



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

**Program: Master of Business Administration**

**Semester- III**

S.No.	Course code	Course Title	Type of Paper	Period Perhr/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	Core	3	0	0	40	20	60	40	100	3:0:0	03	√	√	√		√	√	√	SDG-4,8,9,12
2	BM502	International Business	Core	3	0	0	40	20	60	40	100	3:0:0	03	√			√	√		√	SDG-4
3	MT517	Operations Research	Core	3	1	0	40	20	60	40	100	3:1:0	04	√		√				√	SDG-4
4	BM503	Summer Training Project	Core	-	-	2	40	20	60	40	100	0:0:2	01	√	√	√			√	√	SDG-4,8,9
<b>Dual Specialization: Choose Four Electives of Two Different Specializations from Marketing, Finance, HR &amp; IT</b>																					
<b>Marketing</b>																					
5	BM504	Product and Brand Management	Elective	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√			√	√	SDG-4, 8, 9
6	BM505	Integrated Marketing Communication	Elective	3	1	0	40	20	60	40	100	3:1:0	04		√	√					SDG-4
7	BM506	Mall Management	Elective	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√	√	√	√	√	SDG-5,8,9,12
8	BM507	International Marketing	Elective	3	1	0	40	20	60	40	100	3:1:0	04		√			√		√	SDC-12
<b>Finance</b>																					
9	BM508	Insurance Management	Elective	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√				√	SDG-8
10	BM509	Banking Finance	Elective	3	1	0	40	20	60	40	100	3:1:0	04	√						√	SDG-4
11	BM510	Financial Derivative and Commodity Market	Elective	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√					SDG-4, 8
12	BM511	Business Taxation	Elective	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√					SDG-4



**Integral University, Lucknow**

**Human Resource**

13	BM512	Interpersonal Relationship Management	Elective	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√		√			SDG-4,8
14	BM513	Social Security	Elective	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√		√			SDG-4,8
15	BM514	Human Resource Development	Elective	3	1	0	40	20	60	40	100	3:1:0	04	√	√		√		√		SDG-4,5,9,10,16
16	BM515	International-HRM	Elective	3	1	0	40	20	60	40	100	3:1:0	04	√						√	SDG-4

**Information Technology**

17	CS503	Computer Aided Management	Elective	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√				√	SDG-4
18	CS504	System Analysis & Design and Software Engineering	Elective	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√				√	SDG-4
19	CS505	Internet and Visual Basic	Elective	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√				√	SDG-4
20	CS506	E-Commerce & IT Enabled Services	Elective	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√				√	SDG-4

<b>Total</b>				<b>21</b>	<b>05</b>	<b>02</b>	<b>320</b>	<b>160</b>	<b>480</b>	<b>320</b>	<b>800</b>		<b>27</b>								

**L** = Lecture, **P** = Practical, **T** =Tutorials, **C**= Credit, **CT** = Class Test, **TA**=Teacher Assessment  
**ESE**=End Semester Examination **Subject Total** = Sessional Total (CA) + End Semester Exam(ESE)

The schedule of papers during the third semester of the programme shall be as follows:

CORE COURSES					
S.No	Sub. Code	Subject	S. No	Sub. Code	Subject
1	BM501	Supply Chain Management	3	MT517	Operations Research
2	BM502	International Business	4	BM503	Summer Training Project
Specialization Papers					
Marketing			Finance		
S.No	Sub. Code	Subject	S. No	Sub. Code	Subject
1	BM504	Product and Brand Management	1	BM508	Insurance Management
2	BM505	Integrated Marketing Communication	2	BM509	Banking Finance
3	BM506	Mall Management	3	BM510	Financial Derivative and Commodity Market
4	BM507	International Marketing	4	BM511	Business Taxation
Human Resource			Information Technology		
S.No	Sub. Code	Subject	S. No	Sub. Code	Subject
1	BM512	Interpersonal Relationship Management	1	CS503	Computer Aided Management
2	BM513	Social Security	2	CS504	System Analysis & Design and Software Engineering
3	BM514	Human Resource Development	3	CS505	Internet and Visual Basic
4	BM515	International-HRM	4	CS506	E-Commerce & IT Enabled Services



## Integral University, Lucknow

Effective from Session: 2020-21							
<b>Course Code</b>	BM501	<b>Title of the Course</b>	Supply Chain Management	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	II	<b>Semester</b>	III	3	0	0	3
<b>Pre-Requisite</b>	None	<b>Co-requisite</b>	None				
<b>Course Objectives</b>	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	
<b>CO1</b>	To Understand the concepts of supply chain management and would be able to assess the supply chain problems and various measures of performance.
<b>CO2</b>	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
<b>CO3</b>	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.
<b>CO4</b>	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
<b>CO5</b>	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](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](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](https://onlinecourses.nptel.ac.in/noc23_mg16/preview)

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

<b>Effective from Session: 2023-24</b>							
<b>Course Code</b>	BM502	<b>Title of the Course</b>	International Business	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	II	<b>Semester</b>	III	3	0	0	3
<b>Pre-Requisite</b>	None	<b>Co-requisite</b>	None				
<b>Course Objectives</b>	The objective of the course is to provide an overview of the field of International Business and teach student a feel of the competition in the global marketplace.						

Course Outcomes	
<b>CO1</b>	To explicate the characteristics and components of internationalization process and Dimensions of International business.
<b>CO2</b>	To understand Business Theories and Instruments of Trade policy.
<b>CO3</b>	To appraise economic, political, cultural, legal, technological, and competitive environments and its influence on international markets.
<b>CO4</b>	To Understand the construct of International Institutions and develop the approach of Economic Integration.
<b>CO5</b>	To understand International Business functions at various levels.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to International Business	Introduction, Importance Nature and Scope. Modes of Entry, EPRG framework, Stages of Internationalization, Definition and characteristics of Global, International, MNCs & TNCs.	7	1
2	Business Theories and policy	International business theories: Mercantilism, Neomercantilism, Absolute cost advantage, Comparative cost advantage, Heckscher-Ohlin and PLC theory. Instruments of Commercial/trade policy- Tariffs, Subsidies, Import quotas, Voluntary export restraints, Administrative policy, Anti-dumping policy, Recent Policy updates. Balance of Payment (BOP), Concept, Components, Balance of Trade, Measures of control of BOP/BOT.	7	2
3	Environmental Framework	International Business Environment, Internal and External, PESTEL Analysis. Cultural environment- Culture and its characteristics, Hofstede's Cultural Dimensions. Effect of Language, Religion, Behavioral Practices and Communication on International Trade	7	3
4	Economic Integration and International Organizations	Concept of Economic Integration, Levels of Integration- Free Trade Area, Custom Union, Common Market, Special Economic Zones, Economic Union and Political Union. Objective and Function of - Regional Blocks (EFTA, EU, ASEAN, SAARC, NAFTA, SAFTA etc), International Trade Institution (GATT, WTO and UNCTAD), International Financial Institution (IBRD, IMF and ADB)	7	4
5	Export documentation & International Business Functions	Export Documentation: Types of Documents, Bill of Lading, Bill of Exchange, Letter of Credit etc. Issues at International operation and marketing, Distribution system, financial system & Foreign exchange management; International HRM issues	7	5

### Reference Books:

Aswathappa, K, International Business 4<sup>th</sup> 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 (2019)

### 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>

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

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

<b>Name &amp; Sign of Program Coordinator</b>	<b>Sign &amp; Seal of HoD</b>
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## Integral University, Lucknow

<b>Effective from Session: 2020-21</b>							
<b>Course Code</b>	MT517	<b>Title of the Course</b>	Operations Research	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	II	<b>Semester</b>	III	3	1	0	4
<b>Pre-Requisite</b>	None	<b>Co-requisite</b>	None				
<b>Course Objectives</b>	The objective of the course is to develop among students the approaches to logical performance to various operations within the organization in order to be more efficient.						

<b>Course Outcomes</b>	
<b>CO1</b>	Understand the meaning and use of operation research.
<b>CO2</b>	Understand Decision approach theory
<b>CO3</b>	Understand the concept of linear programming with graphical form
<b>CO4</b>	Understand the transportation method and how assignment of work is conducted mathematically
<b>CO5</b>	Understand the concept of sequencing in a job machine profile

<b>Unit No.</b>	<b>Title of the Unit</b>	<b>Content of Unit</b>	<b>Contact Hrs.</b>	<b>Mapped CO</b>
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

<b>Reference Books:</b>	
Quantitative Techniques for Managerial Decisions: J. K. Sharma.	
Quantitative Techniques : ND Vohra	
Quantitative Techniques : Rubin & Levin, K. K. Sharma	
Quantitative Analysis for Management : Render & Ralph M Stair & M.E. Hanna	
<b>e-Learning Source:</b>	
<a href="https://youtu.be/BDBhpxRzImI">https://youtu.be/BDBhpxRzImI</a>	
<a href="https://youtu.be/Q31jKiEXxdc">https://youtu.be/Q31jKiEXxdc</a>	
<a href="https://youtu.be/a0WNihfI7as">https://youtu.be/a0WNihfI7as</a>	

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

<b>Effective from Session: 2023-24</b>							
<b>Course Code</b>	BM503	<b>Title of the Course</b>	Summer Training Project/Apprenticeship/Internship	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	II	<b>Semester</b>	III	0	0	2	1
<b>Pre-Requisite</b>	None	<b>Co-requisite</b>	None				
<b>Course Objectives</b>	The objective of this training is to provide a practical training so that the student is able to understand the implementation of theoretical learning into practical environment						

Course Outcomes	
<b>CO1</b>	To understand on the job skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity.
<b>CO2</b>	Get insight in working of the real organizations through integrating theory with practice.
<b>CO3</b>	To understand the linkages among different functional departments of the organization.
<b>CO4</b>	To acquire employment contacts leading directly to a full-time job after completing of MBA programme.

As a part of the course curriculum students are required to go for Summer Training of 4 to 6 Weeks after completion of their second semester examination of MBA. In order to complete their training properly the students are required to be in touch with their assigned faculty guide during their training. They have to submit a Summer Training Project Report in the department after completion of training; the steps to complete Summer Training Project are as under

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Methodology	1. The students must do a four to six-week internship in one of the following fields: finance, human resources, marketing, or information technology (based on primary or secondary sources) at the end of the second semester, during the summer break. 2. Reports are due in the third semester, must be presented in front of a panel of senior faculty members, and are graded simultaneously with the third semester examination. 3. Project report evaluation consists of both internal and external marks of 60 and 40 respectively 4. Internal marks of 40 would be awarded based on presentations to be made by the students in the presence of a panel of the faculty members. 5. When the student has given a presentation, the final report can be submitted. If a student doesn't deliver the presentation, they must try again. 6. Final report would be evaluated for 40 marks, based on the quality of report and performance in viva. 7. The department will hold a viva voce exam at the end of the semester with both internal and external examiners. The maximum score for the viva is 40. 8. Any student who does not pass their "project report" is required to start over the next year, when a paper is offered.		

