

LESSON PLAN (Odd Semester) Session 2025-26

Class: BBA - 5th Sem

Subject: Business Environment

Name of Assistant / Associate Professors	Period	Topics to be covered	Academic activities to be organized	Topic of Assignments / Tests to be given to the students
Mrs. Priyanka	up to 15 th Aug.	Unit - 1 — Business Environment: Nature, Components, Dynamics of Business Environment; Key Indicators; Environment Scanning;		
	16 th Aug. to 31 st Aug.	Consumer Protection Act and Roles of Voluntary Organisations in Protecting Consumer Rights.		
	1 st Sept. to 15 th Sept.	Economic Reforms: Impact of Privatization, Liberalization, Globalization; Industrial Policy.		Assignment: — Topic - Consumer Protection Act.
	16 th Sept. to 30 th Sept.	Environment Protection Act - An Overview; Competition Bill 2001. Impact of Entry of MNCs.		Assignment Test: — Impact of Privatization, Liberalization and Globalization.
	1 st Oct. to 15 th Oct.	Indian Planning System; Micro, Small and Medium Enterprises;		
	16 th Oct. to 31 st Oct.	Problems of Sick Industries and Remedies. Intellectual Property Regimes - An Overview;		
	1 st Nov. to till the commencement of exams	Influences of WTO on India's Economic Growth; Roles of IMF and World Bank. Revision and Problem Sort out		

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LESSON PLAN (Odd Semester) Session 2025-26

Class: B.Com Vth sem

Subject: Advertising

Name of Assistant / Associate Professors	Period	Topics to be covered	Academic activities to be organized	Topic of Assignments / Tests to be given to the students
Mrs Priyanka	up to 15 th Aug.	Unit - 1 - Introduction: Process of Communication; Advertising as a tool of Communication; Meaning, Nature and Importance.		
	16 th Aug. to 31 st Aug.	Types of Advertising; objectives, Audience analysis; setting of Advertising Budget; Determinants and major methods.		
	1 st Sept. to 15 th Sept.	Media Decisions: Major media types - their characteristics; internet as an advertising media; merits, demerits.		
	16 th Sept. to 30 th Sept.	Factor influencing media choice; media selection, media scheduling.		Assignment on Topic: - Types of Advertising
	1 st Oct. to 15 th Oct.	Advertising through the internet - media devices.		Assignment Test on Topic: - Audience Analysis
	16 th Oct. to 31 st Oct.	Unit - II - Message Development: - creative aspects of Advertising; Advertising appeals, preparing ads for different methods, copy writing, headlines, illustrations and message.		
	1 st Nov. to till the commencement of exams	Measuring Adv. Effectiveness. Unit - III - Advertising agency; Revisions and Donbs boat-out.		

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LESSON PLAN (Odd Semester) Session 2025-26

Class: B.Com 1st Sem

Subject: Environment Studies

Name of Assistant / Associate Professors	Period	Topics to be covered	Academic activities to be organized	Topic of Assignments / Tests to be given to the students
Mrs. Priyanka	up to 15 th Aug.	Natural resources: Definition and Classification; Biotic Resources, Water Resources, Important Minerals.		
	16 th Aug. to 31 st Aug.	Energy Resources, over exploitation and Environmental impacts. Biodiversity, Ecosystems, Conservation Policies		
	1 st Sept. to 15 th Sept.	in situ and ex-situ conservation; National and International conservation.		Assignment on Topic: - Classification of Natural Resources
	16 th Sept. to 30 th Sept.	Local: Municipal solid waste, Hazardous waste, acid rain, smog, Land use and Land cover change		
	1 st Oct. to 15 th Oct.	Regional: Soil Pollution; Noise Pollution; Global: Air Pollution, Indoor air Pollution, Water Pollution		Assignment Test on Topic: - Pollution.
	16 th Oct. to 31 st Oct.	Thermal and Radioactive Pollution, Impact of all Pollutions on Human Health and Ecosystem.		
	1 st Nov. to till the commencement of exams	Ozone layer depletion, climate change. Revision and Doubts sort-out.		

Priyanka

LESSON PLAN (Odd Semester) Session 2025-26

Class: BBA - 1st Sem

Subject: Business Communication Skills.

Name of Assistant / Associate Professors	Period	Topics to be covered	Academic activities to be organized	Topic of Assignments / Tests to be given to the students
Mrs Priyanka	up to 15 th Aug.	Unit- 1:- Communication; Meaning, Process, Need, objectives and Importance; Types of Communication;		
	16 th Aug. to 31 st Aug.	Barriers in Communication; Guidelines for Effective Comm; Modern forms of Communication; Ethics in Communication.		
	1 st Sept. to 15 th Sept.	Unit- 2:- Non-verbal aspects of Communication: kinesics, Proxemics and Para language, Writing Skills; Listening Skills;		1st Assignment On Topic: Communication Process and Aided
	16 th Sept. to 30 th Sept.	Presentation skills; Audience Analysis, Communication within the Organization;		
	1 st Oct. to 15 th Oct.	Preparation of Memo, Notice, Circulars and Order; Agenda and Minutes		Assignment Tests - Non Verbal Aspects of Communication
	16 th Oct. to 31 st Oct.	Report - Writing;		
	1 st Nov. to till the commencement of exams	Communication with outside the Organisation; Revision and Doubts sort out.		

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LESSON PLAN (Odd Semester) Session 2025-26

Class: BA 3rd sem, BCA 3rd sem - Subject: Essentials of Public Relations.
B.Com 3rd sem

Name of Assistant / Associate Professors	Period	Topics to be covered	Academic activities to be organized	Topic of Assignments / Tests to be given to the students
Mrs Priyanka	up to 15 th Aug.	Public Relations - Meaning, Definition, Nature and Scope, Historical Background.		
	16 th Aug. to 31 st Aug.	Technological and Media Revolution and Roles in Business, Government, Politics, NGO's and Industry.		
	1 st Sept. to 15 th Sept.	Concepts of Public Relations - Press, Publicity, Lobbying, Propaganda, Advertising.		Assignment on Topic: - Concepts of Public Relations
	16 th Sept. to 30 th Sept.	Promotion and Corporate Marketing Services, Tools of Public Relations.		
	1 st Oct. to 15 th Oct.	Press Conferences, Meets, Press Release, Announcements, Webcasts.		Assignment Test on Topic: - Advertising and Sales Promotions.
	16 th Oct. to 31 st Oct.	Verbal Public Relations and Mass Media Present and future of Public Relations in India.		
	1 st Nov. to till the commencement of exams	Ethics of Public Relations and Social Responsibility. Revision and Problems sort-out.		

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