

Lesson Plan for the Semester Starting: 12th Jan. 2026

Name of the subject: Human Behaviour and Organization

Subject Code: 25IMSI402DS01

Name of the Institution: DAV Institute of Management

Name of the teacher with designation: Dr. Ritu Gandhi Arora (Assoc. Prof.)/Dr. Anjali Ahuja (Asstt.

Prof.)

Class Time: 1Hr. (4 Hrs./Week)

Class	Date of Actual Class taken	Topic/Chapter Covered	Academic Activity	Test/Assignment	Deviation if any
1		Overview of Syllabus	Lecture		
2		Meaning, importance of organizational behavior	Lecture, ppt		
3		Historical development of organizational behavior	Lecture, ppt		
4		Factors influencing organizational behavior	Lecture, ppt		
5		Contributing disciplines of OB	Lecture, ppt		
6		Contributing disciplines of OB	Lecture, ppt		
7		OB Models	Lecture, ppt		
8		Revision Unit-1	Discussion	Assignment-1	
9		Personality- Determinants of Personality	Lecture, ppt		
10		Type A and B, Big five personality types	Lecture, ppt		
11		Stages of personality development	Lecture, ppt		
12		Attitude- components, job related attitudes	Lecture, ppt		
13		Learning- Concept, theories and reinforcement	Lecture, ppt		
14		Perception- Concept, perceptual process	Lecture, ppt		
15		Factors influencing perception	Lecture, ppt		
16		Values- Concept and types, terminal and instrumental values	Lecture, ppt		
17		Motivation- Concept, importance	Lecture, ppt		
18		Early theories of motivation (Need Hierarchy, Theory X)	Lecture, ppt		

		and Theory Y, Two Factor Theory)			
19		Contemporary Theories of motivation (Self determination theory, Goal setting theory, Reinforcement theory, self-efficacy theory)	Lecture, ppt		
20		Revision Unit-2	Discussion	Assignment-2	
21		Group and Work Teams: Concept	Lecture, ppt		
22		Five stage model of group development	Lecture, ppt		
23		Groupthink and shift	Lecture, ppt		
24		Indian perspective on group norms	Lecture, ppt		
25		Types of teams	Lecture, ppt		
26		Creating team players from individual building	Lecture, ppt		
27		Individual and group conflict	Lecture, ppt		
28		Individual and group conflict	Lecture, ppt		
29		e-teams	Lecture, ppt		
30		Revision Unit-3	Discussion	Assignment-3	
31		Leadership: Concept, Trait theories	Lecture, ppt		
32		Behavioral theories (Ohio and Michigan studies), Contingency theories	Lecture, ppt		
33		Authentic leadership, Mentoring, Self leadership	Lecture, ppt		
34		Inspirational approaches (Transformational, charismatic)	Lecture, ppt		
35		Comparison of Indian leadership styles with other countries, bases of power	Lecture, ppt		
36		Organizational culture: Concept of culture, impact (functions and liability)	Lecture, ppt		
37		Creating sustaining culture: employees and culture, creating positive and ethical cultures	Lecture, ppt		
38		Need and importance of cross-cultural management	Lecture, ppt		
39		Stress and its management	Lecture, ppt	Assignment-4	

40		Revision Unit-4	Discussion		
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*Above are the minimum number of classes to be scheduled for the subjects having classes 5 days per week. For subjects having classes 4 days per week and 3 days per week, the number of lectures are to be reduced to 40 and 30 minimum number of classes respectively. Guest lectures, Workshops, merit classes and remedial classes would be conducted apart from this.

Lesson Plan for the Semester Starting: 12th Jan 2026

Subject Name: MARKETING MANAGEMENT
Name of Faculty: Dr. Meera Wadhwa

No. of Lectures	Topic	Methodology
1.	Introduction to Marketing	Discussion/PPT
2.	Nature, Scope and Importance of Marketing	Discussion/PPT
3.	Core concepts of Marketing	Discussion/PPT
4.	Evolution of Marketing ,Corporate orientation towards market place	case analysis and presentations
5.	Holistic marketing concept	Discussion/PPT Objective type Test
6.	Nature and structure of marketing environment	Discussion/PPT
7.	Market and Competition analysis	Discussion/PPT
8.	Creating and Delivering Customer Value	PPT/Case Discussion
9.	Types of marketing (B2C, B2G, B2B, C2C)	Discussion/PPT
10.	STP Concept; Levels of Market Segmentation	Discussion/PPT
11.	Basis for Segmenting Consumer Markets	Discussion/PPT Objective type Test
12.	Consumer Behavior, Consumer Buying Decision Process	Discussion/PPT
13.	Buyer's Cultural, Social, Personal, and Psychological Characteristics	Discussion/PPT
14.	Stimulus Response Model of Consumer Behavior	Discussion/PPT
15.	Business Customer's Buying Decision Process	Discussion/PPT Objective type Test
16.	Traditional vs. Experiential Marketing's View of Customer	Discussion/PPT Objective type Test
17.	Product decisions, Product classification	Discussion/PPT
18.	Product Line Decisions, Product Mix Decisions	Discussion/PPT
19.	Branding Decisions, Packaging & Labelling	Discussion/PPT
20.	Concept of Product Life Cycle (PLC), PLC marketing strategies	Discussion/PPT Objective type Test
21.	Boston Consulting Group (BCG) matrix	Discussion/PPT

