

BPC1001 MANAGEMENT PRINCIPLES & ORGANIZATIONAL BEHAVIOUR (MPOB) (3-0-0)			
FACULTY NAME: DR BIDYA DASH			
CREDIT POINT: 3		CREDIT HOURS: 36	
Module-I: Foundations of Management			
SL NO	TOPIC	SESSION	PEDAGOGY
1	Introduction to Management and Administration,	1	Ice-breaking session
2	Evolution of Management,	2	Lecture and discussion class
3	Management Levels;	1	Lecture and discussion class
4	Managerial Roles and Skills;	2	Case-based discussion, Illustrations
5	Management Functions: Planning, Organising, Staffing, Directing and Controlling,	1	Lecture, discussion and Activity, Students' presentation, Quiz
6	Management Process,	1	Lecture & discussion class
7	Decision Making,	1	Lecture and Case-let discussion
8	Contribution in the field of Management by Peter F. Drucker, Michel Porter, C.K. Prahalad, Barnard, McGregor, Rensis Likert and McKinsey.	2	Case-study discussion, Activities, Quiz, Self-assessment questions, Flip-class
		11	
Module-II: Organisational Behaviour- I			
9	Introduction to Organization Behaviour, Nature, Scope	1	Lecture and discussion class
10	OB Model,	2	Lecture and case-let discussion
11	Personality: Traits and types;	1	Case-based discussion, Illustrations
12	Perception-Factors and Process,	2	Lecture, discussion and Activity, Quiz
13	Employee Motivation - Values and attitude;	2	Case-based discussion, Illustrations
14	Barriers to change attitude,	1	Lecture and discussion class
15	Developing Emotional Intelligence at the workplace,	1	Lecture and discussion class, case-let discussion
16	Interpersonal relations and	1	Lecture and case-let discussion
17	Transactional Analysis.	1	Lecture and discussion class
		12	
Module-III: Organizational Behaviour- II			
18	Group and Team- stages and effectiveness;	1	Lecture and discussion class
19	Conflict Management process,	1	Lecture and discussion class
20	Leadership- skills, roles,	1	Lecture and discussion class, Role play
21	Styles (Managerial Grid),	1	Case-based discussion, Illustrations
22	Women leadership in India.	1	Lecture, discussion and Activity, Students' presentation, Quiz
23	Organizational culture,	1	Lecture and discussion class
24	Organizational climate VS organization culture,	1	Lecture and Case-let discussion
25	Factors contributing towards creating and sustaining culture,	1	Lecture and discussion class
26	Organization Design,	1	Lecture and Case-let discussion
27	Change Management- Change Model and	1	Lecture and discussion class
28	Organizational Development,	1	Lecture and discussion class
29	Learning organisation-	1	Lecture and Case-let discussion
30	Organizing Knowledge Resource.	1	Lecture and Case-let discussion
		14	
TOTAL		36	

LESSON PLAN

Subject : MARKETING MANAGEMENT
Subject Code : MBPC1002
Name of the Faculty : Dr. Amitabh Nanda
Academic Session : 2025-27
Semester : 1ST Semester

SL No.	TOPIC	Session No.	PEDAGOGY
1	Definition and Functions of Marketing,	1	Ice breaking session
2	Nature and Scope of Marketing	2	Lecture and discussion
3	Core concepts of Marketing.	3	Real life mini cases
4	Selling versus Marketing	4	Interactive lecture
5	80: 20 Principle,	5	Real life examples
6	Marketing Mix – 4P's & 7 P's of Marketing	6	Students Presentation (Group)
7	Bottom of the pyramid concept	7	Case based approach
8	Concept of Marketing Environment	8	Group discussion
9	Need for analyzing Marketing Environment	9	Peer learning
10	Macro and Micro environmental analysis	10	Case analysis
11	Fundamental concept of Market segmentation,	11	Lecture and discussion
12	Bases for market segmentation	12	STP Project (group assignment)
13	Targeting- criteria for targeting	13	Apply STP to real market scenario
14	Positioning	14	Success and failure stories
15	Meaning and importance of consumer behavior studies	15	Group activity, consumers' persona
16	Comparison between Organizational Buying behavior and consumer buying behavior,	16	Lecture and discussion
17	Five steps buyer decision process	17	Case study approach
18	Buying motive and buying role	18	Role playing

