



Department of Business Administration (BBA)

LESSON PLAN

Session: January – June, 2025-26

Semester: 4th

Name:

University Roll No.....

BUDDHA INSTITUTE OF MANAGEMENT

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CL-1 Sector - 7, GIDA, Gorakhpur - 273209 (U.P)

BUDDHA INSTITUTE OF MANAGEMENT, GIDA, GORAKHPUR

Dept.: Business Administration BBA		w.e.f: 29/01/2026				Semester: BBA-4 th A		ROOM NO:210	
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	LUNCH BREAK (40 Min.)	01:45-02:40 PM	2:40-3:35 PM	3:35-4:30 PM
Mon	BBA 401 SS	BBA 405 PY		BBA 407 Shreya	BBA 406 KD		BBA 402 UY	PPC Maths Krishnam	BBA 404 AT
Tues	BBA 401 SS	BBA 405 PY		BBA 404 AT	BBA 406 KD		BBA 403 PY	BBA 402 UY	BBA 405 PY
Wed	BBA 404 AT	BBA 403 PY		BBA 401 SS	BBA 402 UY		BBA 403 PY	BBA 406 KD	BBA 407 Shreya
Thu	BBA 404 AT	BBA 402 UY		BBA 405 PY	PPC English AT		BBA 401 SS	BBA 406 KD	Tchedge (Lab-1) Shrey
Fri	BBA 404 AT	CSEP SS		BBA 406 KD	BBA 403 PY		BBA 401 SS	BBA 402 UY	BBA 405 PY
Sat	BBA 406 KD	BBA 403 PY		BBA 401 SS	BBA 402 UY				

	Subject Code	Subject Name	Faculty Name	Lecture / Week
Academics	BBA401	Business Law	Ms. Sameeksha Srivastava (SS)	6
	BBA402	Production and Operation Management	Mr. Utkarsh Yadav (UY)	6
	BBA403	Business Environment	Ms. Praveen Yadav(PY)	5
	BBA404	Design Thinking & Innovation	Ms. Akriti Tiwari (AT)	5
	BBA405	Business Organization	Ms. Praveen Ydav (PY)	5
	BBA406	Marketing Management-II	Ms. Khushi Dixit (KD)	6
	BBA407	Human Value	Ms. Shreya Srivastava	2
Skills		CSEP	Ms. Sameeksha Srivastava (SS)	1
Placement		PPC Maths	Mr. Krishnam	1
		PPC English	Ms. Akriti Tiwari (AT)	1
Lab		Tchedge	Mr. Shrey Srivastava	1
			Total	39

HOD

BUDDHA INSTITUTE OF MANAGEMENT, GIDA, GORAKHPUR

Dept.: Business Administration BBA		w.e.f: 29/01/2026			Semester: BBA-4 th B		ROOM NO:211		
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	LUNCH BREAK (40 Min.)	01:45-02:40 PM	2:40-3:35 PM	3:35-4:30 PM
Mon	BBA 404 AT	BBA 406 KD		BBA 405 PY	BBA 404 AT		BBA 401 SS	BBA 403 AU	BBA 402 UY
Tues	BBA 404 AT	BBA 406 KD		BBA 401 SS	BBA 405 PY		BBA 403 AU	PPC Maths Krishnam	BBA 407 Shreya
Wed	BBA 401 SS	BBA 402 UY		BBA405 PY	BBA 406 KD		BBA 403 AU	BBA 404 AT	BBA 402 UY
Thu	BBA 401 SS	BBA 406 KD		BBA 407 Shreya	BBA 405 PY		CSEP PY	BBA 402 UY	BBA 404 AT
Fri	BBA 405 PY	BBA 402 UY		BBA 401 SS	PPC English AT		Techedge (Lab-1) Shrey	BBA 406 KD	BBA 403 AU
Sat	BBA 401 SS	BBA 402 UY		BBA 403 AU	BBA 406 KD				

	Subject Code	Subject Name	Faculty Name	Lecture / Week
Academics	BBA401	Business Law	Ms. Sameeksha Srivastava (SS)	6
	BBA402	Production and Operation Management	Mr. Utkarsh Yadav (UY)	6
	BBA403	Business Environment	Mr. Abhay Uppadhyay (AU)	5
	BBA404	Design Thinking & Innovation	Ms. Akriti Tiwari (AT)	5
	BBA405	Business Organization	Ms. Praveen Ydav (PY)	5
	BBA406	Marketing Management-II	Ms. Khushi Dixit (KD)	6
	BBA407	Human Value	Ms. Shreya Srivastava	2
Skills		CSEP	Ms. Praveen Ydav (PY)	1
Placement		PPC Maths	Mr. Krishnam	1
		PPC English	Ms. Akriti Tiwari (AT)	1
Lab		Techedge	Mr. Shrey Srivastava	1
			Total	39

HOD



BUDDHA INSTITUTE OF MANAGEMENT
DEPARTMENT OF BUSINESS ADMINISTRATION (BBA)
ACADEMIC YEAR 2025-26 (EVENSEMESTER)

LESSON PLAN

Semester: 4 th	Section: A/B	Course Code: BBA 401	Contact Hours /week: 6
Course name: BUSINESS LAW			# of credits:3
Teacher's name: Ms. Sameeksha 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.
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COURSE SYLLABUS (as prescribed by University / Board)

Module No	UNIT Contents	Hours	COs
1	Indian Contract Act 1872 – Contract - Definition & Concept; Agreement - Offer & Acceptance; Consideration and Legality; Capacity of Parties to the Contract; Free Consent - Coercion, Undue Influence, Fraud, Misrepresentation, Mistake - Bilateral and Unilateral; Void Agreements - Agreements in Restraint of Marriage, Agreement in Restraint of Trade, Uncertain Agreements, Agreements in Restraint of Legal Proceedings, Wagering and Contingent Agreements and Contracts; Quasi Contracts; Performance and Discharge of Contracts; Breach of Contracts and Remedies.	10	CO1
2	Special Contracts Indemnity and Guarantee - Meaning, Nature and Features, Types of Guarantee, Provisions related to different types of Guarantee, Surety and Co-surety - Rights and Liabilities, Discharge of Surety.	8	CO2
3	Bailment and Pledge: Rights and Duties of Bailor and Bailee, Termination of Bailment; Agency: Creation of Agency, Classification of Agents, Relationship between Principal and Agent, Rights, Duties and Liabilities of Agent and Principal, Termination of Agency.	8	CO3
4	Contract of Sale of Goods: The Sale of Goods Act 1930- Introduction, Contract of Sale, Sale and Agreement to Sale, Kinds of Goods, Conditions and Warranties - Implied Conditions and Warranties, Doctrine of 'Caveat Emptor', Transfer of Property, Delivery of Goods, Duties of the Seller and the Buyer, Unpaid Seller's Remedies,	6	CO4
5	Partnership - Law of partnership: Definition, essentials of partnership, registration of partnership, kinds of partners, rights, liabilities of partners, dissolution of partnership.	8	CO 5

