



DEPARTMENT OF BUSINESS ADMINISTRATION (PG)

LESSON PLAN-COMPILED

Session: Jan – May, 2025-26

Semester: 4th

Name: _____

University roll no. _____

**BUDDHA INSTITUTE OF MANAGEMENT
(C.C.-1212)
GIDA, Gorakhpur**



BUDDHA INSTITUTE OF MANAGEMENT, GIDA, GORAKHPUR

Dept.: Business Administration PG		w.e.f: 29/01/2026				Semester: MBA 4 th		ROOM NO:012(G-F)	
Day / Time	9:10-10:05 AM	10:05-11:00 AM	SHORT BREAK (15 Min.)	11:15-12:10 PM	12:10-01:05PM	01:05-01:45 PM	1:45-2:40PM	2:40-3:35 PM	3:35-4:30 PM
Mon	HA (SS)	SFM (DS)		BHF (AMT)	SRM (AVT)	LUNCH BREAK	OCAD (DS)	B2B (AT)	HVPE (SMS)
Tues	HA (SS)	SFM (DS)		BHF (AMT)	SRM (AVT)		OCAD (DS)	B2B (AT)	HVPE (SMS)
Wed	HA (SS)	SFM (DS)		BHF (AMT)	SRM (AVT)		OCAD (DS)	B2B (AT)	HVPE (SMS)
Thu	HA (SS)	SFM (DS)		BHF (AMT)	SRM (AVT)		OCAD (DS)	B2B (AT)	HVPE (SMS)
Fri	HA (SS)	SRM (AVT)		PSC (AMT)			OCAD (DS)	B2B (AT)	BHF (AMT)
Sat	HA (SS)	BHF (AMT)		SFM (DS)	SRM (AVT)				

	Subject Code	Subject Name	Faculty Name	Lecture / Week
Academics	BVE 401	HUMAN VALUES AND PROFESSIONAL ETHICS	MS. SAMEEKSHA SRIVASTAVA	4
	BMBFM 04	BEHAVIOURAL FINANCE	MR. AMITESH MANI TRIPATHI(AMT)	6
	BMB FM 05	STRATEGIC FINANCIAL MANAGEMENT	MRS DEEPIKA SETH(DS)	5
	BMB HR 04	HR ANALYTICS	MS. SHREYA SRIVASTAVA(SS)	6
	BMB HR 05	ORGANISATIONAL CHANGE AND DEVELOPMENT	MRS DEEPIKA SETH(DS)	5
	BMB MK 04	SERVICES AND RETAIL MARKETING	MR. ABHINAV TRIPATHI(AVT)	5
	BMB MK 05	B2B MARKETING	DR. ABHISHEK KUMAR TRIPATHI(AT)	6
PLACEMENT	PSC	PLACEMENT SUCCESS CLASSES	MR. AMITESH MANI TRIPATHI(AMT)	2
			Total	39

Mrs. Deepika Seth
HOD

MBA II Year Teaching and Evaluation Scheme

(In Accordance with AICTE Model Curriculum & New Education Policy)

Semester IV

SN	CODE	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME				END SEMESTER		TOTAL	CREDIT
			L	T	P	CT	TA	PS	Total	TE	PE		
1	BVE 401	Universal Human Values and Professional Ethics	3	0	0	20	10	0	30	70	0	100	3
2		Elective-4 Specialization Group-1	3	0	0	20	10	0	30	70	0	100	3
3		Elective 5 Specialization Group-1	3	0	0	20	10	0	30	70	0	100	3
4		Elective -4 Specialization Group-2	3	0	0	20	10	0	30	70	0	100	3
5		Elective -5 Specialization Group-2	3	0	0	20	10	0	30	70	0	100	3
6	BMB 406	Research Project Report & Viva Voce	0	6*	0	0	100	0	100	0	200	300	10
		TOTAL										800	25



BUDDHA INSTITUTE OF MANAGEMENT

DEPARTMENT OF BUSINESS ADMINISTRATION (MBA)

ACADEMIC YEAR 2025-26 (ODD Semester)

LESSON PLAN

Semester: IV	Section: A	Course Code: BMBFM 04	Contact Hours /week: 6
Course name: BEHAVIOURAL FINANCE			# of credits:3
Teacher's name: AMITESH MANI TRIPATHI			Designation: AP
Sessional Marks:30		End Semester Examination Marks:70	University Exam Hours: 3 hours

Prerequisites if any:
NA

Content delivery methods:	By Face-to-face delivery, Presentation, Tutorial etc.
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COURSE SYLLABUS (as prescribed by University / Board)

Module No	UNIT Contents	Hours	COs
1	Introduction to Behavioral Finance: Foundations of behavioral Finance, behavioral Finance Vs Conventional Finance Rational Markets Hypothesis and Challenge of Behaviouralist : Intellectual Underpinnings, The rise of Rational Market Hypothesis, Impact on wall street and the choices, The Challenge of Behaviouralist, Synthesis and Future Horizons. Impact on Capital Market Foundations of Rational Finance: Introduction, Neoclassical, Economics, Rational Preferences, Utility maximization, Relevant information; Expected Utility Theory, Modern Portfolio Theory, Capital Asset Pricing Model, Efficient Markets Hypothesis, Agency Theory, From Rationality to Psychology.	8	CO1
2	Heuristics and Biases : How the Human mind Works: The Two Systems, Familiarity and related Heuristics, Anchoring, Irrationality and Adaption, Hyperbolic Discounting. Self Deception: Introduction, Miscalibration, Forms of Over confidence, Causes of Over confidence, Other forms of self- Deception, Implications of Over confidence for financial decision making.Factors Impeding correction, How much do the experts know, the Success equation: Untangling skill and Luck in business.	8	CO2

3	Prospect Theory, Framing and Mental Accounting: Error in Bernoulli Theory, Prospect Theory, SP/A Theory, Framing, Mental Accounting, From theory to practice. Challenge to market efficiency: Theoretical foundations of EMH, Empirical for EMH, Theoretical Challenges for EMH, Noise trading and limits to Arbitrage, Keynes Beauty contest and guess- a number game, Assessment of EMH.	8	CO3
4	Portrait of an individual investor, what the heuristics and biases mean for financial decision making, implications of: emotions and mental accounting. Behavioural portfolio theory, psychographic models, basic ingredients of sound investment philosophy, guidelines for overcoming psychological biases.	8	CO4
5	Market outcomes: Size effect and seasonality, Momentum and reversal, post- earnings announcement drift, value premium, premium puzzle, excessive volatility, Bubbles, Behavioral Asset Pricing Model. Value Investing: Central tenets of value investing, Evidence and prospects of value investing, Strategies of well-known value investors, academic research on value investing.	8	CO5

COURSE OUTCOMES: At the end of the Course, the Student will be able to:

