



Integral University, Lucknow

Effective from Session: 2020-21							
Course Code	BM110	Title of the Course	Principle of Business Management	L	T	P	C
Year	I	Semester	I	3	1	0	4
Pre-Requisite	NONE	Co-requisite	NONE				
Course Objectives	To enable the students to understand the principles of management thought and applying the same in practice						

Course Outcomes	
CO1	To demonstrate management which combines the features of both science and art
CO2	To enable the students to learn various function of management
CO3	To explain the various which laid the foundation of management.
CO4	To examine the importance of the planning process
CO5	To form a business entity in the light of the legal and regulatory framework in India

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to Management	Introduction and Nature of Management, Definition & Meaning-By P. F. Drucker, Koontz O' Donnel, S. George, Management as an Art, Science and Profession, Distinction between Administration and Management, Importance & Functions of Management	10	CO1, CO2
2	Evolution of Management	Evolution of Management- Thought, Pre Scientific Management era, Scientific Management & Contribution of F. W. Taylor, Process Management & contribution of Henri Fayol, HR movement - Hawthorne experiments, Contributions of Behavioral scientists- Abraham Maslow, Peter Drukker, Douglas Mc. Gregor.	10	CO3
3	Planning and Decision Making	Nature & Definition of Planning- Koontz o'Donnel, Hart, Alfred & Beaty, Importance and limitations Planning process, Types of Plans- on the basis of use, functions, time (meaning only), Meaning of Decision making, Steps in decision making, Types of decisions Programmed-Non-programmed; Strategic-tactical, Individual-Group, Policy-Operation, Organizational-Personal.	10	CO2,CO3
4	Process Organizing & Departmentation	Meaning & Definition- Koontz O'Donnell & McFarland, Organizing - Nature, Purpose & Principles, Types of Organization (Formal & Informal), Types of Authority relationships- Line, Functional, Line& staff, Committees, Meaning and types of Departmentation, Centralization and De-centralization (Meaning Only)	8	CO4
5	Elements of Directing, Coordination and Control	Meaning & Importance of Directing, Leadership: Meaning & Styles, Motivation: importance & Theories (Maslow, Herzberg, McGregor), Communication Meaning, Objectives & Types of communication, Meaning, Principles and techniques of Co- ordination, Meaning, Need & steps in Controlling.	7	CO5

Reference Books:

Gupta C.B.; Management Concepts and Practices, Sultan Chand and Sons, New Delhi, Latest edition

Koontz Koontz & O'Donnell & Weirich, Essentials of Management.: Tata McGraw HillJames & Freeman Edward: Stoner Publishing Company, Latest edition

VSP Rao, V Hari Krishna- Management Text and Cases, Excel Books, Edition, Latest edition.

Stoner, Freeman and Gilbert Jr. ; Management Prentice Hall of India New Delhi, Latest edition .

e-Learning Source:

- https://onlinecourses.nptel.ac.in/noc23_mg33/preview
- https://onlinecourses.nptel.ac.in/noc23_mg54/preview
- https://onlinecourses.swayam2.ac.in/aic22_ge19/preview

Course Articulation Matrix: (Mapping of COs with POs and PSOs)											
PO- PSO											
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	1	1	1	2	2	1	1	-	2	1	1
CO2	1	2	1	1	2	2	-	1	-	2	2
CO3	1	1	2	1	1	1	2	2	1	1	3
CO4	2	-	1	3	1	1	1	1	1	1	2
CO5	-	1	1	1	1	2	1	1	2	2	1

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

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Integral University, Lucknow

Effective from Session: 2020-21							
Course Code	BM112	Title of the Course	Introduction to Organizational Behaviour	L	T	P	C
Year	I	Semester	I	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To familiarize and acquaint the student with basic concepts, theories and techniques in the field of human behavior at the individual, group and organizational levels in the changing global scenario.						

Course Outcomes	
CO1	To understand the various issues related to organizational behavior, would be able to know perceptual effects.
CO2	To understand understanding of cognitive , affective and psychomotor components, would be able to establish link between different components of attitude.
CO3	To understand a description of motivational theories, would be able to explore alternate description and implementation using various theories.
CO4	To understand all the aspects affecting the organization, would be able to know the real cause and analyze the reasons for the nonperformance in the organization.
CO5	To understand an overall view of the functioning of the organization, would be able to investigate the reasons of the ego states.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction	What is O.B., Nature and Structure and Structure of O.S. approaches to O.B. behaviorists frame work, social learning frame work. Need for Organizational Behaviour, Challenged and opportunities for Organizational Behaviour , Organizational Behaviour Model.	10	CO1, CO2
2	Learning	Learning and its theories attitudes, personality: meaning, self concept, self- esteem, major determinants of personality organizational development: concept of OD, phases of OD and OD interventions, limitations of OD interventions ,concept of morale and job satisfaction .	10	CO3
3	Organizational Culture	Concept, functions, socialization; creating and sustaining culture, importance of psychological process of motivation, salient motivation tools, motivation; types of motivation, theories of work motivation, managing Conflict-sources, types, process and resolution of conflict, managing across cultures; empowerment and participation.	10	CO2,CO3
4	Group behavior in organization	Group dynamics, types of groups, stages of group development, theories of group formation; Group Cohesiveness, Stress: Causes, Stages and effects, building and managing effective teams, dynamics of managerial leadership: leadership styles.	8	CO4
5	Organizational Development Process	Management of change, organizational development Process, team building, inter- personal behavior in organization: johari window, transactional analysis, types of transactions, life positions, ego states.	7	CO5

Reference Books:

DeLong, J.B., Organizational Behaviour, Burr Ridge: McGraw-Hill Higher Education -Latest edition.2019.

