

**Semester: V**[illegible]



Integral University, Lucknow

Effective from Session: 2021							
Course Code	BM 318	Title of the Course	Business Environment & Analysis	L	T	P	C
Year	3	Semester	5	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The aim is to provide information about business environment. To make the learner aware about basic factors affecting business environment.						

Course Outcomes	
CO1	To know overview of Business environment
CO2	To understand the Socio- Cultural Environment including Social responsibility, social audit and consumer protection act.
CO3	To understand the Legal Environment and laws related to it and Economic Environment and policies related to it.
CO4	To understand the International Environment and different economic institutions related to it.
CO5	To understand the Political Environment and Technological Environment.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction To Business Environment	Basic concept of business environment, significance and nature, Types of business environment, environmental scanning, interaction between internal & external environment. Environmental scanning, interaction between internal & external environment.	10	1
2	Socio-Cultural Environment	Social environment: Social responsibility of business, social audit, Consumerism and Consumer protection act, culture and globalization.	7	2
3	Legal Environment & Economic Environment	Legal environment: Competition law, Foreign exchange management Act (FEMA), industrial policy, monetary & fiscal policy.	8	3
4	International Environment	International environment: Balance of payments/ trade, Foreign direct investment and collaboration, International economic institutions- WTO, UNCTAD, IMF, European Union (EU).	10	4
5	Political & Technological Environment	Political & Technological Environment : Political systems, Government and business, technology policy, Technology transfer, and problems in import of technology.	10	5

Reference Books:

Business Environment by Cherunilam, Francis, Published by Himalaya Publishing House Pvt. Ltd. (2009)

Business Environment by Gupta, C. B., 5th edn, 2009, S. Chand & Sons Publication

Business Environment by Shukla, M.B. 2012 Edn. Taxman Publication Pvt. Ltd

Business and Its Environment (6th Edition) Sixth (6th) Edition By David P. Baron Publisher: Pearson Indian, 2017

e-Learning Source:

https://onlinecourses.swavam2.ac.in/imb22_mg02/preview

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

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	-	2	-	2	-	-	1	1	-	2	-
CO2	-	2	-	2	-	2	-	-	-	2	2
CO3	-	-	-	2	2	-	-	-	2	-	3
CO4	2	-	2	-	-	-	1	-	-	2	2
CO5	2	-	2	-	2	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

Effective from Session: 2021							
Course Code	BM319	Title of the Course	Project Management	L	T	P	C
Year	III	Semester	V	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The basic objective of this course is to familiarize the students with the various aspects of Projects and key guidelines relevant to project planning, analysis, financing, selection, implementation and review.						

Course Outcomes	
CO1	To remember the concept of project and different activities performed during different phases in the project life cycle.
CO2	To make students understand the different network techniques and also method of finding the critical path.
CO3	To understand the probability of completing a project on time and also the concept of PERT cost.
CO4	To analyze the different forms of project organization and also how project performance is reviewed.
CO5	To make students understand the major reasons for cost and time over runs in a project and also remedial measures taken by project manager to minimize them.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction	The concept of a project: characteristics of a project, Phases in the life cycle of a project. Human Resource aspect of Project Management.	10	1
2	Project Scheduling techniques	Time Scheduling a Project: Gantt Charts and LOB. Network Techniques: Concept of project network, Critical path method, Slack and free float, PERT and its advantage over CPM.	10	2
3	Project Completion	Probability of completing a project on time. Crashing a network (Overview), and concept of PERT cost.	07	3
4	Project Types	Forms of project organization, project planning and control. Performance reviews on the basis of planned project cost and time.	10	4
5	Project Feasibility	Major reasons for cost over runs and remedial measures, major reasons for time over runs and remedial measures.	08	5

Reference Books:	
A. Dwivedi & N. Siddiqui, Project Management: A Conceptual Approach To Problems And Solutions, Omsaitech Books, 2022.	
Desai, Vasant; Project Management, Himalaya Publishing House, Fourth Edition, 2018.	
Chandra, Prasanna; Projects: Planning, Analysis, Financing, Implementation and Review, Tata McGraw Hill Publishing Company Limited, 2014.	
Nagarajan, K.; Project Management, New Age International (P), Publishers limited 2010.	
e-Learning Source:	
https://onlinecourses.nptel.ac.in/noc19_mg30/preview	
https://onlinecourses.nptel.ac.in/noc22_mg71/preview	

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	1	1	-	1	1	-	1	1	2	1
CO2	1	1	1	1	1	-	1	2	1	1	1
CO3	2	1	-	2	1	1	-	1	-	-	1
CO4	2	2	2	1	-	-	1	2	-	1	1
CO5	1	1	1	-	2	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

Effective from Session: 2021							
Course Code	BM320	Title of the Course	Advertising & Sales Management	L	T	P	C
Year	III	Semester	V	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The objective of this course is to provide the learner an overview of the advertising and sales management practices and concepts. The aim is to provide knowledge about conventional and upcoming trends in advertising and sales.						

