



Integral University, Lucknow

Effective from Session: 2020-2021							
Course Code	LN201	Title of the Course	Advanced Professional Communication	L	T	P	C
Year	II	Semester	III	5	1	0	6
Pre-Requisite	10+2	Co-requisite	Enrolled in UG				
Course Objectives	<p>The course will sensitize the students for the challenges of a society that is shaped by communication. As participants in the program, students develop and integrate knowledge, creativity, ethical practice, and skills. Students also examine and produce work in oral, written, and visual communication and practice skills in group and intercultural communication.</p>						

Course Outcomes	
CO1	Students will be introduced how to improve Reading and Listening skill. they will Know the various techniques to improve their listening skills. They will Learn to apply various techniques of Note taking and the relation between speedy reading and success and also learn the ways to increase their speed of reading.
CO2	Students will develop the ability to Learn how to write CVs and Resumes. They will Know the importance of compactness of writing and be able to develop adequate knowledge of précis writing techniques. They will also Learn how to construct paragraph effectively.
CO3	Students will develop the ability to Know the basics of Group Discussion. They have been given an idea of Seminars. They will Learn how to perform as a team player and also emerge as a leader in a group. They will also learn to know about the different types of job interviews held
CO4	The objective of this unit is to introduce the Presentation skills and make them Understand what is meant by non-verbal communication, to develop the efficiency of audio-visual aids. The unit is aimed at developing the basic and advanced nuances in oral communication
CO5	The last unit of this programme will enable the students to prepare project work on any of the given topics to demonstrate writing skills and the knowledge and understanding which the acquire from learning Communication skills.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Reading and listening Comprehension	Ways to improve the Speed & Efficiency of Reading, Importance of Skim Reading, Note Making, Linear Note- Making & Patterned Note- Taking, Listening Skills & Features of Effective Listening, Listening Skills & Features of Effective Listening	12	CO-1
2	Writing Skill	C V & Resume writing, Job Application letter/Covering letter, Précis making: Principles of condensation, Rules for writing précis Paragraph writing, Development of the paragraph,	12	CO-2
3	Title of the unit: Group Discussion and Interview Skills	Group Discussion: Meaning & Significance, How to prepare & practice for GD, Common Pitfalls in a GD, Seminars: Definition & Conventions of a Seminar, Interview: Definition, Skills & Techniques, Preparation, Negative Interview Factors & Interview Tips	12	CO-3
4	Presentation Skill	Presentation strategies: Purpose, Audience and locale, Organizing contents, Audio-Visual aids, Nuances of Delivery, Body language, Voice dynamics	12	CO-4
5	Project Work	Project Work	12	CO-5

Reference Books:

- 1- *Communication Skills: A Practical Guide to Improving Your ...* Author: Ian Tuhovsky, Originally published: 2015
- 2- *Effective Communication Skills: How to Enjoy ...* Author: Keith Coleman, Originally published: 10 October 2018
- 3- *The Art of Communicating*, Author: Thich Nhat Hanh, Originally published: 13 August 2013
- 4- *The Science of Effective Communication: ...* Author: Ian Tuhovsky, Originally published: 20 December 2017
- 5- Adair, John : *Effective Communication*. London : Pan Macmillan Ltd.,
- 6- Gawith, G. *Power learning : A student's guide to success* Lower Hutt, Newzealand : Mills Publications., 1992.
- 7- Lalitha Ramakrishnan. *Business Communication*. Karaikal : Himalaya Publications., 2013 [4] L.A. Hill Teaching English as a second language. Cambridge Univesity 1, 1965.
- 8- Sherman J: *Essential writing skills for intermediate students*, oxford : oxford University Press., 1994. IJSE

e-Learning Source:

- 1- <http://psydilab.univer.kharkov.ua/resources/ucheba/softskills/chapter%205.pdf>
- 2- <https://drncvpyikhjv3.cloudfront.net/sites/77/2019/06/26110758/Group-Discussion-Techniques.pdf>

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO- PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO4	PSO5	PSO6	PSO7
CO1	3	3	3	2	3	3	3	3							3	2	3	3
CO2	3	3	3	3	3	2	2	3							2	3	2	3
CO3	3	2	3	2	2	3	3	3							3	3	3	2
CO4	2	3	3	2	2	1	2	3							3	3	3	2
CO5	3	3	2	2	2	2	3	3							3	3	2	1

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



Integral University, Lucknow

Effective from Session: 2020-21							
Course Code	BM215	Title of the Course	COST AND MANAGEMENT ACCOUNTING	L	T	P	C
Year	II	Semester	III	3	1	0	4
Pre-Requisite	NONE	Co-requisite	NONE				
Course Objectives	The primary objective of the course is to comprehend the basic concepts and methods of costing, cost allocation and control.						