22.	Group Presentations	
23.	Group Presentations	
24.	Innovation and New Product Development.	Discussion/PPT Objective type Test
25.	Pricing Decisions: Determinants of Price	Discussion/PPT
26.	Pricing Methods and Adapting Price	Discussion/PPT Objective type Test
27.	Promotion Decisions: Factors determining promotion mix,	Discussion/PPT
28.	Sales Promotion : Push Vs. Pull strategy	Discussion/PPT
29.	Fundamentals of advertisement	Discussion/PPT
30.	Relations & Publicity	Discussion/PPT
31.	Personal Selling	Discussion/PPT Objective type Test
32.	Marketing Channel Decision: Channel functions, Channel Levels	Discussion/PPT
33.	Types of Intermediaries: Wholesalers and Retailers	Discussion/PPT Objective type Test
34.	Introduction to Retail Management	Discussion/PPT Objective type Test
35.	Marketing of Services: Unique Characteristics of Services	Discussion/PPT
36.	Marketing Strategies for Service Firms- 7Ps	Discussion/PPT
37.	Contemporary issues in Marketing, E-commerce, Digital Marketing,	Discussion/PPT Objective type Test
38.	Ethics and social responsibility in Marketing	Discussion/PPT
39.	Integrated Marketing	Discussion/PPT
40.	Rural Marketing, Social Marketing, Green Marketing	Discussion/PPT
41.	revision session unit I	
42.	revision session unit II	
43.	revision session unit III	
44.	revision session unit IV	

Lesson Plan for the Semester Starting: Jan-June2026

Name of the subject: Business Economics

Subject Code: 25IMSI402DS03

Name of the Institution: DAV Institute of Management

Name of the teacher with designation: Dr. Archana Mittal

Department: BBA (NEP)

Class Time: 1Hr.

Month	Class	Date of Class taken	Topic/Chapter Covered	Academic Activity	Test /Assignment	Deviation if any
Jan	1		Introduction of the Subject	Lecture & PPT		
	2		Nature and Scope- Positive and Normative Economics	Lecture & PPT		
	3		Scope of Study and Central Problems of Micro and Macroeconomics	Lecture & PPT		
	4		Scope of Study and Central Problems of Micro and Macroeconomics	Lecture & PPT		
	5		Demand Schedule: Individual and Market Demand Curve	Lecture & PPT		
	6		Determinants of Demand	Lecture & PPT		
	7		Law of Demand	Lecture & PPT		
	8		Movement and Shift among Demand Curve	Lecture & PPT		
	9		Elasticity of Demand	Lecture & PPT		
Feb	10		Supply Schedule: individual and market supply	Lecture & PPT		

	11		determinants of supply	Lecture & PPT		
	12		law of supply	Lecture & PPT		
	13		Elasticity of supply	Lecture & PPT		
	14		Determination of demand and supply	Lecture & PPT		
	15		effect of a shift in demand and supply	Lecture & PPT		
	16		Theory of Production- Factors of Production	Lecture & PPT		
	17		Production Function	Lecture & PPT		
	18		Law of Variable Proportions	Lecture & PPT		
	19		Returns to Scale	Lecture & PPT		
	20		Producers' Equilibrium	Lecture & PPT		
	21		Theory of Cost- Short Run and Long Run Average, Marginal and Total Cost Curves	Lecture & PPT		
	22		Theory of Cost- Short Run and Long Run Average, Marginal and Total Cost Curves	Lecture & PPT		
	23		Theory of Cost- Short Run and Long Run Average, Marginal and Total Cost Curves	Lecture & PPT		
	24		Cardinal Utility Approach-Law of Diminishing Marginal Utility	Lecture & PPT		
	25		Cardinal Utility Approach-Law of Diminishing Marginal Utility	Lecture & PPT		
March	26		Law of Equi- Marginal Utility	Lecture & PPT		
	27		Law of Equi- Marginal Utility	Lecture & PPT		
	28		Indifference Curves	Lecture & PPT		
	29		Budget Lines and Consumer Equilibrium	Lecture & PPT		
	30		Budget Lines and	Lecture & PPT		

		Consumer Equilibrium			
	31	Concept of Market and Main Forms of Market	Lecture & PPT		
	32	Price and Output Determination Under Perfect Competition	Lecture & PPT		
	33	Price and Output Determination Under Perfect Competition	Lecture & PPT		
	34	Monopoly	Lecture & PPT		
April	35	Monopoly	Lecture & PPT		
	36	Monopolistic Competition	Lecture & PPT		
	37	Monopolistic Competition	Lecture & PPT		
	38	oligopoly	Lecture & PPT		
	39	oligopoly	Lecture & PPT		
	40	Circular Flow of Income	Lecture & PPT		
	41	Concept of GDP, GNP, NDP, NNP (At Market Price and Factor Cost)	Lecture & PPT		
	42	Concept of GDP, GNP, NDP, NNP (At Market Price and Factor Cost)	Lecture & PPT		
	43	Methods of Calculating National Income	Lecture & PPT		
	44	A Brief Introduction of Indian Economy - Pre-and Post-Independence	Lecture & PPT		
	45	Current Challenges Facing by Indian Economy- Human Capital Formation	Lecture & PPT		
	46	Poverty	Lecture & PPT		
May	47	Dynamic Business Environment	Lecture & PPT		
	48	Trade with Various Nations	Lecture & PPT		
	49	Sustainable Economic Development	Lecture & PPT		
	50	Revisions			

Lesson Plan for semester starting w.e.f. 12th Jan 2026

MEDIA LITERACY AND CRITICAL THINKING: BBA 2nd Semester

Paper Code – 25IMSX02MD01

Name of Institute: DAV Institute Of Management, Faridabad

Name of Teacher with designation: Ms. Vriti Bhatia, Assistant Professor

Department: BBA

Class time: 1.0 Hr.