19	Contemporary Topics: Viral Marketing, Guerrilla Marketing,	19	Video clips to discuss
20	Relationship Marketing, Green Marketing	20	Real life examples
21	Societal and social Marketing, Digital Marketing, Network Marketing	21	Interactive lecture
22	Product: Classification of consumer products and industrial products,	22	Lecture and discussion
23	Product Mix- components of product mix	23	Analysing Product mix of a company
24	New Product Development Process: Idea Generation to commercialization	24	Presentation by students (Group)
25	Product Life Cycle, Strategies across stages of the PLC.	25	Presentation by students (Group)
26	Branding concept	26	Brand analysis activity
27	Pricing Basic: Meaning, Importance of pricing, Factors Influencing pricing decisions.,	27	Pricing Case study
28	Pricing strategies and approaches	28	Pricing Simulations
29	Place: The Role of Marketing Channels	29	Lecture and interaction
30	Channel functions, flows, channel levels	30	Interactive session
31	Channel conflicts and resolution (Overview only)	31	Problem solving approach
32	Channel Options: Introduction to Wholesaling, Retailing,	32	Lecture and discussion
33	Franchising, Direct marketing, E- Commerce Marketing Practices.	33	Interactive session
34	Promotion: The role of marketing communications,	34	Critical thinking and analyze Ad campaign
35	Elements of promotion mix,	35	Interactive session
36	IMC approach (Overview)	36	Case based approach

MBPC1003: FINANCIAL ACCOUNTING and ANALYSIS(3-0-0)			
FACULTY NAME: DR DEBASHISA MOHANTY			
CREDIT POINT: 3		CREDIT HOURS: 36	
Module-I: INTRODUCTION , JOURNAL , LEDGER , & TRAIL BALANCE			
SL NO	TOPIC	SESSION	PEDAGOGY
1	INTRODUCTION	1	Ice-breaking session
2	Accounting & Basic Terminology of Accounting	1	Lecture and discussion class
3	Accounting is the Language of Business , Users of accounting	1	Lecture and discussion class
4	Scope , Objectives, Advantages & Disadvantage of Accounting	1	Lecture and discussion class
5	Accounting Concept & Convention	4	Case-based discussion, Illustrations
6	Accounting Equation	2	Case-based discussion, Illustrations & discussion class
7	Classification of Accounts & Golden Rule of Accounts	1	Lecture and Case-let discussion
8	Journalisation of Transaction ,	4	Case-study discussion, Quiz, Self-assessment questions,
9	Ledger Posting & Subsidiary Book	3	Case-study discussion, Quiz, Self-assessment questions,
10	Preparation of Trial Balance	2	Case-study discussion, Quiz, Self-assessment questions,
Module-II , PREPARATION OF FINANCIAL STATEMENTS AND CORPORATE ACCOUNTS AND REPORTING			
11	Preparation of Financial Statement	4	Case-study discussion, Quiz, Self-assessment questions,
12	Corporate Accounts, Share issue , Buy Back of Shares	4	Case-study discussion, Quiz, Self-assessment questions,
13	Annual Report of Company	1	PPT Presentation by Students
Module-III , FINANCIAL STATEMENT ANALYSIS			
14	Financial Statement Analysis & Interpretation	1	Lecture and Case-let discussion
15	Ratio Analysis & Trend Analysis	3	Case-study discussion, Quiz, Self-assessment questions,
16	Cash Flow Analysis	3	Case-study discussion, Quiz, Self-assessment questions,
		36	

Lesson Plan: Managerial Economics (MBEV1001)

Subject Code: MBEV1001

Subject Name: Managerial Economics

Instructor: Debidutta Acharya

Total Classes: 36

Syllabus:

Module – I: Relevance of economics for business decisions, Scope of Managerial Economics, Role of Managerial Economist and Business decision making. Demand Analysis – individual demand and market demand, Determinants of demand, Elasticity of demand and its measures in business decision making, Demand Estimation and demand Forecasting, Supply Analysis.

