

Lesson Plan BBA DM

BBA DM 1ST SEM



NGF COLLEGE OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

LESSON PLAN (July-Dec 2025)

Name of Teacher: Mamta Sharma

Subject Name: Fundamentals of Management

Branch: BBA DM

Date of Start: 29th August, 2025

Total Load: 35 hours and 30 minutes

Designation: Assistant Professor

Subject Code: BBD-101-V

Semester: 1st

Date of Completion: 21st Nov,

Module/Unit-1

S.No	Name of Topic	Hours
1	Management – Definition, introduction	50 Mint
2	Nature of management	50 Mint
3	purpose and scope of management	50 Mint
4	Difference between management and administration;	50 Mint
5	Difference between management and administration	50 Mint
6	Skills and roles of a manager	50 Mint
7	Functions of management	50 Mint
8	Fayol's principles of management	50 Mint
9	Evolution of management thought	50 Mint
10	Scientific management,	50 Mint
11	Management by objectives; Management by exception	50 Mint
	TOTAL	9 Hours 10 Minutes

Module/Unit 2

S.No	Name of Topic	Hours
1	Planning – Meaning and characteristics of planning	50 Mint
2	Types of plans	50 Mint
3	Planning process	50 Mint
4	Barriers and how to overcome barriers in planning	50 Mint
5	Premising and forecasting;	50 Mint
6	Strategic management	50 Mint
7	Revision	50 Mint
8	Doubt Class	50 Mint
9	Class Test	50 Mint
10	Presentation	50 Mint
	Total	8hrs 20min

Module/Unit 3

S.No	Name of Topic	Hours
1	Organizing-Meaning & introduction	50 Mint
2	Organizational design and Structure	50 Mint
3	Line &staff Organizational Structure	50 Mint
4	Departmentation	50 Mint
5	Span of management	50 Mint
6	Centralization and Decentralization	50 Mint
7	Delegation	50 Mint
8	Authority & responsibility	50 Mint
9	Line and staff organizations	50 Mint
10	class test	50 Mint
	TOTAL	8hrs 20min

Module/Unit 4

S.No	Name of Topic	Hours
1	Staffing	50 Mint
2	Human Resource Management	50 Mint
3	Recruitment and Selection	50 Mint
4	Performance appraisal	50 Mint
5	Organizational Change; Resistance to Change;	50 Mint
6	Directing- Meaning & characteristics	50 Mint
7	Controlling- Concept	50 Mint
8	planning-control relationship	50 Mint
9	process of control	50 Mint
10	Control Techniques	50 Mint
11	Team – Concept, Characteristics of team.	50 Mint
12	class test	50 Mint
	TOTAL	10 Hours

REFERENCE BOOKS:

1. Stoner James A.F., Principles of Management, Pearson Education
2. Rao V. S. P., Principles & Practice of Management, Konark Publishers Pvt Ltd.
3. Koontz O'Donnell, Principles of Management, McGraw-Hill Inc.
4. Chhabra T.N, Principles of Management, DhanpatRai Publishers
5. Prasad L.M., Principles & Practices of Management, Sultan Chand & Sons



Prof. (Dr.) Kuldeep Tomar

Signature of Teacher Approved by HOD/Dean Approved by IQAC/Director/Dean Academic



NGF COLLEGE OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

LESSON PLAN (JULY-DEC 2025)

Name of Teacher: Ms. Manisha
Subject Name: Principles of marketing
Branch: BBA(DM)
Date of Start: 24 July 2025
November 2025
Total Load: 23 hrs 20 min

Designation: Assistant Professor
Subject Code: BBD-103-V
Semester: 1st
Date of Completion: 28

Unit-1:

S. No	Name of Topic	Hours
1	Meaning of Marketing	50 Min.
2	Evolution of Marketing	50 Min.
3	Importance of Marketing	50 Min.
4	Concepts of Marketing	50 Min.
5	Approaches to Marketing	50 Min.
6	Concept of Marketing Myopia	50 Min.
7	Holistic Marketing	50 Min.
8	Role of Information Technology in Marketing	50 Min.
9	Factors Affecting the Marketing Environment	50 Min.
10	Components of the Marketing Mix	50 Min.
	Total	8 hours 20 minutes

Unit 2

S. No	Name of Topic	Hours
1	Need and Basis for Market Segmentation	50 Min.
2	Evaluating & Selecting Target Markets	50 Min.
3	Concept of Positioning – USP (Unique Selling Proposition)	50 Min.
4	Relationship between MIS and Marketing Research	50 Min.
5	Significance of Studying Consumer Behaviour	50 Min.
6	Factors Influencing Consumer Behaviour	50 Min.
7	Class test	50 Min.
	Total	5 hours

Unit 3

S. No	Name of Topic	Hours
1	Concept and Levels of Product	50 Min.
2	Product Life Cycle (PLC) and Its Significance	50 Min.
3	New Product Development Process	50 Min.
4	Marketing Strategies at Each Stage of New Product Development	50 Min.
5	Pricing Decisions – Meaning, Policies, and Procedures	50 Min
6	Factors Affecting Pricing Decisions	50 Min
7	Branding & Packaging Decisions	50 Min
	Total	6 hours 10 minutes

Unit 4

S. No	Name of Topic	Hours
1	Introduction to Market Logistics	50 Min.
2	Channels of Distribution: Concept, Types, and Factors Affecting Channels of Distribution	50 Min.
3	Promotion Mix:	50 Min.
4	Advertising , Sales Promotion	50 Min.
5	Personal Selling	50 Min.
6	Publicity & Public Relations	50 Min.
7	Recent Developments in Marketing	50 Min.
8	Green Marketing	50 Min.
9	Ethics in Marketing	50 Min.
	Total	7 hours 30 minutes.

REFERENCE BOOKS:

1. Kotler, Philip. Marketing Management, Millennium Edition. Int'l ed. US: Prentice Hall.
2. Ramaswamy, V.S. & Namakumari, S., Marketing Management Indian Context with Global Perspective, McGraw Hill.
3. Kotler, P., Keller, K.L., Koshy, A., & Jha, M., Marketing Management, A South Asian Perspective, McGraw Hill.
4. Saxena Rajan, Marketing Management, Tata McGraw Hill Publishing Co. Ltd.