Prasad, L.M.; Organizational Behaviour, Sultan Chand & Sons -Latest edition.2018.

Stephen P., Robbins; Organizational Behaviour; "Prentice Hall of India Pvt. Ltd.", New Delhi- Latest edition.2020.

Luthans, Fred; Organizational Behaviour, Tata McGraw Hill, New Delhi- Latest edition. 2019.

e-Learning Source:

https://onlinecourses.nptel.ac.in/noc23_mg33/preview

https://onlinecourses.nptel.ac.in/noc23_mg54/preview

Course Articulation Matrix: (Mapping of COs with POs and PSOs)											
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	1	1	1	2	2	1	1	-	2	1	1
CO2	1	2	1	1	2	2	-	1	-	2	2
CO3	1	1	2	1	1	1	2	2	1	1	3
CO4	2	-	1	3	1	1	1	1	1	1	2
CO5	-	1	1	1	1	2	1	1	2	2	1

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

Divesh Dutt Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2020-21							
Course Code	BM-111	Title of the Course	Applied Macroeconomics	L	T	P	C
Year	I Year	Semester	I Semester	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Objective	The objective of this course is to make the students aware of crucial macro-economic variables like the level of income, employment, prices, investment, consumption, money supply and trade. It also aims to equip the students with a fundamental knowledge of the macroeconomics on the basis of which policy decision can be analyzed and business decisions can be made.						

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	Content of Unit	Contact Hrs.	Mapped CO
1	Approaches to Macroeconomics	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	Public Finance	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	Macroeconomic Environment	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	Balance of Payment and Business Cycle	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	Business & Institutions	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

Reference 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.swyam2.ac.in/cec22_hs08/preview

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

PO-PSO CO	Course Articulation Matrix: (Mapping of COs with POs and PSOs)										
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	1	2	1	2	-	2	1	1	-	2	-
CO2	2	2	2	-	1	3	-	2	-	3	3
CO3	3	-	1	2	3	-	1	-	2	1	1
CO4	3	2	2	1	1	2	2	2	1	3	3
CO5	2	1	-	3	2	3	2	2	2	1	1

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



Effective from Session: 2024-25							
Course Code	LW153	Title of the Course	Legal Language and Communication Skills	L	T	P	C
Year	I	Semester	I	3	1	0	4
Pre-Requisite		Co-requisite					
Course Objectives	<ol style="list-style-type: none"> 1. This law course is intent to develop an understanding of the legal system and different terminologies used in the legal profession. 2. To course will provide the students with a wide understanding of commonly encountered legal terms and principles. 						

Course Outcomes	
CO1	The students shall be able to understand the meaning, scope, and problems in relation to legal language
CO2	The students shall be able to learn the legal maxims and terms to be used in the understanding of the various legal principles and while drafting legal documents
CO3	The students shall be able to understand the modes and manner of legal communication and principles of drafting moot memorials
CO4	Students shall be able to analyze the importance of language in the legal document
CO5	The students shall be able to get acquainted with the art of legal drafting, formal applications and curriculum vitae

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction Grammar and Usage	Fundamentals of Communication, Definition, Process, Kinds of Communication, Barriers to Communication Remedies. Grammar: 1. Simple, Complex & Compound Sentences 2. Clauses & Phrases 3. Tense & agreement 4. Basic Transformations: • Active & Passive • Affirmative & Negative • Direct & Indirect Speech 5. Question Tags & Short Responses 6. Conditionals 7. Some Common Errors	07	CO1
2	Legal English	History & Characteristics of Legal English, meaning of Language, Importance of language, Relation of Language with law, Meaning of Legal Language, Importance of legal language, Scope of Legal Language, Legal and ordinary meaning of words, Hints for effective Legal Writing, Constitutional Provisions relating to language, Problems of legal language.	10	CO2
3	Legal terms	Usage of Latin words, expressions and Legal Latin words and phrases – Legal Terminology: ab initio, ad valorem, ad idem, affidavit, alibi, amicus curiae, a priori, a posteriori, bonafide, malafide, caveat emptor, caveat venditor, corpus juri, casus belli, compos mentis, de jure, de facto, de nova, ex parte, ipso facto, ex-gratia, ejusdemgenieris, in limine, nolo contendere, per se, prima facie, suomotu, and other similar terms.	8	CO3
4	Legal maxims	Maxims in Civil and Criminal law: Audi alterampartem, actus non facitreum nisi mens sit rea, bonafides non patiturutbis idem exigature, damnum sine injuriaessepotest, commodum ex injuriasuanonhaberedebet, delegatus non potestdelegare, extra territorium jus dicentiimpune non paretur, Ex Turpi Causa Non OriturActio, de minimis non curatlex, Dolo Malo Pactum Se NouServaturum, and other similar maxims.	10	CO4
5	Fundamentals of legal writing	Brief writing and drafting of legal issues • Case commentary, review • Legislation and literature review • Legal review: Newspaper • Passages & Paragraphs from leading cases • Essay Writing on topics of legal interest • Translation: Hindi to English and English to Hindi • Legal correspondence • Judgment Drafting. Significance of Legal language by way of: • Legal Transcripts & Texts • Landmark Judgments • Legislations, Statutes and Treaties	10	CO5

