



Kot Bhalwal, Jammu



Model Institute of Engineering
& Technology (Autonomous)
Dr. Arun K. Gupta Teaching-Learning Centre

School of Management

Details of Lesson Plan

S.No.	Particulars	Details
1.	Course Name	Project Management
2.	Course Code	MBA-401
3.	Academic Year	2024-25
4.	Semester	IV
5.	Number of Lesson plans	60
6.	Faculty Assigned	Manik Arora, Ph.D.

Manik

Faculty Signature



Lesson Plan No. 0	Course Name: Project Management Topic: Introduction	Course No.: MBA-401
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Objectives	At the end of the course the student shall be able to: <ul style="list-style-type: none"> a. Describe the various aspects of project management b. Identify the process and techniques for project ideation and formulation.. c. Analyze and compute the financial working of a project d. Evaluate the various approaches of project organization and control. e. Interpret different project management approaches and articulate their pros and cons in project implementation.
Teaching Aids (if any)	<ul style="list-style-type: none"> • Power point presentation
Why Project Management	With project management, students gain a holistic skill set that prepare them to lead, manage, and deliver successful projects while fostering personal and professional growth. These skills are not only applicable in the workplace but also in everyday life, helping individuals manage tasks, time, and relationships more effectively.
Open-Ended Questions	<p>Q1. How do you determine the most effective project management approach, and what factors influence this decision?</p> <p>Q2. What strategies can project managers use to effectively engage and manage stakeholders with conflicting interests or expectations throughout the project lifecycle?</p> <p>Q3. How do you identify, assess, and mitigate risks in a project, and what steps can you take to ensure the team is prepared for unexpected challenges?</p> <p>Q4. What leadership styles or techniques are most effective in motivating and managing cross-functional teams, especially in high-pressure or complex project environments?</p>
Videos to be watched	<p>https://www.youtube.com/watch?v=bw-NvGvLHtM</p> <p>https://youtu.be/3zqwlr8sp2Y?si=t1VPT_QAFMNsF4Xw</p>



Assessment & Evaluation

Mid-Semester Test (MST):

A written examination covering theoretical aspects and practical applications discussed in class.

Presentations:

Group presentations analyzing case studies of companies' financial strategies, highlighting successes and areas for improvement.

Assignment:

Students will prepare assignments on the basis of topics assigned

In-Class Activities:

Interactive exercises such as financial simulations, role-playing scenarios, and problem-solving sessions to reinforce learning.

Final Exam:

Final exam of 70 marks will be conducted at the end of the session



Model Institute of Engineering
& Technology (Autonomous)
Lesson Plan

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Version 1.1



Please Do Not Print Unless Necessary



Lesson Plan No. 1	Course Name: Project Management Topic: Concept & Need of Project Management	Course No.: MBA-401
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Objectives	At the end of the lesson the students shall be able to: <ol style="list-style-type: none">Define project management and its key elements.Understand the need for project management in various industries.Identify the benefits of employing project management methodologies.
Teaching Aids (if any)	<ul style="list-style-type: none">Power Point Presentation
Teaching Development	<ol style="list-style-type: none">1. Introduction (05 minutes) Start with a brief explanation of what project management is and its significance in achieving organizational goals.2. Development (30 minutes) What is Project Management? Define project management as the process of planning, organizing, executing, and controlling resources to achieve specific goals within a defined timeframe and budget. Discuss the key elements of project management: scope, time, cost, quality, and risk. Why is Project Management Needed? Highlight the prevalence of projects in various industries (construction, IT, marketing, etc.) Explain how projects, regardless of size or complexity, can benefit from structured management to ensure success. Discuss common project challenges like scope creep, missed deadlines, and budget overruns that project management helps overcome. Benefits of Project Management: List and explain the advantages of using project management methodologies, such as:<ul style="list-style-type: none">Increased efficiency and productivityImproved communication and collaboration within teamsEnhanced risk mitigation and proactive problem-solvingClearer project visibility and better decision-makingIncreased project success rate and stakeholder satisfaction