Course Outcomes	
CO1	To know the basics of marketing communication and the processes.
CO2	To develop an understanding of strategic and tactical level decisions involved in development of an advertisement and their application.
CO3	To know about possible arrangements for organizing and evaluating advertising efforts.
CO4	To comprehend the sales promotion techniques.
CO5	To explain the decisions involved in planning and organizing the sales efforts.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction of Advertising	Advertising definition and objectives, benefits of Advertising, advertising agencies, media and the target audience, different kinds of advertising, economic & social implication of advertising.	10	1
2	Advertising Planning	Triangle of communication, definition of target audience, product personality, applying DAGMAR, advertising effectiveness, basis approach for testing advertisement.	10	2
3	Creative Strategy & Media	Advertising copy, advertising art & layout, positioning strategy, mode of message, theme, comparative messages, role of media, types of media, concept of media scheduling & planning.	10	3
4	Introduction to Management Sales	Concept and objective, management of sales promotion at the consumer, trade and sales force levels, recruiting & testing for sales ability, training sales force .	8	4
5	Sales Display & Evaluation	Sales displays & merchandising. Introduction to types of sale quotas, after sales service, standard performance (quota, selling expense ratio, call frequency ratio, order fall ratio).	7	5

Reference Books:

- Advertising Management: Aaker, David A and Myers John G. (Prentice Hall of India),2015.
- Advertising: Border, W.H. –1981 John Wiley N.Y.2012.
- Sales and Distribution Management,Panda,T.K.and Sahadev,S (2005) Oxford University Press, New Delhi.
- Sales and Distribution Management: Text and Cases, . Havalda, K K. and Cavale, VM.((2007), Tata McGraw Hill, New Delhi.
- Ghosh, B.N. Advertising Methods (Sterling: New Delhi),2013.

e-Learning Source:

- <https://www.coursera.org/learn/role-of-advertising>
- https://onlinecourses.nptel.ac.in/noc22_mg46/preview
- https://onlinecourses.nptel.ac.in/noc22_mg107/preview

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	1	1	-	-	-	-	-	-	1	1	1
CO2	-	1	-	-	-	-	-	-	-	1	-
CO3	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	1	-	-	-	-	-	-	-	-
CO5	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

Effective from Session: 2021							
Course Code	BM 321	Title of the Course	Marketing Research	L	T	P	C
Year	Third	Semester	Fifth	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The objective of this paper is to understand the various aspects of marketing research, identify the various tools available to a marketing researcher. Marketing research can help the marketing manager in decision making.						

Course Outcomes	
CO1	To know the concepts associated with the marketing research and to understand the importance of research design.
CO2	To develop an understanding of population and sampling in context with the marketing research. It covers the process as well as the way of selecting the sample.
CO3	To describe the data collecting techniques to the students with its advantages and dis-advantages. It will lead the students to be skilled in knowing the way of selecting questions in the questionnaire through scales as well as to match it with the attitude.
CO4	To make students familiar with the concepts of analyzing the data as well as interpretation of the data. The interpretation will act as the information for the researcher. The student will come to know about the report writing.
CO5	To provide insights into the subject marketing research and acting as an aid for decision making. To help the students in applying marketing research for the growth of the company.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Basic concepts	Marketing Research - Definition, objectives, Meaning, Characteristics and Importance. Fundamental evaluation and control of marketing research, value of information in decision making, steps in mark process; An Overview and Steps, Meaning, Components and Steps during formulating a Research Problem Research design and its types: exploratory, descriptive and experimental	10	1
2	Sampling	Some basic terms, Population & Census, advantages and limitation of sampling, sampling process, types sample designs, estimation of sample size.	10	2
3	Data collection	Primary and secondary data, Survey and Observation Methods, Scaling: meaning of scaling, classification techniques - rating scales and ranking scales. Nominal, Ordinal, Interval and Ratio Scales, multidimensional attitude, difficulty in attitude measurement, Questionnaire construction, compilation of data, Tabulation.	10	3
4	Data analysis	Measurement of central tendency & dispersion. Testing of Hypothesis, Parametric and Non – parametric based on t, F and Z distribution and chi-square test. Report writing and presentation, Characteristics Report.	10	4
5	Marketing research applications	Research as an aid to decision making, Applications of marketing research, Case studies related to Marketing research.	5	5

Reference Books:

Kothari, C.R. Research Methodology – Methods and Techniques , New Age: New Delhi, India, 2004

Krishnaswami, O.R. Methodology of Research, Himalaya Publishing, Mumbai, India, 2005

