



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

**Program: MBA-Double Degree Program**

**Semester: I**

S.No.	Course code	Course Title	Type of Paper	Period Per hr/week/Sem			Evaluation Scheme				Sub. Total	Credit	Total Credits	Attributes							
				L	T	P	CT	TA	Total	ESE				Employability	Entrepreneurship	Skill Development	Gender Equality	Environment & Sustainability	Human Value	Professional Ethics	Sustainable Development Goal
1	BM402	Managerial Economics	Major	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√	-	-	-	-	SDG-4,8
2	BM403	Financial and Management Accounting	Major	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√	-	√	-	-	SDG-8,9
3	BM422	Business Research Methodology	Major	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√	-	-	-	-	SDG-4,17
4	BM423	Fundamental of Business Analytics	Major	3	1	0	40	20	60	40	100	3:1:0	04	√	-	√	-	-	-	-	SDG-4,8,9
5	BM424	International Trade & Policy	Major	3	1	0	40	20	60	40	100	3:1:0	04	√	-	-	√	√	-	√	SDG-4
6	BM425	Organization Behaviour and Management	Major	3	1	0	40	20	60	40	100	3:1:0	04	-	√	√	-	-	√	√	SDG-4
7	BM426	Macro Economics	Major	3	1	0	40	20	60	40	100	3:1:0	04	√		√		√		√	SDG-4
8	BM427	Hungarian Language and Culture I	Major	0	0	0	0	0	0	0	0	0	0	-	-	-	-	-	-	√	SDG-4
<b>Total</b>				<b>21</b>	<b>07</b>	<b>00</b>	<b>280</b>	<b>140</b>	<b>420</b>	<b>280</b>	<b>700</b>		<b>28</b>								



## Integral University, Lucknow

Effective from Session: 2020-2021							
Course Code	BM-402	Title of the Course	Managerial Economics	L	T	P	C
Year	I	Semester	I	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Objective	The objective of the course is to equip the students from the various economic issues that they are expected to face as managers at the firm level. The course also aims to make the students aware of the working of the markets, the determination of prices and the techniques of decision making that they can adopt to ensure that sound decisions are made						

<b>Course Outcomes</b>	
<b>CO1</b>	To demonstrate the understanding of the concept, nature and scope of managerial economics, apply decision making and analyze and evaluate principle opportunity cost.
<b>CO2</b>	To demonstrate the understanding, analysis and evaluation of theory of demand and consumer behavior.
<b>CO3</b>	To demonstrate the understanding, analysis and evaluation of laws of production and behavior of cost and decision making.
<b>CO4</b>	To demonstrate the understanding, evaluation and analysis of various market structures and design pricing decisions.
<b>CO5</b>	To demonstrate the understanding, evaluation and analysis of national income, inflation and monetary and fiscal policies in real world situations and business cycles in the open economy.

<b>Unit No.</b>	<b>Title of the Unit</b>	<b>Content of Unit</b>	<b>Contact Hrs.</b>	<b>Mapped CO</b>
1	<b>Introduction</b>	Importance, Nature, Scope and Role of Managerial Economics in Decision Making, Objectives of Business Firms, Profit as Business Objective - Accounting Vs Economic Profit.	8	1
2	<b>Theory of Demand &amp; Supply</b>	Analysis of Individual Demand, Meaning of demand, Consumer demand-cardinal and ordinal utility, Derivation of individual demand curve, Analysis of market demand, Meaning, types and determinants of demand and Demand function, Elasticity of demand-Price, Income, Cross and Advertising elasticity of demand, Concept of Supply & Elasticity of supply.	10	2
3	<b>Theory of Production and Cost</b>	Theory of production, Law of Variable proportions, Cobb-Douglas Production Function, Isoquant and Iso-cost curve analysis, factor productivity & return to scale, Economies of Scale, Cost concepts, Theory of cost- the cost output relationship in short run and long run, Concepts of Break-even analysis, marginal and incremental analysis.	9	3
4	<b>Market Structure &amp; Pricing Theory</b>	Pricing under different demands conditions: Perfect competition, Monopoly, monopolistic and Oligopoly, Kinked demand curve, Cournot's model, Cartels, Price Discriminations.	9	4
5	<b>Macroeconomics Concept</b>	Concept of GDP, National Income Measurement - Net Output Method, Factor Income Method, Expenditure Method, Business Cycles-types and phenomenon, Inflation- Concept and Importance, Monetary approach, Concepts of CPI and WPI.	9	5

### Reference Books:

Dobbs, I. M., Managerial Economics, Oxford: Oxford University Press, 2000

Dwivedi, D.N., Managerial Economics, Vikas Publishing House Pvt. Ltd., 2009

Mansfield, E., Managerial economics - Theory, Application and cases, New York, 1996

Salvatore, D., Managerial Economics in Global Economy, 4<sup>th</sup> ed., Thompson - South- Western, 2001

Smith, A., The Wealth of Nations, Modern Library edition, New York: Random House, 1937

### e-Learning Source:

<https://nptel.ac.in/courses/110105075>

[https://onlinecourses.nptel.ac.in/noc23\\_mg43/preview](https://onlinecourses.nptel.ac.in/noc23_mg43/preview)

<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	-	2	3	1	3	1	1	-
<b>CO2</b>	2	2	2	1	-	1	1	2	1
<b>CO3</b>	2	-	1	3	-	1	2	-	-
<b>CO4</b>	1	2	1	3	-	2	2	-	1
<b>CO5</b>	1	2	2	1	1	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>
---	-------------------------------



## Integral University, Lucknow

<b>Effective from Session: 2020-21</b>							
<b>Course Code</b>	BM403	<b>Title of the Course</b>	Financial and Management Accounting	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	I	<b>Semester</b>	I	3	1	0	4
<b>Pre-Requisite</b>	None	<b>Co-requisite</b>	None				
<b>Course Objectives</b>	To familiarize students with basics of financial, cost and management accounting, to equip them techniques of business decisions based on accounting information, to use financial data in decision making.						