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

CO1	Understand the basic concepts of contract law including offer, acceptance, consideration, capacity, free consent, void agreements, performance, discharge, and remedies under the Indian Contract Act, 1872.
CO2	Explain the legal provisions related to special contracts like indemnity and guarantee, including types of guarantees, rights and liabilities of surety and co-surety, and discharge of surety.
CO3	Analyze the concepts of bailment and pledge along with rights and duties of bailor and bailee, and understand the legal framework of agency, including formation, classification, and termination of agency.
CO4	Describe the provisions of the Sale of Goods Act, 1930 including types of goods, conditions and warranties, transfer of property, rights and duties of seller and buyer, and remedies of unpaid seller.
CO 5	Understand and evaluate the law of partnership including its definition, essential elements, types of partners, rights and duties, and the process and implications of partnership dissolution.

Mapping of CO v/s PO:

	P01	P02	P03	P04	P05
C01					
C02					
C03					
C04					
C05					
Average					

	PS01	PS02	PS03
C01			
C02			
C03			
C04			
C05			
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	Indian Contract Act 1872 – Contract - Definition & Concept	L1	CO1					
2.		Agreement - Offer & Acceptance; Consideration and Legality	L1						
3.		Capacity of Parties to the Contact; Free Consent	L2						
4.		Coercion, Undue Influence, Fraud, Misrepresentation,	L1						
5.		Mistake - Bilateral and Unilateral	L2						
6.		Void Agreements	L2						
7.		TUTORIAL	L2						
8.		Agreements in Restraint of Marriage, Agreement in Restraint of Trade	L1						
9.		Uncertain Agreements, Agreements in Restraint of Legal Proceedings	L1						
10.		Wagering and Contingent Agreements and Contracts	L3						
11.		Quasi Contracts	L3						
12.		Performance and Discharge of Contracts;	L3						

13.		Breach of Contracts and Remedies	L3					
14.		TUTORIAL						
15.	II	Special Contracts Indemnity and Guarantee - Meaning	L1	CO2				
16.		Nature and Features of special contract	L1					
17.		Types of Guarantees	L3					
18.		Provisions related to different types of Guarantees	L3					
19.		Various other provisions	L4					
20.		TUTORIAL						
21.		Surety and Co-surety	L2					
22.		Surety and Co-surety various features	L3					
23.		Rights and Liabilities of surety	L2					
24.		Rights and Liabilities of co- surety	L4					
25.		Discharge of Surety	L2					
26.	TUTORIAL							
27.	III	Bailment and Pledge: Rights and Duties of Bailor and Bailee	L1	CO3				
28.		Duties of Bailor and Bailee	L2					
29.		Termination of Bailment	L2					
30.		Agency: Meaning of Agency	L3					
31.		Creation of Agency	L4					

32.		Classification of Agents	L4					
33.		Classification of Agents	L4					
34.		TUTORIAL						
35.		Relationship between Principal and Agent	L2					
36.		Relationship between Principal and Agent	L1					
37.		Rights of Agent and Principal	L1					
38.		Duties of Agent and Principal,	L2					
39.		Liabilities of Agent and Principal	L3					
40.		Termination of Agency	L2					
41.		TUTORIAL						
42.	IV	The Sale of Goods Act 1930- Introduction	L1	CO4				
43.		Contract of Sale	L2					
44.		Sale and Agreement to Sale	L2					
45.		Kinds of Goods	L2					
46.		Conditions and Warranties	L2					
47.		Implied Conditions and Warranties	L2					
48.		Implied Conditions and Warranties	L2					
49.		TUTORIAL						
50.		Doctrine of 'Caveat Emptor'	L1					

51.	Transfer of Property	L1						
52.	Transfer of Property	L2						
53.	Delivery of Goods	L3						
54.	Delivery of Goods	L2						
55.	Duties of the Seller	L2						
56.	Duties of the Buyer	L3						
57.	Unpaid Seller's Remedies	L3						
58.	TUTORIAL							
59.	Partnership - Law of partnership: Definition	L1						
60.	Essentials of partnership	L2						
61.	Registration of partnership	L2						
62.	Kinds of partners	L2						
63.	Kinds of partners	L3						
64.	TUTORIAL							
65.	Rights of partners	L2						
66.	liabilities of partners	L2						
67.	Dissolution of partnership	L3						
68.	REVISION	L2						

69.		TUTORIAL							
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CLASS TEST	SYLLABUS
CT-01	Class___-Class -___
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. Kapoor N. D., *"Elements of Mercantile Law by Mercantile Law"*, Sultan Chand and Sons.
2. Kuchhal M. C., *"Business Law"*, Vikas Publishing House Pvt. Ltd.
3. Agarwal Rohini, *"Mercantile & Commercial Laws"*, Taxman Allied Services Pvt. Ltd.

Reference Books:(As per University / Board syllabus)

1. Pathak Akhileshwar, *"Legal Aspects of Business"*, Tata McGraw Hill.
2. Tulsian P.C., *"Business Law"*, S. Chand & Company

Faculty Sign

HOD's sign



BUDDHA INSTITUTE OF MANAGEMENT
DEPARTMENT OF BUSINESS ADMINISTRATION (BBA)
ACADEMIC YEAR 2025-26 (EVENSEMESTER)

LESSON PLAN

Semester: 4th	Section: A/B	Course Code: BBA402	Contact Hours /week: 6
Course name: PRODUCTIONS AND OPERATION MANAGEMENT			# of credits:3
Teacher's name: Mr. UTKARSH YADAV			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	Nature of production; production as a system; production as an organization function; decisionmaking in production; importance of production function; scope of production and operations management; characteristics of modern production and operations Objectives of production planning and control; principles of production planning and control (PPC); main functions of production planning and control department.	10	C01
2	Factors influencing choice of manufacturing methods; classification of manufacturing methods - project production, jobbing production, batch production, mass and flow production, process production (meaning and characteristics of each method). Importance of work study, Factors influencing productivity, Concept of Standard time, Method study, Time and motion study,	8	C02
3	Factors affecting location; plant layout principles; types of plant layout -process layout, product layout, combined layout, static product layout or project layout, cellular layout, job shop layout (Meaning of each type); Different types of facilities; building, sanitation, lighting, air conditioning, safety etc.	8	C03
4	Purchasing; selection of suppliers; inventory management; material handling principles and practices; inventory control; value analysis; value engineering and ergonomics (Concepts only)	8	C04
5	Introduction, meaning, types of maintenance. Waste management- scrap and surplus disposal, salvage and recovery.	6	C05

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

C01	Understand the nature, scope, and functions of production and operations management; explain decision-making in production and objectives and principles of production planning and control (PPC)
C02	Describe various manufacturing methods and their characteristics; analyze factors influencing method choice; understand the significance of work study, time and motion study, and techniques of work measurement
C03	Identify and explain factors affecting plant location; evaluate different types of plant layouts and analyze facility requirements such as building design, lighting, safety, etc
C04	Explain the fundamentals of materials management including purchasing, supplier selection, inventory control, material handling, and the basic concepts of value analysis, value engineering, and ergonomics
C05	Understand the meaning and types of maintenance and apply concepts of waste management including scrap disposal, salvage, and recovery.