Reference Books:

Anirudh Prasad, Outlines of Legal Language in India (Central Law Pulications, 7th ed., 2014).
 Madabhushi Sridhar, Legal Language (Asian Law School), 2nd Ed. Reprint.
 B.M. Gandhi, Legal Language, Legal Writing and General English (Eastern Book Co.1st ed. Reprint, 2017).
 S.S. Sharma, Legal Series, Public Interest Litigation and Para Legal Services (Central Law Agency, 3rd Ed., 2013).

e-Learning Source:

- <https://blog.ipleaders.in/>
<https://livelaw.in/>
<https://learnenglish.britishcouncil.org/>

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

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
	CO1	3	1			1	1					3
CO2	2	1	3	2							2	
CO3	2	1	2	1	1						2	
CO4	3	3	3	3	2	1	1	3			1	
CO5	1	1	2									

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

Name & Sign of Program Coordinator

Sign & Seal of HoD



Effective from Session: 2024-25							
Course Code	LW155	Title of the Course	Bharatiya Nyaya Sanhita I	L	T	P	C
Year	1	Semester	I	3	1	0	4
Pre-Requisite		Co-requisite					
Course Objectives	1. The course seeks to enable students to understand the Bhartiya Nayay Sanhita (BNS) 2023. 2. This paper focuses on the study of substantive Criminal Law under BNS 2023.						

Course Outcomes	
CO1	To ensure knowledge of fundamental criminal law and the application of the Bhartiya Nayay Sanhita
CO2	Become aware of the general overview and punishments and exceptions under the criminal law.
CO3	To analyse and understand abetment, conspiracy, and offences against women and children under the BNS.
CO4	To ensure the students understand offences against the state.
CO5	To develop critical thinking and analytical skills through the study of real-world scenarios and case studies.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	General overview of BNS 2023	Introduction of Crime, Theory and Elements of Crime, Stages of Crime, Theories of Punishments. Introduction of BNS	10	CO1
2	Definitions & general exception	Preliminary (Section 1- 5), Of Punishment (Sec. 4 To Sec. 13) General Exception and Expressions (Section 18 To Sec. 33) Right to Private Defense (Section 34-44)	12	CO2
3	Of abetment/ criminal conspiracy Offences against woman and child	of Abetment, Criminal Conspiracy and Attempt of Abetment (Section 45 to Sec. 62), Offences Against Women and Children (Section 63-99)	12	CO3
4	O offences against the public tranquility and false evidence offences	Offences against the state (Section 147-158), Offences against public tranquility (Section: 189 to Sec. 197), False Evidence Offences Against Public Justice (Section 227 to Sec. 269)	6	CO4
5	Case study	Use case law and hypothetical scenarios to train the students	5	CO5

Reference Books:	
	Vageshwari Deswal Saurabh Kansal, Taxman , Bharatiya Nyaya Sanhita 2023 Law & Practice
	EBC, Bhartiya Nyaya Sanhita, 2003/ Eastern Book Company 2023-2024
	Taxmann’s Bhartiya Nyaya Sanhita 2023by Taxman
	Prof. S.N. Mishra Indian Penal Code , Central Law Publication, 2023
	K D Gaur / commentary on The Indian Penal Code , 2023 Lexis Nexis
	Ratanlal & dhirajlal , K Kannan , The Indian Indian Penal Code, Lexis Nexis /2022
e-Learning Source:	
	https://cdnbbsr.s3waas.gov.in
	www.indiacode.nic.in
	https://prsindia.org/files/bills
	https://indiankanon.org/

Course Articulation Matrix: (Mapping of COs with POs and PSOs)												
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	2	-	1	1	1	3	2	3	1
CO2	2	2	3	3	1	2	1	1	3	2	3	2
CO3	3	3	2	3	2	1	1	-	-	3	2	1
CO4	2	2	2	2	1	2	1	1	3	3	2	1
CO5	3	3	3	3	3	2	2	2	3	2	2	-