Course Outcomes	
<b>CO1</b>	To make students understand the meaning and concept of accounting.
<b>CO2</b>	To make students understand the double entry system and preparation of final accounts.
<b>CO3</b>	To make students aware of Financial Techniques and analysis of ratios.
<b>CO4</b>	To make understand the techniques and effects of costing.
<b>CO5</b>	To make student understand the difference between standard costing and variance analysis.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction	Meaning, definition and needs of accounting business decisions; forms of accounting and users of accounting information; accounting standardization and role of AICPA; framework of accounting postulates; principles, conventions, concepts, procedures, methods etc; accounting equations and types of accounts, rule of recording business transactions.	9	1
2	Orientation in Accounting	Double Entry System and Recording of Transactions into the Journals. Posting Transactions into Ledger. Sub-division of Journals. Preparations of Trial Balance. Capital and Revenue. Preparation of Annual Accounts - Profit and Loss Account and Balance Sheet. Adjustment Entries.	9	2
3	Techniques of Financial Analysis	Accounting Ratios - Meaning, Significance and Limitations, Classification, Computation and interpretation of Liquidity Ratios, Leverage Ratios, Activity/ turnover Ratios and Profitability Ratios Funds Flow Statement - Meaning and Need. Preparation and Interpretation, Cash Flow Statement - Meaning, Need, Preparation and Interpretation of break-even analysis; activity-based costing. Current Trends in accounting: i. Real Life Case Analysis from Indian Corporate and Government sectors ii. Accounting software- Tally (Practical)	9	3
4	Basics of Costing	Costing as an aid to management; presentation of various costs in proper format; marginal costing and absorption costing; cost volume profit analysis, its assumption and calculation; managerial uses	9	4
5	Standard Costing and Variance Analysis	Meaning and uses of standard costing; procedure of setting standards; variance analysis, one way and two-way analysis of variance; overall cost variance; material variance; labour variance and overhead variance; material price variance; material usage variance; material yield variance; material mix variance; labour cost and time variance; labour mix and yield variance; overhead volume and expenditure variance;	9	5

### Reference Books:

- Dearden. J and Bhattacharya SK, Accounting for Management-Text and Cases, 2005, Vikas Publishing House Private Ltd, New Delhi.
- I.M. Pandey, Management Accounting, 2007, Vikas Publishing House Private Limited, New Delhi
- Hingorani, Ramnathan and Grewal, Management Accounting, 2005, S. Chand & Sons, New Delhi
- Richard A. Brealey, Stewart Myers and Franklin Allen. (2013). Principles of corporate finance. (11th ed.). McGraw Hill
- Prasanna Chandra. (2007). Financial Management Theory and Practice. (7th ed.). McGraw Hill.

### e-Learning Source:

**Fundamentals of financial and management accounting** (<https://www.coursera.org/learn/financial-accounting-polimi>)

**Introduction to Financial and Management Accounting** (<https://www.classcentral.com/course/edx-introduction-to-financial-and-management-accounting-3552>)

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

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

Name & Sign of Program Coordinator	Sign & Seal of HoD
------------------------------------	--------------------



## Integral University, Lucknow

**Effective from Session: 2024-25**

Course Code	BM 422	Title of the Course	Business Research Methodology	L	T	P	C
Year	I	Semester	I	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The objective of the course is to inform the students about the basic concepts of research methods. This paper helps the students in doing research through forming research design, collecting data, performing sampling and at the end analyzing the data. This paper also helps in knowing the application of statistical tools to arrive at rationale decisions. It also helps in the use of SPSS in Statistical Operations & Hypothesis Testing.						

### Course Outcomes

CO1	To know the basics of Research and to formulate the Research Problem. To know the way of forming the Research Objective & Research Hypothesis. It also informs the concept of Feasibility Study & making Research Proposal.
CO2	To understand the concept of Research Design & to study its classification. It also helps in understanding the concept of Measurement. It also informs about Scales and its uses.
CO3	To apply the use of Primary & Secondary Data in conduction of the Research. It also helps in knowing the art of making a Questionnaire for the Research and the way of Testing Questionnaire through Pilot Study.
CO4	To know the way of applying the Sampling in Research and to know the calculation of Sample Size. To know the application of Data Preparation & Data Analysis.
CO5	To evaluate statistical analysis, this includes Parametric and Non-Parametric Test and prepares research report. To report Research Findings & study Ethical Issues related to Publishing, Plagiarism and Self-Plagiarism.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	<b>Business Research</b>	Introduction to Business Research, Significance of Business Research, Measures of Good Research, Research Process, Research in Business, Manager-Researcher Relationship, Defining Research Problem, Making Research Objective and Formulation of Hypothesis, Feasibility Study and Research Proposal.	9	1
2	<b>Research Design, Measurement &amp; Scales</b>	Concept of Research Design: Types of Research Design. Concept of Measurement, Measurement of Attitudes, Problems in Measurement, Concept of Validity & Reliability, Scales of Measurement: Their Types & Properties.	8	2
3	<b>Data Collection Techniques and Questionnaire Design</b>	Concept of Primary and Secondary Data, Primary Data Collection by Observation, Interview, Questionnaire & Other Specialized Methods. Difference between Questionnaire & Schedule, Questionnaire Design and Testing of Questionnaire through Pilot Study	9	3
4	<b>Sampling, Data Preparation &amp; Data Analysis</b>	Basics of Sampling, Sampling Process, Types of Sampling, Sample Size Determination, Practical Considerations in Sampling and Sample Size, Common Sources of Error in Sampling, Sampling Theory & Central Limit Theorem, Kaise-Meyer-Olkin Test (KMO Test), Data Preparation & Data Analysis.	9	4
5	<b>Statistical Analysis, Hypothesis Testing, SPSS, Reporting Research Findings &amp; Ethical Issues</b>	Statistical Analysis Tools: Measures of Central Tendency & Dispersion, Concept & Process of Hypothesis Testing, Parametric Test- t-test, z-test and ANOVA and Non-Parametric Test- Chi Square Test, Kruskal-Wallis, Kolmogorov-Smirnov Test, Mann-Whitney U Test, Introduction to SPSS. Interpretation of Results, Steps in Research Report, Research Report Guidelines, Reporting Research Findings, Differences between Academic and Business Audience/ Ethical issues related to Publishing, Plagiarism and Self-Plagiarism.	10	5

#### Reference Books:

1. Dipak Kumar Bhattacharyya, Research Methodology, Latest Edition, Excel Books
2. C R Kothari, Research Methodology, Second Revised Edition, New Age International Publishers
3. Donald Cooper & Pamela Schindler, Business Research Methods, 12th Edition, McGraw Hill
4. Dr. Deepak Chawla & Dr. Neena Sondhi, Research Methodology: Concepts & Cases, 2<sup>nd</sup> Edition, Vikas Publishing House

#### e-Learning Source:

[https://onlinecourses.swavam2.ac.in/cec20\\_mg14/preview](https://onlinecourses.swavam2.ac.in/cec20_mg14/preview)

<https://www.coursera.org/browse/physical-science-and-engineering/research-methods>

### 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	1	1	1	2	2	3	3
CO2	3	3	1	1	1	2	2	2	2
CO3	3	3	1	2	3	1	1	3	3
CO4	1	3	3	1	2	1	1	3	3
CO5	2	3	3	1	2	1	1	3	3

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

Name & Sign of Program Coordinator	Sign & Seal of HoD
------------------------------------	--------------------



## Integral University, Lucknow

**Effective from Session: 2024-25**

Course Code	BM423	Title of the Course	Fundamentals of Business Analytics	L	T	P	C
Year	I	Semester	I	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The objective of the course is to provide know-how to evaluate various alternatives by gaining insight from past performance in the essence of business analytics. Business analytics focuses on how business performance can be improved by changing the course of actions and using various tools to perform informed decision making.						