CO1	Understand the foundations of rational finance and behavioural finance.
CO2	Apply knowledge of cognitive and emotional biases in making informed and rational investment decisions.
CO3	Analyze the impact of overconfidence, herd behaviour, and other social factors on financial markets division and investor decisions
CO4	Evaluate the principles of value investing through the lens of behavioural biases and investor psychology.
CO5	Develop informed investment strategies by integrating behavioural insights into financial decision-making and market outcomes

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5
CO1					
CO2					
CO3					
CO4					
CO5					
Average					

	PSO1	PSO2	PSO3
CO1			
CO2			

CO3			
CO4			
CO5			
Average			

Correlation levels: 1-Slight (Low) 2-Moderate (Medium) 3-Substantial (High)

Gap in the syllabus	
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Topics to be covered beyond syllabus	
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LESSON PLAN

Lecture	Module	Scheduled			Conducted			
		Topic	*RBT Levels	C O Mapping	Date	Topic	Date	No. Of Students
1.		Foundations of behavioral Finance, behavioral Finance Vs Conventional Finance	L2					
2.		Intellectual Underpinnings	L2					
3.		The rise of Rational Market Hypothesis	L2					
4.		Impact on wall street and the choices,	L2					

5.	I	The Challenge of Behaviouralist,	L3	CO 1					
6.		Synthesis and Future Horizons. Impact on Capital Market	L2						
7.		Tutorial							
8.		Introduction of Rational Finance	L1						
9.		Neoclassical, Economics	L2						
10.		Rational Preferences, Utility maximization	L2						
11.		Relevant information; Expected Utility Theory	L3						
12.		Modern Portfolio Theory, Capital Asset Pricing Model	L4						
13.		Efficient Markets Hypothesis, Agency Theory	L4						
14.		Tutorial							
15.		How the Human mind Works:	L2						
16.		The Two Systems	L2						
17.		Familiarity and related Heuristic	L2						
18.		Anchoring, Irrationality and Adaption	L3						

19.	II	Hyperbolic Discounting.	L3	CO 2						
20.		Self-Deception: Introduction	L1							
21.		Tutorial								
22.		Miscalibration, Forms of Over confidence	L2							
23.		Causes of Over confidence,	L2							
24.		Other forms of self- Deception	L2							
25.		Implications of Over confidence for financial decision making	L3							
26.		Factors Impeding correction, How much do the experts know	L3							
27.		Success equation: Untangling skill and Luck in business.	L3							
28.		Tutorial								
29.		Error in Bernoullis Theory	L2							
30.		Prospect Theory	L2							
31.		SP/A Theory	L2							
32.		Framing	L2							

33.	III	Mental Accounting	L3	CO 3						
34.		From theory to practice.	L3							
35.		Tutorial								
36.		Theoretical foundations of EMH	L2							
37.		Empirical for EMH	L3							
38.		Theoretical Challenges for EMH	L2							
39.		Noise trading and limits to Arbitrage	L3							
40.		Keynes Beauty contest and guess- a number game,	L4							
41.		Assessment of EMH	L4							
42.		Tutorial								
43.		Portrait of an individual investor	L2							
44.		what the heuristics and biases mean for financial decision making	L1							
45.		what the heuristics and biases mean for financial decision making	L1	CO 4						
46.		implications of: emotions and mental	L3							

		accounting							
47.		implications of: emotions and mental accounting	L3						
48.		Tutorial							
49.		Behavioural portfolio theory	L2						
50.		psychographic models	L3						
51.	IV	psychographic models	L3						
52.		basic ingredients of sound investment philosophy	L2						
53.		basic ingredients of sound investment philosophy	L2						
54.		guidelines for overcoming psychological biases. anagement	L2						
55.		Tutorial							
56.		Size effect and seasonality	L3						
57.		Momentum and reversal	L3						
58.		post- earnings announcement drift	L3						
59.	V	value premium	L2	CO 5					
60.		premium puzzle	L3						

61.	excessive volatility, Bubbles,	L2					
62.	Behavioral Asset Pricing Model.	L4					
63.	Tutorial						
64.	Central tenets of value investing	L3					
65.	Central tenets of value investing	L3					
66.	Evidence and prospects of value investing	L3					
67.	Strategies of well-known value investors	L4					
68.	Strategies of well-known value investors	L4					
69.	academic research on value investing	L4					
70.	academic research on value investing	L4					
71.	Tutorial						

Class Test	Syllabus
CT-01	Class-1-Class -36
PUT	Full Syllabus

***Revised Bloom's Taxonomy (RBT) Levels:**

L1 – Remembering; L2 – Understanding; L3 – Applying; L4 – Analysing; L5 – Evaluating; L6 - Creating

References:

Text books :(As per University / Board syllabus)

1. Chandra Prasanna (2016): Behavioral Finance, Tata Mc Graw Hill Education (India)

Reference Books :(As per University / Board syllabus)

1. Acket Lucy F and DeavesRichard(2011): Understanding Behavioral Finance, CENGAGE Learning.

Faculty Sign

HOD's sign



BUDDHA INSTITUTE OF MANAGEMENT
DEPARTMENT OF BUSINESS ADMINISTRATION (MBA)
ACADEMIC YEAR 2025-26 (EVEN SEMESTER)

LESSON PLAN

Semester: 4 th	Section: A	Course Code: BMB FM 05	Contact Hours /week: 5
Course name: STRATEGIC FINANCIAL MANAGEMENT			No. of credits: 3
Teacher's name: Mrs. Deepika Seth			Designation: AP
Sessional Marks:30	End Semester Examination Marks:70		University Exam Hours: 3 hours

Prerequisites if any:
NA

Content delivery methods:	By Face to face delivery, Presentation, Tutorial etc.
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COURSE SYLLABUS (as prescribed by University / Board)

Module No	UNIT Contents	Hours	COs
1	Strategic Financial Management: Objectives and Functions. Valuation of Securities- Approaches to corporate valuation, valuation of equities including cash flow, dividend earning approach, valuation of debts and preference shares.	7	CO 1
2	Capital Structure: factors affecting capital structure, Capital structure theories. Operating Leverage, Financial Leverage and Combined Leverage, EBIT and EPS analysis, ROI and ROE analysis.	8	CO 2
3	Dividend policy: Factors affecting dividend decisions. Theories of Dividend polices, corporate dividend behaviour of companies, Legal and procedural aspects.	8	CO 3
4	Institutional setup for term finance and working capital finance: term lending institutions and commercial banks, NBFCs.Commercial Banking, Working Capital, Venture Capital Venture capital funds: Stages in Venture capital financing, Business plan, elements of a business plan, the process of venture capital financing, methods of venture capital financing, future. Prospects of venture capital financing.	9	CO 4
5	Project planning and analysis: project - Meaning and concept - Project life cycle - generation and screening of ideas - Analysis of market and demand - Technical and Financial Analysis.	8	CO 5

COURSE OUTCOMES: At the end of the Course, the Student will be able to:

