

Department of MBA

Details of Lesson Plan

S.No.	Particulars	Details
1.	Course Name	Community Engagement
2.	Course Code	UGMDC-303 (A)
3.	Academic Year	2024-2025
4.	Semester	3 rd Semester
5.	Number of Lesson plans	
6.	Faculty Assigned	Dr.Parveen kumar

Faculty Signature

Lesson Plan No. 1	Course Name :Community Engagement Topic: Fundamentals of Community Engagement	Course No.: UGMDC- 303 (A)
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Define community engagement and understand its core principles. Identify different types of community engagement. Appreciate the importance and impact of community engagement. Recognize the roles and responsibilities of individuals and organizations in community engagement.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power point presentation Whiteboard and Markers Case Studies and Examples Videos/Documentaries on successful community engagement projects
Teaching Development	<ol style="list-style-type: none"> Introduction (10 minutes) Engage Students with Questions <ul style="list-style-type: none"> - What does the term "community engagement" mean to you? - Can you think of any examples where community engagement has made a difference? - Introduce the Concept of Community Engagement - Define community engagement. - Discuss the importance of building relationships and collaboration between communities and organizations. - Core Principles of Community Engagement: <ul style="list-style-type: none"> - Explain key principles such as inclusivity, respect, collaboration, and empowerment. - Highlight the importance of mutual benefit in community engagement efforts. Development (30 minutes) <ol style="list-style-type: none"> Types of Community Engagement: <ul style="list-style-type: none"> - Informing: Providing communities with relevant information. - Consulting: Gathering community input on issues and decisions. - Involving: Working directly with communities throughout the process. - Collaborating: Partnering with communities to develop and implement solutions. - Empowering: Ensuring that communities have the power to make decisions and implement changes. - Provide examples and case studies for each type to illustrate real-world applications.

	<p>b. Importance and Impact of Community Engagement:</p> <ul style="list-style-type: none"> - Discuss how effective community engagement can lead to: - Improved decision-making and policies. - Enhanced trust and relationships between communities and organizations. - Sustainable and community-driven solutions. - Share success stories of community engagement projects that have positively impacted communities. <p>c. Roles and Responsibilities:</p> <ul style="list-style-type: none"> - Explain the roles of various stakeholders in community engagement, including: - Community members - Non-profit organizations - Government agencies - Private sector - Discuss the importance of active participation, listening, and responsiveness. <p>3. Exercise (10 minutes)</p> <p>Group Activity:</p> <ul style="list-style-type: none"> - Divide students into small groups and assign them a scenario where they must plan a community engagement project. - Each group will identify the type of engagement needed, key stakeholders, and potential challenges. - Groups will present their plans to the class for discussion.
Closure	<ol style="list-style-type: none"> 1. Review the key concepts of community engagement, including its types, importance, and roles. 2. Encourage students to reflect on how they can apply these concepts in real-life situations. 3. Suggested Reading: Provide students with articles or book chapters on community engagement strategies and best practices. Suggest resources such as “The Community Engagement Handbook” or relevant online journals. 4. Homework Assign students to research a community engagement initiative in their local area or a case study from another region. They should prepare a brief report on the engagement process, outcomes, and lessons learned. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.



	<p>2. Student Assessment: Spend the final 5 minutes discussing these questions and evaluating student understanding through a quick Q&A session.</p>
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Lesson Plan No. 2	Course Name :Community Engagement Topic: Community Concept and Perspectives	Course No.: UGMDC- 303 (A)
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Define the concept of "community" and understand various perspectives. Differentiate between traditional and contemporary views of communities. Analyze the impact of diverse perspectives on community dynamics. Recognize the role of community perspectives in shaping social policies and practices.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power point presentation Whiteboard and Markers Case Studies and Examples Videos/Documentaries on successful community engagement projects
Teaching Development	<ol style="list-style-type: none"> Introduction (10 minutes) Engage Students with Questions <ul style="list-style-type: none"> What does "community" mean to you? How do you think different perspectives might influence what we consider a community? Introduce the Concept of Community: <ul style="list-style-type: none"> Define the term "community." Discuss the traditional and contemporary views of communities. Core Perspectives on Communities: <ul style="list-style-type: none"> Explain various perspectives such as cultural, social, and economic viewpoints. Highlight how different perspectives shape community identities and interactions. Development (30 minutes) <ol style="list-style-type: none"> Types of Community Engagement: Traditional Views: <ul style="list-style-type: none"> Focus on geographic and social proximity. Discuss examples such as village communities or close-knit urban neighbourhoods. Contemporary Views: <ul style="list-style-type: none"> Focus on virtual communities and interest-based groups. Discuss examples such as online forums and global activist networks. Impact of Diverse Perspectives: Community Dynamics: <ul style="list-style-type: none"> Discuss how diverse perspectives influence community