### Course Outcomes

CO1	Understand the need for effective business analytics within an organization.
CO2	Understand basic statistical tools and data visualization tools
CO3	Learn descriptive, predictive and prescriptive business analytics.
CO4	Analyze complex problems using advanced analytics tools.
CO5	Interpret data for better decision-making.

Unit No.	Title of the Unit		Contact Hrs.	Mapped CO
1	<b>Introduction to Analytics</b>	Foundations of Business Analytics, Decision making, Introduction to Business Analytics, Models in Business Analytics, Problem solving with analytics, Big data, Stages of analytics (descriptive, predictive, prescriptive).	10	1
2	<b>Descriptive Analytics</b>	Descriptive Statistical Measures: measures of location, dispersion, shape and association. Visualizing and Exploring Data: Overview, Tables, Charts, Advanced data visualization, data dashboards	8	2
3	<b>Predictive Analytics -I</b>	Trendlines and Regression Analysis, Forecasting Techniques, Introduction to Data Mining, Spreadsheet Modelling and Analysis, Monte Carlo Simulation and Risk Analysis.	10	3
4	<b>Predictive Analytics-II</b>	Linear Optimization, Applications of Linear Optimization, Integer Optimization, Decision Analysis	8	4
5	<b>Business Analytics Applications</b>	Application of Analytics in Finance, Marketing, Human Resource Management, Supply Chain, Healthcare, Social Media and Cyber Space.	9	5

### References Books:

Liebowitz, J. (2013), Business Analytics: An Introduction, Auerbach Publications.
Hardoon, D.R., and Shmueli, G. (2016), Getting Started with Business Analytics, CRC Press, Taylor & Francis.
Essentials of Business Analytics, Cengage Learning, 2015
Schniederjans, M.J., Schniederjans, D.G., Starkey, C.M. (2014), Business Analytics: Principles, Concepts and Applications, Pearson.
Rao, P.H. (2014), Business Analytics: An Application Focus, Prentice Hall India.

### e-Learning Source:

<a href="https://www.simplilearn.com/business-analyst-certification-training-course?utm_source=google&amp;utm_medium=cpc&amp;utm_term=business%20analytics%20course&amp;utm_content=9814119589-155116837871-68355551649&amp;utm_device=c&amp;utm_campaign=Search-DigitalBusinessCluster-BusinessLeadership-IN-Main-AllDevice-adgroup-Project-BA-Course-New&amp;gad_source=1&amp;gclid=Cj0KCQiAwbitBhDIARIsABfYIK9NCpQuYDa5o-4IoB0f7oIsdtbNdCLJN1He2_LnqCjme3bkCutkDoaApBFEALw_wcB">https://www.simplilearn.com/business-analyst-certification-training-course?utm_source=google&amp;utm_medium=cpc&amp;utm_term=business%20analytics%20course&amp;utm_content=9814119589-155116837871-68355551649&amp;utm_device=c&amp;utm_campaign=Search-DigitalBusinessCluster-BusinessLeadership-IN-Main-AllDevice-adgroup-Project-BA-Course-New&amp;gad_source=1&amp;gclid=Cj0KCQiAwbitBhDIARIsABfYIK9NCpQuYDa5o-4IoB0f7oIsdtbNdCLJN1He2_LnqCjme3bkCutkDoaApBFEALw_wcB</a>
<a href="https://www.coursera.org/learn/wharton-capstone-analytics?specialization=business-analytics">https://www.coursera.org/learn/wharton-capstone-analytics?specialization=business-analytics</a>

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

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

Name & Sign of Program Coordinator	Sign & Seal of HoD
------------------------------------	--------------------



## Integral University, Lucknow

<b>Effective from Session: 2024-25</b>							
<b>Course Code</b>	BM424	<b>Title of the Course</b>	International Trade & Policy	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	I	<b>Semester</b>	I	3	1	0	4
<b>Pre-Requisite</b>	None	<b>Co-requisite</b>	None				
<b>Course Objectives</b>	The aim of this course is to provide an overview of international business and give students an insight of 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	Basics of Global Business	Preface and Significance Antiquity and reach. Techniques of Entry, EPRG Framework, The globalization Stages, Definitions and Characteristics of Global, International, MNCs, and TNCs.	7	1
2	Trade Theories	Introduction to trade theory- Mercantilism, Neomercantilism, Absolute cost advantage, Comparative cost advantage, Hecksher-Ohlin and PLC theory. Trade policies- Tariffs, Subsidies, Import quotas, Voluntary exportrestraints, Administrative policy, Anti-dumping policy, Recent Policy updates. Balance of Payment (BOP), Concept, Components, Balance of Trade, Measures of control of BOP/BOT.	10	2
3	Business Environment	Meaning and types of 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	9	3
4	Regional Integration and Trade Blocks	Meaning of Regional Integration and its level. Free Trade Area, Custom Union, Common Market, Special Economic Zones, Economic Union and Political Union. Regional Trade Blocks and its importance (EFTA, EU, ASEAN, SAARC, NAFTA, SAFTA etc), International Trade Institution (GATT, WTO and UNCTAD), International Financial Institution (IBRD, IMF and ADB)	9	4
5	Global Functions and Documentation	Trade Documentation and its types. 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	10	5

### Reference Books:

Rakesh Mohan Joshi , International Marketing, Oxford University Press; Pap/Cdr edition

Rajiv srivastava , International Finance, Oxford University Press

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>
---	-------------------------------





## Integral University, Lucknow

<b>Effective from Session: 2024-25</b>							
<b>Course Code</b>	BM425	<b>Title of the Course</b>	Organization Behaviour and Management	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	I	<b>Semester</b>	I	3	1	0	4
<b>Pre-Requisite</b>	None	<b>Co-requisite</b>	None				
<b>Course Objectives</b>	The objective of the paper is to familiarize the students with basic concepts of human behavior at workplace and behavioral processes in the organization.						

<b>Course Outcomes</b>	
<b>CO1</b>	To know about the basic concepts of the organization. It will help them to know the challenges and opportunities of the subject.
<b>CO2</b>	To understand the fundamentals and determinants of individual behavior. It will help them to understand the role and impact of individual
<b>CO3</b>	behavior on organizational behavior.
<b>CO4</b>	To acquire knowledge about behavioral aspects like learning and motivation in the light of modifying individual behavior at workplace.
<b>CO5</b>	To learn about the concepts of the group & interpersonal dimensions and also to know about its importance for the organization.