Signature of Teacher
Academics



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NGF COLLEGE OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

LESSON PLAN (JULY-DEC 2025)

Name of Teacher: Ms Komal Agrawal
Professor

Subject Name: MANAGERIAL ECONOMICS

Branch: BBA (DM)

Date of Start: 1st Sept, 2025
28th Nov,-2025

Designation: Assistant

Subject Code: BBD-105-V

Semester: 1st

Date of Completion:

Unit-1

S.No	Name of Topic	Hours
1	Managerial Economics: Meaning, nature, scope	50 Minutes
2	relationship with other disciplines	50 Minutes
3	Role of managerial economics in decision Making,	50 Minutes
4	objectives of business firms,	50 Minutes
5	cardinal utility theory,	50 Minutes
6	indifference curve technique	50 Minutes
7	indifference curve properties	50 Minutes
8	Theory of consumer choice,	50 Minutes
9	consumer surplus,	50 Minutes
10	price effect combination of income effect and substitution effects.	50 Minutes
	TOTAL	8 hours 20 minutes

Unit 2

S.No	Name of Topic	Hours
1	Law of demand	50 Minutes
2	Demand Elasticities	50 Minutes
3	Demand estimation & forecasting	50 Minutes
4	Production Analyses	50 Minutes
5	Law of variable proportion	50 Minutes
6	Law of return to scale	50 Minutes
7	Isoquant	50 Minutes
8	Optimal Combination of inputs	50 Minutes
9	Doubt Session	50 Minutes
10	Assignment	50 Minutes
	TOTAL	8 hours 20 minutes

Unit 3

S.No	Name of Topic	Hours
1	Theory of Cost Introduction	50 Minutes
2	Traditional theory of cost in short run	50 Minutes
3	Traditional theory of cost in Long run	50 Minutes
4	Modern theory of cost in Long run	50 Minutes
5	Modern theory of cost in short run	50 Minutes
6	Economies and diseconomies of scale	50 Minutes

7	Revenue Curves	50 Minutes
8	Market Structures	50 Minutes
9	Price-Output decisions under Perfect Competition,	50 Minutes
10	Price-Output decisions under Monopoly	50 Minutes
11	Price-Output decisions under Monopolistic competition	50 Minutes
12	Price-Output decisions under Oligopoly competition	50 Minutes
13	Shut down point	50 Minutes
14	Doubt Session	50 Minutes
	TOTAL	11 hours 40 minutes

Unit 4

S.No	Name of Topic	Hours
1	Determinants of Economic Development	50 Minutes
2	Recent development in Indian economy	50 Minutes
3	Business cycles	50 Minutes
4	Inflation: types and control methods	50 Minutes
5	Monetary and fiscal policy	50 Minutes
6	Balance of payment	50 Minutes
7	Trade and deficit remedies	50 Minutes
8	FDI in India	50 Minutes
	TOTAL	6 hours 40 minutes

TEXT BOOKS:

1. T.R.Jain, Managerial Economics, V.K. Publication
2. K.K. Dewett, Modern Economic Theory, S. Chand Publication
3. D.N. Dwivedi, Managerial Economic, Vikas Publications

REFERENCE BOOKS:

1. Managerial Economics by S. Sachdeva
2. Managerial Economics by Jeffrey M. Perloff and James
3. Managerial Economics by H.L. Ahuja

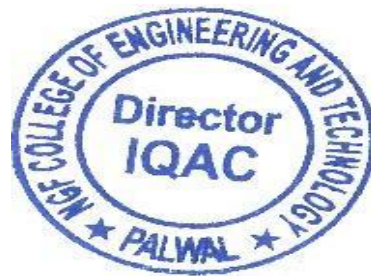
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Academics**

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Approved by IQAC Director/Dean



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NGF COLLEGE OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

LESSON PLAN (JULY-DEC 2025)

Name of Teacher: Mr.Kumar Gaurav

Subject Name: Business Mathematics

Branch: BBA (DM)

Designation: Assistant Professor

Subject Code: MTU-115-V

Semester: 1st

Date of Start: 11th Sept, 2025

Date of Completion: 28th Nov, 2025

Total Load: 30 Hours

Unit-1

S.No	Name of Topic	Hours
1	Meaning, elements, and types of sets	50 Min.
2	Presentation and equality of sets	50 Min.
3	Union, intersection, complement & difference of sets	50 Min.
4	Venn diagrams and their applications	50 Min.
5	Cartesian product of two sets	50 Min.
6	Laws of set operations and simplifications	50 Min.
7	Applications of set theory in business and management	50 Min.
8	Numerical problems based on sets	50 Min.
9	Revision and class activity	50 Min.
	Total	7 Hours 30 min.

Unit 2-

S.No	Name of Topic	Hours
1	Laws of indices and their applications	50 Min.
2	Logarithms – meaning, laws, and use in calculations	50 Min.
3	Arithmetic progression – meaning, nth term, and sum	50 Min.
4	Geometric progression – meaning, nth term, and sum	50 Min.
5	Business applications of A.P. and G.P.	50 Min.
6	Sum of first n natural numbers, squares, and cubes	50 Min.
7	Relation between A.P., G.P. & H.P.	50 Min.
8	Numerical problems and business examples	50 Min.
9	Revision and test	50 Min.
	Total	7 hours 30 min.

Unit 3

S.No	Name of Topic	Hours
1	Meaning and concept of permutation	50 Min.
2	Formulae and applications of permutation	50 Min.
3	Meaning and concept of combination	50 Min.
4	Formulae and applications of combination	50 Min.

5	Binomial theorem (positive index) and business use	50 Min.
6	Expansion using binomial theorem	50 Min.
7	Quadratic equations – meaning and solution methods	50 Min.
8	Applications of quadratic equations in business	50 Min.
9	Numerical practice & class test	50 Min.
	Total	7 Hours 30 min.