	<p>cohesion and conflict.</p> <ul style="list-style-type: none"> - Share examples of communities that have successfully integrated diverse perspectives. <p>Social Policies and Practices:</p> <ul style="list-style-type: none"> - Analyze how varying community perspectives impact policy-making and social practices. - Provide case studies where different perspectives led to significant policy changes. <p>3. Exercise (10 minutes)</p> <p>Group Activity:</p> <ul style="list-style-type: none"> - Divide students into small groups and provide each group with a case study that illustrates different community perspectives. - Each group will analyze the perspectives presented and propose strategies for addressing potential conflicts or enhancing community integration. - Groups will present their analysis and strategies to the class for discussion.
Closure	<ol style="list-style-type: none"> 1. Review the key concepts of community engagement, including its types, importance, and roles. 2. Encourage students to reflect on how they can apply these concepts in real-life situations. 3. Homework Assign students to research a community that has undergone significant changes due to evolving perspectives. They should prepare a brief report on the changes, their impact, and lessons learned. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. Allow students to answer and discuss questions related to community perspectives. 2. Student Assessment: Spend the final 5 minutes discussing these questions and evaluating student understanding through a quick Q&A session.



Lesson Plan No. 3	Course Name :Community Engagement Topic: Need and Principles of Community Engagement	Course No.: UGMDC- 303 (A)
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Define community engagement and understand its core principles. Identify different types of community engagement. Appreciate the importance and impact of community engagement. Recognize the roles and responsibilities of individuals and organizations in community engagement.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power point presentation Whiteboard and Markers Case Studies and Examples Videos/Documentaries on successful community engagement projects
Teaching Development	<ol style="list-style-type: none"> Introduction (10 minutes) Engage Students with Questions <ul style="list-style-type: none"> What does the term "community engagement" mean to you? Can you think of any examples where community engagement has made a difference? Introduce the Concept of Community Engagement Define community engagement. Discuss the importance of building relationships and collaboration between communities and organizations. Core Principles of Community Engagement: <ul style="list-style-type: none"> Explain key principles such as inclusivity, respect, collaboration, and empowerment. Highlight the importance of mutual benefit in community engagement efforts. Development (30 minutes) <ol style="list-style-type: none"> Types of Community Engagement: <ul style="list-style-type: none"> Informing: Providing communities with relevant information. Consulting: Gathering community input on issues and decisions. Involving: Working directly with communities throughout the process. Collaborating: Partnering with communities to develop and implement solutions. Empowering: Ensuring that communities have the power to make decisions and implement changes. Provide examples and case studies for each type to illustrate real-world applications.



	<p>b. Importance and Impact of Community Engagement:</p> <ul style="list-style-type: none"> - Discuss how effective community engagement can lead to: - Improved decision-making and policies. - Enhanced trust and relationships between communities and organizations. - Sustainable and community-driven solutions. - Share success stories of community engagement projects that have positively impacted communities. <p>c. Roles and Responsibilities:</p> <ul style="list-style-type: none"> - Explain the roles of various stakeholders in community engagement, including: - Community members - Non-profit organizations - Government agencies - Private sector - Discuss the importance of active participation, listening, and responsiveness. <p>3. Exercise (10 minutes)</p> <p>Group Activity:</p> <ul style="list-style-type: none"> - Divide students into small groups and assign them a scenario where they must plan a community engagement project. - Each group will identify the type of engagement needed, key stakeholders, and potential challenges. - Groups will present their plans to the class for discussion.
Closure	<ol style="list-style-type: none"> 1. Review the key concepts of community engagement, including its types, importance, and roles. 2. Encourage students to reflect on how they can apply these concepts in real-life situations. 3. Suggested Reading: Provide students with articles or book chapters on community engagement strategies and best practices. Suggest resources such as “The Community Engagement Handbook” or relevant online journals. 4. Homework Assign students to research a community engagement initiative in their local area or a case study from another region. They should prepare a brief report on the engagement process, outcomes, and lessons learned. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.