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the University Questions from the Syllabus.3. Suggested Reading: Project Management by Prasanna Chandra <p>https://www.apm.org.uk/resources/what-is-project-management/</p> <p>https://www.knowledgehut.com/blog/project-management/importance-of-project-management</p>
Evaluation	<ol style="list-style-type: none">1. How would you explain the concept of project management to someone unfamiliar with it, and why do you think it is essential for achieving goals in an organized manner?2. Can you recall a situation where a lack of project management led to challenges or failures? What could have been done differently to ensure success?3. In your opinion, what are the most critical benefits of project management, and how do you see it adding value to your personal or professional life? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 1.1	Course Name: Project Management Topic: Project Characteristics & Constraints	Course No.: MBA-401
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Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> a. Define the key characteristics of a project. b. Explain the concept of project constraints. c. Identify the different types of project constraints. d. Understand the impact of constraints on project management.
Teaching Aids (if any)	<ul style="list-style-type: none"> • Power Point Presentation
Teaching Development	<p>1. Introduction (05 minutes) Start with a real-life example of a project (e.g., building a birdhouse, organizing a school event). Discuss the different elements involved in completing the project. Introduce the concept of "project characteristics" and "project constraints." Briefly explain why understanding both is crucial for successful project management.</p> <p>2. Development (30 minutes)</p> <p>Project Characteristics: A project is a temporary endeavour undertaken to create a unique product, service, or result.</p> <p>Key characteristics: Scope: What the project will deliver (clearly defined boundaries). Time: The duration of the project (defined start and end dates). Cost: The financial resources required to complete the project (budget). Quality: The level of excellence expected in the project deliverables. Resources: The people, materials, and equipment needed to complete the project. Emphasize the importance of clearly defining each characteristic for effective project planning.</p> <p>Project Constraints: Limitations placed on a project that affect its execution. Budgetary: Limited financial resources available. Time: Deadline for project completion. Resource: Limited availability of people, materials, or equipment. Technical: Technological limitations or requirements. Legal: Regulations or compliance requirements impacting the project.</p>



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the University Questions from the Syllabus.3. Suggested Reading: Project Management by Prasanna Chandra <p>https://www.sprintzeal.com/blog/project-characteristics https://business.adobe.com/blog/basics/project-constraints</p>
Evaluation	<ol style="list-style-type: none">1. What specific characteristics of the project (e.g., scope, complexity, stakeholders) stood out to you, and how did they influence the project's success or challenges?2. How did you prioritize and manage the constraints (e.g., time, budget, resources) during the project, and what trade-offs did you have to make?3. How did the project characteristics and constraints help you grow as a project manager or team member, and what would you do differently in future projects? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 1.2	Course Name: Project Management Topic: Attributes of Good Project Manager & Project Management in Service Sector	Course No.: MBA-401
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Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> a. Define project management and its application in the service sector. b. Identify key attributes of a successful project manager. c. Explain the importance of project management in service delivery.
Teaching Aids (if any)	<ul style="list-style-type: none"> • Power Point Presentation
Teaching Development	<p>1. Introduction (05 minutes)</p> <p>Start with a real-life example: Briefly discuss a familiar service experience (e.g., restaurant visit, online consultation). Ask students to identify the "project" aspect involved (e.g., delivering the meal, providing the service).</p> <p>Define project management: Introduce the concept of project management as the process of planning, organizing, executing, and controlling activities to achieve specific goals within a defined timeframe and budget.</p> <p>Highlight the service sector focus: Emphasize that the lesson will explore how project management principles are applied in the service industry, where intangible results are delivered.</p> <p>2. Development (30 minutes)</p> <p>Attributes of a Good Project Manager:</p> <ul style="list-style-type: none"> ○ Leadership & Communication: Ability to clearly communicate project goals, motivate and guide team members, and foster collaboration. ○ Organizational Skills: Efficiently manage time, resources, and tasks, adapt to changing circumstances, and maintain order within the project. ○ Problem-Solving & Decision-Making: Identify and analyze potential issues, develop effective solutions, and make informed decisions under pressure.