Module – II: Production functions: Short Run Production Function – Variable Proportions, Long Run Production Function - Returns to Scale; cost minimization and output maximization, various cost concepts, cost functions, Economies of scale and economies of scope (simple numerical problems to be solved).

Module-III: Market morphology, price and output determination under different market conditions: Perfect competition, monopoly, monopolistic competition, oligopoly, Descriptive pricing approaches: Full cost pricing, product pricing; Price skimming, penetration pricing. Input pricing; Concepts of consumption, saving, and investment, Phases of business cycle, Inflation, Fiscal and Monetary policies, National Income.

Course Objectives:

1. To lay an adequate theoretical foundation to study various applied fields in economics and management.
2. To demonstrate the application of economic theory to business decisions.
3. To develop a student's ability to think analytically about the economic forces at work in society.
4. To develop a framework which the students may use to analyze the overall behavior of a modern mixed economy.

Course Outcomes (CO):

- **CO-1:** Adopt managerial economics concepts for business decision making; understand law of demand, exceptions, and forecasting methods.
- **CO-2:** Analyze different costs of production and their impact on decision-making; derive equilibrium conditions for cost minimization and profit maximization; evaluate economies of scale and scope.
- **CO-3:** Learn equilibrium conditions in different market structures and pricing strategies.
- **CO-4:** Analyze phases of the business cycle and evaluate fiscal/monetary policies for economic stability.

Teaching Methods

- Lectures + real-world case studies
- Interactive quizzes and group discussions.
- Numerical problem-solving
- Industry examples and policy debates

Module-Wise Plan (MBA – Managerial Economics)

Class No.	Topics	Pedagogy	CO
Module I – Introduction & Demand-Supply Analysis (Classes 1–12)			CO-1
1	Relevance of economics for business decisions	Lecture + Discussion on “Economics in Boardroom” (Ex: Tata Motors pricing in recession)	CO-1
2	Scope of Managerial Economics	Interactive mapping of scope (Ex: E-commerce, fintech, startups)	CO-1
3	Role of Managerial Economist	Role-play: Economist as CEO’s advisor (Ex: RBI advisors, IMF reports)	CO-1
4	Business decision-making framework	Case: Netflix market entry in India (cost-benefit, demand projection)	CO-1
5	Demand Analysis – Individual & Market Demand	Graph plotting (Ex: Swiggy/Zomato festival demand surge)	CO-1
6	Determinants of demand	Group work – determinants for smart phones (Ex: iPhone launches)	CO-1
7	Elasticity of demand – concepts	Problem-solving (Ex: Airline pricing, Uber surge)	CO-1
8	Elasticity in business decision-making	Case study discussion (Ex: Amazon discounting)	CO-1
9	Demand estimation techniques	Hands-on exercise (Ex: FMCG demand forecasting)	CO-1
10	Demand forecasting models	MS Excel demo (Ex: Maruti Suzuki production planning)	CO-1
11	Supply Analysis – Law of Supply	Graphs + Examples (Ex: Agriculture output)	CO-1
12	Integration of demand & supply analysis	Case: Onion price volatility & Govt. intervention	CO-1
Module II – Production & Cost Analysis (Classes 13–22)			CO-2
13	Introduction to production functions	Lecture + Diagrammatic explanation (Ex: MSME productivity)	CO-2
14	Short-run production function – Law of Variable Proportions	Numerical problems (Ex: Bakery production)	CO-2
15	Long-run production function – Returns to Scale	Group problem solving (Ex: Steel plant expansion)	CO-2
16	Cost minimization & output maximization	Problem-solving (Ex: IT outsourcing)	CO-2
17	Cost concepts – fixed, variable, marginal, average	Case exercise (Ex: Ola fleet costs)	CO-2
18	Cost functions – empirical estimation	Spreadsheet work (Ex: Manufacturing cost control)	CO-2