Course Outcomes	
CO1	To give in-depth knowledge of cost and cost accounting, its elements and detailed classification of cost.
CO2	To acquire better understanding of cost analysis and budgetary control.
CO3	To provide conceptual knowledge of marginal costing, its application and techniques.
CO4	To acquire in-depth understanding of standard costing and variance analysis.
CO5	To describe management accounting in the light of funds flow and cash flow statement.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction	Introduction: cost and cost accounting, scope, objectives, advantages and disadvantages, cost control and cost reduction; elements of cost, components of total cost, classification of cost: fixed, variable, semi variable, product, and period costs, direct and indirect costs, relevant, irrelevant costs; shut-down, and sunk costs; controllable and uncontrollable cost: avoidable and unavoidable cost; imputed and hypothetical cost; out of pocket cost, opportunity cost; expired and unexpired cost.	10	CO1
2	Cost Sheet & Budget	Analysis of Cost – preparation of Cost Sheet, Estimate, Tender and Quotation; Budgetary Control: meaning, classification, types of budget.	10	CO2
3	Marginal Costing	Marginal Costing: Marginal Cost vs. Marginal Costing; contribution, P/V ratio; break even analysis, margin of safety, application of marginal costing.	8	CO3
4	Standard costing & variance analysis	Standard costing and Variance analysis: material variances, labour variances.	7	CO4
5	Management accounting	Funds flow statement. Cash flow statement (as per AS3)	10	CO5

Reference Books:

Maheshwari S. N; Principles of Management accounting, Sultan Chand and Sons, Latest edition.

M. Ravi Kishore, Cost and Management Accounting, Taxman's, Latest edition.

Shukla & Grewal's, Cost & Management Accounting, S. Chand, Latest edition.

K. Dhanesh Khatri, Accounting for Management, Mc Graw Hill publishing house, Latest edition.

Khan and Jain; Management Accounting, Tata Mc Graw Hill publishing house, Latest edition.

e-Learning Source:

https://onlinecourses.nptel.ac.in/noc19_mg38/preview

<https://www.udemy.com/topic/cost-accounting/>

https://onlinecourses.swayam2.ac.in/cec21_cm01/preview

<https://www.coursera.org/learn/financial-accounting-polimi>

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	1	2	1	1	-	2	2						3	3	2	3		
CO2	1	2	1	1	-	2	2						3	3	2	3		
CO3	1	2	1	1	-	2	2						3	3	2	3		
CO4	1	2	1	1	-	2	2						3	3	2	3		
CO5	1	2	1	1	-	2	2						3	3	2	3		