	<p>2. Student Assessment: Spend the final 5 minutes discussing these questions and evaluating student understanding through a quick Q&A session.</p>
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Lesson Plan No.5	Course Name :Community Engagement Topic: The Social Ecological Model of Health	Course No.: UGMDC- 303 (A)
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Define the Social Ecological Model (SEM) of Health. Identify the different levels of the SEM and their interrelationships. Appreciate the importance of considering multiple levels of influence on health outcomes. Analyze real-world examples of health issues through the lens of the SEM.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power point presentation Whiteboard and Markers Case Studies and Examples Videos/Documentaries on successful community engagement projects
Teaching Development	<ol style="list-style-type: none"> Introduction (10 minutes) Engage Students with Questions <ul style="list-style-type: none"> What factors do you think influence health in individuals and communities? Can you think of an example where health is affected by factors beyond the individual level? Define the SEM and discuss its significance in understanding health. Explain that the model emphasizes the interplay between individual, relationship, community, and societal factors. Development (30 minutes) <ol style="list-style-type: none"> Levels of the Social Ecological Model: <ul style="list-style-type: none"> Individual Level: Personal factors (knowledge, attitudes, behaviors). Relationship Level: Influence of family, friends, and social networks. Community Level: Impact of community norms, organizations, and resources. Societal Level: Broader societal influences, including policies, culture, and economic factors. Visual Representation: Use diagrams to illustrate the model and the interconnections between levels. Importance of the SEM in Health Promotion: <ul style="list-style-type: none"> Identifying barriers and facilitators to health at different levels. Promoting sustainable change through community and policy-level efforts. Share examples of successful health initiatives that used the



	<p>SEM to guide their strategies</p> <p>c. Roles and Responsibilities:</p> <ul style="list-style-type: none"> - Explain the roles of various stakeholders in community engagement, including: - Community members - Non-profit organizations - Government agencies - Private sector - Discuss the importance of active participation, listening, and responsiveness. <p>3. Exercise (10 minutes)</p> <p>Group Activity:</p> <ul style="list-style-type: none"> - Divide students into small groups and assign them a scenario where they must plan a community engagement project. - Each group will identify the type of engagement needed, key stakeholders, and potential challenges. - Groups will present their plans to the class for discussion.
<p>Closure</p>	<ol style="list-style-type: none"> 1. Review the key concepts of community engagement, including its types, importance, and roles. 2. Encourage students to reflect on how they can apply these concepts in real-life situations. 3. Suggested Reading: Provide students with articles or book chapters on community engagement strategies and best practices. Suggest resources such as “The Community Engagement Handbook” or relevant online journals. 4. Homework Assign students to research a community engagement initiative in their local area or a case study from another region. They should prepare a brief report on the engagement process, outcomes, and lessons learned. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
<p>Evaluation</p>	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss. 2. Student Assessment: Spend the final 5 minutes discussing these questions and evaluating student understanding through a quick Q&A session.

Lesson Plan No. 6	Course Name :Community Engagement Topic: Active Community Engagement Continuum	Course No.: UGMDC- 303 (A)
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Define community engagement and understand its core principles. Identify different types of community engagement. Appreciate the importance and impact of community engagement. Recognize the roles and responsibilities of individuals and organizations in community engagement.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power point presentation Whiteboard and Markers Case Studies and Examples Videos/Documentaries on successful community engagement projects
Teaching Development	<ol style="list-style-type: none"> Introduction (10 minutes) Engage Students with Questions <ul style="list-style-type: none"> What does the term "community engagement" mean to you? Can you think of any examples where community engagement has made a difference? Introduce the Concept of Community Engagement Define community engagement. Discuss the importance of building relationships and collaboration between communities and organizations. Core Principles of Community Engagement: <ul style="list-style-type: none"> Explain key principles such as inclusivity, respect, collaboration, and empowerment. Highlight the importance of mutual benefit in community engagement efforts. Development (30 minutes) <ol style="list-style-type: none"> Types of Community Engagement: <ul style="list-style-type: none"> Informing: Providing communities with relevant information. Consulting: Gathering community input on issues and decisions. Involving: Working directly with communities throughout the process. Collaborating: Partnering with communities to develop and implement solutions. Empowering: Ensuring that communities have the power to make decisions and implement changes. Provide examples and case studies for each type to illustrate real-world applications.