Unit 4

S.No	Name of Topic	Hours
1	Definition, types, and properties of matrices	50 Min.
2	Matrix operations – addition, subtraction, and multiplication	50 Min.
3	Transpose and inverse of a matrix	50 Min.
4	Properties and uses of determinants	50 Min.
5	Solution of simultaneous linear equations using matrices	50 Min.
6	Differentiation – concept and standard algebraic functions	50 Min.
7	Integration – concept and standard algebraic functions	50 Min.
8	Business applications of matrices, differentiation, and integration	50 Min.
9	Revision and numerical test	50 Min.
	Total	7 Hours 30 min.

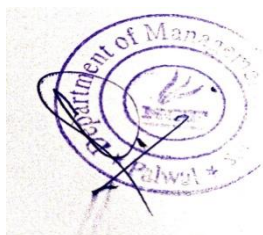
TEXT BOOKS:

1. “Business Mathematics” – *Dr. J.K. Singh* (Himalaya Publishing House)
2. “Business Mathematics” – *Dr. S.P. Gupta & P.K. Gupta* (Sultan Chand & Sons)
3. “Business Mathematics” – *R.S. Bhardwaj* (Excel Books)

REFERENCE BOOKS:

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

Signature of Teacher
Academics



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Approved by IQAC Director/Dean





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

Name of Teacher: Ms. Rashmi

Subject Name: English-1

Branch: BBA (DM)

Date of Start: 2nd Sept, 2025

Total Load: 21 hours 40 minutes

Designation: Assistant Professor

Subject Code: AEC-105-V

Semester: 1st

Date of Completion: 25th Nov, 2025

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. Madhulika Jha, 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

Professor

Subject Name: Managerial Skill Development

Branch: BBA (DM)

Date of Start: 28 July -2025
2025

Total Load: 31 hours 40 minutes

Designation: Assistant

Subject Code: BBG-109-V

Semester: 1st

Date of Completion: 21 NOV -

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
	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 C Bhargava &Bhargava, Team Building &Leadership, Himalaya Publishing House

**Signature of Teacher
Academics**

Gaurav

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R. Shah

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NGF COLLEGE OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

LESSON PLAN (JULY-DEC 2025)

Name of Teacher: Ms. Isha Gaur

Designation: Assistant Professor

Subject Name: Environmental Science-I

Subject Code: VAC-101-N1

Branch: BBA (DM)

Semester: 1st

Date of Start: 11th Sept, 2025
2025

Date of Completion: 28th Nov,

Total Load: 37 Hours 30 Min

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 & discussion)	50 Min.
	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” – *Erach Bharucha*, 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
Academics



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BBA DM 3RD SEM



NGF COLLEGE OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

LESSON PLAN (July-Dec 2025)

Name of Teacher: Manisha

Designation: Assistant Professor

Subject Name: E-Business

Branch: BBA DM

Semester: 3rd

Subject Code: BBG-213-V

Date of Start: 24th July, 2025

Total Load: 24 hours

Date of Completion: 20th November, 2025

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 behaviourmodelling	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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Signature of Teacher Approved by HOD/Dean Approved by IQAC Director/Dean Academics



NGF COLLEGE OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

LESSON PLAN (July-Dec 2025)

Name of Teacher: Isha Gaur

Designation: Assistant Professor

Subject Name: Human Resource Management

Branch: BBA (IIDM)

Semester: 3rd

Subject Code: BBD-203-V

Date of Start: 27th July, 2025

Total Load: 31 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	Foundation and evolution of HRM	50 min.
3	Concept and objectives of HRM and HRD	50 min.
4	Nature, scope, and functions of HRM	50 min.
5	Role and responsibilities of HR practitioners	50 min.
6	Managing the HR function – planning and implementation	50 min.
7	HR's contribution to organizational success	50 min.
8	Evaluating HR functions and effectiveness	50 min.
9	Emerging challenges in HRM	50 min.
10	Case study / Class discussion	50 min.
11	Total	8 Hours 20 Minutes

Unit- 2

S. No	Name of Topic	Hours
1	HR policies – concept, need and formulation	50 min.
2	Job analysis – process and techniques	50 min.

3	Role and competence analysis	50 min.
4	Human Resource Planning – objectives and process	50 min.
5	Recruitment and selection – methods and process	50 min.
6	Induction, redundancy, outplacement, and dismissal	50 min.
7	Maintenance and welfare activities	50 min.
8	Employee health, safety, and fatigue management	50 min.
9	Case study / Class presentation	50 min.
10	Total	7 Hours 30 Minutes

Unit- 3

S. No	Name of Topic	Hours
1	Human Resource Development – concept and importance	50 min.
2	Learning and development – process and methods	50 min.
3	Personal development planning	50 min.
4	Training – need assessment, design, and methods	50 min.
5	Management development programmes	50 min.
6	Career management and succession planning	50 min.
7	HR approaches to improving competencies	50 min.
8	Contemporary issues in HRD	50 min.
9	Class activity/Group discussion	50 min.
10	Total	7 Hours 30 Minutes

Unit- 4

S. No	Name of Topic	Hours
1	Employee compensation – meaning and objectives	50 min.
2	Components and factors influencing compensation	50 min.
3	Internal and external equity, and individual worth	50 min.
4	Pay structure and salary administration	50 min.
5	Incentive payments – types and importance	50 min.
6	Employee benefits and services	50 min.
7	Performance appraisal – concept and methods	50 min.
8	360-degree feedback and balanced scorecard	50 min.
9	Case study / Performance evaluation exercise	50 min.
10	Total	7 Hours 30 Minutes

TEXT BOOKS:

1. “Human Resource Management” – PravinDurai
2. “Personnel Management and Human Resources” – C.B. Mamoria& S.V. Gankar
3. “Human Resource Management: Text and Cases” – K. Aswathappa, McGraw Hill

REFERENCE BOOKS:

1. C.B Gupta, Human Resource Management, Sultan Chand and Sons
2. Rao, V.S.P. Managing People, Excel Publishers Pvt. Ltd.
3. Aswathappa, Human Resource and Personal Management, Tata McGraw Hill, New Delhi



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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: Foundation of International Business

Branch: BBA (DM)

