1. Gary Dessler. A Framework for Human Resource Management. Pearson Education.
2. DeCenzo, D.A. and S.P. Robbins, Personnel/Human Resource Management, Pearson Education.
3. Haldar, U. and Sarkar Juthika, Human Resource Management, Oxford University Press.



Signature of Teacher

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NGF COLLEGE OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

LESSON PLAN (July-Dec 2025)

Name of Teacher: Ms. Deepika Singh

Designation: Assistant Professor

Subject Name: Financial Management

Branch: BBA Semester: 3rd

Subject Code: BBG-205-V

Date of Start: 28 July 2025

Total Load: 29 hours

Date of Completion: 29 November 2025

Unit-1:

S.No	Name of Topic	Hours
1	Nature, scope, financial management,	50 Min.
2	objectives of financial management	50 Min

3	Finance decision,	50 Min.
4	Functions and Responsibilities of Finance Manager.	50 Min.
5	Sources of Finance: Different Sources of Finance including internal sources	50 Min.
6	External sources.	50 min
	Total	5 Hours

Unit 2-.....

S.No	Name of Topic	Hours
1	Time value of money,	50 Min.
2	Capital Budgeting Process,	50 Min.
3	Capital budgeting methods:	50 Min.
4	Payback PeriodMethod,	50 Min.
5	Discounted Payback Period Method,	50 Min.
6	Accounting Rate of Return,	50 Min.
7	Net Present Value (NPV),	50 Min.
8	Internal Rate of Return (IRR),	50 Min.

9	Profitability Index.	50 Min.
10	Class test	50 Min.
	Total	8 hours 20 min.

Unit 3-.....

S.No	Name of Topic	Hours
1	Components of cost of capital,	50 Min.
2	Method for calculating Cost of Equity,	50 Min.
3	Cost of Retained Earnings,	50 Min.
4	Cost of Debt	50 Min.
5	Cost of Preference Capital,	50 Min.
6	Weighted Average Cost of Capital (WACC).	50 Min.
7	Capital Structure	50 Min.
8	Theories of Capital Structure.	50 Min
	Total	6 Hours 40 min.

Unit 4-.....

S.No	Name of Topic	Hours
1	Theories of dividend decision	50 Min.
2	Walter's Model,	50 Min.
3	Gordon's Model,	50 Min.
4	MM Approach,	50 Min.
5	Forms of dividend payment,	50 Min.
6	types of dividend policies	50 Min
7	Determinants of Dividend policy.	50 Min
8	Concept of Working Capital,	50 Min
9	Operating Cycles,	50 Min
10	Working capital estimation.	50 Min
11	Class test	50 Min
	Total	9 Hours 10 min.

TEXT BOOKS:

- 1 Financial Management: Theory and Practice" by Prasanna Chandra
- 2 Financial Management" by I.M. Pandey

REFERENCE BOOKS:

1. Chandra, P. Financial Management-Theory and Practice. Tata McGraw Hill Education, New Delhi.
2. Horne., J. C., &Wachowicz, J. M. Fundamentals of Financial Management, Prentice Hall, New Jersey.
3. Khan, M. Y., & Jain, P. K. Financial Management: Text and Problem. Tata McGraw Hill

Education India, New Delhi.

4. Kothari, R. Financial Management: A Contemporary Approach. Sage Publications India Pvt. Ltd, New Delhi.

5. Pandey, I. M. Financial Management. Vikas Publications, New Delhi.



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NGF COLLEGE OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

LESSON PLAN (JULY-DEC 2025)

Name of Teacher: Ms.Manisha Designation: Assistant Professor Subject Name: E-BUSINESS

Branch: BBA GEN

Semester: 3rd

Subject Code: BBG-213-V

Date of Start: 24july2025

Total Load: 23 hrs 20 min Date of Completion:

Unit-1:

S. No	Name of Topic	Hours
1	E-Business – Introduction	50 Min.
2	E-Business models: B2B, B2C	50 Min.
3	E-Business models: C2C, C2B.	50 Min.
4	Making Functional Areas E-Business Enabled:	50 Min.
5	Value chain	50 Min.
6	supply chain,	50 Min.
7	inter and intra organizational business processes	50 Min.
8	. ERP	50 Min.
9	E-Procurement,	50 Min.
10	E-marketing	50 Min.