	<p>b. Importance and Impact of Community Engagement:</p> <ul style="list-style-type: none"> - Discuss how effective community engagement can lead to: - Improved decision-making and policies. - Enhanced trust and relationships between communities and organizations. - Sustainable and community-driven solutions. - Share success stories of community engagement projects that have positively impacted communities. <p>c. Roles and Responsibilities:</p> <ul style="list-style-type: none"> - Explain the roles of various stakeholders in community engagement, including: - Community members - Non-profit organizations - Government agencies - Private sector - Discuss the importance of active participation, listening, and responsiveness. <p>3. Exercise (10 minutes)</p> <p>Group Activity:</p> <ul style="list-style-type: none"> - Divide students into small groups and assign them a scenario where they must plan a community engagement project. - Each group will identify the type of engagement needed, key stakeholders, and potential challenges. - Groups will present their plans to the class for discussion.
Closure	<ol style="list-style-type: none"> 1. Review the key concepts of community engagement, including its types, importance, and roles. 2. Encourage students to reflect on how they can apply these concepts in real-life situations. 3. Suggested Reading: Provide students with articles or book chapters on community engagement strategies and best practices. Suggest resources such as “The Community Engagement Handbook” or relevant online journals. 4. Homework Assign students to research a community engagement initiative in their local area or a case study from another region. They should prepare a brief report on the engagement process, outcomes, and lessons learned. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, Who?). Allow students to answer and discuss.



	<p>2. Student Assessment: Spend the final 5 minutes discussing these questions and evaluating student understanding through a quick Q&A session.</p>
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Lesson Plan No. 7	Course Name :Community Engagement Topic: Diffusion of Innovation and Community-Based Participatory Research	Course No.: UGMDC- 303 (A)
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Define the concept of "community" and understand various perspectives. Differentiate between traditional and contemporary views of communities. Analyze the impact of diverse perspectives on community dynamics. Recognize the role of community perspectives in shaping social policies and practices.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power point presentation Whiteboard and Markers Case Studies and Examples Videos/Documentaries on successful community engagement projects
Teaching Development	<ol style="list-style-type: none"> Introduction (10 minutes) Engage Students with Questions <ul style="list-style-type: none"> What does "community" mean to you? How do you think different perspectives might influence what we consider a community? Introduce the Concept of Community: <ul style="list-style-type: none"> Define the term "community." Discuss the traditional and contemporary views of communities. Core Perspectives on Communities: <ul style="list-style-type: none"> Explain various perspectives such as cultural, social, and economic viewpoints. Highlight how different perspectives shape community identities and interactions. Development (30 minutes) <ol style="list-style-type: none"> Types of Community Engagement: Traditional Views: <ul style="list-style-type: none"> Focus on geographic and social proximity. Discuss examples such as village communities or close-knit urban neighbourhoods. Contemporary Views: <ul style="list-style-type: none"> Focus on virtual communities and interest-based groups. Discuss examples such as online forums and global activist networks. Impact of Diverse Perspectives: Community Dynamics:



	<ul style="list-style-type: none"> - Discuss how diverse perspectives influence community cohesion and conflict. - Share examples of communities that have successfully integrated diverse perspectives. <p>Social Policies and Practices:</p> <ul style="list-style-type: none"> - Analyze how varying community perspectives impact policy-making and social practices. - Provide case studies where different perspectives led to significant policy changes. <p>3. Exercise (10 minutes)</p> <p>Group Activity:</p> <ul style="list-style-type: none"> - Divide students into small groups and provide each group with a case study that illustrates different community perspectives. - Each group will analyze the perspectives presented and propose strategies for addressing potential conflicts or enhancing community integration. - Groups will present their analysis and strategies to the class for discussion.
Closure	<ol style="list-style-type: none"> 1. Review the key concepts of community engagement, including its types, importance, and roles. 2. Encourage students to reflect on how they can apply these concepts in real-life situations. 3. Homework Assign students to research a community that has undergone significant changes due to evolving perspectives. They should prepare a brief report on the changes, their impact, and lessons learned. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. Allow students to answer and discuss questions related to community perspectives. 2. Student Assessment: Spend the final 5 minutes discussing these questions and evaluating student understanding through a quick Q&A session.