<b>Unit No.</b>	<b>Title of the Unit</b>	<b>Content of Unit</b>	<b>Contact Hrs.</b>	<b>Mapped CO</b>
1	Foundations of Organizational Behavior	Organization- Meaning, Nature and Functions of organization; O.B -Meaning and systematic study; Contribution of Behavioral Sciences to O.B; Developing Contingency Model to OB; Challenges and Opportunities in O.B.	7	1
2	Individual Dimensions in Organizational Behavior	Foundation factors of Individual Differences (ability & biographical characteristics); Personality: Meaning, Theories and Determinants; Values; Attitudes and job Satisfaction; Perception Process & perceptual disorders.	10	2
3	Foundation of Learning and management of Motivation	Learning process; Theories of Learning: Classical Conditioning, Operant Conditioning and Social Learning; Motivation: Meaning, Theories of motivation-Maslow, Hertzberg, McClelland, McGregor; Process Theories (Vroom's Model); Contemporary Theories: Equity Theory, Attribution Theory).	9	3
4	Team building and Group dynamics	Teams and Teamwork; Formation, Classification, Stages and Group Dynamics; Group Decision Making;; Transactional Analysis; Stress and Conflict: Meaning and Causes of Stress, Types of Conflict (Intra Individual & Interactive), Coping Strategies for Stress and Conflict Leadership: Meaning, Style and Theories of Leadership-Trait, Behavioral and Situational Theories	9	4
5	Organizational Dimensions and recent trends	Organizational Culture: Concept, Characteristics, Elements of Culture, Implications of Organization Culture, Organizational Change, Organizational Development, Gender Sensitivity, Competency Levels & Behavioural Dimensions, Culture based influences in International OB, Relationship Orientation for improved productivity & lack of formal authority.	10	5

### Reference Books:

Davis, Keith: Organizational Behaviour, Tata McGraw Hill. Edition-5th.

Robins, S.P and Sanghi, S.: Organizational Behaviour, Pearson Edition, New Delhi, Edition-13th.

Prasad, L.M.: Organizational Theory and Behaviour, HPH, New Delhi, Edition-3<sup>rd</sup>

Michael C. Ehrhardt and Eugene F. Brigham. (2008). Corporate Finance. (1<sup>st</sup> ed.). South-Western Pub

### e-Learning Source:

<https://archive.nptel.ac.in/courses/110/106/110106145/>

<http://www.digimat.in/nptel/courses/video/110106145/L01.html>

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



## Integral University, Lucknow

Effective from Session: 2024-25							
Course Code	BM426	Title of the Course	Macroeconomics	L	T	P	C
Year	I	Semester	I	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The objective of the course is to improve and imbibe the decision making and understandingmacroeconomic decisions to students by giving them the analytical tools to comprehend the macroeconomic environment and acquainting them with contemporary macroeconomic challenges.						

Course Outcomes	
CO1	To demonstrate the understanding of the concept of macroeconomics, evaluate and analyze national income.
CO2	To demonstrate the understanding, application and analysis of public finance and budget.
CO3	To demonstrate the understanding, application and analysis of inflation, monetary and fiscal policies.
CO4	To demonstrate the understanding, application and analysis of multipliers, BOP and Business Cycle.
CO5	To demonstrate the understanding, application, analysis and evaluation of various national and international institutions, foreign exchange and foreign capital.

Unit No.	Title of the Unit		Contact Hrs.	Mapped CO
1	<b>Approaches to Macroeconomics</b>	Classical Vs. Modern Economic approach, Micro and Macro Meaning, Circular flow of Income- Concept of National Income: GNP, NNP, GDP, NDP, PI, DPI, PCY, National Income at factor cost and Market price, Estimation of National income- Product-Income- Expenditure Met, Difficulties of Estimation, National income and economic welfare	9	CO 1
2	<b>Public Finance</b>	Public Finance: Budget – Types, Public revenue - Tax and Non-tax, Public Expenditure- Heads of expenditure, Public Debt: Classification, Deficit financing - Taxable capacity - factors influencing taxable capacity	9	CO 2
3	<b>Macroeconomic Environment</b>	Meaning of Inflation - causes and effect, Cost push and demand-pull inflation, Deflation – Meaning and causes, Phillips curve- stagflation- M1 and M3, Measures to control inflation - Role of Monetary policy, Fiscal policy Instruments.	9	CO 3
4	<b>Balance of Payment and Business Cycle</b>	Meaning- Difference- Types, Component of BOP- Current and Capital Account, Unfavorable BOP- causes, Monetary and Non- Monetary Measures, Business cycle: Meaning- definition, features, Stages of Business Cycle, Effects and Measures to control cyclical fluctuation	9	CO 4
5	<b>Business &amp; Institutions</b>	Role of External Trade in Economic Development, Terms of Trade: NBTOT – GBTOT, Exchange rate- spot and forward exchange rates, Foreign capital – Role of foreign aid and their types.	9	CO 5

### References Books:

DeLong, J.B., Macroeconomics, Burr Ridge: McGraw-Hill Higher Education, Latest edition.

Dwivedi, D.N., (2010). Macroeconomics: Theory and Policy, Latest edition, Mc Graw-Hill.

Dornbusch, R., Fischer, S. and Startz, R., Macroeconomics, Latest edition, New York: McGraw- Hill, 2004.

Mankiw, N.G., Macroeconomics, Latest edition., New York: Worth, 2003.

Ackley, G., Macroeconomic Theory, New York: Collier-Macmillan, 1966

### e-Learning Source:

[https://onlinecourses.swayam2.ac.in/cec22\\_hs08/preview](https://onlinecourses.swayam2.ac.in/cec22_hs08/preview)

<https://nptel.ac.in/courses/109106058>

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

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

Name & Sign of Program Coordinator	Sign & Seal of HoD
------------------------------------	--------------------



## **Tárgytematika / Course Description** **Hungarian Language and Culture 1.**

**KGNB\_NOKA036**

**Tárgyfelelős neve /**

**Teacher's name:** Kiviharju-Turi Adél

**Félév / Semester:** 2023/24/1

**Beszámolási forma /**

**Assesment:** Aláírás megszerzése

**Tárgy heti óraszám /**

**Teaching hours(week):** 0/3/0

**Tárgy féléves óraszám /**

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

### **OKTATÁS CÉLJA / AIM OF THE COURSE**

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

A tantárgy célja a magyar nyelv alapfokú megismertetése a külföldi hallgatókkal, a magyar kultúra iránti érdeklődés felkeltése a nyelvi órákon előforduló témákon keresztül. A hallgatók kommunikatív kompetenciájának és beszédkészségének fejlesztése köznapi, egyszerű helyzetekben. Az alapfokú nyelvhasználat fejlesztése a nyelvi készségek (írás, olvasás, beszédértés, kommunikáció) integrált alkalmazásával.

### **TANTÁRGY TARTALMA / DESCRIPTION**

#### **Week 1**

Getting to know each other and introduction to the Hungarian language, 1.fejezet: "A magyar nyelv": the Hungarian alphabet, pronunciation, vowel harmony, and useful phrases in the classroom and on the street

#### **Week 2**

2.fejezet: "Találkozás": Greetings, introducing oneself, the conjugation of the verb "lenni", nationalities, languages in Europe, hol? (where?) - ban, -ben. Culture: specific uses of formal/informal greetings in Hungarian. Skills: knowing numerous country names, nationalities, and languages in Hungarian

### Week 3

2. fejezet: Regular verb conjugation in singular, word order in statements, numbers (1-100), phone numbers, what language do you speak? -ul, -ül suffixes, some common professions, "szerintem /szerinted" expression.

