

MBA 1ST SEM



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: Management Principles and Organisational Behaviour (MBA - 101 -V)

Branch: MBASemester: 1st

Date of Start: 1st Sep, 2025

Date of Completion: 21rd Nov, 2025

Total Load: 30 hours

Unit-1

S.No	Name of Topic	Hours
1	Nature and evolution of management	50 Min.
2	Managerial levels, skills, and roles in an organisations	50 Min.
3	Functions of management – Planning	50 Min.
4	Organising, Staffing and Directing	50 Min.
5	Controlling and Problem-solving	50 Min.
6	Decision making process and techniques	50 Min.
7	Management Control	50 Min.
8	Management Information System (MIS)	50 Min.
9	Case Study / Class Discussion	50 Min.

	Total	7 Hours 30 min.
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Unit 2-

S.No	Name of Topic	Hours
1	Organisational Behaviour – concept, importance and challenges	50 Min.
2	Foundations of individual behaviour	50 Min.
3	Personality – concept, determinants and applications	50 Min.
4	Values, attitudes, abilities and emotions	50 Min.
5	Perception – concept, process and applications	50 Min.
6	Learning and reinforcement	50 Min.
7	Motivation – theories and applications	50 Min.
8	Job satisfaction	50 Min.
9	Stress management and coping strategies	50 Min.
	Total	7 hours 30 min.

Unit 3

S.No	Name of Topic	Hours
1	Types of groups and stages of group development	50 Min.
2	Group properties – roles, norms, status, size and cohesiveness	50 Min.
3	Group decision-making – techniques and challenges	50 Min.

4	Work teams and team building	50 Min.
5	Conflict – sources, types and management strategies	50 Min.
6	Power and political behaviour	50 Min.
7	Leadership – concept, functions and importance	50 Min.
8	Leadership styles and approaches	50 Min.
9	Case study / Class presentation	50 Min.
	Total	7 Hours 30 min.

Unit 4

S.No	Name of Topic	Hours
1	Organisational structure – concept and types	50 Min.
2	Organisational design and behavioural implications	50 Min.
3	Organisational climate and culture	50 Min.
4	Organisational change – nature and process	50 Min.
5	Resistance to change and strategies to overcome it	50 Min.
6	Organisational development – concept and process	50 Min.
7	Techniques of organisational development	50 Min.
8	Case study / discussion	50 Min.
9	Class presentation / review	50 Min.
	Total	7 Hours 30 min.

TEXT BOOKS:

1. Management: Principles and Practice, **Author:** L.M. Prasad, **Publisher:** Sultan Chand & Sons
2. Organisational Behaviour, **Author:** Stephen P. Robbins & Timothy A. Judge, **Publisher:** Pearson Education
3. Management and Organisational Behaviour, **Author:** Laurie J. Mullins, **Publisher:** Pearson Education

REFERENCE BOOKS:

1. Robbins, S.P. and Decenzo, D.A. Essentials of Management, Pearson Education.
2. Stoner, J., Freeman, R. Gilbert, R. Management, Pearson.
3. Robbins, S.P. and Judge, T. Organizational Behaviour, Pearson Education.
4. Newstrom, J. and Keith Davis, Organizational Behaviour, TMH.

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: Ms. Sonia Gupta**Designation: Assistant Professor****SubjectName:Accounting for decision making****Branch: MBA****Semester: 1stSubject Code: MBA 103 -V****Date of Start: 1 September 2025 Total Load: 25 hrs. 50 min.Date of Completion: 21 November 2025****Unit-1**

S.No	Name of Topic	Hours
1	Nature and scope of accounting	50 Min.
2	various forms of accounting	50 Min.

3	accounting principles	50 Min.
4	accounting concepts	50 Min.
5	accounting conventions;	50 Min.
6	indian accounting standards	50 Min.
7	IFRS	50 Min.
8	trading account(1)	50 Min.
9	P & L a/c(1)	50 Min.
10	BALANCE SHEET	50 Min.
11	final accounts of company with basic adjustments(1)	50 Min.
12	final accounts of company with basic adjustments(2)	50 Min.
	TOTAL	10 Hours

Unit 2

S.No	Name of Topic	Hours
1	Financial statement analysis – importance	50 Min.
2	techniques of Financial statement analysis ;	50 Min.
3	ratio analysis(1)	50 Min.
4	ratio analysis(2)	50 Min.

5	cash flow analysis(1)	50 Min.
6	cash flow analysis(2)	50 Min.
7	fund flow analysis(1)	50 Min.
8	fund flow analysis(2)	50 Min.
9	difference between cash flow and fund flow analysis	50 Min.
10	applications in financial decision-making.	50 Min.
	TOTAL	8 Hours 20 min.

Unit 3

S.No	Name of Topic	Hours
1	Cost accounting	50 Min.
2	classification of costs(1)	50 Min.
3	elements of costing	50 Min.
4	marginal costing(1)	50 Min.
5	marginal costing(2)	50 Min.

6	standard costing;(1)	50 Min.
7	standard costing;(2)	50 Min.
8	cost sheet preparation(1)	50 Min.
9	cost sheet preparation(2)	50 Min.
10	classification of costs(2)	50 Min.
	Total	8 Hours 20 min.

Unit 4

S.No	Name of Topic	Hours
1	Cost control techniques(1)	50 Min.
2	budgetary control	50 Min.
3	material variance analysis(1)	50 Min.

4	material variance analysis(2)	50 Min.
5	labour variance analysis(1)	50 Min.
6	labour variance analysis(2)	50 Min.
7	BEP;	50 Min.
8	decision making through make/buy	50 Min.
9	expand/ contract	50 Min.
10	accept/reject proposals	50 Min.
11	Cost control techniques(2)	50 Min.
	Total	9 Hours 10 Min.

TEXT BOOKS:

1. Accounting for Managerial Decisions by Dr. Sanjay Chhabra, S.K. Pandey, and Tabassum Khan
2. Accounting for Managerial Decision by Manoj Bhatia, ShrichandHinduja, and Rinky R. Rajwani
3. Dr. Vijayesh Kumar, Dr. Ilya Bystrov, and Dr. Nisha Rana

REFERENCE BOOKS:

1. Horngreen, Sundem and Stratton, Introduction to Management Accounting, Pearson Education, New Delhi.
2. Maheshwari S. N., Maheshwari S. K., A Textbook of Accounting for Management, Vikas Publishing, New Delhi.
3. Pandey, I. M., Management Accounting, Vikas Publishing House, New Delhi.
4. Khan, M.Y. and Jain, P.K., Management Accounting, TMH, New Delhi.
5. Jain, S.P and Narang, K.L., Advanced Cost Accounting, Kalyani Publishers, Ludhiana.