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



Integral University, Lucknow

Effective from Session: 2020-21											
Course Code	BM 213	Title of the Course	INDIAN ECONOMY	L	T	P	C				
Year	II	Semester	III	3	1	0	4				
Pre-Requisite	None	Co-requisite	None								
Course Objectives		The objective of this course is to acquaint students with Indian economy and its various aspects. It aims to make the students aware of how Indian economy is influencing the business environment in Indian context.									
Course Outcomes											
CO1	Understand and evaluate the structure and characteristics of Indian economy since Independence.										
CO2	Understand and analyze the significance of planning for the development & progress of the nation.										
CO3	To understand, analyze and evaluate the role of agriculture sector in economic growth and development. Evaluate the progress and changing nature of agricultural sector and its contribution to the economy as a whole.										
CO4	To understand, analyze and evaluate the concept of industrial growth and its impact of various sector										
CO5	To understand, analyze and evaluate the reasons and causes of numerous economic problems prevailing in the society & understand the recent trends of trade.										
Unit No.	Title of the Unit	Content of Unit				Contact Hrs.	Mapped CO				
1	National Income and Infrastructure	Concept of economic growth and economic development, basic characteristics of Indian economy, national income of India: growth, structure, and interstate variation changes in structure of Indian economy (Primary sector, Secondary sector and Tertiary sector). Infrastructure: physical and social, role of infrastructure in economic development.				10	CO1				
2	Planning and Economic Development	Indian planning: objectives, priorities, and basic strategy. Achievements of economic planning, latest five year plan				8	CO2				
3	Agriculture and Land reforms	Agriculture: production and productivity trends, green revolution, land reforms, rural credit.				8	CO3				
4	Industrial Growth	Industrial sector: industrial growth during planning period, industrial policy (Liberalization, Globalization and Privatization), changing profile of public sector				9	CO4				
5	Major economic problems and Foreign Trade	Major economic problems: population, unemployment, poverty, inequality, inflation, regional imbalances .Recent trends in foreign trade of India, WTO and Indian economy, Export Import Policy (2002 2007), GATT, FEMA, TRIPS, TRIMS.				10	CO5				
Reference Books:											
Basu, K., The Oxford Companion to Economics in India, Oxford University Press, New Delhi Latest edition.											
Government of India Planning Commission, Latest edition											
Jalan, B., The Indian Economy: Problems and Prospects, Viking, Delhi, Latest edition											
Parthasarthy, G., Economic Reforms and Rural Development in India, Academic Foundation, New Delhi, Latest edition											
Debraj Ray, Development Economics, Oxford University Press, Delhi, Latest edition.											
e-Learning Source:											
https://nptel.ac.in/courses/109104184											
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	2	-	1	-	2	2	1	1
CO2	2	-	1	2	2	1	-	2	1	1	2
CO3	1	1	2	-	1	2	2	1	2	2	-
CO4	2	2	2	2	2	2	2	3	-	2	3
CO5	2	1	2	1	2	2	2	2	2	2	3

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



Integral University, Lucknow

Effective from Session:							
Course Code	LW254	Title of the Course	FAMILY LAW -I	L	T	P	C
Year	II	Semester	III	3	1	0	4
Pre-Requisite		Co-requisite					
Course Objectives	a) The Objective of the paper is to apprise the students with the Laws relating to family matters applicable to different communities in India. b) The Course is designed to analyze the presence of different personal laws for different community and to discuss in detail the personal Laws of Hindus and Muslims.						

Course Outcomes	
CO1	This unit will appraise the students about sources, schools of Hindu Law & laws relating to Hindu Marriages.
CO2	To understand the concept of matrimonial relief and procedure hereof.
CO3	To appraise the students about the various provisions regarding adoption in India.
CO4	To understand the various provisions relating to maintenance under the Hindu Adoption and Maintenance Act 1956.
CO5	To Know about the various important aspects and case laws on different aspects of Muslim Laws.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction	Who is a Hindu; Sources of Hindu Law; School of Hindu Law; Marriages: Essentials of Valid Marriage; Void and Voidable Marriage.	10	CO1
2	Matrimonial Causes	Concept and Grounds for Matrimonial Reliefs: Restitution of Conjugal Rights, Judicial Separation; Divorce, Legitimacy of Children –Legal Status of Children Born out of Void and Voidable Marriages.	08	CO2
3	Adoption	The Hindu Adoptions and Maintenance Act, 1956; who may take and give in adoption; Ceremonies of Adoption: Effect of Adoption; Relationship of the adopted Child with the Family.	07	CO3
4	Maintenance	Maintenance as a personal obligation to Wife, Children, Aged or Infirm Parents, Maintenance as Charge on Property; Alteration of Maintenance.	10	CO4
5	Concept of Muslim Law	Sources of Muslim Law; Schools of Muslim Law, Muslim Law on Marriage: Concept. Kinds and Classification of Marriage; Essentials of the Marriage: Prohibited Degree Relationship; Relative Impediments: Dower or Mahr, Divorce: Kinds.	10	CO5

Reference Books:

- B. M. Gandhi, Hindu Law (Eastern Book Company, 3rd edn., Reprinted 2005).
- Paras Diwan, Modern Hindu Law (Allahabad Law Agency, 10th edn., 2013).
- S. C. Agarwal, Hindu Law (Central Law Agency, 25th edn., 2016).
- Aqil Ahmad, Muslim Law (Central Law Agency, 25th edn., 2015).
- Mulla, Principles of Mohammedan Law (LexisNexis, 28th edn., 4th Reprint, 2015).