Semester: 3rd

Subject Code: BBD-205-V

Date of Start: 28th July, 2025
minutes

Total Load: 31 hours 40

Date of Completion: 21st November, 2025

Unit-1

S. No	Name of Topic	Hours
1	Concept of international business	50 Minutes
2	Domestic vs. international business	50 Minutes
3	Globalization and its relevance	50 Minutes
4	Stages of Internationalization	50 Minutes
5	Need for International Marketing	50 Minutes
6	Class Test	50 Minutes
7	Presentation	50 Minutes
8	Types of International Business	50 Minutes
9	Risks involved in international business.	50 Minutes
10	Doubt Solving Session	50 Minutes
	TOTAL	8 hours 20 minutes

Unit- 2

S. No	Name of Topic	Hours
1	Market Selection	50 Minutes
2	Market Entry Strategies,	50 Minutes
3	Market coverage Strategies	50 Minutes
4	International Business Intelligence	50 Minutes
5	Global Sourcing	50 Minutes
6	Countertrade	50 Minutes
7	Global Trade	50 Minutes
8	Queries	50 Minutes
9	Assignment	50 Minutes
10	PPT Presentation	50 Minutes
	Total	8 hours 20 minutes

Unit- 3

S. No	Name of Topic	Hours
1	International Investments	50 Minutes
2	Types of Foreign Investments	50 Minutes
3	Theories of International Investment	50 Minutes
4	Trade and Investment	50 Minutes
5	Queries	50 Minutes
6	Factors Affecting International Investment	50 Minutes
7	Growth of Foreign Investment	50 Minutes
8	Foreign Investment in India,	50 Minutes

9	Foreign Investment by Indian Companies	50 Minutes
10	Doubts	50 Minutes
	TOTAL	8 hours 20 minutes

Unit- 4

S. No	Name of Topic	Hours
1	International Organization	50 Minutes
2	HRM, Export Promotion	50 Minutes
3	India in Global Market	50 Minutes
4	Corporate Governance	50 Minutes
5	Social Responsibility in International Business,	50 Minutes
6	MNCs and Global organizations.	50 Minutes
7	Doubt solving Session	50 Minutes
8	Revision	50 Minutes
	TOTAL	6 hours 40 minutes

TEXT BOOKS:

1. A .Buckley Multinational Finance, Prentice-Hall of India, New Delhi
2. World Bank, World Development Report (latest issue)

REFERENCE BOOKS:

1. Agarwal Raj-International Trade, Excel

2. Album Durer-International Marketing and Export management, Pearson
3. Hill C.W.-International Business, TMH



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NGF COLLEGE OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

LESSON PLAN (July-Dec 2025)

Name of Teacher: Komal Agrawal Designation: Assistant Professor

Subject Name: MIS and Knowledge Management

Branch: BBA (IIDM)

Semester: 3rd

Subject Code: BBD-207-V

Date of Start: 27th July 2025

Total Load: 28 Hours

Date of Completion: 21st November 2025

Unit-1

S. No	Name of Topic	Hours
1	MIS-A Framework: Information	50 min.
2	Types of information, Dimensions of information	50 min.
3	MIS concept, Definition, Nature	50 min.
4	Scope of MIS, MIS characteristics	50 min.
5	MIS functions, MIS classification	50 min.
6	Application areas of information systems: Finance, Marketing, Manufacturing and Personnel.	50 min.
7	Planning for Designing and Implementing the MIS	50 min.
8	Strategic and project planning for MIS,	50 min.

9	Conceptual system design, and Detailed system design,	50 min.
10	Implementation, Evaluation and Maintenance of MIS.	50 min.
11	Presentation-1	50 min.
12	QUIZ	50 min.
	TOTAL	10 Hours

Unit 2

S. No	Name of Topic	Hours
1	Information Systems for Strategic Advantage:Introduction,	50 min.
2	Strategic roles for information systems	50 min.
3	Breaking business barriers	50 min.
4	Strategic IS,Re-engineering business processes,	50 min.
5	Improving business quality,challenges of strategic IS,	50 min.
6	Sustaining Strategic success.	50 min.
7	Intranets, Extranets, Enterprise Collaboration Systems.	50 min.
8	Test of unit-2	50 min.
9	Revision and Presentation	50 min.
10	Total	7 Hours 30 minutes

Unit 3

S. No	Name of Topic	Hours
1	Introduction to knowledge management (KM)	50 min.
2	History of KM, Importance of KM	50 min.
3	Information Management to Knowledge Management	50 min.
4	K M Cycle	50 min.
5	Industrial Economy to Knowledge Economy	50 min.
6	Oral test and presentation	50 min.
7	Total	5 Hours

Unit 4

S. No	Name of Topic	Hours
1	Mechanics of Knowledge Management–Tools and Technologies,	50 min.
2	Communities of Practice	50 min.
3	Knowledge conversion,	50 min.
4	The knowledge Management Matrix,	50 min.
5	Ethics in KM	50 min.
6	Oral test and presentation	50 min.
7	Total	5 Hours

TEXT BOOKS:

1. **Mangement Information System Author: Waman S. Jawadekar**
2. **Knowledge Management: Text and Cases Author: Sudhir Warier**
3. **Management Information Systems: Text and Cases Author: Murdick, Ross &Claggett**

REFERENCE BOOKS:

1. Management Information Systems by Sadagopan S, EEE Publication
- 2 Management Information System 13th Edition Kenneth C. Laudon, Jane P. Laudon, Pearson
- 3 Knowledge Management Challenges, Solutions, and Technologies, Irma Becerra-Fernandez, Avelino Gonzalez, Rajiv Sabherwal, Prentice Hall.
4. Knowledge Management Author: Awad Elias M., Ghaziri Hassan M.



