



Integral University, Lucknow
Department of Business Management
Study and Evaluation Scheme

Program: MBA-Double Degree Program

Semester: III

S.No.	Course code	Course Title	Type of Paper	Period Per hr/week/Sem			Evaluation Scheme				Sub. Total	Credit	Total Credits	Attributes							
				L	T	P	CT	TA	Total	ESE				Employability	Entrepreneurship	Skill Development	Gender Equality	Environment & Sustainability	Human Value	Professional Ethics	Sustainable Development Goal
1	BM501	Supply Chain Management	Major	3	0	0	40	20	60	40	100	3:0:0	03	√	√	√	-	√	√	√	SDG-4,8,9,12
2	BM504	Product & Brand Management	Major	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√	-	-	√	√	SDG-4,8,9
3	BM515	International HRM	Major	3	1	0	40	20	60	40	100	3:1:0	04	√	-	-	-	-	-	√	SDG-4
4	MT517	Operation Research	Major	3	1	0	40	20	60	40	100	3:1:0	04	√	-	√	-	-	-	√	SDG-4
5	BM581	Cross Culture Management	Major	5	1	0	40	20	60	40	100	5:1:0	06	√	√	√	-	-	-	-	SDG-4,8
6	BM582	Organization Development and Change	Major	3	1	0	40	20	60	40	100	3:1:0	04	√	-	-	-	-	√	√	SDG-4
7	BM583	Digital & Social Media Marketing	Major	5	1	0	40	20	60	40	100	5:1:0	06	√	√	√	√	√		√	SDG-4,8,9
8	BM584	Thesis Consultation/ Apprentice	Major	4	1	0	40	20	60	40	100	4:1:0	05	-	-	-	-	-	-	-	SDG-4
Total				29	07	00	320	160	480	320	800		36								



Integral University, Lucknow
Department of Business Management

Effective from Session: 2020-21						
Course Code	BM501	Title of the Course	Supply Chain Management	L	T	P
Year	II	Semester	III	3	0	0
Pre-Requisite	None	Co-requisite	None			
Course Objectives	This course is intended to provide an understanding of the components and processes of supply chain and logistics management as well as the performance drivers of supply chain. It is also intended to help the students to learn about logistics, transportation, warehousing and outsourcing decisions					

Course Outcomes	
CO1	To Understand the concepts of supply chain management and would be able to assess the supply chain problems and various measures of performance.
CO2	To Understand about warehousing, its location and layout. Requirement of different types and number of warehouses can also be evaluated and acquire the knowledge of different types of material handling equipment used in warehouses
CO3	To Understand about the movement of goods in supply chain, different elements and modes of transportation. Students can also evaluate the tradeoff between transportation and inventory cost.
CO4	To Evaluate different inventory levels with the help of EOQ, ELS and Just-in-time inventory. Cost of inventory holding in the supply chain can be obtained
CO5	To Understand the structure of logistic system and its functions.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to Supply Chain Management	Definition of supply chain management, Objectives of a Supply Chain, Flows in SCM, Process View of SCM, Drivers of SCM, Value Chain Analysis. Supply Chain Decision Phases. Supply Chain Performance: Competitive and Supply Chain Strategies	7	1
2	Warehousing Management	Concept types & Number of warehouses, Warehousing strategy, Warehouse facility location & network design, Outsourcing- Nature and concept, Strategic decision to Outsourcing. IT infrastructure used for Supply Chain and CRM, Material handling- purpose & objective, types of material handling equipment and their significance, Case Study	7	2
3	Transportation Management	Elements in Transportation mix, Designing Distribution Network: Role of Distribution in Supply Chain, Factors influencing Distribution. Network Design, Design Options for a Distribution Network, Role of Transportation in SCM, Transportation Decisions, Push vs. Pull System, Cross Docking., Case Study	7	3
4	Inventory Management & Control:	Concept of Inventory, Types of Inventory, Reasons of holding Inventory, Inventory Systems, Inventory Modeling: Different inventory levels, cost of inventory, Economic Order Quantity (EOQ) models- Batch Delivery & Economic Lot Size (ELS) Model, Just-in-Time concept, ABC/VED and other Inventory Control Techniques, Case Study	7	4
5	Logistics Management	Structure of logistic system, function of logistic management, difference between logistic & supply chain management, Logistics Costs, Logistics Models, Bullwhip Effect inbound & outbound logistic., Case Study	7	5

Reference Books:

1. Chopra, S., Meindl, P., Supply Chain Management: Strategy, Planning, and Operation, 2020, PHI
2. Simchi- Levi, D., Kaminsky, P. and Simchi-Levi, E., Designing and Managing the Supply
3. ShahJ., Supply Chain Management, Pearson Publication, New Delhi
4. Ballou R.H., Business Logistics\SCM, Pearson Publication, New Delhi
5. Rahul V Altekar; Supply Chain Management, Concepts and Cases; Prentice Hall Of India, 2020.

e-Learning Source:

Title: Green Supply Chain Management Author: Sarkis, Joseph, Publisher: Momentum Press <https://bit.ly/2RQXu4j>
 Supply Chain Management By Dr.P.Chitramani | Avinashilingam Institute for Home Science & Higher Education for Women,Coimbatore
https://onlinecourses.swayam2.ac.in/cec21_mg15/preview
 Operations and supply chain management By Prof. G. Srinivasan | IIT Madras, https://onlinecourses.nptel.ac.in/noc21_mg79/preview
 Supply Chain Analytics By Prof. Rajat Agrawal | IIT Roorkee, https://onlinecourses.nptel.ac.in/noc23_mg16/preview

Course Articulation Matrix: (Mapping of COs with POs and PSOs)									
PO-PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	2	2	2	2	2	1
CO2	2	1	1	0	2	2	2	1	2
CO3	2	2	1	1	1	2	1	2	1
CO4	1	2	1	0	2	2	1	1	2
CO5	2	1	1	2	1	2	1	1	2

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator				Sign & Seal of HoD			
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Integral University, Lucknow
Department of Business Management

