

Fundamentals of Management Lesson Plan

SEMESTER 1 FYUGP 2023

Name of the Faculty – Sekh Raunak Mondal & Dr. Asim Mitra

This lesson plan draws upon the information from source through about the Fundamentals of Management course for the first semester of a BBA degree.

Units	Lecture Hours	Methodology	Evaluation
UNIT 1: Introduction to Management * Introduction – Meaning, Nature, and Characteristics of Management * Scope and Functions of Management * Management as a Science, Arts, or Profession * Management and Administration * Evolution of management thought: - Scientific Management - Bureaucratic Approach - Fayol's Administrative Theory - Human Relations Approach - Systems Approach - Contingency Approach	12 Lectures	Lectures: Deliver engaging lectures using real-world examples to illustrate key concepts. Class Discussions: Encourage interactive discussions to explore different management perspectives and their applications. Case Studies: Analyse classic and contemporary case studies to demonstrate the practical implications of management theories.	Quizzes: Conduct short quizzes to assess understanding of foundational concepts. Class Participation: Evaluate the quality and frequency of student contributions to class discussions. Assignments: Assign individual or group projects requiring students to apply management principles to real or hypothetical scenarios.
UNIT 2: Planning and Decision Making * Nature, Importance, and Purpose of Planning * Planning Process * Objectives and Goals * Forecasting – Importance of Forecasting in Planning * Decision Making: Process and Techniques, Importance, and Steps * Models of Decision-Making * Long-run and Short-run Plans * Strategic and Operational Plans * Management by Objectives (MBO): Process and Benefits	10 Lectures	Lectures: Use a combination of lectures, presentations, and visual aids to explain the planning and decision-making processes. Group Activities: Engage students in group exercises involving developing plans, setting objectives, and making decisions. Guest Speakers: Invite industry professionals to share their experiences with planning and decision-making in their organisations.	Midterm Exam: Design a comprehensive exam covering the topics from Unit 1 and Unit 2. Presentations: Assess the effectiveness of group presentations based on their content, delivery, and clarity.
UNIT 3: Organising and Staffing * Nature and	10 Lectures	Lectures: Provide a detailed overview of	Assignments: Assign research papers on

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Purpose of Organisation * Organisation Chart * Functional Organisation * Product Organisation * Matrix Organisation * Principles of Organising * Delegation of Authority * Departmentation * Committees * Centralisation vs. Decentralisation of Authority and Responsibility * Span of Control * Nature and Importance of Staffing * Factors Affecting Organisation Structure * Formal and Informal Organisation		different organisational structures and staffing concepts. Simulations: Conduct simulations where students take on roles within various organisational structures to experience the dynamics firsthand. Field Trips: Organise visits to companies with diverse organisational structures to provide real-world insights.	specific organisational structures or staffing challenges faced by companies. Case Study Analysis: Evaluate student analysis of case studies involving organisational design and staffing decisions.
UNIT 4: Directing and Controlling * Meaning and Nature of Direction * Principles of Direction * Leadership: Meaning, Formal and Informal Leadership, Characteristics of Leadership, Leadership Styles * Controlling: Meaning and Steps in Controlling, Essentials of Effective Control System, Internal Control and External Control, Methods of Control	8 Lectures	Lectures: Explore various leadership styles and their effectiveness in different situations. Role-Playing: Engage students in role-playing exercises to practice different leadership and control techniques. Debates: Facilitate debates on current issues related to leadership and control in organisations.	Final Exam: Conduct a comprehensive exam covering all four units of the course. Class Participation: Assess the level of engagement and contribution to discussions throughout the semester.

Suggested Readings:

- Stephen P. Robbins, *Management*, Pearson
- H. Koontz and C. O'Donnell, *Essentials of Management*, McGraw Hill.
- L.M. Prasad, *Principles and Practice of Management*, Sultan Chand & Sons, 20th Edition.
- V.S.P Rao, *Management Process and Organisation*, Excel Books.
- T. Ramaswamy, *Principles of Management*, Himalaya Publishing House

Business Communication Lesson Plan

SEMESTER 1 FYUGP

Name of the Faculty – Sekh Raunak Mondal & Ms. Chandree Bhattacharya (Guest faculty)

This lesson plan is based on the information provided in the sources regarding the Business Communication course, a Skill Enhancement Course (SEC 1) in the first semester of a BBA degree. The sources state that the course aims to equip students with the skills to write professionally and to handle electronic media and computers for reports and presentations.