Class No.	Topics	Pedagogy	CO
19	Economies of scale – definition & types	Case study (Ex: Amazon warehousing)	CO-2
20	Diseconomies of scale & economies of scope	Discussion (Ex: Reliance diversification)	CO-2
21	Numerical problem solving (cost & production)	Practice session (Mixed industry data)	CO-2
22	Module II recap & quiz	Quiz + recap with live business scenarios	CO-2
Module III – Market Structures & Macro-Economic Applications (Classes 23–36)			CO-3 & CO-4
23	Market morphology	Comparative table (Ex: Retail, telecom, banking)	CO-3
24	Perfect competition – price/output	Numerical problems (Ex: Agri-mandis)	CO-3
25	Monopoly – price/output	Case: IRCTC monopoly pricing	CO-3
26	Monopolistic competition – features	Example: Fast food chains	CO-3
27	Oligopoly – kinked demand curve & strategies	Game theory exercise (Ex: Jio vs Airtel)	CO-3
28	Descriptive pricing approaches	Examples (Ex: Tesla pricing)	CO-3
29	Price skimming & penetration pricing	Case study (Ex: Xiaomi India entry)	CO-3
30	Input pricing – labour, capital	Discussion (Ex: IT wage decisions)	CO-3
31	Concepts of consumption, saving, investment	Example: Indian household savings	CO-4
32	Phases of business cycle	Diagram + case (Ex: IT boom & slowdown)	CO-4
33	Inflation – types, causes, effects	Example: Current CPI/WPI trends	CO-4
34	Fiscal policy & monetary policy	RBI/Union Budget analysis (Ex: Repo rate changes)	CO-4
35	National income – measurement	Group exercise (Ex: GDP & sectoral share)	CO-4
36	Module III recap & final assessment	Quiz + discussion (Integrating micro & macro view)	CO-3, CO-4

LESSON PLAN

Subject: Business Communication

Subject Code: MBEV1002

Name of the Faculty: Dr.Kedareswar Panda

Academic Session: 2025-26

Semester: 1st Semester

SL No.	Topic	Session No.	Pedagogy
1	Introduction to Business Communication: Process, Types & Importance	1	Ice-breaking session + Interactive lecture
2	Barriers to Communication: Types & Strategies to Overcome	2	Lecture + Real-life examples
3	Communication Flow in Organizations: Downward, Upward, Horizontal, Diagonal	3	Lecture + Case discussion
4	Grapevine vs Formal Communication Channels	4	Group discussion
5	Non-verbal Communication I: Kinesics, Proxemics, Oculistics	5	Role play + Demonstration
6	Non-verbal Communication II: Chronemics, Haptics, Paralanguage	6	Video-based learning
7	Listening Skills I: Types of Listening (Active, Empathetic, Critical)	7	Lecture + Audio exercises
8	Listening Skills II: Guidelines for Improving Listening	8	Group activity
9	Speaking Skills I: Confidence, Fluency, Articulation	9	Pair practice + Feedback
10	Speaking Skills II: Accent, Intonation, Voice Modulation	10	Peer learning + Recording practice
11	Meetings I: Notice, Agenda, Chairperson's Role	11	Simulation + Drafting exercise
12	Meetings II: Conducting & Recording Minutes of a Meeting	12	Role play
13	Reading Skills I: Skimming, Scanning, Intensive Reading	13	Lecture + Practice exercises
14	Reading Skills II: Critical & Analytical Reading	14	Case analysis
15	Writing Process: Stages of Effective Writing	15	Interactive lecture