11	E-Selling	50 Min.
12	E-Supply Chain Management	50 Min.
	Total	7 Hours 30 min.

Unit 2

S. No	Name of Topic	Hours
1	Technologies for E-Business:	50 Min.
2	Internet and Web based system	50 Min.
3	Security and payment systems,	50 Min.
4	Supply chain integration technologies (EDI, RFID,	50 Min.
5	Sensors, IoT, GPS, GIS	50 Min.
6	Supply chain integration technologies (Web services and cloud)	50 Min.
7	Class test	50 Min.
	Total	5 hours 50 minutes

Unit 3

S. No	Name of Topic	Hours
1	Decision Support in E-Business	50 Min.
2	Web analytics	50 Min.
3	Customer behavior modelling	50 Min.
4	Auctions, Recommender systems	50 Min.
5	Class test	50 Min
	Total	4 hours 10 minutes

Unit 4

S. No	Name of Topic	Hours
1	Security and legal aspects of E-Business	50 Min.
2	Threats in e-commerce	50 Min.
3	Security of clients and service providers;	50 Min.
4	Legal Aspects of E-Business	50 Min.
5	Internet frauds	50 Min.
6	Cyber Laws	50 Min.
7	relevant provisions of IT Act 2000	50 Min.
	Total	5 hours 50 minutes

TEXT BOOKS:

1. Agarwala, Kamlesh, N., Lal, Amit and Agarwala, Deeksha. Business on the Net – An Introduction to the What's and How's of E-commerce, Macmillan India Ltd.
2. Bajaj, K.K., Debjani, Nag. E-Commerce. Tata McGraw Hill Company, New Delhi
3. Dietel, Harvey M., Dietel, Paul J., and Steinbuhler Kate. E- Business and E-commerce for Managers Prentice Hall

REFERENCE BOOKS:

1. Diwan, Parag and Sharma, Sunil. Electronic commerce- A manager's Guide to E-Business, Vanity Books International, Delhi
 2. Elias M. Awad. Electronic Commerce from vision to fulfillment. Third Edition PHI publications.
 3. Kenneth C Laudon, Carol G Traver. E-Commerce: Business Technology and Society, Pearson
 4. Turban, E., et.al. Electronic commerce: A Managerial perspective Pearson Education Asia.
 5. Whiteley, David. E-Commerce: Strategy Technologies and Applications. McGraw Hill, New York.
- Note: Only latest available edition



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NGF COLLEGE OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

LESSON PLAN (JULY-DEC 2025)

Name of Teacher: Ms.Manisha**Designation:** Assistant Professor

SubjectName:BUSINESS ETHICS AND CORPORATE GOVERNANCE

Branch: BBA **Semester:** 3rd**Subject Code:**BBG-209-V

Date of Start:24july 2025 **Total Load:** 26 hours 40 minutes **Date of Completion:**

Unit-1:

S.No	Name of Topic	Hours
1	Ethics and Behaviour	50 Min.
2	Ethical conduct in Business	50 Min.
3	Ethical Audits	50 Min.
4	Cost of being unethical	50 Min.
5	Ethics and social responsibility	50 Min.
6	Case study presentation	50 Min.
7	Intellectual property rights like designs, patents	50 Min.
8	trademarks, copy rights.	50 Min.
9	Class Test	50 Min.
	Total	7 Hours 30 min.

Unit 2

S.No	Name of Topic	Hours
1	Values–Concepts,	50 Min.
2	values in Business,	50 Min.
3	Types of Values	50 Min.
4	Formation of Values	50 Min.
5	importance of value system,	50 Min.
6	Values of Indian Managers	50 Min.
7	applications of moral values to the challenges of the organisations	50 Min.
8	Relationship between ethics and values.	50 Min.
9	Class test	50 Min.
	Total	7 hours 30 min.