Units	Lecture Hours	Methodology	Evaluation
UNIT 1: Nature of Communication - Process of Communication - Goals of Business Communication - Types of Communication (verbal & non-verbal) - Importance of Communication - Different Forms of Communication - Principles of Business Communication - Oral and Non-Verbal Communication - Oral Communication Essentials - Barriers to Communication	10 Lectures	Lectures: Introduce fundamental communication concepts with clear explanations and examples. Interactive Discussions: Encourage students to share their experiences and perspectives on communication challenges and strategies. Group Activities: Design activities where students practice different forms of communication, such as role-playing scenarios and group presentations. Analysis of Real-World Examples: Examine various business communication materials (emails, letters, presentations, etc.) to analyse their effectiveness and identify areas for improvement.	Quizzes: Test students' understanding of key concepts and principles. Class Participation: Assess the quality and frequency of students' contributions to discussions and activities. Assignments: Assign short writing tasks or presentations to evaluate students' application of communication principles.
UNIT 2: The Process of Writing - Planning, Writing, and Completing a Business Message - Writing a Complete Report and Proposal - Writing a Negative Message - Writing a Positive Message -	10 Lectures	Lectures: Guide students through the different stages of the writing process with a focus on business writing conventions. Writing Workshops: Conduct in-class workshops where students can practice	Writing Assignments: Assign a variety of writing tasks, such as composing emails, letters, reports, and proposals. Internal Examinations

Writing a Persuasive Message - Writing a Complete Business Report: Elements of structure, Process of writing, Order of writing, The final draft, Check-lists for reports		writing different types of business documents, receive feedback from peers and the instructor, and revise their work. Guest Speaker: Invite a professional writer or editor to share insights on effective business writing techniques.	
UNIT 3: Business Correspondence - Letter Writing - E-mail Etiquette - Presentations - Inviting Quotations - Sending Quotations - Placing Orders - Inviting Tenders - Sales Letters - Claim & Adjustment Letters - Social Correspondence - Memorandum - Inter-Office Memo - Notices - Agenda - Minutes - Job Application Letters - Preparing a Resume	10 Lectures	Lectures: Cover different types of business correspondence, focusing on format, language, and professional etiquette. Case Studies: Analyse real or hypothetical business scenarios requiring specific correspondence, such as responding to customer complaints or writing a proposal. Practical Exercises: Provide templates and guidelines for students to create various types of business correspondence.	Assignments: Require students to draft different business documents, such as letters, memos, and emails, addressing specific scenarios. Presentation Evaluation: Assess the content, delivery, and professionalism of student presentations on business communication topics.
UNIT 4: Print and Electronic Messages - Professional Communication in Digital and Social Media - Oral Presentation: Importance, Characteristics, Plan, PowerPoint Presentation, and Visual Aids	10 Lectures	Lectures: Discuss the evolving landscape of communication with a focus on digital and social media platforms. Guest Speakers: Invite professionals who use social media and digital tools for business communication to share their experiences and best practices.	Project-Based Assessment: Evaluate the effectiveness of student multimedia projects, considering creativity, message clarity, and adherence to professional standards. Final Exam: Test students' overall understanding of business communication principles, including their ability to apply them to different situations.

Suggested Readings:

- Courtland, L. Bovee, Thill and Raina. *Business Communication Today*, Pearson, 2022.
- Ober, Newman, *Communicating in Business*, Cengage Learning, 2013.
- Locker and Kaczmarek, *Business Communication: Building Critical Skills*, TMH.
- Shirley Taylor, *Communication for Business*, Pearson Education.

Entrepreneurship Development Lesson Plan

SEMSETER 2 (FYUGP 2023)

Name of the Faculty – Sekh Raunak Mondal & Mr. Rajib Lakra

This lesson plan is designed for the Entrepreneurship Development course, a Skill Enhancement Course (SEC 2) taught in the second semester of a BBA degree. The objective of this course, as stated in the sources, is:

- To demonstrate the steps involved in becoming a successful entrepreneur.
- To inspire learners towards entrepreneurship and creative thinking to start a venture.

The sources also state that this course includes a non-lab practical element, where students prepare a business proposal and defend it in a viva voce examination.

The definition of 'creative temperature' is not provided in the sources, so this lesson plan will use engaging activities to foster creative thinking.

Units	Lecture Hours	Methodology	Evaluation
Unit 1: Introduction to Entrepreneurship * Meaning, elements, determinants, and importance of entrepreneurship and creative behaviour * Entrepreneurship and creative response to society's problems * Dimensions of entrepreneurship: Entrepreneurship Mindset, Personality and Motivation * Great Entrepreneurs of India: Jamsetji Tata, Ardeshir Godrej, Dhirubhai Ambani, Ghanshyam Das Birla, L. N. Mittal, their contributions * The contemporary role models in Indian business	10 Lectures	Lectures: Introduce the core concepts of entrepreneurship, highlighting its significance in the Indian context. Case Studies: Examine the journeys of successful Indian entrepreneurs, analysing their challenges, strategies, and contributions. Guest Speaker: Invite a local entrepreneur to share their experiences and insights, inspiring students with real-world perspectives. Group Discussions: Facilitate discussions on current social problems and encourage students to brainstorm entrepreneurial solutions.	Quizzes: Assess students' grasp of fundamental entrepreneurship concepts and their understanding of the contributions of prominent Indian entrepreneurs. Class Participation: Evaluate the quality and frequency of students' contributions to discussions, reflecting their engagement and critical thinking.
Unit 2: Entrepreneurship: A Way Forward * Existing	10 Lectures	Lectures: Explore different avenues for entrepreneurial ventures,	Business Plan Evaluation: Assess the submitted business plans