16	Persuasive Techniques I: Ethos, Pathos, Logos, Syllogism	16	Examples + Class discussion
17	Persuasive Techniques II: AIDA Model, Emotional & Rational Appeals	17	Ad analysis activity
18	Business Letters I: Formats & Routine Messages	18	Drafting exercise
19	Business Letters II: Good-News, Bad-News, Persuasive Messages	19	Role play + Writing practice
20	Business Memo & Email: Structure, Netiquette	20	Drafting + Peer review
21	Resume Writing I: Parts & Styles (Chronological, Functional)	21	Resume workshop
22	Resume Writing II: Resume Design & Job Application Letters	22	Peer review + Real-life samples
23	Business Report Writing I: Features & Formats	23	Case-based approach
24	Business Report Writing II: Steps in Report Preparation	24	Group project
25	Group Discussion I: GD vs Debate; Awareness & Reasoning	25	Group activity
26	Group Discussion II: Leadership, Openness, Assertiveness	26	Mock GD
27	Group Discussion III: Listening, Motivation, Enthusiasm	27	Peer observation
28	Group Discussion IV: Dos & Don'ts; Practice	28	GD Simulation
29	Interviews I: Types & Purposes	29	Lecture + Real cases
30	Interviews II: 3 Stages of Interviews; Preparation	30	Mock interview
31	Interviews III: FAQs, Answering Strategies, Follow-up Letters	31	Role play
32	Presentations I: Importance & Features	32	Lecture + Examples
33	Presentations II: Planning & Structuring a PPT	33	Student practice
34	Presentations III: Rehearsal & Delivery	34	Peer evaluation
35	Overcoming Stage Fright; Body Language in Presentations	35	Video analysis + Practice
36	Communication in Global Environment: Cross-cultural, Technology in Communication	36	Case studies + Tools (Zoom, Teams, Google Meet)

LESSON PLAN

Sub: UNIVERSAL HUMAN VALUES, ETHICS AND ENVIRONMENT

Credit Points: 03

Credit Hours: 36

Faculty Name: MR. D ACHARYA & DR. A NANDA

Module 1 UNIVERSAL HUMAN VALUE			
Sl.No	Topic	Sessi on	Pedagogy
1	Icebreaking session and introduction of topic	1	Only oral conversation
2	Need for value education, right understanding	2	PPT
3	Mutual happiness and prosperity, role of education- Sanskar	3	PPT
4	Real life examples on mutual happiness and prosperity	4	Lecture and PPT
5	Self exploration (What I am My Desire, Thought, Expectation... My Competence)	5	Through activities
6	Content of self exploration (happiness and prosperity)	6	PPT
7	Understanding Harmony in the self- harmony (self with body and self-regulation) concept	7	real life examples
8	Understanding Harmony in the self- harmony (self with body and self-regulation)	8	PPT and question and answer session
9	Test to know your understanding & doubt clear	9	lecture method and Google form test
10	Relationship as the basis of harmony in the family(trust/care/love/gratitude/guidance)	10	case let
11	Relationship as the basis of harmony in the family(trust/care/love/gratitude/guidance)	11	real life examples
12	Understanding harmony in the society (human goal / self-reflection)	12	PPT and case study
13	Universal human order (concept/ five dimensions of human order)Education – Sanskar Health – Sanyam, Production – Work, Exchange – Storage, Justice – Preservation	13	PPT
14	Universal human order (family order, village cluster order, nation order) examples	14	lecture method and Google form test
15	Test to know your understanding	15	doubt clear and Google form test
16	Understanding harmony in nature / existence (physical order/bio order/animal order/human order)	16	PPT and lecture
17	Schematic diagram nature / existence (physical order/bio order/animal order/human order)	17	PPT and lecture
Module 2 UNIVERSAL HUMAN VALUE			
18	Definition, nature and scope of ethics	18	lecture
19	Factors influencing business ethics (individual values, organizational culture, leadership)	19	PPT
20	Factors influencing business ethics (external environment.) (PESTEC)	20	PPT