CO 1	Understand the basic knowledge of financial management and its functions.
CO 2	Apply financial strategies for investment, financing, and dividend decisions in alignment with organizational goals.
CO 3	Analyze capital structure, cost of capital, risk-return trade-offs, and their impact on shareholder value to evaluate alternative investment proposals.
CO 4	Evaluate the knowledge of factors influencing dividend, capital structure, working capital of a firm
CO 5	Develop innovative financial strategies for value creation, long-term sustainability, and competitive advantage

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5
CO1					
CO2					
CO3					
CO4					
CO5					
Average					

	PSO1	PSO2	PSO3
CO1			
CO2			
CO3			
CO4			
CO5			
Average			

Correlation levels: 1-Slight (Low) 2-Moderate (Medium) 3-Substantial (High)

Gap in the syllabus	
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Topics to be covered beyond syllabus	
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LESSON PLAN

Lecture	Module	Scheduled				Conducted			
		Topic	*RBT Levels	CO Mapping	Date	Topic	Date	Of Stud	Faculty Sign
1.	I	Strategic Financial Management: Introduction	L2	CO 1					
2.		Strategic Financial Management: Objectives	L2						
3.		Strategic Financial Management: Functions.	L2						
4.		Valuation of Securities	L2						
5.		Approaches to corporate valuation	L2						
6.		TUTORIAL							
7.		Valuation of equities including cash flow	L2						
8.		Dividend earning approach,	L2						
9.		Valuation of debts and preference share	L2						
10.		Case study	L2						
11.		TUTORIAL							
12.	II	Capital Structure: factors affecting capital structure	L3	CO 2					
13.		Capital structure theories-I	L3						
14.		Capital structure theories.-II	L3						

15.		Capital structure theories-III	L3					
16.		Operating Leverage	L3					
17.		TUTORIAL						
18.		Financial Leverage and Combined Leverage	L3					
19.		EBIT and EPS analysis	L3					
20.		ROI and ROE analysis	L3					
21.		Case Study	L3					
22.		TUTORIAL						
23.	III	Dividend policy	L4,5	CO 3				
24.		Factors affecting dividend decisions	L4,5					
25.		Theories of Dividend polices	L4,5					
26.		Theories of Dividend polices	L4,5					
27.		Theories of Dividend polices	L4,5					
28.		TUTORIAL						
29.		Corporate dividend behaviour of companies	L4					
30.		Corporate dividend behaviour of companies	L4					
31.		Legal and procedural aspects	L4					

32.		Case study	L4,5						
33.		TUTORIAL							
34.	IV	Institutional setup for term finance and working capital finance	L5	CO 4					
35.		Term lending institutions and commercial banks, NBFCs	L5						
36.		Commercial Banking, Working Capital	L5						
37.		Venture Capital Venture capital funds	L5						
38.		Stages in Venture capital financing,	L5						
39.		TUTORIAL							
40.		Business plan, elements of a business plan, the process of venture capital financing	L5						
41.		Methods of venture capital financing,	L5						
42.		Future Prospects of venture capital financing	L5						
43.		Case Study	L5						
44.		TUTORIAL							
45.	V	Project planning –Introduction	L6	CO 5					
46.		Project planning and analysis	L6						
47.		Project - Meaning and concept	L6						

48.	Project life cycle	L6						
49.	Generation and screening of ideas	L6						
50.	TUTORIAL							
51.	Analysis of market and demand	L6						
52.	Technical Analysis	L6						
53.	Financial Analysis	L6						
54.	Case study	L6						
55.	TUTORIAL							

CLASS TEST	SYLLABUS
CT-01	Class 01-Class -29
PUT	Full Syllabus

***Revised Bloom's Taxonomy (RBT) Levels:**

L1 – Remembering; L2 – Understanding; L3 – Applying; L4 – Analysing; L5 – Evaluating; L6 - Creating

References:

Text books :(As per University / Board syllabus)

T1. 3. I M Pandey -Financial Management-Vikas Publishing House Pvt. Lt. New Delhi

Reference Books: (As per University / Board syllabus)

R1. Prasannachandra -Financial Management- Tata Mc GrawHill

Faculty Sign

HOD's sign



BUDDHA INSTITUTE OF MANAGEMENT

DEPARTMENT OF BUSINESS ADMINISTRATION (MBA)

ACADEMIC YEAR 2025-26 (EVEN Semester)

LESSON PLAN

Semester: 4	Section: A	Course Code: BMB HR 04	Contact Hours /week: 6
Course name: HR Analytics			# of credits:2
Teacher's name: Shreya Srivastava			Designation: AP
Sessional Marks:30		End Semester Examination Marks:70	University Exam Hours: 3 hours

Prerequisites if any:

NA

Content delivery methods:

By Face to face delivery, Presentation, Tutorial etc.

COURSE SYLLABUS (as prescribed by University / Board)

Module No	UNIT Contents	Hours	COs
1	Introduction to HR Analytics: Evolution of HR Analytics, HR information systems and data sources, Evolution of HR Analytics; HR Metrics and HR Analytics; Intuition versus analytical thinking; HRMS/HRIS and data sources; Analytics frameworks like LAMP, HR Scorecard & Workforce Scorecard.	08	CO1
2	Human Resource Planning and forecasting: Quantitative and Qualitative Dimensions of HR Planning, Methods and Techniques of HR Demand Forecasting, Data Base for Manpower Forecasting. 8 Ho ur Recruitment and Selection Analytics: Evaluating Reliability and validity of selection models, Finding out selection bias, Predicting the performance and turnover.	08	CO2
3	Performance Analysis: Predicting employee performance, Training requirements, evaluating training and development, Optimizing selection and promotion decisions, Analyzing and Classifying training needs, Measuring training effectiveness, Predicting training effectiveness and performance. Designing a Compensation System: Understanding compensation Analytics, quantifiable data, Factors affecting Compensation & Benefits, Analytics for compensation planning, Competency Scorecard.	08	CO3

4.	Monitoring impact of Interventions: Tracking impact interventions, Evaluating stress levels and value-change. Formulating evidence based practices and responsible investment, Evaluation mediation process, moderation and interaction analysis.	08	CO4
5.	Applications of HR Metrics and Creating HR Dashboards: HR Metrics, Types of HR Metrics, Staffing Metrics, Training and Development Metrics, Application-oriented Exercises : Dashboards: Few Key Excel Add-ins/Functions to Help Create Dashboards, Name Range, The Developer Tab, Form Controls, Important Excel Formulas Useful for Creating Dashboards, VLOOKUP, INDEX, SUMIF, AVERAGEIF and COUNTIF, Application of Excel Functions in Creating HR Dashboards, Storyboarding: Connecting the Dots and Integrating the Findings.	08	CO5

COURSE OUTCOMES: At the end of the Course, the Student will be able to:

CO1	Apply HR Analytical techniques in the areas of HRP, recruitment and selection, Compensation and Benefits and Training etc.
CO2	Demonstrate HR function in adding value in business terms.
CO3	Utilise soft factors in a people management context and convert them into measurable variables.
CO4	Design a Metrics and Analysis index for recruitment, performance and or a training and development context
CO5	Predict the issues using the available HR data and formulate the best strategies.