Mapping of CO v/s PO:

	P01	P02	P03	P04	P05
C01					
C02					
C03					
C04					
C05					
Average					

	PS01	PS02	PS03
C01			
C02			
C03			
C04			
C05			
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	Nature of production; production as a system;	L1	CO1					
2.		production as an organization function;	L1						
3.		decisionmaking in production; importance of production function;	L2						
4.		importance of production function; scope of production and operations management;	L1						
5.		scope of production and operations management;	L2						
6.		characteristics of modern production and operations	L2						
7.		TUTORIAL	L2						
8.		Objectives of production	L1						
9.		planning and control;	L1						
10.		principles of production	L3						
11.		planning and control	L3						

12.		main functions of production	L3					
13.		planning and control department.	L3					
14.		TUTORIAL						
15.	II	Factors influencing choice of manufacturing methods;	L1	C02				
16.		classification of manufacturing methods	L1					
17.		project production,	L3					
18.		jobbing production,	L3					
19.		batch production	L4					
20.		TUTORIAL						
21.		mass and flow production,	L2					
22.		process production (meaning and characteristics of each method).	L3					
23.		Importance of work study, Factors influencing productivity,	L2					
24.		Concept of Standard time, Method study,	L4					
25.		Time and motion study,	L2					
26.		Relationship of time and motion study to work study;	L2					
27.		work measurement;	L2					
28.		techniques of work measurement.	L2					
29.	TUTORIAL							
30.		Factors affecting location	L1	C03				

31.	III	Factors affecting plant layout principles	L4						
32.		static product layout	L4						
33.		project layout	L4						
34.		TUTORIAL							
35.		cellular layout	L2						
36.		job shop layout	L1						
37.		Different types of facilities	L1		CO4				
38.		building, sanitation, lighting, air conditioning, safety etc.	L2						
39.		air conditioning, safety etc.	L3						
40.		Case Study	L2						
41.	TUTORIAL								
42.	IV	Purchasing	L1						
43.		selection of suppliers;	L2						
44.		inventory management	L2						
45.		material handling principles	L2						
46.		material handling practices	L2						
47.		inventory control	L2						
48.		Case Study	L2						
49.		TUTORIAL							
50.		value analysis	L1						

51.		value engineering	L1					
52.		ergonomics (Concepts only)	L2					
53.		Features of ergonomics	L3					
54.		Practical Questions	L2					
55.		Practical Questions	L2					
56.		Case Study	L3					
57.		Case Study	L3					
58.		TUTORIAL						
59.	V	Maintenance and waste management	L1	C05				
60.		Understand the meaning of maintenance	L2					
61.		types of maintenance	L2					
62.		apply concepts of waste management	L2					
63.		Case Study	L3					
64.		TUTORIAL						
65.		concepts of waste management including scrap disposal	L2					
66.		Concept of Salvage	L2					
67.		How to do recovery	L3					
68.		Revision	L2					

69.	TUTORIAL							
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CLASS TEST	SYLLABUS
CT-01	Class ___ -Class - ___
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)

T1Thomas E. Morton, Production and Operations Management • N.G Nair, Production and Operation Management, Tata McGraw-Hill Publishing Company Limited

T2S.N. Chary, Production and Operations Management, Tata McGraw-Hill Publishing Company Limited

Reference Books:(As per University / Board syllabus)

R1Thomas E. Morton, Production and Operations Management • N.G Nair, Production and Operation Management, Tata McGraw-Hill Publishing Company Limited

Faculty Sign

HOD's sign



BUDDHA INSTITUTE OF MANAGEMENT

DEPARTMENT OF BUSINESS ADMINISTRATION (BBA)

ACADEMIC YEAR 2025-26 (EVEN Semester)

LESSON PLAN

Semester: 4	Section: B	Course Code: BBA403	Contact Hours /week: 5
Course name: Business Environment			# of credits:
Teacher's name: Mr. Abhay Kumar Upadhyay			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 Lecture ,Case Studies, Group Discussion, PPT & Current Affairs Integration
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COURSE SYLLABUS (as prescribed by University / Board)

Module No	UNIT Contents	Hours	COs
1	Business Environment- Meaning, Scope, Importance, Environmental Factors, Recent Political Environment, Recent Economic and Financial Environment, NITI Aayog , GDP & GNP trends. MSME definition	11	C01
2	Characteristics of the Indian Economy, factors affecting the economy, economic resources (natural, industrial and technological) impact of liberalization, privatization and globalization on Indian business. Poverty and unemployment in India, planning for poverty elevation, Inflation, Human Development, Rural Development, Problems of Growth.	12	C02
3	International Investment - Factors effecting foreign Investment Growth of foreign investment - Significance of foreign investment Foreign Investment in India, Business Ethics, Corporate Governance, Philosophy and strategy of planning in India.	11	C03
4	Meaning- features- impact of technology- Transfer of technology – Technological policies, Special Economic Zone (SEZ) and their role and impact in International Business Environment, World Trade Organisation (WTO), Redefining Value Proposition to MSME.	13	C04

5	Natural environment-meaning and influence on business. Protection of environment – enactments and pollution agents-sustainable developments, Nature of Corporate governance, Factors influencing Corporate governance, Mechanisms of Corporate governance, Nature of culture, Impact of culture on business.	13	C05
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COURSE OUTCOMES: At the end of the Course, the Student will be able to:

C01	To describe, explain, and analyse the meaning, scope, and importance of business environment and evaluate recent political, economic, and financial trends affecting Indian planning.
C02	To identify, interpret, and differentiate the characteristics of the Indian economy and explain the impact of liberalization, privatization, and globalization on business, poverty, unemployment, and human development.
C03	To analyze, relate, and assess factors affecting international investment and explain the growth and significance of foreign investments in India along with the principles of business ethics and corporate governance.
C04	To define, discuss, and interpret the impact of technology and SEZs on international business, and explain the role of WTO and value proposition redefinition for MSMEs.
C05	To identify, justify, and illustrate the influence of the natural environment on business and evaluate mechanisms of corporate governance and cultural factors affecting business.