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: MANAGERIAL ECONOMICS

Branch: MBA Semester: 1st

Subject Code: BBD-105-V

Date of Start: 02 -09-25

Total Load: 33 hours 20 minutes

Date of Completion: 21 -11-25

Unit-1

S.No	Name of Topic	Hours
1	Managerial Economics: Meaning, nature, scope	50 Minutes
2	objectives of business firms,	50 Minutes
3	cardinal utility theory,	50 Minutes
4	indifference curve technique	50 Minutes
5	indifference curve properties	50 Minutes
6	Theory of consumer choice,	50 Minutes
7	consumer surplus,	50 Minutes
8	price effect combination of income effect and substitution effects.	50 Minutes
	TOTAL	6 hours 40 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
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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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NGF COLLEGE OF ENGINEERING & TECHNOLOGY
DEPARTMENT OF MANAGEMENT STUDIES
LESSON PLAN (July- December 2025)

Name of Teacher: Payal

Designation: Assistant Professor

Subject Name: Legal Aspects of Business

Branch: MBA

Semester: 1st **Subject Code:** MBA-107-V

Date of Start: 1 Sep, 2025 **Total Load:** 25 hrs. **Date of Completion:** 21st November, 2025

Module/Unit-1

S. No	Name of Topic	Hours
1	Introduction to Indian Contract Act, Essentials of valid contract	50 min.
2	void agreements, kinds of contracts,	50 min.
3	performance of contracts, Quasi contract	50 min.
4	breach of contract and its remedies	50 min.
5	The Sale of Goods Act - contract of sale of goods, transfer of property	50 min.
6	conditions and warranties, rights of an unpaid seller	50 min.
7	Revision and Presentation	50 min.
8	Total	350 min.

Module/Unit 2

S. No	Name of Topic	Hours
1	Negotiable Instruments Act - nature and types of negotiable instruments	50 min.
2	parties to negotiable instruments,	50 min.
3	negotiation and assignment	50 min.
4	dishonour and discharge of a negotiable instrument	50 min.
5	crossing and bouncing of cheques	50 min.

6	Consumer Protection Act 1986	50 min.
7	Revision and Presentation	50 min.
8	Total	350 min.

Module/Unit 3

S. No	Name of Topic	Hours
1	The Companies Act, 2013 - characteristics and types of companies	50 min.
2	incorporation of a company	50 min.
3	memorandum and articles of association	50 min.
4	director's powers and duties	50 min.
5	meetings prospectus	50 min.
6	winding up	50 min.
7	Indian Partnership Act, 1932 - essential elements, formation of partnership	50 min.
8	registration, types of partners and partnership	50 min.
9	rights and duties of partners	50 min.
10	Oral test and presentation	50 min.
11	Total	500 min.

Module/Unit 4

S. No	Name of Topic	Hours
1	Introduction to Competition Act 2002 - objectives	50 min.
2	competition commission of India	50 min.
3	Introduction to Information Technology Act 2000	50 min.
4	Right to Information Act	50 min.
5	overview of Foreign Exchange Management Act	50 min.
6	Oral test and presentation	50 min.
7	Total	300 min.

TEXT BOOKS:

1. "Legal Aspects of Business" by Akhileshwar Pathak
2. "Legal Aspects of Business" by Ravinder Kumar:

REFERENCE BOOKS:

1. Kuchhal, M.C. and KuchhalVivek, Business Legislation Management, Vikas Publishing, New Delhi.
2. Pathak, Legal Aspects of Business, McGraw Hill, New Delhi.
3. Kapoor, N. D. (2009). Elements of Mercantile Law, Sultan Chand & Sons, 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

SubjectName: Business Environment

Branch: MBA

Semester: 1st

Subject Code: MBA-109-V

Date of Start: 1 Sep 2025

Total Load: 28 hrs 20 Mint

Date of Completion: 21 Nov 2025

Unit-1:

S.No	Name of Topic	Hours
1	Nature business environment	50 mint
2	structure of business environment	50 mint
3	Macro and micro indicators	50 mint
4	Dsign and strategy of economic reforms;	50 mint
5	public sector reforms	50 mint
6	relative performance of public and private sectors	50 mint
7	relative performance of private sectors	50 mint
	TOTAL	5 hr 50 mint

Unit 2-.....

S.No	Name of Topic	Hours
1	Current industrialisation trends	50 mint
2	Industrial policy	50 mint
3	infrastructure development and policy	50 mint
4	Public-private partnership	50 mint
5	Environment for the SME sector; trends in service sector	50 mint
6	Trends in service sector	50 mint
7	Emerging sectors of Indian economy; business opportunities	50 mint
8	Business opportunities	50 mint
9	overview of GST	50 mint
	TOTAL	7 hr 30 mint

Module/Unit 3-.....

S.No	Name of Topic	Hours
1	India's competitiveness in the world economy;	50 mint
2	Methods of environmental scanning: SWOT	50 mint
3	Methods of environmental scanning: ETOP	50 mint
4	international business environment -Meaning	50 mint

5	international business environment; domestic vs international business	50 mint
6	stages/process of internationalisation	50 mint
7	tariff and non-tariff barriers; risks involved in international business	50 mint
8	risks involved in international business	50 mint
	TOTAL	6 hr 40 mint

Module/Unit 4.....

S.No	Name of Topic	Hours
1	International strategic management	50 mint
2	cost reductions and local responsiveness	50 mint
3	Foreign Direct Investment (FDI) theories	50 mint
4	market imperfection approach, international product life cycle theory	50 mint
5	international product life cycle theory	50 mint
6	Transaction cost theory	50 mint
7	The eclectic paradigm	50 mint
8	Overview of global economic organisations - WTO, WB, IMF.	50 mint
9	World Bank	50 mint
10	IMF.	50 mint
	TOTAL	8 hr 20 mint

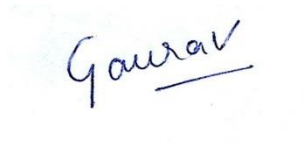
TEXT BOOKS:

1. Bedi S.K., Business Environment, Excel Books, New Delhi
2. Cherunelm, Francis, Business Environment, Himalaya Publishing House, New Delhi

REFERENCE BOOKS:

1. K Aswathappa, International Business, Tata McGraw Hill.

2. John D Daniels, Lee H Radebaugh Daniel P Sullivan, PrashantSalwan, International Business Environments and Operations, Pearson Education.
3. Tamer Cavusgil, Gary Knight International Business: Strategy, Management and the New Realities, Pearson Education



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NGF COLLEGE OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES
LESSON PLAN (July-Dec 2025)

Name of Teacher: Deepika Singh

Designation: Assistant Professor

SubjectName:BUSINESS STATISTICS AND ANALYTICS FOR DECISION MAKING

Branch: MBA

Semester: 1ST

Subject Code:MBA - 111 - V

Date of Start: 1 Sep 2025 **Total Load:** 30...hrs **Date of Completion:** 21 Nov 2025

Unit-1:

S.No	Name of Topic	Hours
1	Measures of central tendency-concept ,introduction	50 Mint
2	Types of central tendency simple A.M	50 Mint
3	A.M.,individualseries.discreteseries,continuous series	50 Mint
4	combined A.M.,Properties of A.M.,weighted A.M.	50 Mint
5	Median -introduction ,concept ,problems	50 Mint
6	partition values,MODE -Intro	50 Mint

7	problems of mode	50 Mint
8	G.M.,H.M.	50 Mint
	TOTAL	6 hr 40 mint

Unit 2-.....

S.No	Name of Topic	Hours
1	Correlation analysis	50 Mint
2	Regression analysis - meaning	50 Mint
3	Two lines of regression	50 Mint
4	Relationship between correlation and regression coefficients	50 Mint
5	Regression equation	50 Mint
6	Regression coefficients	50 Mint
7	Time series analysis	50 Mint
8	Measurement of trend and seasonal variations	50 Mint
9	Forecasting	50 Mint
	TOTAL	7 hr 30 mint

Unit 3-.....