Month	Class	Date Of Class Taken	Topic/ Chapter covered	Academic activity	Test/ Assignment	Deviation if any
	1		Foundations of Media Literacy and Critical Thinking	Lecture/ Presentation		
	2		Core principles of media literacy and critical thinking	Lecture/ Presentation		
	3		Definition and significance of media literacy	Lecture/ Presentation		
	4		Role in shaping societal perceptions and behaviors	Quiz		
	5		its historical evolution within the Indian context	Lecture/ Presentation		
	6		Understanding media as a powerful communication tool.	Lecture/ Presentation		
	7		Deconstructing Media Texts Textual analysis and the deconstruction of visual media using semiotics;	Lecture/ Presentation		

	8		Forms of media texts, including print	Lecture/ Presentation		
	9		broadcast, digital, and social media	Lecture/ Presentation		
	10		The impact of media representations on individual perceptions and societal attitudes,	Case Study		
	11		from relevant case studies in the Indian context.	Lecture/ Presentation		
	12		Revision	Lecture/ Presentation		
	13		Media Consumption and Production	Lecture/ Presentation		
	14		Techniques for critically evaluating media content and analysing audience consumption patterns	Lecture/ Presentation		
	15		Revision			
	16		Dynamics of media production, distribution, and consumption in India	Lecture/ Presentation		
	17		The regulatory framework governing media content	Lecture/ Presentation	Quiz	
	18		Dynamics Influence of ownership and control structures on media content	Lecture/ Presentation		
	19		Ethical principles in	Lecture/		

		media,	Presentation		
	20	Strategies for navigating online information, and promoting digital citizenship.	Lecture/ Presentation		
	21	Ethics, Regulation, and Digital Media Literacy	CLASS Presentation/A CTIVITY		
	22	Ethical and regulatory considerations inherent.	Lecture/ Presentation	Assignment	
	23	The role of self-regulatory bodies in upholding ethical standards	Lecture/ Presentation		
	24	Media Consumption and Production Dynamics	Lecture/ Presentation		
	25	Digital media's impact on contemporary media literacy practices	Lecture/ Presentation		
	26	Influence of ownership and control structures on media content.	Lecture/ Presentation		
	27	Dynamics of media production, distribution	Lecture/ Presentation		
	28	Media consumption in India	Lecture/ Presentation		
	29	Media practices and the evolving landscape of digital media literacy.	Lecture/ Presentation		
	30	Understanding media as a powerful communication tool.	Written Test		

	31		Deconstructing Media Texts	Lecture/ Presentation		
	32		Textual analysis and the deconstruction of visual media using semiotics	Lecture/ Presentation		
	33		The impact of media representations on individual perceptions and societal attitudes	Group Discussion		
	34		Relevant case studies in the Indian context.	Lecture/ Presentation		
	35		Forms of media texts, including print, broadcast, digital, and social media.	Written Test		

Lesson Plan for the Semester Starting : 12th Jan 2026

Name of the Institution: DAV Institute of Management

Name of the teacher with designation: Dr Parul Nagi

Department: BBA

Semester – 2nd Sem

Class Time: 1Hr.

Name of the subject: Business Communication – II

Class	Topic/Chapter Covered	Academic Activity	Test/ Assignment	Deviation if any
Unit 1				
1	Written Communication - Need and Types	Lecture & Discussion		
2	Basics of Writing Office Circulars Agenda, Notice, Office Memoranda, Office Orders	Lecture & Discussion		
3	News Letters; Positive and Negative Messages, Use of Technology for Communication	Lecture & Discussion		
4	Effective IT communication tools- Electronic mail: advantages, safety and smartness in writing email, E-mail etiquettes	Lecture & Discussion		
5	Use of online social media for communication and Public Relations	Lecture & Discussion		
6	Ethical dilemmas in use of social media for communication	Lecture & Discussion		
7	Report Writing: Types of Business Reports, responding to request for proposals (RFP)	Lecture & Discussion		
8	Response to RFP, Formal Report- Components and Purpose, Organizing Information- Outlining & Numbering Sections, Section Headings, Sub-Headings, & Presentation	Lecture & Discussion		
9	Reporting in Digital Age, Writing Reports on Field Work/Visits to Industries, Business Proposals; Summarizing Annual Reports of Companies- Purpose, Structure and Principles	Lecture & Discussion		
10	Drafting Minutes of a Meeting;	Lecture &		

	Corporate Communication- channels of corporate communication, target segments of corporate communication, types of corporate communication	Discussion		
11	Managing Crisis- Communication; Managing communication during change; Culture as communication	Lecture & Discussion		
Unit 2				
12	Oral Communication - Meaning, Nature & Scope of Effective Oral Communication; Techniques of Effective Speech	Group Discussion		
13	Media for Oral Communication - Face to Face Conversation, Teleconferences, Press Conference	Lecture & Discussion		
14	Telephonic Conversations, Radio Presentation, Public address and Podcast	Lecture & Discussion		
15	Constructing Oral Report; Group Discussion, Teams communication	Lecture & Discussion		
16	Communication during online meeting; Online and offline professional etiquettes	Lecture & Discussion		
17	Conducting appraisals, conducting interviews	Lecture & Discussion		
Unit 3				
18	Negotiation Skills and Cross-Cultural Communication Negotiation communication with vendors, suppliers	Lecture & Discussion		
19	Employees and other stakeholders; BATNA & communication during negotiations	Lecture & Discussion		
20	Body language and negotiation; Impact of globalization on organizational communication	Lecture & Discussion		
21	Cross-Cultural frameworks (ex. Geert Hofstede); Culture & appropriate communication	Lecture & Discussion		
22	Etic and Emic approaches to Culture; Communication to a diverse workforce; Overcoming barriers and biases in Cross-Cultural Communication	Lecture & Discussion		
23	Building Inter-Cultural Workplace	Lecture &		

