

## **LESSON PLAN**

Name of College : **Government Post Graduate Nehru College, Jhajjar**  
Session : **2023-24**  
Name of Faculty : **Dr Ritu, Extension Lecturer,**  
Member **Department of Management**  
Subject : **Organisational Behaviour**  
Paper : **BBAN205**  
Semester : **BBA II Semester**

<b>Sr. No.</b>	<b>Month</b>	<b>Topics/Chapters to be covered</b>
1	January	Introduction – Concept and scope of organizational behaviour, historical development of organisational behaviour, emerging trends and hanging profiles of workforce; Foundations of organisational behaviour, challenges of organisational behaviour.
2	February	Foundations of individual behaviour; Individual Processes – Personality, values, attitudes, perception, learning and motivation, emotional intelligence: meaning, implications.
3	March	Foundations of group behaviour; Team Processes – Interpersonal communication, group dynamics, teams and teamwork, conflict and negotiation in workplace, power and politics.
4	April	Organisational processes – organisational structure and design, organisational culture, organisational change, development and stress management.

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Name of College : **Government Post Graduate Nehru College, Jhajjar**  
Session : **2023-24**  
Name of Faculty : **Dr Ritu, Extension Lecturer,**  
Member **Department of Management**  
Subject : **Business Research Methods**  
Paper : **BBAN403**  
Semester : **BBA IV Semester**

<b>Sr. No.</b>	<b>Month</b>	<b>Topics/Chapters to be covered</b>
1	January	Business Research – Meaning, types, managerial value of business research; theory and research components, concept, constructs, definition variables, proposition and hypothesis, deductive and inductive theory; nature and process and importance of problem definition, purpose and types of research proposal, ingredients of research proposal.
2	February	Research Design – Meaning, classification and elements of research design, methods and categories of exploratory research, basic issues in experimental design, classification of experimental design; concept and their measurement, measurement scales.
3	March	Sample design and sampling procedure, determination of sample size, research methods of collecting primary data, and issues in construction of questionnaire.
4	April	Statistical techniques of data analysis, nature and types of descriptive analysis, uni-variate and bivariate tests of statistical significance, meaning and types of research report, ingredients of research report.

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Name of College : **Government Post Graduate Nehru College, Jhajjar**  
Session : **2023-24**  
Name of Faculty : **Dr Ritu, Extension Lecturer,**  
Member **Department of Management**  
Subject : **System Analysis & Design**  
Paper : **BBAN602**  
Semester : **BBA VI Semester**

<b>Sr. No.</b>	<b>Month</b>	<b>Topics/Chapters to be covered</b>
1	January	Introduction to analysis and design: - System and its characteristics, components, environment and classification, SDLC, Case tools for analyst, role of system analyst, ER data models, feasibility study – economic, technical, operational.
2	February	Design of Application: - DFDs, form design, screen design, report design, structure chart, data base definition, equipment specification and selection, personnel estimates, I-O design.
3	March	Implementation:- data dictionary, decision tables, decision trees, logical design to physical implementation.
4	April	Introduction to distributed data processing and real time system:- evaluating distributed system, designing distributed data base, event based real time analysis tools, state transition diagrams.

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Name of College : **Government Post Graduate Nehru College, Jhajjar**  
Session : **2023-24**  
Name of Faculty : **Dr Ritu, Extension Lecturer,**  
Member **Department of Management**  
Subject : **Advertising Principles & Practices**  
Paper : **16MJM22C4**  
Semester : **MA (JMC) II Semester**

<b>Sr. No.</b>	<b>Month</b>	<b>Topics/Chapters to be covered</b>
1	January	Advertising: Meaning and Concept; Historical perspective of advertising in India; Advertising: Nature and Types; Role of Advertising: Social, Cultural, Economic.
2	February	Objectives of Advertising: General & Specific; Legal and Moral aspects of Advertising; Advertising and Freedom of Expression; Social Advertising.
3	March	Advertising Media: Print, Radio, TV and Internet; Outdoor Media, Alternative Media & tools; Advertising campaign, planning & managing; Role of Research in Advertising
4	April	Copy writing: Different process, Copy language; Different types of copy; Creative Brief and writing for different media, Copy testing; Graphic designing, Art and Layout.

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