e-Learning Source:

- <https://indiankanoon.org/>
<https://www.livelaw.in/>
<https://ipleaders.in/>

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

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



Integral University, Lucknow

Effective from Session: 2020-2021							
Course Code	LW 255	Title of the Course	LAW OF CONTRACT - I	L	T	P	C
Year	II	Semester	III	3	1	0	4
Pre-Requisite		Co-requisite					
Course Objectives	The course seeks to enable students to identify, analyze, the contractual relation between private persons. It is a bridge course designed to equip students with the basic skill and information necessary to enter and enforce the contract between parties.						

Course Outcomes	
CO1	• The students shall be able to understand the concepts with regard to the formation of contracts.
CO2	• The students shall be able to understand the importance of the consideration and the privity of contract under the law of contract along with the competency of the parties.
CO3	• The students shall be able to understand the importance of the element of consent in the formation of contract.
CO4	• The students shall be able to understand the importance of Time, Place in the discharge and performance of contracts.
CO5	• The students shall be able to understand the modes of measuring the quantum of damages in the event of breach of contract.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Formation of Contract	Meaning and Nature of Contract; Scheme of the Act and Definition clause; Formation of contract: Offer, general and specific offer, invitation of offer, cross-offer and counter offer; Acceptance-mode of acceptance, communication and revocation of offer, acceptance through electronic medium.	10	CO1
2	Consideration and Capacity	Intention to create legal relationship; Consideration (Sec. 2 (d) and exception to doctrine of consideration (Sec. 25); Privity of Contract and Privity of Consideration; Capacity to enter into a Contract: Position, Nature and effect of minor's agreement; Incapacity arising out of status and mental defects.	10	CO2
3	Factors Vitiating Consent and Unlawful & Void Agreement	Validity, Discharge and Performance of Contract; Consent and Free Consent (S. 13 & 14); Coercion (S. 15); Undue Influence (S.16); Fraud (S. 17); Misrepresentation (18); Mistake (S.19-22); Unlawful Consideration and Object (S.23); What agreements Void (S. 24-29); Wagering Agreements and Contingent Contracts (S.30 & 31).	10	CO3
4	Discharge of Contract	Discharge and Performance of Contracts (S. 37-45); Time and place of performance (S. 46-50); Impossibility of performance and frustration (S. 56); Breach: anticipatory and present.	07	CO4
5	Remedies and Quasi Contracts	Damages; Remoteness of damages and Measures of damages; Injunction; Specific Performance; penalty clause and Quantum Meruit, Quasi Contractual Obligation (section 68-72).	08	CO5

Reference Books:	
•	Indian Contract Act, 1872 (Bare Act).
•	Mulla D.F., The Indian Contract Act (LexisNexis, 15 th edn., 2016).
•	Kapoor S.K., Contract I and II (Central Law Agency, 14 th edn., 2015).
•	Rai Kailash, Contract I and II (Central Law Publication, 4 th edn., 2014).
e-Learning Source:	
	https://indiankanoon.org/
	https://www.livelaw.in/
	https://ipleaders.in/

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

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



Integral University, Lucknow

Effective from Session: 2020-21							
Course Code	LW256	Title of the Course	Para Legal Training & Court Etiquettes	L	T	P	C
Year	II	Semester	III	1	0	2	2
Pre-Requisite		Co-requisite					
Course Objectives	This course seeks to enable the students to acquaint themselves with the court etiquette						

Course Outcomes	
CO1	The students shall be trained with regard to the basic etiquettes of the Court
CO2	The students shall identify the applicability of the laws on specified problems.
CO3	The students shall understand the legal ethics and practice of the courts.
CO4	
CO5	

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1.		The course trains the students with the legal practices and the basic etiquette of the court room. The entire course period would involve basic practical sessions of the problems given to the students to identify the laws applicable, the procedure to be applied and the practical matters to be considered by a lawyer in the regular sessions of a proper court room.	20	

Reference Books:				
e-Learning Source:				
https://indiankanoon.org/				
https://www.livelaw.in/				
https://ipleaders.in/				

Course Articulation Matrix: (Mapping of COs with POs and PSOs)													
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8		PSO1	PSO2	PSO5	PSO4
	CO1	3	3	3	3	2	1	1	3				2
CO2	3	3	3	3	1	1	1	3				2	1
CO3	3	3	3	3	1	1	1	3				2	1

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



Integral University, Lucknow

Effective from Session: 2020-21							
Course Code	BM 219	Title of the Course	PRINCIPLES OF FINANCIAL MANAGEMENT	L	T	P	C
Year	II	Semester	IV	3	1	0	4
Pre-Requisite	NONE	Co-requisite	NONE				
Course Objectives	The primary objective of the course is to familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.						