	Skills; Cross-cultural etiquettes across clusters/ countries	Discussion		
	Unit 4			
24	Contemporary Communication Digital communication- individual communicating via social media, organizations communicating via social media	Lecture & Discussion		
25	Media Literacy: Strong Digital communication skills - email, instant messaging, video conferencing	Lecture & Discussion		
26	e-meetings, digital collaboration, digital citizenship -digital etiquettes & responsibilities	Lecture & Discussion		
27	Introduction to personal and organizational websites; communication through podcasts	Lecture & Discussion		
28	Job Searching in Digital Age; Creating Resume (CV, cover letter), Creating Customized Cover Messages for Job Applications	Lecture & Discussion		
29	Purposes and Types of Employment Interviews, Performing Optimally in a Job Interview- Do's and Don'ts Before, During and After the Interview.	Lecture & Discussion		
30	Revision	Revision		

S.No.	Name of Activity	Marks	Proposed Month / Date - Sec B
1.	First Written Test	15	25 th Feb 2025 (Wednesday)
2.	Second Written Test	15	15 th April 2026 (Wednesday)
3.	Debate	20	9 th Feb & 10 th Feb 2026 (Monday & Tuesday)
4.	Peer Discussion	20	17 th Feb & 18 th Feb 2026 (Tuesday & Wednesday)
5.	Role Play	10	23 rd March, 24 th March & 25 th March 2026 (Monday, Tuesday & Wednesday)
6.	Essay Writing	15	On or Before 16 th March 2026 (Monday) Essay Topic –" The Role of Cultural Awareness in Achieving Effective Organizational Communication in a Globalized World".

Lesson Plan for the Semester Starting 12th January 2026

Name of the subject: Indian Constitution

Subject Code: 25IMSX02VA01

Name of the Institution: DAV Institute of Management

Name of the teacher with designation: CA Bhawna Kharbanda, Assistant Professor

Department: BBA

Class Time: 1Hr

Month	Class	Date of Class Taken	Topic/ Chapter covered	Academic Activity	Test / Assignment	Deviation (if any)
	1		Overview of Indian Constitution	Lecture & Discussion		
	2		Meaning, Nature and Scope of the Indian Constitution	Lecture & Discussion		
	3		Historical understanding of the constitution as an economic document	Lecture & Discussion		
	4		Understanding the Preamble	Lecture & Discussion		
	5		Land Reform cases	Case Discussion		
	6		Bitcoin Ban imposed by RBI	Lecture & Discussion		
	7		Constitutional design	Lecture & Discussion		
	8		Legal Regulation and economic Justice	Lecture & Discussion	Assignment -1	
	9		Legal Regulation and economic Justice	Lecture & Discussion		
	10		Class Test – 1	Test		
	11		Fundamental Rights & Business	Lecture & Discussion		
	12		Article 19(1)(g): Right to Trade, Occupation & Business	Lecture & Discussion		
	13		Article 19(1)(g): Right to Trade, Occupation & Business	Lecture & Discussion		
	14		Reasonable Restrictions on Trade & Business	Lecture & Discussion	Assignment -2	
	15		Case Laws Related to Business Rights	Case Discussion		
	16		Fundamental Duties	Lecture & Discussion		
	17		Class Test – 2	Test		

	18	Fiscal Federalism – Concept & Importance	Lecture & Discussion	Assignment -2	
	19	Articles 301 to 307	Lecture & Discussion		
	20	Articles 301 to 307	Lecture & Discussion		
	21	Challenges associated with fiscal federalism in India	Lecture & Discussion		
	22	Vertical fiscal imbalances	Lecture & Discussion		
	23	Article 280 of the constitution	Lecture & Discussion		
	24	Article 280 of the constitution	Lecture & Discussion	Assignment -3	
	25	Quiz	Quiz		
	26	Constitutional battles that shaped the Economy	Lecture & Discussion		
	27	Saurabh Kirpal's book fifteen Judgements	Case Discussion		
	28	Saurabh Kirpal's book fifteen Judgements	Case Discussion		
	29	Case Studies – Banning of diesel engine cars,	Case Discussion		
	30	Case Studies – Telecom regulation and ownership of broadcast media.	Case Discussion		
	31	Demonetization, Aadhar	Lecture & Discussion		
	32	Lifting of restrictions on dealing cryptocurrencies	Lecture & Discussion		

Lesson Plan for the Semester Starting: 12th January 2026

Name of the Institution: DAV Institute of Management

Name of the teacher with designation: Dr Shobha Bhatia

Department: BBA(BE)

Semester -2nd BBA(NEP) Section A

Class Time: 1Hr.

Name of the subject: Emerging Technologies and Applications

Subject Code: 25IMSX02SE01

Month	Class	Date of Class taken	Topic/Chapter Covered	Academic Activity	Test/Assignment	Deviation if any
January 2026	1		Introduction to Cloud Computing: Definition, Characteristics, Components	PPTs		
	2		Advantages & Disadvantages, Uses of Cloud Computing in various areas	PPTs		
	3		Definition of Cloud, Cloud Services Models, their differences and examples	PPTs		
	4		Cloud Computing Deployment models(public, private, hybrid)	PPTs		
	5		Cloud Based- enterprise solutions- Cost-benefit analysis and scalability	PPTs		
	6		Revision and doubts		Assignment No.1	
	7		Security and Governance – Data security and compliance in the cloud	PPTs		
	8		Cloud governance Frameworks	PPTs		
	9		Cloud Computing Technology	PPTs		
	10		Discussion of Case studies on Cloud computing	PPTs		
	11		Revision and doubts		Assignment No.2 and case study 1	
	12		Class Test		Test1- Unit 1	
Feb 2026	13		Unit-II Introduction of IoT- Definition, features of IoT Sensor technologies and connectivity	PPTs		
	14		Application& Uses of IoT	PPTs		
	15		Advantages, Characteristics, Disadvantages of IoT	PPTs		