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

Name & Sign of Program Coordinator

Sign & Seal of HoD



Effective from Session:							
Course Code	LW157	Title of the Course	Law of Torts with Minor Acts	L	T	P	C
Year	1	Semester	I	3	1	0	4
Pre-Requisite		Co-requisite					
Course Objectives	<p>1. This course intends to make the students understand the nature of Torts and the basic principles in constituting the general defenses for its parties and to Analyze the liability principles as established under the Law of Torts.</p> <p>2. Students will gain a comprehensive understanding of the Consumer Protection Act, 2019 and its significance in promoting a fair and just society.</p> <p>3. Students will gain a thorough understanding of the Motor Vehicle (Amendment) Act, 2019, and its implications on road safety in India.</p>						

Course Outcomes	
CO1	To explore the evolution, meaning and nature of the Law of Torts.
CO2	To comprehend the fundamental principles of tort law, including negligence, intention, recklessness, and strict liability, etc.
CO3	To understand the concept of defenses and damages in tort law and its importance in compensating victims of tortious acts.
CO4	Students will learn about consumer protection, its importance, and the need for effective consumer protection laws.
CO5	To familiarize students with the various provisions of the Motor Vehicle Act, 1988, and its amendments, and to understand the consequences of non-compliance.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to Tort	Nature and Definition of Torts; Tort distinguished from Contract, Quasi-Contract, Crime, Mental element in torts, Motive, Intention, Malice and its kinds, General Condition of Liability in Torts: Wrongful act, Legal damage, Legal remedy: <i>Ubi jus ibi remedium</i> ; Maxims: <i>Damnum sine injuria</i> , <i>Injuria sine damnum</i> , Malfeasance, Misfeasance and non-feasance, Joint tortfeasors,	10	CO1
2	General Defenses and Damages	General Defenses: Volenti non fit injuria, Act of God, Inevitable accidents, Plaintiff's default, Private defense, Judicial and quasi-judicial act. General remedies in torts; Damages: Damages and its kinds, Remoteness of damage, Judicial and extra judicial remedies.	09	CO2
3	Specific Torts	Vicarious liability, No Fault Liability-strict and absolute liability, Negligence and contributory negligence, Assault, Battery, False imprisonment, Malicious prosecution, Nuisance, Trespass and its kinds, Defamation, Cyber Tort.	10	CO3
4	Consumer Protection Act, 2019	Consumer Protection Act, 2019: Aims and Objectives, Definitions of consumer, service, defect, deficiency, complaint, complainant, goods, manufacturer, misleading advertisement, restrictive trade practice, unfair contract, unfair trade practice; E- Commerce. Rights of Consumers, Enforcement of Consumer Rights, Establishment of Consumer Protection Councils and Consumer Protection Authority, Introduction of mediation as an Alternate Disputes Redressal Mechanism, Product Liability, Offences and Penalties.	08	CO4
5	Motor Vehicles Act, 1988	Motor Vehicles Act, 1988: Salient features, Settlement of claims, Motor accidental claims tribunals, Insurance, Insurer's liability for third party risk. The Motor Vehicles (Amendment) Act 2019: Key features & Penalties.	08	CO5

Reference Books & Statutes:	
W.V.H. Rogers, <i>Winfield & Jolowicz on Tort</i> (Sweet & Maxwell, 19 th edn., 2016).	
G.P. Singh and Akshay Sapre, <i>Ratanlal & Dhirajlal the Law of Torts</i> (LexisNexis, 28 th edn., 2019).	
R. F. V. Heuston and R.A. Buckley, <i>Salmond & Heuston on The Law of Torts</i> (Sweet & Maxwell, 21 st edn., 1996)	
Tony Weir, <i>A Casebook on Tort</i> (Sweet & Maxwell, 10 th edn., 2004).	
Kannan & Vijayaraghavan, <i>Motor Vehicle Laws</i> (LexisNexis, 17 th edn., 2023).	
Taxmann's Consumer Protection Law & Practice (Bharat Law House, 2023).	
The Consumer Protection Act, 2019; The Motor Vehicles (Amendment) Act 2019.	
B.N. Gandhi, <i>Law of Torts</i> , EBC Publication, 2002.	
Murphy and witting, <i>Street on Law of Torts</i> , Oxford University Press, 13th Edition	
e-Learning Source:	
https://www.legalbites.in/library-law-of-torts/ .	
https://courses.lumenlearning.com/suny-monroe-law101/chapter/general-law-of-torts/ .	
https://www.law.cornell.edu/wex/tort .	

PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO																		
CO1	3	1			1	1	1	1					3	1	1	1		
CO2	3	1	1	1	1	1	2	1					2	1	1	1		
CO3	3	1	1	1		1		2					2	1		1		
CO4	3	2			1		1	1					2	1		1		
CO5	3	1			2	1		2					2	1		1		

1- 2Low 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 115	Title of the Course	MICROECONOMICS	L	T	P	C
Year	I	Semester	II	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The objective of this course is to equip the students with the methodology of decision making using the it aims to make the students aware of the working of the markets, the determination of prices and the techniques.						