Boyd, Westfall & Stasch: Marketing Research, ; 7th edition, February 1, Richard d Irwin, U.S.A., 1989

Gupta SL, Marketing Research, Excel Books, New Delhi, India, 2004

e-Learning Source:

https://onlinecourses.nptel.ac.in/noc19_mg49/preview

<https://www.udemy.com/topic/market-research/>

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO4
CO1	3	2	-	-	-	2	-	3	2	-
CO2	3	3	-	-	-	2	-	2	2	-
CO3	3	3	2	-	3	3	-	3	3	-
CO4	3	3	2	-	2	3	-	3	3	-
CO5	3	3	3	3	3	3	-	3	3	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: 2021							
Course Code	BM322	Title of the Course	Introduction to Management Information Systems	L	T	P	C
Year	Third	Semester	Fifth	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To acquaint students with knowledge of management information system and management control systems and help them understand their application in various business functions.						

Course Outcomes	
CO1	Student will be able to understand the meaning of information systems and identify the different types of systems in an organization.
CO2	One should be able to differentiate between data and information. Also they will be able to explain the decision process
CO3	To understand the different types of information systems used in an organization and the importance of databases
CO4	To learn about the different software development models and the system development life cycle.
CO5	To understand the different types of system testing methods and the application of information system towards organizational effectiveness.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction	Definition, characteristics & significance of MIS. Introduction to business systems: payroll, inventory control, financial accounting, sales order processing, manufacturing plants etc	10	1
2	Information Concept	Data Vs Information, types of information, quality of information. Decision Making: Simon's model of decision making, structured & unstructured decisions	10	2
3	Data Base Management	Objectives, Role, Advantages & disadvantages of DBMS, SOI, Use of databases for integration across functional areas. Introduction to Decision Support System (DSS), Executive support system (ESS), Transaction processing system (TPS), Expert system	10	3
4	Design Methodology & Techniques	System development life cycle, Software development models. System Analysis – SRS, DFD, & Decision Table	8	4
5	System Design	Design methods, Detailed system design, Design documentation. System Implementation & testing. Implementation & Evaluation: Planning, organizing, testing & changeover. Evaluation approaches	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 Oz E : Management Information Systems, Vikas Pub.

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

e-Learning Source:

<https://www.youtube.com/watch?v=5JMkdGQCm4k&list=PL4719F414C9FBD659>

<https://www.youtube.com/watch?v=A4zQfK73T80>

<https://www.youtube.com/watch?v=IoL9Ve2SRwQ&list=PLIwC9bZ0rmjSkM1VRJROX4vP2YMif4Ebh>

<https://www.youtube.com/watch?v=cgl4Fw2Ohyo&t=83s>

https://www.youtube.com/watch?v=kuy3ljzGfl&list=PLWxTHN2c_6cbuRXdCpsYYMxy0N4SSfIX9

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	3	1	1	3	1	1	3	3	3	1	2
CO2	3	-	2	1	3	1	2	3	3	-	3
CO3	3	-	2	1	1	1	2	3	3	-	3
CO4	3	-	2	2	-	-	2	3	3	-	3
CO5	3	-	2	2	3	3	3	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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Program: BBA III

Semester: VI[illegible]



Integral University, Lucknow

Effective from Session: 2021							
Course Code	BM324	Title of the Course	Corporate Strategy	L	T	P	C
Year	3	Semester	6	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The basic objective of the course is to expose the student to the Strategic Management, Creating and Understanding of the Environment Scanning. Creating and Understanding of the Formulation of Strategies, Implementation of Strategies and Evaluation of Strategies.						

Course Outcomes	
CO1	To know overview of Strategic Management.
CO2	To understand Environment Scanning.
CO3	To understand Internal Analysis and factors of internal analysis of the organization.
CO4	To understand the Strategy formulation and choice.
CO5	To understand the Strategy implementation and control.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction of strategic management	Meaning of strategic management, concept of strategy, policy and strategy, strategy and tactic, Strategy and strategic plan, Nature of strategic plan, nature of strategic decisions, approaches to strategic decision making, levels of strategies, The strategic management process, strategic management: merits and demerits.	10	1
2	Environment scanning	Scanning the Environment: Types of environment, Scanning of Socio economic, Technological, Political environment, Techniques for environmental analysis. Industry analysis: Porter's approach, Environmental threat & opportunity profile.	10	2
3	Internal analysis	Internal analysis: Value chain analysis, Factors of internal analysis; Marketing & distribution. R&D & engineering, Production & operations, Finance & accounting, Corporate resources & personal, factors, Analyzing strengths & weaknesses of enterprise (SWOT).	10	3
4	Strategy formulation & choice	Strategy Formulation: Generic strategy alternatives; Stability, Expansion, Retrenchment, Combination, Strategy variations, BCG matrix, GE 9 cell matrix, Hofer's model.	8	4
5	Implementation & control	Strategic Implementation, Evaluation of strategy and strategic control, why strategy evaluating, criteria for evaluation and the evaluation process, strategic control process, types of external controls.	7	5