Course Outcomes	
CO1	To comprehend the meaning, scope and objective of financial management and to evaluate various sources of finance.
CO2	To provide basic understanding of valuation of securities and impact of time on potential earning capacity of money.
CO3	To describe the concept, classification and determinant of cost of capital and capital structure of a company.
CO4	To explain alternative sources of finance and investment decisions and their feasibility.
CO5	To pronounce the determinants of dividend decision in relation to various models of dividend policy.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Financial Management	Meaning, Scope, objectives of Financial Management – Profit Vs. Wealth Maximization, Liquidity Vs Profitability, Methods of Financial Management. Sources of Financing: Classification of Sources of Finance, Security Financing, Loan Financing, Project Financing, Loan Syndication- Book Building, New Financial Institutions and Instruments (in brief) viz. Depositories, Factoring, Venture Capital, Credit Rating, Commercial Paper, Certificate of Deposit, Stock Invest, Global Depository Receipts.	10	CO 1
2	Concept in Valuation	Time Value of Money, Valuation Concepts, Valuation of Securities viz., Debentures, Preference shares and Equity Shares.	8	CO 2
3	Capital Structure	Cost of Capital: Concept, Importance, Classification and Determination of Cost of Capital. Capital Structure: Meaning, Factors Determining Capital Structure, Optimum Capital Structure, Capital Structure Theories: NI approach, NOI approach, MM approach, Traditional Approach Leverages: Concept, Types of Leverages and their significance.	10	CO 3
4	Capital Budgeting	Concept, Importance and Appraisal Methods: Payback period, Post payback period, net present value, internal rate of return, Accounting rate of return	10	CO 4
5	Dividend Policy	Dividend Policy, Relevance and Irrelevance Concepts of Dividend, Corporate Dividend Practices in India.	7	CO 5

Reference Books:	
Maheshwari S.N., "Financial Management", Principles and Practice, 9th Edition, Sultan Chand & Sons,	
Khan M.Y, Jain P.K., "Financial Management", 3rd Edition, Tata McGraw Hill,	
Pandey I. M., "Financial Management", Revised Ed., Vikas Publishing House	
Anil Kumar Dhagat, Financial Management. Dreamtech Press, 2011	
Stanley Block, Geoffrey Hirt and Bartley Danielsen, Foundations of Financial Management, McGraw Hill, 2017	
e-Learning Source:	
Financial Management By CA Amita Bissa Jai Narain Vyas University, Jodhpur, https://youtu.be/DY33eIdwEmU	
Fundamentals of Financial Management, By Dr. Rupali Sheth Savitribai Phule Pune University, Pune, https://youtu.be/zmiYXxLxM2Y	
Financial Management For Managers. By Prof. Anil K. Sharma IIT Roorkee https://youtu.be/TgF2XviquUU	

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

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



Integral University, Lucknow

Effective from Session: 2021							
Course Code	BM220	Title of the Course	CONSUMER BEHAVIOUR & DECISIONS	L	T	P	C
Year	II	Semester	IV	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To familiarize and acquaint the student with an overview of the Indian consumer behaviour practices and preferences Theaim is to provide knowledge about changing trends in the field of consumer behaviour.						