Mapping of CO v/s PO:

	P01	P02	P03	P04	P05
C01					
C02					
C03					
C04					
C05					
Average					

	PS01	PS02	PS03
C01			
C02			
C03			
C04			
C05			
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	Current Affairs and Case study related with business environment
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LESSON PLAN

Lecture	Module	Scheduled			Conducted			
		Topic	*RBT Levels	C O Mapping	Date	Topic	Date	No. Of Students
1.	I	Introduction to Business Environment – Meaning	L1	CO 1				
2.		Scope and Importance of Business Environment, Types of Business Environment	L1, L2					
3.		Environmental Factors – PEST	L2					
4.		Recent Political Environment in India	L1, L2					
5.		Recent Economic Environment	L1, L2					
6.		Tutorial						

7.		Recent Financial Environment	L1, L2					
8.		Role of NITI Aayog	L1, L2					
9.		GDP & GNP – Meaning and Trends	L1, L2					
10.		MSME – Definition & Classification	L1, L2					
11.		Tutorial						
12.		Characteristics of Indian Economy	L3					
13.		Factors Affecting Indian Economy	L3					
14.		Natural Resources	L3					
15.		Industrial & Technological Resources & LPG	L2					
16.		Liberalization, Privatization, Globalization	L2					
17.	II	Liberalization, Privatization, Globalization	L2	CO 2				
18.		Tutorial						
19.		Poverty in India	L3					
20.		Unemployment in India	L1, L2					
21.		Inflation & Human Development	L1, L2					

22.		Rural Development	L1, L2					
23.		Tutorial						
24.	III	International Investment – Meaning	L1, L2	CO 3				
25.		Factors Affecting Foreign Investment	L1, L2					
26.		Growth & Significance of Foreign Investment	L1, L2					
27.		Foreign Investment in India	L1, L2					
28.		Tutorial						
29.		Business Ethics – Meaning & Importance	L1, L2					
30.		Corporate Governance – Concept	L2					
31.		Philosophy of Planning in India	L2					
32.		Strategy of Planning in India	L2					
33.		Case Study: Corporate Governance	L2 L4					
34.		Tutorial		CO 4				
35.	IV	Technology – Meaning & Features	L3					

36.		Impact of Technology on Business	L3					
37.		Transfer of Technology	L3					
38.		Technological Policies in India	L3					
39.		Tutorial						
40.		SEZ – Meaning & Features	L2					
41.		Role of SEZs in International Business	L2					
42.		Impact of SEZs	L1 L2					
43.		WTO – Structure & Functions	L2					
44.		WTO Agreements & India	L2					
45.		Redefining Value Proposition for MSMEs	L3					
46.		Case Study: MSMEs & Globalization	L2 L4					
47.		Tutorial						
48.	v	Natural Environment – Meaning	L1	CO 5				
49.		Influence of Natural Environment on Business	L2					
50.		Environmental Protection	L2					
51.		Environmental Laws in India	L3					

52.	Pollution – Types & Agents	L3					
53.	Sustainable Development	L1 L2					
54.	Tutorial						
55.	Corporate Governance – Nature	L1 L2					
56.	Factors Influencing Corporate Governance	L1 L2					
57.	Mechanisms of Corporate Governance	L1 L2					
58.	Nature of Culture	L1 L2					
59.	Impact of Culture on Business	L2					
60.	Tutorial						

Class Test	Syllabus
CT-01	Class_1_-Class -_27
PUT	Full Syllabus

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

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

References:

Text books :(As per University / Board syllabus)

1. **Shaikh & Saleem**, "Business Environment", Pearson Education.
2. **K. Aswathappa**, Essentials of Business Environment, Himalaya Publishing House Pvt. Ltd.
3. **Mittal**, "Business Environment", Excel Books.
4. **V. Neelamegam**, "Business Environment", Vrinda Publications.

Faculty Sign

HOD's sign



BUDDHA INSTITUTE OF MANAGEMENT

DEPARTMENT OF BUSINESS ADMINISTRATION (BBA)

ACADEMIC YEAR 2025-26 (EVEN Semester)

LESSON PLAN

Semester: 4	Section: A	Course Code: BBA403	Contact Hours /week: 5
Course name: Business Environment			# of credits:
Teacher's name: Ms. Praveen Yadav			Designation: AP
Sessional Marks: 30	End Semester Examination Marks: 70		University Exam Hours: 3 hours

Prerequisites if any:	NA
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Content delivery methods:	By Face to Face Lecture ,Case Studies, Group Discussion, PPT & Current Affairs Integration
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COURSE SYLLABUS (as prescribed by University / Board)

Module No	UNIT Contents	Hours	COs
1	Business Environment- Meaning, Scope, Importance, Environmental Factors, Recent Political Environment, Recent Economic and Financial Environment, NITI Aayog , GDP & GNP trends. MSME definition		CO1
2	Characteristics of the Indian Economy, factors affecting the economy, economic resources (natural, industrial and technological) impact of liberalization, privatization and globalization on Indian business. Poverty and unemployment in India, planning for poverty elevation, Inflation, Human Development, Rural Development, Problems of Growth.		CO2
3	International Investment - Factors effecting foreign Investment Growth of foreign investment - Significance of foreign investment Foreign Investment in India, Business Ethics, Corporate Governance, Philosophy and strategy of planning in India.		CO3
4	Meaning- features- impact of technology- Transfer of technology – Technological policies, Special Economic Zone (SEZ) and their role and impact in International Business Environment, World Trade Organisation (WTO), Redefining Value Proposition to MSME.		CO4
5	Natural environment-meaning and influence on business. Protection of environment – enactments and pollution agents- sustainable developments, Nature of Corporate governance, Factors influencing Corporate governance, Mechanisms of Corporate governance, Nature of culture, Impact of culture on business.		CO5

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

C01	describe, explain, and analyse the meaning, scope, and importance of business environment and evaluate recent political, economic, and financial trends affecting Indian planning.
C02	identify, interpret, and differentiate the characteristics of the Indian economy and explain the impact of liberalization, privatization, and globalization on business, poverty, unemployment, and human development.
C03	analyze, relate, and assess factors affecting international investment and explain the growth and significance of foreign investments in India along with the principles of business ethics and corporate governance.
C04	define, discuss, and interpret the impact of technology and SEZs on international business, and explain the role of WTO and value proposition redefinition for MSMEs.
C05	identify, justify, and illustrate the influence of the natural environment on business and evaluate mechanisms of corporate governance and cultural factors affecting business.