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NGF COLLEGE OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

LESSON PLAN (July-Dec 2025)

Name of Teacher: Rashmi

Designation: Assistant Professor

Subject: Communication, Mediation And Resolution Branch: BBA DM

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 Quoque	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: Neha Khanna

Designation: Assistant

Professor

Subject Name: Advanced Excel for Business

Branch: BBA-DM

Semester: 3rd

Subject Code:BBG-211-V

Date of Start: 21st July, 2025

Total Load: 37 Hours

Date of Completion: 14th November, 2025

Unit-1

S. No	Name of Topic	Hours
1	Spreadsheet concepts, managing worksheets	50 Min
2	Formatting cells	50 Min
3	Conditional formatting, entering data	50 Min
4	Editing, printing and protecting worksheets	50 Min
5	Handling operators in formula	50 Min
6	Project involving multiple spreadsheets	50 Min
7	Working with multiple worksheets	50 Min
8.	Controlling worksheet views	50 Min
9	Cell referencing and naming of cells and cell ranges.	50 Min
10	Revision	50 Min
	Total	8 Hours 20 Minutes

Unit- 2

S. No	Name of Topic	Hours
1	Sorting, multilayer sorting	50 Min
2	Data validation	50 Min
3	Find and replace; paste special	50 Min
4	Identifying missing values	50 Min
5	Filter and advanced filter	50 Min
6	Conditional formatting, Tabulation	50 Min
7	Flash-fill	50 Min
8	Graphical representation using charts, Organizing charts and graphs	50 Min
9	Advanced charting tools; identifying outliers	50 Min
10	Formatting as table; Pivot tables, pivot charts	50 Min
11	Dynamic dashboards.	50 Min
12	Revision	50 Min
	Total	10 Hours

Unit- 3

S. No	Name of Topic	Hours
1	Formulae vs. functions; Cell formulae vs. array formula	50 Min
2	Mathematical function	50 Min
3	Statistical functions	50 Min
4	Financial functions	50 Min
5	Logical functions; Date and Time functions	50 Min
6	Lookup and reference: H lookup	50 Min
7	V lookup, index and match functions	50 Min
8	Text functions and error functions	50 Min
9	What-if-analysis: Goal-seek, Data tables	50 Min
10	Scenario manager,	50 Min
11	Data analysis Tool Pak: Descriptive Statistics, moving averages	50 Min
12	Histogram, Covariance	50 Min
13	correlation and Regression analysis (only for projection); solver add-in	50 Min
14	Revision	50 Min
	Total	12 Hours

Unit- 4

S. No	Name of Topic	Hours
1	Recording Macros, Absolute and relative macros,	50 Min
2	Editing macros	50 Min
3	Use of spinner buttons and command buttons	50 Min
4	Sub Procedure, Function Procedure (creating New Functions)	50 Min
5	Working with Loops: Do while loop	50 Min
6	For Next loop	50 Min
7	Creating User Forms: Message Box, Input Box	50 Min
8	If Then Else.	50 Min
9	Revision	50 Min
	Total	7 Hours 30 Minutes

TEXT/REFERENCE BOOKS

1. Greg Harvey, Excel.All-in-One for Dummies. John Wiley & Sons.
2. Michael Alexander and Kusleika Richard, et al.
3. Walkenbach, J. "MS Excel 2016, Bible". John Wiley & Sons, USA.
4. Winston, W. L. "MS Excel 2013, Data Analysis & Business Modeling" Microsoft Press, USA.

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NGF COLLEGE OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

LESSON PLAN (July-Dec 2025)

Name of Teacher: Payal

Designation: Assistant

Professor

Subject Name: Environmental Science-II

Branch: BBA DM

Semester: 3rd

Subject Code: VAC-201-V

Date of Start: 27th July, 2025

Total Load: 26 Hours

Date of Completion: 28th November, 2025

Unit-1

S. No	Name of Topic	Hours
1	Introduction to the subject and the topic	50 min.
2	Understanding pollution: Production processes and generation of wastes; Assimilative capacity of the environment; Definition of pollution; Point sources and non-point sources of pollution.	50 min.
3	A) Air pollution: Sources of air pollution; Primary and secondary pollutants; Criteria pollutants carbon monoxide, lead, nitrogen oxides, ground-level ozone, particulate matter, and sulphur dioxide	50 min.
4	Other important air pollutants- Volatile Organic compounds (VOCs), Peroxyacetyl Nitrate (PAN), Polycyclic aromatic hydrocarbons (PAHs) and Persistent organic pollutants (POPs); Indoor air pollution; Adverse health impacts of air pollutants; National Ambient Air Quality Standards.	50 min.
5	B) Water pollution: Sources of water pollution; River, lake, and marine pollution, groundwater pollution; water quality. Water quality parameters and standards; adverse health impacts of water pollution on human and aquatic life.	50 min.
6	C) Soil pollution and solid waste: Soil pollutants and their sources; Solid and hazardous waste; Impact on human health.	50 min.
7	D) Noise pollution: Definition of noise; Unit of measurement of noise pollution; Sources of noise pollution; Noise standards; adverse impacts of noise on human health.	50 min.
8	E) Thermal and Radioactive pollution: Sources and impact on human health and ecosystems	50 min.
9	Revision and Doubts	50 min.
10	Oral test	50 min.
11	Total	8 Hours 20 Minutes

Unit- 2

S. No	Name of Topic	Hours
1	Understanding climate change: Natural variations in climate; Structure of atmosphere; Anthropogenic climate change from greenhouse gas emissions—past, present and future; Projections of global climate change with special reference to temperature, rainfall, climate variability and extreme events	50 min.
2	Importance of 1.5 °C and 2.0 °C limits to global warming; Climate change projections for the Indian sub-continent.	50 min.
3	Impacts, vulnerability and adaptation to climate change: Observed impacts of climate change on ocean and land systems; Sea level rise, changes in marine and coastal ecosystems; Impacts on forests and natural ecosystems	50 min.
4	Impacts on animal species, agriculture, health, urban infrastructure; the concept of vulnerability and its assessment; Adaptation vs. resilience; Climate-resilient development; Indigenous knowledge for adaptation to climate change	50 min.
5	Mitigation of climate change: Synergies between adaptation and mitigation measures; Green House Gas (GHG) reduction vs. sink enhancement; Concept of carbon intensity, energy intensity, and carbon neutrality; Energy efficiency measures; Renewable energy sources	50 min.
6	Carbon capture and storage, National climate action plan and Intended Nationally Determined Contributions (INDCs); Climate justice.	50 min.
7	Revision and Presentation	50 min.
8	Total	5 Hours 50 Minutes