### Reference Books:

Ross Perlin,, Intern Nation, How to Earn Nothing and Learn Little in the Brave New Economy, April, 2012

Aniket Singh ,The Complete Book of Internships in India : Intern Abroad This Summer Kindle Edition,

### e-Learning Source:

NPTEL Summer/ Winter Internship, <https://nptel.ac.in/internship>

Online Certificate Course / Vocational Training / Summer Training/ Internship Prog 2022, NIELIT, <https://nielit.gov.in/gorakhpur/content/online-training>

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

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

Effective from Session: 2020-21							
<b>Course Code</b>	BM504	<b>Title of the Course</b>	Product & Brand Management	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	II	<b>Semester</b>	III	3	1	0	4
<b>Pre-Requisite</b>	None	<b>Co-requisite</b>	None				
<b>Course Objectives</b>	The objective of this paper is to develop the understanding about the product and brand for making marketing decisions. This paper will help to understand the process of the new product development and branding. This paper will help to know the importance of product and brand management for the organization.						

Course Outcomes	
<b>CO1</b>	To know about the process of the market segmentation, selection of the target market & grouping the elements of the Marketing mix. It will help them to know the relationship of market segmentation with target market and marketing mix.
<b>CO2</b>	To understand the fundamentals of the product management and apply in the organization. It will help them to know the role of the product manager in the organization.
<b>CO3</b>	To describe the product through its type, hierarchy and the life-cycle. It will help them to learn about the new product and its differentiation with the competitor products. It will lead to understand the positioning and the re-positioning of the product.
<b>CO4</b>	To learn about the concept of the branding and to know about its importance for the company. It will lead to understand them the concept of new brand development and the way of brand launch.
<b>CO5</b>	To provide insights into branding and to understand the real issues that can develop branding of the company as well as the branding of the product in the present business world.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	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 & Decisions, Product Related Issues: Indian Product Management Panorama and Role of Product Manager. Case Study	9	2
3	Product planning & related issues	Product, Product Life Cycle, New Product planning & Product Positioning & Repositioning Product: Definition of product, Classification of Product, Product Level & 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 & 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 & E-Branding: Building The Brand Online. Case study on Indian (Swadeshi) Brands.	9	5

### Reference Books:

Lehmann D.R. & 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 & Brand Management, Himalaya Publishing House, Mumbai, 2017 (Text & 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=google&utm\\_medium=cpc&utm\\_campaign=IIMK\\_APM\\_02&gclid=EAIaIQobChMIzb7b69\\_zwIVwSMrCh0QKwwFEAAyAAEgL8rPD\\_BwE](https://exedcampaign.timespro.com/landing/iim-kozhikode-advanced-product-management/?utm_source=google&utm_medium=cpc&utm_campaign=IIMK_APM_02&gclid=EAIaIQobChMIzb7b69_zwIVwSMrCh0QKwwFEAAyAAEgL8rPD_BwE)

<https://in.coursera.org/learn/brand>

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

<b>Effective from Session: 2020-21</b>							
<b>Course Code</b>	BM505	<b>Title of the Course</b>	INTEGRATED MARKETING COMMUNICATION	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	II	<b>Semester</b>	III	3	0	0	3
<b>Pre-Requisite</b>	NONE	<b>Co-requisite</b>	NONE				
<b>Course Objectives</b>	The aim of the course is to introduce students to the fascinating world of modern marketing and marketing communication in a conceptual yet practical way						

Course Outcomes	
<b>CO1</b>	To discuss the basic concepts of communication and tools used in integrated marketing communication
<b>CO2</b>	To discuss about basics of advertising and emerging roles of some popular advertising agencies.
<b>CO3</b>	To develop an understanding about advertising strategy and media
<b>CO4</b>	To study the basics of - Public relation, Direct and Online Marketing etc.
<b>CO5</b>	To apply the concepts of personal selling and sales promotion.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Understanding Marketing Communication	Modern marketing Scenario, Marketing Strategy and Marketing Mix, Communicating Customer Value, promotion Mix, Integrated Marketing Communication: Definition and Its Need, Tools of Integrated Marketing Communication, Marketing Communication Process and Models, Effective marketing Communication	07	1
2	Advertising Decisions	Landscape of Advertising, Role of Advertising in Promotion Mix, Setting Advertising Objectives, DAGMAR Approach, Advertising Budget Decisions, Advertising Campaign Plan, Types of Advertising, Institutions involved in Advertising management, Advertising Agencies: Role, Functions and Organization Structure, Advertising agencies in India, Ethics in Advertising	07	2
3	Developing Advertising Strategy	Creating Advertising Message and Designing Message Strategy, Message Execution: Approach, Style, Tone, Words and Formats. Media Planning: Advertising Media and its overview, Selecting Advertising Media, Media Analysis, Media Scheduling, Evaluating Advertising Effectiveness	08	3
4	Public relation, Direct and Online Marketing	Building Direct Customer Relation Ship, Public Relation: Definition, Objectives, Role and Its Impact, Major Tools of PR, PR Public, Merits and Demerits of PR Direct Marketing: Definition and Its Role in Marketing Mix, Merits and Demerits of Direct Marketing, Digital Direct Marketing Technology, Online Marketing and Its Domain, Online Advertising, Viral Marketing and Online Social Network	07	4
5	Personal Selling and Sales Promotion	Personal Selling: Meaning, Its Nature and Process Sales Promotion: Meaning, Definition and Objectives, Factors Responsible for Rapid Growth of SP, Types of Sales Promotion: Consumer Oriented, Trade Oriented and Business Oriented, Sales Promotion Techniques, Sponsorship, Merchandising, Other Marketing Services: Packaging, Trade Shows and Exhibitions, Customer Service	06	5

<b>Reference Books:</b>	
Marketing Communication: Fill Chris, Prentice Hall, Edition 8 th , 2019.	
Advertising Management- Concepts and Cases: Manendra Mohan, Tata Mcgraw Hill education, 2017	
Advertising and Promotion- An Integrated Marketing Communications Perspective– George E.Belch, Michael A.Belch -McGraw Hill, special 9 th edition	
Advertising Management& IMC - Moriarty , Mitchell and wells - Pearson 10 th edition.	
<b>e-Learning Source:</b>	
<a href="https://nptel.ac.in/courses/110108141">https://nptel.ac.in/courses/110108141</a>	
<a href="https://www.digimat.in/nptel/courses/video/110107158/L54.html">https://www.digimat.in/nptel/courses/video/110107158/L54.html</a>	

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

**Effective from Session: 2020-21**

<b>Course Code</b>	BM506	<b>Title of the Course</b>	Mall Management	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	II	<b>Semester</b>	III	3	1	0	4
<b>Pre-Requisite</b>	NONE	<b>Co-requisite</b>	NONE				
<b>Course Objectives</b>	The aim of the course is to acquaint the students about the dynamics of shopping mall and its effective management						

### Course Outcomes

<b>CO1</b>	To discuss the concept of shopping mall in India.
<b>CO2</b>	To discuss and understand the basic factors influencing the growth of shopping mall in India
<b>CO3</b>	To develop an understanding about mall operation and its functioning.
<b>CO4</b>	To examine the tenant mix and how it is selected for mall.
<b>CO5</b>	To explore the types of markets and types of retail formats in India.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction	Definition, Types and Genesis of malls, growth of malls globally, Diffusion of the concept to India, growth of malls in India, future trends and projections, advantages of mall over other retail formats, comparison of Malls in different countries, Mall positioning strategies, Strategic planning for malls.	9	CO1
2	Aspect in Mall Management	Concepts in mall design, Factors influencing malls' establishment, Recovery management, Aspect in finance, Human resources, Security and accounting, Legal compliance and issues, Measuring mall performance.	9	CO2
3	Mall Operations	Store allocation, Leasing negotiations, Maintenance and repairs, Security and safety procedures and regulations, Operational activities, Footfalls measurement, Common area management.	9	CO3
4	Tenant Management	Selection of anchor tenant, Tenant mix, Types of retail formats, Multiplexes, Food courts, Branded stores, Specialty stores.	9	CO4
5	Latest Developments, Trends and Practice	Innovations at Mall in India, Use of Technology in Mall Management	9	CO5

### Reference Books:

Mall Management With Case Studies, Abhijit Das Taxman

Mall Management , Arif I. Sheikh & Dr Kaneez Fatima, Himalaya publishing house

Best for Understanding Motivation: 'Drive' by Daniel H. Pink

Best On Competitive Advantage: The Shopping Revolution

Best Customer Service: The Nordstrom Way to Customer Experience & Excellence

### e-Learning Source:

<https://nptel.ac.in/courses/110105158>

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

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

<b>Effective from Session: 2020-21</b>							
<b>Course Code</b>	BM507	<b>Title of the Course</b>	International Marketing	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	II	<b>Semester</b>	III	3	1	0	4
<b>Pre-Requisite</b>	None	<b>Co-requisite</b>	None				
<b>Course Objectives</b>	To help the students in understanding international marketing concepts. To acquaint the students with the environment associated with international marketing. To familiarize with the International Marketing Mix. To guide the students towards learning the dimensions of international marketing. To study the System Distribution of international marketing.						