Course Outcomes	
CO1	To know the meaning and nature of economics and understand the basic concept of economics.
CO2	Understand the theoretical concept of demand and use forecasting of demand in practice.
CO3	Understand the concept of cardinal and ordinal utility approaches analysis of utility and use their applications indecision making.
CO4	Understand the concept of cost and production that helps in determination of price and output as a firm.
CO5	Understand the different form of markets and their implications.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction	Microeconomics: meaning nature and scope. Basic concepts of economics: Static and dynamic approaches, equilibrium, utility, opportunity cost, marginal and incremental principles, Microeconomics and Business.	10	CO1
2	Theory of Demand	Nature of demand for a product, Law of Demand -Factors affecting this Law, Exceptions Individual demand, Market demand, Determinants of demand, Elasticity of demand -Price Income, Cross and Advertising elasticity of demand, Determinants of Elasticity of demand, Demand as multivariate function.	9	CO2
3	Theory of Consumer Behavior	Concept of utility, Cardinal utility, Law of diminishing marginal utility, Law of Equi-marginal utility, Indifference curve analysis, Marginal rate of substitution, Budget line, Consumer' equilibrium, Applications of indifference curves.	9	CO3
4	Theory of Production and Costs	The concept of production function, Production with one and two variable inputs, Law of variable proportion, Law of Return to scale, Optimal input combination, Theory of cost in short run and long run, Revenue function.	8	CO4
5	Market Structure & Pricing Theory	Breakeven analysis, Pricing under perfect competition, Pricing under monopoly, Price discrimination Pricing under monopolistic competition, Selling cost, Pricing under oligopoly: Cournot's model, Kinked demand curve, Price leadership.	10	CO5

Reference Books:

- Dwivedi, D. N., Microeconomic Theory, Pearson Education, New Delhi, 2003
- Koutsoyiannis A, Modern Microeconomics, 2nd ed., Macmillan, 1979.
- Marshall, A., Principles of Microeconomics, 8 th ed., Macmillan & Co., London, 1920.
- Salvatore, D., Principles of Microeconomics, Prentice-Hall, 2000
- Ackley, G., Macroeconomic Theory, New York: Collier-Macmillan, 1966

e-Learning Source:

<https://nptel.ac.in/courses/110104093>

Course Articulation Matrix: (Mapping of COs with POs and PSOs)											
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	1	2	1	2	1	2	1	1	1	1	1
CO2	2	2	1	1	2	1	2	1	2	1	2
CO3	2	1	2	2	2	1	2	2	2	2	2
CO4	2	2	1	1	2	2	1	1	2	1	1
CO5	1	2	1	2	1	2	1	2	1	2	2

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

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Integral University, Lucknow

Effective from Session: 2020-21							
Course Code	BM114	Title of the Course	Introduction to Marketing Management	L	T	P	C
Year	I	Semester	II	3	1	0	4
Pre-Requisite	NONE	Co-requisite	NONE				
Course Objectives	The objective of this course is to impart in depth knowledge to the students regarding the theory and practice of Marketing Management						

Course Outcomes	
CO1	To evaluate the Consumer Needs, Wants, and Consumer Insights.
CO2	To analyze the effective use of Market Targeting, Target Market Strategies, Product Positioning.
CO3	To examine the reasons behind implementation of influencing pricing decisions and Pricing Strategies.
CO4	To determine the best methods of Advertising and Public Relations, Personal Selling and Sales Promotion, Sales Promotion.
CO5	To analyze the effective use of alternatives in Type of Marketing Channel implementation of different trends in the area of marketing.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to Marketing Management	Introduction – Meaning and nature of marketing management, objectives and importance of marketing management, marketing concepts. Consumer Needs, Wants, and Consumer Insights: Introduction, Needs and Wants, Using Needs/Wants Insight in Marketing, Benefits Sought By Consumers, The Impact of Emotional Benefits, Consumer Insight, Possible Sources of Insights, Using Insights, Finding and Developing an Insight , The Role of an Insight in Product Development and Marketing	8	CO1
2	Segmentation Targeting and Positioning (STP)	Market Segmentation and Product Positioning: Introduction, Market Segmentation, Market Targeting, Target Market Strategies, Product Positioning and Differentiation, choosing a Differentiation and Positioning Strategy, Changing the Product Positioning, USPs.	8	CO2
3	Marketing Mix: Product and Price	Products and Services: Introduction, Levels of Product and Services, Classifications, Product and Service Decisions. Branding, New Product Development and Product Life Cycle (PLC), Services Marketing: The Nature and Characteristics of a Service, Marketing Strategies for Service Firms. Pricing: Introduction - factors influencing pricing decisions and Pricing Strategies.	9	CO1,CO3
4	Marketing Mix: Promotion	Marketing Communication, Integrated Marketing Communications (IMC), and Promotion Mix Strategies – Push and Pull Strategy. Advertising and Public Relations, Personal Selling and Sales Promotion, Sales Promotion - Trade Shows, Trade Sales Promotion, Consumer Sales Promotion. Publicity and direct marketing - Direct Marketing, Benefits of Direct Marketing, Direct Marketing Channels, Public and Ethical Issues in Direct Marketing.	10	CO4
5	Marketing Mix: Place (Distribution channel)	Distribution Channels: Introduction, Type of Marketing Channel, Channel Motivation, Importance of Channel of Distribution, Multiple Channels Distribution, Retail, Levels of Service, Corporate Retailing, The New Retail Environment. New trends in the area of marketing.	10	CO5