	<p>Project Management in Service Sector:</p> <ul style="list-style-type: none">○ Adapting Traditional Methods: Discuss how traditional project management methods need to be adapted to accommodate the unique characteristics of services, such as client interaction and intangible deliverables.○ Focus on Client Satisfaction: Emphasize the importance of customer-centricity and how project management in services should prioritize meeting and exceeding client expectations.○ Examples of Service Sector Applications: Briefly showcase how project management principles are used in specific service industries like IT, consulting, and healthcare.
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the University Questions from the Syllabus.3. Suggested Reading: Project Management by Prasanna Chandra <p>https://www.knowledgehut.com/blog/project-management/characteristics-of-a-good-project-manager</p> <p>https://www.linkedin.com/pulse/project-management-service-industries-navigating-salman-nizarudin</p>
Evaluation	<ol style="list-style-type: none">1. What key qualities or skills do you believe are most critical for a project manager to succeed in dynamic and uncertain environments, and why?2. How can a project manager effectively balance technical expertise with interpersonal skills to ensure both project delivery and team satisfaction?3. What unique challenges do project managers face in the service sector (e.g., intangibility, customer involvement) compared to other industries, and how can they address these challenges?4. How should success be measured in service sector projects, and what role does customer satisfaction play in defining project outcomes? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 1.3	Course Name: Project Management Topic: Project Environment	Course No.: MBA-401
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Objectives	<p>At the end of the lesson the students shall be able to:</p> <ol style="list-style-type: none"> Define the term "project environment." Identify different types of project environments. Explain the importance of considering the project environment during project planning and execution.
Teaching Aids (if any)	<ul style="list-style-type: none"> Power Point Presentation
Teaching Development	<p>1. Introduction (05 minutes) Start with a short brainstorming session. Ask students: "What are some factors that can influence how a project unfolds?" This will help gauge their understanding and connect to the lesson's topic.</p> <p>Briefly introduce the concept of a project environment, explaining that it encompasses all internal and external factors that can impact a project throughout its lifecycle.</p> <p>2. Development (30 minutes)</p> <p>Types of Project Environments (10 minutes):</p> <p>Discuss the two main categories of project environments:</p> <ol style="list-style-type: none"> Internal environment: factors within the organization, like team structure, resources, and company culture. External environment: factors outside the organization, like regulations, economic conditions, and stakeholder expectations. <p>Importance of Project Environment (10 minutes):</p> <ul style="list-style-type: none"> Explain why understanding the project environment is crucial for success. Helps identify potential risks and opportunities early on. Allows for better planning and resource allocation. Enables proactive management and adaptation to changing circumstances. <p>Considering the Environment in Project Management (10 minutes):</p> <ul style="list-style-type: none"> Introduce concepts like environmental scanning and stakeholder analysis. Briefly explain how project managers use these tools to understand the project environment and its potential impact.



