

Name of Assistant Professor : Anil Nain

Class and Section : B.B.A 1st Semester (2023-24)

Subject : Leadership and Team Building (NEP)

Weeks	Particulars
Week 1 st July 24 to July 29	<ul style="list-style-type: none">• Leadership Styles and attributes of Leadership: Intro
Week 2 nd July 31 to August 05	<ul style="list-style-type: none">• Transactional and transformational leadership
Week 3 rd August 07 to August 12	<ul style="list-style-type: none">• Ethical leadership
Week 4 th August 14 to August 19	<ul style="list-style-type: none">• Revision of previous topics and doubt clearance
Week 5 th August 21 to August 26	<ul style="list-style-type: none">• culture and leadership
Week 6 th August 28 to September 02	<ul style="list-style-type: none">• emerging trends in leadership are to be discussed
Week 7 th September 04 to September 09	<ul style="list-style-type: none">• Groups and Group Processes: The nature and types of groups
Week 8 th September 11 to September 16	<ul style="list-style-type: none">• Group dynamics- group cohesion
Week 9 th	<ul style="list-style-type: none">• Revision of previous topics and doubt clearance• Assignment

September 18 to September 23	
Week 10 th September 25 to September 30	<ul style="list-style-type: none"> • group roles and group norms, threat to group effectiveness
Week 11 th October 02 to October 07	<ul style="list-style-type: none"> • Managing group and inter-group dynamics; Managing culturally diverse groups
Week 12 th October 09 to October 14	<ul style="list-style-type: none"> • Leaders and Group Decisions: Group decision making; Power and influence in teams
Week 13 th October 16 to October 21	<ul style="list-style-type: none"> • Leadership and team empowerment; Challenges in team decision making.
Week 14 th October 23 to October 28	<ul style="list-style-type: none"> • Revision of previous topics and doubt clearance • Assignment
Week 15 th October 30 to November 04	<ul style="list-style-type: none"> • Team Building: Team Building and Team Effectiveness Group vs. team; Evolution of group into teams
Week 16 th November 06 to November 09	<ul style="list-style-type: none"> • Stages of team development
Week 17 th November 15 to November 18	<ul style="list-style-type: none"> • Emotionally intelligent teams: Characteristics of effective team
Week 18 th November 20 to November 25	<ul style="list-style-type: none"> • Collaborative communication in teams

Week 19 th November 27 to December 02	<ul style="list-style-type: none">• Problem solving and conflict resolution in teams
Week 20 th December 04 to December 09	<ul style="list-style-type: none">• Revision and test
Week 21 th December 11 to December 14	<ul style="list-style-type: none">• Revision and test

Name of Assistant Professor : Anil Nain

Class and Section : B.B.A 1st Semester (2023-24)

Subject : Management concepts and principles

Weeks	Particulars
Week 1 st July 24 to July 29	<ul style="list-style-type: none">• Nature, Scope and Significance of Management
Week 2 nd July 31 to August 05	<ul style="list-style-type: none">• Process of Management; Role of Managers
Week 3 rd August 07 to August 12	<ul style="list-style-type: none">• Principles of Management; Levels of Management
Week 4 th August 14 to August 19	<ul style="list-style-type: none">• Revision of previous topics and doubt clearance
Week 5 th August 21 to August 26	<ul style="list-style-type: none">• Evolution of Management Thought: Classical, Neoclassical and Contingency
Week 6 th August 28 to September 02	<ul style="list-style-type: none">• Planning: Meaning, Importance, and Process;
Week 7 th September 04 to September 09	<ul style="list-style-type: none">• Effective Planning; Types of Plans
Week 8 th September 11 to September 16	<ul style="list-style-type: none">• Decision Making: Concept, Nature, Types of Decision, Process, and Techniques
Week 9 th September 18 to September 23	<ul style="list-style-type: none">• Revision of previous topics and doubt clearance• Assignment