Mapping of CO v/s PO:

	P01	P02	P03	P04	P05
C01					
C02					
C03					
C04					
C05					
Average					

	PS01	PS02	PS03
C01			
C02			
C03			
C04			
C05			
Average			

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

Gap in the syllabus	
Topics to be covered beyond syllabus	Current Affairs and Case study related with business environment

LESSON PLAN

Lecture	Module	Scheduled				Conducted			
		Topic	*RBT Levels	C O Mapping	Date	Topic	Date	No. Of Students	Faculty Sign
1.	I	Introduction to Business Environment – Meaning	L1	CO1					
2.		Scope and Importance of Business Environment, Types of Business Environment	L1,L2						
3.		Environmental Factors – PEST	L1,L2						
4.		Recent Political Environment in India	L1,L2						
5.		Recent Economic Environment	L1,L2						
6.		Tutorial							
7.		Recent Financial Environment	L1,L2						
8.		Role of NITI Aayog	L1,L2						
9.		GDP & GNP – Meaning and Trends	L1,L2						
10.		MSME – Definition & Classification	L1,L2						

11.		Tutorial						
12.	II	Characteristics of Indian Economy	L3	C02				
13.		Factors Affecting Indian Economy	L3					
14.		Natural Resources	L3					
15.		Industrial & Technological Resources&LPG	L3					
16.		Liberalization, Privatization, Globalization	L3					
17.		Liberalization, Privatization, Globalization	L3					
18.		Tutorial						
19.		Poverty in India	L1,L2					
20.		Unemployment in India	L1,L2					
21.		Inflation&Human Development	L1,L2					
22.		Rural Development	L1,L2					
23.		Tutorial						
24.	III	International Investment – Meaning	L1,L2	C03				
25.		Factors Affecting Foreign Investment	L1,L2					
26.		Growth & Significance of Foreign Investment	L1,L2					

27.		Foreign Investment in India	L1,L2					
28.		Business Ethics – Meaning & Importance	L1,L2					
29.		Tutorial						
30.		Corporate Governance – Concept	L3					
31.		Philosophy of Planning in India	L3					
32.		Strategy of Planning in India	L3					
33.		Strategy of Planning in India	L3					
34.		Case Study: Corporate Governance	L3					
35.		Tutorial	L3					
36.	IV	Technology – Meaning & Features	L3	C04				
37.		Impact of Technology on Business	L3					
38.		Transfer of Technology	L3					
39.		Technological Policies in India	L3					
40.		Tutorial						
41.		SEZ – Meaning & Features	L1L2L3					
42.		Role of SEZs in International Business	L1L2L3					

43.		Impact of SEZs	L1L2L3					
44.		WTO – Structure & Functions	L1L2L3					
45.		WTO Agreements & India	L1L2L3					
46.		Redefining Value Proposition for MSMEs	L3					
47.		Case Study: MSMEs & Globalization	L3					
48.		Tutorial						
49.		Natural Environment – Meaning	L1					
50.		Influence of Natural Environment on Business	L2					
51.		Environmental Protection	L2					
52.		Environmental Laws in India	L3					
53.	v	Pollution – Types & Agents	L2	C05				
54.		Sustainable Development	L1L2L3					
55.		Tutorial						
56.		Corporate Governance – Nature	L1L2L3					
57.		Factors Influencing Corporate Governance	L1L2L3					
58.		Mechanisms of Corporate Governance	L1L2L3					

59.	Mechanisms of Corporate Governance	L1L2L3					
60.	Nature of Culture	L1L2L3					
61.	Impact of Culture on Business	L2 L3					
62.	Tutorial						

Class Test	Syllabus
CT-01	Class___ -Class - ___
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. **Shaikh & Saleem**, "Business Environment", Pearson Education.
2. **K. Aswathappa**, Essentials of Business Environment, Himalaya Publishing House Pvt. Ltd.
3. **Mittal**, "Business Environment", Excel Books.
4. **V. Neelamegam**, "Business Environment", Vrinda Publications.

Faculty Sign

HOD's sign



BUDDHA INSTITUTE OF MANAGEMENT
DEPARTMENT OF BUSINESS ADMINISTRATION (BBA)
ACADEMIC YEAR 2025-26 (EVENSEMESTER)

LESSON PLAN

Semester: 4TH	Section: A/B	Course Code: BBA 404	Contact Hours /week: 6
Course name: Design Thinking and Innovation			# of credits:3
Teacher's name: Akriti Tiwari			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 design thinking, traditional problem solving versus design thinking, history of design thinking, wicked problems. Innovation and creativity, the role of innovation and creativity in organizations, creativity in teams and their environments. Process of Design Thinking , implementing the process in driving innovation, Mindset for design thinking, Design thinking for product and process innovation, Difference between engineering design and design thinking.	8	C01
2	Methods and Tools for Empathize and Define phases: Empathize - Methods of Empathize Phase: Ask5 Why / 5W+H questions, Stakeholder map, Empathy Map, Peer observation, Trend analysis Define- Methods of Define Phase: Storytelling, Critical items diagram, Define success	8	C02
3	Finalize the problem statement, Methods and Tools for Ideate phase: Ideate - Brainstorming, 2X2matrix, 6-3-5 method, NABC method	8	C03
4	Methods and Tools for Prototype Phase: Prototype - Types of prototypes - Methods of prototyping - Focused experiments, Exploration map, Minimum Viable Product;	8	C04
5	Methods and Tools for Test Phase: Test - Methods of Testing: Feedback capture grid, A/B testing, Solution Overview - Create a Pitch - Plan for scaling up - Road map for implementation	8	C05

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

CO1	Understand the fundamentals of design thinking, its comparison with traditional problem-solving, the history and concept of wicked problems, and the role of innovation and creativity in organizations and teams.
CO2	Apply methods and tools used in the Empathize and Define phases such as empathy mapping, stakeholder maps, peer observations, and critical item diagrams to frame problem statements
CO3	Use ideation tools like brainstorming, 2x2 matrix, 6-3-5 method, and NABC framework to generate innovative ideas and finalize problem statements.
CO4	Develop prototypes using various methods such as focused experiments, exploration maps, and MVPs to visualize solutions.
CO5	Test prototypes using methods like A/B testing, feedback grids; create pitches, plan scaling strategies, and design an implementation roadmap.