S.No	Name of Topic	Hours
1	probability -meaning,definition ,importance	50 Mint
2	Basic rules for probability-calculation of events ,problems	50 Mint
3	Theorems of probability introduction	50 Mint

4	conditional probability	50 Mint
5	Bayes' theorem	50 Mint
6	probability distributions –intro,types	50 Mint
7	Applications of Binomial distributions	50 Mint
8	Poisson distributions	50 Mint
9	Normal distributions	50 Mint
10	problems of probability	50 Mint
	TOTAL	8 hr 20 mint

Module/Unit 4.....

S.No	Name of Topic	Hour s
1	Tests of significance meaning ,concept	50 Mint
2	hypothesis testing -concept	50 Mint
3	large samples, intro,problems	50 Mint
4	small samples -meaning ,concept	50 Mint
5	doubt session	50 Mint
6	chi-square test; meaning,concept	50 Mint
7	numericals of chi square test	50 Mint
8	Analysis of variance	50 Mint

9	problems of variance	50 Mint
	TOTAL	7 hr 30 mint

TEXT BOOKS:

1. Business Statistics-T,R.Jain
2. Gupta S.P. & Gupta M.P. Business Statistics, Sultan Chand & Sons, Delhi

REFERENCE BOOKS:

- 1 Anderson. Quantitative Methods in Business, Thomson Learning, Mumbai.
- 2.NavalBajpai. Business Statistics, Pearson Education India,



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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: Business Communication

Subject Code: (MBA – 113 - V)

Branch: MBASemester: 1st

Date of Start: 1st Sep, 2025

Date of Completion: 21 Nov, 2025

Total Load: 30 hours

Unit-1

S.No	Name of Topic	Hours
1	Importance and role of communication in business organisations	50 Min.
2	Nature, objectives, and functions of communication	50 Min.
3	7 Cs of effective communication	50 Min.
4	Process of communication	50 Min.
5	Types and channels of communication	50 Min.
6	Barriers to effective communication	50 Min.
7	Overcoming barriers and improving communication effectiveness	50 Min.

8	Role of feedback in communication	50 Min.
9	Case study / Class presentation	50 Min.
	Total	7 Hours 30 min.

Unit 2-

S.No	Name of Topic	Hours
1	Principles of effective written communication	50 Min.
2	Types of business letters – commercial, sales, and routine letters	50 Min.
3	Enquiries and replies	50 Min.
4	Inter-office memos and report writing	50 Min.
5	Speech writing and public speaking	50 Min.
6	Preparing agenda and minutes of meetings	50 Min.
7	Writing emails and business messages	50 Min.
8	Listening skills and team communication	50 Min.
9	Class activity / Case study	50 Min.
	Total	7 hours 30 min.

Unit 3

S.No	Name of Topic	Hours
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1	Cross-cultural dimensions of business communication	50 Min.
2	Business etiquettes across cultures	50 Min.
3	Communication using technology	50 Min.
4	Video conferencing and online meetings	50 Min.
5	Mass communication – concept and scope	50 Min.
6	Advertisements and publicity	50 Min.
7	Press releases and public relations	50 Min.
8	Corporate newsletters and bulletins	50 Min.
9	Case discussion / Presentation	50 Min.
	Total	7 Hours 30 min.

Unit 4

S.No	Name of Topic	Hours
1	Negotiation process and its management	50 Min.
2	Principles of designing presentations	50 Min.
3	Use of audio-visual aids in presentations	50 Min.
4	Creating and delivering online presentations	50 Min.
5	Writing a summer project report	50 Min.
6	Writing CVs and application letters	50 Min.
7	Group discussions – process and evaluation	50 Min.
8	Interview techniques and preparation	50 Min.

9	Class presentation / mock interview	50 Min.
	Total	7 Hours 30 min.

TEXT BOOKS:

1. Business Communication, Author: K.K. Sinha, Publisher: Galgotia Publishing Company
2. Business Communication: Principles, Methods and Techniques, Author: Nirmal Singh
3. Business Communication Today, Authors: Courtland L. Bovee, John V. Thill & Roshan Lal Raina, Publisher: Pearson Education

REFERENCE BOOKS:

1. Chaturvedi P.D. & Chaturvedi M., Business Communication skills, concepts and applications, Pearson education.
2. Lesikar, R. V., Flatley, M. E., Rentz, K. Business Communication: Making Connections in a Digital World. Tata McGraw Hill Publishing Company.
3. Boove, C.L., Thill, J.V. & Chaturvedi, M. Business Communication Today, Pearson education..
4. Scot, O. Contemporary Business Communication, Biztantra.

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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: Moral Values

Branch: MBA

Semester: 1st

Subject Code: MBA - 115- V

Module/Unit-1

S.No	Name of Topic	Hours
1	HUMAN VALUES: introduction, needs	50 Minutes
2	Intrinsic and Extrinsic value, Assumption of Nature of human values	50 Minutes
3	Role of family and society in teaching values:, Role of educational institutions in inculcating values	50 Minutes
4	MORAL VALUES, Benefits of good Moral Values	50 Minutes
5	VALUES & ETHICS, Origin of Business Ethics	50 Minutes
6	IMPORTANCE OF ETHICS, What is Etiquette ?	50 Minutes
7	Need for Etiquette, Types of Etiquette	50 Minutes
8	social responsibilities and rights	50 Minutes
9	SOCIAL RESPONSIBILITY TOWARDS DIFFERENT INTEREST GROUPS	50 Minutes
10	Opinions in Favour & Against of Social Responsibilities:	50 Minutes
11	What Is a Positive Attitude?	50 Minutes
12	Tips for Developing a Positive Attitude:	50 Minutes

13	balanced approach professional and personal life	50 Minutes
14	steps to improve work life balance	50 Minutes
15	consequences- poor work life balance	50 Minutes
16	integrity, traits related to integrity	50 Minutes
17	integrity in the workplace	50 Minutes
18	Empathy: difference between empathy and sympathy	50 Minutes
19	work ethics	50 Minutes
20	self-confidence, steps to build confidence	50 Minutes
21	beliefs, honesty and character	50 Minutes
22	case study- work life balance	50 Minutes
23	revision 1	50 Minutes
24	revision class	50 Minutes
25	co-ordination	50 Minutes
26	revision	50 Minutes
	TOTAL	21 hours

		40 minutes
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TEXT BOOKS:

1. *"Human Values and Professional Ethics"*

- Authors: R.R. Gaur, R. Sangal, G.P. Bagaria

2. *"Ethics in Engineering"*

- **Author:** Mike W. Martin and Roland Schinzinger
- **Publisher:** McGraw-Hill

3. **"Emotional Intelligence"** by Daniel Goleman

REFERENCE BOOKS:

1. John, R. Boatright. Ethics and the Conduct of Business

2. Business Ethics: Decision-Making for Personal Integrity & Social Responsibility

3. Edmund, G. Seebauer and Robert L. Barry,



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MBA 3RD SEM



NGF COLLEGE OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

LESSON PLAN (July- December 2025)

Name of Teacher: SONIA GUPTA Designation: Assistant Professor

Subject Name: Managerial Skill Development lab Branch: MBA

Semester: 3rd Subject Code: MBA-201-V

Date of Start: 22 AUGUST2025 Total Load: 20 hrs.