	<ul style="list-style-type: none">• Encourage students to think about how they might consider the environment when planning a personal project (e.g., school event).
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the University Questions from the Syllabus.3. Suggested Reading: Project Management by Prasanna Chandra <p>https://www.projectmanager.com/blog/how-to-manage-project-environment</p>
Evaluation	<ol style="list-style-type: none">1. How do the various stakeholders in a project environment shape the decision-making process, and what strategies can be employed to manage their expectations and influence effectively?2. What external factors (e.g., economic, political, cultural, or technological) have the most significant impact on a project environment, and how can project managers adapt to these influences?3. How does the organizational culture within a project environment affect team collaboration, communication, and overall project success?4. In what ways does the project environment contribute to risks and uncertainties, and what approaches can project managers take to proactively identify and mitigate these challenges? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 1.4	Course Name: Project Management Topic: Project and Program Management in Government	Course No.: MBA-401
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Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none">a. Define project and program management in the context of government.b. Understand the differences between project and program management.c. Identify the benefits of using project and program management in government
Teaching Aids (if any)	<ul style="list-style-type: none">• Power Point Presentation
Teaching Development	<ol style="list-style-type: none">1. Introduction (05 minutes) Start by asking students to share their experiences with government services. Discuss the challenges they might have encountered and how project management could improve those experiences.2. Development (30 minutes) What is Project Management?<ul style="list-style-type: none">• Define project management as the application of knowledge, skills, tools, and techniques to plan, execute, monitor, and control project activities to achieve specific objectives within defined time, budget, and scope constraints.• Give examples of government projects like building a bridge, launching a new social program, or implementing a new IT system. What is Program Management?<ul style="list-style-type: none">• Define program management as the coordinated management of a group of related projects, programs, or other activities aimed at achieving a specific strategic outcome or objective.• Use the example of a national infrastructure development program that encompasses multiple construction projects.



	<p>Benefits of using Project and Program Management in Government:</p> <ol style="list-style-type: none">Improved efficiency and effectiveness in delivering services.Better control over costs and resources.Enhanced transparency and accountability.Increased citizen satisfaction with government services
Closure	<ol style="list-style-type: none">Summarize the Lesson Learning Outcomes and get affirmation from students on these.Discuss the University Questions from the Syllabus.Suggested Reading: Project Management by Prasanna Chandra https://monday.com/blog/project-management/project-management-for-government/
Evaluation	<ol style="list-style-type: none">How can government projects and programs ensure alignment with broader public policy goals while balancing the diverse needs and expectations of stakeholders?What strategies can government program managers employ to effectively manage the complexity and interdependencies of large-scale, multi-agency projects or programs?In what ways can project and program management practices in government be designed to enhance accountability and transparency while maintaining efficiency and effectiveness?How can government project and program managers build flexibility into their planning and execution processes to adapt to changing political, economic, or social environments? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 1.5	Course Name: Project Management Topic: Project Life Cycle	Course No.: MBA-401
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Objectives	<p>At the end of the lesson the students shall be able to:</p> <ul style="list-style-type: none"> • Students will be able to identify the five stages of the project life cycle. • Students will be able to describe the key activities and deliverables of each stage. • Students will be able to explain the importance of following a project life cycle
Teaching Aids (if any)	<ul style="list-style-type: none"> • Power Point Presentation
Teaching Development	<p>Introduction (05 minutes)</p> <ul style="list-style-type: none"> • Start by asking students if they have ever worked on a project, either individually or as a group. • Briefly discuss the challenges of managing a project and how having a defined process can help. • Introduce the concept of the project life cycle as a structured approach to managing projects from start to finish. <p>Development (30 minutes)</p> <p>Stage 1: Initiating:</p> <ol style="list-style-type: none"> Define project scope, objectives, and feasibility. Identify stakeholders and resources required. Develop a project charter to formally authorize the project. <p>Stage 2: Planning:</p> <ol style="list-style-type: none"> Create a detailed project plan outlining tasks, timeline, budget, and communication strategies. Identify potential risks and develop mitigation plans. Assign roles and responsibilities to team members. <p>Stage 3: Executing:</p> <ol style="list-style-type: none"> Implement the project plan according to the schedule and budget. Manage resources and communication effectively. Monitor progress and identify any deviations from the plan. <p>Stage 4: Monitoring and Controlling:</p> <ol style="list-style-type: none"> Track progress against the project plan and baseline.