Reference Books:

Strategic Management & Business Policy: Jouch & Gluick, (Mc Graw hill 3/e),2012

Strategic management & Business Policy: Wheelen & Hunger (Pearson Education 8/E),2013

Strategic Management by Pearce & Robinson Published by Aitbs Publishers, India,2014

STRATEGIC MANAGEMENT AND BUSINESS POLICY by Azhar Kazmi (Author) Publisher: McGraw Hill Education; 3 edition (16 May 2008)

e-Learning Source:

https://onlinecourses.swavam2.ac.in/imb20_m25/preview

<https://nptel.ac.in/courses/110108047>

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO4
CO1	-	2	-	2	-	-	1	1	-	2
CO2	-	2	-	2	-	2	-	-	-	2
CO3	-	-	-	2	2	-	-	-	2	-
CO4	2	-	2	-	-	-	1	-	-	2
CO5	2	-	2	-	2	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

Effective from Session: 2021							
Course Code	BM325	Title of the Course	Entrepreneurship	L	T	P	C
Year	III	Semester	VI	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The basic objective of this course is to develop understanding of basic concepts in the area of entrepreneurship and also highlight the role and importance of entrepreneurship for economic development.						

Course Outcomes	
CO 1	To understand the fundamentals of entrepreneurship and its role in economic development and to motivate them towards entrepreneurial activities.
CO 2	To understand the concept of entrepreneurial leadership and stimulate them to think innovative as entrepreneurs.
CO 3	To understand the concept of Entrepreneurial motivation and different factors related with Entrepreneurial motivation and to analyze the importance of achievement motivation theory and Kakinada experiment in entrepreneurial development.
CO 4	To understand the role and importance of SSI in the economic development of India.
CO 5	To analyze the different entrepreneurial challenges and to understand how successful entrepreneur perform in their venture.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Entrepreneurship	Evolution of the concept of Entrepreneurship, Entrepreneur Vs Intrapreneur, Entrepreneur Vs Entrepreneurship, Entrepreneur Vs Manager, Characteristics of a successful Entrepreneur, Entrepreneurial Culture. The Entrepreneurial decision process, Role of Entrepreneurship in Economic Development.	10	1
2	Creating the Entrepreneurial Venture	Environment Analysis, Preparing the Business Plan, Venture Financing and role of Venture Capitalists, understanding various start up business models. Creating and Starting the Venture: Sources of new Ideas, Methods of generating ideas, creating problem solving, product planning and development process.	10	2
3	Entrepreneurial Motivation	Entrepreneurial Motivation: Motivating, Compelling and facilitating factors, Entrepreneurial ambition, achievement motivation theory and Kakinada experiment. Social entrepreneur.	10	3
4	SSI: Concepts and Importance	SSI: Concept, Importance, Characteristics of SSI, Advantages and problems of SSI. Steps for starting a small scale industry, Guidelines for project report, Registration as SSI. Assistance to SSI: Need for incentives & subsidies, Need for institutional support, Role of government and other institutions.	7	4
5	Entrepreneurial Challenges	Entrepreneurial Opportunities in contemporary business environment, The reason why Entrepreneurs fail, Women Entrepreneurs – role, problems and prospects, Case studies of Successful Entrepreneurial Ventures, Failed Entrepreneurial Ventures and Turnaround Ventures.	8	5

Reference Books:

Vasant Desai, Management of a small scale Industry Himalaya Publishing house, 2017.

Robert Hisrich, Michel Peters and Dean Shephard, Entrepreneurship, Tata McGraw Hill, 9th Edition, 2017.

C.B. Gupta & N.P. & Srinivasan, Entrepreneurial Development, Sultan Chand & sons, 2015.

S.S. Khanka, Entrepreneurial Development, Sultan Chand & sons, 2006.

e-Learning Source:

https://onlinecourses.nptel.ac.in/noc21_mg70/preview

https://onlinecourses.nptel.ac.in/noc22_ge03/preview

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	1	1	1	1	1	1	1	1	1	1	1
CO2	1	-	-	1	1	1	1	1	1	1	1
CO3	1	-	1	-	-	1	-	1	1	-	-
CO4	2	1	1	2	1	2	1	2	2	1	2
CO5	-	1	1	1	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

Effective from Session: 2021							
Course Code:	BM326	Title of the Course	Service Marketing	L	T	P	C
Year	3	Semester	6	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The aim of this course is to acquaint the students with the concept of services marketing and other related issues viz Quality of Services, Service Delivery, Buyer Behavior, Services Marketing Strategies.						