Course Outcomes	
CO1	To know about the concept and the importance of consumer behavior. It will help them to know the different models associated with the consumers.
CO2	To understand the fundamentals of the individual as the consumer. It will help them to know the influence of the motivation and personality.
CO3	To describe the individual consumer knowledge. It will help them to understand the concepts of consumer learning and personality of the consumers
CO4	To learn about the concept of the consumer behavior in terms of attitude and group.
CO5	To provide insights into the influence of social and cultural setting over consumer in the present business world.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction To Consumer Behaviour	Consumer behaviour: Nature, Scope & application of consumer behaviour, Roles of Consumer as an individual, consumer decision making models, basic consumer research.	10	1
2	consumer As An Individual	Consumer motivation: needs & goals, positive & negative motivation, types & systems of needs hierarchy & trio of needs. Personality: nature, theories; Freudian, neo Freudian & trait.	10	2
3	Organizational Behaviour And Consumer	Perception: sensation, absolute threshold and differential threshold. Learning: classical learning, instrumental learning and cognitive learning theories.	10	3
4	Consumer Behaviour & Group Influence	Attitude: tri component attitude model and sources of influence, Consumer in social & cultural setting: Reference Groups: concepts, factors affecting reference groups, social class & its measurement.	7	4
5	Consumer In Social & Cultural Setting	Culture & sub culture: Definition & influence. Introduction to opinion leadership & consumer innovation	8	5

Reference Books:

- Consumer Behaviour: Schiffman & Kanuk, (Pearson Education 7/e).2012
- Consumer Behaviour: concept & application Loudon, David Bitta, Elbert Edition),2010
- Consumer Behaviour : Hawkins, Best , Coney,2016
- Consumer Behaviour : Hoyer D Wyne, Maclains J, D E Borah, senage learning.2010

e-Learning Source:

- <https://www.youtube.com/watch?v=ZfTZbQ7fFdg>
- <https://www.studocu.com/in/document/new-horizon-institute-of-technology-and-management/principles-of-marketing/module-2-full-notes-nep/30993479>
- <https://www.youtube.com/watch?v=7Afox-66Ftk>
- https://www.youtube.com/watch?v=Y_mFPoY8sl4

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

PO-PSO CO	Course Articulation Matrix: (Mapping of COs with POs and PSOs)																	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO6	PSO7
CO1	3	1	2	-	1	1	2						2	2	1	2		
CO2	2	2	3	1	-	3	1						2	-	-	1		
CO3	1	-	2	3	1	1	-						1	2	1	2		
CO4	2	3	1-	2	2	-	2						1-	-	2	3		
CO5	-	1		3	2	2	1							1	1	-		

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



Integral University, Lucknow

Effective from Session: 2020-21							
Course Code	LW263	Title of the Course	Statistical Economics	L	T <th style="width: 5%;">P</th> <td style="width: 5%;">C</td>	P	C
Year	II	Semester	IV	3	1	0	4
Pre-Requisite		Co-requisite					
Course Objectives	<ul style="list-style-type: none"> The objective is to frame business problems in appropriate statistical terms in order to use data to make better decisions. They will develop critical and integrative thinking in order to communicate the result of analysis clearly in context of problems which may involve legal interference. 						

Course Outcomes	
CO1	Students will be able to understand the Nature and scope of statistics, Importance, Limitations, relation of statistics with other sciences
CO2	Students will be able to understand various stages of investigation, planning, Census and sampling methods of statistical investigation: Collection of data: Questionnaire and Schedule
CO3	Students will be able to get analytical approach to understand the Sources of official statistics, deficiencies, CSO, NSSO. Measure of Central Tendency-Mean, Mode, Median, quartile Harmonic and geometric mean; Classification and Tabulation - Object, general rules for the construction of tables; statistical series.
CO4	Students will be able to get analytical approach to understand the various measures of Dispersion and skewness Index Number-Definition, importance, limitations, laspeyres, Paasche's, Fisher's, Marshall- Edgeworth. Drobish Bowley's Method.
CO5	Students will be able to get analytical approach to understand Karl Pearson and Runk correlation, Partial and Multiple correlation analysis, Regression- Definition, kinds, Importance, regression lines, regression equations, least square method.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction	Definition, the nature and scope of statistics, importance, limitations, relation of statistics with other sciences.	09	CO1
2	Statistical Economics	Definition, stages of investigation, planning, types; census and sampling methods of statistical investigation; collection of date; questionnaire and schedule. Classification and Tabulation – objects, general rules for the construction of tables; statistical series. Sources of official statistics; CSO, NSSO	09	CO2
3	Measures of Central Tendency and Dispersion	Arithmetic mean, median, mode, geometric mean and harmonic mean, Quartile and percentiles. Range, quartile deviation, mean deviation, standard deviation, coefficient of variation, and measures of skewness	09	CO3
4	Bivariate data	Definition, scatter diagram, Karl Pearson correlation coefficient, Spearman rank correlation coefficient. Simple linear regression. Least square method. Partial and multiple correlations and regressions (3 variables only).	09	CO4
5	Index Number	Definition, importance, limitations, Constructions of Price index number, and quacity index number; laspeyre's passche's, Fisher's Marshall Edgeworth's Drobish – Bowley's Method.	09	CO5

