



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 planning methods 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,CO 3
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	2	1	2	2	1	1	1	2	2	1	1
CO2	1	1	-	-	2	2	-	-	-	2	2
CO3	1	-	2	1	1	-	2	2	1	1	-
CO4	1	1	1	2	1	1	1	1	1	1	2
CO5	2	2	1	1	-	2	1	1	2	-	1

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

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

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.swayam2.ac.in/cec22_hs08/preview

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

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	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

Name & Sign of Program Coordinator	Sign & Seal of HoD
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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 linkbetween 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 thereasons 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 theeego states											
Unit No.	Title of the Unit	Content of Unit						Contact Hrs.	Mappe d CO			
1	Introduction	Introduction: meaning of organizational behavior, nature of organizational Behavior theories of organizational behavior, organizational setting, individual behavior in organization: understanding self perception						10	1			
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						7	2			
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						8	3			
4	Group behavior in organization	Group dynamics, types of groups, stages of group development, theories of group formation; building and managing effective teams, dynamics of managerial leadership: leadership styles						10	4			
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.						10	5			
Reference Books:												
DeLong, J.B., Organizational Behaviour, Burr Ridge: McGraw-Hill Higher Education -Latest edition.												
Prasad, L.M.; Organizational Behaviour, Sultan Chand & Sons -Latest edition.												
Stephen P., Robbins; Organizational Behaviour; "Prentice Hall of India Pvt. Ltd.", New Delhi- Latest edition.												
Luthans, Fred; Organizational Behaviour, Tata McGraw Hill, New Delhi- Latest edition												
e-Learning Source:												
https://archive.nptel.ac.in/courses/110/106/110106145/												
https://onlinecourses.nptel.ac.in/noc20 mg51/preview												
https://archive.nptel.ac.in/courses/110/105/110105154/												
https://nptel.ac.in/courses/110105033												
Course Articulation Matrix: (Mapping of COs with POs and PSOs)												
PO-PSO CO	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	
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

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

Effective from Session: 2020-21

Course Code	MT104	Title of the Course	Business Mathematics	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 teach the learner basic mathematical concepts with emphasis on business applications.

Course Outcomes

CO1	Describe and discuss the key terminology, concepts tools and techniques of set theory used in business mathematics.
CO2	Incorporate the knowledge of equations to support their concurrent and subsequent economic studies.
CO3	To apply the knowledge in mathematics (calculus) in solving business problems.
CO4	Can apply different techniques of matrices to verify mathematical assertions, including transpose, by product and by inverse method.
CO5	Can solve Simple interest, compound interest, Percentage, Discount, profit and Loss problem.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	General Concepts	Number system: classification; Set Theory: concept, types, operations, applications, Venn diagram	8	CO1
2	Algebra Concepts	Equations: linear, quadratic, cubic; Permutations and combinations; Series: Arithmetic, Geometric and harmonic, General idea of infinite series.	8	CO2
3	Calculus Concepts	Calculus: basic differentiation & integration (excluding trigonometric, inverse trigonometric logarithmic and exponential); maxima and minima; Functions and its types; General idea of limits and continuity (basic).	8	CO3
4	Matrices Concepts	Matrices: types, addition, subtraction, multiplication and its applications to business, Determinants and its properties	8	CO4
5	Arithmetic Concept	Simple and compound interest; Ratio and proportions; Profit and loss; Percentage and discount	8	CO5

Reference Books:

Sancheti and Kapoor, Business Mathematics, (Reprint 2007), Sultan Chand and Sons, New Delhi

Raghavachari.M, Mathematics for Management, (New Edition), Tata Mcgraw Hill, New Delhi,2007

Aggarwal, R. S, Arithmetics (Subjective and Objective) for Competitive Examination, (2008), Sultan Chand and Sons, New Delhi.

VSP Rao, V Hari Krishna- Mathematics, Excel Books, Edition, 2011.

e-Learning Source:

<https://www.youtube.com/watch?v=ktJqzUnaT-w>

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
CO1	3	2	3	3	3	2	3	3	3	1	3	3	2	3	3
CO2	3	3	2	3	2	3	2	3	2	1	3	3	3	2	3
CO3	2	3	1	3	2	3	2	3	3	2	3	2	3	1	3
CO4	3	2	3	2	3	2	3	2	3	2	2	3	2	3	2
CO5	2	2	3	3	3	3	3	3	2	1	3	2	2	3	3