Unit- 3

S. No	Name of Topic	Hours
1	Introduction to environmental laws and regulation: Constitutional provisions- Article 48A, Article 51A (g) and other derived environmental rights.	50 min.
2	Environmental legislations in India: The Wild Life (Protection) Act, 1972; The Water (Prevention and Control of Pollution) Act, 1974; The Forest (Conservation) Act, 1980; The Air (Prevention and Control of Pollution) Act, 1981	50 min.
3	The Environment (Protection) Act, 1986; The Biological Diversity Act, 2002; The Scheduled Tribes and Other Traditional Forest Dwellers (Recognition of Forest Rights) Act, 2006; Noise Pollution (Regulation and Control) Rules, 2000; Industry-specific environmental standards; Waste management rules.	50 min.
4	Environmental management system: ISO 14001, Concept of Circular Economy, Life cycle analysis; Cost-benefit analysis, Environmental audit and impact assessment	50 min.
5	Environmental risk assessment, Pollution control and management; Waste Management- Concept of 3R (Reduce, Recycle and Reuse) and sustainability; Eco labelling /Eco mark scheme.	50 min.
6	Revision	50 min.
7	Oral test and presentation	50 min.
8	Total	5 Hours 50 Minutes

Unit- 4

S. No	Name of Topic	Hours
1	An overview of the following national and international cooperation, agreements, conventions, protocols - adoption, signature, ratification and entry into force; binding and nonbinding measures; Conference of the Parties (COP)	50 min.
2	A) Vienna Convention for the Protection of the Ozone Layer; Montreal Protocol on Substances that Deplete the Ozone Layer and the Kigali Amendment; Status phase-out of production and consumption of Ozone Depleting Substances by India	50 min.
3	B) Basel Convention on the Control of Transboundary Movements of Hazardous Wastes and their Disposal; Rotterdam Convention on the Prior Informed Consent Procedure for Certain Hazardous Chemicals and Pesticides in International Trade; Stockholm Convention on Persistent Organic Pollutants; Minamata Convention on Mercury.	50 min.
4	C) United Nations Framework Convention on Climate Change (UNFCCC); Kyoto Protocol; Paris Agreement; India's status as a party to major conventions.	50 min.
5	D) National Green Tribunal; Some landmark Supreme Court judgements	50 min.
6	E) Major International organisations and initiatives: United Nations Environment Programme (UNEP), International Union for Conservation of Nature (IUCN), World Commission on Environment and Development (WCED)	50 min.
7	United Nations Educational, Scientific and Cultural Organization (UNESCO), Intergovernmental Panel on Climate Change (IPCC), and Man and the Biosphere (MAB) programme.	50 min.
8	Oral test and presentation	50 min.
9	Total	6 Hours 40 Minutes

TEXT BOOKS:

1. *Environmental Management: Text and Cases* by **Thomas Jacob**
2. *Environmental Management towards Sustainability* by **Prasad Modak**

REFERENCE BOOKS:

1. Adenle A., Azadi H., Arbiol J. (2015). Global assessment of technological innovation for climate change adaptation and mitigation in developing world, *Journal of Environmental Management*, 161 (15): 261-275.
2. Ahluwalia, V. K. (2015). *Environmental Pollution, and Health*. The Energy and Resources Institute (TERI).
3. Barnett, J. & S. O'Neill (2010). Maladaptation. *Global Environmental Change—Human and Policy Dimensions* 20: 211–213.
4. Barrow, C. J. (1999). *Environmental management: Principles and practice*. Routledge.

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BBA DM 5TH SEM



NGF COLLEGE OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

LESSON PLAN (July-Dec 2025)

Name of Teacher: Ms.Mamta Sharma
Subject Name: Supply Chain Management
Branch: BBA DM
Date of Start: 24TH July 2025
Date of Completion: 20th November 2024

Designation: Assistant Professor
Semester: 5th
Subject Code: BBA/DIMK/501
Total Load: 32 hours and 48 minutes

Module/Unit-1:

S.No	Name of Topic	Hours
1	Introduction to supply chain management	50 Min.
2	Evolution of SCM	50 Min.
3	objectives of SCM, Supply chain planning framework,	50 Min.
4	strategic fit model of supply chain	50 Min.
5	supply chain decision making framework	50 Min.
6	model of supply chain, supply chain decision making framework,	50 Min.
7	Revision	50 Min.
8	Doubt Class	50 Min.
9	Presentation	50 Min.
10	Class Test	50 Min.
	Total	8 Hours 20 Minutes

Module/Unit 2-

S.No	Name of Topic	Hours
1	Dynamics of SCM	50 Min.
2	Supply chain process cycles	50 Min.
3	order management process	50 Min.
4	supply chain integration through push-pull mechanism	50 Min.
5	Bullwhip effect	50 Min.
6	Information and communication technology in SCM	50 Min.
7	Information and communication technology in SCM -1	50 Min.
8	Doubt Class	50 Min.
9	Presentation	50 Min.
10	Class Test	50 Min.
	Total	8 Hours 20 Minutes

Module/Unit 3-

S.No	Name of Topic	Hours
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1	Procurement and outsourcing strategies	50 Min.
2	Make or buy decision	50 Min.
3	strategic outsourcing	50 Min.
4	strategic partnership, supplier selection process,	50 Min.
5	strategic partnership, supplier selection process,	50 Min.
6	supplier quality assurance programme	50 Min.
7	supply chain and customer relationship management	50 Min.
8	Doubt Class	50 Min
9	Presentation	50 Min
10	Class Test	50 Min
	Total	8 Hours 20 Minutes

Module/Unit 4-

S.No	Name of Topic	Hours
1	SCM implementation and performance benchmarking	50 Min.
2	Implementing SCM,	50 Min.
3	Supply Chain operations reference model,	50 Min.
4	supply chain performance benchmarking; Challenges	50 Min.
5	supply chain performance benchmarking; opportunities in Implementation of SCM.	50 Min.

6	Revision	50 Min.
7	Doubt Class	50 Min.
8	Presentation	50 Min.
9	Class Test	50 Min.
10	Assignment	50 Min
	Total	8 Hours 20 Minutes

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.