### Week 4

2.fejezet: attributive structure (-i, expressing place of origin), famous people, introducing the family in a simple way, regular verb conjugation in plural. Acquired skills: being able to greet others and say good bye in formal/informal ways, being able to introduce oneself in formal/informal situations, being able to say one's name, age, country of origin, profession & introducing one's family briefly

### Week 5

3. fejezet: "Ismerkedés az irodában": Hogy vagy? Hogy van? (how are you?), objects of everyday usage, adjectives describing qualities, the definite/indefinite articles, adjectives (anonyms). Acquired skills: being able to ask how one is doing, being able to name and describe several objects of daily use in simple terms.

### Week 6

3.fejezet: mi van a táskádban? Milyen a ...-d?, possessive endings: -ja/-je/-a/-e, bocsánat, ez a te telefonod / az Ön telefonja? Negation of the verb "lenni"

### Week 7

3. fejezet: mi van és mi nincs az irodában? Mi a probléma? Mi nem működik? Negation of verbs, mennyibe kerül? (expressing prices), tetszik....? Inner and outer human characteristics. Acquired skills: being able to ask for help, if something doesn't work, being able to describe people in basic ways.

### Week 8

4. fejezet: "A városban" (in the city): Hány óra van? (what's the time?) Hány órákor kezdődik a ...? (when..?) Milyen nap van ma? (expressing clock time, days and times of the day), Melyik napon? Ki mikor mit csinál? Mikor? Mektől meddig? Acquired skills: being able to tell the time, knowing the days of the week and times of the day.

### Week 9.

4. fejezet: Helyek a városban (places in the city), mit hol lehet csinálni? Hol vagy? (-ban/-ben, -n/-on/-en/-ön, -nál/-nél - expressing location), mikor hol van Péter? (expressing time and place), hova mész? (-ba/-be, -ra/-re, -

hoz/-hez/-höz - expressing movement & direction)

## Week 10

4.fejezet: hova mész általában egy héten? (talking about weekly routine) Jön / megy (verb conjugation)

## Week 11

4. fejezet: Mikor mész moziba? (when are you going to the cinema?), Megyünk együtt színházba? Kivel mész? (-val/-vel = with), Mi a hétvégi programod/programja? (weekend schedule & free time activities)

## Week 12

4. fejezet: Hol? Hova? Honnan? Systematizing & practicing the expression of directions: where, where to, where from). Acquired skills: being able to tell what you do when and where, where you go & where you come from during the week.

## Week 13

4. fejezet: Mivel közlekedsz a városban? (means of transportation, & describing them with adjectives), Asking for & giving directions (expressing directions: közel, messze, előre, jobbra, balra). Acquired skills: being able to ask for & give directions in simple terms.

## Week 14

4. fejezet: Város és falu (city and village), Mi van és mi nincs Magyarországon? Plural form of nouns, places in Hungary. Acquired skills: being able to talk about the pros and cons of living in a city in simple terms.

## 1. hét

Ismerkedés és bevezetés a magyar nyelv rendszerébe, 1.fejezet: "A magyar nyelv", a magyar ABC, a magyar kiejtés, a hangrend a magyar nyelvben, hasznos kifejezések a tanórán és az utcán

## 2. hét

2.fejezet: "Találkozás": köszönések, bemutatkozás, létige ragozása, nemzetiségek és nyelvek Európában, hol? -ban, -ben. Kultúra és országismeret: köszönések használati sajátosságai. Készségek: ismer számos országnevet és nemzetiséget

### 3. hét

2. fejezet: , szabályos igeragozás egyes számban, szórend kijelentő mondatban, számok (1-100), telefonszámok, milyen nyelven beszélsz? -ul, -ül végződés, néhány gyakori foglalkozás, "szerintem /szerinted" kifejezés használata. Készségfejlesztés:

### 4. hét

2. fejezet: jelzős szerkezetek (-i, származás kifejezése), híres emberek, a család rövid bemutatása, szabályos igeragozás többes számban. Elsajátított készségek: tud köszönni és elköszönni tegező és önöző formában, be tud mutatkozni baráti és hivatalos helyzetekben, el tudja mondani, hogy hívják, hány éves, honnan jött, mit csinál, be tudja mutatni röviden a családtagjait,

### 5. hét

3. fejezet: "Ismerkedés az irodában": Hogy vagy? Hogy van? Használati tárgyak és tulajdonságok, a névelő, melléknévek (ellentétpárok). Elsajátított készségek: tud érdeklődni mások howlyéte felől, meg tud nevezni számos használati tárgyat, jellemezni tudja ezeket.

### 6. hét

3. fejezet: Mi van a táskádban? Milyen a ...-d?, birtokos személyjelek: -ja/-je/-a/-e, bocsánat, ez a te telefonod / az Ön telefonja? A létige (van) tagadása

### 7. hét

3. fejezet: Mi van és mi nincs az irodában? Mi a probléma? Mi nem működik? Igék tagadása, mennyibe kerül? (Árak kifejezése), tetszik....? Emberi (külső, belső) tulajdonságok kifejezése. Elsajátított készségek: tud segítséget kérni, ha valami nem működik, tud embereket egyszerűen jellemezni.

### 8. hét

4. fejezet: "A városban": Hány óra van? Hány órakor kezdődik a ...? Milyen nap van ma? (idő, időpontok, napok és napszakok kifejezése), Melyik napon? Ki mikor mit csinál? Mikor? Mettől meddig? Elsajátított készségek: meg tudja mondani az időt, ismeri a hét napjait és a napszakokat.

## 9. hét

4. fejezet: Helyek a városban, mit hol lehet csinálni? Hol vagy? (-ban/-ben, -n/-on/-en/-ön, -nál/-nél), mikor hol van Péter? (idő és helyszín kifejezése), hova mész? (-ba/-be, -ra/-re, -hoz/-hez/-höz)

## 10. hét

4. fejezet: Hova mész általában egy héten? Jön / megy ige ragozása,

## 11. hét

4. fejezet: Mikor mész moziba?, Megyünk együtt színházba? Kivel mész? (-val/-vel), Mi a hétvégi programod/programja?

## 12. hét

4. fejezet: Hol? Hova? Honnan? Irányok kifejezésének rendszerezése, gyakorlása. Elsajátított készségek: el tudja mondani hol mit csinál, hova megy és honnan jön egy héten.

## 13. hét

4. fejezet: Mivel közlekedsz a városban? (közlekedési eszközök és melléknevekkel jellemzésük), Útbaigazítás (irányok kifejezése: közel, messze, előre, jobbra, balra). Elsajátított készségek: tud útbaigazítást kérni és adni röviden.

## 14. hét

4. fejezet: Város és falu, Mi van és mi nincs Magyarországon? Főnevek többes száma, települések Magyarországon, Hol / melyik városban jó lakni? Elsajátított készségek: el tudja mondani egyszerűen, miért jó/rossz egy városban élni.