	16	IoT APPLICATIONS IN SMART CITIES AND INFRASTRUCTURE	PPTs		
	17	INDUSTRIAL IoT AND MANUFACTURING	PPTs		
	18	IoT DATA PROCESSING AND STORAGE	PPTs		
	19	REALTIME ANALYTICS AND DECISION MAKING OF USING IoT	PPTs		
	20	CONCEPT OF INDUSTRY 4.0, ITS DEFINITION, FEATURES	PPTs		
	21	AUTOMATION AND SMART MANUFACTURING	PPTs		
	22	CASE STUDY ON IoT	PPTs	Assignment No.3 and Case study 2	
		REVISION AND DOUBTS		Class discussion	
	23	CLASS TEST		Test 2 Unit 1	
	24	CYBER PHYSICAL SYSTEMS AND DIGITAL TWINS	PPTs		
	25	ROBOTICS AND ADVANCED MANUFACTURING TECHNOLOGIES	PPTs		
	26	IMPACT OF IoT TECHNOLOGIES ON BUSINESS MODELS	PPTs		
	27	TRANSFORMATION OF PRODUCTION AND SUPPLY CHAINS	PPTs		
	28	BUSINESS PROCESS OPTIMIZATION	PPTs		
	29	REVISION AND DOUBTS	PPTs	Class discussion	
	30	CASE STUDY ON MANUFACTURING SYSTEMS USING IT		Assignment No.4 and Case study 3	
March 2026	31	CLASS TEST		Test 3 Unit 2	
	32	UNIT III- INTRODUCTION OF BLOCK CHAIN TECHNOLOGY- DEFINITION, FEATURES	PPTs		
	33	FUNDAMENTALS OF BLOCK CHAIN TECHNOLOGY ITS CHARACTERISTICS	PPTs		
	34	DECENTRALIZATION AND DISTRIBUTED LEDGER	PPTs		
	35	ADVANTAGES, DISADVANTAGES AND USES OF BLOCK CHAIN TECHNOLOGY	PPTs		
	36	Cryptography and consensus mechanisms	PPTs		
	37	Smart contracts	PPTs		
	38	Financial literacy and digital identity	PPTs		
	39	Challenges and opportunities	PPTs		
	40	Security and privacy issues	PPTs		
	41	Regulatory and compliance considerations	PPTs		
	42	REVISION AND DOUBTS	PPTs	Class discussion and Assignment No.5	
	43	Unit IV- Introduction to Augmented	PPTs		

		Reality and Virtual Reality (AR & VR)- Definition, Features, Uses			
	44	Differences between AR and VR	PPTs		
April 2026	45	Historical development and current state of AR,VR	PPTs		
	46	Application of AR, VR in Marketing and customer experience	PPTs		
	47	Training and development through immersive technologies	PPTs		
	48	Challenges & opportunities	PPTs		
	49	Technological limitations & advancements	PPTs		
	50	Integration with existing business processes	PPTs		
	51	Mini Project discussion, revision and doubt			
	52	Test of unit 3 & 4			

Lesson Plan for semester starting w.e.f. 12TH Jan,2026

BASICS OF INTERNATIONAL BUSINESS - BBA 4th Semester

Month	Class	Date Of Class Taken	Topic/ Chapter covered	Academic activity	Test/ Assignment	Deviation/if any
Jan	1		Introduction to IB	Lecture		
	2		Scope & features of IB	Lecture		
	3		Stages or Process of IB	Lecture		
	4		Domestic Vs. International Business	Lecture		
	5		Major Risks & Challenges of IB	Lecture		
	6		Intl. Business Environment	Lecture		
	7		Intrnl. Business Approches	Lecture		
	8		Internal vs. International trade	Lecture		
	9		Modes of entering into IB	Lecture		
	10		BOP	Lecture		
	11		Globalization and its relevance	Lecture		
	12		Stages of Internationalization	Lecture		
	13		International Marketing	Lecture		
	14		need for International Marketing	Lecture		
	15		International Business	Lecture		
	16		Types of International Business	Lecture		
	17		Market Selection	Lecture		
	18		Market Entry Strategies	Lecture		
	19		Market Entry Strategies -2	Lecture		
	20		Market coverage Strategies	Lecture		
	21		Market coverage Strategies-2	Lecture		
	22		International Business Intelligence	Lecture		
	23		Global Sourcing	Lecture		
	24		Countertrade	Lecture		

Month	Class	Date Of Class Taken	Topic/ Chapter covered	Academic activity	Test/ Assignment	Deviation/if any
	25		Global Trade	Lecture		
	26		International Investments	Lecture		
	27		Types of Foreign Investments	Lecture		
	28		Theories of International Investment	Lecture		
	29		Trade and Investment	Lecture		
	30		Factors Affecting International Investment	Lecture		
	31		Growth of Foreign Investment	Lecture		
	32		Foreign Investment in India, and Foreign Investment by Indian Companies	Lecture		
	33		International Organization and HRM	Lecture		
	34		Export Promotion India in Global Market	Lecture		
	35		Corporate Governance	Lecture		
	36		Social Responsibility in International Business	Lecture		
	37		MNCs and Global organizations	Lecture		
	38		Product Life Cycle	Lecture		
	39		Revision and doubts.	Discussion		
	40		Revision and doubts.	Discussion		

Lesson Plan for the Semester Starting:12th January 2026

Name of the subject: **Indian Financial System**

Subject Code:25IMSI404DS02

Name of the Institution: DAV Institute of Management

Name of the teacher with designation: Dr Rashmi Bhargava/Dr Neetu Juneja (Asst Prof)

Department: BBA

Class Time: 1Hr.