<p>Week 10th</p> <p>September 25 to September 30</p>	<ul style="list-style-type: none"> • Management by Objectives: Concept & Applications
<p>Week 11th</p> <p>October 02 to October 07</p>	<ul style="list-style-type: none"> • Organizing: Nature, Importance, Principles and Process
<p>Week 12th</p> <p>October 09 to October 14</p>	<ul style="list-style-type: none"> • Departmentalization; Decentralization; Centralization; Delegation
<p>Week 13th</p> <p>October 16 to October 21</p>	<ul style="list-style-type: none"> • Authority and Responsibility ,Relationship: Line, Staff and Functional
<p>Week 14th</p> <p>October 23 to October 28</p>	<ul style="list-style-type: none"> • Revision of previous topics and doubt clearance • Assignment
<p>Week 15th</p> <p>October 30 to November 04</p>	<ul style="list-style-type: none"> • Leadership: Meaning and Nature;
<p>Week 16th</p> <p>November 06 to November 09</p>	<ul style="list-style-type: none"> • Motivation: Meaning and Nature; Process and Content Theory of Motivation
<p>Week 17th</p> <p>November 15 to November 18</p>	<ul style="list-style-type: none"> • Control: Nature, Process and Significance; Control Methods: Pre-action Control
<p>Week 18th</p> <p>November 20 to November 25</p>	<ul style="list-style-type: none"> • Steering Control and Post-action Control
<p>Week 19th</p>	<ul style="list-style-type: none"> • Control Techniques

November 27 to December 02	
Week 20 th December 04 to December 09	<ul style="list-style-type: none"> • Revision and test
Week 21 th December 11 to December 14	<ul style="list-style-type: none"> • Revision and test

Name of Assistant Professor : Anil Nain
Class and Section : B.B.A 2nd Semester (2023-24)
Subject : Personal Selling

Weeks	Particulars
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<p>Week 1st</p> <p>February 01 To February 03</p>	<ul style="list-style-type: none"> • Concept of Personal Selling and Salesmanship: Intro
<p>Week 2nd</p> <p>February 05 To February 10</p>	<ul style="list-style-type: none"> • Qualities of a good salesperson
<p>Week 3rd</p> <p>February 12 To February 17</p>	<ul style="list-style-type: none"> • Types of salespersons; Role of Personal Selling in CRM
<p>Week 4th</p> <p>February 19 To February 24</p>	<ul style="list-style-type: none"> • Revision of previous topics and doubt clearance
<p>Week 5th</p> <p>February 26 To March 02</p>	<ul style="list-style-type: none"> • AIDAS model of selling. Buying Motives
<p>Week 6th</p> <p>March 04 To March 09</p>	<ul style="list-style-type: none"> • Prospecting: Pre Approach; Approach; Presentation and Demonstration
<p>Week 7th</p> <p>March 11 To March 16</p>	<ul style="list-style-type: none"> • Handling of Objections; Closing the Sale; Follow-Up
<p>Week 8th</p> <p>March 18 To March 22</p>	<ul style="list-style-type: none"> • Sales Force Management: Organization, sales force planning
<p>Week 9th</p> <p>March 23 To March 27</p>	<ul style="list-style-type: none"> • Holi vacation
<p>Week 10th</p> <p>March 28 To March 30</p>	<ul style="list-style-type: none"> • profiling, recruiting, training, motivation and compensation
<p>Week 11th</p> <p>April 01 To April 06</p>	<ul style="list-style-type: none"> • Sales Administration & Control: Sales Analysis, Sales quotas

Week 12 th April 08 To April 13	<ul style="list-style-type: none"> • sales budget, sales territory average, sales audit
Week 13 th April 15 To April 20	<ul style="list-style-type: none"> • Revision of previous topics and doubt clearance
Week 14 th April 22 To April 27	<ul style="list-style-type: none"> • Physical Distribution: Nature and scope of physical distribution, order processing, distribution strategies
Week 15 th April 29 To May 04	<ul style="list-style-type: none"> • warehousing and transportation – types and selection
Week 16 th May 06 To May 11	<ul style="list-style-type: none"> • revision of previous topics and doubt clearance
Week 17 th May 13 To May 15	<ul style="list-style-type: none"> • Revision and test