Reference Books:

- Kotler, Philip and Armstrong. (2020). Principles of Marketing. New York: Pearson Education.2019.
- Ramaswamy and Namakumari. (2018). Marketing Management.Macmillan.2019.
- Arun Kumar and Meenakshi. (2020). Marketing Management.Vikas.Publication (Latest Edition) 2020.
- Lamb, Hair and Danniel. M. C. (2017). Marketing. (7thed.).Thomson Publishings (Latest Edition) 2019.

e-Learning Source:

- https://onlinecourses.swayam2.ac.in/cec20_mg06/preview
- https://onlinecourses.nptel.ac.in/noc23_mg08/preview
- https://onlinecourses.swayam2.ac.in/aic22_ge19/preview
- https://onlinecourses.nptel.ac.in/noc23_mg24/preview

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

PO-PSO	Course Articulation Matrix: (Mapping of COs with POs and PSOs)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	
CO1	1	1	1	2	2	1	1	-	2	1	1	
CO2	1	2	1	1	2	2	-	1	-	2	2	
CO3	1	1	-	1	-	-	2	2	1	1	-	
CO4	2	-	1	3	1	1	1	1	1	1	2	
CO5	-	1	1	1	1	2	1	1	2	-	1	



Integral University, Lucknow

Effective from Session: 2020-21							
Course Code	BM157	Title of the Course	Introduction of Indian Financial System	L	T	P	C
Year	I	Semester	II	3	1	0	4
Pre-Requisite	NONE	Co-requisite	NONE				
Course Objectives	At the end of this Subject, students will be able to explain the financial system of the country and how the government in coordination with RBI and other regulatory institutions regulate the markets; will understand the role and responsibilities of various market intermediaries and also learn about various financial assets.						

Course Outcomes	
CO1	To Understand and Knowledge of financial concepts
CO2	To make students understand the meaning and concept of Financial Assets.
CO3	To Understand and Ability to illustrate the solutions related to business finances.
CO4	To make students aware of functions and role of Financial Intermediaries.
CO5	To make student understand the regulatory structure of Indian financial system.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to Indian Financial System	Financial System: Meaning and Functions; Saving-Investment Process; Components of the Financial System; Growth and Trends in Indian Financial System; Financial Sector Reforms in India, Role of Indian Financial System in Indian Economic Development	09	1
2	Financial Assets	Meaning and Features of Financial Assets; Financial Assets Vs. Real Assets; Classification of Financial Assets; Equity Shares; Preference Shares, Debentures, Innovative Debt Instruments; Derivative Instruments; Non-Marketable Financial Assets, Money Market Instruments	09	2
3	Financial Markets	Meaning and Functions of Financial Markets; Classifications of Financial Markets; Money Market and Capital Market; Debt Market and Equity Market; Primary Market (IPO and Book Building) and Secondary Market; Spot Market and Forward Market; Exchange Traded Market and Over the Counter Market	09	3
4	Financial Intermediaries	Meaning of Financial Intermediation; Functions of Financial Intermediaries; Major Financial Intermediaries and Their Roles: Commercial Banks, Non-Banking Financial Companies, Mutual Funds, and Insurance Companies, Financial Institutions, Non-Banking Financial Services Companies	09	4
5	Regulatory Authorities	Regulators of Indian Financial System; The Reserve Bank of India – Organization, Roles and Functions, Monetary Policy, Techniques of Monetary Control; The Securities and Exchange Board of India – Organization, Objectives, Roles, Functions and Power; Insurance Regulatory and Development Authority of India - Organization, Power, Scope, and Functions	09	5

Reference Books:	
Gomez. Financial Markets Institutions and Financial Services. 1st edition, Phi Learning, 2018.	
Bhole and Mahakud. Financial Institutions and Markets, 5th edition, McGraw Hill, 2019.	
Ramesh Babu, Financial Markets and Institutions. 1st edition, Concept publishing company, 2016.	
M. Y. Khan and P. K. Jain, Financial Management: Text, Problems and Cases, 6th Edition, Tata McGraw-Hill Education, 2014.	
P. Mohana Rao, Financial Services- Text, Cases & Strategies. 1st edition, Deep & Deep Publication, 2017.	
e-Learning Source:	
Indian Financial System (https://unacademy.com/content/railway-exam/study-material/economics/indian-financial-system/)	
https://www.youtube.com/watch?v=B-ULvtkdsrw	
https://www.youtube.com/watch?v=WNGVxbzELTw	