Effective from Session 2020-2021							
Course	BM504	Title of Course	Product & Brand Management	L	T	P	C
Year	II	Semester	III	3	1	0	4
Pre-Requisite	None	Co-Requisite	None				
Course Objective	The goal of this paper is to enhance understanding of products and brands to inform marketing decisions. It will provide insights into the processes of new product development and branding, as well as highlight the importance of product and brand management for the organization.						
COURSE OUTCOME							
CO1	Students can grasp the process of market segmentation, choose the target market and organize the elements of the marketing mix. This unit enhances the student’s understanding of how market segmentation is interconnected with selecting the target market and developing an effective marketing mix.						
CO2	Study can apply the fundamentals of the product management in the organization. This unit has helped the students to know the role of the product manager in the organization.						
CO3	Students would be able to describe the product through its type, hierarchy and the life-cycle. The students learned about the right time to have the new product and the way to differentiate with the competitor products. Additionally, they have gained knowledge about the positioning and the re-positioning of the product.						
CO4	Students can analyze and assess the concept of branding, recognizing its significance for the company. They have also learned the methods for developing a new brand and launching it successfully.						
CO5	Create and build the branding of both the product and the company in today's business environment. This unit makes student familiar with the real challenges of branding.						
Unit No	Title of Unit	Content of Unit			Contact Hour	Mapped CO	
1	Introduction to Market related with product	Market Segmentation Target Market: Meaning of Target Market, Selection of Target Market and Strategies of selection of Target Market. Marketing Mix: Define Marketing Mix, Elements of Marketing Mix and Limitation of Marketing Mix. Market adaptation: Identity vs. changes. Case study on market segmentation or target market.			9	1	
2	Product Management Review	Meaning of Product Management, Process of Product Management, Organization of Product Management, Product Management Functions C Decisions, Product Related Issues: Indian Product Management Panorama and Role of Product Manager. Case Study.			9	2	
3	Product Planning’s Related issues	Product, Product Life Cycle, New Product planning C Product Positioning C Repositioning Product: Definition of product, Classification of Product, Product Level C Hierarchy and Product Component Model. Product Life Cycle: Meaning of Product Life Cycle, Product Life Cycle stages with marketing strategies. New Product Planning: Definition of New Product, New product planning process. Product Positioning C Repositioning: Meaning of Product Positioning, Positioning elements and significance. Product differentiation strategies. Repositioning Case study on Product Positioning or Repositioning.			9	3	
4	Branding Concepts & Brand Management	Meaning of Brand, Process of Branding (How to build a brand), Types of Brand name and Importance of Branding. New Brand development. Brand launch. Brand Management: Brand Management functions and decisions.			9	4	
5	Brand Related issues	Brand image, Brand identity, Brand personality, Brand positioning, Brand Equity, Brand extensions, Indian (Swadeshi) Brands C E-Branding: Building the Brand Online. Case study on Indian (Swadeshi) Brands.			9	5	
Reference Books							
Lehmann D.R. C Rusell, Product Management, Tata Mc Graw Hill Publishing Company, New Delhi							
Majumdar R., Product Management in India, Prentice Hall of India Private Limited, New Delhi							
Gupta S.L., Product Management, Wisdom Publication, Delhi							
Rao K. Venugopal , Product C Brand Management, Himalaya Publishing House, Mumbai, 2017 (Text C Cases)							
Dutta Kirti, Brand Management, Oxford University Press, New Delhi, 2016. (Principle and Practice)							
e-Learning Source							
https://exedcampaign.timespro.com/landing/iim-kozhikode-advanced-product-management/?utm_source=googleCutm_medium=cpcCutm_campaign=IIMK_APM_02Cgclid=EAlaQobChMlzb7b69_zwIVwSMrCh0QKwwFEAAYAAEgL8rPD_BwE							
https://in.coursera.org/learn/brand							

Course Articulation Matrix: (Mapping of COs with POs and PSOs)									
COURSE OUTCOME	PROGRAM OUTCOME					PROGRAM SPECIFIC COUTCOME			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	1	2	2	2	2	2
CO2	2	3	2	2	2	2	2	2	2
CO3	2	3	3	2	1	3	2	1	1
CO4	3	2	2	3	3	3	2	1	3
CO5	1	1	2	2	3	1	2	2	3

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator				Sign & Seal of HoD			
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Integral University, Lucknow
Department of Business Management

Effective from Session 2020-2021							
Course	BM515	Title of Course	International-HRM	L	T	P	C
Year	II	Semester	III	3	1	0	4
Pre-Requisite	NONE	Co-Requisite	NONE				
Course Objective	The basic objective of the course is to acquaint the students to understand the concepts, strategies and issues relating to human resource management in an international context						
COURSE OUTCOME							
CO1	Students will be able to analyze and articulate the foundational concepts of International Human Resource Management (IHRM)						
CO2	Students will be able to evaluate and apply executive nationality staffing policies and performance management						
CO3	Students will be able to define and critically assess expatriate training and will also be proficient in addressing the concept of national culture						
CO4	Students will be able to comprehensively evaluate the approaches of international compensation and analyze international labor relations.						
CO5	Students will be able to understand the art of managing People in International Context and the CSR issues in multinational organization.						
Unit No	Title of Unit	Content of Unit	Contact Hour	Mapped CO			
1	Introduction & Overview	Definition of IHRM, Commonalities & difference between domestic HRM & IHRM, expanding role of HRM in international firms, International HR approaches: Ethnocentric, Polycentric, Geocentric & Region centric, Linking HR To international expansion strategy	9	1			
2	International Recruitment, Selection & Performance, Management	Executive nationality staffing policies, Issues in staff Selection, Multinational performance management, Factors associated with individual performance appraisal, Criteria used for PA of international employees	9	2			
3	Training, Development repatriation	Expatriate training: Definition, Component & Issues, Cross cultural perspectives, Cultural Paradox, Concept of National Culture and cultural sensitivity. Repatriation: Career Anxiety, devaluing international experience, coping with new role demands.	9	3			
4	Compensation & Labour Relation	Objective, Components & approaches of international compensation, Taxation issues in international HRM, Key issues in International labour relations, Labour union International labour relation	9	4			
5	Managing People in International Context	Human resource issues in multinational corporate social responsibility	9	5			
Reference Books							
International Human Resource Management: By Peter J Dowling, Denice E. Welch, Randall Schuler							
The HR Scorecard Brian Becker, Mark Huselid, Dave Ulrich							
Pareek udai,rao,t.u.,designing and managing human resource system, oxford & ibh publication,new delhi.							
Human Resources Management, written by Gary Dessler							
e-Learning Source							
https://onlinecourses.nptel.ac.in/noc21_mg21/preview							
https://archive.nptel.ac.in/courses/110/105/110105069/							

Course Articulation Matrix: (Mapping of COs with POs and PSOs)									
COURSE OUTCOME	PROGRAM OUTCOME					PROGRAM SPECIFIC COUTCOME			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	1	2	1	1	1	1	2	1
CO2	2	2	1	2	2	2	2	1	2
CO3	3	2	1	2	2	2	1	2	2
CO4	2	1	2	2	1	2	2	2	2
CO5	2	1	1	2	2	3	1	1	2

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow
Department of Business Management