Course Outcomes	
CO1	To know overview of Services and its concept.
CO2	To understand the quality services.
CO3	To understand Internal Analysis and service delivery pattern.
CO4	To understand the behavior of consumers in services
CO5	To analyze the future of service marketing.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Concept of Services	Concept of Services: Introduction, types, Unique characteristics of Services Differentiation of goods and services, Services Marketing Triangle.	10	1
2	Quality in Services	Service Quality: Gap Model of Service Quality. Quality gaps, Concept of services marketing, Service marketing mix.	10	2
3	Service Delivery	Managing effective Service Delivery: Managing demand and capacity, Importance of employees, Intermediaries and customer participation in effective delivery.	10	3
4	Consumer Behavior In Services	Consumer behavior in services, Customer expectation of service	8	4
5	Improving services	Relationship marketing: The service based business plan, the future of service marketing; Technological changes and the services.	7	5

Reference Books:

Zeithmal Valarie, Services Marketing, Tata McGraw Hill Education, 2010

H. Lovelock, Christopher & Wirtz, Jochen. (2011). Services Marketing: People, Technology, Strategy, 7th edition.

Christopher Lovelock, Services Marketing: People, Technology, Strategy, Canadian Edition 1st Edition, 2007

Sinha P.K. & Sahoo S.C. (Himalya Publishing House) Services Marketing Helen Woodruff, (Macmillan India Ltd.) Services Marketing. 2009

e-Learning Source:

<https://nptel.ac.in/courses/110105078>

https://onlinecourses.nptel.ac.in/noc20_mg12/preview

<https://nptel.ac.in/courses/110105038>

<https://archive.nptel.ac.in/courses/110/105/110105078/>

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO4
CO1	3	1	2	-	1	1	2	2	2	1
CO2	2	2	3	1	-	3	1	2	-	-
CO3	1	-	2	3	1	1	-	1	2	1
CO4	2	3	1	2	2	-	2	1	-	2
CO5	-	1	-	3	2	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

Effective from Session: 2021							
Course Code	BM327	Title of the Course	Introduction to Marketing Communications	L	T	P	C
Year	Third	Semester	Sixth	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To make students understand and to impart to the students conceptual knowledge of marketing communication concept and methodologies of various components of marketing campaigns						

Course Outcomes	
CO1	To provide the in depth knowledge about marketing communication concept.
CO2	To provide the knowledge of advertising, its importance and process in marketing arena so that products and services could be better catered to the end consumers
CO3	To further give an in depth understanding of advertising offline as well as online.
CO4	To explore other avenues of marketing to promote products and services so that greater amount of masses can be reached.
CO5	To know the application of sales promotion.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Marketing communication:	Introductory Perceptive : The marketing mix and promotion management, Definition of marketing communication, The communication process, Integrated marketing communication and practices	9	1
2	Advertising-I	Overview of advertising, advertising management process, Setting advertising objectives, Creating advertising strategy, Message and appeals	9	2
3	Advertising-II	Media strategy, Analysis of advertising media, advertising on internet, Elevating advertising campaign	9	3
4	Public Relation and Direct Marketing	Publicity and public relation- Scope, importance and objectives for both internal and external customers, sponsorship marketing and event marketing, participation, sponsoring and event management, direct marketing and interactive communication-direct mailer, online marketing	9	4
5	Sales Promotion	Definition, Scope and limitations, Trade promotions and trade allowances, Trade contest and incentives, POP material-window display, Demonstration and road shows, Couponing, Premiums, Price-off, Refunds and rebates, Contest and sweep stickers, Evaluating sales promotion plans	9	5

Reference Books:

Marketing Communication: Chris Fill, S. M Publication, 2008

Advertising Procedure, Russel and Lane: Advertising Management: Mandra Mohan, 2008

Management of Public Relation and Communication: Sailesh Sen Gupta, PHP publication 2007

Marketing Communication: Chris Fill S. M Publication, 2010

e-Learning Source:

<https://www.youtube.com/watch?v=O7ehYXaJF74>

https://www.youtube.com/watch?v=J41_4h5UisM

<https://www.youtube.com/watch?v=jovTZl5isp4>

https://www.youtube.com/watch?v=5SIkDf10f_c

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	3	0	1	1	0	2	2	2	2	1	2
CO2	2	2	0	1	0	1	1	1	1	1	1
CO3	0	0	3	1	0	1	1	1	2	1	2
CO4	2	2	2	0	1	0	1	2	2	1	2
CO5	2	1	0	1	1	0	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: 2021							
Course Code	BM-328	Title of the Course	Labour Laws	L	T	P	C
Year	III Year	Semester	Semester VI				
Pre-Requisite	None	Co-requisite	None	3	1	0	4
Course Objectives	Creating an understanding of the laws related to employment, labour, wages, bonus & specific situations.						