Entrepreneurship Development Lesson Plan

SEMSETER 2 (FYUGP 2023)

Name of the Faculty – Sekh Raunak Mondal & Mr. Rajib Lakra

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<p>Venture, New Venture, and Franchising * Small and Medium Enterprises * Business Plan Outline * Business plan: Location, layout, operation, Product, Management Team, Planning & control * Preparation of Project Proposal * Elements of a Project Proposal * Size of the investment, nature of the product, Industry, and Competition * Project submission</p>		<p>including starting a new business, acquiring an existing one, or opting for a franchise model. Workshops: Conduct practical workshops on developing a comprehensive business plan, covering key elements such as market analysis, financial projections, and operational strategies. Group Projects: Divide students into groups and assign them to develop business plans for hypothetical ventures, encouraging collaboration and application of learned concepts. Presentations: Have each group present their business plan to the class, fostering presentation skills and receiving constructive feedback from peers and the instructor.</p> <p>based on thoroughness, feasibility, clarity, and innovation. Presentation Evaluation: Evaluate group presentations on content, delivery, and the ability to answer questions effectively.</p>
<p>Unit 3: Opportunity and Feasibility * Feasibility Analysis * Industry competitor analysis * Financial Strength and Viability: Environmental Clearance * Sales forecast, Cost forecast, proforma Income Statement, Proforma Balance Sheet * BEP Calculation and Application</p>	<p>10 Lectures</p> <p>Lectures: Explain the process of conducting feasibility analysis and competitor analysis to evaluate the viability of a business idea. Case Studies: Analyse case studies of successful and unsuccessful ventures, focusing on factors that contributed to their outcomes. Financial Modelling Exercise: Guide students through creating financial projections, including sales forecasts, cost estimates, proforma income statements, and balance sheets. Workshops: Teach</p>	<p>Assignments: Assign individual or group assignments requiring students to conduct feasibility analysis and competitor analysis for specific business ideas. Quizzes and Class Participation: Evaluate students' understanding of financial concepts and their ability to apply them to entrepreneurial scenarios.</p>

		students how to calculate the break-even point (BEP) and its implications for business decisions.	
Unit 4: Mobilising Resources for a Start-Up * Accommodation and utilities * Raising Debt and Equity, Business Angels, Venture Capital, IPO * Small and Medium Enterprise Platform on the Stock Exchange * Leasing, Institutional Finance and Role of SIDBI, ICICI, IRBI, SFC, IFC, etc. * Commercial bank Lending * Preliminary contracts with the vendors, suppliers, bankers, and principal customers	10 Lectures	Lectures: Discuss various sources of funding for start-ups, including debt financing, equity financing, and government schemes. Guest Speaker: Invite a representative from a venture capital firm or an angel investor to talk about the investment process and criteria. Simulation: Conduct a simulation where students pitch their business ideas to potential investors, practicing their presentation and negotiation skills. Field Trip: Organise a visit to a financial institution or a start-up incubator to provide students with real-world insights into funding options and support systems.	Business Proposal and Viva Voce: Students will submit a comprehensive business plan, including a detailed financial plan outlining resource mobilisation strategies. This will be followed by a viva voce examination where students will defend their plan and demonstrate their understanding of the concepts covered in the course. The business plan and viva voce will be assessed by external examiners appointed by the UG Board of Studies in BBA.

Suggested Readings:

- Kuratko and Rao, *Entrepreneurship: A South Asian Perspective*, Cengage Learning.
- Robert Hisrich, Michael Peters, Dean Shepherd, *Entrepreneurship*, McGraw-Hill Education.
- Desai, Vasant. *Dynamics of Entrepreneurial Development and Management*. Himalaya Publishing.
- Dollinger, Mare J. *Entrepreneurship: Strategies and Resources*. Illinois, Irwin.
- Holt, David H. *Entrepreneurship: New Venture Creation*. Prentice-Hall of India, New Delhi.
- Bruce R Barringer R D Ireland, *Entrepreneurship*, Pearson, 2020.