Date of Completion: 29th November, 2025

Module/Unit-1

No	Name of Topic	Hours
1	Concept of Managerial Skill	50 min.
2	Meaning of leadership	50 min.
3	Types of Leadership	50 min.
4	Importance of leadership	50 min.
5	Qualities of a good leader	50 min.
6	Group discussion on leadership	50 min.
7	Business Game	50 min.
8	Problem solving skill	50 min.
9	Process of problem solving	50 min.
10	Total	450 min.

Module/Unit 2

No	Name of Topic	Hours
1	Role Play (Client & Manager)	50 min.
2	Role of Communication	50 min.
3	7 C of communication	50 min.
4	Group activity on Leadership Building	50 min.
5	Team management	50 min.
6	Team building	50 min.
7	Importance of team building	50 min.
8	Total	350 min.

Module/Unit 3

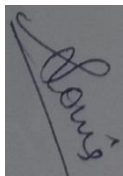
S. No	Name of Topic	Hours
1	Profile study of Bill Gates	50 min.
2	Profile study of Mukesh Ambani	50 min.
3	Trust building in Team	50 min.
4	Issue in team building	50 min.
5	Total	200 min.

Module/Unit 4

S. No	Name of Topic	Hours
1	Group discussion on leadership	50 min.
2	Business Game	50 min.
3	Problem solving skill	50 min.
4	Process of problem solving	50 min.
5	Total	200 min.

TEXT BOOKS:

1. **Managerial Skills by Dr. K.S Vataliya**
2. Managerial Skill Development by Dr. Mukta Goyal.



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**NGF COLLEGE OF ENGINEERING &
TECHNOLOGY**

DEPARTMENT OF ELECTRICAL ENGINEERING**LESSON PLAN (July -Dec 2025)****Name of Teacher: Ms Deepika Singh****Designation: Assi.Prof****Subject: PMS****Branch: MBA Semester: 3rd****Subject Code: (MBA- 222 – V)****Date of Start: 28/6/25****Total Load: 22 Hrs. 30 mint.Date of Completion: 29/11/25****Module/Unit-1:**

S.No	Name of Topic	Hours
1	Aims of performance management system;	50 Min
2	benefits of performance management system;	50 Min
3	disadvantages of poorly, implemented performance management system;	50 Min
4	characteristics of an ideal performance system; reward Systems;	50 Min
5	difference between performance and potential management	50 Min
6	role of performance management system	50 Min
	Total	5hours

Module/Unit 2

S.No	Name of Topic	Hours
1	Performance management process; performance management	50 Min
2	identifying KRAs (Key Result Areas)	50 Min
3	interactive goal setting process;	50 Min
4	SMART goals for employee performance. Unit	50 Min
5	strategic planning	50 Min
6	KPIs (Key Performance Indicators)	50 Min
	Total	5 hours

Module/Unit 3-

S.No	Name of Topic	Hours
1	counselling – identifying ,communicating gaps in knowledge	50 Min

2	Skills ,attitudinal areas for improvements	50 Min
3	competency mapping potential assessment	50 Min
4	performance management	50 Min
5	employee development ethics in performance management	50 Min
6	Presentation on Unit 3	50 Min
7	Skills ,attitudinal areas for improvements (revision)	50 Min
8	Skills ,attitudinal areas for improvements (revision)	50 Min
	Total	6 hrs. 40 Mint

Module/Unit 4

S.No	Name of Topic	Hours
1	Defining performance choosing a measurement approach	50 Min
2	Measuring results,behaviour,self –appraisal, simple ranking	50 Min
3	Graphic rating,Bars,paired comparison, Force choice method	50 Min
4	critical incidents field review method appraisal interviews 360-degree feedback balanced scorecard for performance rating	50 Min
5	Performance feedback	50 Min
6	Performance feedback (Revision)	50 Min
7	Performance feedback (Test)	50 Min
	Total	5 Hrs. 50 Mint

TEXT BOOKS:

1. Aguinis, H., Performance Management, Pearson Education Inc.
2. Kandula, S., Performance Management: Strategies, Interventions and Drivers, PHI.
3. Kohli, A. S., and Deb, T., Performance management. Oxford University Press.
4. Armstrong, M., Performance management: Key strategies and practical guidelines, Kogan PAGE

REFERENCE

1. Aguinis, H., Performance Management, Pearson Education Inc.
2. Kandula, S., Performance Management: Strategies, Interventions and Drivers, PHI.
3. Kohli, A. S., and Deb, T., Performance management. Oxford University Press.
4. Armstrong, M., Performance management: Key strategies and practical guidelines, Kogan Page



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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: Compensation and benefits management

Branch: MBA

Semester: 3rd

Subject Code: MBA – 226- V

Date of Start: 28july2025 Total Load: 24 hours 10 minutes Date of Completion:28november2025

Unit-1:

S. No	Name of Topic	Hours
1	Compensation management - concept, goals	50 Min.
2	Theories of Compensation	50 Min.
3	compensation strategy	50 Min.
4	inter and intra industry wage differentials	50 Min.
5	components of compensation	50 Min.

6	fringe benefits and supplementary compensation;	50 Min.
7	bonuses - concept	50 Min.
8	method of calculation	50 Min.
9	Payment of Bonus Act 1965.	50 Min.
	Total	7 hours 30 minutes

Unit 2

S. No	Name of Topic	Hours
1	Incentive schemes/ payment-by-results (PBR)	50 Min.
2	competency-based compensation	50 Min.
3	equity-based compensation;	50 Min.
4	team rewards; reward strategy	50 Min.
5	psychological contract;	50 Min.
6	compensation of chief executives,	50 Min.
7	compensation of sales executives	50 Min.
8	compensation structures in India	50 Min.
	Total	6 hours 40 minutes

Unit 3

S. No	Name of Topic	Hours
1	Job Evaluation - concept	50 Min.
2	Job Evaluation - methods	50 Min.

3	institutions related to compensation management	50 Min.
4	wage boards, pay commissions;	50 Min.
5	tax implication of employee compensation package to the employees;	50 Min
6	recommendations of 2 nd National Commission on Labour relating to compensation	50 Min
	Total	5 hours

Unit 4

S. No	Name of Topic	Hours
1	Statutory provisions governing compensation linked to employee welfare	50 Min.
2	The Minimum Wages Act 1948	50 Min.
3	The Payment of Wages Act 1936,	50 Min.
4	The Workmen's Compensation Act 1923;	50 Min.
5	International Compensation - objectives and methods	50 Min.
6	International Compensation -methods	50 Min.
	Total	5 hours

TEXT BOOKS:

- 1 **Compensation** – *George T. Milkovich & Jerry M. Newman*
2. **Compensation Management in a Knowledge-Based World** – *Richard I. Henderson*
3. **Managing Human Resources** – *Luis R. Gomez-Mejia, David B. Balkin & Robert L. Cardy*

REFERENCE BOOKS:

1. Bhattacharya, D.K. Compensation Management Oxford University Press, New Delhi.
2. George T Milkovich, Jerry M Newman, C.S. Venkata Ratnam, Compensation, McGraw Hill Education.
3. Henderson, R.I., Compensation Management in a Knowledge-based world, Pearson.
4. Henderson, Richard I., Compensation management: Rewarding Performance, Reston Publishing Co.
5. Singh, B.D. Compensation and Reward Management. Excel Books



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NGF COLLEGE OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

LESSON PLAN (July-December 2025)

Name of Teacher: Gaurav Chaudhary

Designation: Assistant Professor

Subject Name: Training and Development

Branch: MBA

Semester: 3rd

Subject Code: MBA-223-V

Date of Start: 28 July, 2025 Total Load: 30 hrs. Date of Completion: 21th November, 2025

Module/Unit-1

S. No	Name of Topic	Hours
1	Introduction to Training	50 min.
2	Importance, Objective of training	50 min.
3	Process of training	50 min.
4	Role & expectations	50 min.
5	Training context nature and scope	50 min.
6	Training challenges	50 min.
7	Part of training in HRD & OD	50 min.
8	Learning & E learning	50 min.
9	Human Memory & Learning cycle	50 min.
10	Emerging trends in T&D	50 min.
11	Total	500 min.