Course Outcomes	
<b>CO1</b>	To help the students in understanding international marketing concepts
<b>CO2</b>	To acquaint the students with the environment associated with international marketing
<b>CO3</b>	To familiarize with the International Marketing Environment
<b>CO4</b>	To study the International Marketing Mix related to Product and Pricing
<b>CO5</b>	To guide the students towards learning International Marketing Mix related to Channel of Distribution, Advertising and Global

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	International Marketing Concepts	Nature, Scope and tasks of international marketing, Difference between domestic and international marketing, international marketing concepts-EPRG scheme, Self-reliance criterion	9	1
2	The Environment Analysis-I	Economic environment: - economic integration and market groups Cultural Analysis: - What is culture, its elements, knowledge, values and phenomenon of cultural changes Business customs: Business customs and adaptation, required adaptation and their degrees, methods of doing business	9	2
3	The Environment Analysis-II	Political: Host and international political environment, political spectral, types of governance in the globe, quality and its effects on business assessment, risk on reduction techniques Legal: Bases of legal system- common, Islamic and Marxist-Socialist, Jurisdiction in international legal disputes, intellectual property rights, new issues, commercial laws International Marketing research: Scope, Process, Research objectives, gathering of data and problems, entry strategies for MNC's	9	3
4	International Marketing Mix-I	Product: - Meaning of noble product, International product planning, physical and mandatory requirement: standards, screening products for adaptation, analysis of products components Price: - Pricing policy: objective and approach, price determination, Price escalation and other issues	9	4
5	International Marketing Mix-II	International distributions systems: Channel of distribution structures in the world, Distribution patterns-general and country specific, Alternative middlemen choices-country specific, factors affecting choices of channels, Locating, Selecting and administering channel members International advertising: Global advertising pattern, Global market segmentation and promotional strategy, International advertising programmes, Global advertising regulations, Creative challenges, Media-Planning and analysis	9	5

### Reference Books:

Jain S.C. International marketing Rise of the Youpreneur: The Definitive Guide to Becoming the Go-To Leader in Your Industry and Building a Future-Proof Business

Keegan International marketing Beyond Influencer Marketing: Create Connections with Influential People to Build Authority, Grow Your List, and Boost Revenue

Philips Coetrs International marketing Story Driven: You don't need to compete when you know who you are

Lamout International marketing The Korean Mind: Understanding Contemporary Korean Culture

### e-Learning Source:

<https://archive.nptel.ac.in/courses/110/105/110105157/>

[https://onlinecourses.nptel.ac.in/noc22\\_mg50/preview](https://onlinecourses.nptel.ac.in/noc22_mg50/preview)

<https://www.digimat.in/nptel/courses/video/110105157/L01.html>

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

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

<b>Name &amp; Sign of Program Coordinator</b>	<b>Sign &amp; Seal of HoD</b>
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## Integral University, Lucknow

Effective from Session: 2020-21							
Course Code	BM508	Title of the Course	Insurance Management	L	T	P	C
Year	II	Semester	III	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Objective	The basic objective of the course is to acquaint the students to understand the concepts and principles relating to insurance and risk hedging with insurance products.						

Course Outcomes	
<b>CO1</b>	To demonstrate the understanding of risk, types of risk, risk management and risk management process.
<b>CO2</b>	To demonstrate the understanding of concept of insurance, insurance principles, historical background of insurance, regulatory and legal aspects of insurance and concept of reinsurance and double insurance.
<b>CO3</b>	To demonstrate the understanding of marketing of insurance, and functions of insurers.
<b>CO4</b>	To demonstrate the understanding of concept of life insurance and its types, pension products and calculation of premiums.
<b>CO5</b>	To demonstrate the understanding of health insurance, fire insurance and vehicle insurance and their various aspects.

Unit No.	Title of the Unit	Content of Unit	Conta ct Hrs.	Mapped CO
1	Risk Analysis	Risk definition and concept, uncertainty and burden, Methods of handling risks, Risk management-nature and importance, Risk management process.	5	CO 1
2	Insurance Concepts	Introduction to insurance, History of insurance, Types of insurance, Principles of insurance contract, Reforms in insurance industry, Brief overview of the IRDA and legal aspects of insurance, Concept of reinsurance and double insurance	8	CO 2
3	Insurance Marketing	Insurance as service industry, Insurance marketing and selling process, Insurance product types, Marketing system and Competition, Functions of insurers	10	CO 3
4	Life Insurance	Life insurance – products(Basic Plans of Insurance - Term & Pure Endowment, participating and non- participating, Whole Life policies, Money back Plans, Annuities, Traditional/Unit linked plans, Individual and group policies, Policies for females, children, physically handicapped, Insurance plans offered in other countries like-flexible premium plans, universal life policy), competitive position, environment and general provisions, Pricing of life insurance plans( Basic elements in computation of premium: Office Premium, net premium, level premium, Computation of premium, extra premium and rider premium, Valuation, special reserves and profits.) Tax benefit in Life Insurance, Role of LIC.	12	CO 4
5	General Insurance	Health insurance (Standard Mediciclaim Policy / Critical Illness / Health Plus/ Tailor made policies) Universal Health Insurance Scheme, Claim settlement. Cashless Facility, Role of TPA.s. Vehicle insurance, Fire insurance, Property and liability insurance, Futuristic insurance product	10	CO 5

### Reference Books:

- Gupta. P.K. (2009). Insurance and Risk Management, 2nd Edition, Himalaya Publishing House
- George. E. Rejda. (2005). Principles of Risk Management and Insurance, 9th Edition, Pearson Education
- Latest publications of IRDA
- The Millionaire Next Door: The Surprising Secrets of America's Wealthy : Book by Thomas J. Stanley.

### e-Learning Source:

[https://onlinecourses.swayam2.ac.in/cec23\\_mg01/preview](https://onlinecourses.swayam2.ac.in/cec23_mg01/preview)

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

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

<b>Effective from Session: 2020-21</b>							
<b>Course Code</b>	BM509	<b>Title of the Course</b>	Banking & Finance	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	II	<b>Semester</b>	III	3	1	0	4
<b>Pre-Requisite</b>	None	<b>Co-requisite</b>	None				
<b>Course Objectives</b>	The basic objective of the course is to acquaint the students with the various aspects of banking environment and other financial institutions including its regulation in the country.						

<b>Course Outcomes</b>	
<b>CO1</b>	Understand the evolution and current state of Indian banking industry and banking sector reforms.
<b>CO2</b>	Understand the need for regulation in banking industry and laws relating to banks regulations.
<b>CO3</b>	Understand the concept of Commercial Banking, its challenges and other related aspects.
<b>CO4</b>	Understand the concept and working of other financial institutions.
<b>CO5</b>	Understand the current trends in Indian Banking including innovations and digitizations.

<b>Unit No.</b>	<b>Title of the Unit</b>	<b>Content of Unit</b>	<b>Contact Hrs.</b>	<b>Mapped CO</b>
1	Introduction	Banking system in India; Nationalization of banks, its objective & impact; Reforms in banking sector since 1991; New private banks vs Public sector banks; bank structure & management style; Naik Committee recommendations and Bank Board Bureau (BBB); Consolidation of public sector banking through mergers and privatization.	10	1
2	Banking Industry Regulation	Reserve Bank of India Act 1934, RBI's Objectives and role; Monetary Policy, recent developments relating to MPC, inflation targeting, monetary policy instruments used by RBI, interest rate policy, fiscal vs monetary policy; BASEL II and III norms on capital adequacy and other parameters; Important provisions of Banking Regulation Act 1949, recent amendments in BR Act; Role and importance of CRR & SLR norms.	10	2
3	Commercial Banking In India	Objective, characteristics, classification, functioning of commercial banking; Retail banking, Corporate banking, Universal Banking; Risk Management in Banking; Asset & liability management in commercial banks; Prudential norms in banking, norms for income recognition, Assets Classification and provisioning; Management of NPA's; recapitalization of banks; Measurement of Banks' performance, CAMELS criterion etc. Case Study.	10	3
4	Other Financial Institutions	Cooperative Banks, Origin and growth; Organization & functioning of urban co-operative banks, Issues & policies relating to cooperative banks; Regional Rural Banks; Overview of Housing Finance in India, Housing Finance Bank; NBFC sector in India, issues and challenges faced by NBFCs, regulation of NBFCs; Development Financial Institutions in India, Role of NABARD, SIDBI and EXIM bank in developing Indian economy.	7	4
5	New Dimensions In Banking	Innovations and new trends in Banking industry; Differentiated banking licenses: Payments Bank and Small Finance Banks; Trends in Digital Banking; Financial Inclusion through PMJDY, DBT and JAM etc; Concept and advantages of assets securitization. Case Study.	8	5

### Reference Books:

Banking And Development Finance-New Vistas By G.S.Batra & R.C. Dangwal (Deep & Deep Publications-Delhi)

Bank Investment & Fund Management By Gerald.O.Hatler (Macmillan India Ltd)

Indian Financial System By H.R.Machiraju (Vikas Publication House)

Financial institutions and markets By L.M.Bhole(Tata McGraw Hill)

### e-Learning Source:

Banking and finance - <https://unacademy.com/course/hindi-banking-and-finance/TY28PO0A>

RBI and NABARD - <http://eagri.org/eagri50/AECO241/lec08.html>

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

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

<b>Name &amp; Sign of Program Coordinator</b>	<b>Sign &amp; Seal of HoD</b>
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## Integral University, Lucknow

<b>Effective from Session: 2020-21</b>							
<b>Course Code</b>	BM510	<b>Title of the Course</b>	Financial Derivative and Commodity Market	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	II	<b>Semester</b>	III	3	1	0	4
<b>Pre-Requisite</b>	NONE	<b>Co-requisite</b>	NONE				
<b>Course Objectives</b>	The basic objective of this course is to expose the students to the concept, tool and technique applicable in the field of Derivatives and commodity market as a tool of investment and Derivative analysis.						