PO-PSO CO	Course Articulation Matrix: (Mapping of COs with POs and PSOs)										
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	2	3	2	2	2	1	2	2	3	1
CO2	2	1	3	2	1	2	2	3	2	2	2
CO3	3	2	3	2	1	2	1	2	3	2	2
CO4	2	1	2	2	1	2	1	3	2	1	2
CO5	2	1	2	2	1	2	1	2	2	2	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: 2020-21							
Course Code	LW167	Title of the Course	International Law	L	T	P	C
Year	I	Semester	II	3	1	0	4
Pre-Requisite		Co-requisite					
Course Objectives	To help the students understand the legal aspects and the premise of Public International law and its principles in comparison to the Municipal Law. To make the students analyse the different aspects relating to the International boundaries of air, space and sea						

Course Outcomes	
CO1	To help students understand the legal aspects of International law and make them understand application of International Law with that of Municipal Law.
CO2	To make students understand the concept of Nations (State) and its relevance as primary subject of International Law.
CO3	To acquaint the students with various provisions related to Law relating to Sea, Air and Outer Space and its development in recent times.
CO4	To make students understand various provisions relating to Settlement of International Disputes through Peaceful and Coercive means.
CO5	To acquaint the students with the specific international provisions relating to War, War Crimes, Paws, Asylum and Extradition.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to Public International Law	Definition, Nature and Basis of International Law; Sources of International Law – International Conventions, International Customs, General Principles of Law recognized by Civilized States, Decisions of Judicial Tribunals, Juristic Works, Decisions or Determinations of Organs of United Nations, Other Sources; relationship between International and Municipal Law; Subjects of International Law: States, Individuals, Non-State Entities, Importance of Individuals under International Law.	10	CO1
2	State	Definition of State, State Jurisdiction; recognition of States, Governments, Insurgency and Belligerency; Theories and Modes of Recognition; Legal Effects of Recognition; Acquisition and Loss of Territory – Occupation, Prescription, Accreditation, Cession, Annexation, State Succession; Intervention	10	CO2
3	Law of Sea:	Territorial Sea, Contiguous Zone, Continental Shelf, Exclusive Economic Zone; Law of Air and Outer Space, Air Craft Hijacking under Air Law, Development of Outer Space Law.	05	CO3
4	Settlement of International Disputes	Peaceful Settlement of International Dispute: Negotiations, Mediation, Conciliation, Good Offices, Arbitration, Judicial Settlements of Dispute under ICJ; Modes of Short of War for Settlement of International Disputes: Retorsion, Intervention, Embargo, Pacific Blockade	10	CO4
5	War and Its Effects	Definition of War and Total War; International Armed Conflict and Non-International Conflict; Effects of Outbreak of War; War Crimes, Paws; Asylum, Extradition.	10	CO5

Reference Books:
S.R. Myneni, Public International Law (Asia Law House, 1 st edn., 2013).
K.C. Joshi, International Law and Human Rights (Eastern Book Co., 3 rd edn., 2016).
H. O. Agarwal: International Law and Human Rights (Central Law Publication, 20 th edn. Reprint 2015).
S. K. Kapoor: International Law and Human Rights (Central Law Agency, 20 th edn., 2016).
e-Learning Source:
https://ipleaders.in/
https://indiankanoon.org/

Course Articulation Matrix: (Mapping of COs with POs and PSOs)												
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
CO1	1	3	3	3	2	2	1	3	3	3	2	2
CO2	1	3	3	3	2	2	1	3	3	3	2	2
CO3	1	3	3	3	2	2	1	3	3	3	2	2
CO4	1	3	3	3	2	2	1	3	3	3	2	2
CO5	1	3	3	3	2	2	1	3	3	3	2	2

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: 2023-24							
Course Code	LW164	Title of the Course	Bharatiya Nyaya Sanhita II	L	T	P	C
Year	I	Semester	II	3	1	0	4
Pre-Requisite		Co-requisite					
Course Objectives	<ol style="list-style-type: none"> 1. To provide an in-depth understanding of specific crimes relating to the body, property, and state. 2. To stay informed about the newly added offences in BNS 2023. 						

CO1	Evaluate and apply the law concerning offenses against the human body and offenses against the state.
CO2	To examine the legal definitions, classifications, and implications of various offences related to property & religion.
CO3	To ensure the students understand offences against property.
CO4	To examine the legal definitions and implications of various offences related to reputation.
CO5	To develop critical thinking and analytical skills through the study of real-world scenarios and case studies.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Offences affecting the Human Body	Offences affecting Life, Hurt, Criminal Force and assault, Kidnapping, abduction Etc. (Section: 100 to Sec.146)	12	CO 1
2	Offences Relating To Religion and Property	Offences relating to religion (Section: 298 to Sec. 302), offences related to Property Theft, Snatching, Extortion, Robbery and Dacoity, (Section: 303 to Sec. 313)	12	CO 2
3	Intimidation, Insult, Annoyance, Defamation, Etc.	Criminal Misappropriation of Property, Criminal Breach of Trust, Receiving of Stolen Property, Cheating, Fraudulent Deeds and Dispositions of Property, Mischief, Criminal Trespass (314-334)	9	CO 3
4	Criminal Intimidation Insult Etc.	Forgery, Criminal intimidation, insult, annoyance, defamation, etc, defamation, (Section: 336 to Sec. 357)	8	CO 4
5	Case Study	Use case law and hypothetical scenarios to train the students.	4	CO 5