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5
CO1					
CO2					
CO3					
CO4					
CO5					
Average					

	PSO1	PSO2	PSO3
CO1			
CO2			
CO3			
CO4			
CO5			
Average			

Correlation levels: 1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Gap in the syllabus	
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Topics to be covered beyond syllabus	
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LESSON PLAN

Lecture	Module	Scheduled				Conducted			
		Topic	*RBT Levels	C O Mapping	Date	Topic	Date	No. Of Students	Faculty Sign
1.	I	Introduction to HR Analytics	L2	CO 1					
2.		Evolution of HR Analytics	L2						
3.		HR information systems, data sources	L2						
4.		HRIS and data sources	L2						
5.		HR Metrics	L3						
6.		Tutorial							
7.		HR Analytics	L3						
8.		Intuition versus analytical thinking	L3						

9.	II	HRMS/HRIS	L3	CO 2						
10.		Analytics frameworks like LAMP	L3							
11.		HR Scorecard	L3							
12.		Workforce Scorecard	L3							
13.		Tutorial								
14.		Human Resource Planning and forecasting	L2							
15.		Quantitative Dimensions of HR Planning	L2							
16.		Qualitative Dimensions of HR Planning	L2							
17.		Methods and Techniques of HR	L2							
18.		Demand Forecasting	L2							
19.		Tutorial	L3							
20.		Data Base for Manpower forecasting								
21.		Recruitment and Selection Analytics	L2							
22.		Evaluating Reliability and validity of selection models	L2							
23.		Finding out selection bias	L2							
24.		Predicting the performance and turnover.	L4							
25.			Tutorial			CO 3				

26.		Performance Analysis	L4					
27.		Predicting employee performance	L4					
28.		Training requirements	L2					
29.		Evaluating training and development,	L2					
30.		Optimizing selection and promotion decisions	L2					
31.		Analyzing and Classifying training needs	L3					
32.		Measuring training effectiveness	L3					
33.	III	Tutorial	L3					
34.		Predicting training effectiveness and performance						
35.		Designing a Compensation System	L3					
36.		Understanding compensation Analytics	L3					
37.		Quantifiable data	L3					
38.		Factors affecting Compensation & Benefits	L3					
39.		Analytics for compensation planning	L3					
40.		Competency scorecard	L3					
41.		Tutorial						
42.		Monitoring impact of Interventions:	L2					
43.	IV	Tracking impact interventions,	L2					

44.		Responsible investment	L2					
45.		Formulating evidence based practices	L3					
46.		Tutorial	L3					
47.		Evaluating stress levels and value-change.	L2					
48.		Evaluation mediation process,	L2					
49.		moderation and interaction analysis	L2					
50.		Tutorial						
51.	V	Applications of HR Metrics and	L3					
52.		Creating HR Dashboards: HR Metrics	L3					
53.		Types of HR Metrics	L3					
54.		Staffing Metrics	L3					
55.		Training and Development Metrics,	L3					
56.		Application-oriented Exercises	L3					
57.		Dashboards: Few Key Excel Add-ins/Functions to Help Create Dashboards	L3					
58.		Name Range, The Developer Tab,	L2					
59.		Form Controls	L2					
60.		Tutorial						
61.		Important Excel Formulas Useful for Creating Dashboards	L3					

62.	VLOOKUP	L3					
63.	INDEX, SUMIF	L3					
64.	AVERAGEIF and COUNTIF	L3					
65.	INDEX, SUMIF Exercises	L3					
66.	AVERAGEIF and COUNTIF Exercises	L3					
67.	Application of Excel Functions in Creating HR Dashboards	L3					
68.	Creating HR Dashboards	L3					
69.	Storyboarding: Connecting the Dots and Integrating the Findings.	L2					
70.	Tutorial	L2					

Class Test	Syllabus
CT	Class-1-36
PUT	Full Syllabus

***Revised Bloom's Taxonomy (RBT) Levels:**

L1 – Remembering; L2 – Understanding; L3 – Applying; L4 – Analysing; L5 – Evaluating; L6 - Creating

References:

Text books :(As per University / Board syllabus)

1. The HR Analytics: Predicting the Economic Value of your Company's Human Capital Investments, AMACOM.

2. Bhattacharya Kumar Dipak, HR Analytics Understanding Theories and Applications, SAGE Publishing

Reference Books :(As per University / Board syllabus)

1. The HR Analytics: Predicting the Economic Value of your Company's Human Capital Investments, AMACOM.

Faculty Sign

HOD's sign



BUDDHA INSTITUTE OF MANAGEMENT
DEPARTMENT OF BUSINESS ADMINISTRATION (MBA)
ACADEMIC YEAR 2025-26 (EVEN SEMESTER)

LESSON PLAN

Semester: 4 th	Section: A	Course Code: BMB HR 05	Contact Hours /week: 5
Course name: ORGANIZATIONAL DEVELOPMENT AND CHANGE MANAGEMENT			No. of credits: 3
Teacher's name: Mrs. Deepika Seth			Designation: AP
Sessional Marks:30		End Semester Examination Marks:70	University Exam Hours: 3 hours

Prerequisites if any:
NA

Content delivery methods:	By Face to face delivery, Presentation, Tutorial etc.
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COURSE SYLLABUS (AS PRESCRIBED BY UNIVERSITY / BOARD)

Module No	UNIT Contents	Hours	COs
1	Defining Organizational Development (OD) Concepts, Nature and Scope of O.D. Characteristics of OD, Evolution and Process of Organizational Development, Dynamics of planned change, triggers for change strategies for implementing organizational change, Strategies of change, Inter- Disciplinary Nature of OD, Designing Interventions The OD Practitioner, Client- Consultant relationship, Ethics in OD, Recent trends in OD.	8	CO 1
2	Managing OD Process: Diagnosis, Nature of OD intervention; Creating Parallel Learning Structures, O.D. Interventions: Team Interventions – Inter group interventions – Personal, Interpersonal and group process interventions – Comprehensive interventions – Structural interventions.	8	CO 2
3	Implementation conditions for failure and success of efforts. Assessment of O.D. and change in organisational performance , The impact of O.D, Some key considerations and issues in O.D., Issues in Consultant – Client relationship mechanistic &	7	CO 3

	organic system: and contingency approach, The failure of O.D.		
4	Stress at Work Four approaches to Stress; The stress response Sources of work stress Occupational Stress Preventive stress management; Occupational Safety and Grievances redressal, Change cycles, Types of change, Readiness and, Resistance to Change and its diagnosis, Levels of Change (Hersey & Blanchard) Organizational change models. Diagnosis ,red flags in diagnosis. Theories and Models of Planned Change: Lewin’s Change Model, Seven Stage Model	10	CO 4
5	Diversity: Demographic Characteristics Levels of Diversity Discrimination :Stereotype threat, Discrimination at workplace Biographical characteristics – Sex , Race and Ethnicity ,Disabilities , Hidden Disabilities Other Differentiating Characteristics : Tenure, Religion, Sexual Orientation.	7	CO 5

COURSE OUTCOMES: At the end of the Course, the Student will be able to:

CO 1	Students will be able to remember and understand the basic concepts of Organizational development & Change
CO 2	Employing theories and models of planned change, students will evaluate organizational readiness, identify sources of resistance, and craft efficient change management strategies across various organizational tiers
CO 3	Analysing stressors, preventive measures, grievance procedures, and occupational safety protocols
CO 4	Assess the dynamics of organizational development (OD) by integrating its characteristics, historical evolution, and current trends to develop strategies for effectively managing power dynamics within organizational contexts.
CO 5	Students will create comprehensive stress management and employee safety programs, considering cultural variations and the implications of psychological contracts.