---

## **SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'S METHOD**

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

Az értékelés folyamatosan zajlik a félév során. A "megfelelt" érdemjegy 60% vagy afeletteljesítménnyel érhető el. Ennek eléréséhez szükséges a kötelező óralátogatás és órai aktív részvétel, rendszeres szódolgozatok teljesítése, mini projektek elkészítése, két témazáró dolgozat sikeres teljesítése és a félév végén egy rövid szóbeli értékelő interjún való részvétel.

---

## **KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL**

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

---

## **AJÁNLOTT IRODALOM / RECOMMENDED MATERIAL**





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

**Program: MBA-Double Degree Program**

**Semester: II**

S.No.	Course code	Course Title	Type of Paper	Period Per hr/week/Sem			Evaluation Scheme				Sub. Total	Credit	Total Credits	Attributes							
				L	T	P	CT	TA	Total	ESE				Employability	Entrepreneurship	Skill Development	Gender Equality	Environment & Sustainability	Human Value	Professional Ethics	Sustainable Development Goal
1	BM428	International Commercial Transactions	Major	3	1	0	40	20	60	40	100	3:1:0	4	-	-	√	-	-	-	√	SDG-4,7
2	BM429	Advance Corporate Finance	Major	3	1	0	40	20	60	40	100	3:1:0	4	√	√	√	-	-	-	-	SDG-4
3	BM430	Marketing Strategy	Major	5	1	0	40	20	60	40	100	5:1:0	6	-	-	√	-	√	-	√	SDG-4,8,9
4	BM431	Advanced Human Resource Management	Major	5	1	0	40	20	60	40	100	5:1:0	6	-	√	√	-	√	-	-	SDG-4,8,9
5	BM432	Planning and Resource of Integrated Marketing Communication	Major	5	1	0	40	20	60	40	100	5:1:0	6	-	√	√	-	-	-	√	SDG-8,10,12, 16, 17
6	BM433	Market Theory	Major	5	1	0	40	20	60	40	100	5:1:0	6	√	√	√	-	-	-	√	SDG-4
7	BM434	Business Statistics and Data Mining	Major	3	1	0	40	20	60	40	100	3:1:0	4	√	√	√	-	√		√	SDG-4,8,9
<b>Total</b>				<b>29</b>	<b>07</b>	<b>00</b>	<b>280</b>	<b>140</b>	<b>420</b>	<b>280</b>	<b>700</b>		<b>36</b>								



## Integral University, Lucknow

**Effective from Session: 2024-25**

Course Code	BM428	Title of the Course	International Commercial Transactions	L	T	P	C
Year	I	Semester	II	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The course explores the core of legal rules of governing cross-border business dealings and activities. The students develop an understanding of the legal environment of international commercial transactions.						

### Course Outcomes

CO1	Identification and application of international commercial law and issues through use of relevant case law, legislation and secondary sources.
CO2	Identification of individual and collective social & ethical interests which are impacted through the development of doctrine.
CO3	Critical analysis and evaluation of social, ethical and doctrinal issues relevant to the essay question.
CO4	Articulation of a clear and coherent argument which is logically structured and supported by evidence.
CO5	Self-management demonstrated in quality of essay through self-directed work, learning and organisation.

Unit No.	Title of the Unit		Contact Hrs.	Mapped CO
1	<b>Overview</b>	Introduction to international commercial transaction. Legal infrastructure of international transactions. Main actors, international, international organization, Unification and harmonization of rules.	9	CO1
2	<b>International sources</b>	Multilateral, regional and domestics sources and instructions Lex Mercatoria. Sales of goods. The rules of CISG.	9	CO2
3	<b>International transaction</b>	The incoterms and international transactions, incorporating incoterms into contracts. Distribution agreement, Agency, Structure, principles and legal terminology of contract, drafting and negotiating contracts.	9	CO3
4	<b>International trade</b>	Transport for international trade, freight transport by sea, air, road and rail. Franchise agreement, leasing, finance of international transaction, payments, insurance.	9	CO4
5	<b>Business transfer</b>	Transfer of technology, e-commerce transactions, foreign investments investment protection, joint venture, off-shore companies, conflict of laws, roles of the private international law, claims, actions and disputes, disputes settlement, Arbitration and alternative dispute resolutions.	9	CO5

### References Books:

Morgenstern, O. (1959). <i>International financial transactions and business cycles</i> (Vol. 8). Princeton: Princeton University Press.
Cremades, B. M., & Plehn, S. L. (1983). The new lex mercatoria and the harmonization of the laws of international commercial transactions. <i>BU Int'l LJ</i> , 2, 317.
Chow, D. C., & Schoenbaum, T. J. (2022). <i>International business transactions</i> . Aspen Publishing.
Fox, W., & Dautaj, Y. (2023). <i>International Commercial Agreements</i> . Kluwer Law International BV.
Drahozal, C. R. (2000). Commercial norms, commercial codes, and international commercial arbitration. <i>Vand. J. Transnat'l L.</i> , 33, 79.

### e-Learning Source:

<a href="https://nptel.ac.in/courses/2024/1/2024BM428">International Business - Course (nptel.ac.in)</a>
<a href="https://www.laws3438.com/">LAWS3438: International Commercial Transactions (sydney.edu.au)</a>

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

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

Name & Sign of Program Coordinator	Sign & Seal of HoD
------------------------------------	--------------------



## Integral University, Lucknow

Effective from Session: 2024-25							
Course Code	BM429	Title of the Course	Advanced Corporate Finance	L	T	P	C
Year	I	Semester	II	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The objective of the course is to gain an appreciation of the theoretical controversies surrounding corporate finance policies, leading to formulation of financing strategies.						

Course Outcomes	
CO1	Critically evaluate theoretical research in corporate finance
CO2	Explain the implications of theory for practical financial management
CO3	Compare various models of investment decision making under uncertainty
CO4	Investigate the impact of alternative financing proposals that a firm may face in both the short and long term and argue recommendations
CO5	Analyze the financial planning and project appraisal

Unit No.	Title of the Unit		Contact Hrs.	Mapped CO
1	Overview	Financial strategy, the role of financial services in corporate finance, terms structure of interest rates.	10	CO1
2	Loaning	Classification of loans, the cash flow of loans, annuity loan,	9	CO2
3	Risks	Financial risks, operating and financial lease, factoring and forfeiting.	8	CO3
4	Derivatives	Derivatives, future and forward transaction and risk management	9	CO4
5	Financial Planning	Introduction, about financial planning, project-and investment appraisal	9	CO5