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

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

Effective from Session:2022-23											
Course Code	LN104	Title of the Course	Essential Professional Communication	L		T		P		C	
Year	I	Semester	I	3	1	0	4				
Pre-Requisite	None	Co-requisite	None								
Course Objectives	Developing the art of communication and learning language through literature .										
Course Outcomes											
CO1	Basic Understanding of Communication and Professional Communication										
CO2	Basic knowledge of structural and functional grammar. Learning Language through literature										
CO3	Basic tools of communication and improvement in communicative competence										
CO4	Understanding the basic grammar and basic structure of language										
CO5	Enhancement of writing skills in English i.e. writing application, report and various types of letters										
Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO							
1	Professional Communication	Professional Communication: Its Meaning and Importance, Essentials of Effective Communication, Barriers to Effective Communication. The Cross Cultural Dimensions of Professional Communication.	8	1							
2	Language Through Literature	Essays: 1. The Effect of Scientific Temper on Man by Bertrand Russell, 2. The Aim of Science and Humanities by Moody E Prior. B. Short Stories: 1. The Meeting Pool by Ruskin Bond, 2. The Portrait of a Lady by Khushwant Singh	8	2							
3	Basic Vocabulary	Euphemism, One-word Substitution, Synonyms, Antonyms, Homophones, Idioms and Phrases, Common Mistakes, Confusable Words and Expressions, Portmanteau Words, Foreign Words and Expressions.	8	3							
4	Basic Grammar	Articles, Prepositions, Tenses, Concord, (Subject-Verb agreement), Modal Auxiliaries, Verbs: its Kinds and uses, Degrees of Comparison, Punctuation	8	4							
5	Basic Composition	Report Writing: What is report? Kinds and Objectives of reports, writing reports, Business Letter writing; Introduction to Business Letters, Layout of Business letters, Letters of Enquiry/Complaint Proposal writing	8	5							
Reference Books:											
Kumar, Sanjay and Pushp Lata., Communication Skills. Oxford University Press, Oxford 2011											
Raman, Meenakshi, and Sangeeta Sharma Technical Communication: Principles and Practice. IIInd Edition, Oxford University Press, 2012.											
Raina , Roshan Lal, Iftikhar Alam, and Faizia Siddiqui, Professional Communication. Himalaya Publication House 2012.											
Agarwal, Malti. Professional Communication. Krishna’s Educational Publishers. 2016											
e-Learning Source:											
http://www.uptonotes.com/notes-professional-communication-unit-i-nas-104											
https://www.docsity.com/en/subjects/professional-communication/											
https://lecturenotes.in/download/note/22690-note-for-communication-skills-for-profession...											

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO4	PSO5	PSO6	PSO7
CO																		
CO1	2	3	5	4	3	5	6	7	6	5	3	5	4	5	6	4	3	6
CO2	4	5	6	5	7	4	3	8	7	5	3	2	4	5	7	5	3	2
CO3	5	4	6	8	5	3	5	6	8	3	2	1	5	7	8	5	4	3
CO4	7	6	4	3	7	4	2	3	5	7	6	8	5	4	2	5	6	3
CO5	4	5	7	3	4	6	2	3	8	7	6	3	2	4	5	2	6	7

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

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

Effective from Session: 2021-22							
Course Code	BM181	Title of the Course	Foundation-Digital Workforce Skills Lab	L	T	P	C
Year	I	Semester	I	3	1	0	4
Pre-Requisite	None	Co-requisite	None				

Course Objectives To study the emerging technologies that forms the software foundation of digital workforce skills. To study the digital aspects of turning data into insight with friendly experience of complex applications.

Course Outcomes

CO1	Student must be able to understand the building blocks of Software Digital Workforce Skills
CO2	Student must be able to articulate the emerging technologies that should embrace a mindset.
CO3	Student must be able to understand the specialized aspects of Ad Hoc analysis and Advance analysis with the help of different real time case studies.
CO4	Student must be able to represent the analytical aspects of cloud, analytics and artificial intelligence.
CO5	Student must be know the recent research trends related to unlocking hidden values in unstructured data and content inside an image.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Getting started and Technology and workplace	Lab: Simulation Preparation Lab: Information collection from News, Communities and documents Lab: Preparation for a meeting, hosting a meeting and sending the notes	7	CO1
2	Impact of technology and work flow	Lab1: Assemble Mobile Application Lab 2: Insights from the Real time case study Lab 3: Creating a solution through processes and forms Lab 4: Skills for the future class game.	9	CO2
3	Turning Data into sights	Lab: Uploading and Understanding the data sets Lab: Consolidating the data sets, Creating data sets and refining the module, Lab: Exploring datasets with asking a question, data visualization, Building visualization using data sets and data slots Lab: Defining predictive models and hypothesis Lab: Filtering, drilling and finding the root cause to the problems	7	CO3
4	Build Online forms with solutions	Lab: Getting started with cloud and creating an application theme and name Lab: Choosing a layout and design for the application Lab: Selecting the name and forming the fields for an application Lab: Distributing roles, creating relationship and forming values Lab: Working on securities - Setting administrative, user and staff rights. Lab: Review and testing an application.	8	CO4
5	Experience Artificial Intelligence with IBM Watson	Lab 1: Watson Assistant Lab 2: Synthesizes natural sounding speech from text Lab 3: Natural Language classifier and translator Lab 4: Natural Language Understanding and knowledge studio Lab 5: Tone analyzer and personality Insights	9	CO5