Course Outcomes	
<b>CO1</b>	To acquire basic concept of derivative and its importance in risk management.
<b>CO2</b>	To understand the analysis and mechanism of various derivative instruments.
<b>CO3</b>	To provides critical examination of the models and approaches used in Option pricing models.
<b>CO4</b>	To acquire conceptual understanding of regulatory framework of derivative market in India and address issues in derivative product design.
<b>CO5</b>	To determine the role of intermediaries and critically evaluate the mechanism of derivative market in India.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to Financial Derivatives	An overview of derivative contracts: Forward, Futures, swaps and options; Importance of derivatives in risk management; Derivative markets in India: exchange-traded and over the counter; Trading mechanism of derivatives in India.	9	1
2	Forwards And Futures	Quantitative foundations for derivative analysis; Mechanics of futures and forward contract; Hedging strategies using futures and forward; Pricing forward and futures contract. Interest rate futures and pricing; Stock index futures and pricing; Swaps: mechanics, use and valuation;	9	2
3	Option Pricing Models	Options: The basics, Binomial options pricing model; The Black and Scholes Model; Options headings strategies; Estimating volatilities	9	3
4	Development And Structure Of Commodity Markets	Historical changes and growth of global and domestic Commodities derivatives markets, Regulatory structure in India, Issues in Agricultural and Non-Agricultural Commodities Markets, Exchanges and design of the markets, Issues Related to Product Design and contract specifications,	10	4
5	Exchanges And Mechanics	Issues related to Spot price and present practices of commodities exchanges, Clearing House operations and Risk Management Procedures, Delivery, Role of intermediaries, Basis Risk and its importance in pricing, international commodity indices and as an investment tool for investors, internationally traded Commodities based ETFs, Essential Commodities Act and role of state governments	8	5

<b>Reference Books:</b>	
John C. Hull, Options, Futures and other derivatives, Sixth edit., Pearson Education	
David, A. Dufresne and Thomas W. Miller, Derivatives: valuation and management, Oxford Univ. Press	
S.S.S. Kumar, Financial Derivatives, Prentice-Hall of India	
Salih, N., Neftci, An Introduction to mathematics of financial derivatives, 2ndedit, Academic Press	
Rene , M., Stulz, Risk Management and derivatives, 2020, Thomson –South Western Investments, PHI New Delhi	
Rustagi R.P., Derivatives and Risk Management, Taxmann Publications Private Limited	
<b>e-Learning Source:</b>	
Derivatives Markets: Advanced Modeling and Strategies ( <a href="https://www.edx.org/course/derivatives-markets-advanced-modeling-and-strategies">https://www.edx.org/course/derivatives-markets-advanced-modeling-and-strategies</a> )	
Commodity Derivatives And Risk Management ( <a href="https://onlinecourses.nptel.ac.in/noc22_mg91/preview">https://onlinecourses.nptel.ac.in/noc22_mg91/preview</a> )	
Financial Derivatives & Risk Management ( <a href="https://onlinecourses.nptel.ac.in/noc23_mg34/preview">https://onlinecourses.nptel.ac.in/noc23_mg34/preview</a> )	

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

<b>Effective from Session: 2020-21</b>							
<b>Course Code</b>	BM511	<b>Title of the Course</b>	Business Taxation	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	II	<b>Semester</b>	III	3	1	0	4
<b>Pre-Requisite</b>	None	<b>Co-requisite</b>	None				
<b>Course Objectives</b>	To provide basic understanding of Indian Income tax laws and to apply tax laws in financial decisions making.						

<b>Course Outcomes</b>	
<b>CO1</b>	To understand basic concepts and provisions of Income Tax Law and Practices applicable to business.
<b>CO2</b>	To understand Computation of Total Income of assessee under various heads like Salary, House Property, Business or Profession, Capital gains and Income from other Sources.
<b>CO3</b>	To learn various provision regarding deductions, exemptions and rebates available under income tax
<b>CO4</b>	To understand basic concepts of GST law and practice.
<b>CO5</b>	To understand concepts like tax planning, tax avoidance and tax evasion and online filing of returns within due dates and to practically and professionally implement the concepts of income tax in real life.

<b>Unit No.</b>	<b>Title of the Unit</b>	<b>Content of Unit</b>	<b>Contact Hrs.</b>	<b>Mapped CO</b>
1	Introduction to Income Tax Act 1961	Salient Features and Basic Concepts – Previous year, assessment year, person, gross total income and agricultural income. Residential status and incidence of tax, fully exempted incomes under section10	06	1
2	Heads of Income	Income from Salary, Income from House Property, Income from Business or Profession, Income from capital gains, and Income from other sources	20	2
3	Deduction & Rebates	Clubbing of income, Deductions under Chapter VI (related to individuals and firms) Assessment of individuals and firms (simple problems), Rebates and Relief's, set off and carry forward of losses, deduction of tax at sources.	07	3
4	Value Added Tax/ Introduction to GST	Constitutional framework of Indirect Taxes before GST; Difference between Direct and Indirect taxation; Pre-GST Indirect Tax structure in India; One Nation One Tax; Rationale for GST; Structure of GST (State Goods & Service Tax, Central Goods & Service Tax, Integrated Goods & Service Tax); GST Council, GST Network.	06	4
5	Tax Planning	Meaning of tax planning and management, tax evasion and tax avoidance-Nature and scope of tax planning and management in the corporate sector-Justification of corporate tax planning and management, Tax Planning considerations in relation to Business	06	5

### Reference Books:

Singhania V.K., Student Guide of Income Tax, TMH, 2021

Gupta and Gupta, Corporate Taxation in India, Himalya Publishing House, New Delhi2020

Ahuja, Girish and Gupta Dr. Ravi; Systematic Approach to Income Tax, Bharat Law House.

Best Overall: How to Pay Zero Taxes, 2019: Your Guide to Every Tax Break

### e-Learning Source:

<https://youtu.be/Vg4TdbLKnM4>

<https://youtu.be/0O7yg5sGDgY>

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

<b>Effective from Session: 2020-21</b>							
<b>Course Code</b>	BM512	<b>Title of the Course</b>	Interpersonal Relationship Management	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	II	<b>Semester</b>	III	3	1	0	4
<b>Pre-Requisite</b>	NONE	<b>Co-requisite</b>	NONE				
<b>Course Objectives</b>	The basic objective of the course is to acquaint the students with the conceptual framework of interpersonal process of relationship between different stakeholders of an organization						

<b>Course Outcomes</b>	
<b>CO1</b>	The student will be able to describe the basics of Industrial Psychology and its evolution, Methodologies of operation in Industrial Psychology, Future prospects and Industrial Psychology as a Science & Profession.
<b>CO2</b>	The student will be able to develop an understanding about psychological test and the type of test and their role in understanding personality. The various types of personality, and personality test. Importance of mentoring and counselling.
<b>CO3</b>	The student will be able to understand the importance of career management, succession planning and competency mapping in IRM. The student will understand its relevance in retaining efficient manpower.
<b>CO4</b>	The student will be able to understand the concept of relationship management in IRM. The provisions of Health, Safety, welfare, of employees. The emerging concept of flexible workforce and its importance in maintaining healthy organizational culture. Exit management will be discussed as well
<b>CO5</b>	The student will be able to understand the concept of Industrial Employment Act-1957, Mechanism of Disputes settlement, Strikes and lockouts, Regulation of contract labor, Employment Injury, Health, And Maternity Benefit, Retirement Benefit, Women Labor and the Law.

<b>Unit No.</b>	<b>Title of the Unit</b>	<b>Content of Unit</b>	<b>Contact Hrs.</b>	<b>Mapped CO</b>
1	Introduction To Industrial Psychology	Industrial psychology: Definition, concept, foundation and scope of Industrial Psychology, Evolution of Industrial psychology, Methodologies of operation in Industrial Psychology, Future prospects of Industrial psychology as a science & profession.	9	CO-1
2	Applied Psychology	Psychological Tests, Principles of Psychological Tests, Types of Tests, Methods of psychological testing used in Employee selection Personality: Meaning, types of personality, Meaning, types of personality test- the Rorschach test, the Minnesota Multiphasic Personality inventory, Myers-Briggs-type indicator ,the Thematic Apperception test , Projective technique – meaning, advantages,limitations,Principles of Reliability & validity, Sources of distortion in evaluation & ways of improving evaluation, Counseling & mentoring	9	CO-2
3	Career Management & Development	Relevance of career management for an employee, career management process, Competency profiling & Knowledge profiling, Succession planning-overview.	9	CO-3
4	Issues In Relationship Management	Employee Welfare and Provisions for health, safety and safety of an employee, Emerging organization structures, Transformation at work place, concept of flexible work force, Importance of Organization Culture, Importance and challenges of Relocation management &Exit management.	9	CO-4
5	Employee Rules & Guides	The Industrial employment Act-1957, Formulation Of employees' handbook: A Practical Approach.	9	CO-5

### Reference Books:

Industrial Psychology: Ernest J. McCormick, Joseph. 2018  
 Tiffin (PEARSON Publications,12th Edition. 2019  
 Introduction to Psychology : Clifford T. Morgan. 2019  
 Industrial Psychology: Aditya Sharma, Surjeet Publications, First Edition,2019  
 Introduction to Interpersonal management: Clifford T. Morgan. 2020

### e-Learning Source:

[https://onlinecourses.nptel.ac.in/noc22\\_hs20/preview](https://onlinecourses.nptel.ac.in/noc22_hs20/preview)  
[https://onlinecourses.swayam2.ac.in/cec21\\_mg22/preview](https://onlinecourses.swayam2.ac.in/cec21_mg22/preview)  
<https://www.udemy.com/course/people-law-101-the-abcs-of-employment-law/>

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

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

<b>Name &amp; Sign of Program Coordinator</b>	<b>Sign &amp; Seal of HoD</b>
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## Integral University, Lucknow

<b>Effective from Session: 2020-21</b>							
<b>Course Code</b>	BM513	<b>Title of the Course</b>	Social Security	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	II	<b>Semester</b>	III	3	1	0	4
<b>Pre-Requisite</b>	NONE	<b>Co-requisite</b>	NONE				
<b>Course Objectives</b>	The basic objective of the course is to expose the student to the legal provision and their manifestations to social security aspect of labour to create an understanding of the laws related to compensation & benefit scheme, and to make aware of the security, state insurance and welfare schemes.						

<b>Course Outcomes</b>	
<b>CO1</b>	The student will be able to understand the concept of social security and its evolution in India. Also, the provisions of Maternity Benefit Act 1961, and its benefit in improving the social security of working women.
<b>CO2</b>	The student will be able to understand the EPF Act 1952, the various tribunals involved in it.
<b>CO3</b>	The student will be able to understand Employee State Insurance Act 1948 and the benefits under this scheme, also the provisions involved in ESI act.
<b>CO4</b>	The student will be able to understand Working Compensation Act 1953 and the benefits under the scheme, Also the provisions involved in Working Compensation Act 1953.
<b>CO5</b>	The student will be able to understand the payment of gratuity act 1972, entitlement, provision and penalties.

<b>Unit No.</b>	<b>Title of the Unit</b>	<b>Content of Unit</b>	<b>Contact Hrs.</b>	<b>Mapped CO</b>
1	Introduction To Social Security	Definition, philosophy, scope, concept, social security evolution and its growth in India legislation in India. Maternity Benefit act 1961: Introduction, Definitions, Prohibition of Employment, Benefits, Offence and Penalties.	10	CO-1
2	Employee Provident Fund and Miscellaneous Provisions Act 1952	Introduction, Definition, Schemes under the Act, Administration of the Act, Determination of Money due from Employees, EPF Appeal Tribunal, Inspection, Offence and Penalties, Miscellaneous Provisions.	10	CO-2
3	Employee State Insurance Act 1948	Introduction, Definition, ESI Corporation, Standing Committee, Medical Benefit Council, General Provisions related to ESI, Contribution in ESI, Benefits, Adjudication of Disputes and Claims, Offences and Penalties, Miscellaneous Provisions.	10	CO-3
4	Working Compensation Act 1923	Introduction, Definition, Employers Liability for Compensation, Rules for Compensation, Special Provisions, Compensation Commissioners, Offences and Penalties, Miscellaneous Provisions, Schedules to the Act.	8	CO-4
5	Payment Of Gratuity Act 1972	Introduction, Definition, Entitlement and Payment of Gratuity, Administration of the Act, Offences and Penalties.	7	CO-5

### Reference Books:

Aspects of labour welfare and social securities: A.M. Sharma, 12th edition, 2018.