Lesson Plan

Name of the Assistant Professor: Anil Nain

Class and Session: BBA 2nd Semester 2023-2024

Subject: Principles of Marketing

Week 1st February 01 to February 03	Marketing : An Introduction and Marketing Concepts
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Week 2nd February 05 to February 10	Marketing Environment and Marketing Mix
Week 3rd February 12 to February 17	(7,8,9 Vacations) Market Research
Week 4th February 19 to February 24	Market Segmentation
Week 5th February 26 to March 02	Consumer Behaviour
Week 6th March 04 to March 09	Product Mix
Week 7th March 11 to March 16	New Product Development and Product Life Cycle
Week 8th March 18 to March 22	Branding and Packing Decisions, Pricing
Week 9th March 23 to March 27	Holi Vacation
Week 10th March 28 to March 30	Distribution Channels and Management of Physical Distribution
Week 11th April 01 to April 06	Promotion Mix
Week 12th April 08 to April 13	Advertising and Advertising Media
Week 13th April 15 to April 20	Sales Promotion
Week 14th April 22 to April 27	Personal Selling

Week 15th April 29 to May 04	Publicity and Public Relations
Week 16th May 06 to May 11	Revision and test
Week 17th May 13 to May 15	Revision and feedback

Name of Assistant Professor : Anil Nain

Class and Section : B.B.A 3rd Semester (2023-24)

Subject : Management Accounting

Weeks	Particulars
Week 1 st July 24 to July 29	<ul style="list-style-type: none"> • Management Accounting: meaning, nature, usefulness
Week 2 nd	<ul style="list-style-type: none"> • functions, scope, conventions, techniques and limitations

July 31 to August 05	
Week 3 rd August 07 to August 12	<ul style="list-style-type: none"> • Management Accounting v/s Financial Accounting
Week 4 th August 14 to August 19	<ul style="list-style-type: none"> • Revision of previous topics and doubt clearance
Week 5 th August 21 to August 26	<ul style="list-style-type: none"> • Cost Accounting: meaning, uses of cost accounting; various cost concepts
Week 6 th August 28 to September 02	<ul style="list-style-type: none"> • organization of cost accounting department
Week 7 th September 04 to September 09	<ul style="list-style-type: none"> • Classification of Cost, Cost-Sheet and Costing methods
Week 8 th September 11 to September 16	<ul style="list-style-type: none"> • Budgets and Budgetary Control : meaning, nature, kinds, preparation of various types of budgets
Week 9 th September 18 to September 23	<ul style="list-style-type: none"> • Revision of previous topics and doubt clearance • Assignment
Week 10 th September 25 to September 30	<ul style="list-style-type: none"> • advantages and limitations of budgetary control
Week 11 th October 02 to October 07	<ul style="list-style-type: none"> • Marginal Costing: Break- even -analysis and Decision Involving alternate choices
Week 12 th	<ul style="list-style-type: none"> • Standard Costing: Types of variances and their implementation

October 09 to October 14	
Week 13 th October 16 to October 21	<ul style="list-style-type: none"> • Management Accounting and Control Techniques
Week 14 th October 23 to October 28	<ul style="list-style-type: none"> • Revision of previous topics and doubt clearance • Assignment
Week 15 th October 30 to November 04	<ul style="list-style-type: none"> • Activity based costing, Uniform Costing
Week 16 th November 06 to November 09	<ul style="list-style-type: none"> • Target Costing
Week 17 th November 15 to November 18	<ul style="list-style-type: none"> • Balanced Score Card
Week 18 th November 20 to November 25	<ul style="list-style-type: none"> • Introduction to Responsibility Accounting
Week 19 th November 27 to December 02	<ul style="list-style-type: none"> • Introduction to Responsibility Accounting
Week 20 th December 04 to December 09	<ul style="list-style-type: none"> • Revision and test
Week 21 th December 11 to December 14	<ul style="list-style-type: none"> • Revision and test

