

| Lecture Plan | | | | | | | |
|--|--------------|------------|--------------------------|---|--|--------------------|-----------------|
| Name of the college: Government College of Arts, Science and Commerce, Sanquelim – Goa. | | | | | | | |
| Name of Faculty: Prashant V Bhonsle | | | | Subject: Commerce | | | |
| Paper code: COP101 | | | | Program: T.Y.BCOM | | Division: | |
| Academic year: 2024 - 2025 | | | | Semester: VI | | Total Lectures: 21 | |
| Course Objectives: To encourage students to make their own choice of a subject study and learn the theoretical framework and acquire practical exposure. | | | | | | | |
| Expected Course Outcome: Students will be able to acquire practical knowledge about the topic. | | | | | | | |
| Student Learning Outcome: Students will be able to explain the concept of consumer behaviour and behaviour towards Britannia Biscuits in Sanquelim. | | | | | | | |
| Month | Lecture From | Lecture To | No. of lectures allotted | Topic, Subtopic to be covered | Exercise/ Assignment | ICT Tools | Reference books |
| December | 9th Dec | 14th Dec | 2 | Unit II - Project guidance session on theoretical framework on Product Profile- Introduction to Biscuits, Introduction to Britannia Biscuits, | Students were advised to collect information with the help of the internet, magazines, | Classboard | |

| | | | | | | |
|----------------------|----------------------|----------------------|-----------------|---|---|--|
| | | | | Contents of Britannia Biscuits, newspapers, etc. | | |
| | 16 th Dec | 21 st Dec | 2 | Benefits of Britannia Biscuits, types of Britannia Biscuits, | | |
| December/ January | 23rd Dec | 1st Jan | Vacation | | | |
| | 2nd Jan | 4th Jan | 1 | Unit III - Theoretical Framework on Consumer Behaviour Introduction, Meaning and features of consumer behaviour | Students were instructed to refer books on Consumer behaviour | Marketing Management – Philip Kotler, Marketing Management – S.A. Sherlekar (Books are referred by students) |
| January | 6th Jan | 11th Jan | 2 | factors affecting consumer behaviour, Participants in the buying process and consumer behaviour buying process | Students were instructed to refer books on Consumer behaviour | Marketing Management – Philip Kotler, Marketing Management – S.A. Sherlekar (Books are referred by students) |
| | 13th Jan | 18th Jan | 2 | Unit IV- Data Analysis & Presentation | Students were instructed to | |

| | | | | | | | |
|----------------------|----------|----------|---|----------------------------|---|--|--|
| | | | | Designing of Questionnaire | design the questionnaire in line with objectives | | |
| | 20th Jan | 25th Jan | 2 | Designing of Questionnaire | Students were instructed to design the questionnaire in line with objectives | | |
| January/ February | 27th Jan | 1st Feb | 2 | Survey | Students visited Sanquelim to collect information from the respondents and were instructed to analyse and interpret the collected data. | | |
| | 3rd Feb | 8th Feb | 2 | Data Analysis | Students were instructed to analyse the data. | | |
| | 10th Feb | 15th Feb | 2 | Data Presentation | Students were instructed to | | |

| | | | | | | | |
|----------|----------|---------------------------|---|---|---------------------------------------|--|--|
| | | | | | present the data in a tabular format. | | |
| | 17th Feb | 22nd Feb | 2 | Unit V - Conclusion & Findings | | | |
| February | 24th Feb | 25 th February | 2 | Preparatory work for Submission of project report (Including typing, binding, and printing) | | | |