Effective from Session 2020-2021							
Course	MT517	Title of Course	Operations Research	L	T	P	C
Year	II	Semester	III	3	1	0	4
Pre-Requisite	None	Co-Requisite	None				
Course Objective	The objective of the course is to develop among students the approaches to logical performance to various operations within the organization in order to more efficient.						
COURSE OUTCOME							
CO1	Understand the meaning and use of operation research.						
CO2	Understand Decision approach theory						
CO3	Understand the concept of linear programming with graphical form						
CO4	Understand the transportation method and how assignment of work is conducted mathematically						
CO5	Understand the concept of sequencing in a job machine profile						
Unit No	Title of Unit	Content of Unit			Contact Hour	Mapped CO	
1	Introduction	Meaning, Significance and scope of operations research, Methodology of operations research.			7	1	
2	Decision Approaches	Predicting Values using method of least squares, Queuing theory-single channel waiting line, Markov Analysis- Transition probabilities, Game Theory-Two-person zero sum			10	2	
3	Linear Programming	Problem Formulation Graphical Simplex Method, Duality			9	3	
4	Transportation and Assignment	Transportation: North West corner rule (NWCR), Least Cost method, Vogel's approximation method (VAM) Assignment- Hungarian method			10	4	
5	Sequencing	Processing a job through two machines, Processing two jobs through a machine			9	5	
Reference Books							
Quantitative Techniques for Managerial Decisions: J. K. Sharma.							
Quantitative ,Techniques: N D Vohra							
Quantitative Techniques: Rubin C Levin, K. K. Sharma							
Quantitative Analysisfor Management: Render C Ralph M Stair CM.E. Hanna							
e-Learning Source							
https://youtu.be/BDBhpxRzImI							
https://youtu.be/Q31jKiEXxdc							
https://youtu.be/a0WNihfI7as							

Course Articulation Matrix: (Mapping of COs with POs and PSOs)									
COURSE OUTCOME	PROGRAM OUTCOME					PROGRAM SPECIFIC COUTCOME			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	2	3	2	3	3	2
CO2	2	2	3	2	2	3	2	3	3
CO3	3	2	3	2	3	3	2	2	3
CO4	3	2	2	3	2	3	2	3	3
CO5	2	2	3	1	3	2	1	2	2

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator					Sign & Seal of HoD				
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Integral University, Lucknow
Department Of Business Management

Effective from Session: 2025-26

Course Code	BM581	Title of the Course	Cross Culture Management	L	T	P	C
Year	II	Semester	III	5	1	0	6
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To equip students with the knowledge, skills, and cultural intelligence required for effectively managing cross-cultural interactions in global business environments. The course emphasizes communication, leadership, teamwork, and ethical practices in multicultural contexts.						

Course Outcomes	
CO1	Understand the fundamental concepts of cross-cultural management and analyze the influence of culture on business practices.
CO2	Analyse cultural frameworks to address cross-cultural differences and develop cultural sensitivity in global business contexts.
CO3	Develop communication skills to effectively collaborate with diverse cultural groups and overcome intercultural communication barriers.
CO4	Apply leadership and management practices to create cohesive, high-performing multicultural teams.
CO5	Demonstrate ethical reasoning in global business decisions and design strategies to promote diversity, inclusion, and equity in organizations.

Unit No.	Title of the Unit		Contact Hrs.	Mapped CO
1	Introduction to Cross-Cultural Management	Definition, importance, and scope of cross-cultural management. Elements of culture and cultural diversity. Cultural models: Hofstede, Trompenaars, and GLOBE. Influence of culture on organizational behaviour, Case study.	9	CO1
2	Cultural Dimensions and Theories	In-depth study of cultural dimensions (e.g., individualism vs collectivism, power distance, uncertainty avoidance). Theories of intercultural competence and cultural intelligence (CQ). Building cultural awareness in diverse settings, Case study.	9	CO2
3	Cross-Cultural Communication	Principles of verbal and non-verbal communication. Differences between high- context and low-context cultures. Barriers to effective communication in a multicultural environment. Strategies to overcome communication challenges, Case study.	9	CO3
4	Managing Multicultural Teams	Challenges in managing multicultural teams. Strategies for conflict resolution and fostering inclusivity. Leadership styles in cross-cultural contexts. Promoting collaboration in diverse teams, Case study.	9	CO4
5	Global Business Practices and Ethics	Ethical considerations in cross-cultural interactions. Cultural relativism and ethical dilemmas in global business. Promoting diversity, equity, and inclusion. Developing ethical global business practices, Case study.	9	CO5

References Books:

1. Hofstede, G. Cultures and Organizations: Software of the Mind.
2. Trompenaars, F., & Hampden-Turner, C. Riding the Waves of Culture: Understanding Diversity in Global Business.
3. Meyer, E. The Culture Map: Breaking Through the Invisible Boundaries of Global Business.
4. Adler, N. J. International Dimensions of Organizational Behavior.
5. Ferraro, G. P. The Cultural Dimension of International Business.

E-Learning Source:

1. Coursera: Courses on intercultural communication and diversity management.
2. LinkedIn Learning: Modules on cultural intelligence and cross-cultural communication.
3. Udemy: Focused programs on global leadership and cultural competence.
4. Harvard Business Review: Articles and case studies on managing multicultural teams and ethical leadership.

PO-PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO									
CO1	3	2	3	2	1	3	2	2	3
CO2	2	2	2	3	1	2	3	1	3
CO3	3	2	3	2	1	1	2	3	3
CO4	2	3	2	3	2	2	3	3	3
CO5	2	2	3	2	3	3	2	2	3

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow
Department Of Business Management

Effective from Session: 2025-26							
Course Code	BM582	Title of the Course	Organization Development and Change	L	T	P	C
Year	II	Semester	III	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	This course equips students with key OD principles, processes, and interventions to drive organizational change, enhance effectiveness, and apply OD strategies in diverse global and non-industrial settings.						