Name of Assistant Professor : Anil Nain
Class and Section : B.B.A 3rd Semester (2023-24)
Subject : Understanding Human behaviour

Weeks	Particulars
Week 1st July 24 To July 29	<ul style="list-style-type: none">• Understanding Human Behavior: Nature, Meaning
Week 2nd July 31 To August 05	<ul style="list-style-type: none">• Approaches for studying Human Behavior: Behavioral Approach
Week 3rd August 07 To August 12	<ul style="list-style-type: none">• Cognitive Approach, Psychoanalytic Approach
Week 4th	

August 14 To August 19	<ul style="list-style-type: none"> • Revision of previous topics and doubt clearance
Week 5th August 21 To August 26	<ul style="list-style-type: none"> • Personality-Nature and Meaning
Week 6th August 28 To September 02	<ul style="list-style-type: none"> • Theories of personality- Trait Theory
Week 7th September 04 To September 09	<ul style="list-style-type: none"> • Psychoanalytic Theory, Social learning Theory
Week 8th September 11 To September 16	<ul style="list-style-type: none"> • Emotions-Nature and Meaning, Physiological responses in emotions, Theories of emotions
Week 9th September 18 To September 23	<ul style="list-style-type: none"> • Revision of previous topics and doubt clearance • Assignment
Week 10th September 25 To September 30	<ul style="list-style-type: none"> • Motivation-Nature and Meaning, Theories of motivation-Maslow's hierarchy of needs
Week 11th October 02 To October 07	<ul style="list-style-type: none"> • Theory X and Y,
Week 12th October 09 To October 14	<ul style="list-style-type: none"> • Two Factor Theory
Week 13th October 16 To October 21	<ul style="list-style-type: none"> • Perception-Nature and Meaning,

<p>Week 14th</p> <p>October 23 To October 28</p>	<ul style="list-style-type: none"> • Laws of Perceptual Organization
<p>Week 15th</p> <p>October 30 To November 04</p>	<ul style="list-style-type: none"> • Attention and Perception
<p>Week 16th</p> <p>November 06 To November 09</p>	<ul style="list-style-type: none"> • Learning-Nature and Meaning,
<p>Week 17th</p> <p>November 15 To November 18</p>	<ul style="list-style-type: none"> • Theories of learning-Classical conditioning
<p>Week 18th</p> <p>November 20 To November 25</p>	<ul style="list-style-type: none"> • Operant conditioning,
<p>Week 19th</p> <p>November 27 To December 02</p>	<ul style="list-style-type: none"> • Memory and Forgetting
<p>Week 20th</p> <p>December 04 To December 09</p>	<ul style="list-style-type: none"> • Revision and test
<p>Week 21th</p> <p>December 11 To December 14</p>	<ul style="list-style-type: none"> • Revision and test

Name of Assistant Professor : **Anil Nain**
Class and Section : **B.B.A 4th Semester (2023-24)**
Subject : **Human behavior at work**

Weeks	Particulars
Week 1st February 01 To February 03	<ul style="list-style-type: none">• Behavior at Workplace: Nature, Meaning. Group as a medium of learning
Week 2nd February 05 To February 10	<ul style="list-style-type: none">• Group Development Process
Week 3rd February 12 To February 17	<ul style="list-style-type: none">• Group Dynamics in Workplaces
Week 4th February 19 To February 24	<ul style="list-style-type: none">• Revision of previous topics and doubt clearance
Week 5th	