Month	S. No.	Date of Class taken	Topic/Chapter Covered	Academic Activity	Test/Assignment	Deviation if any
January	1		Importance of the Indian Financial System	Lecture		
	2		Structure of the Indian Financial System and Role in Economic	Lecture		

		Development			
	3	The Reserve Bank of India (RBI): Role, Functions	Lecture		
	4	Credit Control by RBI	Lecture		
	5	Meaning, Functions of Commercial Bank	Lecture		
	6	Advantages, Disadvantages of Commercial Banks	Lecture	Assignment On Credit Control by RBI	
	7	Classification of Commercial Banks in India	Lecture		
	8	Meaning, Functions of Cooperative Bank	Lecture		
	9	Types of Cooperative Banks in India	Lecture		
	10	Advantages, Disadvantages of Cooperative Banks	Lecture		
	11	Meaning , Functions of NBFC	Lecture		
	12	Types of NBFCs	Lecture		
February	11	Limitations, Advantages of NBFCs	Lecture		
	12	Types of NBFCs in India	Lecture		
	13	Functions of SIDBI	Lecture		
	14	Major Schemes by SIDBI	Lecture		
	15	Importance, Challenges of SIDBI	Lecture		
	16	Functions of NABARD	Lecture		
	17	Advantages, Challenges of NABARD	Lecture		
	18	Functions of EXIM Bank	Lecture		
	19	Advantages, Challenges of EXIM Bank	Lecture		

	20	Components of Money Market in India		Presentation	
	21	Importance, Functions of Money Market	Lecture		
	22	Advantages, Challenges of the Money Market	Lecture		
	23	Money Market vs Capital Market	Lecture		
	24	Features of Treasury Bills Advantages, Limitations of Treasury Bills	Lecture		
	25	Advantages, Challenges of the Money Market		Class test	
	26	Features, Functions of Commercial Paper Market	Lecture		
	27	Advantages, Limitations of Commercial Paper Market	Lecture		
	28	Features of COD	Lecture	Assignment on Capital Market	
March	29	Advantages, Limitations of COD	Lecture		
	30	Features of Capital Market	Lecture		
	31	Advantages, Limitations of Capital Market	Lecture		
	32	Components of Capital Market	Lecture		
	33	Difference between Money Market and Capital Market	Lecture		
	34	Features of Primary Market	Lecture		
	35	Advantages, Limitations of Primary Market	Lecture		
	36	Process of stock Trading.	Lecture		
	37	Meaning, Advantages, Limitations and Process of Listing of Securities	Lecture		
	38	Meaning, Features, Advantages and Limitations of Secondary Market	Lecture		
April					
	39	Meaning, FUNCTION AND Features OF STOCK Exchange (BE ND NE)	Lecture	Assignment on Secondary Market	
	40	Functions AND ROLE of SEBI, RRB	Lecture		
	41	TYPE, Features, OF Advantages, Suitability and Limitations OF	Lecture		

		Financial Instruments (Equity, debenture, Preference Shares)			
	42	New Financial Instruments	Lecture		
	43	Features, Functions, Advantages, Limitations of Depositories	Lecture		
	44	Features, Functions, Advantages, Limitations of Custodian	Lecture		
	45	Types of Risks in Banking, Steps in the Risk Management Process, Best Practices in Banking Risk Management	Lecture		
	46	Class test		Class test on New Financial Instruments	
	47	Features, Functions, Advantages, Limitations of Merchant Banks	Lecture		
	48	Features, Functions, Type, Advantages, Limitations of Mutual Fund	Lecture		
	49	Features, Functions, Type of Insurance	Lecture		
	50	Meaning, Evolution and Function of IRDA	Lecture		

Name of the subject: Indian Business Environment

Subject Code:25IMSI404DS03

Name of the Institution: DAV Institute of Management

Name of the teacher with designation: Dr. Archana Mittal

Department: BBA (NEP)

Class Time: 1Hr.

Month	Class	Topic/Chapter Covered	Academic Activity	Test/Assignment	Deviation If Any
Jan	1	Nature, Components of Business Environment	Lecture		
	2	Nature, Components of Business Environment	Lecture		
	3	Internal And External Environment	Lecture		
	4	Internal And External Environment	Lecture		
	5	Country Risk	Lecture		
	6	Political Risk	Lecture		
	7	International Impact on Business Environment	Lecture		
	8	Nature Of Indian Economy	Lecture		
	9	Economic Reforms; Liberalization, Privatization and Globalization	Lecture		
Feb	10	Economic Reforms; Liberalization, Privatization and Globalization	Lecture		
	11	Monetary And Fiscal Policy	Presentations		
	12	Monetary And Fiscal Policy	Lecture		
	13	Monetary And Fiscal Policy	Lecture		
	14	Competition Act 2002	Lecture		
	15	Competition Act 2002	Lecture		
	16	Consumer Protection	Lecture		
	17	Consumer Protection	Lecture		
	18	Corporate Governance			
	19	Corporate Governance	Lecture		
	20	Industrial Policy Of 1991	Lecture		
	21	Industrial Policy Of 1991	Lecture		
	22	Public Sector Reforms	Lecture		
	23	Public Sector Reforms	Lecture		
	24	Public Private Partnership	Lecture		

	25	Public Private Partnership	Lecture		
March	26	SMEs– Threats and Challenges	Lecture		
	27	Industrial Sickness	Lecture		
	28	Industrial Sickness	Presentations		
	29	Introduction To SEBI And Investor Protection	Lecture		
	30	Introduction To SEBI And Investor Protection	Lecture		
	31	Balance Of Payments Scenario	Lecture		
	32	Foreign Trade Pattern and Policy	Lecture		
	33	Environment For International Direct Investment	Lecture		
	34	Foreign Exchange Management Act	Lecture		
April	35	Foreign Exchange Management Act	Lecture		
	36	WTO	Lecture		
	37	IMF	Lecture		
	38	World Bank	Lecture		
	39	Class Presentations	Presentations		
	40	Class Presentations	Presentations		