Course Outcomes	
CO1	Understand OD's definition, characteristics, history, models, goals, and its distinction from management development.
CO2	Analyze the OD process, action research methodology, and key conditions for OD success.
CO3	Develop OD facilitation skills, understand the OD practitioner's role, and apply feedback and stress management strategies in diverse cultures.
CO4	Design and implement effective OD interventions, including team, inter-group, structural, and change management strategies.
CO5	Analyze organizational learning, transformation, ethics, and restructuring while applying OD strategies in global and non-industrial settings.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction To Organization Development (OD)	Definition, Nature & Characteristics of organization development. History & Progress of O.D. Models & Theories of OD -A Three Stage Model of the change Process, The Burke Litwin Model of Organizational Change, Systems Theory, Participation and Empowerment, Teams and Team Work, Parallel Learning Structures.etc.Values,Assumptions and Beliefs in OD, Goals / Objectives of OD, Management Development Vs. Organization Development.	10	1
2	O.D. Success Conditions, Action Research & OD Process	Conditions for O.D. Success. Action research: Process, History and Examples, Recent Development in Od-Related Research, An Action Research Model for Organizational Development, Action Research as a Problem-Solving Approach. OD Process-Data Collection and Diagnosis, The Action Component-Od Interventions, The Program Management Component.	7	2
3	Facilitators & Culture	Development of O.D. facilitators, The Role and Style of the OD Practitioner, OD & Culture, Feedback: Characteristics of effective feedback, Survey Feedback, Stress Management	8	3
4	Organization Development Interventions	Overview of organization development interventions: Characteristics of effective interventions, Designing Intervention, Intervention Process. Team interventions, Inter-group, third party & Comprehensive interventions, Structural interventions & managing organizational change. Case Discussion.	10	4
5	Strategic Interventions& Special Application of OD	Organizational learning and transformation, Future of organization development, Business ethics and OD, Work Organization and Quality of Work Life (QWL), Restructuring Organization, Job Enrichment, Ethical Issues In OD. Organizational Development in Global settings; Organizational Development in Non-industrial settings: Health Care, Family Business, School Systems and the Public Sector. Case Discussion.	10	5

Reference Books:

Organization Development by French & Bell, Pearson Education, 2017
 Organization Development by French, Bell & Zawaki, Mc Graw Hill, 2005
 Organization Development For Excellence by Kesho Prasad, Delhi Macmillan India Limited, 2000
 Organization Design, Change & Development, MG Rao, VSP Rao, Discovery Publishing House, 1999

e-Learning Source:

https://onlinecourses.nptel.ac.in/noc20_mg56/preview
<https://nptel.ac.in/courses/110102016>

Course Articulation Matrix: (Mapping of COs with POs and PSOs)									
PO- PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	1	1	2	1	1	1	2	1
CO2	1	2	1	2	1	2	2	2	2
CO3	1	1	1	2	2	2	2	2	1
CO4	2	1	2	1	3	1	2	2	2
CO5	2	1	3	1	2	3	2	2	2

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow
Department Of Business Management

Effective from Session 2020-2021									
Course	BM 583	Title of Course	Digital & Social Media Marketing	L	T	P	C		
Year	II	Semester	III	5	1	0	6		
Pre-Requisite	None	Co-Requisite	None						
Course Objective	This course aims to provide students with a comprehensive understanding of digital and social media marketing, equipping them with the knowledge and practical skills needed to develop, implement, and analyze effective marketing strategies in the digital landscape.								
COURSE OUTCOME									
CO1	Understand the evolution and significance of digital marketing.								
CO2	Develop engaging content strategies tailored for different platforms.								
CO3	Understand how search engines and their ranking algorithms work.								
CO4	Recognize ethical concerns in social media marketing, including privacy and misinformation issues.								
CO5	Explore the role of AI and automation in digital marketing using tools like ChatGPT, Bard, and Jasper.								
Unit No	Title of Unit	Content of Unit			Contact Hour	Mapped CO			
1	Introduction to Digital Marketing	Definition and Importance, Traditional vs. Digital Marketing, Key Digital Marketing Channels, Online consumer journey and Decision-making process.			7	1			
2	Social Media Marketing	Overview of Social Media Platforms: Facebook, Instagram, Twitter, LinkedIn, YouTube. Content Marketing & Strategy for Social Media: Creating engaging content, Social media posting schedules. Influencer Marketing & Community Engagement: Role of influencers in brand promotion, Managing online communities. Social Media Advertising: Facebook & Instagram Ads, LinkedIn Ads for B2B marketing			11	2			
3	Search Engine Optimization	Understanding Search Engines and Algorithms On-Page SEO: Keywords, Meta Tags, URL Structure, Content Optimization Off-Page SEO: Backlinks, Social Signals, Guest Blogging Technical SEO: Website Speed, Mobile Optimization, XML Sitemaps			9	3			
4	Content Creation	Blogging, Streaming Video and Podcasting: Criteria and approach-70/20/10 with risk variants, 50-50 content, Brand Mnemonic, Brand story. Contextualizing content creation. Social Media Ethics			9	4			
5	Digital Marketing Trends & Future	AI & Automation in Digital Marketing (ChatGPT, Bard, Jasper) Voice Search, Chatbots, and Personalization Legal & Ethical Issues in Digital Marketing – Data Privacy, Copyrights			9	5			
Reference Books									
Bhatia, P. S. (2019). <i>Fundamentals of Digital Marketing</i> (2nd ed.).									
Seth, N. (2021). <i>Winning in the Digital Age: Seven Building Blocks of a Successful Digital Transformation</i> .									
Mahajan, V. (2021). <i>Digital Leapfrogs: How Technology is Reshaping Consumer Markets in India</i> .									
Sarkhedi, B. (2020). <i>The Weak Point Dealer</i> .									
Jain, S. (2020). <i>Social Media for Business</i> .									
e-Learning Source									
https://www.coursera.org/learn/marketing-channels?utm									
https://swayam.gov.in/nc_details/NPTEL Course A									
Course Articulation Matrix: (Mapping of COs with POs and PSOs)									
COURSE OUTCOME	PROGRAM OUTCOME					PROGRAM SPECIFIC COUTCOME			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	1	2	1	2	1	1	1	2
CO2	2	1	2	2	2	1	2	2	2
CO3	2	1	2	2	2	1	2	2	2
CO4	1	2	2	2	2	2	2	2	2
CO5	2	2	2	1	2	2	2	2	2
1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation									
Name & Sign of Program Coordinator					Sign & Seal of HoD				



Integral University, Lucknow
Department Of Business Management

Effective from Session: 2025-26

Course Code	BM584	Title of the Course	Thesis Consultation/ Apprentice	L	T	P	C
Year	II	Semester	III	4	1	0	5
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To develop students' research-oriented mindset by equipping them with academic methodologies for thesis work, including problem formulation, literature review, research design, data collection, analysis, and interpretation. It also enhances their skills in academic writing, plagiarism avoidance, and citation management, preparing them for a successful thesis defense and potential publication in peer-reviewed journals.						

Course Outcomes	
CO1	Students shall be able to develop a research-oriented mindset by understanding fundamental principles and methodologies essential for scholarly inquiry and academic rigor in thesis development.
CO2	Students shall be able to identify and articulate research problems, conduct a comprehensive literature review, and formulate appropriate research methodologies in alignment with academic and industry standards.
CO3	Students shall be able to demonstrate proficiency in qualitative and quantitative data collection, apply statistical analysis techniques, and interpret research findings to support evidence-based conclusions.
CO4	Students shall be able to enhance their academic writing skills, apply proper citation and referencing techniques, and adhere to ethical research practices, including plagiarism prevention and academic integrity.
CO5	Students shall be able to structure and present a well-defended thesis, effectively communicating research contributions while preparing for potential publication in peer-reviewed journals and conferences.