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NGF COLLEGE OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

LESSON PLAN (July-Dec 2025)

Name of Teacher: Mr. Kumar Gaurav

Designation: Assistant Professor

Subject Name: Search Engine Marketing And Optimization Semester: 5th

Branch: BBA DM

Subject Code: BBA/DIMK/502

Date of Start: 3 September 2025 Total Load: 29 hours 20 min. Date of Completion: 28 November 2025

Unit-1:

S. No	Name of Topic	Hours
1	Introduction to Search Engine Marketing.	50 Min.
2	SEM anatomy - Paid search details, organic search detail,	50 Min.
3	content targeting - repeat keywords, meta description,	50 Min.
4	Meta tags - User experience.	50 Min.
5	SEM terminology- PPC, CPC, creative, SERP, CTR%, Impressions,	50 Min.
6	Google content network, rank/position,quality score;	50 Min.
7	SEM marketing tips and tricks.	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	Introduction to Search Engine Optimization.	50 Min.
2	Functions of search engines and their working;	50 Min.
3	Factors on which search engines determine the rating.	50 Min.
4	Different types of traffic;	50 Min.
5	Keywords; Understanding keywords mix.	50 Min.
6	Presentation	50 Min.
7	Revision	50 Min.
	Total	6 hours 30 min.

Unit 3

S.No	Name of Topic	Hours
1	Local SEO; Google Places listing and its optimization;	50 Min.
2	Classified submissions;	50 Min.
3	Using H Card, citation, NAP (Name, Address, Place).	50 Min.
4	Primary keywords, secondary keywords and tertiary keywords - difference between keyword stuffing and keyword placement.	50 Min.
5	How to write an optimized content for article, blog and press release.	50 Min.
6	Revision	50 Min.
7	Class test	50 Min.
	Total	6 Hours

		30 min.
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Unit 4

S.No	Name of Topic	Hours
1	Monitoring SEO process;	50 Min.
2	Preparing SEO Reports;	50 Min.
3	On page SEO, OFF page SEO;	50 Min.
4	Link building- types, benefits;	50 Min.
5	Setting up SEM strategy.	50 Min.
6	Analysis of the efficiency of SEM strategy;	50 Min.
7	Digital promotion, Tools and techniques.	50 Min.
8	Revision	50 Min.
9	Class test	50 Min.
	Total	7 Hours 50 min.

TEXT BOOKS:

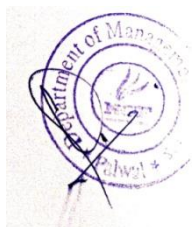
Marketing Through Search Optimization by Alex Michael & Ben Salte

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: Payal

Designation: Assistant Professor

Subject Name: Entrepreneurship

Branch: BBA (DM)

Semester: 5th

Subject Code: BBA/DIMK/503

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

Date of Completion: 20th November, 2025

Unit-1

S. No	Name of Topic	Hours
1	Introduction to Subject and the topic	50 min.
2	Entrepreneurial Discovery: Self Discovery and self-evaluation: concept of entrepreneur, traits of entrepreneur	50 min.
3	Concept of entrepreneurship, Relationship between entrepreneur and entrepreneurship, entrepreneurship model	50 min.
4	Entrepreneurship and Employment: importance and processes for leveraging entrepreneurship for economic development	50 min.
5	Problem of Unemployment and opportunities of Entrepreneurial in India.	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	Entrepreneurial journey: Various stages of setting up and growing an entrepreneurial firm	50 min.
2	Meaning, Objectives, Sources of new ideas, Multiple methodologies of developing ideas and prototypes to establish workable propositions	50 min.
3	Testing, validation and commercialisation	50 min.
4	Business Plan: Meaning and, Objectives of Business Plan; Elements of Business Plan	50 min.
5	Doubts	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	Importance of disrupting established product, service structures and processes to create new growth niches	50 min.
2	Technology as key driver of successful start-up	50 min.
3	Raising financial resources: options available to access funds	50 min.
4	Other supportive options from government and other institutions.	50 min.
5	Revision	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	Education and entrepreneurship	50 min.
2	India as a Start-up Nation: measures for India to reinforce the entrepreneurial concept	50 min.
3	National Entrepreneurial Culture: A framework for start-up India and Make in India as mission for sustainable results in entrepreneurial culture	50 min.
4	Start-up Case Studies	50 min.
5	Start-up Case Studies	50 min.
6	Oral test and presentation	50 min.
7	Total	5 Hours

TEXT BOOKS:

1. "Entrepreneurial Development in India" by Gupta and Srinivasan
2. "Entrepreneurship: Text and Cases" by Cengage

REFERENCE BOOKS:

1. Desai Vasant: —Management of Small-Scale Industries| - Himalaya Publishing House.
2. Taneja Satish and Gupta: —Entrepreneurship Development-New Venture Creation| - Galgotia Publishing Company, New Delhi.
3. Jain P.C: Handbook for New Entrepreneurs Entrepreneurship Development Institute of India.
4. Sangle B. R.: Business Environment & Entrepreneurship, Success Publications, Pune.

5. Gupta C.B. & Srinivas: —Entrepreneurial Development— Sultan D, Chand & Sons, New Delhi.
6. Prof Rajeew Roy: —Entrepreneurship— - Oxford University Press. Zero to One: Notes on Startups, or How the Build the Future by Peter Thiel
7. Zero to One: Notes on Startups, or How the Build the Future by Peter Thiel
8. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries
9. India as Global Start-up Hub: Mission with Passion by C B Rao
10. Elon Musk: Tesla, SpaceX, and the Quest for a Fantastic Future by Ashlee Vance
11. Steve Jobs by Walter Isaacson



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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: Integrated marketing communication

Branch: BBA DM

Semester: 5th

Subject Code: BBA/DIMK/504

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	Integrated marketing communication: Introduction	50 Min.
2	Communications Process – Source, Message, Channel.	50 Min.
3	Marketing Communications – Meaning and Process.	50 Min.
4	Attention, Interest, Desire, and Action (AIDA) Model	50 Min.

5	AIDA Mode role in developing effective Marketing communication strategies.	50 Min.
6	Marketing Communication Tools and their significance.	50 Min.
7	Revision	50 Min.
8	Presentation	50 Min.
9	Class test	50 Min.
	Total	7 Hours 50 min.