Evaluation Scheme:

The sources provide specific guidelines for the assessment of this course:

- **Internal Assessment:** 15 Marks

- **Written Examination:** 35 Marks
- **Business Plan Preparation:** 15 Marks
- **Viva-Voce:** 10 Marks

Total: 75 Marks

The written examination consists of two groups:

- **Group A:** Two questions of 15 marks each, students answer only one ($15 \times 1 = 15$ Marks)
- **Group B:** Four questions of 10 marks each, students answer only two ($10 \times 2 = 20$ Marks)

Total Marks for Written Examination: 35 Marks

The evaluation of the written examination will be conducted by an examiner selected by the UG Board in BBA.

Note: This lesson plan incorporates creative teaching methods to enhance student engagement and foster creative thinking. It encourages active learning through case studies, group projects, simulations, and guest speaker sessions. By integrating real-world examples and practical applications, the lesson plan aims to equip students with the knowledge and skills necessary to pursue entrepreneurial ventures.

Marketing Management Lesson Plan

SEMSETER 2 (FYUGP 2023)

Name of the Faculty – Dr. Asim Mitra

This lesson plan is designed for the Marketing Management course taught in the second semester of a BBA degree. The course aims to familiarize students with the marketing function in organizations and equip them with an understanding of the Marketing Mix elements.

Units	Lecture Hours	Methodology	Evaluation
Unit 1: Introduction to Marketing * Nature, Scope, and Importance of Marketing * Evolution of Marketing * Core marketing concepts: Production concept, Product concept, the Selling concept, Marketing concept, Holistic marketing concept. * Marketing Environment: Demographic, economic, political, legal, socio-cultural, technological environment (Indian context) * Marketing Management Tasks	10 Lectures	Lectures: Introduce fundamental marketing concepts, their evolution and relevance in the Indian context. Case Studies: Analyse companies that have adopted different marketing concepts and their impact on success. Guest Speaker: Invite a marketing professional to share their insights and experiences. Group Discussions: Facilitate discussions on the influence of various environmental factors on marketing strategies.	Quizzes: Assess students' understanding of basic marketing concepts and their ability to apply them to real-world scenarios. Class Participation: Evaluate the quality and frequency of student contributions, demonstrating their engagement and analytical thinking skills.
Unit 2: Product, Segmentation, Targeting and Positioning * Marketing Strategies for Consumer products and Industrial products * Product line and Product diversification * Product Differentiation, Service Differentiation * Packaging, Labelling and Warranties * Levels of Market Segmentation * Basis for Segmenting	10 Lectures	Lectures: Explain the importance of product decisions in marketing and discuss various product strategies for different types of products. Group Activities: Engage students in product development exercises, where they brainstorm new product ideas and develop marketing strategies for them. Case Studies: Explore different segmentation,	Assignments: Evaluate students' understanding of product management, differentiation strategies, and their ability to segment, target and position a product/service effectively. Presentations: Assess students' ability to present their findings from the market research exercise, focusing on clarity, conciseness, and persuasiveness.

Consumer Markets * Difference between Segmentation, Targeting and Positioning		targeting and positioning strategies used by successful brands and their effectiveness. Market Research Exercise: Assign a mini- project where students conduct market research to identify potential segments and develop a targeting strategy for a specific product/service.	
Unit 3: Pricing and Promotion Mix * Objective of Pricing * Cost-plus Pricing, Penetration Price, skimming price, Perceived Value Pricing * Promotion Mix: Factors determining promotion mix * Promotional Tools – basics of Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling * Place (Marketing Channels): Channel functions, Channel Levels, Types of Intermediaries: Types of Retailers, Types of Wholesalers	10 Lectures	Lectures: Discuss various pricing strategies and their implications. Introduce the concept of promotion mix and the role of different promotional tools. Case Studies: Analyse successful promotional campaigns and discuss the choice of promotional tools and their effectiveness. Guest Speaker: Invite a marketing communication expert to provide insights into various aspects of advertising, public relations and digital marketing. Role Play: Engage students in role- playing exercises where they take on the role of salespeople and practice different selling techniques.	Quizzes and Class Participation: Assess students' understanding of pricing strategies and various elements of the promotion mix. Case Study Analysis: Evaluate students' ability to analyse marketing campaigns and identify the effectiveness of different promotional tools.
Unit 4: Marketing of Services * Unique Characteristics of Services * Managing Service Encounters * Common Encounter Situations * Managing Service Encounters for Satisfactory Outcomes * Service Failure, Service Recovery * Process of	10 Lectures	Lectures: Explain the unique characteristics of services and discuss the challenges involved in managing service encounters. Case Studies: Discuss real- world examples of service failures and successful service recovery strategies.	Assignments and Case Study Analysis: Assess students' understanding of service marketing concepts and their ability to apply them to practical situations. Group Project Evaluation: Evaluate the quality and comprehensiveness of service marketing plans