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5
CO1					
CO2					
CO3					
CO4					
CO5					

Average					
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	PSO1	PSO2	PSO3
CO1			
CO2			
CO3			
CO4			
CO5			
Average			

Correlation levels: 1-Slight (Low) 2-Moderate (Medium) 3-Substantial (High)

Gap in the syllabus	
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Topics to be covered beyond syllabus	
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LESSON PLAN

Lecture	Module	Scheduled				Conducted			
		Topic	*RBT Levels	CO Mapping	Date	Topic	Date	Of Stud	Faculty Sign
1.	I	Introduction to OCAD	L1	CO 1					
2.		Defining Organizational Development (OD) Concepts,	L1						
3.		Nature and Scope of O.D. Characteristics of OD,	L1						

4.		Evolution and Process of Organizational Development	L1					
5.		Dynamics of planned change, triggers for change strategies for implementing organizational change	L1					
6.		TUTORIAL						
7.		Strategies of change, Inter- Disciplinary Nature of OD	L2					
8.		Designing Interventions, the OD Practitioner	L2					
9.		Client- Consultant relationship, Ethics in OD, Recent trends in OD	L2					
10.		Case study	L2					
11.		TUTORIAL						
12.	II	Managing OD Process	L2	CO 2				

13.	O.D. Diagnosis, Nature of OD intervention	L2					
14.	Creating Parallel Learning Structures,	L2					
15.	Interventions: Team Interventions – Inter group interventions	L2					
16.	Personal, Interpersonal Interventions	L2					
17.	TUTORIAL						
18.	Group process interventions	L2					
19.	Comprehensive interventions	L2					
20.	Structural interventions	L2					
21.	Case Study	L2					

22.		TUTORIAL							
23.	III	Implementation conditions for failure and success of efforts	L3	CO 3					
24.		Assessment of O.D	L3						
25.		Change in organisational performance	L3						
26.		The impact of O.D	L3						
27.		Some key considerations and issues in O.D	L3						
28.		TUTORIAL							
29.		Issues in Consultant & Client relationship mechanistic	L3						
30.		Organic system: and contingency approach	L3						

31.		The failure of O.D.	L3					
32.		Case study	L3					
33.		TUTORIAL						
34.	IV	Stress at Work Four approaches to Stress,the stress response Sources of work stress	L4	CO 4				
35.		Occupational Stress Preventive stress management	L4					
36.		Occupational Safety and Grievances redressal	L4					
37.		Change cycles, Types of change	L4					
38.		Readiness and, Resistance to Change and its diagnosis	L4					
39.		TUTORIAL						

40.		Levels of Change (Hersey & Blanchard) Organizational change models.	L4					
41.		Diagnosis, red flags in diagnosis	L4					
42.		Theories Models of Planned Change: Lewin's Change Model, Seven Stage Model	L4					
43.		Case study	L4					
44.		TUTORIAL						
45.	V	Diversity -Introduction	L5	CO 5				
46.		Levels of Diversity, Discrimination	L5					
47.		Demographic Characteristics	L5					
48.		Stereotype threat,	L5					

49.	Discrimination at workplace	L5					
50.	TUTORIAL						
51.	Biographical characteristics – Sex, Race and Ethnicity	L5					
52.	Disabilities, Hidden Disabilities	L5					
53.	Other Differentiating Characteristics: Tenure, Religion, Sexual Orientation.	L5					
54.	Case study	L5					
55.	TUTORIAL						

CLASS TEST	SYLLABUS
CT-01	Class 01-Class -29
PUT	Full Syllabus

***Revised Bloom’s Taxonomy (RBT) Levels:**

L1 – Remembering; L2 – Understanding; L3 – Applying; L4 – Analysing; L5 – Evaluating; L6 - Creating

References:

Text books :(As per University / Board syllabus)

T1. Organizational Dynamics and Intervention: Tools for Changing the Workplace. New Delhi: Prentice-Hall of India Private Limited.

T2 . Anderson, L.D. (2013). Organizational Development. 2nd Edition. Sage.

Reference Books

(As per University / Board syllabus)

R1. Vohra, N., Robbins, S. P., & Judge, T. A. (2022). Organizational Behavior, 18th Edition

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BUDDHA INSTITUTE OF MANAGEMENT

DEPARTMENT OF BUSINESS ADMINISTRATION (MBA)

ACADEMIC YEAR 2025-26 (ODD Semester)

LESSON PLAN

Semester: IV	Section: A	Course Code: BMB MK 05	Contact Hours /week: 6
Course name: BEHAVIOURAL FINANCE			# of credits:3
Teacher's name: ABHINAV TRIPATHI			Designation: AP
Sessional Marks:30		End Semester Examination Marks:70	University Exam Hours: 3 hours

Prerequisites if any:
NA

Content delivery methods:	By Face-to-face delivery, Presentation, Tutorial etc.
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COURSE SYLLABUS (as prescribed by University / Board)

Module No	UNIT Contents	Hours	COs
1	Introduction to Services Marketing: Introduction: Definition, Characteristics and Classification of Services, Difference between Product and Services Marketing, Paradigms in Services Marketing, Present Marketing Environment, Services Marketing Mix: Understanding the 7 P's, Strategies for Services Marketing: Segmentation, Targeting & Positioning, Differentiation.	6	CO1
2	Understanding Consumer Behavior and Service Design Understanding Consumer Behavior: Services vis-à-vis goods, Consumer Behavior in Services, Customer Expectations and Perceptions of Services – Evaluation of services. Service Development Design & Standards: New Service Development Process – Basic service to potential service, Customer Defined Service Standards, Demand and Capacity Management.	6	CO2
3	Delivering Services: Role of Employees and Customers in service delivery;, Service process – Blue printing – Physical evidence. Pricing of Services: Pricing Considerations and Strategies,. Managing Service Promise: Role of Advertising, Personal Selling, Sales Promotion, Publicity and Public Relations. Service Performance. Evaluating Success of Service Offering: Service quality and measurement, Complaint handling, Recovery Management,	8	CO3