A day-to-day guide industrial management: K. Krishna Rao, 2nd edition, 2017.

Industrial and Labour Legislations by LM Porwal and SanjeevKumar-Vrinda Publication, 2nd edition, 2018.

Taxmann's Labour Laws Bare facts -2020.

Introduction to Social Security: Clifford T. Morgan-2017.

### e-Learning Source:

<https://archive.nptel.ac.in/courses/129/105/129105006/>

<https://nptel.ac.in/courses/110105137>

<https://unacademy.com/course/employees-provident-fund-and-misc-provisions-act-1952/DMJSF8IS>

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

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

<b>Name &amp; Sign of Program Coordinator</b>	<b>Sign &amp; Seal of HoD</b>
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## Integral University, Lucknow

<b>Effective from Session: 2020-21</b>							
Course Code:	BM514	Title of the Course	Human Resource Development	L	T	P	C
Year :	II	Semester:	III	3	1	0	4
Pre-Requisite:	None	Co-requisite:	None				
Course Objectives	The basic objective of the course is to acquaint the students to understand the concepts, strategies and instruments relating to human resource development in any organization and to create a background required to undertake any activity to facilitate and manage the HRD Functions in an Organization.						

Course Outcomes	
<b>CO1</b>	The student will be able to understand perspective and comprehensive view of Human Resource Development as a discipline appreciating learning. The various roles of HRD and its contribution in OD
<b>CO2</b>	The student will be able to understand the motivational aspect of HRD, the skill of developing a detailed plan for identification of HRD needs and accordingly implementation of HRD program in the organization, the importance of evaluation of HRD process.
<b>CO3</b>	The student will be able to understand the importance of OCTAPACE organizational culture and climate. Its explanation through practical case study. The importance of HRD manager.
<b>CO4</b>	The student will be able to understand the emerging techniques in HRD and their importance. The role of HRD audit and learning organization in HRD
<b>CO5</b>	The student will be able to understand HRD Practices in new economic environment with special reference to manufacturing, service, family welfare, government administration. A global overview of HRD will also be given

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	HRD Concept	Definition of HRD, Foundation of HRD, Need for HRD, Objectives of HRD, Concept & stages of development of HRD, Role and issues of HRD, Contribution of HRD in organization development	10	1
2	HRD Assessment	Mechanism, process & outcomes of HRD, Assessment of HRD Needs: organization analysis, Task analysis and Person Analysis & Evaluation of HRD Process, Motivational functions of HRD	10	2
3	HRD Culture and Climate	HRD culture & climate: Elements & measurement, HRD/OD approach to IR & Linkage, Integration of HRD system– A practical case study, HRM & HRD, Role of HRD Manager.	10	3
4	Emerging Strategies & Instruments Of HRD	HR Scorecard, Emotional quotient, Benchmarking HR practices, HR accounting, Psychometric test like Thomas profiling, HRD audit & social audit, Assessment center, Potential appraisal, HRIS, Learning organization E-Learning: Introduction, Purpose, Technologies.	8	4
5	Hrd practices in New economic Environment	HRD system study of following sectors: Manufacturing, Service, Family Welfare, Government Administration HRD Practices on Global front, Corporate Strategy and HRD Agenda	7	5

### Reference Books:

Khandelwal anil k., Abraham, s.j., vermak.k., Alternative approaches & strategies of HRD, national hrd network. Rawat publications, Jaipur. Latest edition.

Maheshwari, b.l., dharni, p., sinha, management of change through hrd. national hrd network, Hyderabad, tata mcgraw hill, Latest edition.

Pareek udai, rao, t. u., designing and managing human resource system, oxford & ibh publication, new delhi. Latest edition

Human Resources Management, written by Gary Dessler Latest edition.

HR from the Outside In: Six Competencies for the Future of Human Resources Dave Ulrich,

e-Learning Source:

[https://onlinecourses.nptel.ac.in/noc22\\_hs113/preview](https://onlinecourses.nptel.ac.in/noc22_hs113/preview)

<https://in.coursera.org/specializations/human-resource-management>

<https://www.careers360.com/university/indira-gandhi-national-open-university-new-delhi/ts-7-human-resource-development-certification-course>

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

<b>Effective from Session: 2020-21</b>							
<b>Course Code</b>	BM515	<b>Title of the Course</b>	International-HRM	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	II	<b>Semester</b>	III	3	1	0	4
<b>Pre-Requisite</b>	NONE	<b>Co-requisite</b>	NONE				
<b>Course Objectives</b>	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 Outcomes	
<b>CO1</b>	The student will be able to understand the conceptual background of IHRM, the various recruitment approaches used while hiring for international location and the difference between Domestic HR and IHRM.
<b>CO2</b>	The student will be able to understand the various approaches for managing HR internationally, the selection and performance appraisal adopted for IHRM.
<b>CO3</b>	The student will be able to understand the difference in training for domestic location and international location. The issues involved, the cultural challenges and the art of handling repatriation
<b>CO4</b>	The student will be able to understand the compensation system involved in IHRM. The process and issues in handling labour relation internationally, the concept of labour union in IHRM
<b>CO5</b>	The student will be able to understand the art of managing People in International Context and the CSR issues in multinational organization.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	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://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)									
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
<b>CO1</b>	2	-	2	-	-	1	-	-	-
<b>CO2</b>	2	2	-	-	-	2	2	-	-
<b>CO3</b>	-	-	1	-	-	-	-	2	-
<b>CO4</b>	-	-	-	2	-	-	-	2	-
<b>CO5</b>	-	-	-	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

<b>Effective from Session: 2020-21</b>							
<b>Course Code</b>	CS503	<b>Title of the Course</b>	COMPUTER AIDED MANAGEMENT	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	II	<b>Semester</b>	III	3	1	0	4
<b>Pre-Requisite</b>	NONE	<b>Co-requisite</b>	NONE				
<b>Course Objectives</b>	To make students understand the fundamentals of managements systems, their role and use in organizations and enable them with understanding of data management techniques						

Course Outcomes	
<b>CO1</b>	To understand Overview, Implementing & Integrating Management Support Systems
<b>CO2</b>	To understand Group Support System, Technologies, Enterprise Decision Support Systems
<b>CO3</b>	To understand Concept, development Methods, Technologies & Tools, Electronic Document Management, Knowledge
<b>CO4</b>	To understand Concept, Structure, Working, Benefits & Limitations. Fuzzy Logic, Genetic Algorithm Neural Computing: Fundamentals
<b>CO5</b>	To understand Data Warehousing: Access, Analysis, Mining & Visualization

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Management Support Systems	Overview, Implementing & Integrating Management Support Systems: Issues, Strategies, EIS, DSS, ES & Global Integration.	10	CO1
2	Collaborative Computing Technologies	Group Support System, Technologies, Enterprise Decision Support Systems: Concepts, Definitions, Organizational DSS, Supply & Value Chains & Decision Support.	10	CO2
3	Knowledge Management	Concept, development Methods, Technologies & Tools, Electronic Document Management, Knowledge-Based Decision Support, Performance management of KM systems (bell curves, measurement approaches & types)	10	CO3
4	Expert System	Concept, Structure, Working, Benefits & Limitations, Fuzzy Logic, Genetic Algorithm Neural Computing: Fundamentals, Types of Neural Networks. Neural Network Application, Development, Architecture, Neural Network Software & Hardware, Benefits & Limitations of Neural Networks. AI Vs Natural Intelligence	8	CO4
5	Grid Computing: Overview	Data Warehousing: Access, Analysis, Mining & Visualization, And Data Reviewing: Concepts & Applications.	7	CO5

### Reference Books:

Turban, Aronson: Decision Support System & Intelligent System, Pearson

Dan W. Palterson: Introduction to Artificial Intelligence & Expert System, PHI

Elaine Rich & Kevin Knight: Artificial Intelligence, Tata McGraw Hill Poole, Computational Intelligence, OUP

Elaine Rich & Kevin Knight: Computer Management, Tata McGraw Hill

### e-Learning Source:

<https://www.geeksforgeeks.org/difference-between-ai-and-expert-system/#:~:text=AI%20is%20the%20ability%20of,humans%20to%20solve%20complex%20problems.>

<https://www.youtube.com/watch?v=ReYC9qC8LtA>

<https://www.techtarget.com/searchcio/definition/decision-support-system>

<https://www.topcoder.com/thrive/articles/data-warehousing-and-data-mining>

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

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

<b>Effective from Session: 2020-21</b>							
<b>Course Code</b>	CS504	<b>Title of the Course</b>	SYSTEM ANALYSIS & DESIGN AND SOFTWARE ENGINEERING	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	II	<b>Semester</b>	III	3	1	0	4
<b>Pre-Requisite</b>	None	<b>Co-requisite</b>	None				
<b>Course Objectives</b>	To teach techniques and approaches of systems so as to enable them in analyzing and developing business systems more efficiently and effectively.						

Course Outcomes	
<b>CO1</b>	Overview of SDLC and Business Systems.
<b>CO2</b>	Work on standard quality models.
<b>CO3</b>	Develop and understand the detailed design modularization.
<b>CO4</b>	Use of testing methods, design tool and CASE Tools for better quality assurance.
<b>CO5</b>	To Understand about the hardware and software security.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Overview of Systems Analysis & Design	Business Systems Concepts, Systems Development life Cycle, Project Selection, Feasibility Analysis, Design, Implementation, Testing & Evaluation, Business Process Re-engineering: Overview	10	1
2	System Requirement Specification & Analysis	Fact finding techniques, data - flow Diagrams, data dictionaries, process organization & interactions, decision analysis, standards (IEEE/ ISO). Modeling System Requirements using 'USE CASES' Data Modeling & Analysis.	10	2
3	Detailed Design Modularization	Module Specification, File Design, Systems Development involving Data Bases, Database Design Output Design Input Design User Interface Design, Object Modeling: Object Structure, Object Features, Classes & Objects, Key Concepts of object-oriented approach, Object oriented Analysis, Modeling & Design using UML, Event Face Diagram & Event Flow Diagram.	10	3
4	System Control & Quality Assurance	Design Objectives reliability & maintenance, Software Design & documentation tools, top – down, bottom – up and variants. Units and integration testing, testing practices and plans. System Controls, Audit Trails, CASE Tools.	08	4
5	Hardware-Software Selection & Security	Hardware acquisition, memory, process, peripheral, Benchmarking, Vendor selection, Software selection – operating system, languages, Language Processes, performance & acceptance criteria. Data security, Information Security Policy, Internet Security Standards.	07	5

### Reference Books:

Senn : Analysis & Design of Information Systems, McGraw Hill International.