Unit No.	Title of the Unit		Contact Hrs.	Mappe d CO
1	Introduction to Research	Definition and various types of research. Structured research process. Learning strategies for selecting a relevant and impactful research topic. Importance of research ethics and integrity in academic work.	9	CO1
2	Literature Review	Importance of literature review, significance of a literature review in research, identifying gaps in existing knowledge. Various sources of literature including academic journals, books, and reports. Referencing styles to ensure proper citation and academic integrity. Use of citation management techniques.	9	CO2
3	Research Methodology	Research designs and methodological approaches. Qualitative and quantitative data collection techniques and their applications. Sampling methods, concepts of reliability and validity to enhance the credibility and accuracy. Hypothesis formulation.	9	CO3
4	Data Analysis and Interpretation	Application of statistical techniques, systematic data analysis. Methodological approaches for evaluating research findings and interpreting results effectively, discussion writing by critically analyzing findings with existing literature and presenting evidence-based conclusions.	9	CO4
5	Thesis Writing & Presentation	Structure and formatting of a thesis, developing proficiency in academic writing conventions. Learning strategies for preventing plagiarism, citation and referencing techniques. Journal publication process, manuscript preparation, peer review, and ethical considerations. Preparing for thesis defense, and effective research communication.	9	CO5

References Books:

- Kothari, C.R. & Garg, G. (2019). *Research Methodology: Methods and Techniques*, New Age International.
- Creswell, J. W. (2021). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, Sage Publications.
- Bryman, A. (2020). *Social Research Methods*, Oxford University Press.
- Bell, J. & Waters, S. (2018). *Doing Your Research Project: A Guide for First-time Researchers*, Open University Press.
- Saunders, M., Lewis, P., & Thornhill, A. (2022). *Research Methods for Business Students*, Pearson Education.

e-Learning Source:

- NPTEL Research Methodology Course
- Coursera Academic Writing and Research Methods

PO-PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO									
CO1	2	2	1	2	1	1	2	1	2
CO2	1	2	2	1	2	2	1	1	1
CO3	2	1	1	2	2	2	1	1	2
CO4	1	2	2	1	1	2	2	1	1
CO5	2	2	2	2	1	1	2	1	2

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow
Department of Business Management
Study and Evaluation Scheme

Program: MBA-Double Degree Program

Semester: IV

S.No.	Course code	Course Title	Type of Paper	Period Per hr/week/Sem			Evaluation Scheme				Sub Total	Credit	Total Credits	Attributes							
				L	T	P	CT	TA	Total	ESE				Employability	Entrepreneurship	Skill Development	Gender Equality	Environment & Sustainability	Human Value	Professional Ethics	Sustainable Development Goal
1	BM520	Strategic Management	Major	3	1	0	40	20	60	40	100	3:1:0	4	√	√	√	-	√		√	SDG-8,10,12, 16, 17
2	BM585	Global Business Environment	Major	3	1	0	40	20	60	40	100	3:1:0	4	√	√	-	-	√	-	√	SDG-4,7
3	BM586	Operation Management and Control	Major	3	1	0	40	20	60	40	100	3:1:0	4	√	√	√	-	-	√	√	SDG-4,8,9
4	BM587	Blockchain for Business	Major	3	1	0	40	20	60	40	100	3:1:0	4	√	√	√	-	-	-	√	SDG-4
5	BM588	Dissertation Project and Viva-Voce	Major	3	1	0	40	20	60	40	100	3:1:0	4	√	√	√	-	-	√	√	SDG-4,9
6	BM589	Hungarian Language and Culture II	Major	0	0	0	0	0	0	0	0	0	0	-	-	-	-	-	-	√	SDG-4
Total				15	6	00	200	100	300	200	600		20								



Integral University, Lucknow
Department of Business Management

Effective from Session 2020-2021

Course	BM520	Title of Course	Strategic Management	L	T	P	C
Year	II	Semester	IV	3	1	0	4
Pre-Requisite	None	Co-Requisite	None				
Course Objective	The objective of the course is to develop amongst students the importance of strategy in organization and knowledge of various strategic tools.						

COURSE OUTCOME

CO1	Students will be able to understand the corporate strategies by understanding and applying the basic concepts of strategic management.
CO2	Students will be proficient in conducting comprehensive environmental scanning and industry analysis, utilizing various scanning tools.
CO3	Students will be able to effectively use SWOT analysis and the TOWS Matrix to evaluate various corporate strategies and apply these tools within the strategic planning process.
CO4	Students will be able to analyze and apply key strategic concepts and tools to make informed strategic choices and develop effective functional strategies for organizational growth and competitive advantage.
CO5	Upon completion of this course, students will be able to design and execute strategy implementation plans to optimize strategic outcomes.

Unit No	Title of Unit	Content of Unit	Contact Hour	Mapped CO
1	Introduction	Strategic Management, Business Policy, Corporate Strategy, Basic Concept of Strategic Management, Mission, Vision, Objectives, Impact of globalization, Basic Model of Strategic Management, Strategic Decision Making, Impact of Internet and E-Commerce, Role of Strategic Management in Marketing, Finance, HR and Global Competitiveness.	10	1
2	Environmental Analysis	Environmental Scanning, Industry Analysis, Competitive Intelligence ETOP Study, OCP, SAP Scanning, Corporate Analysis, Resource based approach, Value-Chain Approach, Scanning Functional Resources, Strategic Budget and Audit.	10	2
3	Corporate Strategy	SWOT Analysis, TOWS Matrix, Various Corporate Strategies: Growth/Expansion, Diversification, Stability, Retrenchment C Combination Strategy. Process of Strategic Planning, Stages of corporate development.	07	3
4	Corporate Restructuring	Mergers Acquisitions, Strategic Alliances, Portfolio Analysis, Corporate Parenting, Functional Strategy, BCG Model, GE9 Cell, Porters Model, 5 Force and Porters Diamond Model, Strategic Choice.	08	4
5	Strategy Implementation	Strategy Implementation through structure, through Human Resource Management: through values and ethics. Mc Kinsey's 7S Model, Organization Life Cycle, Management and Control, Activity based Costing, Strategic Information System.	10	5

Reference Books

Thomas L. Wheelen, J. David Hunger (2010). Strategic Management and Business Policy, Pearson/ Prentice Hall
 Arthur, A, Thomson and Strickland, A. J. (2002). Strategic Management – Concept and Cases. Tata McGraw Hill, New Delhi
 Kark Rajneesh (2008). Competing with the Best: Strategic Management of Indian Companies in a Globalizing, Arena Penguin Books
 Business Strategy: Managing Uncertainty, Opportunity, and Enterprise by J. C. Spender
 Return On Influence: The Revolutionary Power of Klout, Social Scoring, and Influence Marketing by Mark Schaefer
 e-Learning Source
<https://nptel.ac.in/courses/110108161>

Course Articulation Matrix: (Mapping of COs with POs and PSOs)

COURSE OUTCOME	PROGRAM OUTCOME					PROGRAM SPECIFIC COUTCOME			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	2	1	1	1	2	-
CO2	2	2	3	1	2	1	3	1	2
CO3	2	2	1	3	2	1	3	1	1
CO4	3	2	1	1	2	2	2	1	2
CO5	2	1	1	2	3	1	2	-	1

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow
Department of Business Management

Effective from Session: 2025-26

Course Code	BM585	Title of the Course	Global Business Environment	L	T	P	C
Year	II	Semester	IV	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To equip the learners to develop a comprehensive understanding of the complexities and dynamics of the global business environment, preparing them to operate successfully in international markets.						