	Service Guarantees, the GAP model of service Quality.		
4	Introduction to retailing & Retail Consume behavior : Nature, scope and importance of retailing, Factors Influencing Retailing, Retail Models ,Retail formats: Store-based (department stores, supermarkets, discount stores) and non-store based (e-retail, vending, direct selling), Organized vs Unorganized retail in India, FDI in retail and current policy framework, Understanding retail consumer behavior, Factors influencing in-store and online consumer decisions, Retail marketing mix (6Ps: Product, Price, Place, Promotion, People, Presentation),Retail branding and private labels.	10	CO4
5	Merchandise Management, Pricing, and Supply Chain: Merchandise planning process, Assortment planning and category management, Retail buying process; vendor selection, Inventory management and stock turnover Pricing objectives and strategies in retail, Supply chain management in retail, Role of technology: barcoding, RFID, POS	10	CO5

COURSE OUTCOMES: At the end of the Course, the Student will be able to:

CO1	Understand the fundamental concepts of services marketing in the evolving marketing environment.
CO2	Analyze consumer behavior in services, identify customer expectations and perceptions, and apply service design and development strategies.
CO3	Evaluate service delivery systems, pricing, promotion mix, and service performance using quality frameworks.
CO4	Understand and differentiate the nature of Retail markets, demand, customer types, and various Retail Formats & classifications.
CO5	Examine organizational buying processes and analyze factors affecting Retailing Business and its evaluation .

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5
CO1					
CO2					
CO3					
CO4					
CO5					
Average					

	PSO1	PSO2	PSO3
CO1			
CO2			
CO3			
CO4			
CO5			

Average			
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Correlation levels: 1-Slight (Low) 2-Moderate (Medium) 3-Substantial (High)

Gap in the syllabus	
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Topics to be covered beyond syllabus	
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LESSON PLAN

Lecture	Module	Scheduled				Conducted			
		Topic	*RBT Levels	C O Mapping	Date	Topic	Date	No. Of Students	Faculty Sign
1.		Introduction to Services Marketing: Introduction: Definition	L2						
2.		Services Marketing Characteristics	L2						
3.		Classification of Services	L2						
4.		Difference between Product and Services Marketing	L2						
5.		Paradigms in Services Marketing	L3						
6.		Present Marketing Environment & Services	L2						

	I	Marketing Mix		CO 1						
7.		Tutorial								
8.		Understanding the 7 P's,	L1							
9.		Strategies for Services Marketing P/1	L2							
10.		Strategies for Services Marketing P/2	L2							
11.		Strategies : Segmentation	L3							
12.		Positioning,	L4							
13.		Differentiation	L4							
14.		Tutorial								
15.		Understanding Consumer Behavior	L2	CO 2						
16.		Service Design Understanding Consumer Behavior	L2							
17.		Services vis-à-vis goods	L2							
18.		Consumer Behavior in Services Customer Expectations and	L3							
19.		Perceptions of Services: Evaluation of services P/1	L3							
20.	Perceptions of Services: Evaluation of services P/2	L1								

21.		Tutorial							
22.		Service Development Design & Standard	L2						
23.		New Service Development Process	L2						
24.		Basic service to potential service	L2						
25.		Customer Defined Service Standards	L3						
26.		Demand and Capacity Management	L3						
27.		Demand and Capacity Management	L3						
28.		Tutorial							
29.		Delivering Services: Role of Employees and Customers in service delivery	L2						
30.		Service process – Blue printing – Physical evidence	L2						
31.		Pricing of Services: Pricing Considerations and Strategies /P1	L2						
32.		Pricing of Services: Pricing Considerations and Strategies P/2	L2						
33.		Managing Service Promise: Role of Advertising	L3						
34.	III	Personal Selling	L3						

CO
3

35.	Tutorial							
36.	Publicity and Public Relations.	L2						
37.	Service Performance.	L3						
38.	Evaluating Success of Service Offering: Service quality and measurement	L2						
39.	Complaint handling, Recovery Management	L3						
40.	Service Guarantees	L4						
41.	The GAP model of service Quality.	L4						
42.	Tutorial							
43.	Introduction to retailing & Retail Consume behaviour	L2						
44.	Nature, scope and importance of retailing,	L1						
45.	Factors Influencing Retailing							
46.	Retail Models ,Retail formats: Store-based (department stores,	L1	CO 4					
47.	Supermarkets, discount stores and	L3						
48.	Non-store based (e-retail, vending, direct	L3						

		selling),							
49.	IV	Tutorial							
50.		Organized vs Unorganized retail in India,	L2						
51.		FDI in retail and current policy framework,	L3						
52.		Understanding retail consumer behavior	L3						
53.		Factors influencing in-store and online consumer decisions,	L2						
54.		Retail marketing mix (6Ps: Product, Price, Place, Promotion, People, Presentation	L2						
55.		Retail branding and private labels	L2						
56.		Tutorial							
57.		Merchandise Management,	L3						
58.	Pricing, and Supply Chain	L3							
59.	Merchandise planning process	L3							
60.	V	Assortment planning	L2	CO 5					
61.		Category management,	L3						
62.		Retail buying process	L2						

63.	Vendor selection	L4					
64.	Tutorial						
65.	Inventory management	L3					
66.	Stock turnover	L3					
67.	Pricing objectives	L3					
68.	Strategies in retail	L4					
69.	Supply chain management in retail	L4					
70.	Role of technology: bar coding,	L4					
71.	RFID, POS	L4					
72.	Tutorial						

Class Test	Syllabus
CT-01	Class-1-Class -36
PUT	Full Syllabus

***Revised Bloom's Taxonomy (RBT) Levels:**

L1 – Remembering; L2 – Understanding; L3 – Applying; L4 – Analysing; L5 – Evaluating; L6 - Creating

References:

Text books :(As per University / Board syllabus)

1. Services marketing, Zeithaml Valerie and Mary jo Bitner, Gremler & Pandit, Tata McGraw Hill. Services Marketing, Lovelock, Christopher, Prentice Hall

ReferenceBooks :(As per University / Board syllabus)

S.C. Bhatia; Retailing Management; Atlantic Publishers & Distributors

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BUDDHA INSTITUTE OF MANAGEMENT

DEPARTMENT OF BUSINESS ADMINISTRATION (MBA)

ACADEMIC YEAR 2025-26 (ODD Semester)

LESSON PLAN

Semester: IV	Section: A	Course Code: BMB MK05	Contact Hours /week: 5
Course name: B2B MARKETING			# of credits:3
Teacher's name: DR. ABHISHEK KUMAR TRIPATHI			Designation: AP
Sessional Marks:30	End Semester Examination Marks:70		University Exam Hours: 3 hours

Prerequisites if any:

NA

Content delivery methods:

By Face-to-face delivery, Presentation, Tutorial etc.