References Books:	
Allen, F., R. A. Brealey, and S. C. Myers, Principles of Corporate Finance 13th edition McGraw Hill, 2019. (ABM).	
Renneboog, L. (Ed.). (2006). Advances in corporate finance and asset pricing. Emerald Group Publishing.	
Han, A., & Macfarland, M. (2020). The book on advanced tax strategies. Biggerpockets Publishing, LLC.	
Graham, J., Adam, C., & Gunasingham, B. (2020). <i>Corporate finance</i> . Cengage AU.	
Clayman, M. R., Fridson, M. S., & Troughton, G. H. (2012). <i>Corporate finance: A practical approach</i> (Vol. 42). John Wiley & Sons.	
e-Learning Source:	
<a href="#">CORPFIN 7022 - Advanced Corporate Finance (M)   Course Outlines (adelaide.edu.au)</a>	
<a href="#">Corporate Finance - Course (nptel.ac.in)</a>	

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

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

Name & Sign of Program Coordinator	Sign & Seal of HoD
------------------------------------	--------------------



## Integral University, Lucknow

**Effective from Session: 2024-25**

Course Code	BM430	Title of the Course	Marketing Strategy	L	T	P	C
Year	I	Semester	II	5	1	0	6
Pre-Requisite	None	Co-requisite	None				
Course Objectives	After this course students will be able to take part in the decision-making process of corporate marketing strategy and express their opinion about the issues and challenges inherent in current market situation. The main goal of the course is to make them understand the importance of strategic planning and marketing strategies in competitive environment.						

### Course Outcomes

<b>CO1</b>	To familiarize the students with the fundamentals of marketing & to enable them to take better marketing decisions
<b>CO2</b>	To discuss and make the students understand the nuances and complexities involved in various marketing decisions.
<b>CO3</b>	To equip the students to take effective segmentation, targeting and positioning decisions for products and services
<b>CO4</b>	Analyze decisions, policies and strategies and to understand marketing mix decisions.
<b>CO5</b>	To provide Overview of Marketing Strategy Implementation & Control

Unit No.	Title of the Unit		Contact Hrs.	Mapped CO
1	<b>Introduction</b>	Strategic planning and marketing, strategic thinking, Analysis of external environment: STEEP, Forecasting external changes	15	CO1
2	<b>Market Analysis</b>	Elements of competitive environment, strategic groups, Identifying competitors: benchmarking techniques, Analysis of internal environment: SWOT	13	CO2
3	<b>Market Selection</b>	Portfolio analyses, Recognizing consumer needs, Market Segmentation: STP	15	CO3
4	<b>Corporate Strategies</b>	Corporate strategies, Product policy, Price policies, Place policies	10	CO4
5	<b>Strategy Implementation</b>	Market influencing, Implementation and controlling	10	CO5

### References Books:

Keller, Kevin (2011) Strategic Brand Management: Global Edition 4th Edition Pearson Ed.
Ward, Russel (2013) High Performance Sales Strategies. Powerful ways to win new business. Pearson Ed.
Kotler, Philip, Marketing Management, Pearson Education Pvt. Ltd., New Delhi. Edition-14th.
Saxena, Rajan., Marketing Management, Tata McGraw Hill, New Delhi. Edition-3rd.
Ramaswamy, V. Sand Namakumari, S., Marketing Management, Macmillan India, New Delhi. Edition-4th

### e-Learning Source:

Marketing Management- I By Prof. Jayanta Chatterjee, Prof. Shashi Shekhar Mishra   IIT Kanpur, Swayam, <a href="https://onlinecourses.nptel.ac.in/noc22_mg57/preview">https://onlinecourses.nptel.ac.in/noc22_mg57/preview</a>
Marketing Management-II Indian Institute of Technology Kanpur and NPTEL via Swayam Help, <a href="https://www.classcentral.com/course/swayam-marketing-management-ii-12989">https://www.classcentral.com/course/swayam-marketing-management-ii-12989</a>

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



## Integral University, Lucknow

**Effective from Session: 2024-25**

Course Code	BM431	Title of the Course	Advanced Human Resource Management	L	T	P	C
Year	I	Semester	II	5	1	0	6
Pre-Requisite	None	Co-requisite	None				
Course Objectives	This course is intended to increase students' understanding of the emerging role of human resource function in today's organization. It focuses on the business partnership between human resources and line management, beginning with an in-depth presentation of the strategic planning processes in organizations and the necessary alignment of human resource policies, programs and practices with the overall corporate strategy. Each human resource function is covered, including recruitment and selection, training and development, compensation and benefits, with an emphasis on the strategic elements of each functional area.						

### Course Outcomes

CO1	The student will be able to understand perspective and comprehensive view of Human Resource Development as a discipline appreciating learning and the various roles of HRD
CO2	To understand the philosophy of HRM, characteristics of HR policy in framing HRM background.
CO3	To understand the outcomes of external and internal recruitment techniques and selection process. The concept of testing and the importance of varied test used in selection
CO4	To Understand the role of training and development, performance appraisal and, job evaluation in managing Human resources
CO5	The student will be able to understand HRD Practices in new economic environment with special reference to manufacturing, service, family welfare, government administration

Unit No.	Title of the Unit		Contact Hrs.	Mapped CO
1	<b>Introduction</b>	Definition and models of HRM. History of HRM. Strategic viewpoint. SHRM models. Strategic areas, functions, objectives and features of HRM.	10	CO1
2	<b>Policy &amp; Planning</b>	Connections with other functions/depts. Typical organization structures. Stakeholder management. Manager-Leader; characteristics, main competencies and challenges.	10	CO2
3	<b>Recruitment Training &amp; Development</b>	The flow of human resources within the organization (HR planning, recruitment, networking, etc.) Models of HR Flow. OD, on-boarding, Talent management, Training Tools of On-the-job and Off-the-job training.	13	CO3
4	<b>Performance Appraisal</b>	Definition and methods of performance. Performance Appraisal and Management. Compensation and Benefit systems: planning and management. Official business confidential information- management.	15	CO4
5	<b>Ethics &amp; HRD Practices</b>	Business Ethics. Regulatory role of HR. Design and model of work systems. Different employment schemes.	15	CO5

### References Books:

1. Dressler, G (2017): Human Resource Management. 15th Edition. Pearson.
2. Armstrong, Michael (2016): Armstrong's Handbook of Strategic Human Resource Management. UK: Kogan Page.
3. Khandelwal anil k., Abraham, s.j., vermak.k., Alternative approaches & strategies of HRD, national hrd network,Rawat publications,Jaipur.
4. Maheshwari, b.l.,dharni,p.sinha,management of change through hrd,national hrd network,Hyderabad,,tata mcgraw hill, Latest edition.
5. Human Resource Management,Excel books: Rao V.S.P

### e-Learning Source:

[https://onlinecourses.nptel.ac.in/noc20\\_mg15/preview](https://onlinecourses.nptel.ac.in/noc20_mg15/preview)

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

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



## Integral University, Lucknow

Effective from Session: 2024-25							
Course Code	BM432	Title of the Course	Planning and Resource of Integrated Marketing Communication	L	T	P	C
Year	I	Semester	II	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The aim of the course is to define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics.						