Module/Unit 2

No	Name of Topic	Hours
1	TNA at individual level	50 min.
2	TNA at group level	50 min.
3	TNA- Processes & approaches	50 min.
4	Designing effective training program	50 min.
5	Objective & contents developing	50 min.
6	Developing lesson plan and course material	50 min.
10	Selection of trainer and venue	50 min.

11	Trainee central learning process	50 min.
12	Pedagogies for contents delivery	50 min.
13	Total	450 min.

Module/Unit 3

S. No	Name of Topic	Hours
1	Introduction to Training types	50 min.
2	On the Job training and off the job training	50 min.
3	Different training methods and techniques	50 min.
4	Lecture method, case method syndicate method & role play	50 min.
5	Simulation business games	50 min.
6	In basket exercise	50 min.
7	Computer based learning , out bound exercise	50 min.
8	Seminars, Conferences	50 min.
9	Training aids- types & importance	50 min.
10	Total	450 min.

Module/Unit 4

No	Name of Topic	Hours
1	Evaluation of training program	50 min.
2	Kirkpatrick, CIRO	50 min.
3	Philip five levels	50 min.
4	ROI framework	50 min.
5	Design and conduct of MDP	50 min.
6	MDPs- need , importance, objective , design and delivery	50 min.
7	Evaluation and follow up process	50 min.
8	Evaluation and follow up process -2	50 min.
9	Total	400 min.

TEXT BOOKS:

1. Training & Development - Indian Text Edition by Dr. B. Janakiraman.

REFERENCE BOOKS:

1. Sahu, R.K. Training for Development, Excel Books, New Delhi.
2. Goldstein. Training in Organization, Thomson Learning, Bombay.
3. Nick & Thacker. Effective Training – Systems, Strategies and Practices, Pearson Education.
4. Sims, Ronald. Reinvesting Training and Development, Greenwood Publishing Group.

Gaurav

R. Shah



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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: ORGANISATIONAL CHANGE AND DEVELOPMENT

Branch: MBA

Semester: 3rd

Subject Code: MBA – 224 - V

Date of Start: 25-07-25

Total Load: 40 hours

Date of Completion: 11-11-25

Unit-1

S.NO	Name of topic	Hours
1	Concept of organisation change; types of change – planned and unplanned change	50 Hours
2	transformational and realignment change; – resistance to change	50 Hours
3	acceptance to change;	50 Hours
4	concept of Force-Field Analysis	50 Hours
5	models of organisational change – Kotter's model, Lewin's model	50 Hours
6	System model;	50 Hours
7	strategic leadership for management of change	50 Hours
8	conflict management	50 Hours
9	building support for change	50 Hours
10	Doubt Session	50 Hours
11	Assignment	50 Hours
	TOTAL	9 hours 10 minutes

Unit 2

S.NO	Name of topic	Hours
1	Introduction to organisational development	50 Hours
2	organisation development process	50 Hours
3	values and assumptions of OD	50 Hours
4	role and competencies of the OD practitioner	50 Hours
5	action research model of OD	50 Hours
6	OD in global context;	50 Hours
7	; future trends in OD	50 Hours
8	Doubt Session	50 Hours
9	Presentation	50 Hours
	TOTAL	7 hours 30 minutes

Unit 3

S.No	Name of Topic	Hours
1	Diagnostic process	50 Minutes
2	diagnosis at the organisation	50 Minutes
3	diagnosis at the organisation, group and individual level	50 Minutes
4	data collection process	50 Minutes
5	diagnostic methods	50 Minutes
6	challenges in diagnosis	50 Minutes
7	diagnostic information feedback	50 Minutes

8	characteristics of effective feedback	50 Minutes
9	survey feedback	50 Minutes
10	introduction to OD interventions	50 Minutes
11	characteristics of effective interventions;	50 Minutes
12	designing interventions and its process.	50 Minutes
13	Doubt Session	50 Minutes
14	Presentation	50 Minutes
	TOTAL	11 hours 40 minutes

Unit 4

S.No	Name of Topic	Hours
1	Major families of OD interventions	50 Minutes
2	process consultation,	50 Minutes
3	interpersonal, intra-group	50 Minutes
4	inter-group process,	50 Minutes
5	third party intervention,	50 Minutes
6	team, coaching, mentoring	50 Minutes
7	role focused	50 Minutes
8	system interventions;	50 Minutes
9	contemporary OD interventions	50 Minutes
10	learning organisations	50 Minutes
11	organisation restructuring	50 Minutes
12	employee involvement,	50 Minutes

13	, work design	50 Minutes
14	organisational transformation	50 Minutes
	TOTAL	11 hours 40 minutes

TEXT BOOKS:

1. French, W. L. and Bell, C. H. Organization Development, Prentice Hall of India.
2. Bhattacharyya. Organizational change and development, Oxford University Press.

REFERENCE BOOKS:

1. Singh, Kavita. Organizational Change & Development, Excel Books.
2. Kinicki & Krietner. Organizational Behaviour: Concepts, Skills and Practices. 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. Manisha

Designation: Assistant Professor

Subject Name: Investment analysis and portfolio management

Branch: MBA

Semester: 3rd

Subject Code: MBA – 238 - V

Date of Start: 24july2025 Total Load: 29 hours 10 minutes Date of Completion:28november2025

Unit-1:

S. No	Name of Topic	Hours
1	Investment - meaning, nature	50 Min.
2	Scope of Investment	50 Min.
3	decision process;	50 Min.
4	investment alternatives	50 Min.
5	investment risk, interest risk, market risk,	50 Min.
6	inflation risk, default risk	50 Min.
7	measurement of systematic and unsystematic risk;	50 Min.
8	valuation of securities	50 Min.
9	notion of dominance.	50 Min.
	Total	7 hours 30 minutes

Unit 2

S. No	Name of Topic	Hours
1	Security analysis	50 Min.
2	fundamental analysis	50 Min.
3	economy, industry and company analysis	50 Min.
4	technical analysis	50 Min.
5	Dow Jones theory; charts	50 Min.
6	supports and resistance levels;	50 Min.
7	relative strength analysis	50 Min.
8	moving averages,	50 Min.
9	breadth of market	50 Min.
10	efficient market hypothesis.	50 Min.
	Total	8 hours 20

		minutes
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Unit 3

S. No	Name of Topic	Hours
1	Portfolio meaning	50 Min.
2	Portfolio advantages and selection	50 Min.
3	approaches in portfolio construction	50 Min.
4	objectives of portfolio	50 Min.
5	overview of Markowitz portfolio theory	50 Min
6	risk and return with different correlation,	50 Min
7	Markowitz efficient frontier	50 Min
	Total	5 hours 50 minutes

Unit 4

S. No	Name of Topic	Hours
1	Overview of Sharpe single index model	50 Min.
2	corner portfolio	50 Min.
3	Sharpe optimal portfolio	50 Min.
4	construction of the optimal portfolio;	50 Min.
5	securities market line,	50 Min.
6	capital asset pricing model;	50 Min.
7	arbitrage pricing theory	50 Min.
8	portfolio evaluation and strategies;	50 Min.
9	portfolio revision	50 Min.
	Total	7 hours 30 minutes

TEXT BOOKS:

1. Investment Analysis and Portfolio Management

Authors: Frank K. Reilly & Keith C. Brown

2. Investment Analysis and Portfolio Management

Author: Prasanna Chandra

REFERENCE BOOKS:

Chandra, Prasanna. Investment analysis and portfolio management. McGraw Hill Education.