Reference Books:

- S. C. Gupta, Fundamentals of Statistics, Himalaya Publications
- D. N. Elhance, Fundamentals of Statistics, Kitab Mahal
- R. P. Hooda, Introduction to Statistics, Mac Millian Publication
- Shukla and Sahaya, Principles of Statistics, Sahitya Bhawan Publication

e-Learning Source:

- <https://indiankanoon.org/>
- <https://www.livelaw.in/>
- <https://ipleaders.in/>

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

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



Integral University, Lucknow

Effective from Session: 2019-2020							
Course Code	LW265	Title of the Course	FAMILY LAW II	L	T	P	C
Year	II	Semester	IV	3	1	0	4
Pre-Requisite		Co-requisite					
Course Objectives	1)The objective of the paper is to apprise the students with the Laws relating to family matters applicable to different communities in India. 2)The course is designed to analyze the presence of different personal laws for different community and to discuss in detail the personal laws of Hindus and Muslims.						

Course Outcomes	
CO1	This unit will appraise the students about sources, schools of Hindu Law & laws relating to Hindu Marriages.
CO2	This unit make students understand the concept of matrimonial relief and procedure thereof.
CO3	To appraise the students about the various provisions regarding adoption in India.
CO4	To understand the various provisions relating to maintenance under the Hindu Adoption and Maintenance Act 1956.
CO5	To Know about the various important aspects and case laws on different aspects of Muslim Laws.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Hindu Minority and Guardianship	The Hindu Minority and Guardianship Act., 1956, Guardianship of the Person – Natural, Testamentary and De facto Guardians, Guardianship of Minor’s Property, Rights and Powers of Guardian, Removal of Guardian	08	CO1
2	Hindu Joint Family system	Mitakshara Hindu Joint Family: Composition Structure Characteristics, Coparcenary, who is Coparcener, Incidents of Coparcenary, Joint Family Property: Classification-unobstructed Heritage, Obstructed Heritage, Ancestral Property, Separated Property, Joint Acquisition and Accretions	10	CO2
3	Hindu Law of Partition	Subject Matter of Partition, Persons who have a Right to Partition and Persons, who are entitled to a share on Partition, how Partition is affected, Rules relating distribution of Property and Modes of Partition, Reopening of Partition and re-union, Position Status, Liability and Powers of the Karta in the Hindu Joint Family	07	CO3
4	Hindu Law of Succession	Definition, Succession to the Property of a Male Hindu – Legal Heirs and their Classification, Succession to the Property of a Mitaksharra Hindu, Women’s Property Succession to the Property of a Hindu Female, General Provisions relating to Succession, Disqualification of Heirs, Testamentary Succession	10	CO4
5	Muslim Law of Will and Gift	Who can make a valid Gift? Essential requirements of a valid Gift, Subject Matter of Gift. Gift of Musha – Exceptions thereof, revocation of Gifts under Shia and Sunni Law, General Principles of Inheritance of Muslim law, will: who can make will? Subject Matter of a will; restrictions on the Powers of a Muslim to make a will: abatement of Legacy; creation of life estates and its validity; revocation of will.	10	CO5

Reference Books:

B. M. Gandhi, Hindu Law (Eastern Book Company, 3 rd edn., Reprinted 2005).
 Paras Diwan, Modern Hindu Law (Allahabad Law Agency, 10 th edn., 2013).
 S. C. Agarwal, Hindu Law (Central Law Agency, 25 th edn., 2016).
 Aqil Ahmad, Muslim Law (Central Law Agency, 25 th edn., 2015).

e-Learning Sources:

<https://indiankanoon.org/>
<https://www.livelaw.in/>
<https://ipleaders.in/>

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

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



Integral University, Lucknow

Effective from Session: 2020-21							
Course Code	LW266	Title of the Course	Law of Contract II	L	T	P	C
Year	II	Semester	IV	3	1	0	4
Pre-Requisite		Co-requisite					
Course Objectives	<ul style="list-style-type: none"> This paper is to impart knowledge various special contract and Partnership & Sale of Goods Act. To analyse the various mercantile laws for the general understanding of the students. 						

