

LESSON PLAN					
Period	Date (Tentative)	Topic	Unit No.	Teaching Methodology	Remarks
		Managerial Ethics	V	Lecture Mtd	
		Importance of Ethics		"	
		in business management		"	
		Codes in marketing		"	
		PR & Financial Mgt		"	
		Business Ethics & Law		"	
		Case Studies		"	
				"	
		Business Communication	VII	"	
		Report writing		"	
		cross cultural communication		"	
		business Challenges		"	
		presentations skills		"	
		Interview		"	
		media conferences		"	
				"	
		Contemporary management	VIII	"	
		new concepts		"	
		& mktg msp		"	
		IT, CRM		"	

LESSON PLAN

Period	Date (Tentative)	Topic	Unit No.	Teaching Methodology	Remarks
		project management	II	lecture	
		PERT / CPM		"	
		Network		"	
		difference b/w PERT/CPM		"	
		Identify critical path		"	
		probability		"	
		project crashing		"	
		problem		"	
		Strategic management	V	"	
		Mission, vision, Goals		"	
		strategy should be		"	
		Corporate planning		"	
		Environmental scanning		"	
		SWOT analysis		"	
		Steps in strategy		"	
		Formulation & Implementation		"	
		Common strategy		"	
				"	

LESSON PLAN

Period	Date (Tentative)	Topic	Unit No.	Teaching Methodology	Remarks	Co L
		EOG		1st hour		
		ABC Analysis		1		
		Problem		1		
		Types of ABC Analysis		1		
		VED, HALL, SDE, FSN		1		
			11)			
		Functional Management		1		
		Concept of HRM		1		
		HRD vs PMIR		1		
		Functions of HR manager		1		
		wage payment-plan problem		1		
		Job evaluation &		1		
		merit-rating		1		
		marketing management-		1		
		functions of marketing		1		
		marketing strategies		1		
		based on product life		1		
		cycle, channels		1		
		distribution and		1		

LESSON PLAN

Period	Date (Tentative)	Topic	Unit No.	Teaching Methodology	Remarks
		Introduction to management	I	lecturing	
		concept of management		"	
		nature of management		"	
		Importance of management		"	
		Factors of management		"	
		evaluation of management		"	
		Theories of motivation		"	
		decision making process		"	
		designing organization structure		"	
		principles of organization		"	
		types of organizational structure		"	
			II		
		operational management		"	
		principles & types of job		"	
		work study		"	
		Statistical quality control		"	
		control charts		"	
		Problems		"	
		materials management		"	
				"	