JHARKHAND Rai University
UGC RECOGNISED UNIVERSITY
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Lesson Plan & Tracking

Programe :BBA	Session : Fall 2022	Year : 2022-23	Sem: V
Course: Consumer Behaviour			
Name of the Faculty: Dr. Abhishek Pratap	Commencement Date: 12/09/2022		Date of Closure:30/12/22

Lecture No.	Week	Unit	Topics to be Covered	ICT Tool/Platform/ LMS/Physical	Resources	Activity	Date	Duration	Tracking of Lectures	Related Course Outcome	Signature of Faculty	Signature of HoD	Remarks (il any)
1	1	1	Introduction to Consumer Behaviour										
2		1	Nature , Scope & Application of CB										
3		1	Consumer Decision process										
4	2	1	Factors affecting Consumer behaviour										
5		1	Factors affecting Consumer behaviour-Contd.										
6		1	Buyers Role & Purchase Behaviour										
7	3	1	Consumer Behaviour Models										
8		1	Assessment of Unit I										
9		2	Introduction to Motivation & Maslows need hierarchy										
10	4	2	Consumer needs ,System of Needs. MC Cleland's theory										
11		2	Introduction to Attitude & Models of attitude										

12		2	Attitude formation & change.										
13	5	2	Introduction to Personality & Theories of Personality										
14		2	Personality & Consumer Diversity										
15		1-2	Case Study										
16	6	2	Elements of Perception & Perceived Risk										
17		2	Cognitive Dissonance										
18		2	Introduction to learning										
19	7	2	Learning & Its Theories										
20		2	Lifestyle Marketing										
21		2	Brand Loyalty										
22	8	2	Assessment of Unit II										
23		3	Introduction to Reference Group										
24		3	Factors affecting Reference Group										
25	9	3	Family (Concept, Role & FLC)										
26		3	Family Decision Making										
27		3	Concept of Social class										
28		3	Concept Of Culture & its Influence										

29	10	3	Sub-Cultures and CB										
30		1-3	Case Study										
31	11	4	Four View Of Consumer										
32		4	Comprehensive Models of Decision Making										
33		4	Diffusion of Innovation										
34	12	4	Diffusion & Adoption Process										
35		4	Profile of Consumer Innovator										
36		1-4	Revision & Doubt Session										
37	13	4	Assessment of Unit IV										
38		1-4	Application Based Discussion										
39		1-4	Presentation										
40	14	1-4	Model Paper Discussion										