2. Fischer, D. E., & Jordan, R. J. Security analysis and portfolio management. Prentice Hall.

3. Rustagi, R. P. Investment analysis and portfolio management. Sultan Chand & Sons, New Delhi.

4. Bhalla, V. K. Investment management. S. Chand Publishing.

5. Pandian, Security Analysis and Portfolio Management, Vikas Publishing House



Signature of Teacher

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NGF COLLEGE OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

LESSON PLAN (July-Dec 2024)

Name of Teacher: SONIA GUPTA

Designation: Assistant Professor

Subject Name: Risk Management and Insurance

Branch: MBA Semester: 3rd

Subject Code : MBA -237-V

Date of Start: 01 –Aug-2025 Total Load: 16 hrs 40Min Date of Completion: 29 Nov 2025

Unit-1

S.No	Name of Topic	Hours
1	INTRODUCTION TO RISK	50 Minutes

2	Risk, peril, hazard	50 Minutes
3	Risk management	50 Minutes
4	RISK MANAGEMENT TECHNIQUES	50 Minutes
5	pooling in insurance	50 Minutes
6	loss exposure	50 Minutes
7	emergence of insurance	50 Minutes
	TOTAL	5 Hours 50 Minutes

Unit 2

S.No	Name of Topic	Hours
1	INTRODUCTION TO INSURANCE, mechanism & importance of insurance	50 Minutes
2	Contemporary issues in insurance, principles & types of insurance	50 Minutes
3	insurance contract, reinsurance & co -insurance	50 Minutes
	Total	2 Hours 30 Minutes

Unit 3

S.No	Name of Topic	Hours
1	Insurance industry in India	50 Minutes
2	origin and development of insurance sector	50 Minutes
3	IRDA	50 Minutes

4	challenges of insurance marketing, types and policies of insurance	50 Minutes
5	distribution channels in insurance and bancassurance	50 Minutes
	Total	4 Hours 10 minutes

Unit 4

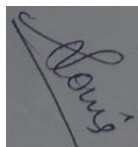
S.No	Name of Topic	Hours
1	Management of life and non- life insurance companies	50 Minutes
2	product design and insurance rating	50 Minutes
3	use of insurance in personal and business planning,	50 Minutes
4	underwriting practices and claim settlement	50 Minutes
5	doubt class	50 Minutes
	Total	4 Hours 10 minutes

TEXT BOOKS:

1. **Fundamentals of Insurance**” by Prakash S. Apte
2. **“Principles of Risk Management and Insurance”** by George E. Rejda & Michael McNamara
3. **Title:** *Insurance and Risk Management* **Author:** Dr. P.K. Gupta

REFERENCE BOOKS:

1. Rejda, George E, Principles of Risk Management and Insurance
2. Jatindra Loomba, Risk Management and Insurance Planning,
3. Risk Management and Insurance, Gupta P.K. Himalaya Publications
4. Harrington Niehaus, Risk Management and Insurance, McGraw Hill Education,



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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: WORKING CAPITAL MANAGEMENT

Branch: MBA

Semester: 3rd

Subject Code: MBA – 234 -V

Date of Start: 28-07-25

Total Load: 38 hours 20 minutes

Date of Completion: 11-11-25

Unit-1

S.No	Name of Topic	Hours
1	Concept of working capital	50 Minutes
2	importance of working capital	50 Minutes
3	factors influencing planning of need	50 Minutes
4	determinants and computation of working capital investment.	50 Minutes
5	Computation of working capital	50 Minutes
6	Practical Question	50 Minutes
7	Doubt Session	50 Minutes
8	Assignment	50 Minutes
	TOTAL	6 hours 40 minutes

Unit 2

S.No	Name of Topic	Hours
1	Sources of finance : Introduction	50 Minutes

2	Short term finance :Trade Credit	50 Minutes
3	Accurals	50 Minutes
4	ICD, Commercial Banks	50 Minutes
5	Public Deposits, COMMERCIAL bank	50 Minutes
6	Factoring	50 Minutes
7	Retained Earning	50 Minutes
8	Equity & Preference Shares	50 Minutes
9	Tandon committee	50 Minutes
10	Chore committee	50 Minutes
11	Marathe committee	50 Minutes
	Total	9 hours 10 minutes

Unit 3

S.No	Name of Topic	Hours
1	Meaning of cash, -Motives for holding cash	50 Minutes
2	Objectives of holding cash, factor determining holding cash	50 Minutes
3	Methods of cash Management	50 Minutes
4	Utility of cash Budget, methods of preparing cash budget, receipt and payment method	50 Minutes
5	Practical question of receipt and payment method	50 Minutes
6	Adjusting profit and loss method	50 Minutes
7	Balance sheet method	50 Minutes
8	Cash concentration strategies; disbursement tools	50 Minutes

9	investment in marketable securities; types of marketable securities	50 Minutes
10	forecasting cash flows;, methods of financial forecasting	50 Minutes
11	forecasting daily cash flows; sources of uncertainly in cash forecasting	50 Minutes
12	hedging cash balance uncertainties	50 Minutes
13	hedging via interest rate;	50 Minutes
14	Baumol Model, Beranek model	50 Minutes
15	Miller-Orr model	50 Minutes
16	Stone model for determining the optimum level of cash balances	50 Minutes
	TOTAL	13 hours 20 minutes

Unit 4

S.No	Name of Topic	Hours
1	Receivables management; costs, benefits	50 Minutes
2	credit policies	50 Minutes
3	evaluation of the credit applicant,	50 Minutes
4	credit terms	50 Minutes
5	collections from accounts receivable.	50 Minutes
6	Inventory management; type of control required	50 Minutes
7	cost of holding inventories;	50 Minutes
8	inventory control models	50 Minutes
9	inventory control responsibility	50 Minutes
10	other control devices	50 Minutes
11	inventory management & evaluation	50 Minutes
	TOTAL	9 hours 10

		minutes
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TEXT BOOKS:.

1. Hampton, John. Financial Decision Making. Prentice Hall, New Jersey.
2. Khan, M. Y and Jain, P. K. Financial Management, McGraw Hill.
3. Chandra, P. Financial Management. McGraw Hill.

REFERENCE BOOKS:

1. . Pandey, I. M. Financial Management, Vikas Publication House.
2. Bhalla, V.K. Working Capital Management, S. Chand Publishing.