21	Ethical principles in business (integrity/confidentiality/honesty/respect of law/compassion)	21	case study mode
22	Theories of ethics (utilitarianism, deontology, and virtue ethics)	22	PPT
23	Theories of ethics (virtue ethics), absolutism Vs relativism with examples	23	PPT
24	Test your understanding &doubt clear	24	lecture & google form test
25	Kohlberg stages of moral development (preconvention/ conventional/post conventional)	25	PPT with lecture
26	Managing ethical dilemmas, ethical decision making (concept and case) (Refute the paradox /Value theory approach/Find alternative solutions)	26	PPT with lecture
27	Ethics in governance practices in corporates, corporate scam	27	Satyam Computer Services scandal, Volkswagen emissions scandal
28	Ethical practice in finance, marketing, HR with example	28	(marketing campaign/ transparent and unbiased performance evaluation process/investment advisor recommending a financial product to a client must disclose all
Module 3 BUSINESS ENVIRONMENT			
29	Meaning, nature, scope, economic and non-economic environment	29	lecture method
30	ETOP(scanning the environment) purpose/ process/outcome)	30	ETOP analysis for a bicycle company
31	SWOT (scanning the environment) purpose/ process/outcome)	31	SWOT analysis of Sick units
32	Recent developments in Indian economy (GDP growth/inflation reduction/housing market growth)	32	PPT With examples
33	Non-economic environmental factors influencing business (social/political/environmental)	33	PPT With examples
34	Recent industrial policy,tarde liberalization	34	PPT WITH examples (The European Green Deal/India's Make in India and Start-up India initiatives)
35	Test your understanding &doubt clear	35	Discussion mode
36	University question discussion	36	Discussion mode

MBEV1004 : ENTREPRENURSHIP & LEGAL ENVIRONMENT (3-0-0)			
FACULTY NAME: DR PRAJNADIPTA DAS			
CREDIT POINT: 3		CREDIT HOURS: 36	
Module- I : Entrepreneurship:			
SL NO	TOPIC	SESSION	PEDAGOGY
1	Concept of entrepreneurship and intrapreneurship,	1	Ice-breaking session, Introduction
2	Types of Entrepreneurs,	1	Lecture and discussion class
3	Nature and Importance,	1	Case-based discussion, Illustrations
4	Entrepreneurial Traits and Skills, Entrepreneurship as a Career	1	Lecture, discussion and Activity
5	Identification of opportunity and converting idea to reality,	1	Lecture, discussion class
6	Role of family, Society, EDIs.	1	Lecture, discussion class
7	Sickness of Small-Scale Industries,	1	Lecture, discussion class, case-let
8	Causes and symptoms of sickness,	1	Lecture, discussion class, case-let
9	cures of sickness,	1	Lecture, discussion class, illustration
10	Role of Banks and Governments in Reviving Industries.	1	Lecture, discussion class, illustration
11	Start-up Environment: Definition and Characteristics of start-ups	1	Lecture, discussion class, illustration
12	Types of start-ups (Social, impact-based, rural start-ups),	1	Lecture, discussion class, illustration
13	Start-up India policy, Start-up Odisha policy,	1	Lecture, discussion class
14	Knowledge of Key Accelerators,	1	Lecture, discussion class
15	Incubators and Mentors in India,	1	Lecture, discussion class, illustration
16	Understanding their role and advantages, and disadvantages.	1	Lecture, discussion and Activity, Quiz
		16	
Module-II: Law of Contract			
17	Contract Act: Indian Contract Act, 1872, Agreement, Contract,	1	Lecture, discussion class & case-let
18	Essentials of Contract (Offer & Acceptance, Consideration, Capacity of Parties, Free Consent, and Legality of Object),	2	Lecture and discussion class, Activity
19	Performance and Discharge of Contract,	1	Case-based discussion, Illustrations
20	Remedies for breach of contract,	1	Lecture, discussion and Activity, Quiz
21	Quasi Contract and Contingent Contract.	1	Case-based discussion, Illustrations
22	Special Contract: Sale and agreement to sell,	1	Lecture and discussion class
23	Condition and Warranty,	1	Lecture and discussion class, case-let discussion
24	Transfer of properties, Finder of Goods	1	Lecture and case-let discussion
25	Performance of Contract of sale,	1	Lecture, discussion class