Reference Books:

A First Course in Computers:Saxena, Vikas Publishing House,2012.
P.Subbarao Computers and managers.SahityaBhawanPublication3rdEdition2017
Dr.Suresh Singh Computer and Organization.PHPublication2019
Dr.Dinesh Thakur.Computer Corporate:Jingle publication; 2020 and Dr.Saheba Husain:A Computer Education:, Vinod Publication.2018

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

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

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

Effective from Session: 2022-23							
Course Code	BM182	Title of the Course	Foundation-Digital Workforce Skills Lab	L	T	P	C
Year	I	Semester	I	3	1	0	4
Pre-Requisite	None	Co-requisite	None				

Course Objectives To study the emerging technologies that forms the software foundation of digital workforce skills. To study the digital aspects of turning data into insight with friendly experience of complex applications..

Course Outcomes	
CO1	Student must be able to understand the building blocks of Software Digital Workforce Skills
CO2	Student must be able to articulate the emerging technologies that should embrace a mindset.
CO3	Student must be able to understand the specialized aspects of Ad Hoc analysis and Advance analysis with the help of different real time casestudies.
CO4	Student must be able to represent the analytical aspects of cloud, analytics, artificial intelligence.
CO5	Student must be know the recent research trends related to unlocking hidden values in unstructured data and content inside an image.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Getting started and Technology and workplace	Lab: Simulation Preparation Lab: Information collection from News, Communities and documents Lab: Preparation for a meeting, hosting a meeting and sending the notes	7	CO1
2	Impact of technology and work flow	Lab1: Assemble Mobile Application Lab 2: Insights from the Real time case study Lab 3:Creating a solution through processes and forms Lab 4: Skills for the future class game.	9	CO2
3	Turning Data into sights	Lab: Uploading and Understanding the data sets Lab: Consolidating the data sets, Creating data sets and refining the module, Lab: Exploring datasets with asking a question, data visualization, Building visualization using data sets and data slots Lab: Defining predictive models and hypothesis Lab: Filtering, drilling and finding the root cause to the problems	7	CO3
4	Build Online forms with solutions	Lab: Getting started with cloud and creating an application theme and name Lab: Choosing a layout and design for the application Lab: Selecting the name and forming the fields for an application Lab: Distributing roles, creating relationship and forming values Lab: Working on securities - Setting administrative, user and staff rights. Lab: Review and testing an application.	8	CO4
5	Experience Artificial Intelligence with IBM Watson	Lab 1: Watson Assistant Lab 2: Synthesizes natural sounding speech from text Lab 3: Natural Language classifier and translator Lab 4: Natural Language Understanding and knowledge studio Lab 5: Tone analyser and personality Insights	9	CO5

Reference Books:

A first Course in Computers:Saxena, Vikas Publishing House,2012.