COURSE SYLLABUS (as prescribed by University / Board)

Module No	UNIT Contents	Hours	COs
1	Concept of Business Marketing and Business Market Customers; Market Structure and Business Environment; Characteristics of Business Marketing; Strategic Role of Marketing in Business Context; Types of Commercial Enterprises; Commercial and Institutional Customers. Case studies.	8	CO1
2	Organizational Buyers' Decision Process: Stepwise Model, Process Flow Model; Characteristics of Business Markets; Government as a Customer; Commercial Enterprises within Business Markets; Commercial and Institutional Customers' Roles and Buying Behavior. Case studies.	8	CO2
3	Strategy Making and Strategy Management in B2B; Industrial Product Strategy; Managing Products and Services for Business Markets; Managing Business Market Channels; Strategic Tools: Growth-Share Matrix, Multifactor Portfolio Matrix, The Balanced Scorecard. Case studies.	8	CO3

4	Market Segmentation in B2B Context; Basic Framework of Segmentation; Selecting Target Segments; Positioning Strategies in B2B; Pricing Strategies in Business Markets; B2B Advertising Techniques; Competitive Bidding Process; Relationship Marketing and CRM. Case studies.	8	CO4
5	B2B Advertising Channels and Communication Strategies; Digital Marketing in B2B; Trade Shows, Exhibitions, and Business Meets; Sales Force Management and Deployment Analysis; Business Marketing Channels and Participants; Channel Design and Management Decisions; B2B Logistics Management. Case studies.	8	CO5

COURSE OUTCOMES: At the end of the Course, the Student will be able to:

CO1	Explain the foundational concepts of B2B marketing and the nature of business markets.
CO2	Analyze the behavior of organizational buyers and decision-making frameworks.
CO3	Apply strategic marketing tools to develop B2B product and channel strategies.
CO4	Evaluate segmentation, targeting, and positioning strategies for business markets.
CO5	Design integrated B2B marketing communication plans and distribution channels.

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5
CO1					
CO2					
CO3					
CO4					
CO5					
Average					

	PSO1	PSO2	PSO3
CO1			
CO2			
CO3			
CO4			
CO5			
Average			

Correlation levels: 1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Gap in the syllabus	
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Topics to be covered beyond syllabus	
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LESSON PLAN

Lecture	Module	Scheduled			Conducted			
		Topic	*RBT Levels	CO Mapping	Date	Topic	Date	No. Of Students
1.	I	Concept of Business Marketing	L2	CO Mapping				
2.		Business Market Customers	L2					
3.		Market Structure and	L2					
4.		Business Environment	L2					
5.		Characteristics of Business Marketing	L3					
6.		Tutorial						
7.		Strategic Role of Marketing in Business Context	L1	CO 1				

8.		Types of Commercial Enterprises	L2					
9.		Commercial and Institutional Customers	L2					
10.		Case studies	L2					
11.		Tutorial						
12.	II	Organizational Buying and Buyer Behaviour	L1	CO 2				
13.		Organizational Buyers' Decision Process	L1					
14.		Stepwise Model, Process Flow Model	L3					
15.		Characteristics of Business Markets	L2					
16.		Government as a Customer	L2					
17.		Tutorial						
18.		Commercial Enterprises within Business Markets	L2					
19.		Commercial and Institutional Customers' Roles	L2					
20.		Concept of Cross-sectional and Longitudinal Research	L2					
21.		Experimental Design: Concept of Cause,	L3					

		Causal relationships						
22.		Buying Behavior	L3					
23.		Case studies	L2					
24.		Tutorial						
25.	III	B2B Marketing Strategy	L2	CO 3				
26.		Strategy Making and Strategy Management in B2B	L2					
27.		Industrial Product Strategy	L2					
28.		Managing Products and Services for Business Markets	L1					
29.		Tutorial						
30.		Managing Business Market Channels	L2					
31.		Strategic Tools: Growth-Share Matrix	L2					
32.		Multifactor Portfolio Matrix	L4					
33.		The Balanced Scorecard	L2					
34.		Case studies	L2					

35.		Tutorial							
36.	IV	Segmentation, Targeting & Positioning (STP) in B2B Markets	L2	CO 4					
37.		Market Segmentation in B2B Context	L2						
38.		Basic Framework of Segmentation	L4						
39.		Selecting Target Segments; Positioning Strategies in B2B	L4						
40.		Tutorial							
41.		Pricing Strategies in Business Markets	L2						
42.		B2B Advertising Techniques, Competitive Bidding Process	L1						
43.		Relationship Marketing and CRM	L2						
44.		Case studies	L2						
45.		Tutorial							
46.	V	Business Marketing Communication and Channels	L2						

47.	B2B Advertising Channels and Communication Strategies	L2	V					
48.	Digital Marketing in B2B	L2						
49.	Trade Shows	L2						
50.	Exhibitions, Business Meets	L2						
51.	Sales Force Management and Deployment Analysis							
52.	Tutorial	L2						
53.	Business Marketing Channels	L2						
54.	Business Marketing Participants	L2						
55.	Channel Design and Management Decisions	L2						
56.	B2B Logistics Management /P1	L3						
57.	B2B Logistics Management/P2	L3						
58.	Case studies	L2						
59.	Tutorial							

Class Test	Syllabus
CT	Class-1-Class -29
PUT	Full Syllabus

***Revised Bloom's Taxonomy (RBT) Levels:**

L1 – Remembering; L2 – Understanding; L3 – Applying; L4 – Analysing; L5 – Evaluating; L6 - Creating

References:

Text books :(As per University / Board syllabus)

.

1. Michael D. Hutt, Dheeraj Sharma, Thomas W. Speh, *B2B Marketing: A South Asian Perspective*, Cengage, 2014.

ReferenceBooks :(As per University / Board syllabus)

1. Krishna K. Havaldar, *Business Marketing: Text and Cases*, McGraw Hill, 2014

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BUDDHA INSTITUTE OF MANAGEMENT

DEPARTMENT OF BUSINESS ADMINISTRATION (MBA)

ACADEMIC YEAR 2025-26 (ODD Semester)

LESSON PLAN

Semester: 4	Section: A	Course Code: BVE 401	Contact Hours /week: 4
Course name: UNIVERSAL HUMAN VALUES AND PROFESSIONAL ETHICS			# of credits: 3
Teacher's name: Mr. Sameeksha Srivastava			Designation: AP
Sessional Marks: 30		End Semester Examination Marks: 70	University Exam Hours: 3

Prerequisites if any:

NA

Content delivery methods:

By Face to face delivery, Presentation, Tutorial etc.