Course Outcomes	
CO1	The concept and significance of integrated marketing communications (IMC) in creating consistent brand messages.
CO2	Develop integrated communication plans that leverage various channels such as advertising, public relations, and digital media.
CO3	Design creative and compelling marketing messages that resonate with target audiences.
CO4	Evaluate the effectiveness of IMC campaigns and strategies through data analysis and measurement metrics.
CO5	Conceptual background of E-communication & Personal selling

Unit No.	Title of the Unit		Contact Hrs.	Mapped CO
1	<b>Introduction to Integrated Marketing Communications</b>	The integrated marketing communication concept, Models interpreting the effects of marketing communication	10	CO 1
2	<b>Marketing Communication Mix</b>	Objectives & Budgetary, Advertising, Media Planning,	7	CO 2
3	<b>Creative Strategy and Media Planning</b>	Public relation (PR), Sponsorship, Sales promotion, Direct marketing	8	CO 3
4	<b>Sales Management</b>	Point of Sales, Point of purchase communication	10	CO 4
5	<b>E- Communication &amp; Personal Selling</b>	Fair & exhibition, Personal selling, E- Communication- I, E-Communication- II	10	CO 5

References Books:	
Advertising and Promotion: An Integrated Marketing Communications Perspective" by George E. Belch and Michael A. Belch.	
Integrated Marketing Communications: A Holistic Approach" by P. Ramanathan and N. S. Ramesh.	
Integrated Marketing Communication : Creative Strategy from Idea to Implementation" by Jerome M. Juska	
Integrated Marketing Communication : Text and Cases" by K. Sreejesh and Anusree Sreedharan	
Marketing Communications : Brands, Experiences and Participation" by Chris Fill and Sarah Turnbull	
e-Learning Source:	
<a href="https://onlinecourses.nptel.ac.in/noc22_mg38/preview">https://onlinecourses.nptel.ac.in/noc22_mg38/preview</a>	
<a href="https://archive.nptel.ac.in/courses/110/108/110108141/">https://archive.nptel.ac.in/courses/110/108/110108141/</a>	

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

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

Name & Sign of Program Coordinator	Sign & Seal of HoD
------------------------------------	--------------------





## Integral University, Lucknow

**Effective from Session: 2024-25**

Course Code	BM433	Title of the Course	Market Theory	L	T	P	C
Year	I	Semester	II	5	1	0	6
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The course based on the theoretical and empirical results of the theory of industrial organizations and deals with models of the profits maximizing behavior of firms in different market structures .						

### Course Outcomes

CO1	Be able to understand the concept of market and firm behavior.
CO2	Analyze the price discrimination policy in different types of market.
CO3	Be able to under the product variety in different market structure.
CO4	Analyze the behavior of firms and calculate resulting changes in consumer and produces surplus.
CO5	Understanding competitiveness and profit maximizing level.

Unit No.	Title of the Unit	TOPIC	Contact Hrs.	Mapped CO
1	<b>Introduction of markets and price discrimination</b>	Introduction, Perfect competition, Monopoly, Cournot, Stackelberg Bertrand duopoly, Price discrimination - linear pricing; Third degree price discrimination or group pricing, non- linear pricing ; first and second degree price discrimination .	12	CO1
2	<b>Commodity bundling and product variety under monopoly</b>	Commodity Bundling and Tie in sales ,Stiegler model , Adams and Yellen model , Product variety and Quality Under Monopoly - a spatial approach to horizontal product differentiation Bertrand in a spatial setting , strackelberg in a spatial setting -sequential price competition .	12	CO2
3	<b>Anti competitive strategies</b>	Anti competitive strategies I.- Capacity expansion as a credible entry - deterring commitment /Dixit - model Anti competitive strategies II.- Predation and imperfect information /Bolton - Scharfstein model , Milgrom Roberts model Anti competitive strategies III - Predation and lond term exclusive contracts /Aghion Bolton ,Rasmussen - Rasmayer - Wiley.	12	CO3
4	<b>Price fixing</b>	Price fixing and repeated games , Finitely repeated games , infinitely or indefinitely repeated games	8	CO4
5	<b>Advertising and competition</b>	Advertising and competition I - The monopoly firms profits maximizing level of advertising. Advertising and competition II - Advertising and information in product differentiated market. Advertising and competition III - Advertising, brand name , competition.	8	CO5

### References Books:

Adam aspin (2018) pro power BI destop , apress

Rob Collie - Avichal singh (2016) power point and power Bi, Holy Marco Books

### e-Learning Source:

<https://www.cleammarkets.com>

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

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

Name & Sign of Program Coordinator	Sign & Seal of HoD
------------------------------------	--------------------



## Integral University, Lucknow

**Effective from Session: 2024-25**

Course Code	BM434	Title of the Course	Business Statistics and Data Mining	L	T	P	C
Year	I	Semester	II	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The aim of this course is to introduce students to data analysis and computer visualization technique in beginner and pre-intermediate level. Students are expected to know basic Business Intelligence (BI), MS Povit, MS Power Point, and Some methodologies based on MS Excel Analysis Tool Pak (basic Regression, correlation, and Descriptive statistics).						

### Course Outcomes

CO1	Acquire foundational skills in pivot table analysis for business insight.
CO2	Create and integrate pivot visualizations for data insight.
CO3	Utilize Power Pivot and DAX for complex data operations.
CO4	Understand statistical methods for accurate business forecasting.
CO5	Explore and analyze data with Power BI for strategic decision-making.

Unit No.	Title of the Unit		Contact Hrs.	Mapped CO
1	<b>Introduction</b>	Pivot basics (grouping, filtering, ordering) focusing on business analysis, Advance Pivoting (customization, calculation), Detailed calculations in pivot, Exercise using stock market database.	10	CO1
2	<b>Visualization</b>	Pivot visualization (pivot chart), Pivot connected Tables (Pivot without Power Pivot)	9	CO2
3	<b>Power Pivot</b>	Introduction to Power Pivot, DAX calculations, Power Pivoting Databases, Exercise. Advance computations with Power Pivot	8	CO3
4	<b>Statistical Analysis</b>	Descriptive Statistics, confidential Interval, forecasting from time series, Moving Averages (MA), Correlation, Introduction to regression (basics of forecasting)	9	CO4
5	<b>Power BI</b>	Introduction to Power BI, Analysis using Power BI	9	CO5

### References Books:

Andy Field- Jeremy Miles- Zoe Field (2012) Discovering statistics using R, SAGE Publications, London

Rob Colle- Avichal Singh (2016) Power Pivot and Power Bi, Holy Macro! Books

Alberto Ferrari- Marco Russo (2014) Building Data Models with Power Pivot, Microsoft

Chandraish Sinha (2021) Mastering Power BI

Goon A.M., Gupta M.K. and Das Gupta B. (1991): Fundamental of Statistics, Vol. I, World Press, Calcutta

### e-Learning Source:

<https://nptel.ac.in/courses/110107114>

<https://www.coursera.org/projects/Excels-beginner-google-sheets>

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

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

Name & Sign of Program Coordinator	Sign & Seal of HoD
------------------------------------	--------------------