February 26 To March 02	<ul style="list-style-type: none"> • Group Cohesiveness, Group Think; Group Conformity
Week 6th March 04 To March 09	<ul style="list-style-type: none"> • Group Obedience; Group Morale
Week 7th March 11 To March 16	
Week 8th March 18 To March 22	<ul style="list-style-type: none"> • Group Performance, Group decision-making; • Group synergy, Team building.; Interpersonal Influence Processes
Week 9th March 23 To March 27	<ul style="list-style-type: none"> • Holi vacation
Week 10th March 28 To March 30	<ul style="list-style-type: none"> • Revision of previous topics and doubt clearance •
Week 11th April 01 To April 06	<ul style="list-style-type: none"> • Social Loafing, Social Facilitation,
Week 12th April 08 To April 13	<ul style="list-style-type: none"> • Interpersonal Communication
Week 13th April 15 To April 20	<ul style="list-style-type: none"> • Interpersonal awareness and feedback process, Interpersonal trust;
Week 14th April 22 To April 27	<ul style="list-style-type: none"> • Career roles and identity
Week 15th April 29 To May 04	<ul style="list-style-type: none"> • Competition and cooperation
Week 16th May 06 To May 11	<ul style="list-style-type: none"> • revision of previous topics and doubt clearance

Week 17th May 13 To May 15	<ul style="list-style-type: none"> • Revision and test
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Lesson Plan

Name of the Assistant Professor: Anil Nain

Class and Session: BBA 4th Semester 2023-2024

Subject: Marketing Management

Week 1st February 01 to February 03	Marketing : An Introduction and Marketing Concepts
Week 2nd February 05 to February 10	Marketing Environment and Marketing Mix
Week 3rd February 12 to February 17	(7,8,9 Vacations) Market Research
Week 4th February 19 to February 24	Market Segmentation
Week 5th February 26 to March 02	Consumer Behaviour

Week 6th March 04 to March 09	Product Mix
Week 7th March 11 to March 16	New Product Development and Product Life Cycle
Week 8th March 18 to March 22	Branding and Packing Decisions , Pricing
Week 9th March 23 to March 27	Holi Vacation
Week 10th March 28 to March 30	Distribution Channels and Management of Physical Distribution
Week 11th April 01 to April 06	Promotion Mix
Week 12th April 08 to April 13	Advertising and Advertising Media
Week 13th April 15 to April 20	Sales Promotion
Week 14th April 22 to April 27	Personal Selling and
Week 15th April 29 to May 04	Publicity and Public Relations
Week 16th May 06 to May 11	Revision and test
Week 17th May 13 to May 15	Revision and test

Name of Assistant Professor : **Anil Nain**
Class and Section : **B.B.A 5th Semester (2023-2024)**
Subject : **Principles of Retailing**

Weeks	Particulars
Week 1 st July 24 To July 29	<ul style="list-style-type: none">• Retailing : Definition, nature and importance of retailing in the Indian economy
Week 2 nd July 31 To August 05	<ul style="list-style-type: none">• functions of retailers, classification of retailers
Week 3 rd August 07 To August 12	<ul style="list-style-type: none">• The concept of organized retail, difference between organized retailing and unorganized retailing
Week 4 th August 14 To August 19	<ul style="list-style-type: none">• Revision of previous topics and doubt clearance

<p>Week 5th August 21 To August 26</p>	<ul style="list-style-type: none"> • Non store retailing and service retailing. Retailing as a career. Retail Customer
<p>Week 6th August 28 To September 02</p>	<ul style="list-style-type: none"> • stages of the customer buying process , types of consumer buying behaviors
<p>Week 7th September 04 To September 09</p>	<ul style="list-style-type: none"> • factors affecting buying decision process, consumer decision making procedure in retail perspective
<p>Week 8th September 11 To September 16</p>	<ul style="list-style-type: none"> • Store Location; meaning, types of retail locations, factors for choosing a location. Store layout and Design
<p>Week 9th September 18 To September 23</p>	<ul style="list-style-type: none"> • Revision of previous topics and doubt clearance • Assignment
<p>Week 10th September 25 To September 30</p>	<ul style="list-style-type: none"> • key considerations in store layout, factors of design decisions,
<p>Week 11th October 02 To October 07</p>	<ul style="list-style-type: none"> • importance of layout

