

## **Month-wise Lesson Plan (Jan–April 2026)**

Name: Ashna

Designation: Extension Lecturer

### **Emerging Technologies & Applications**

#### **January**

- Unit 1: Cloud Computing – basics, service models, deployment models

#### **February**

- Unit 1: Governance & security
- Unit 2: IoT concepts & applications

#### **March**

- Unit 2: Industry 4.0, automation & analytics
- Unit 3: Blockchain basics

#### **April**

- Unit 3: Smart contracts & applications
- Unit 4: AR/VR concepts & uses

### **Business Communication-II**

#### **January**

- Unit 1: Written Communication – types & formats

#### **February**

- Unit 1: Reports & digital communication
- Unit 2: Oral Communication

#### **March**

- Unit 2: Team communication & etiquette
- Unit 3: Negotiation skills

#### **April**

- Unit 3: Cross-cultural communication
- Unit 4: Job search & interviews

### **Marketing Management**

#### **January**

- Unit 1: Marketing basics & environment

### **February**

- Unit 2: Segmentation, targeting & positioning

### **March**

- Unit 3: Product & pricing decisions

### **April**

- Unit 3: Promotion & channels
- Unit 4: Services & digital marketing

## **Basics of International Business**

### **January**

- Unit 1: International business overview

### **February**

- Unit 2: Entry modes & FDI

### **March**

- Unit 3: Trade theories & institutions

### **April**

- Unit 4: International marketing & logistics