Mapping of CO v/s PO:

	P01	P02	P03	P04	P05
C01					
C02					
C03					
C04					
C05					
Average					

	PS01	PS02	PS03
C01			
C02			
C03			
C04			
C05			
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 design thinking	L1	CO1					
2.		traditional problem solving versus design thinking	L1						
3.		history of designthinking	L2						
4.		wicked problems	L1						
5.		Innovation and creativity	L2						
6.		the role of innovation and creativity inorganizations,	L2						
7.		TUTORIAL	L2						
8.		creativity in teams and their environments.	L1						
9.		Process of Design Thinking	L1						
10.		implementingthe process in driving innovation	L3						
11.		Mindset for design thinking	L3						
12.		Design thinking for product andprocess innovation	L3						
13.		Difference between engineering design and design thinking.	L3						
14.		TUTORIAL							
15.	II	Methods and Tools for Empathize and	L1	CO2					

		Define phases: Empathize - Methods of Empathize Phase						
16.		Ask5 Why / 5W+H questions,	L1					
17.		Stakeholder map,	L3					
18.		Empathy Map,	L3					
19.		Peer observation,	L4					
20.		TUTORIAL						
21.		Trend analysis Define	L2					
22.		Methods of Define Phase	L3					
23.		Storytelling	L2					
24.		Critical items diagram	L4					
25.		Define success	L2					
26.		TUTORIAL						
27.	III	Finalize the problem statement,	L1	C03				
28.		Methods and Tools for Ideate phase:	L2					
29.		Concept of Ideate	L2					
30.		Purpose of Ideate,	L3					
31.		Concept of Brainstorming.	L4					
32.		Purpose of Brainstorming,	L4					
33.		Concept of 2X2matrix,	L4					
34.		TUTORIAL						
35.		Revise	L2					
36.		Objective of 2X2matrix	L1					
37.		Concept of 6-3-5 method	L1					

38.		Purpose of 6-3-5 method	L2					
39.		Meaning of NABC method	L3					
40.		NABC method	L2					
41.		TUTORIAL						
42.	IV	Methods and Tools for Prototype Phase	L1	CO4				
43.		Meaning of Prototype	L2					
44.		Purpose of prototyping	L2					
45.		Types of prototypes	L2					
46.		Low-Fidelity Prototypes, High-Fidelity Prototypes, Physical prototypes, and Digital Prototypes.	L2					
47.		Methods of prototyping	L2					
48.		Methods of prototyping	L2					
49.		TUTORIAL						
50.		Focused experiments,	L1					
51.		Types of Focused experiment	L1					
52.		Exploration map	L2					
53.		Purpose of Exploration map.	L3					
54.		Key component of Exploration map.	L2					
55.	Minimum Viable Product	L2						

56.	Concept, Objective of Minimum Viable Product.	L3						
57.	Difference btw Prototype Minimum Viable Product	L3						
58.	TUTORIAL							
59.	Methods and Tools for Test Phase:	L1	CO 5					
60.	Overview of the Test Phase	L2						
61.	Test - Methods of Testing	L2						
62.	Feedback Capture Grid	L2						
63.	A/B testing	L3						
64.	TUTORIAL							
65.	Solution Overview	L2						
66.	Create a Pitch	L2						
67.	Plan for scaling up	L3						
68.	Road map for implementation	L2						
69.	TUTORIAL							

CLASS TEST	SYLLABUS
CT-01	Class ___-Class -___
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.Srinivasan R-Design thinking and innovation

Reference Books:(As per University / Board syllabus)

R1. Michael Lewrick, Patrick Link, Larry Leifer, The Design Thinking Playbook, John Wiley & Sons, 2018.

Faculty Sign

HOD's sign



BUDDHA INSTITUTE OF MANAGEMENT

DEPARTMENT OF BUSINESS ADMINISTRATION (BBA)

ACADEMIC YEAR 2025-26 (ODD SEMESTER)

LESSON PLAN

Semester: 4	Section: A,B	Course Code: BBA405	Contact Hours /week:5
Course name: Business Organisation			# of credits:3
Teacher's name:Ms.Praveen Yadav			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	UNIT- I: Meaning and definition of business essentials & scope of business, Classification of Business Activities, Meaning, Definition, Characteristics and objectives of Business Organization, Evolution of Business Organization. Model Business, Business & Profession.	(8Hrs)	C01
2	UNIT- II: (Session 08 Hours) Business Unit, Establishing a new business unit. Meaning of Promotion. Features for business,	(8 Hrs)	C02
3	UNIT- III: Organization process — Importance, principles. Various aspects of organization, organization structure, Departmentation, Line and Staff Relationships, Span of control, Delegation of authority, Decentralization	(8 Hrs)	C03
4	UNIT- IV: Business Combination Meaning Causes, Objectives, Types and Forms Mergers, Takeovers and Acquisitions.	(8 Hrs)	C04
5	UNIT- V: Business Finance: Financial need of Business methods & Sources of finance. Security Market, Money Market, Study of Stock Exchange & SEBI.	(8 Hrs)	C05

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

C01	1. To define, describe, and classify the scope, nature, and evolution of business and business organizations, distinguishing between business, trade, and profession.
C02	2. To identify, explain, and analyze the steps involved in establishing a business unit, including promotion, plant location, layout, and determining optimal business size.
C03	3. To interpret, evaluate, and compare various organizational structures and processes, such as departmentation, span of control, line and staff functions, delegation, and decentralization.
C04	4. To describe, justify, and illustrate the causes and types of business combinations, including mergers, takeovers, and acquisitions, and their impact on market competition.
C05	5. To explain, compute, and relate financial needs of business units and analyze different sources and methods of business finance, including the structure and functions of money and capital markets.

Mapping of CO v/s PO:

	P01	P02	P03	P04	P05
C01					
C02					
C03					
C04					
C05					
Average					

	PS01	PS02	PS03
C01			
C02			
C03			
C04			
C05			
Average			

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

Gap in the syllabus	
Topics to be covered beyond syllabus	

LESSON PLAN

Lecture	Module	Scheduled			Conducted			
		Topic	*RBT Levels	C O Mapping	Date	Topic	Date	No. Of Students
1	I	Introduction	L1	CO1				
2		Meaning and Definition of Business essential	L1					
3		Classification of Business	L2					
4		Meaning and definition of Business organisation	L1, L2					
5		Objectives of Business	L1, L2					
6		Tutorial-1						
7		Evolution of Business Organization	L2					
8		Model Business	L1, L2					
9		Business & Profession	L1, L2					
10		Business & Profession	L1					
11		TUTORIAL-2						
12	II	Introduction to Establish a New Business Unit	L2, L3,	CO2				

13		Introduction to Establish a New Business Unit	L2					
14		Definition & Meaning of Business Unit	L1					
15		Definition & Meaning of Business Unit	L1					
16		TUTORIAL-3						
17		Meaning and definition of Promotion	L1					
18		Meaning and definition of Promotion	L1					
19		Features of Business Promotion	L2,					
20		Features of Business Promotion	L2					
21		TUTORIAL-4						
22	II I	Organization Process	L2,					
23		Importance of Organization	L2					
24		Principles of Organization	L3					
25		Organization Structure	L2					
26		Departmentation	L2					
27		TUTORIAL-5						
28		Line and Staff Relationship	L2					
29		Span of Control	L2,					