Unit 2-.....

S. No	Name of Topic	Hours
1	Advertising – Objectives; Social, Ethical and Legal aspects of Advertising	50 Min.
2	Recent Modes of Advertising – Digital Media, Social Media, Mobile Advertising.	50 Min.
3	Sales Promotion –Types and Methods; Opportunities and Challenges in Sales Promotion.	50 Min.
4	Publicity – Meaning, Objectives and tools.	50 Min.
5	Public Relations – Importance and Strategies to build good Public Relations.	50 Min.

6	Marketing Communications for Image Management and Reputation Management.	50 Min.
7	Presentation	50 Min.
8	Revision	50 Min.
	Total	7 hours

Unit 3

S.No	Name of Topic	Hours
1	Media Planning and Strategy. Overview.	50 Min.
2	Print and support media; Mass media & print media.	50 Min.
3	Newspaper- Classification, Strengths and Limitations.	50 Min.
4	Outdoor media- Types, merits and demerits.	50 Min.
5	Broadcast media- Television, Radio and Films, their strengths and weaknesses.	50 Min.
6	Preparing the media plan. Steps involved and Problems encountered.	50 Min.
7	Advertising Agencies- Types and their function; Role and Services offered.	50 Min.
8	Class test	50 Min.
	Total	7Hours

Unit 4

S.No	Name of Topic	Hours
1	Integrated Approach to Marketing Communications – Overview, Role in Marketing Success;	50 Min.
2	Model, Tools. Budgets, Objectives and Evaluation- Setting communication objectives;	50 Min.
3	The DAGMAR approach.	50 Min.
4	Budgeting for Marketing Communications.	50 Min.
5	Measuring the communication effectiveness.	50 Min.
6	Planning and Implementation of a Creative Strategy for IMC.	50 Min.
7	Examples of IMC. Recent Trends in IMC.	50 Min.
	Total	5 Hours 30 min.

TEXT BOOKS:

1. A globally oriented, up-to-date text co-written by Philip Kitchen & Marwa Tourky
2. Integrated Marketing Communication: Advertising and Promotion in a Digital World Jerome M. Juska

REFERENCE BOOKS:

1. Belch and Belch, Advertising & Promotion, Tata McGraw Hill Publishing.
2. Kotler, Philip, Marketing Management, Prentice – Hall of India.
3. Blythe and Blythe, Marketing Communication, Pearson Education India, New Delhi.
4. Shah, Kruti and D'Souza, Alan, Advertising & Promotions: An IMC perspective, Tata McGraw Hill.



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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: Human values and professional ethics

Branch: BBA DM Semester: 5th Subject Code: BBA/DIMK/505

Date of Start: 3 September 2025 Total Load: 25 hours 20 min. Date of Completion:
28 November 2025

Unit-1:

S. No	Name of Topic	Hours
1	Morals, values and Ethics, Integrity, Work ethics, Honesty,	50 Min.
2	Courage, Caring and sharing, Valuing time, Cooperation and Commitment, Empathy, Self-confidence,	50 Min.
3	Professional values: Meaning, Importance of Professional Values for Quality,	50 Min.
4	Professional Success of Managers,	50 Min.
5	Harmonious Relations within and between Work Groups and Timely Work Completion.	50 Min.
6	Revision	50 Min.
7	Presentation	50 Min.
8	Class test	50 Min.
	Total	7 Hours

Unit 2-.....

S. No	Name of Topic	Hours
1	Senses of Ethics, Variety of moral issues, Moral dilemmas,	50 Min.
2	Moral Autonomy, Team spirit, Consensus and Controversy.	50 Min.
3	Professional Ethics, current issues in Professional Ethics	50 Min.
4	Rights in Management and Decision-making.	50 Min.
5	Relation between ethics and value system.	50 Min.
6	Implementation and monitoring of professional ethics,	50 Min.
7	Code of ethics: Importance and usage.	50 Min.
8	Presentation	50 Min.
9	Revision	50 Min.
	Total	7 hours 50 min.

Unit 3

S.No	Name of Topic	Hours
1	Assessment of Safety and Risk, Risk Benefit Analysis,	50 Min.
2	Respect for Authority, Confidentiality, Conflicts of Interest,	50 Min.
3	Professional Rights, Employee Rights – Intellectual Property Rights (IPR).	50 Min.
4	Gender inequality: causes and consequences.	50 Min.
5	Discrimination, Social understandings, Consequences of sexual harassment.	50 Min.
6	Revision	50 Min.
7	Class test	50 Min.
	Total	5 Hours 30 min.

Unit 4

S.No	Name of Topic	Hours
1	Multinational Corporations, Environmental Ethics,	50 Min.
2	Computer Ethics, Weapons Development,	50 Min.
3	Professionals as Managers, Professionals as Expert Witnesses	50 Min.
4	Advisors Moral Leadership – Code of Conduct – Corporate Social Responsibility.	50 Min.
5	Revision	50 Min.
6	Class test	50 Min.

	Total	5 Hours
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TEXT BOOKS:

Human Values and Professional Ethics — Vaishali Singh & Arvind Kumar Singh
Human Values and Professional Ethics (HVPE) — D. Bhuvana Kumar; Dr. Madhukar Behara; Dr. N.
Ethics in Engineering — Mike W. Martin & Roland Schinzinger (Tata McGraw-Hill)
Professional Ethics — R. Subramaniam, Oxford Publications, New Delhi

REFERENCE BOOKS:

1. Subramanian, R., Professional Ethics, Oxford University Press.
2. John R Boatright, "Ethics and the Conduct of Business", Pearson Education, New Delhi, 2003
3. Laura P. Hartman and Joe Desjardins, "Business Ethics: Decision Making for Personal Integrity and Social Responsibility" McGraw Hill education, India Pvt. Ltd., New Delhi 2013.
4. Murty, P.S.R, Indian Culture Values and Professional Ethics, BS Publications



**Signature of Teacher
Academics**

A handwritten signature in blue ink, likely from the Head of Department or Dean.

Approved by HOD/Dean



Approved by IQAC Director/Dean