Course Outcomes	
CO1	Students will be able to analyze the dynamics of the global business environment, including political, economic, social, technological, and environmental factors that influence business decisions.
CO2	Students will develop the ability to identify and assess global market opportunities, including understanding market entry strategies, international trade regulations, and economic conditions.
CO3	Students will recognize the importance of cultural differences in global business operations and will be able to adapt strategies that respect cultural diversity and communication styles in various international contexts.
CO4	Students will be able to analyze the impact of international trade agreements, foreign direct investment (FDI), and global financial systems on business operations and decision-making.
CO5	Students will develop the ability to assess and manage risks related to political instability, economic fluctuations, currency exchange rates, and other global business uncertainties.

Unit No.	Title of the Unit		Contact Hrs.	Mapped CO
1	Global Business Landscape	Global Business vs. Domestic Business, Globalization & its impact on business, PESTEL framework (for analyzing global business environment), International Business Theories: Mercantilism, Neomercantilism, Absolute cost advantage, Comparative cost advantage, Hecksher-Ohlin and PLC theory Environmental sustainability and socially responsible business practices.	10	1
2	Global Market Opportunities:	International Market Entry Strategies, Identifying high-growth markets and sectors including emerging economies in Asia, Africa, and Latin America. Role of International Trade Organizations (WTO, UNCTAD, IMF) in regulating global trade. Tariffs, non-tariff barriers (e.g., quotas, subsidies, import licensing), and their impact on international trade. Balance of Payment (BOP), Concept, Components, Balance of Trade, Measures of control of BOP/BOT.	10	2
3	Cultural Awareness in International Business	Culture and its characteristics, Hofstede's Cultural Dimensions. Effect of Language, Religion, Behavioral Practices and Communication on International Trade. Cultural Differences and Sensitivity, communication strategies to suit different cultural contexts, Workplace Diversity and Inclusion.	9	3
4	Global Trade and Investment	Concept of Economic integration and its levels, Regional trade blocks: Functions & objectives (EU, NAFTA, ASEAN, SAARC) FDI, digital currencies and fintech in global investment, Currency market.	9	4
5	Risk Management in Global Business	Political risk and its impact on FDI and multinational operations, Economic Risks (Inflation, deflation, recession, and economic volatility, Exchange rate fluctuations), Intellectual property protection and anti-corruption laws, International Supply chain management and logistics.	7	5

References Books:	
Aswathappa, K, International Business 4th Edition Tata McGraw-Hill, New Delhi	
Daniels John D., Radebaugh, L.H., & Sullivan, Daniel, International Business, Pearson Education	
Cherunilam, Francis, International Business-Text and Cases, Prentice-Hall of India, New Delhi	
International Business: The Challenge of Global Competition – 12th Edition- by Donald Ball, Michael Geringer, Michael Minor and Jeanne McNett	
e-Learning Source:	
Overview of international business - https://unacademy.com/lesson/introduction-to-international-business-in-hindi/SR8DBR08	
International trade theories - https://www.youtube.com/watch?v=PP5ceCLTEpg	

PO-PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO									
CO1	2	2	1	2	1	2	1	1	2
CO2	2	1	2	2	1	1	1	2	2
CO3	1	2	2	1	2	2	1	1	1
CO4	1	2	1	1	2	1	2	1	2
CO5	2	1	1	2	1	2	2	1	1

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow
Department of Business Management

Effective from Session: 2025-26							
Course Code	BM586	Title of the Course	Operation Management and Control	L	T	P	C
Year	II	Semester	IV	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To familiarize learners with the fundamentals of Operations Management and develop awareness about its interface with other managerial functions. Enable learners to learn about production processes and associated quantitative techniques instrumental in the management of operations.						

Course Outcomes	
CO1	Students shall be able to define the role of operations in both manufacturing and service organizations and the significance of operations Strategy in the overall business.
CO2	Students shall be able to explain the importance of facilities location decision in the whole supply chain in globalized operations and learn the tools relating to facilities location, also study the problems related to the various facility layouts.
CO3	Students shall be able to demonstrate a comprehensive understanding of Production Planning and Control (PPC) processes, including the effective coordination of materials, workforce, and equipment to ensure timely and cost-efficient production.
CO4	Students shall be able to analyze the different quality tools and the tools of statistical process control for analyzing a process in terms of quality.
CO5	Students shall be able to describe the Inventory levels and order quantities and make use of various inventory classification methods.

Unit No.	Title of the Unit		Contact Hrs.	Mapped CO
1	Introduction to Operations Management	Operations Management: Objectives, Functions and Scope, Types of Production Systems, Operations Strategy. Product Life Cycle, Value Engineering Concepts, Design for X (DFX), Ergonomics in Product Design, Forecasting System, Qualitative & Quantitative Methods of Forecasting.	9	1
2	Facility Location & Facility Layout	Facility Planning, Factors Affecting Plant Location, Location Evaluation Methods. Facility Layout and Planning, Factors Influencing Plant Layout, Material Flow Patterns, Tools and Techniques used for Plant Layout Planning.	9	2
3	PPC & Network Analysis	Production Planning and Control, Process Planning, Aggregate Production Planning, Capacity Planning, Project Scheduling, Network Diagrams, Critical Path Method (CPM), Program Evaluation and Review Technique (PERT), Project Network: Crashing.	9	3
4	Sequencing & Quality Management	Production Control, Sequencing, Master Production Scheduling (MPS). Concept of Quality, Total Quality Management (TQM), Total Productive Maintenance (TPM), Statistical Quality Control (SQC), Six Sigma.	9	4
5	Inventory Management	Inventory Management, Inventory Control Techniques: ABC, VED, FSN & Economic Order Quantity (EOQ), Materials Management, Just in Time (JIT), Kanban System, Materials Requirement Planning (MRP), Enterprise Resource Planning (ERP).	9	5