Igor Hawrysz Kiewycs : Systems Analysis & Design, PHI

Kendall : System Analysis & Design, Pearson.

Grady Booch : Object Oriented Analysis & Design.

### e-Learning Source:

[https://www.youtube.com/watch?v=Vipu\\_P-LHTo](https://www.youtube.com/watch?v=Vipu_P-LHTo)

<https://www.youtube.com/watch?v=WWtuv7Dj0Tc>

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

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

<b>Effective from Session: 2020-21</b>							
<b>Course Code</b>	CS505	<b>Title of the Course</b>	Internet and Visual Basic	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	II	<b>Semester</b>	III	3	1	0	4
<b>Pre-Requisite</b>	None	<b>Co-requisite</b>	None				
<b>Course Objectives</b>	To provide the learners with thorough understanding of internet & its application and to train them for usage of Visual Basic.						

Course Outcomes	
<b>CO1</b>	To understand how to structure HTML forms and give them semantics so they are usable and accessible
<b>CO2</b>	To generate dynamic content on web pages.
<b>CO3</b>	To create Java programs that leverage the object-oriented features of the Java language.
<b>CO4</b>	To understand event handling in Java.
<b>CO5</b>	To learn how to write Windows application and programs using the Visual Basic.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to internet programming	Client-server model, HTTP, WWW, HTML: header, body, HTML tags, tables, text, graphics, sound, building a form, text fields and value, size, maximum length, buttons, checkboxes, pre-checked, selection list, converters and tools.	10	1
2	HTML Forms Programming	Introduction to CGI Scripting; action and methods- GET and POST; automating, processing, Introduction to JAVA; JAVA class libraries, JAVA byte codes; classes and objects.	10	2
3	Applets	Parameter passing, class variables, class methods, object, construction and destruction, control structures; basic windows, mouse and buttons.	10	3
4	Java Events	Events, JAVA event model, basic I/O, exception handling, system properties, JAR files, JAVA archive.	05	4
5	Introduction to Visual Basic	Using menus, command buttons, text boxes, labels, image control, declaring variables, symbolic constants, Advance System Define Controls; timer, frame, status bar, picture, image, dialog box variables, select cases, looping construct functions and sub procedures, general procedure, event procedure.	10	5

### Reference Books:

Azam M- Programming with Visual Basic (Vikas)

Comell G- Visual Basic (Tata McGraw-Hill)

Deitel and Deitel- Visual Basic: How to Program (Pearson)

### e-Learning Source:

<https://www.youtube.com/watch?v=gcFHvVYdeFU>

<https://www.freecodecamp.org/news/learn-visual-basic-net-full-course/>

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

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

<b>Name &amp; Sign of Program Coordinator</b>	<b>Sign &amp; Seal of HoD</b>
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## Integral University, Lucknow

<b>Effective from Session: 2020-21</b>							
<b>Course Code</b>	CS506	<b>Title of the Course</b>	E-COMMERCE & IT ENABLED SERVICES	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	II	<b>Semester</b>	III	3	1	0	4
<b>Pre-Requisite</b>	None	<b>Co-requisite</b>	None				
<b>Course Objectives</b>	This course aims at acquainting these students with tools & techniques of planning, analyzing, designing, implementing and maintaining Information Technology based services.						

Course Outcomes	
<b>CO1</b>	To understand Introduction: Conceptual Framework of Electronic Commerce, General Model of Business
<b>CO2</b>	To understand Market Forces Influencing the I-Way, Components of the I-Way, network Access Equipment
<b>CO3</b>	To understand Architectural Framework for Electronic Commerce
<b>CO4</b>	To understand Types of Electronic Payment Systems, Digital Token - Based Electronic Payment Systems
<b>CO5</b>	To understand Electronic Data Interchange, EDI Applications in Business

Unit No.	Title of the Unit	Content of Unit	Cont act Hrs.	Mapped CO
1	Commerce and Business Model	Introduction: Conceptual Framework of Electronic Commerce, General Model of Business, Electronic means of doing Business, Defining E-Commerce, Emergence of E-Commerce on Private Networks, Forces affecting E-Commerce. Electronic Commerce and media Convergence, The anatomy of E-commerce Applications. Business Model: Introduction and Types.	10	1
2	ITES	Market Forces Influencing the I-Way, Components of the I-Way, network Access Equipment, Global Information Distribution networks, public policy Issues Shaping the I-Way. The IT/ITES Enabled Revolution Challenges and Opportunities-IT Enabled Development, Innovation and Business Transformation. Opportunities and Strategies in IT Enabled Services. The Enabling Environment for ITES.	10	2
3	WWW	Architectural Framework for Electronic Commerce, World Wide Web (WWW) as the Architecture, Web Background: Hypertext publishing. Technology Behind the Web, Security and the Web. Building on E-Commerce Enterprise: Ascertain the Need for E-Commerce, setting up a Website, Domain Name Registration, Registering the Website with Search Engines	10	3
4	Electronic Payment Systems	Types of Electronic Payment Systems, Digital Token-Based Electronic Payment Systems, Smart Cards and Electronic payment Systems, Credit Card-Based Electronic Payment Systems, Risk and Electronic payment Systems, Designing Electronic Payment Systems.	8	4
5	Electronic Data Interchange	Electronic Data Interchange, EDI Applications in Business, EDI: Legal, Security and Privacy Issue, EDI and Electronic Commerce. IT Act 2000: Laws related to IT security, data communication, digital signatures etc. IT Enabled Services: Call Centre, Medical Transcription, technical writing, Tele-marketing.	7	5

### Reference Books:

Kalakotia, Whinston: Frontiers of Electronic Commerce, Pearson Education. First Edition, 2020.

Bhaskar Bharat; Electronic Commerce - Technologies & Applications, TMH. Third Edition, 2018.

### e-Learning Source:

<https://youtu.be/BGEQCn6EEDA>

<https://youtu.be/-2hpoIjNSb4>

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

3- 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 Commerce and Business Management**

**Study and Evaluation Scheme**

**Program: Master of Business Administration**

**Semester-IV**

S.No.	Course code	Course Title	Type of Paper	Period Perhr/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	
																			SDG-4,8,9,10,13,16			
1	BM516	Business Environment	Core	3	0	0	40	20	60	40	100	3:0:0	03	√	√	√	√				SDG-4,8,9,10,13,16	
2	BM517	Entrepreneurship Management	Core	3	0	0	40	20	60	40	100	3:0:0	03	√	√	√		√		√	SDG-7,8,9,11,12	
3	BM518	Management Information System	Core	3	0	0	40	20	60	40	100	3:0:0	03	√	√	√					SDG-4, 9	
4	BM519	Business Law	Core	3	0	0	40	20	60	40	100	3:0:0	03	√	√	√	√		√	√	SDG-3,4,5,9,17	
5	BM520	Strategic Management	Core	3	0	0	40	20	60	40	100	3:0:0	03	√	√	√		√		√	SDG-8,10,12, 16, 17	
6	BM521	Total Quality Management	Core	3	0	0	40	20	60	40	100	3:0:0	03	√	√	√					SDG-4, 12	
7	BM522	Dissertation Project & Industrial Tour i) Dissertation Project ii) Industrial Tour	Core	0	0	2	-	-	40 20	40	100	0:0:2	01	√	√	√			√	√	SDG-4,9	
8	BM523	Grand Viva	Core	-	-	-	-	-	-	100	100	0:0:0	00			√	√			√	SDG-4	
Total				18	00	02	240	120	420	380	800		19									





## Integral University, Lucknow

<b>Effective from Session: 2023-24</b>							
<b>Course Code</b>	BM516	<b>Title of the Course</b>	Business Environment	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	II	<b>Semester</b>	IV	3	0	0	3
<b>Pre-Requisite</b>	NONE	<b>Co-requisite</b>	NONE				
<b>Course Objectives</b>	The aim is to provide in-depth understanding of digital transformation on business processes, to understand the impact of Industry 4.0 and 5.0 has on the context of International Business and to understand in detail the shifts taking place in the Political, Economic, Social and Technological environments that are shaping business realities.						

Course Outcomes	
<b>CO1</b>	To develop an understanding of Business environment and its vital components.
<b>CO2</b>	To get an overview of the changing context of International Business in the wake of Industry 4.0 and 5.0
<b>CO3</b>	To understand shifts in social, political, Legal and global environment and its impact on business decisions.
<b>CO4</b>	To create conceptual understanding of the new technologies those are driving change in business operations and strategy.
<b>CO5</b>	To develop critical thinking about issues and challenges in the Global World and find sustainable solutions.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Concept of Business Environment	Business Environment- Meaning, Characteristics, Scope and Significance, Components of Business Environment. Micro Business Environment- Introduction to Micro-Environment, Internal Environment, Value system, Mission, Objectives, Organizational Structure, Organizational Resources, Company Image, Brand Equity, External Environment: Firm, customers, suppliers, distributors, Competitors, Society. Macro Business Environment- Definition, Analysis of Business Environment, SWOT Analysis, Introduction to Macro Components – Demographic, Natural, Political, Social, Cultural Economic, Technological, International and Legal.	9	CO1
2	New Age Economies	Economic systems, Circular Economy- Concept of Circular Economy, difference between Linear and Circular Economy, Role of Circular Economy in Sustainable Business and Innovation. GIG Economy. Industry 4.0 and 5.0 and Latest Trends. Foreign Direct Investment, Foreign Institutional Investment, Foreign Trade Policy, Export Import Policy, Special Economic Zone, Disinvestment in Public Sector Units and NITI-Aayog..	9	CO2
3	Social, Political, Legal and Global Environment	Concept of Social Responsibility of Business towards Stakeholders. Demonetisation, GST and it's Impact on Business. Role of Political Stability and Legal Changes. Intellectual property right (IPR). Globalization – Meaning. Role of WTO, Functions of WTO, IBRD, Trade Blocs, BRICS, SAARC, ASEAN in Globalisation. The changing nature of Globalization.	9	CO3
4	Emerging Technologies and Drivers of Global Business	Overview of Digital Transformation. Block chain – Concepts and Industrial Applications, Challenges in adopting Block chain. Artificial Intelligence- Machine Learning, Deep Learning Singularity – Time Lines and Implication. Augmented Reality, Virtual Reality and Mixed Reality and Applications. Concept and Application- Internet of Things (IoT) and Big Data Analytics	9	CO4
5	General Environment	Meaning and components of natural environment, impact of natural environment on business decision. Climate Change – Political Dimensions of Climate Change, Plight and Issue of Climate Refugees, Sustainable Development Goals.	9	CO5