Unit 3

S.No	Name of Topic	Hours
1	Corporate Governance:	50 Min.
2	corporate governance code,	50 Min.
3	Profit maximization	50 Min.
4	Corporate Social Responsibility	50 Min.
5	Profit maximization versus Corporate Social Responsibility	50 Min.
6	Corporate Social Reporting	50 Min.
7	Corporate Governance and the Role of Board (BOD).	50 Min.
8	Class test	50 Min

	Total	6 Hours 40 min.
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Unit 4

S.No	Name of Topic	Hours
1	Legal aspects:	50 Min.
2	Corporate Disclosure	50 Min.
3	Investor Protection in India,	50 Min.
4	Guidelines on CSR Management	50 Min.
5	Corporate disclosure practices,	50 Min.
6	SEBI codes.	50 Min.
	Total	5 Hours

TEXT BOOKS:

1. Iyer, S. S. Managing for Value. New Delhi: New Age International Publishers.
2. Hartman, L. P., &Chatterjee, A. Business Ethics. New Delhi: Tata McGraw Hill.

REFERENCE BOOKS:

1. Bhatia, S. K. Business Ethics and Managerial Values. New Delhi: Deep & Deep Publications Pvt. Ltd.
2. Velasquez. Business Ethics - Concepts and Cases. New Delhi: Prentice Hall.
3. Reed, D. Corporate Governance, Economic Reforms & Development. New Delhi: Oxford University Press.
4. Mathur, U. C. Corporate Governance & Business Ethics. New Delhi: McMillan.
- 5.



Rashmi



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NGF COLLEGE OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

LESSON PLAN (July -Dec 2024)

Name of Teacher: Rashmi

Designation: Assistant Professor

Subject: Communication, Mediation And Resolution Branch: BBA GEN

Semester: 3rd

Subject Code: AEC-102-V

Date of Start: 27th July, 2025

Total Load: 20 Hours

Date of Completion 20th November, 2025

Unit-1

S. No	Name of Topic	Hours
1	Communication and Barriers to Communication, 7C's of Communication	50 Min.
2	Win-Win Communication, ,	50 Min.
3	Reasons for Conflict; Communication Barriers.	50 Min.
4	Strategies for Effective Communication	50 Min.
5	Zero-Sum	50 Min.

6	Revision	50 Min.
	Total	5 hours

Unit- 2

S. No	Name of Topic	Hours
1	False dilemma; false dichotomy; Tu Quogue	50 Min.
2	Circular reasoning and hasty generalization; Recognizing fallacies. Reasoning; Logic; Inductive and Deductive Reasoning; Logical fallacies List for key words, phrases, hints	50 Min.
3	Divide and rule; root cause analysis; logic and logical fallacies	50 Min.
4	Reasoning; Logic; Inductive and Deductive Reasoning	50 Min.
5	Revision	50 Min.
	Total	4 Hours 10 Minutes

Unit- 3

S. No	Name of Topic	Hours
1	Creative Communicating, Managing and celebrating Diversity, Adaptability and Negotiation; Dispute-resolution	50 Min.
2	arbitration; mediator's role; caucuses, third party, objectivity, impartiality, neutrality, offers, counter	50 Min.
3	questions, demands, and Proposals, impasse, settlement. Brainstorming	50 Min.
4	.Cognitive Skills and Critical thinking; Listening for keywords, phrases and hi,	50 Min.
5	Diversity, Adaptability and Negotiation;	50 Min.

6	Revision	50 Min.
7	Problem solving strategies, Stress management,	50 Min.
8	Significance of Collaboration, Confronting challenges.	50 Min.
9	Doubts	50 Min.
	Total	7 Hours 30 Minutes

Unit- 4

S. No	Name of Topic	Hours
1	Role play 1,2	50 Min
2	Role Play 3,4	50 Min
3	Role play 1,2	50 Min
4	Role Play 3,4	50 Min
	Total	3 Hours 20 Minutes

TEXT BOOKS:

1. Mangla R.K., Basics of Communication, Mediation and Resolution.
2. Raman M. and Sharma S., Effective Communication Skills
3. Phillips C. C., Conflict, Conflict Resolution and Mediation: Theory, Process and Practice.