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. Isha Gaur

Designation: Assistant Professor

Subject Name: Managing Banks and Financial Institutions

Subject Code: (MBA – 232 - V)

Branch: MBA

Semester: 3rd

Date of Start: 1st Sep, 2025

Date of Completion: 24th Nov, 2025

Total Load: 30 hours

Unit-1

S.No	Name of Topic	Hours
1	Introduction to Commercial Banks in India	50 Min.
2	Banking operations – deposits and advances	50 Min.
3	Role and functions of commercial banks	50 Min.
4	Services provided by banks – traditional and modern	50 Min.
5	Key market players in Indian banking sector	50 Min.
6	Retail banking – meaning, products and services	50 Min.
7	Universal banking – concept and scope	50 Min.
8	Contemporary issues in global banking	50 Min.
9	Case study / Class discussion	50 Min.
	Total	7 Hours 30 min.

Unit 2-

S.No	Name of Topic	Hours
1	Management of banks - overview and significance	50 Min.
2	Asset-Liability Management (ALM) in banks	50 Min.
3	Prudential norms for income recognition and asset classification	50 Min.
4	Provisioning norms for advances portfolio	50 Min.
5	Management of Non-Performing Assets (NPAs)	50 Min.
6	Debt Recovery Tribunals (DRTs) and Corporate Debt Restructuring (CDR)	50 Min.
7	Introduction to Securitisation and Reconstruction of Financial Assets (SRFAESI Act 2002)	50 Min.
8	Basel norms for banking supervision	50 Min.

9	Risk management practices in banks	50 Min.
	Total	7 hours 30 min.

Unit 3

S.No	Name of Topic	Hours
1	Role of Financial Institutions in India – Overview	50 Min.
2	Small Industries Development Bank of India (SIDBI)	50 Min.
3	National Bank for Agriculture and Rural Development (NABARD)	50 Min.
4	Export-Import Bank of India (EXIM Bank)	50 Min.
5	Industrial Development Bank of India (IDBI)	50 Min.
6	Industrial Finance Corporation of India (IFCI)	50 Min.
7	Industrial Credit and Investment Corporation of India (ICICI)	50 Min.
8	UTI, LIC, IRCI, IRBI and State Financial Corporations (SFCs)	50 Min.
9	Case study / Class discussion	50 Min.
	Total	7 Hours 30 min.

Unit 4

S.No	Name of Topic	Hours
1	Overview of financial regulatory authorities in India	50 Min.
2	Role and functions of SEBI	50 Min.
3	Role and functions of IRDA	50 Min.

4	Role and functions of PFRDA	50 Min.
5	Role and functions of Reserve Bank of India (RBI)	50 Min.
6	RBI's role in credit control and monetary policy	50 Min.
7	RBI as banker to banks and to the government	50 Min.
8	Coordination among financial regulators	50 Min.
9	Case discussion / Class presentation	50 Min.
	Total	7 Hours 30 min.

TEXT BOOKS:

1. **Banking and Financial Institutions** – Gordon & Natarajan
2. **Indian Financial System** – M.Y. Khan, Tata McGraw Hill
3. **Banking Theory and Practice** – K.C. Shekhar & Lekshmy Shekhar

REFERENCE BOOKS:

1. Khan M.Y., Indian Financial System, Tata McGraw-Hill.
2. Vij, Madhu. Management of Financial Institutions in India. Anmol.
3. Yeager, Fred C. and Seitz, Nail E. Financial Institution Management: Text and Cases. Englewood Cliffs, Prentice Hall Inc.
4. Bhole L.M., Mahakud J. Financial Institutions and Markets, Tata McGraw-Hill.



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**NGF COLLEGE OF ENGINEERING &
TECHNOLOGY**

DEPARTMENT OF MANAGEMENT STUDIES

LESSON PLAN (July- December 2025)

Name of Teacher: Payal

Name: Retail Management

Semester: 3rd

Date of Start: 27th July, 2025

Date of Completion: 20th November, 2024

Designation: Assistant Professor Subject

Branch: MBA

Subject Code: MBA – 218 -V

Total Load: 23 Hour

Unit-1

S. No	Name of Topic	Hours
1	Introduction to Subject and the topic	50 min.
2	Definition, nature, scope and functions of retailing	50 min.
3	Global scenario of retailing; trends in retailing	50 min.
4	Growth of organised retail in India; understanding the retail consumers	50 min.
5	Retail strategy, ethical issues in retailing.	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	Retail formats, retail store location and site selection	50 min.
2	Retail store planning, design and layout	50 min.
3	Retail management information systems - retail technology and automation	50 min.
4	Customer service	50 min.
5	Customer relationship management in retailing	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	Basics of retail merchandising	50 min.
2	Merchandise management; national brands or private labels	50 min.
3	Visual merchandising and displays	50 min.
4	Visual merchandising and displays	50 min.
5	Store maintenance and store security	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	Retail store operations; retail human resource management	50 min.
2	Supply chain management in retailing	50 min.
3	Retail research	50 min.
4	Retail audit; financial aspects of retail management	50 min.
5	Future of retailing.	50 min.
6	Oral test and presentation	50 min.
7	Total	5 Hours

TEXT BOOKS:

1. **Retailing Management: Text and Cases** by Swapna Pradhan
2. **Retail Management** by Chetan Bajaj, Rajnish Tuli & Nidhi Varma Srivastava (OUP India)

REFERENCE BOOKS:

1. Pradhan, S. Retailing Management: Text and Cases; Tata McGraw Hill, New Delhi
2. Bajaj, C., Tuli, R. and Srivastava, N. Retail Management, Oxford University Press, New Delhi
3. Berman, B. and Evans, J. R., Retail Management – A strategic approach; Pearson Education, New Delhi
4. Levy, Michael & Weitz, Barton A.; Retailing Management; Tata McGraw Hill; New Delhi
5. Newman, Andrew J. & Cullen, Peter; Retailing Environment and Operations, Cengage Learning, London.
6. Gibson, G.V. Retail Management: Functional Principles and Practices, Jaico Publishing House.



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NGF COLLEGE OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

LESSON PLAN (July-Dec 2025)

Name of Teacher: Gaurav Chaudhary

Designation: Assistant Professor

Subject Name: SALES AND DISTRIBUTION MANAGEMENT

Branch: MBA

Semester: 3rd

Subject Code: MBA– 215 – V)

Date of Start: 28th July, 2025 Total Load: .23 Hrs 20 Mint Date of Completion: 21 November, 2025

Module/Unit-1:

S.No	Name of Topic	Hours
1	Objective of sales management;	50 Min.
2	personal selling objectives; personal selling process;	50 Min.
3	theories of selling	50 Min.
4	sales forecasting; sales budget;	50 Min.
5	determining the size of sales force; staffing the sales force	50 Min.
	Total	4 Hrs. 10 Mint

Module/Unit 2-.....

S.No	Name of Topic	Hours
1	Motivation of sales force;	50 Min.
2	sales force compensation;	50 Min.
3	management of sales territories and sales quotas	50 Min.
4	sales contests;	50 Min.
5	evaluating and controlling the performance of salespeople;	50 Min.
6	emerging trends in sales management	50 Min.
	Total	5 Hrs

Module/Unit 3-.....