Course Outcomes	
CO1	The student shall be able to understand the concept behind the Specific Contracts, the rights and liabilities of the parties to such contracts.
CO2	The students shall be able to understand the commercial and legal viability of the Bailment and Pledge contracts.
CO3	The students shall be able to understand the contract of agency in terms of the rights and liabilities of the Principal and the Agent.
CO4	The students shall be able to understand the provisions of the Sale of Goods Act, 1930 and the principles in relation to the statute.
CO5	The student shall be able to understand the objectives laid down behind the passing of the Partnership Act, 1932 and the principles governing the Incoming and Outgoing of the Partners, Formation and Dissolution of a Partnership firm.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Contract of Indemnity and Guarantee (Section 124 – 147)	Indemnity and Guarantee the Concept, Definition, Methods, Commencement of Liability of the Indemnifier Nature of Indemnity clauses; Distinction between Indemnity and Guarantee; Right/Duties of Indemnifier, Indemnified and Surety; Discharge of Surety's Liability; Kinds of Guarantee.	10	CO1
2	Bailment, Pledge (148-181)	Meaning, concepts and definition; Rights and duties of Bailor and Bailee, Pawnor/Pawnee; Distinction between bailor and pawnor & Bailee and pawnee; Right to lien; Termination of Bailment; Commercial Utility of Pledge Transactions.	08	CO2
3	Agency	Definition of Agent and Principal (S. 182-189); Nature and creation of agency; Duties and Obligation of Agent; Essentials of relationship of agency; Creation of Agency: By agreement, ratification and law; Relation of principal/agent, sub-agent and substituted agent; Termination of Agency.	07	CO3
4	Sales of Goods Act 1930	Nature, formation and terms of contract of sales of goods (S.1-17); Terms or stipulations of Contract of Sale (S. 11-13); Effect of contract of sale (S. 18-30); Right of unpaid seller (S.45-54): As to lien (S. 47-49); As to Stoppage in transit (S. 50-52); As to Resale (S. 54).	10	CO4
5	Indian Partnership Act 1932	Nature and Concept of Partnership; Definition Clause; General duties of partners; Relations of partners to third parties; Incoming and Outgoing partners; Registration of a partnership firm; Dissolution of firm	10	CO5

Reference Books:

- Mulla D.F., The Indian Contract Act (LexisNexis, 15th edn., 2016).
- Kapoor S.K., Contract I and II (Central Law Agency, 14th edn., 2015).
- Rai Kailash, Contract I and II (Central Law Publication, 4th edn., 2014)
- Singh Avtar, Contract Law (Eastern Book Company, 1st edn., 2012).

e-Learning Source:

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- <https://www.livelaw.in/>
- <https://ipleaders.in/>

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

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



Integral University, Lucknow

Effective from Session: 2020-21							
Course Code	LW267	Title of the Course	Seminar Presentation	L	T	P	C
Year	III	Semester	VI	1	0	2	2
Pre-Requisite		Co-requisite					
Course Objectives	This course seeks to enable the students to develop the research abilities and presentation skills during the Seminar.						

Course Outcomes	
CO1	The students shall be trained with regard to article writing.
CO2	The students shall identify the applicability of the laws on specified problems.
CO3	The students shall understand the legal ethics and presentation abilities.
CO4	
CO5	

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1.		The course trains the students with the article writing and presentation skills during the seminar on varied contemporary legal topics.	20	

Reference Books:				
e-Learning Source:				
https://indiankanoon.org/				
https://www.livelaw.in/				
https://ipleaders.in/				

Course Articulation Matrix: (Mapping of COs with POs and PSOs)													
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8		PSO1	PSO2	PSO5	PSO4
	CO1	3	3	3	3	2	1	1	3		2	2	2
CO2	3	3	3	3	1	1	1	3		2	2	2	1
CO3	3	3	3	3	1	1	1	3		2	2	2	1

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