	<p>b. Measure performance and identify any areas requiring adjustments.</p> <p>c. Report on progress to stakeholders and make necessary adjustments.</p> <p>Stage 5: Closing:</p> <p>d. Deliver the final project outputs and ensure they meet the acceptance criteria.</p> <p>e. Document lessons learned and best practices for future projects.</p> <p>f. Formally close the project and release resources</p>
Closure	<ul style="list-style-type: none">Summarize the Lesson Learning Outcomes and get affirmation from students on these.Discuss the University Questions from the Syllabus.Suggested Reading: Project Management by Prasanna Chandra https://www.proprofsproject.com/blog/project-life-cycle-and-its-phases/
Evaluation	<ol style="list-style-type: none">How do you determine whether a project is viable during the initiation phase, and what factors are most critical in shaping the project's vision and objectives?What challenges might arise when creating a detailed project plan, and how can project managers ensure flexibility while maintaining control over scope, schedule, and resources?How can project managers effectively monitor progress and performance during the execution phase, and what strategies can be used to address deviations from the plan?What lessons can be learned from the project closure phase, and how can these insights be documented and applied to improve future projects? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 1.6	Course Name: Project Management Topic: Different types of needs leading to different types of projects under BOMRED	Course No.: MBA-401
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Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> • Define BOMRED and its purpose. • Understand the different types of needs addressed by BOMRED projects. • Identify the link between needs and project types.
Teaching Aids (if any)	<ul style="list-style-type: none"> • Power Point Presentation
Teaching Development	<p>1. Introduction (05 minutes) Begin by asking students if they are familiar with the concept of sustainable development. Briefly discuss its importance in today's world. Introduce BOMRED (Baltic Sea Region Operating Programme for the European Union Strategy for the Baltic Sea Region) as a program dedicated to promoting sustainable development in the Baltic Sea region. Explain that BOMRED focuses on various aspects, including environmental protection, economic prosperity, and social well-being.</p> <p>2. Development (30 minutes) Types of Needs:</p> <ul style="list-style-type: none"> • Environmental needs: These needs focus on protecting the environment of the Baltic Sea region. Examples include projects addressing water pollution, biodiversity loss, and climate change. • Economic needs: These needs aim to improve the economic well-being of the region. Examples include projects promoting innovation, entrepreneurship, and sustainable tourism. • Social needs: These needs focus on improving the social well-being of the region's population. Examples include projects promoting education, healthcare, and cultural exchange. <p>Matching Needs with Projects:</p> <ul style="list-style-type: none"> • BOMRED identifies these different types of needs and funds projects that address them effectively. • Project proposals go through a rigorous selection process, ensuring they align with specific needs and contribute to BOMRED's overall objectives.



Closure	<ul style="list-style-type: none">• Summarize the Lesson Learning Outcomes and get affirmation from students on these.• Discuss the University Questions from the Syllabus.• Suggested Reading: Project Management by Prasanna Chandra https://www.yourarticlelibrary.com/project-management/6-main-types-of-need-based-projects-project-management/94588
Evaluation	<ol style="list-style-type: none">1. How do business needs, such as profitability or market expansion, influence the initiation and prioritization of projects within an organization? Can you provide an example of a project driven primarily by business needs?2. In what ways do operational needs, such as improving efficiency or addressing resource gaps, shape the scope and execution of projects? How might these needs differ across industries or organizational structures?3. How do regulatory or environmental needs, such as compliance with laws or sustainability goals, impact the planning and implementation of projects? What challenges might arise when balancing these needs with other project objectives?4. How do developmental needs, such as skill-building or innovation, drive the creation of projects aimed at long-term growth? What strategies can organizations use to ensure these projects align with their overall vision and goals? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 1.7	Course Name: Project Management Topic: Project Management Perspectives	Course No.: MBA-401
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Objectives	<p>At the end of the lesson the students shall be able to:</p> <ul style="list-style-type: none">• Students will be able to identify different perspectives involved in project management.• Students will understand how each perspective influences project decisions and priorities.• Students will be able to analyze the potential conflicts arising from different perspectives.
Teaching Aids (if any)	<ul style="list-style-type: none">• Power Point Presentation
Teaching Development	<ul style="list-style-type: none">• Introduction (05 minutes) Begin by asking students to consider a recent project they worked on (school project, group activity, etc.). Discuss how different people involved in the project might have had varying viewpoints and priorities. Introduce the concept of project management perspectives and how understanding them helps manage projects effectively.• Development (30 minutes) Project Manager Perspective: Focuses on delivering the project on time, within budget, and meeting scope requirements. Key considerations include task management, resource allocation, risk mitigation, and communication. Team Member Perspective: Concerned with completing assigned tasks effectively and efficiently. Factors like workload, skillset utilization, and team dynamics are important from this viewpoint. Stakeholder Perspective: Interested in the project's overall success and its impact on their interests. Stakeholders can be clients, sponsors, end-users, or anyone affected by the project's outcome.