References Books:									
Jay, H. and Barry, R. (2017). Operations Management: Sustainability and Supply Chain Management, 12th ed. Pearson Education India.									
Jacobs, F.R., Chase, R.B. & Ravi Shankar. (2018). Operations and Supply Chain Management, 14th ed. McGraw Hill Education India.									
Russell, R. S., & Taylor, B. W. (2019). Operations and supply chain management, 10th ed. John Wiley & Sons.									
K Aswathappa, K Shridhara Bhat (2008). Production and Operations Management 8 th ed. Himalaya Publishing House.									
Kapoor, V.K. (2020). Operations Research: Quantitative Techniques for Management, 9th ed. Sultan Chand & Sons.									
e-Learning Source:									
https://onlinecourses.nptel.ac.in/noc24_mg48/preview									
https://www.coursera.org/learn/wharton-operations									

PO-PSO									
CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	1	2	1	1	2	1	2	1
CO2	2	2	1	2	1	1	1	2	1
CO3	1	1	2	1	2	2	1	1	1
CO4	1	2	1	1	2	1	2	2	2
CO5	2	2	2	2	1	2	2	1	1

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow
Department of Business Management

Department of Business Management							
Effective from Session: 2025-26							
Course Code	BM587	Title of the Course	Block Chain for Business	L	T	P	C
Year	II	Semester	IV	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	<ul style="list-style-type: none">• To Understand Block chain Fundamentals• To Analyze Block chain Use Cases• To Assess Business Benefits and Challenges• Explore Smart Contracts and Decentralized Applications (DApps)• Evaluate Enterprise Block chain Solutions						

Course Outcomes	
CO1	Understand the foundational principles of Blockchain and its applications in business
CO2	Gain knowledge of smart contracts and decentralized applications
CO3	Analyze real-world business problems and evaluate the impact of blockchain in different industries.
CO4	Understand block chain governance, security, and compliance aspects in businesses.
CO5	Design and implement Block chain based strategies for business operations

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to Block chain Technology	Fundamentals of Block chain: Definition, History, and Evolution, Key Concepts: Decentralization, Cryptography, Consensus Mechanisms, Block chain vs. Traditional Databases, Types of Block chains: Public, Private, Consortium, and Hybrid, Block chain Platforms: Bit coin, Ethereum, Hyper ledger, and Real-World Applications	9	1
2	Smart Contracts and Decentralized Applications (DApps)	Introduction to Smart Contracts: Concept, Benefits, and Risks, Ethereum and Solidity: Basics of Smart Contract, Development, DApps: Features, Advantages and Examples, Use Cases: Supply Chain, Finance, Real Estate, Healthcare, Limitations and Challenges in Smart Contracts	9	2
3	Block chain in Business and Industry Applications	Block chain for Supply Chain Management, Block chain in Financial Services and Tokenization, Digital Identity and Security Applications, Enterprise Block chain, Block chain for Government and Public Sector	9	3
4	Governance, Security, and Compliance in Block chain	Security Aspects of Block chain: Encryption, Hashing, and Privacy, Governance Models: Centralized vs. Decentralized Governance, Regulatory Challenges: Compliance with GDPR, AML, KYC, and Taxation, Ethical Considerations and Sustainability of Block chain, Risks and Limitations of Block chain	9	4
5	Developing Block chain Strategies for Business	Identifying Business Problems and Block chain Solutions, Evaluating Cost-Benefit Analysis for Block chain Adoption, Planning Block chain Implementation: Integration with Existing Systems, Steps for Building a Block chain-Based Business Model	9	5

Reference Books:	
1.	Block chain Technology by Chandramouli Subramanian, Asha A George, Abhilash K A, and Meena
2.	Block chain for Business by Kshitij Agarwal
3.	Block chain: The Chain for the Changing Marketing Sphere by V. Varisha Begum and M. Kavitha
4.	Block chain Technology and Applications for Digital Marketing by Dr. Shivani Verma
5.	Block chain Technology: Transforming Businesses and Shaping the Future by Daniel, Samadhiya, and Garza-Reyes
e-Learning Source:	
Blockchain and its Applications, By Prof. Sandip Chakraborty, Prof. Shamik Sural, IIT Kharagpur https://onlinecourses.nptel.ac.in/noc22_cs44/preview	
Blockchain Architecture Design and Use Cases, By Prof. Sandip Chakraborty & Dr. Praveen Jayachandran, IIT Kharagpur and IBM https://onlinecourses.nptel.ac.in/noc19_cs63/preview	

Course Articulation Matrix: (Mapping of COs with POs and PSOs)									
PO-PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	1	2	3	3	2	2
CO2	2	3	3	2	2	3	3	2	2
CO3	1	2	2	2	3	3	3	2	3
CO4	3	3	3	2	2	3	3	2	3
CO5	3	3	3	3	3	3	3	3	3

1-Low Correlation; 2-Moderate Correlation; 3-Substantial Correlation

Name & Sign of Program Coordinator					Sign & Seal of HoD				
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Integral University, Lucknow
Department of Business Management

Effective from Session: 2025-26							
Course Code	BM588	Title of the Course	Dissertation Project and Viva-Voce	L	T	P	C
Year	II	Semester	IV	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The objective is to develop students' research, analytical, and problem-solving skills through independent investigation. It enhances their ability to collect, analyze, and present findings effectively. The Viva-Voce assesses their knowledge, critical thinking, and ability to defend their research confidently. (As part of the course curriculum, students must submit a Dissertation Project Report in the department, which will be evaluated by the external examiner and one internal examiner.						

Course Outcomes	
CO1	Students will develop independent research skills, enabling them to conduct systematic investigations and contribute to their field of study.
CO2	Students will enhance their analytical and problem-solving abilities by critically evaluating data, methodologies, and findings.
CO3	Students will gain expertise in effectively structuring and presenting research work, improving their academic writing and presentation skills.
CO4	Students will refine their communication skills by articulating research insights, responding to expert queries, and engaging in scholarly discussions.
CO5	Students will build confidence in defending their research through Viva-Voce, demonstrating depth of knowledge and critical thinking.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Dissertation and Research Basics	Dissertation Purpose, Research Types, Topic Selection, Problem Identification, Timeline Planning	9	CO1
2	Research Fundamentals and Citations	Literature Review, Sources, Plagiarism, Citation, Frameworks, Research Design	9	CO2
3	Research Sampling & Analytics	Sampling, Data Collection, Questionnaire, Case Study, Data Analysis, Statistics, Ethics, Interpretation	9	CO3
4	Dissertation Writing & Structure	Dissertation Structure, Chapters, Formatting, Writing, Results, Discussion, Conclusion, Editing	9	CO4
5	Dissertation Defense Guide	Presentation Skills, PowerPoint, Viva Preparation, Q&A Handling, Time Management, Publishing	9	CO5