REFERENCE

- 1."The Basics of Communication, Mediation & Resolution (CMR)" by Dr. Rajesh Kumar Mangla:
- 2."Mediation - Practice and Law" by SriramPanchu:
- 3."The Mediation Process: Practical Strategies for Resolving Conflict" by Christopher W. Moore





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NGF COLLEGE OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

LESSON PLAN (July-Dec 2025)

Name of Teacher: NehaKhanna

Designation: A.P

Subject Name: Advanced Excel

Branch: BBA-GEN

Semester: 3rd

Subject Code: BBG-211-V

Date of Start: 21/7/2025

Total Load: 29 hrs

Date of Completion: 14/11/2025

Module/Unit-1

S. No	Name of Topic	Hours
1	Creating a basic worksheet, managing worksheets	50 Min
2	Formatting cells	50 Min
3	Viewing and printing worksheets	50 Min
4	Insert, delete - cells, rows, columns	50 Min
5	Sorting (basic, custom),	50 Min
6	Filtering	50 Min
7	grouping, ungrouping data	50 Min
8.	dealing with subtotals and grand totals	50 Min
9	protecting cells	50 Min
10	Revision	50 Min
	Total	8

Module/Unit 2

S.No	Name of Topic	Hours
1	Building basic formulas, Using a function in a formula	50 Min
2	Math and statistical functions	50 Min
3	Sum, Max, Min, Average	50 Min

4	Today, Now, Countif, CountA	50 Min
5	CountBlank, Round, Roundup, Round.	50 Min
6	Financial functions	50 Min
7	Manipulating dates, times and text	50 Min
8	VLOOKUP and HLOOKUP	50 Min
9	Conditions in formulas	50 Min
10	Revision	50 Min
	Total	8

Module/Unit 3

S.No	Name of Topic	Hours
1	Goal Seek function	50 Min
2	descriptive statistics	50 Min
3	PivotTables	50 Min
4	Find trends in data,	50 Min
5	summarize data by using Sparklines	50 Min
6	Data Validation.	50 Min
7	Revision	50 Min
	Total	6

Module/Unit 4

S.No	Name of Topic	Hours
1	Create and modify macros	50 Min
2	Create hyperlinks	50 Min

3	Creating and managing charts like Column, Line	50 Min
4	Pie, Bar,	50 Min
5	Area, Scatter, 3D,	50 Min
6	Pivot charts	50 Min
7	Working with multiple sheets, hyperlinks,	50 Min
8	Creating Dashboards.	50 Min
9	Revision	50 Min
	Total	7

TEXT/REFERENCE BOOKS

1. Harvey G., Excel: All-in-One for Dummies. John Wiley & Sons.
2. Michael A. and Kusleika R., et al. Excel Bible. Wiley Press.
3. Winston W., Microsoft Excel 365 Data Analysis and Business Modeling by Microsoft Press.

Neha







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BBA GEN^{5TH} SEM



NGF COLLEGE OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

LESSON PLAN (July- December 2025)

Name of Teacher: Payal

Designation: Assistant Professor

Subject Name: Corporate Laws Branch: BBA General

Semester: 5th Subject Code: BBA/GN/501

Date of Start: 27th July, 2025 Total Load: 23 Hours

Date of Completion: 20th November, 2024

Unit-1

S. No	Name of Topic	Hours
1	Introduction to Subject and the topic	50 min.
2	Preliminary to Companies Act, 2013	50 min.
3	Company-meaning and features, kinds of companies	50 min.
4	Registration and incorporation	50 min.
5	Memorandum of association, article of association, prospectus	50 min.
6	Doubts	50 min.
7	Revision and Presentation	50 min.
8	Total	5 Hours 50 Minutes