30		Delegation of Authority	L2,					
31		Decentralization	L3					
32		TUTORIAL-6						
33	I V	Meaning and definition of Business Combination	L1	C04				
34		Causes of combination	L2					
35		Combination of Objectives	L2					
36		Types and Forms	L2					
37		Types and Forms	L3					
38		TUTORIAL-7						
39		Mergers	L1					
40		Takeovers	L2					
41		Acquisitions	L3					
42			TUTORIAL-8					
43		Introduction to Financial Needs of Business	L1	C05				
44		Methods & Sources of Finance	L2					

45	V	Internal Sources	L1					
46		Internal Sources	L1					
47		External Sources	L3					
48		External Sources	L3					
49		TUTORIAL-9						
50		Security Market	L2					
51		Money Market	L3					
52		Money Market	L3					
53		SEBI (Securities and Exchange Board of India)	L3					
54		SEBI (Securities and Exchange Board of India)	L3					
55		TUTORIAL-10						
56		Revision						
57		Revision						
58		Revision						
59		Revision						
60		Revision						

CLASS TEST	SYLLABUS
CT-01	Class----&-----
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. Stoner, Freeman and Gilbert Jr (2003); Management, Prentice Hall of India, New Delhi,
2. Gupta, C.B. (2003); Management Concepts and Practices, Sultan Chand and Sons, New Delhi,
3. Robbins, S. (2017). Management, Pearson Education, New Delhi; (13th ed.).
4. Wren, D. A. &Bedeian, A. G. 2009. The evolution of management thought. (6th ed.), 'New York: Wiley

Faculty Sign

HOD's sign



BUDDHA INSTITUTE OF MANAGEMENT
DEPARTMENT OF BUSINESS ADMINISTRATION (BBA)
ACADEMIC YEAR 2025-26 (EVENSEMESTER)

LESSON PLAN

Semester: 4 th	Section: A/B	Course Code: BBA 406	Contact Hours /week: 6
Course name: Marketing Management-II			# of credits:3
Teacher's name: Ms. Khushi Dixit			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	Marketing Mix: Meaning, Concept & Importance of Marketing Mix, Elements of Marketing Mix, Determining the Marketing Mix, Factors influencing the Determination of Marketing Mix, Essentials of Effective Marketing Mix; Elements of Service Mix. Product Decisions: Product Mix Strategy Classification of products and strategies for different types of consumer products, New product development process. Product Life Cycle and various strategies. Product Line decisions, branding: Concept and Challenges. Packaging and labeling.	8	CO1
2	Pricing Decisions: Pricing Considerations and Strategies Introduction to various objectives of pricing, Pricing Process. Adapting the price: Concept of geographical pricing, promotional pricing, discriminatory pricing. Understanding various pricing strategies and their application.	8	CO2
3	Place Decisions: Distribution and Logistics Decision Nature of Marketing Channels, Channel Functions and Flows, Channel Design and Management Decisions, Channel Dynamics. Introduction to Wholesaling, Retailing and Logistics.	8	CO3
4	Promotion Decisions: Deciding on the Marketing Communications Mix, Process of deciding the marketing communication mix, Marketing communication budget. Introduction to various elements of integrated marketing communications	8	CO4
5	Current issues and Global Marketing: Social, ethical & legal aspects of marketing; Introduction to global market place Challenges and opportunities of Globalization. Factors governing entry into foreign markets. Marketing Mix for Global Markets. Trends in international marketing	8	CO 5

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

C01	Understand the concept and importance of marketing mix and product decisions including strategies for product types, branding, packaging, and product life cycle.
C02	Analyze and apply various pricing strategies and adapt pricing to different market conditions, including promotional, geographical, and discriminatory pricing.
C03	Comprehend the structure and functions of marketing channels and logistics; evaluate distribution strategies and channel dynamics.
C04	Explain the process of creating an integrated marketing communications mix and develop strategies within promotion decisions and budgeting
C0 5	Analyze the current global marketing trends and challenges including legal, ethical, and social issues; understand global market entry strategies and design global marketing mixes.

Mapping of CO v/s PO:

	P01	P02	P03	P04	P05
C01					
C02					
C03					
C04					
C05					
Average					

	PS01	PS02	PS03
C01			
C02			
C03			
C04			
C05			
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	Marketing Mix: Introduction and Meaning	L1	CO1					
2.		Concept & Importance of Marketing Mix	L1						
3.		Elements of Marketing Mix	L2						
4.		Determining the Marketing Mix	L1						
5.		Factors influencing the Determination of Marketing Mix	L2						
6.		Essentials of Effective Marketing Mix; Elements of Service Mix.	L2						
7.		TUTORIAL	L2						
8.		Product Mix Strategy Classification of products strategies for different types of consumer products	L1						
9.		New product development process	L1						
10.		Product Life Cycle and various strategies	L3						
11.		Product Line Decisions	L3						
12.		Branding: Concept and Challenges	L3						

13.		Packaging and labelling	L3							
14.		TUTORIAL								
15.	II	Pricing Decisions: Pricing Considerations	L1	C02						
16.		Strategies Introduction to various objectives of pricing	L1							
17.		Strategies Introduction to various objectives of pricing	L3							
18.		Pricing Process	L3							
19.		Pricing Process	L4							
20.		TUTORIAL								
21.		Adapting the price: Concept of geographical pricing	L2							
22.		promotional pricing,	L3							
23.		Discriminatory pricing	L2							
24.		Understanding various pricing strategies and their application	L4							
25.		Understanding various pricing strategies and their application	L2							
26.		TUTORIAL								
27.		III	Place Decisions: Distribution and Logistics Decision		L1	C03				
28.			Nature of Marketing Channels		L2					
29.	Channel Functions		L2							
30.	Channel Functions		L3							
31.	Channel Flows		L4							
32.	Channel Flows		L4							

33.		Channel Functions and Flows	L4					
34.		TUTORIAL						
35.		Channel Design and Management Decisions	L2					
36.		Channel Dynamics	L1					
37.		Channel Dynamics	L1					
38.		Introduction to Wholesaling	L2					
39.		Retailing and Logistics.	L3					
40.		Difference between wholesaling, Retailing and logistics	L2					
41.		TUTORIAL						
42.		Introduction to Promotion Decisions	L1					
43.		Deciding on the Marketing Communications Mix	L2					
44.		Deciding on the Marketing Communications Mix	L2					
45.		Deciding on the Marketing Communications Mix	L2					
46.	IV	Process of deciding the marketing communication mix	L2	CO4				
47.		Process of deciding the marketing communication mix	L2					
48.		Process of deciding the marketing communication mix	L2					
49.		TUTORIAL						
50.		Marketing communication budget	L1					

51.	Marketing communication budget	L1						
52.	Marketing communication budget	L2						
53.	Introduction to various elements of integrated marketing communications	L3						
54.	Definition of various elements of integrated marketing communications	L2						
55.	Importance of various elements of integrated marketing communications	L2						
56.	Importance of various elements of integrated marketing communications	L3						
57.	Features of various elements of integrated marketing communications	L3						
58.	TUTORIAL							
59.	Current issues and Global Marketing introduction	L1						
60.	Social, ethical & legal aspects of marketing	L2						
61.	Introduction to global market place	L2						
62.	Challenges of Globalization	L2						
63.	opportunities of Globalization	L3						
64.	TUTORIAL							
65.	Factors governing entry into foreign markets	L2						
66.	Marketing Mix for Global Markets	L2						

67.		Trends in international marketing	L3					
68.		Trends in international marketing	L2					
69.		TUTORIAL						

CLASS TEST	SYLLABUS
CT-01	Class___-Class -___
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.Ramaswami and Namakumari-Machmilan publication

T2. T. N. Chabra- Dhanpat Rai ans Co.