Lesson Plan for the Semester Starting w.e.f 12th January 2026

Corporate Leadership BBA 4thSem

Paper code:25IMSI404DS04

Name of the Institute: DAV Institute of Management, Faridabad

Name of the teacher with designation: Dr.Bhawna Sharma(Assistant Professor)

Class	Date of Class taken	Topic	Academic activity	Test/Assignment	Deviation
1.		Concept of Leadership	Lecture/PPT		
2.		Leadership vs Management	Lecture/PPT		
3.		Trait Theory	Lecture/PPT		
4.		Behavioural Theory -Ohio State studies, Michigan Studies,	Lecture/PPT		
5.		Leadership Styles	Lecture/PPT		
6.		Contingency Approach--Fiedler's Contingency theory, Situational Leadership theory	Lecture/PPT		
7.		Contingency Approach--Path Goal Theory, Leader Member Exchange Theory	Lecture/PPT		
8.		Characteristics of Leader	Lecture/PPT		
9.		Interactive Framework for Analysing Leadership	Lecture/PPT	Assignment No-1	
10.		Leader as an individual -Personality Traits	Lecture/PPT		
11.		Leader as an individual --Essence of Individual Leadership	Lecture/PPT		
12.		Types of Power	Lecture/PPT		
13.		Influence	Lecture/PPT		
14.		Values in Leadership	Lecture/PPT		
15.		Role of Values in Leadership	Lecture/PPT		
16.		Emotional Leadership	Lecture/PPT		

17.		Spectrum of Leadership Behaviours	Lecture/PPT		
18.		Impact of Leadership Behaviours	Lecture/PPT		
19.		Understanding Courageous Leadership	Lecture/PPT		
20.		Role of Moral Leadership	Lecture/PPT		
21.		Focus on Leaders	Lecture/PPT	Assignment No-2	
22.		Motivation Content Theory	Lecture/PPT		
23.		Motivation Process Theory	Lecture/PPT		
24.		Empowerment	Lecture/PPT		
25.		Leadership Diversity	Lecture/PPT		
26.		Leadership Diversity	Lecture/PPT		
27.		Leader as Champion	Lecture/PPT		
28.		Communication	Lecture/PPT		
29.		Leading Teams	Lecture/PPT		
30.		Leading Teams	Lecture/PPT		
31.		Leader as relationship builder	Lecture/PPT	Assignment No-3	
32.		Creating Vision and Strategic Decision	Lecture/PPT		
33.		Process of creating vision and strategic decision	Lecture/PPT		
34.		Define Culture & values	Lecture/PPT		
35.		Significance of Shaping Culture & Values	Lecture/PPT		
36.		Definition of Learning Organization, Characteristics	Lecture/PPT		
37.		Steps of Leading Change in Organization, Key Challenges of Managing Change	Lecture/PPT		
38.		Relationship between Corporate Leadership & Change Management, Steps of Sustaining Change	Lecture/PPT		
39.		Revision of Unit-1			

40.		Revision of Unit-2			
41.		Revision of Unit-3			
42.		Revision of Unit-4			

Lesson Plan for the Semester Starting w.e.f. 12th January 2026

Introduction to Health Administration- BBA 4th Sem Sec B & C

Paper Code: 25PUB404MV01

Name of the Institute: DAV INSTITUTE OF MANAGEMENT, FARIDABAD

Name of the teacher with designation: DR. NEETU JUNEJA (Assistant Professor)

Department: BBA

Month	Class	Date of Class taken	Topic/Chapter Covered	Academic Activity	Test/Assignment	Deviation if any
January	1		Overview of the Subject	Lecture		
	2		Introduction to Public Health Administration: Meaning and Concept	Lecture & ppt		
	3		Nature of Public Health Administration	Lecture & ppt		
	4		Significance of Public Health Administration	Lecture & ppt		
	5		Scope of Public Health Administration	Lecture & ppt		
	6		Evolution of Health Administration in India – Pre-Independence Period	Lecture & ppt		
	7		Evolution of Health Administration in India – Post-Independence Period	Lecture & ppt		
	8		Major Health Committees and Health Reforms in India	Lecture & ppt		
	9		Sustainable Development Goals (SDGs): Overview	Lecture & ppt		
February	10		Sustainable Development Goal-3: Good Health and Well-Being – Targets and Indicators	Lecture & ppt		
	11		Introduction to World Health	Lecture & ppt		

		Organization (WHO), World Health Organization – Structure			
	12	World Health Organization – Functions and Role in Global Health	Lecture & ppt	Assignment No.1	
	13	Health Administration at National Level – Overview, Union Ministry of Health and Family Welfare – Organization	Lecture & ppt		
	14	Union Ministry of Health and Family Welfare – Functions	Lecture & ppt		
	15	Department of Health – Organizational Structure	Lecture & ppt		
	16	Department of Health – Functions and Responsibilities	Lecture & ppt		
	17	Department of Family Welfare – Organization	Lecture & ppt		
	18	Department of Family Welfare – Functions	Lecture & ppt	Assignment No. 2	
	19	Department of Health Research – Organization	Lecture & ppt		
	20	Department of Health Research – Functions	Lecture & ppt		
	21	Directorate General of Health Services (DGHS) – Organization	Lecture & ppt		
	22		Lecture & ppt		