Unit- 2

S. No	Name of Topic	Hours
1	Share capital- Shares, issue and allotment of shares, types of shares	50 min.
2	Alteration of share capital, buy- back of shares, surrender and forfeiture of shares	50 min.
3	Bonus shares, Sweat Equity	50 min.
4	Meaning and kinds, debenture trust deed	50 min.
5	Duties of trustee	50 min.
6	Oral Test	50 min.
7	Revision and Presentation	50 min.
8	Total	5 Hours 50 Minutes

Unit- 3

S. No	Name of Topic	Hours
1	Company administration and meetings, Board of Directors-qualification	50 min.
2	Appointment, duties and remuneration	50 min.
3	Meetings- Board Meetings, Statutory meeting, annual general meeting	50 min.
4	Extra- ordinary general meeting	50 min.
5	Requisites of a valid meeting	50 min.
6	Doubts	50 min.
7	Oral test and presentation	50 min.
8	Total	5 Hours 50 Minutes

Unit- 4

S. No	Name of Topic	Hours
1	Declaration and payment of dividend, corporate social responsibility	50 min.
2	Prevention of oppression and mismanagement.	50 min.
3	Winding up- types of Winding up, appointment of liquidator	50 min.
4	Conduct of winding up National Company Law Tribunal and Appellate Tribunal	50 min.
5	Doubts and revision	50 min.
6	Oral test and presentation	50 min.
7	Total	5 Hours

TEXT BOOKS:

1. Company Law by H. K. Saharay, and Avtar Singh's
2. A. Ramaiya's Guide to the Companies Act, 2013

REFERENCE BOOKS:

1. Kuchhal, M. C., & Kuchhal, A. Corporate Laws. New Delhi: Shree Mahavir BookDepot.
2. Singh, Avtar. Company Law, Eastern Book Company, Lucknow
3. Kapoor, N.D. Elements of Company Law, Sultan Chand & Sons. New Delhi
4. Hicks, A., & Goo, S. H. Cases and Material on Company Law. Oxford University Press.



Shah



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**NGF COLLEGE OF ENGINEERING &
TECHNOLOGY**
DEPARTMENT OF MANAGEMENT STUDIES
LESSON PLAN (July-Dec 2025)

Name of Teacher: Ms. Shalu
Entrepreneurship

Designation: Assistant Professor **Subject Name:**

Branch: BBA

Semester: 5th

Subject Code: BBA/GN/502

Date of Start: 27 July 2025 **Total Load:** 25 hours 40 min. **Date of Completion:** 28 November 2025

Unit-1:

S. No	Name of Topic	Hours
1	Entrepreneur and Entrepreneurship: Concept of Entrepreneur,	50 Min.
2	Manager, Intrapreneur Traits of an entrepreneur,	50 Min.
3	Concept of Manager, Roles and Responsibilities of Manager,	50 Min.
4	Concept of Intrapreneur,	50 Min.
5	Need for and Importance of Entrepreneurship,	50 Min.
6	Relationship between entrepreneur and entrepreneurship,	50 Min.
7	Problem of Unemployment and opportunities of Entrepreneurial in India.	50 Min.
8	Revision	50 Min.
9	Presentation	50 Min.
10	Class test	50 Min.
	Total	8 Hours 30 min.

Unit 2-

S. No	Name of Topic	Hours
1	Challenges for Women Entrepreneurs in India,	50 Min.
2	Divergent Thinking Mode: Meaning, Objectives;	50 Min.
3	Environmental scanning for business opportunity Identification, Opportunity Selection	50 Min.
4	Convergent Thinking Mode: Meaning, Objectives	50 Min.
5	Sources of new ideas, methods of idea generation.	50 Min.
6	Presentation	50 Min.
7	Revision	50 Min.
	Total	6 hours 30 min.