Course Outcomes	
CO1	Students will learn about laws related to employment under major provision of Employment Exchange Act 1959 and the Apprentice Act 1961.
CO2	Students will understand the laws related to labor in purview of Factories Act, Health, Safety and welfare provisions, Employment of women and young persons, child labour and bonded system.
CO3	Students will understand laws concerning Labor Disputes in industrial setups, its repercussions, the settlement machinery and authorities under the Industrial Dispute Act
CO4	Students will understand the laws relating to Wages and Bonus as under the provisions of the Minimum Wages Act 1948; Payment of Wages Act 1936 and Payment of Bonus Act 1965
CO5	Students will acquaint with the objectives, Redressal Machinery, Procedure for complaints, Remedies, Appeals, Enforcement of orders and Penalties under Consumer Protection Act, 1956.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction Laws Related to Employment	Introduction to labor legislation; Brief history of labor legislation in India; Major provision of Employment Exchange Act 1959 and the Apprentice Act 1961.	10	1
2	Laws Related to Labor	The Factories Act: Object and definitions. Health, Safety and welfare provisions, Employment of women and young persons. The contract Labor Act 1970; The Child Labor Act 1986; The Bonded System Act 1976.	10	2
3	Laws Related to Labor Disputes	The Industrial Disputes Act: Scope and object. The settlement machinery and authorities under the act, strikes, lockouts, and layoffs, Trade Union Act: Objectives, Definition & registration.	9	3
4	Wages and Bonus Law	Major provisions of the Minimum Wages Act 1948; Major provisions of the Payment of Wages Act 1936; The Payment of Bonus Act 1965	8	4
5	Consumer Protection Act, 1956	Aims and Objects of the Act, Redressal Machinery under the act, Procedure for complaints under the Act, Remedies, Appeals, Enforcement of orders and Penalties.	8	5

Reference Books:

NM Tripathi, Indian Law Institute Labor law and Labor Relations: Cases and Material, Bombay.2012

Kothari,: GM A study of Industrial Law N M Tripathi, Bombay.2007

S.S. Gulshan, G.K. Kapoor, Business Law Including Company Law (New Age Publication),2018

S.S. Gulshan, G.K. Kapoor, Business Law Including Company Law (16 Edn. New Age Publication),2012

S.S. Gulshan, G.K. Kapoor, Business Law Including Company Law (17 Edn. New Age Publication),2015

e-Learning Source:

<https://nptel.ac.in/courses/129105006>

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	1	2	3	2	1	3
CO2	3	-	3	2	3	2	2	2	1
CO3	1	1	1	1	1	1	2	3	3
CO4	2	3	2	3	3	3	3	2	-
CO5	1	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: 2021							
Course Code	BM329	Title of the Course	Organization Development & Change	L	T	P	C
Year	3	Semester	6	3	1	0	4
Pre-Requisite	NONE	Co-requisite	None				
Course Objectives	The objective of this elective course of human resource management is to understand the process and intervention for organizational development.						

Course Outcomes	
CO1	Students will understand the Concept, History & progress of Organization Development along with its theories & methods and models.
CO2	Students will acquire knowledge on process of Organization Development and the necessary conditions for its Success.
CO3	Students will understand the development of facilitators of OD and its relationship with Culture. Also, students will be able to understand the role of Feedback in personal Growth and Stress Management.
CO4	Students will learn about various organization development interventions existing within organizations and ways of managing organizational change.
CO5	Students will develop understanding on implementation of OD Process including the conceptual learning of Businessethics and OD, Work Organization and Quality of Work Life.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction	Concept & definition of organization development, History & progress of O.D. –Theories & methods, Goals ,Objectives of O.D, O.D. Models, Management development Vs. Organization development	9	1
2	Condition and process	Conditions for O.D. success, Organization development process, Action research & Organization development	9	2
3	Facilitators & Culture	Development of O.D. facilitators ,OD & Culture, Feedback – A key forpersonal Growth, Stress Management	9	3
4	Organization Development Interventions	Overview of organization development interventions Team interventions, Inter-group, third party & Comprehensive interventions, Structural interventions & Managing organizational change	9	4
5	Implementation of Organization Development Process	Organizational learning and transformation, Future of organization development, Business ethics and OD, Work Organization and Quality of Work Life (QWL)	9	5

Reference Books:

Organization Development: Behavioral Science Interventions for Organization Improvement, 6th Edition, Wendell L. French, the University of Washington, Cecil H. Bell, the University of Washington, Pearson Publishers, 2012

Organisational Development For Excellence Hardcover – 2000, by Kesho Prasad (Author), Publisher: Macmillan Publishers India