### Reference Books:

Kapoor, Mansi – Global Business Environment: Shifting Paradigms in the Fourth Industrial Revolution, SAGE Publishing India

Narendra Jadhav, New Age technology an Industrial Revolution 4.0 (Konark Publisher)

Kapoor, M – Global Business Environment: Shifting Paradigms in the Fourth Industrial Revolution, SAGE India

Arun Sundararajan, The Sharing Economy: The End of Employment and the Rise of Crowd-Based Capitalism (MIT Press)

Mark Van Rijmenam, The Organization of Tomorrow: How AI, blockchain and analytics turn your business into a data organization (Routledge)

### e-Learning Source:

<https://www.edx.org/course/understanding-the-business-environment>

<https://www.coursera.org/learn/global-business-environment>

<https://www.classcentral.com/course/swayam-business-environment-58415>

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

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

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

<b>Name &amp; Sign of Program Coordinator</b>	<b>Sign &amp; Seal of HoD</b>
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## Integral University, Lucknow

Effective from Session: 2020-2021							
Course Code	BM517	Title of the Course	Entrepreneurship Management	L	T	P	C
Year	II	Semester	IV	3	0	0	3
Pre-Requisite	None	Co-requisite	None				
Objective	The objective of this course is to expose the student to the basic concepts of entrepreneurship, functions of entrepreneurs and problems faced by them in the real world. To provide insights to students in converting an idea to an opportunity and develop understanding of various funding sources for a startup and familiarizing the students with SME sector activities, venture capital financing and international entrepreneurial opportunities.						

Course Outcomes	
<b>CO1</b>	Remember and comprehend basic concepts of entrepreneurship.
<b>CO2</b>	Develop knowledge on Entrepreneurial Finance, Assistance and role of Entrepreneurial Development Agencies.
<b>CO3</b>	Develop understanding of converting an idea to an opportunity and develop understanding of various funding sources.
<b>CO4</b>	Gain in depth knowledge of innovation and its various sources.
<b>CO5</b>	Develop understanding of various dimensions of innovation along with current trends and general awareness of innovation and startup.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Financial Management in Global Context	Innovation: Meaning, difference between innovation and creativity, Innovation types & Platforms, Business Model Innovation, Service Innovation, Design-led innovation, Improvisation, Large firm Vs. Start-up innovation, Co-creation and open innovation, developing an innovation strategy, Sources of innovation, Innovation Environment, Creative Destruction	10	CO 1
2	Exchange Rate	Entrepreneurship: Meaning, definition and concept, Factors affecting entrepreneurship, characteristics and skills of an entrepreneur, entrepreneur v/s manager. Concept of intrapreneurship, types of entrepreneurs, functions of entrepreneur, entrepreneurial decision process, challenges faced by entrepreneurs and changing role of entrepreneur. Women enterprises, social, and rural entrepreneurship	10	CO 2
3	International Finance Instrument	Estimating financial funds requirement; Sources of finance – banks, & financial institutions, financing of small-scale industries in developing countries. Role of central government and state government in promoting entrepreneurship with various incentives, subsidies, grants, export-oriented units – fiscal & tax concessions, other government initiatives and inclusive entrepreneurial growth. Overview of MSME policy of government in India. Role of agencies assisting entrepreneurship: DICs, SSIs, NSICs, EDIINIESBUD, NEDB, Entrepreneurship Development Institute (EDI). New initiatives taken by government to promote entrepreneurship.	07	CO 3
4	Foreign Exchange Risk Exposure	From Idea to opportunity: Idea generation- sources and methods, identification and classification of ideas. Individual creativity: idea to business opportunity, Opportunity assessment, Process of New Venture and its Challenges, Venture capital, Angel investing, Crowd funding Developing a Business Plan: Business Planning Process: elements of business planning, preparation of project plan, components of an ideal business plan – market plan, financial plan, operational plan, and, Feasibility Analysis – aspects and methods: Economic analysis, financial analysis, market-, and technological feasibility.	08	CO 4
5	Global Financial Management	Launching a New Venture: Steps involved in launching a business (Process charts), Various Forms of business ownership, Registration of business units; start-up to going IPO; revival, exit and end to a venture.	10	CO 5

### Reference Books:

Ahmad, Ali and Bhatt, Punita.: Entrepreneurship in Developing and Emerging Economies, SAGE Publishing India

Mitra, Jay: The Business of Innovation, 2017, SAGE Publishing

Entrepreneurship 10th Ed (Indian Edition) 2016 by Robert Hirsch Michael Peters Dean Shepherd, McGraw Hill

Desai, Vasant; Dynamics of Entrepreneurial Development and Management; Himalaya Publishing

Blundel, R. and Lockett, N.; Exploring Entrepreneurship Practices and Perspectives; Oxford Publications

### e-Learning Source:

[https://onlinecourses.nptel.ac.in/noc23\\_mg61/preview](https://onlinecourses.nptel.ac.in/noc23_mg61/preview)

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

<b>Effective from Session: 2020-21</b>							
<b>Course Code</b>	BM518	<b>Title of the Course</b>	Management Information System	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	II	<b>Semester</b>	IV	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Pre-Requisite</b>	None	<b>Co-requisite</b>	None				
<b>Course Objectives</b>	The objective of the course is to introduce students to Management information system, designing decision support system and appropriate applications of information management, strategic advantages, and effective decision making with data and people in global and complex business organizations						

Course Outcomes	
<b>CO1</b>	To describe the meaning and role of MIS in business organizations.
<b>CO2</b>	To formulate the decision-making process and the application of MIS in decision making
<b>CO3</b>	To learn the competitive strategies and understand the use of MIS in gaining competitive advantage
<b>CO4</b>	To understand the use of MIS in different business functions
<b>CO5</b>	To learn about latest concepts of technology and the trends in cyber world

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	The Information Age	Meaning and Role of Information Systems. Types of Information Systems: Operations Support Systems, Management Support Systems, Expert Systems, and Knowledge Management Systems. Information Systems for Strategic Management: Competitive Strategy Concepts, Strategic Role of Information Systems. Integrating Information Systems with Business Strategy, Value Chain Analysis, and Strategic Information Systems Framework.	7	1
2	Information Systems in Decision Making	Decision making in business, The decision making process, Concept of gross system design and detailed system design, Information systems in strategic planning, Structured & unstructured problems, Decision support System components, Types of decision support systems, Executive information systems	7	2
3	Information Systems for Strategic Advantage	Competitive strategy concepts, Strategic roles for information systems, Improving business operations, Promoting business innovation, Locking in customers and suppliers, Creating switching costs, Raising barriers to entry, Building a strategic IT platform, Developing a strategic information base, Information Systems and the value chain	7	3
4	Information Systems in Business Functions	Manufacturing & inventory control, Marketing sales & customer service, Human resources information services, Financial & accounting information system, Customer of data & transaction files, Integration of business functions	7	4
5	Information Technology in Business	E-Commerce: The Internet, Intranet and extranets, Business to business trading, Business to consumer trading, E-Governance, Rules for successful online business transactions, M-Commerce. Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Security and Ethical Challenges Of IT, Ethical Responsibility - Business Ethics, Technology Ethics; Cyber Crime and Privacy Issues.	7	5

### Reference Books:

C.S.V Murthy: Management Information Systems, Himalaya Publishing House, New Delhi

Laudon K C & Laudon J P : Management Information Systems: Managing the Digital Firm, Prentice-Hall

O'Brien J : Management Information Systems, Tata McGraw-Hill, Galgotia

Jawedkar W S : Management Information Systems, Tata McGraw-Hill

### e-Learning Source:

<https://youtu.be/uTEefEAQoIE>

<https://youtu.be/qiLXJ0lhN2g>

Course Articulation Matrix: (Mapping of COs with POs and PSOs)										
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	2	1	-	-	2	2	1	-	-
CO2	2	2	2	1	-	1	1	1	-	-
CO3	1	2	1	-	-	-	-	-	-	-
CO4	2	2	1	-	-	-	1	-	-	-
CO5	2	2	1	1	-	1	-	-	-	-

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

<b>Name &amp; Sign of Program Coordinator</b>	<b>Sign &amp; Seal of HoD</b>
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## Integral University, Lucknow

Effective from Session: 2023-24							
Course Code	BM519	Title of the Course	Business Law	L	T	P	C
Year	II	Semester	IV	3	0	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The present course aims at familiarizing the students with various legal aspects of a business. It aims at providing a rich fund of contemporary knowledge, time-tested principles, basic concepts, emerging ideas, evolving theories, ever-changing procedures, and practices in the field of law in a comprehensive way.						
Course Outcomes							
CO1	To provide basic legal knowledge about various provisions of the contract act 1872.						
CO2	To understand various intricacies of partnership and sales of goods in India.						
CO3	To acquire conceptual knowledge about various legal aspects of negotiable instruments and information technology in India.						
CO4	To demonstrate comprehensive knowledge of various provisions regarding the formation, management, and winding up of a Co.						
CO5	To provide the students an insight into the principles and practices of GST in India.						