Unit 3

S. No	Name of Topic	Hours
1	Business Plan: Meaning and, Objectives of Business Plan;	50 Min.
2	Elements of Business Plan; Business Planning Process - Self Audit, Evaluation of Business Environment,	50 Min.
3	Setting Objectives, Forecasting Market Conditions, stating actions and resources required, Feasibility Analysis.	50 Min.
4	Revision	50 Min.
5	Class test	50 Min.
	Total	4 Hours 10 min.

Unit 4

S. No	Name of Topic	Hours
1	Institutional Support to New Venture (Students are expected to study the assistance scheme of following institutions)	50 Min.
2	District Industries Center (DIC),	50 Min.
3	Small Industries Development Bank of India (SIDBI),	50 Min.
4	National Small Industries Corporation (NSIC),	50 Min.
5	Entrepreneurship Development Program (EDP): objectives, curriculum.	50 Min.
6	Revision	50 Min.
7	Class test	50 Min.
	Total	6 Hours 30 min.

TEXT BOOKS:

Marketing Through Search Optimization by Alex Michael & Ben Salte

Website Optimization (O'Reilly)

Search Engine Optimization: Your Visual Blueprint for Effective Internet Marketing

REFERENCE BOOKS:

1. Kristopher B. Jones, Search engine optimization: your visual blueprint for effective internet marketing, Wiley.

2. Grappone, J. and Couzin, G., Search engine optimization: an hour a day, Wiley

3. Clarke, A., SEO 2020 Learn Search Engine Optimization with Smart Internet Marketing Strategies, Independently Published.



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NGF COLLEGE OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

LESSON PLAN (July-Dec 2025)

Name of Teacher: Ms.Deepika Singh Designation: Assistant Professor

Subject Name: Introduction to Analytics

Branch: BBA Semester: 5rd Subject Code: BBA/GN/503

Date of Start: 28 July 2025 Total Load: 29 hours Date of Completion: 29 November 2025

Module/Unit-1:

S.No	Name of Topic	Hours
1	Introduction to Analytics: Foundations of Business Analytics	50 Min.
2	Decision making, Introduction to Business Analytics, Different models in Business Analytics	50 Min
3	Problem solving through analytics	50 Min.
4	Big data, Career in Business Analytics,.	50 Min.
5	descriptive, predictive and prescriptive analytics	50 Min.
6	Revision	50 min
	Total	5 Hours

Module/Unit 2-.....

S.No	Name of Topic	Hours
1	Descriptive Analytics: Descriptive Statistical Measures	50 Min.
2	Measures of location, dispersion	50 Min.
3	Mean, median	50 Min.
4	Mode, Range	50 Min.
5	Shape, and association.	50 Min.
6	Visualizing and Exploring Data,	50 Min.
7	Overview, Tables, Charts visualization	50 Min.
8	Advanced data	50 Min.
9	Data dashboards.	50 Min.
10	Class test	50 Min.
	Total	8 hours 20 min.

Module/Unit 3-.....

S.No	Name of Topic	Hours
1	Predictive Analytics: Trendlines and Regression Analysis	50 Min.
2	Regression Analysis	50 Min.
3	Forecasting Techniques	50 Min.
4	Introduction to Data Mining	50 Min.
5	Spreadsheet Modelling	50 Min.

6	Analysis	50 Min.
7	Monte Carlo Simulation.	50 Min.
8	Risk Analysis	50 Min
	Total	6 Hours 40 min.

Module/Unit 4-.....

S.No	Name of Topic	Hours
1	Prescriptive Analytics: Linear Optimization	50 Min.
2	Applications of Linear Optimization	50 Min.
3	Applications of Linear Optimization more	50 Min.
4	Integer Optimization	50 Min.
5	Decision Analysis	50 Min.
6	Application of Business Analytics: Application of Analytics in Finance	50 Min
7	Application of Analytics in Finance, Marketing	50 Min
8	Application of Analytics in Human Resource Management	50 Min
9	Retail, Supply Chain	50 Min
10	Healthcare	50 Min
11	social media	50 Min
	Total	9 Hours 10 min.