Organization Design, Change and Development Hardcover – 1999, by M. G. Rao (Author), V. S. P. Rao (Author), Publisher: Discovery Publishing Pvt.Ltd (1999)

Organization Development and Transformation: Managing Effective Change, by Wendell French (Author), Cecil Bell (Author) Robert Zawacki (Author), Publisher: McGraw Hill Education; 6 edition (26 September 2005)

e-Learning Source:

https://onlinecourses.nptel.ac.in/noc20_mg56/preview

<https://nptel.ac.in/courses/110102016>

PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO4
CO1	-	1	-	2	-	-	-	1	-	2
CO2	-	2	-	2	-	2	1	-	-	2
CO3	-	-	-	2	2	-	-	-	2	-
CO4	2	-	2	-	-	-	1	-	-	2
CO5	2	-	2	-	2	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

Effective from Session: 2021							
Course Code	BM330	Title of the Course	Banking and Working Capital Management	L	T	P	C
Year	Third	Semester	Sixth	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The objective of the course is to acquaint the student with the first-hand knowledge of the working capital management.						

Course Outcomes	
CO1	To understand the nature and scope of working capital management.
CO2	To acquire basic understanding of working capital requirement at different levels and financing approach required for the same.
CO3	To provide comprehensive knowledge of cash management system.
CO4	To describe various attributes of credit management.
CO5	To provide conceptual understanding of inventory management in the light of various models and techniques.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Working Capital Management	Introduction, Concept of working capital, Characteristics of current assets, Factors affecting Working capital requirements, Importance of working capital, Sources of working capital Factoring services; Various committee reports on banking finance; Dimensions of working capital management	10	1
2	Levels of Working Capital Investment	Current assets financing policy, financing approach in working capital, financing of working capital and norms of bank finance, operating cycle and cash cycle.	10	2
3	Cash Management System	Introduction, Motives for holding cash, Factors determining the cash balance, Types of collection system Optimal cash balance, Options for investing surplus funds, Strategies of managing surplus fund (Excluding cash management models).	10	3
4	Credit Management	Terms of payment; Credit policy variety variables, Control of Accounts Receivables.	7	4
5	Inventory Management	Introduction, Need for inventories, Economic order quantity Model; Ordering level; Maximum and Minimum inventory levels; Pricing the issues of Raw materials (FIFO, LIFO, and Average Method only) Cost holding inventory	8	5

Reference Books:

V. K. Bhalla, Working Capital Management, S. Chand & Company Pvt. Ltd., New Delhi, 2014

K. Rangarajan & A. Misra, Working Capital Management, Excel Books, 2004.

Jain, N.K., Working Capital Management, APH Publishing, 2004.

Khan, M.Y., Financial System, 2nd Edition, Tata Mc Graw Hill.

Machiraju, Indian Financial System, 2nd Edition, Vikas Publication

e-Learning Source:

<https://archive.nptel.ac.in/courses/110/107/110107093/>

https://onlinecourses.swayam2.ac.in/cec20_mg05/preview

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	-	2	-	-	-	2	-	2	-	1	3
CO2	-	2	-	-	-	1	-	1	-	1	3
CO3	-	2	-	-	-	1	-	1	-	1	3
CO4	-	2	-	-	-	3	-	2	-	1	3
CO5	-	2	-	-	-	3	-	2	-	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

Effective from Session: 2020-21							
Course Code	BM 331	Title of the Course	Introduction to Capital & Money Market	L	T	P	C
Year	3 rd	Semester	6 th	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	This is an elective course of finance in the area of money and capital market in order to acquaint a student to have a thorough understanding of these markets to enable them to make investment.						

Course Outcomes	
CO1	To understand the whole financial system and its apex bodies which deals in financial market.
CO2	To understand & have knowledge about the primary market as a whole and its contribution and role in Indian economy. Also to make students aware about the different bodies and their functions which belong to the primary market
CO3	To make students aware about the role of secondary market in Indian economy and also about stock exchanges.
CO4	Understand the concept of Mutual Funds as a financial product & its classification.
CO5	To have knowledge about Money Market as a whole.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Overview of Indian Financial Markets	Indian financial system: Structure, objective, significance, Liberalization of the financial system, Capital market reforms after 91, Role of RBI & SEBI in the development of financial markets	9	1
2	Primary market	Origin, Objective, and development, Functioning of primary market, and its contribution in Indian economy, Players in primary market, Instruments of primary Markets, Recent trends and regulations Depository – meaning and function, types of depository in India- NSDL & CDSL, Demat & Remat meaning and process.	9	2
3	Secondary market	Origin, development, objective of stock market in India, Nature and function of S.E., Organization of Indian S.E. and its membership, Regulation and control of S.E., NSE- features and trading, BSE- Feature and Trading Automation of S.E. in India	9	3
4	Mutual funds	Objectives, Features and importance, SEBI Regulations, Classification of schemes.	9	4
5	Money market	Organization, Features, Instruments, Regulations	9	5