26	Unpaid seller and his rights.	1	Lecture, discussion class, Quiz
		11	
Module-III: Company Law :			
27	Company Laws: Indian Companies Act 2013, Salient features and Classes of Companies.	2	Lecture and discussion class
28	Lifting of corporate veil,	1	Lecture and discussion class
29	Procedure of Incorporation and Certificate of Commencement of Business,	1	Lecture and discussion class
30	Memorandum and Articles of Association,	1	Case-based discussion, Illustrations
31	Doctrine of ultra vires and Indoor Management,	1	Lecture, discussion and Activity, Students' presentation, Quiz
32	Management of Company: Qualification, Appointment of Directors,	1	Lecture & discussion class
33	Company Meetings, Resolutions,	1	Lecture and Case-let discussion
34	Winding-up of Companies and their modes.	1	Lecture & discussion class, Quiz
		9	
TOTAL		36	

Lesson Plan for Management Lessons from Ancient India (24 Classes)

Subject Code: MBEV1005

Subject Name: Management Lessons from Ancient India

Instructor: Dr. Debashisa Mohanty

Credits: 2 (24 Classes)

Syllabus:

MBEV1005 MANAGEMENT LESSONS FROM ANCIENT INDIA (2-0-0)

Course Objectives:

1. To understand the evolution of management thought in ancient India and its relevance in modern times.
2. To analyse the management perspective present in Vedantic literature, focusing on principles applicable to contemporary management practices.
3. To examine the ethical and moral values, leadership qualities, and strategic management lessons derived from the Ramayana, the Mahabharata and the Bhagavad Gita.
4. To explore the management and economic principles elucidated in Kautilya's Artha Sastra and the Jain texts.

Module- I

Introduction to Ancient Indian Knowledge System; Evolution of Indian management thought; Need of India oriented Approach.

Management perspective in Vedantic Literature.

Management lessons in the Ramayana: Ethical and moral values, leadership, governance, strategic alliance.

Management lessons in the Mahabharata and the Bhagavat Gita: Conflict management, Inspirational leadership, alternative perspective on work and performance

Module-II

Kautilya's management lessons: Qualities of a leader, functions and role of a leader, motivation and communication; Principles and practice of governance of a state and of a corporation; Economic Thought of Kautilya.

Management perspective in Jain Literature: Code of conduct, Four pillars of human values, Conflict resolution, Ethical management, Mahavira's Economics.

Management Lessons in Buddhist Literature: Team building, Personal development of team members, Knowledge management.

Course Outcomes:

After the course the students will be able to:

- CO-1: Demonstrate a deep understanding of the ancient Indian knowledge system, including its philosophical, spiritual, and managerial dimensions, and apply this understanding to contemporary management challenges.
- CO-2: Critically analyse the evolution of Indian management thought, recognizing key influencers and schools of thought, and synthesize these insights to develop a holistic approach to management.
- CO-3: Evaluate the management perspectives presented in Vedantic, Jain, Buddhist, and epic literature (such as the Ramayana, Mahabharata, and Bhagavad Gita), identifying common themes and principles, and apply them to address complex organizational issues.
- CO-4: Develop practical skills in leadership, governance, conflict resolution, ethical management, team building, personal development, and knowledge management, drawing from the rich tapestry of ancient Indian texts and adapting them to modern organizational contexts.