TEXT BOOKS:

1 Business Statistics, Pearson

REFERENCE BOOKS:

1. Schniederjans, M.J., Schniederjans, D.G., Starkey, C.M. (2014), Business Analytics: Principles, Concepts and Applications, Pearson.
2. James, E.R. (2017). Business Analytics. UK: Pearson Education Limited.
3. Hardoon, D.R., and Shmueli, G. (2016), Getting Started with Business Analytics, CRC Press, Taylor & Francis.
4. Rao, P.H. (2014), Business Analytics: An Application Focus, Prentice Hall India.
5. Sharma, J.K., Khatua, P.K. (2012), Business Statistics, Pearson.



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NGF COLLEGE OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

LESSON PLAN (July- December 2025)

Name of Teacher: Kumar GAURAV

Designation: Assistant Professor

Subject Name: Event Management Branch: BBA General

Semester: 5th

Subject Code: BBA/GN/504

Date of Start: 27th July, 2025

Total Load: 23 Hours

Date of Completion: 20th November, 2024

Unit-1

S. No	Name of Topic	Hours
1	Management: meaning and functions	50 min.
2	Event Management: Concept, and Scope, Categories of Events: Personal/Informal	50 min.

3	Events and Formal/Official Events	50 min.
4	Requirement of Event Manager,, Special event topics	50 min.
5	Roles & Responsibilities of Event Manager in different events	50 min.
6	Special event topics	50 min.
7	Revision and Presentation	50 min.
	Total	5 Hours 50 Minutes

Unit- 2

S. No	Name of Topic	Hours
1	Characteristics of a Good Planner, SWOT Analysis	50 min.
2	Understanding the client needs, identification of target audience	50 min.
3	Event Planning Process, Conceptualization, Costing, Canvassing, Customization, and Carrying out	50 min.
4	Critical Success Factors; Outsourcing Strategies	50 min.
5	working with Vendors, Negotiating Tactics	50 min.
6	Accountability and Responsibility	50 min.
7	Event Risk Management and IT for Event Management.	50 min.
8	Total	5 Hours 50 Minutes

Unit- 3

S. No	Name of Topic	Hours
1	Team Building and Managing Team: Concept, nature, approaches	50 min.
2	Activities, and practices.	50 min.
3	Skills required and Job Responsibilities of Leading Teams	50 min.
4	Business communication.	50 min.
5	Characteristics of a high performing team	50 min.
6	Doubts	50 min.
7	Oral test and presentation	50 min.
8	Total	5 Hours 50 Minutes

Unit- 4

S. No	Name of Topic	Hours
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1	Nature & Process of Marketing; Branding, Advertising; Publicity and Public relations	50 min.
2	Types of advertising, merchandising, giveaways, competitions, promotions.	50 min.
3	Website, and text messaging. Media tools – Media invitations, press releases, TV opportunities, radio interviews	50 min.
4	Promotional tools – Flyers, Posters, Invitations, Website, newsletters, blogs, tweets. Event Partners	50 min.
5	Event Associates, Event Sponsor; Importance of Sponsorship–for event organizer, for sponsor; Type of Sponsorship	50 min.
6	Making sponsorship database; Sponsorship Proposal; Ways to seek Sponsorship; Closing a sponsorship; Research on sponsorship avenues; Converting sponsorship into partnership.	50 min.
	Total	5 Hours

TEXT BOOKS:

The Event Manager's Bible. Devon: How to books Ltd

REFERENCE BOOKS:

Conway, D. G. *The Event Manager's Bible*. Devon: How to books Ltd.

2. Goldblatt, J. *Special Events: Event Leadership for a New World*. New Jersey: John Wiley & Sons Inc.

3. Hoyle, L. H. *Event Marketing*. New Jersey: John Wiley & Sons Inc.

5. **Note:** Only the latest editions of the above books are recommended.



R. Shah



Signature of Teacher

Approved by HOD/Dean

Approved by IQAC Director/Dean Academics