Reference Books:

Vasant Desai, Indian Financial Systems, Himalaya Publishers, 2012

Meir Khan – Financial Institutions and Markets, Oxford Press, 2007

Amit Kumar Goel, Capital & Money Market, Himalya Publication Pvt Ltd, New Delhi, 2014

I M. Bhole, Financial Institutions and Market, TATA McGraw-Hill, 2014

V. A. Avadhani, Marketing of Financial Services, Himalaya Publishers, Mumbai, 2016

e-Learning Source:

NOC: Financial Institutions and Markets, IIT Kharagpur Dr. Jitendra Mahakud, NPTEL

<https://youtu.be/88S1wZGfuqk>

Introduction to Investments, By S.G. Badrinath | Indian Institute of Management Bangalore, NPTEL

<https://youtu.be/o1I2rdF3jzc>

The IIMBx MOOC *Banking and Financial Markets: A Risk Management Perspective* taught by Prof PC Narayan

<https://youtu.be/T2b8VTr7AFk>

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO4
CO1	2	1	2	2	1	3		1	2	1
CO2	2	2	2	2	1	2		1	2	2
CO3	1	3	2	1	2	2		1	1	1
CO4	3	1	1	1	1	2		3	1	2
CO5	3	2	1	2	1	2		2	3	1

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

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Effective from Session: 2021							
Course Code	BM332	Title of the Course	Project Report and Viva	L	T	P	C
Year	3	Semester	Sixth	0	0	4	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The students are required to carry out a project on any management subject and submit a report. The internal examination will be based on the progress of the work and viva taken by the concerned guide on the completion of the project. External examination will be a viva-voce on the project report.						



Integral University, Lucknow

Effective from Session: 2021							
Course Code	BM333	Title of the Course	Personnel Management	L	T	P	C
Year	III	Semester	Sixth	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The course aims at familiarizing the students with various aspects of HRM and help the students to acquire decision making skills for managing human resource in an organization with a deep insight of HR functions.						

Course Outcomes	
CO1	Students will be able to understand the concepts, evolution, philosophies and functions of HRM.
CO2	The Students will learn in detail about Job analysis, job design, job simplification and job rotation. Also, they will understand about Human Resource Planning Model and Barriers in its effective implementation.
CO3	The students will gain understanding on sources, policies and procedure relating to Recruitment, Selection, Placement, Transfer and Promotion.
CO4	It will make students aware about the concept and methods of training and development. It will also create understanding of concept, methods and problems in process of performance appraisal along with the concepts and process of Career planning, Succession Planning and Management development.
CO5	The students will get deeper understanding on Component of Remuneration with the emerging trends in HRM due to globalization deregulation and technological advancements.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Human Resource Management Introduction	Nature, scope, role and importance of HRM. Evolution of HRM, Functions of HRM, Philosophies of HRM.	10	1
2	Human Resource Management Planning	Job analysis: Concept, steps in analyzing job and introduction to methods of collecting job analysis information. Job description, job specification, job design, job simplification, job rotation, job enrichment and job enlargement. Human Resource Planning Model, Barriers of HR Planning	10	2
3	Human Resource Acquisition	Recruitment: sources of recruitment, policies and procedure of recruitment, Selection: Steps in selection process & interviews. Placement and induction, Transfer and promotion.	7	3
4	Training, Appraisal & Development	Concept of training Identification of training needs (TNA) and methods of training, Performance appraisal- Concept, methods and problems of performance appraisal. Career planning, Succession Planning Management development.	8	4
5	Employee Remuneration & Emerging Trends In HRM	Component of Remuneration: Wage and salary, Incentive, Fringe benefits, Non-monetary benefits. New trends in HRM due to globalization deregulation and technological advancements. HRM in India.	10	5

Reference Books:

Human Resource Management, Excel books: Rao V.S.P. Latest Edition.

Personnel Management: Monnappa and Saiyadan Tata Mcgraw Hill. Latest. Edition.

Human Resource Management: Dessler, Garg, Pearson Education. Edition Latest.

Maheshwari, Human Resources for Managers, 4th Edition, S. Chand, New Delhi, India, Latest Edition.

e-Learning Source:

https://onlinecourses.nptel.ac.in/noc20_mg15/preview

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

<https://www.careers360.com/courses-certifications/swayam-human-resource-management-courses-brp-org>

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	1	-	1	2	1	1	1	-	1	1	1
CO2	1	1	-	1	-	1	1	-	1	1	1
CO3	2	1	-	-	2	1	1	-	1	1	1
CO4	1	1	1	-	-	-	1	-	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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