COURSE SYLLABUS (as prescribed by University / Board)

Module No	UNIT Contents	Hours	Cos
1	Understanding the need, basic guidelines, content, and process for Value Education, Self- Exploration–what is it? - its content and process; ‘Natural Acceptance’ and Experiential Validation –as the mechanism for self exploration, Continuous Happiness, and Prosperity-A look at basic Human Aspirations, Right understanding, Relationship, and Physical Facilities-the basic requirements for fulfilment of aspirations of every human being with their correct priority, Understanding Happiness and Prosperity correctly – A critical appraisal of the current scenario, Method to fulfill the above human aspirations: understanding and living in harmony at various levels.	19	CO1
2	Understanding human being as a co-existence of the sentient ‘I’ and the material ‘Body’, Understanding the needs of Self (‘I’) and ‘Body’ - Sukh and Suvidha, Understanding the Body as an instrument of ‘I’ (I being the doer, seer, and enjoyer), Understanding the characteristics and activities of ‘I’ and harmony in ‘I’, Understanding the harmony of I with the Body: Sanyam and Swasthya; correct appraisal of Physical needs, the meaning of Prosperity in detail, Programs to ensure Sanyam and Swasthya.	12	CO2

3	Understanding Harmony in the Family and Society: Understanding Happiness and Prosperity – basic Human Aspirations, Right understanding, Relationship and Physical Facilities, Understanding harmony in the Family, Understanding values in human-human relationship; meaning of Nyaya and program for its 55ulfilment to ensure Ubhay-tripti; foundational values of relationship, Understanding the meaning of Vishwas; Difference between intention and competence, Understanding the meaning of Samman, Difference between respect and differentiation; Understanding the harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals, Visualizing a universal harmonious order in society- Undivided Society (Akhand Samaj), Universal Order (Sarvabhaum Vyawastha)- from family to world family.	14	CO3
4	Understanding Harmony in the Nature and Existence: Nature; Characteristics and scope of professional ethics; Types of professional ethics; Understanding the harmony in the nature, and scope of professional ethics Interconnectedness and mutual 55ulfilment among the four orders of nature- recyclability and self-regulation in nature, Understanding Existence as Co-existence (Sah-astitva) of mutually interacting units in all-pervasive space, Holistic perception of harmony at all levels of existence.	18	CO4
5	Implications of Holistic Understanding of Harmony on Professional Ethics: Value based Life and Profession; Issues in Professional Ethics – The Current Scenario; Natural acceptance of human values, Definitiveness of Ethical Human Conduct, Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order, Competence in Professional Ethics, Holistic Technologies, Production Systems and Management Models – Typical Case Studies, Strategies for Transition towards Value-based Life and Profession.	12	CO5

COURSE OUTCOMES: At the end of the Course, the Student will be able to:

CO1	Understand the need, basic guidelines, content and process of value education.
CO2	Initiate a process of dialog with in themselves to know what they ‘really want to be’ in their life and profession.
CO3	Understand the meaning of happiness and prosperity for a human being.
CO4	Understand harmony at all the levels of human living and live accordingly.
CO5	Understanding of harmony in existence in their profession and lead an ethical life.

Mapping of CO v/s PO:

	PO1	PO2	PO3	PO4	PO5	PO6
CO1						
CO2						
CO3						
CO4						

CO5						
Average						

	PSO1	PSO2	PSO3
CO1	2	1	1
CO2	2	1	1
CO3	2	1	1
CO4	2	1	1
CO5	2	1	1
Average	2	1	1

Correlation levels: 1-Slight (Low) 2-Moderate (Medium) 3-Substantial (High)

Gap in the syllabus	Topics related to different case studies.
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Topics to be covered beyond syllabus	Bridge topics which are helpful to explain concept of values to students.
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LESSON PLAN

Lecture	Module	Scheduled			Conducted				
		Topic	*RBT Levels	C O Mapping	Date	Topic	Date	No. Of Students	Faculty Sign
1		Introduction Understanding the need, content and process for	L2						

		Value Education							
2	I	Classification of Value Education – personal, social, moral & spiritual values	L2	CO 1					
3		Understanding the difference between ideology and values	L2						
4		TUTORIAL							
5		Self-Exploration – content and process; Natural Acceptance	L2						
6		Understanding Harmony with self, Society and Nature	L2						
7		Meaning and nature of human values; Significance of human values in life; Relation between values and ethics	L2						
8		TUTORIAL							
9	II	Understanding Harmony in the Human Being Understanding the relationship among Self, Identity and Personality	L2	CO 2					
10		Human being as a co-existence of the ‘I’ and the ‘Body’	L2						
11		Needs of Self (‘I’) and Body – Sukh and Suvidha	L2						
12		TUTORIAL							
13		Body as an instrument of ‘I’ (I being the doer, seer and enjoyer)	L2						
14		Characteristics and activities of ‘I’ and harmony in ‘I’	L2						
15		Harmony of I with the Body	L2						
16	TUTORIAL								
17		Understanding Harmony in the Family and Society Understanding Happiness and Prosperity	L2						

18	III	Right understanding, Relationship and Physical Facilities	L2	CO 3						
19		Harmony in the Family; values in human-human relationship; meaning of Nyaya and program for Ubhay-Tripti	L2							
20		TUTORIAL								
21		Foundational values of relationship; meaning of Vishwas; Difference between intention competence	L2							
22		Meaning of Samman; Difference between respect and differentiation	L1							
23		Harmony in society (as extension of family)	L2							
24		TUTORIAL								
25		IV	Understanding Harmony in the Nature and Existence Understanding harmony in nature		L2					
26	Characteristics and scope of professional ethics; Types of professional ethics		L2							
27	Interconnectedness and mutual fulfilment among the four orders of nature		L2							
28	TUTORIAL									
29	Recyclability and self-regulation in nature		L2							
30	Understanding Existence as Co-existence (Sah-Astitva) of mutually interacting units in all-pervasive space		L2							
31	Holistic perception of harmony at all levels of existence		L2							
32	TUTORIAL									

33	V	Implications of Holistic Understanding of Harmony on Professional Ethics Value based Life and Profession	L2					
34		Issues in Professional Ethics – The Current Scenario	L2					
35		Natural acceptance of human values	L2					
36		TUTORIAL						
37		Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order	L2					
38		Competence in Professional Ethics; Holistic Technologies & Production Systems	L2					
39		Management Models – Case Studies; Strategies for Transition towards Value-based Life and Profession	L2					
40		CASE STUDIES and REVISION	L3					
41		TUTORIAL						

Class Test	Syllabus
CT-01	CLASS 1 TO 23
CT-02/PRE-AKTU	FULL SYLLABUS

***Revised Bloom’s Taxonomy (RBT) Levels:**

L1 – Remembering; L2 – Understanding; L3 – Applying; L4 – Analysing; L5 – Evaluating; L6 - Creating

References:

Text books :(As per University / Board syllabus)

- T1.** Gaur R. R., Sangal R and Bagaria G.P., “A Foundation Course in Human Values and Professional Ethics”, Excel Books.
T2. Naarazan R.S., “A text book on Professional Ethics & Human Values”, New Age

Reference Books:(As per University / Board syllabus)

R1. Tripathi A. N., “Human Values”, New Age.

R2 Banerjee B. P., “Foundations of Ethics and Management”, Excel Books.

Faculty Sign

HOD’s sign