Reference Books:(As per University / Board syllabus)

R1.Kotler Philip and Armstrong Gray, Principles of Marketing, Eleventh Edition, Pearson Education.

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HOD's sign



BUDDHA INSTITUTE OF MANAGEMENT

DEPARTMENT OF COMPUTER APPLICATION

ACADEMIC YEAR 2025-26 (ODD Semester)

LESSON PLAN

Semester: IV	Section: A	Course Code: BBA 407	Contact Hours /week: 2
Course name: HUMAN VALUES			# of credits: 3
Teacher's name: Miss. Shreya 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	Introduction: 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 fulfillment 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.	8	C01

2	<p>Understanding Harmony in the Human Being: 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.</p>	8	C02
3	<p>Understanding Harmony in the Family and Society Harmony in Human-Human Relationship Understanding harmony in the Family-the basic unit of human interaction, Understanding values in the human-human relationship; meaning of Nyaya and program for its fulfillment to ensure Ubhay-tripti; Trust (Vishwas) and Respect(Samman) as the foundational values of relationship, Understanding the meaning of Vishwas; Difference between intention and competence, Understanding the meaning of Samman, Difference between respect and differentiation; the other salient values in a relationship, Understanding the harmony in the society (society being an extension of the family): Samadhan, Samridhi, Abhay, Sah- astitva as comprehensive Human Goals, Visualizing a universal harmonious order in society- Undivided Society (Akhand Samaj), Universal Order (SarvabhaumVyawastha) – from family to world family!.</p>	8	C03
4	<p>Understanding Harmony in Nature and Existence Whole existence as Co-existence Understanding the harmony in Nature, Inter connectedness, and mutual fulfillment 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.</p>	8	C04
5	<p>Implications of the Ethics above Holistic Understanding of Harmony on Professional Ethics:Natural acceptance of human values, Definitiveness of Ethical Human Conduct, Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order, Competence in Professional Ethics: a) Ability to utilize the professional competence for augmenting universal human order, b) Ability to identify the scope and characteristics of people-friendly and eco- friendly production systems, technologies, and management models, Case studies of typical holistic technologies, management models and production systems, Strategy for the transition from the present state to Universal Human Order: a) At the level of individual: as socially and ecologically responsible engineers, technologists and managers, b)At the level of society: as mutually enriching institutions and organizations.</p>	9	C05

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

C01	Understand the need, basic guidelines, content and process of value education.
C02	Initiate a process of dialog with in themselves to know what they 'really want to be' in their life and profession.
C03	Understand the meaning of happiness and prosperity for a human being.
C04	Understand harmony at all the levels of human living and live accordingly.
C05	Understanding of harmony in existence in their profession and lead an ethical life.

Mapping of CO v/s PO:

	P01	P02	P03	P04	P05
C01					
C02					
C03					
C04					
C05					
Average					

	PS01	PS02	PS03
C01			
C02			
C03			
C04			
C05			
Average			

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

Gap in the syllabus	N/A
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Topics to be covered beyond syllabus	N/A
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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, 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	L2						

2	I	A look at basic Human Aspirations, Right understanding, Relationship,	L2	CO1					
3		Physical Facilities-the basic requirements for fulfillment of aspirations of every human being with their correct priority	L2						
4		Understanding Happiness and Prosperity correctly – A critical appraisal of the current scenario,	L2						
5		A critical appraisal of the current scenario,Method to fulfill the above human aspirations	L2						
6		understanding and living in harmony at various levels.	L2						
7		II	Understanding Harmony in the Human Being: Understanding human being as a co-existence of the sentient 'I' and the material 'Body'		L2	CO2			
8	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)		L2						
9	Understanding the needs of Self ('I') and 'Body' - Sukh and Suvidha								
10	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		L2						

		Swasthya.							
11		The meaning of Prosperity in detail, Programs to ensure Sanyam and Swasthya.							
12	III	Understanding Harmony in the Family and Society Harmony in Human-Human Relationship Understanding harmony in the Family-the basic unit of human interaction,		C03					
13		Understanding values in the human-human relationship; meaning of Nyaya and program for its fulfillment to ensure Ubhay-tripti, Trust (Vishwas) and Respect(Samman) as the foundational values of relationship,	L2						
14		Understanding the meaning of Vishwas, Difference between intention and competence, Understanding the meaning of Samman	L2						
15		Difference between respect and differentiation; the other salient values in a relationship, Understanding the harmony in the society (society being an extension of the family)	L2						
16		Samadhan, Samridhi, Abhay, Sahastitva as comprehensive Human Goals Visualizing a universal harmonious order in society- Undivided Society (Akhand Samaj)	L2						
17		Universal Order	L2						

		(SarvabhaumVyawastha) – from family to world family!.							
18	IV	Understanding Harmony in Nature and Existence Whole existence as Co-existence Understanding the harmony in Nature	L2	CO4					
19		Inter connectedness, and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature	L2						
20		Understanding Existence as Co existence (Sah-astitva) of mutually interacting units in all- pervasive space, Holistic perception of harmony at all levels of existence.	L2						
21		pervasive space, Holistic perception of harmony at all levels of existence.	L2						
22		Implications of the Ethics above Holistic Understanding of Harmony on Professional Ethics: Natural acceptance of human values, Definitiveness of Ethical Human Conduct, Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order	L2						
23		Competence in Professional Ethics: a) Ability to utilize the professional competence for augmenting universal human order	L2						

24	V	b) Ability to identify the scope and characteristics of people-friendly and eco- friendly production systems, technologies, and management models, Case studies of typical holistic technologies, management models and production systems	L2	C05				
25		Strategy for the transition from the present state to Universal Human Order: a) At the level of individual: as socially and ecologically responsible engineers, technologists and managers,	L2					
26		b)At the level of society: as mutually enriching institutions and organizations	L2					

Class Test	Syllabus
CT-01	CLASS 1 TO 14
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.

R2Banerjee B. P., “Foundations of Ethics and Management”, Excel Books.

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