S.No	Name of Topic	Hours
1	Distribution management	50 Min.
2	marketing mix;	50 Min.
3	marketing channels; channel formats;	50 Min.
4	Prominent channelsystems; retailing: role and types of retailers,	50 Min.
5	retail strategies, retail performance measures,	50 Min.
6	electronic retailing;	50 Min.
7	wholesaling: functions, classification, key tasks,	50 Min.
8	strategic issues, major ,wholesaling decisions,	50 Min.
9	managing distributors	50 Min.
	Total	7 Hrs. 30 Mint

Module/Unit 4-.....

S.No	Name of Topic	Hours
1	Channel management;	50 Min.
2	channel power; channel conflict;	50 Min.
3	channel policies;	50 Min.
4	channel information system;	50 Min.
5	channel performance evaluation;	50 Min.
6	market logistics and supply chain management;	50 Min.
7	international sales	50 Min.
8	distribution management	50 Min.
	Total	6 Hrs. 40 Mint

TEXT BOOKS:

1. Sales and Distribution ManagementAuthors: Tapan K. Panda & Sunil Sahadev

REFERENCE BOOKS:

1. Havaladar, K. K. and Cavale, V. M.; Sales and Distribution Management, Tata McGraw Hill, New Delhi
2. Still, R. R., Cundiff, E. W. And Govoni, N.; Sales Management – Decision, Strategies and Cases, Pearson Education/Prentice Hall of India; New Delhi
3. Panda, T. K. and Sahadev, S.; Sales and Distribution Management, Oxford University Press, India



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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. Shalu

Designation: Assistant Professor

Subject Name: Integrated marketing communication

Branch: MBA

Semester: 3rd

Subject Code: MBA-212-V

Date of Start: 27 July 2025 Total Load: 29 hours 10 min. Date of Completion: 28 November 2025

Unit-1:

S. No	Name of Topic	Hours
1	Introduction to integrated marketing communication;	50 Min.
2	developing an IMC programme;	50 Min.
3	Significance of IMC; factors in setting marketing communication mix;	50 Min.

4	elements of marketing communication mix;	50 Min.
5	characteristics of marketing communication mix;	50 Min.
6	Measuring effectiveness of various elements of marketing communication mix.	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	Purpose, role, functions and types of advertising;	50 Min.
2	advertising objectives and goal setting;	50 Min.
3	advertising agencies;	50 Min.
4	advertising budgeting; message development;	50 Min.
5	types of media; media planning and buying;	50 Min.
6	media measurement;	50 Min.
7	measuring advertising effectiveness.	50 Min.
8	Presentation	50 Min.
9	Revision	50 Min.
	Total	7 hours 50 min.

Unit 3

S. No	Name of Topic	Hours
1	Meaning and importance of sales promotion;	50 Min.

2	integration with advertising and publicity;	50 Min.
3	Prominent sales promotion tools;	50 Min.
4	push-pull strategies;	50 Min.
5	decisions confronting sales promotion;	50 Min.
6	meaning and importance of public relations;	50 Min.
7	objectives and goals;	50 Min.
8	prominent PR Tools; public relation decisions and strategies; PR V/S publicity.	50 Min.
9	Revision	50 Min.
10	Class test	50 Min.
	Total	8 Hours 30 min.

Unit 4

S. No	Name of Topic	Hours
1	Meaning and importance of direct marketing;	50 Min.
2	prominent direct marketing tools;	50 Min.
3	direct marketing decisions and strategies;	50 Min.
4	designing sales force; managing the sales force.	50 Min.
5	Revision	50 Min.
6	Class test	50 Min.
	Total	5 Hours

TEXT BOOKS:

1. *Integrated Marketing Communications: A Global Brand-Driven Approach* by Philip Kitchen & Marwa Tourky
2. *Integrated Marketing Communications* by Edwina Luck et al. (6th edition) Booktopia+1
3. *Principles of Integrated Marketing Communications* by Lawrence Ang

REFERENCE BOOKS:

1. Shah, K., Advertising and Integrated Marketing Communications. Tata McGraw-Hill Education, India
2. Clow and Baack, Integrated Advertising, Promotion, and Marketing Communications, Pearson Education, India.
3. O Guinn and Allen Semenik, Advertising and Integrated Brand Promotion, Cengage Learning.
4. Murthy, S N and U Bhojanna, Advertising- An IMC Perspective, Excel BooksIndia.



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NGF COLLEGE OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

LESSON PLAN (July-Dec 2024)

Name of Teacher KUMAR GAURAV

Designation: Assistant Professor

Subject Name: DIGITAL AND SOCIAL MEDIA MARKETING

Branch: MBA Semester: 3rd

Subject Code : MBA -211-V

Date of Start: 01 –Aug-2025 Total Load: 19 hrs 10Min

Date of Completion: 29 Nov 2025

Unit-1

S.No	Name of Topic	Hours
1	INTRODUCTION TO DIGITAL MARKETING	50 Minutes
2	DIGITAL CONSUMER & COMMUNITIES ONLINE	50 Minutes
3	DIGITAL MARKETING LANDSCAPE	50 Minutes
4	DRIVERS OF NEW MARKETING ENVIRONMENT	50 Minutes
5	MARKETING STRATIGY	50 Minutes
6	DIGITAL MARKETING MODEL	50 Minutes
7	RSS FEED	50 Minutes
	TOTAL	5 Hours 50 Minutes

Unit 2

S.No	Name of Topic	Hours
1	DIGITAL MARKETING MIX	50 Minutes
2	SEARCH ENGINE	50 Minutes
3	AD PLACEMENT & AD RANKS	50 Minutes
4	AD CAMPAIGN CREATION	50 Minutes
5	TYPES OF DISPLAY ADs	50 Minutes
6	PAY PER CLICK & WEB ANALYTICS	50 Minutes
	Total	5 Hours

Unit 3

S.No	Name of Topic	Hours
1	SOCIAL MEDIA MARKETING STRATEGIES	50 Minutes
2	BUSINESS THROUGH FACE MARKETING	50 Minutes
3	CREATING ADVERTISING CAMPAIGNS	50 Minutes
4	SOCIAL MEDIA ANALYTICS & MOBILE ADVERTISING	50 Minutes
5	FORMS OF MOBILE MARKETING & MOBILE CAMPAIGN DEVELOPMENT	50 Minutes
	Total	4 Hours 10 minutes

Unit 4

S.No	Name of Topic	Hours
1	GOOGLE ADS AND GOOGLE ADSENSE	50 Minutes
2	BANNER ADVERSIMENT & E-MAIL MARKETING	50 Minutes
3	BANNER CONCEPT & E MAIL CAMPAIGN	50 Minutes
4	NEWSLETTER CAMPAIGN & PRESS RELEASE	50 Minutes
5	AFFILIATE NETWORKS & IN HOUSE AFFILIATE PROGRAMS	50 Minutes

	Total	4 Hours 10 minutes
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REFERENCE BOOKS:

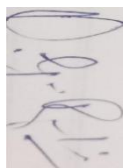
Suggested readings: 1. Heinze, A., Fletcher, G., Rashid, T., & Cruz, A., Digital and social media marketing: a results-driven approach. Routledge.

2. Vandana A., Digital Marketing, Oxford University Press, India

3. Bhatia P.S., Fundamentals of Digital Marketing, Pearson, India

4. Gupta, S., Digital Marketing, Mc-Graw Hill, India

Note: 1. Only the latest editions of the above books are recommended. 2. At least four cases will be discussed, one from each unit.



Signature of Teacher



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