Lesson Plan

Class No.	Topic	Mapped COs
1	Introduction to Ancient Indian Knowledge System; Evolution of Indian Management Thought	CO-1, CO-2
2	Need for India-Oriented Approach to Management	CO-1, CO-2
3	Management Perspective in Vedantic Literature – Principles and Values	CO-1, CO-3
4	Vedantic Literature – Relevance to Modern Organizational Life	CO-1, CO-3
5	Ramayana: Ethical & Moral Values in Leadership	CO-1, CO-3, CO-4
6	Ramayana: Governance & Strategic Alliances	CO-2, CO-3, CO-4
7	Mahabharata: Conflict Management	CO-1, CO-3, CO-4
8	Mahabharata: Leadership in Crisis	CO-2, CO-3, CO-4
9	Bhagavad Gita: Inspirational Leadership	CO-1, CO-3, CO-4
10	Bhagavad Gita: Work, Duty & Performance	CO-2, CO-3, CO-4
11	Kautilya's Arthashastra – Qualities, Functions & Role of a Leader	CO-1, CO-2, CO-4
12	Kautilya: Motivation & Communication	CO-2, CO-3, CO-4
13	Kautilya: Governance of State & Corporation	CO-1, CO-3, CO-4
14	Kautilya: Economic Thought & Relevance Today	CO-1, CO-2, CO-3
15	Jain Literature: Code of Conduct & Four Pillars of Human Values	CO-1, CO-3, CO-4
16	Jain Literature: Conflict Resolution & Ethical Management	CO-2, CO-3, CO-4
17	Jain Literature: Mahavira's Economics	CO-1, CO-2, CO-3
18	Buddhist Literature: Team Building Lessons	CO-1, CO-3, CO-4
19	Buddhist Literature: Personal Development of Team Members	CO-1, CO-3, CO-4
20	Buddhist Literature: Knowledge Management	CO-2, CO-3, CO-4
21	Comparative Analysis – Ramayana, Mahabharata & Gita in Modern Context	CO-2, CO-3, CO-4
22	Comparative Analysis – Kautilya, Jain & Buddhist Perspectives	CO-1, CO-2, CO-3
23	Synthesis: Ancient Indian Wisdom for Contemporary Leadership	CO-1, CO-2, CO-3, CO-4
24	Course Wrap-up, Case Study Discussions & Practical Applications	CO-1, CO-2, CO-3, CO-4

LESSON PLAN

Subject: Business Communication Lab

Subject Code: MBEV1201

Name of the Faculty: Dr.Kedareswar Panda

Academic Session: 2025-26

Semester: 1st Semester

SL No.	Topic	Session No.	Pedagogy
1	Listening Skills I: Pronunciation (segmental sounds, stress, weak forms, intonation)	1	Audio Lab Exercises + Pronunciation Drills
2	Listening Skills II: Listening for meaning (short talks, news bulletin)	2	Audio-visual Materials + Note-taking
3	Listening Skills III: Taking notes from a lecture/speech, comprehending conversation	3	Practice Session + Peer Review
4	Speaking Skills I: Short speeches & debates on current topics	4	Role Play + Impromptu Speech
5	Speaking Skills II: Preparing for GDs (Structured & Unstructured)	5	Mock GD + Feedback
6	Speaking Skills III: Interviews (Stress Interviews, Business Etiquette)	6	Mock Interview + Peer Evaluation
7	Speaking Skills IV: Presentations – structure & delivery	7	PPT Workshop + Presentation Practice
8	Speaking Skills V: Role plays (body language, para language, spatial communication)	8	Simulation + Video Feedback
9	Reading Skills I: Vocabulary building, Reading comprehension	9	Reading Lab Exercises + Worksheets
10	Reading Skills II: Note making, summarizing, identifying main & supporting ideas	10	Text Analysis + Group Activity
11	Reading Skills III: Analyzing news articles & business texts	11	Case-based Reading + Group Discussion
12	Writing Skills I: Paragraph writing, Précis writing	12	Writing Workshop + Peer Correction
13	Writing Skills II: Business Letters (request, proposal, sales, invitation)	13	Drafting & Peer Review
14	Writing Skills III: Ad copywriting (AIDA model, appeals, cognitive dissonance) + Press Releases	14	Workshop + Creative Writing
15	Writing Skills IV & Course Integration: CV & Resume writing, AI Prompt-based writing, remedial grammar (verbs, clauses, sentence structures)	15	Resume Clinic + Grammar Games + Reflection