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	The Indian Contract Act, 1872	Definition of a Contract and its essentials, Formation of a valid Contract - Offer and Acceptance, Consideration, Capacity to Contract, Free consent, Legality of an object, Discharge of a Contract by performance, Breach of Contract, Quasi Contracts, Contract of Indemnity, and Guarantee, Bailment and Pledge, Agency	7	CO1
2	Partnership Act, 1932	Definition of Partnership and its essentials, Rights, and Duties of Partners: Types of Partners, Minor as a partner, Registration of Firms, Dissolution of firms. Sale of Good Act, 1930- Definition of a Contract of Sale, Conditions, and Warranties, Right of Unpaid Seller against the Goods, Remedies for Breach.	7	CO2
3	The Negotiable Instruments Act, 1881	Definition and Characteristics & Kinds of Negotiable Instruments, Promissory Notes, Bill of Exchange and Cheques, Holder and Holder in due course. The Information Technology Act, 2000- Definition, Digital Signature, Electronic Governance, Attribution, Sense Electronic Records and Sense Digital Signatures, Regulation of Certifying Authorities, Digital Signature Certificates.	7	CO3
4	Companies Act, 2013	Nature and Definition of a Company, Registration, and Incorporation, Memorandum of Association, Articles of Association, Prospectus, Kinds of Companies, Directors: Their powers and duties, Meetings, Winding up	7	CO4
5	Goods and Services Tax	Rationales behind GST; Structure of GST in India; Assessee and Taxable Event, Registration under GST; GST Council, Role of GSTN, Time and Place of supply, Reverse Charge Mechanism, Input Tax Credit, Composition Scheme, Filing of GSTRs, Offences, Penalties, and Appeal.	7	CO5

### Reference Books:

Ratan Nolakha, Company Law and Practice, Vikas Publishing House, Noida, 2015  
 J. Sethi & N. Bhatia, Elements of Banking and Insurance, PHI Learning Pvt. Ltd., New Delhi, 2012  
 C. B. Mamoria, S. Mamoria & P. Subba Rao, Dynamics of Industrial Relations in India, Himalaya Publishing House, 2022  
 S.S. Gulshan, G.K. Kapoor, Business Law Including Company Law, New Age Publication, 2022.  
 K.C. Garg, V.K. Sareen, Commercial Law, Kalyani, 2017.

### e-Learning Source:

<https://www.classcentral.com/course/youtube-company-law-91428/classroom>  
[https://onlinecourses.swayam2.ac.in/cec23\\_lw05/preview](https://onlinecourses.swayam2.ac.in/cec23_lw05/preview)  
<https://www.youtube.com/watch?v=DQmQYebYi8M>  
<https://www.youtube.com/watch?v=4l7e1xCdUsk>

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

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

Effective from Session: 2020-21							
Course Code	BM520	Title of the Course	Strategic Management	L	T	P	C
Year	II	Semester	IV	3	0	0	3
Pre-Requisite	None	Co-requisite	None				
Objective	The objective of the course is to develop amongst students the importance of strategy in organization and knowledge of various strategic tools.						

Course Outcomes	
<b>CO1</b>	To define and explain strategy and Strategic Management.
<b>CO2</b>	To classify and interpret Environmental Analysis & Scanning for formulating a strategy.
<b>CO3</b>	To identify, analyze and create Corporate Level Strategies
<b>CO4</b>	To understand, analyze and design Corporate Restructuring & Strategic Choice
<b>CO5</b>	To provide Overview of Strategic Implementation & Control

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	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	CO 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	CO 2
3	Corporate Strategy	SWOT Analysis, TOWS Matrix, Various Corporate Strategies: Growth/Expansion, Diversification, Stability, Retrenchment & Combination Strategy. Process of Strategic Planning, Stages of corporate development.	07	CO 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	CO 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	CO 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)									
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	-	2	-	2	2	2	1	-
CO2	3	2	1	1	2	-	3	-	1
CO3	2	1	1	-	1	1	2	-	-
CO4	2	2	1	1	2	2	1	1	1
CO5	1	1	-	-	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

Effective from Session: 2020-21							
Course Code	BM521	Title of the Course	Total Quality Management	L	T	P	C
Year	II	Semester	IV	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The course has been designed to understand the concept and culture of total quality management, develop skills to use SQC techniques and other quality tools in solving quality-related problems and learn approaches to achieve customer satisfaction at a competitive price.						

Course Outcomes	
<b>CO1</b>	Evaluate the principles of quality management and to explain how these principles can be applied within quality management systems.
<b>CO2</b>	Develop and understanding on Total Quality Management (TQM) philosophies and frameworks.
<b>CO3</b>	Develop in-depth knowledge on various tools and techniques of Total Quality Management.
<b>CO4</b>	Develop a strategy for implementing TQM in an organization.
<b>CO5</b>	Focus on Customer satisfaction through defined quality processes.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Quality Concepts, Control on Purchased Product and Manufacturing Quality	Quality Concepts Evolution of Quality control, concept change, TQM Modern concept, Quality concept in design, Review off design, Evolution of prototype. Control on Purchased Product Procurement of various products, evaluation of supplies, capacity verification, Development of sources, procurement procedure. Manufacturing Quality Methods and Techniques for manufacture, Inspection and control of product, Quality in sales and services, Guarantee, analysis of claims.	9	CO1
2	Quality Management and Human Factor in Quality	Quality Management Organization structure and design, Quality function, decentralization, Designing and fitting organization for different types products and company, Economics of quality value and contribution, Quality cost, optimizing quality cost, seduction programme. Human Factor in Quality Attitude of top management, co-operation, of groups, operators' attitude, responsibility, causes of operator's error and corrective methods.	9	CO2
3	Tools and Techniques, Control Charts and Attributes of Control Charts	Tools and Techniques Seven QC tools (Histogram, Check sheet, Ishikawa diagram, Pareto, Scatter diagram, Control chart, flow chart). Control Charts Theory of control charts, measurement range, construction and analysis of R charts, process capability study, use of control charts. Attributes of Control Charts Defects, construction and analysis off-chart, improvement by control chart, variable sample size, construction and analysis of C-chart.	9	CO3
4	Defects Diagnosis and Prevention	Defects Diagnosis and Prevention Defect study, identification and analysis of defects, corrective measure, factors affecting reliability, MTTF, calculation of reliability, Building reliability in the product, evaluation of reliability, interpretation of test results, reliability control, maintainability, zero defects, quality circle.	9	CO4
5	ISO-9000 and its concept of Quality Management	ISO 9000 & ISO 14000 series, Quality information system and documentation, Auditing, Taguchi method, JIT in some details.	9	CO5

### Reference Books:

Total Quality Management, by Dale H. Besterfield, Pearson India.  
TQM in New Product manufacturing, H. G. Menon, McGraw Hill.  
Total Quality Management, by Subburaj, McGraw Hill.  
Total Quality Management-Text and Cases, by Janakiraman & Gopal, PHI, India.  
Beyond Total Quality Management, Greg Bounds, McGraw Hill.

### e-Learning Source:

Total Quality Management - I, IIT Kanpur ,Prof. Raghunandan Sengupta - NPTEL  
Quality Engineering & Management, Dr. N.Venkateshwarlu Indira Gandhi National Open University- SWAYAM  
Quality Design And Control, IIT-Kharagpur and NPTEL via Swayam

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

Effective from Session: 2023-24							
Course Code	BM522	Title of the Course	Dissertation Project & Industrial Tour / Apprenticeship / Internship	L	T	P	C
Year	II	Semester	IV	0	0	2	1
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The objective of this subject is to make the students explore their research skills and to acquaint the students with industrial exposure.						

As a part of the course curriculum students are required to submit a Dissertation Project Report in the department in their fourth semester of PG professional courses which will be evaluated by the external examiner and one internal examiner. The steps to complete dissertation project are as under:

Course Outcomes	
CO1	To systematically identify relevant theory and concepts, and use appropriate methodologies and evidence, apply appropriate techniques and draw conclusions
CO2	To apply qualitative and/or quantitative evaluation processes to data collected from different sources
CO3	To understand and apply ethical standards of conduct in the collection and evaluation of data and other resources
CO4	Communicate research concepts and contexts clearly and effectively both in writing and orally

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Methodology	1. Two classes per week are assigned in the Time Table for Dissertation Project. Notification to the students about their assigned dissertation project guides is made in the beginning of semester four which is also available on website. 2. The department also assigned two faculty members in each group as coordinators who will take the classes (In this class students can remove their doubts and take extra advise for preparation of dissertation project) 3. The students will submit their Dissertation Project Topics in consultation with their respective guides in the set format available on website. 4. A schedule of presentation of dissertation project during the assigned classes is provided to the students and guides. 5. The students will present their dissertation in front of the panel 6. The panel along with respective guide will evaluate the student's performance for internal assessment on the basis of research work and presentation. 7. The students will prepare the Dissertation Project Report on the basis of guide lines and format available of university website. 8. The respective guides will evaluate the report and sign for external viva voce exam. 9. The Controller of Examination will announce the date of Dissertation Project Viva -Voce examination 10. The department nominate one external and one internal examiner and one examiner will be nominated by the COE. The COE will give his approval on these nominations for conducting Viva -Voce examination. 11. Afterward, the coordinators will submit the final marks that will be forwarded to the Controller of Exam for further processing.		
2	Requirement of the Industrial Tour/ Community Development Project	The students will be compulsorily required to go for the industrial tour of 7-10 days along with the selected faculty members. The students who fail to attend industrial tour on account of some valid reason of health or finance of the family would be required to go for community Development Programme in which they will work on the socio-economic issues of any urban society/ rural /slum area that would have managerial implication and submit the report for internal evaluation		

### Reference 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)

### 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>

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

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

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

<b>Dr. Firoz Husain</b> Name & Sign of Program Coordinator	<b>Dr. Syed Shahid Mazhar</b> Sign & Seal of HoD
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## Integral University, Lucknow

<b>Effective from Session: 2020-21</b>							
<b>Course Code</b>	BM523	<b>Title of the Course</b>	Grand Viva Voce	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	II	<b>Semester</b>	IV				
<b>Pre-Requisite</b>	None	<b>Co-requisite</b>	None				
<b>Course Objectives</b>	The Grand Viva-Voce will be evaluated by the External Examiner, covering the whole syllabus of all the semesters including summer training.						

Course Outcomes	
<b>CO1</b>	
<b>CO2</b>	
<b>CO3</b>	
<b>CO4</b>	
<b>CO5</b>	

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Guidelines	1. The comprehensive viva voce is scheduled to be held at the end of IV Semester in second year 2. This is also to see the articulation of what is being learnt by them and see their relevance in the practical field. 3. The total marks of viva are 100. The internal marks will be awarded by taking the presentation of the students in the front of a panel of at least three faculty members to be appointed by Director/Principal of the college. 4. The external marks will be awarded by the external examiner to be appointed by the examination division.		

<b>Reference Books:</b>
<b>e-Learning Source:</b>

Course Articulation Matrix: (Mapping of COs with POs and PSOs)										
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1										
CO2										
CO3										
CO4										
CO5										

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

Name & Sign of Program Coordinator	Sign & Seal of HoD
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