Reference Books:

- Vageshwari Deswal Saurabh Kansal, Taxman , Bharatiya Nyaya Sanhita 2023 | Law & Practice
- EBC, Bhartiya Nyaya Sanhita, 2003/ Eastern Book Company 2023-2024
- Taxmann's Bhartiya Nyaya Sanhita 2023by Taxman
- Prof. S.N. Mishra Indian Penal Code , Central Law Publication, 2023
- K D Gaur / commentary on The Indian Penal Code , 2023 Lexis Nexis
- Ratanlal & dhirajlal , K Kannan , The Indian Indian Penal Code, Lexis Nexis /2022

e-Learning Source:

- <https://jansatta.com>
- www.indiacode.nic.in
- <https://prsindia.org/files/bills>
- <https://indiankanoon.org/>

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

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
	CO1	3	3	3	2	-	1	1	1	3	2	3
CO2	3	2	3	3	1	2	1	1	3	2	3	2
CO3	3	3	2	3	2	1	1	-	-	3	2	3
CO4	2	3	3	3	1	2	1	1	3	3	2	3
CO5	2	3	3	3	3	2	1	2	3	2	2	-

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

Name & Sign of Program Coordinator

Sign & Seal of HoD



Effective from Session: 2024-25							
Course Code	LW168	Title of the Course	Computer Literacy	L	T	P	C
Year	I	Semester	II	2	0	4	4
Pre-Requisite		Co-requisite					
Course Objectives	<ul style="list-style-type: none"> This paper provides the students a thorough knowledge of understanding the elements of Word Processing The paper is aimed at developing and understanding the implications of AI in computer 						

Course Outcomes	
CO1	Understand the fundamental principles and basics of computer Language
CO2	Understand the word Processing system
CO3	Understand the basic of computer networks
CO4	Explore computer communication and Network
CO5	To understand and explore impact and implications of AI in computer

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction	Introducing computers , Basic DOS commands , Comparison of DOS and Windows, Switching Between DOS and Windows, Basic DOS Commands ,File/Directory Manipulations Copying of files and Disks ,Delete/Undelete , Formatting a floppy, Languages in computer C++, Java, Python, Java Script, SQL	6	CO1
2	Elements and Introduction to Word Processing	An Introduction to Word Processing ,Opening Word Processing Package The Menu Bar ,Using the Help Using the Icons below menu bar ,Opening Documents and Closing documents Opening Documents ,Save and Save AS 3. Page Setup , Printing of Documents. Display/Hiding of Paragraph Marks and Inter Word Space , Moving Around in a Table Manipulation Concept of table: Rows Columns and Cells Draw Table ,Changing cell Width and Height, Alignment of Text in Cell, Copying of cell Delete/insertion of row and columns, Borders for Table, Excel, spreadsheet	6	CO2
3	Computer communication and Internet	Basic of Computer networks, LAN, WAN , Internet ,Concept of Internet Application of Internet , Service on Inter Net ,WWW and web-sites ,Electronic mails Communication on Internet , WWW and Web Browsers , Web Browsing software Internet Explorer . Netscape Communicator , Surfing the Internet, Giving the URL address , Search ,Moving Around in a web-site , Printing or saving portion of web pages ,Downloading, Presentation of the Slides, Using the Slide Show, Printing the Slides and Handouts, Slide sorter, Title sorter	6	CO3
4	Artificial Intelligence	Definition and history of AI, Branches of AI: Narrow AI, General AI, and Super AI Key applications of AI in various industries, Foundational Concepts in AI, key applications of AI in Law	6	CO4
5	AI in Practice	Introduction to Chatgpt, Features of Chatgpt, The Implications of Chatgpt for Legal services and Society, Tools of Artificial Intelligence Google Bard, Chatsonic, Midjourney, DALL-E 3, Slides AI, Hubspot, Paradox, Synthesia, aixcoder, Tabnine, Deepbrain AI, Textio, Wordtune	6	CO5

Reference Books:
<ul style="list-style-type: none"> Pradeep K Sinha, Priti Sinha Computer Fundamentals, BPB Publications Goodfellow, Ian, Yoshua Bengio, and Aaron Courville. "Deep Learning." MIT Press, 2016. Bishop, Christopher M. "Pattern Recognition and Machine Learning." Springer, 2006.

e-Learning Source:
<ul style="list-style-type: none"> Online tutorials and documentation for TensorFlow, Keras, and PyTorch Research papers from AI conferences (e.g., NeurIPS, ICML, CVPR) AI-related articles and news from reputable sources

Course Articulation Matrix: (Mapping of COs with POs and PSOs)													
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8		PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3	2	1	1	1		3	1	2	1

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

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

Name & Sign of Program Coordinator	Sign & Seal of HoD
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