References Books:

Geoff Farina; Francesco Erspamer; Caterina Mongiat Farina, How to Write a Thesis by Umberto Eco; 2015

William Waters, Destination Dissertation by Sonja K. Foss; William Waters, 2015

Steven R. Terrell, Writing a Proposal for Your Dissertation: Guidelines and Examples (Kindle Edition)

Business Research Methods, P. N. Reddy & H. R. Appannaiah, <https://www.pdfdrive.com/business-research-methods-e175537363.html>

Writing and Presenting Research, R. Srinivasan, https://www.researchgate.net/publication/335722053_Writing_and_Presenting_Research

How to Publish in Scholarly Journals, S. K. Mangal (Indian adaptation)

https://www.researchgate.net/publication/334532456_How_to_Publish_in_Scholarly_Journals

E-Learning Source:

Thesis/Dissertation Writing, Learn How to write Thesis/dissertation in just Five Lectures, Udemy, <https://www.udemy.com/course/dissertationwriting/>

Diploma in the Essentials of Thesis Writing: Learn practical skills for writing a cohesive and compelling thesis (dissertation) in this free online course.

Publisher: Robert Baffour, Alisons, <https://alison.com/course/the-essentials-of-thesis-writing>

[Research Methodology \(IITs & IISc\)](#)

[Business Statistics \(IIT Madras\)](#)

PO-PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	2	1	2	1	1	1
CO2	2	2	1	1	1	2	1	1	1
CO3	1	1	1	2	2	2	2	1	1
CO4	1	2	2	1	1	1	3	1	2
CO5	2	1	1	2	2	2	1	1	2

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator					Sign & Seal of HoD				
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Integral University, Lucknow
Department of Business Management

Effective from Session: 2025-26							
Course Code	BM589	Title of the Course	Hungarian Language and Culture II	L	T	P	C
Year	II	Semester	IV	0	0	0	0
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The course objectives are the following: a) familiarizing international students with the Hungarian language through a variety of topics at the beginner level; b) developing students' communicative competence and speaking skills in simple, everyday situations; c) facilitating beginner level language use through the development of all 4 basic skills (reading, writing, speaking and listening).						



Nyelvi és Kulturális Központ

Tárgytematika / Course Description

Hungarian Language and Culture 2.

KGNB_NOKA037

Tárgyfelelős neve /

Teacher's name:

Beszámolási forma / dr. Bukor Emese

Félév / Semester:

2024/25/2

Assesment:

Aláírás megszerzése

Tárgy heti óraszám /

Teaching hours(week): 0/3/0

Tárgy féléves óraszám /

Teaching hours(sem.): 0/0/0

OKTATÁS CÉLJA / AIM OF THE COURSE

The course objectives are the following: a) familiarizing international students with the Hungarian language through a variety of topics at the beginner level; b) developing students' communicative competence and speaking skills in simple, everyday situations; c) facilitating beginner level language use through the development of all 4 basic skills (reading, writing, speaking and listening).

TANTÁRGY TARTALMA / DESCRIPTION

Review of the material from the first term (1-4. fejezet).

5.fejezet: "Vásárlás, étterem": foods, expressing units of measure. Hány? Mennyi? Shopping on the market and in the grocery store. Transitive and intransitive verbs. -t ending signalling a direct object. Acquired skills: being able to name important staple foods, knowing the units of measure, being able to buy food on the market / in the store.

5. fejezet: recipes, suffixes of numbers (e.g., egyet, kettőt, etc.), suffixes with demonstrative pronouns (ebből, ebben, azt). Eating habits: what do we eat and drink? Acquired skills: being able to interpret recipes, being able to speak about eating habits.

5.fejezet: Plural form of adjectives, in the restaurant: making a reservation over the phone, ordering from the menu, paying the bill. Acquired skills: being able to reserve a table, order from the menu and pay the bill.

5. fejezet: Buying clothes: clothing and accessories, colours, adjectives. Shopping habits. Adding suffixes to adjectives. Acquired skills: being able to buy clothes, being able to name garments and describe them briefly.

6.fejezet: "Szolgáltatások, szabadidős programok": places in the city, who is doing what in their free time: naming free time activities, indirect object case: -nak/-nek

6. fejezet: auxiliary verbs: kell, tud, szeret, akar. Summarizing, reviewing indefinite verb conjugation. Acquired skills: being able to tell what activities are done in what places in the city, being able to talk about hobbies, being able to describe their free time activities.

6. fejezet: Expressing possession (Robinak van egy autója), Hányszor? Milyen gyakran? Hányadik? Suffixes of numbers, expressing frequency. Time adverbs: mikor? hétfőn, kedden, stb., Van kedved / nincs kedved... -ni? Acquired skills: being able to talk about the frequency of doing various activities, being able to arrange a meeting with friends for a free time get-together.

6. fejezet: seasons, the 12 months of the year, the weather. Mikor mész szabadságra? Hol nyaralnak a magyarok? (going on vacations) Past tense of the verb lenni (voltam). Acquired skills: being able to name the seasons, months, being able to talk about the weather in simple terms, being able to say where they go on vacation and what they do there.

7.fejezet: "Dolgos hétköznapiak": an average weekday, activities at the workplace, verbal prefixes expressing directions (ki-, be-, le-, fel-), word order in sentence with verbal prefixes. Transitive verbs.

7. fejezet: who is doing what at the workplace (professions and activities). The types of objects, definite verb conjugation in singular. Acquired skills: knowing the name of several professions and activities associated with them, being able to speak about a day at the workplace

7. fejezet: weekdays of a university student, and language learning. Types of objects and definite verb conjugation in the plural. Acquired skills: being able to talk about a student's life, being able to talk about language learning experiences.

8. fejezet: "Édes otthon": our family, family members, birthday. Accusative case of the personal pronoun, forming past tense in first person singular (-tam/-tem). Acquired skills: being able to introduce family members briefly, being able to invite friends for a birthday party.

8. fejezet: rooms and furniture in the house, postpositions (mögött, alatt, felett, mellett, között, előtt). Acquired skills: being able to name the rooms of a house, knowing the pieces of furniture.

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD

Evaluation is on-going throughout the term. Passing level is 60% or above. In order to pass the course students must attend classes regularly (mandatory attendance), engage actively in class activities, complete all assigned homework and class work, complete short tests, and do a short oral interview at the end of the term.

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Szita Szilvia, Pelcz Katalin: MagyarOK, A1+, tankönyv és munkafüzet, Pécsi Tudományegyetem, 2013

AJÁNLOTT IRODALOM / RECOMMENDED MATERIAL