			Directorate General of Health Services (DGHS) – Functions			
	23		Students' Group Presentations	Presentation		
	24		Students' Group Presentations	Presentation		
	25		Central Council of Health and Family Welfare – Structure	Lecture & ppt		
March	26		Central Council of Health and Family Welfare – Functions	Lecture & ppt		
	27		National Medical Commission in India – Introduction and Background	Lecture & ppt		
	28		National Medical Commission – Structure	Presentation		
	29		National Medical Commission – Functions	Presentation		
	30		Indian Council of Medical Research (ICMR) – Organization	Lecture & ppt		
	31		Indian Council of Medical Research (ICMR) – Functions	Lecture & ppt	Assignment No 3	
	32		Role of Medical Research in Public Health Administration	Lecture & ppt		
	33		Challenges of Health Administration in India	Lecture & ppt		
	34			Presentation		

			Students' Group Presentations			
April	35		Students' Group Presentations	Presentation		
	36		Health Administration at State Level – Overview	Lecture & ppt		
	37		State Department of Health – Organization	Lecture & ppt	Assignment No 4	
	38		State Department of Health – Functions	Lecture & ppt		
	39		State Health Directorate -Composition, Functions	Lecture & ppt		
	40		Director of Health and Family Welfare – Role and Responsibilities	Lecture & ppt		
	41		Health Administration at District Level – Organization and Functions	Lecture & ppt		
	42		Revision of Unit 1	Discussion		
	43		Revision of Unit 2	Discussion		
	44		Revision of Unit 3	Discussion		
	45		Revision of Unit 4	Discussion		

Name of the subject:Waste Management: Challenges and Opportunities

Subject Code:24EVSEEC01

Name of the Institution: DAV Institute of Management

Name of the teacher with designation: Dr. Anjali Ahuja (Asstt. Prof.)

Department:BBA 4th Sem. (A)

Class Time: 1Hr. (3 Hrs./Week)

Class	Date of Actual Class taken	Topic/Chapter Covered	Academic Activity	Test/Assignment	Deviation if any
1		Overview of Syllabus	Lecture		
2		Solid waste: Sources, Generation, Composition and Classification	Lecture, ppt		
3		Solid waste: Sources, Generation, Composition and Classification	Lecture, ppt		
4		Solid waste management methods- Sanitary landfilling	Lecture, ppt		
5		Composting, Vermicomposting, Incineration	Lecture, ppt		
6		Energy recovery from organic waste	Lecture, ppt		
7		Revision Unit-1	Discussion	Assignment-1	
8		Hazardous waste- Types, Characteristics and health impacts	Lecture, ppt		
9		Hazardous waste- Types, Characteristics and health impacts	Lecture, ppt		
10		Hazardous waste treatment methods and final disposal	Lecture, ppt		
11		Hazardous waste treatment methods and final disposal	Lecture, ppt		
12		E-waste management: Introduction, composition, classification and its generation	Lecture, ppt		
13		E-waste management: Introduction, composition, classification and its generation	Lecture, ppt		
14		Current disposal methods of e-waste	Lecture, ppt		
15		Effects of e-waste on the environment and human health	Lecture, ppt		
16		Revision Unit-2	Discussion	Quiz-1	
17		Industrial waste: Waste water treatment- Primary, Secondary	Lecture, ppt		
18		Tertiary advanced treatment methods	Lecture, ppt		
19		Sludge treatment methods	Lecture, ppt		

20		Indian standards for disposal of treated wastewaters on land and in natural streams	Lecture, ppt		
21		Revision Unit-3	Discussion	Assignment-2	
22		Agricultural waste: The Solid waste management rules, 2016	Lecture, ppt		
23		The construction and demolition waste management rules, 2016	Lecture, ppt		
24		The e-waste management rules 2016	Lecture, ppt		
25		The Batteries (Management and Handling) Rules 2010 with Amendments	Lecture, ppt		
26		The bio-medical waste management rules 2016	Lecture, ppt		
27		Hazardous waste management & handling rules, 1989 & 2000 (amendments)	Lecture, ppt		
28		Recycling of waste	Lecture, ppt		
29		Revision Unit- 4	Discussion	Quiz-2	
30		Doubts	Discussion		

*Above are the minimum number of classes to be scheduled for the subjects having classes 5 days per week. For subjects having classes 4 days per week and 3 days per week, the number of lectures are to be reduced to 40 and 30 minimum number of classes respectively. Guest lectures, Workshops, merit classes and remedial classes would be conducted apart from this.

Lesson Plan (Practical) for the Semester Starting:12thJan. 2026

Name of the subject:Waste Management: Challenges and Opportunities (Practical)

Subject Code:24EVSEEC01

Name of the Institution: DAV Institute of Management

Name of the teacher with designation: Dr. Anjali Ahuja (Asstt. Prof.)

Department:BBA 4th Sem. (A& B)

Class Time: 1Hr. (1 Hrs./Week)

Class	Date of Actual Class taken	Topic/Chapter Covered	Academic Activity	Test/Assignment	Deviation if any
1		Method of preparation of compost	Theory	Practical-1	
2		Method of preparation of compost	Practical		
3		Construction of Vermicomposting Bins	Practical	Practical-2	
4		Survey Report on Waste Management Strategies Followed in the City	Survey Planning		
5		Survey Report on Waste Management Strategies Followed in the City	Survey	Report-1	
6		Project Report on Waste Management Strategies Followed in Various Hospitals	Survey Planning		
7		Project Report on Waste Management Strategies Followed in Various Hospitals	Survey	Report-2	
8		Field Visit to Study the Sewage Treatment Plant (STP)	Field Visit	Visit report-1	
9		Industrial Visit to Study the Effluent Treatment Plant (ETP)	Industrial Visit	Visit report-2	
10		Project Report Based on Questionnaire on Awareness of Waste Management Strategies in an Organization	Research Planning		
11		Project Report Based on Questionnaire on Awareness of Waste Management	Data Collection and report	Report-3	

		Strategies in an Organization	making		
12		Field Visit to Study the Landfill Site of the City	Field Visit	Visit report-3	

Dr. Anjali Ahuja

(Asstt. Prof.)