Closure	<ul style="list-style-type: none">• Summarize the Lesson Learning Outcomes and get affirmation from students on these.• Discuss the University Questions from the Syllabus.• Suggested Reading: Project Management by Prasanna Chandra http://www.free-management-ebooks.com/faqpm/principles-03.htm
Evaluation	<ul style="list-style-type: none">• How do different project management methodologies reflect varying perspectives on flexibility, control, and stakeholder engagement?• In what ways can differing stakeholder expectations and priorities influence the success or failure of a project, and how can a project manager effectively balance these perspectives?• How do organizational culture and external environmental factors shape the way projects are planned, executed, and evaluated?• What ethical considerations and sustainability principles should project managers prioritize, and how can these perspectives be integrated into project planning and execution? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 1.8	Course Name: Project Management Topic: Generating Ideas	Course No.: MBA-401
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Objectives	<p>At the end of the lesson the students shall be able to:</p> <ul style="list-style-type: none"> • Students will understand the importance of idea generation in project identification. • Students will explore different techniques for brainstorming and identifying project ideas. • Students will be able to evaluate and select promising project ideas.
Teaching Aids (if any)	<ul style="list-style-type: none"> • Power Point Presentation • White Board
Teaching Development	<ul style="list-style-type: none"> • Introduction (05 minutes) Begin by asking students to think about successful projects they've encountered in their community or school. Discuss where these project ideas might have originated. Introduce the concept of project identification and how generating creative ideas is crucial for finding impactful projects. • Development (30 minutes) Brainstorming Techniques: Brainstorming as a way to generate a large number of ideas in a short time. Introduce different brainstorming techniques: Individual Brainstorming: Encourage silent individual thinking to come up with initial ideas. Group Brainstorming: Facilitate a session where students share ideas openly, building on each other's thoughts. Mind Mapping: Guide students in visually connecting ideas and exploring their relationships. Identifying Project Opportunities: Discuss how to identify potential project opportunities by considering: Needs and problems: Look for areas where there are unmet needs or challenges that could be addressed. Trends and opportunities: Explore emerging trends and identify potential projects that capitalize on new technologies or social changes. Stakeholder input: Involve stakeholders like community members, teachers, or school administration to gather their perspectives and priorities. Idea Selection and Evaluation: Introduce criteria for evaluating project ideas, such as:



	<p>Feasibility: Can the project be realistically completed with available resources and time?</p> <p>Impact: Will the project address a significant need and create positive outcomes?</p> <p>Alignment: Does the project fit with the overall goals and priorities of the organization or community?</p>
Closure	<ul style="list-style-type: none">• Summarize the Lesson Learning Outcomes and get affirmation from students on these.• Discuss the University Questions from the Syllabus.• Suggested Reading: Project Management by Prasanna Chandra• https://ebooks.inflibnet.ac.in/mgmt09/chapter/project-identification/• https://www.techno-pm.com/blogs/project-management-concepts/project-identification
Evaluation	<ul style="list-style-type: none">• What inspired your ideas, and how did you ensure they aligned with the project's goals?• How did you overcome challenges or mental blocks during the idea-generation process?• What role did collaboration or feedback play in refining your ideas, and how did it impact the final outcome? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 1.9	Course Name: Project Management Topic: Monitoring the Environments	Course No.: MBA-401
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Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none">• Students will understand the importance of environmental monitoring.• Students will be able to identify different types of environmental monitoring.• Students will be able to explain how monitoring data is used to protect the environment.
Teaching Aids (if any)	<ul style="list-style-type: none">• Power Point Presentation• White Board
Teaching Development	<ul style="list-style-type: none">• Introduction (05 minutes) Begin by asking students why it's important to take care of the environment. Introduce the concept of environmental monitoring as a tool to track the health of our planet. Briefly discuss how human activities can impact the environment.• Development (30 minutes) Why Monitor? Environmental monitoring helps us detect changes in air, water, soil, and wildlife populations. Early detection of problems allows us to take action to prevent further damage. Monitoring data is used to inform environmental policies and regulations. Types of Monitoring: Air Quality Monitoring: Tracks pollutants like smog and ozone. Water Quality Monitoring: Measures factors like pH, dissolved oxygen, and presence of pollutants. Wildlife Monitoring: Tracks populations of animals and plants to assess their health and habitat.
Closure	<ul style="list-style-type: none">• Summarize the Lesson Learning Outcomes and get affirmation from students on these.• Discuss the University Questions from the Syllabus.• Suggested Reading: Project Management by Prasanna Chandra https://ebooks.inflibnet.ac.in/mgmt09/chapter/project-identification/ https://www.techno-pm.com/blogs/project-management-concepts/project-identification
Evaluation	<ul style="list-style-type: none">• What specific changes or patterns have you noticed in your environment (e.g., workplace, community, or natural surroundings), and how have they impacted you or others?



	<ul style="list-style-type: none">• In what ways do you contribute to the monitoring or preservation of your environment, and what more could you do to ensure its sustainability or improvement?• How has monitoring your environment helped you adapt to challenges or changes, and what lessons have you learned that could be applied to future situations? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
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Lesson Plan No. 1.10	Course Name: Project Management Topic: Market and Demand Analysis	Course No.: MBA-401
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Objectives	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> • Define market and demand. • Explain the importance of market and demand analysis. • Identify factors influencing market demand.
Teaching Aids (if any)	<ul style="list-style-type: none"> • Power Point Presentation • White Board
Teaching Development	<ul style="list-style-type: none"> • Introduction (05 minutes) Introduce the concept of market analysis and how it helps businesses understand the potential customers (the market) and their willingness to buy (demand). • Development (30 minutes) Understanding Market and Demand (10 Minutes): Define "market" as a group of individuals or organizations with a need or want for a particular product or service. Define "demand" as the willingness and ability of customers to purchase a product or service at a specific price. Briefly explain the relationship between price and quantity demanded using a simple supply and demand graph (optional: draw on the board). Importance of Market and Demand Analysis (10 Minutes): Reduce business risks by identifying potential customer groups. Make informed decisions about product development, pricing, and marketing strategies. Measure success and track changes in the market over time. Factors Affecting Demand (10 Minutes): Customer Needs and Preferences: What problems does your product solve or what desires does it fulfill? Pricing: How does the price of your product compare to similar offerings? Economic Factors: Overall economic conditions like income levels and interest rates. Competition: How many other companies offer similar products and how strong are they? Social and Technological Trends: How do cultural shifts and new technologies affect buying habits?



Closure	<ul style="list-style-type: none">• Summarize the Lesson Learning Outcomes and get affirmation from students on these.• Discuss the University Questions from the Syllabus.• Suggested Reading: Project Management by Prasanna Chandra https://www.studocu.com/row/document/addis-ababa-university/project-management-context/unit-4-project-management-unit-4/5257132
Evaluation	<ol style="list-style-type: none">1. What key insights did you gain about your target market from your analysis, and how do these insights align with your initial assumptions or expectations?2. How did your analysis of demand patterns challenge or confirm your understanding of customer needs and preferences? What surprised you the most?3. Based on your market and demand analysis, what changes or improvements could you make to your product, service, or strategy to better meet customer expectations and capitalize on market opportunities? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>