<p>Week 12th</p> <p>October 09 To October 14</p>	<ul style="list-style-type: none"> • Steps for designing layout.
<p>Week 13th</p> <p>October 16 To October 21</p>	<ul style="list-style-type: none"> • The Retailing Organizations; organization structures and HR functions in these organizations
<p>Week 14th</p> <p>October 23 To October 28</p>	<ul style="list-style-type: none"> • Retail Merchandising; meaning,
<p>Week 15th</p> <p>October 30 To November 04</p>	<ul style="list-style-type: none"> • the process of merchandise planning
<p>Week 16th</p> <p>November 06 To November 09</p>	<ul style="list-style-type: none"> • merchandise budget,
<p>Week 17th</p> <p>November 15 To November 18</p>	<ul style="list-style-type: none"> • methods of merchandise procurement, controlling the merchandise
<p>Week 18th</p> <p>November 20 To November 25</p>	<ul style="list-style-type: none"> • Technology in retailing.
<p>Week 19th</p> <p>November 27 To December 02</p>	<ul style="list-style-type: none"> • revision of previous topics and doubt clearance •
<p>Week 20th</p> <p>December 04 To December 09</p>	<ul style="list-style-type: none"> • revision of previous topics and doubt clearance •

Week 21 th December 11 To December 14	<ul style="list-style-type: none"> • Revision and test
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Name of Assistant Professor : Anil Nain
Class and Section : B.B.A 6th Semester (2023-2024)
Subject : Entrepreneurship development

Weeks	Particulars
Week 1st February 01 To February 03	<ul style="list-style-type: none"> • Entrepreneurship- Meaning, Nature and Scope
Week 2nd February 05 To February 10	<ul style="list-style-type: none"> • Characteristics and Qualities of a Successful Entrepreneur
Week 3rd	<ul style="list-style-type: none"> • Relationship between Entrepreneurship Development and Economic Development

February 12 To February 17	
Week 4th February 19 To February 24	<ul style="list-style-type: none"> • Revision of previous topics and doubt clearance
Week 5th February 26 To March 02	<ul style="list-style-type: none"> • Entrepreneurship and Society
Week 6th March 04 To March 09	<ul style="list-style-type: none"> • New Venture Development: intro
Week 7th March 11 To March 16	<ul style="list-style-type: none"> • Meaning and Stages. • Sources of Financing Entrepreneurship
Week 8th March 18 To March 22	<ul style="list-style-type: none"> • Evaluation of Role of Government , Non Government Agencies in Promoting Entrepreneurship in India
Week 9th March 23 To March 27	<ul style="list-style-type: none"> • Holi vacation
Week 10th March 28 To March 30	<ul style="list-style-type: none"> • Revision of previous topics and doubt clearance • Assignment

<p>Week 11th April 01 To April 06</p>	<ul style="list-style-type: none"> • Entrepreneurial Strategies,
<p>Week 12th April 08 To April 13</p>	<ul style="list-style-type: none"> • Business Plan
<p>Week 13th April 15 To April 20</p>	<ul style="list-style-type: none"> • State Govt. schemes related Entrepreneurship Development
<p>Week 14th April 22 To April 27</p>	<ul style="list-style-type: none"> • State Govt. schemes related Entrepreneurship Development
<p>Week 15th April 29 To May 04</p>	<ul style="list-style-type: none"> • Entrepreneurship in India.
<p>Week 16th May 06 To May 11</p>	<ul style="list-style-type: none"> • Revision, test and feedback
<p>Week 17th May 13 To May 15</p>	<ul style="list-style-type: none"> • Revision, test and feedback