P.Subbarao Computers and managers.SahityaBhawanPublication3rd Edition2017

Dr.Suresh Singh Computer and Organization.PHPublication2019

Dr.Dinesh Thakur.Computer Corporate:Jingle publication; 2020

Dr.Saheba Husain:A Computer Education:,Vinod Publication.2018

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

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

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

Effective from Session: 2020-21											
Course Code	BM113	Title of the Course	BASICS OF FINANCIAL ACCOUNTING					L	T	P	C
Year	I	Semester	II					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 get the in-depth knowledge of the concept of accounting and its applicability in general and practical life.										
CO2	To interpret the accounting principles, standards and accounting terminology.										
CO3	Preparation of financial statements in accordance with appropriate standards.										
CO4	To understand Depreciation accounting and its usage in the basic accounting arena.										
CO5	To be able to prepare final accounts with needed adjustments.										
Unit No.	Title of the Unit	Content of Unit						Contact Hrs.	Mappe d CO		
1	Basic Accounting Concepts	Need for Accounting, Development of Accounting, Definition and Functions of Accounting Limitation of Accounting, Book Keeping and Accounting, End User of Accounting Information Branches of Accounting, Difference between Management Accounting and Financial Accounting.						8	1		
2	Accounting Principles & Standards	Meaning of Accounting Principles, Accounting Concepts, Accounting Conventions, Systems of Book Keeping, Systems of Accounting, Introduction to Accounting Standards Issued by ICAI Accounting Equation, Basic terms- Capital, Income, Expenditure, Expenses, Assets, Liabilities and application to problems.						7	2		
3	Journal, Ledger and Trial Balance	Journal, Rules of Debit and Credit, recording of entries in journal with narration; Compound Journal Entry, Opening Entry Ledger -Posting from Journal to respective ledger accounts. Need and objectives; Application of Trial Balance.						10	3		
4	Depreciation Provisions & Reserves	Concept of Depreciation, Causes of Depreciation, Basic Features of Depreciation, Meaning of Depreciation Accounting, Objectives of Providing Depreciation, Fixation of Depreciation Amount, Method of Recording Depreciation, Methods of Providing Depreciation, Depreciation Policy, AS-6 (Revised) Depreciation Accounting, Provisions and Reserves, Change of method of Depreciation (by both current and retrospective effect)						10	4		
5	Final Accounts	Final accounts: meaning, need and preparation, Concept of adjustment; Application of Trading Account and Profit and Loss Account to get Gross Profit and Net Profit; Application of Balance Sheet with Marshalling; Application of final accounts problems.						10	5		
Reference Books:											
Maheshwari S N, Maheshwari SK & Maheshwari SK, An Introduction to Accountancy, 2018, Vikas Publishing House Private Limited, New Delhi											
Arora, M.N, Accounting for Management, 2017, Himalaya Publishing House pvt ltd, India											
Grewal T.S., introduction to Accountancy, 2016, S.Chand and co., New Delhi.											
Tulsian, P.C., Financial Accounting, 2015, Tata MacgrawHill, New Delhi											
Sharma DG, Fundamentals of Accounting, 2014, Taxmann' Publication, India											
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)											
Fundamentals of financial and management accounting (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	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

<p align="center">Name & Sign of Program Coordinator</p>	<p align="center">Sign & Seal of HoD</p>
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Integral University, Lucknow

Effective from Session:2020-21											
Course Code	BM114	Title of the Course	Introduction of 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 alternative sin Type of Marketing Channel implementation of different trends in 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.											
Ramaswamy and Namakumari.(2018).Marketing Management.Macmillan.											
Arun Kumar and Meenakshi.(2020).Marketing Management.Vikas.Publication (Latest Edition)											
Lamb, Hair and Daniel.M.C.(2017).Marketing.(7 th ed.).Thomson Publishings (Latest Edition)											
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											
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	-	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

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

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

Effective from Session: 2020-21							
Course Code	BM 115	Title of the Course	MICROECONOMICS	L	T	P	C
Year	1 st	Semester	2 nd	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

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

Effective from Session: 2015-16																			
Course Code		BM116		Title of the Course									Personnel Management			L	T	P	C
Year		I		Semester									II						
Pre-Requisite		NONE		Co-requisite									NONE			3	1	0	4
Course Objectives		The course aims at familiarizing the students with various aspects of HRM and helps the students to acquire decision making skills for managing human resource in an organization with a deep insight of HR functions.																	
Course Outcomes																			
CO1	Students will be able to understand the concepts, evolution, philosophies and functions of HRM.																		
CO2	The Students will learn in detail about Job analysis, job design, job simplification and job rotation. Also, they will understand about Human Resource Planning Model and Barriers in its effective implementation.																		
CO3	The students will gain understanding on sources, policies and procedure relating to Recruitment, Selection, Placement, Transfer and Promotion.																		
CO4	It will make students aware about the concept and methods of training and development. It will also create understanding of concept, methods and problems in process of performance appraisal along with the concepts and process of Career planning, Succession Planning and Management development.																		
CO5	The students will get deeper understanding on component of remuneration with the emerging trends in HRM due to globalization deregulation and technological advancements.																		
Unit No.	Title of the Unit		Content of Unit											Contact Hrs.		Mapped CO			
1	Human Resource Management Introduction		Nature, scope, role and importance of HRM. Evolution of HRM, Functions of HRM, Philosophies of HRM.											10		CO1			
2	Human Resource Management Planning		Job analysis: Concept, steps in analyzing job and introduction to methods of collecting job analysis information. Job description, job specification, job design, job simplification, job rotation, job enrichment and job enlargement. Human Resource Planning Model, Barriers of HR Planning											10		CO2			
3	Human Resource Acquisition		Recruitment: sources of recruitment, policies and procedure of recruitment, Selection: Steps in selection process & interviews. Placement and induction, Transfer and promotion.											7		CO3			
4	Training Appraisal & Development		Concept of training Identification of training needs (TNA) and methods of training, Performance appraisal- Concept , methods and problems of performance appraisal. Career planning, Succession Planning Management development.											8		CO4			
5	Employee Remuneration & Emerging Trends In HRM		Component of Remuneration: Wage and salary, Incentive, Fringe benefits, Non-monetary benefits. New trends in HRM due to globalization deregulation and technological advancements. HRM in India.											10		CO5			
Reference Books:																			
Human Resource Management, Excel books: Rao V.S.P. Latest Edition.																			
Personnel Management: Monnapp a and Saiyadan Tata McGraw Hill. Latest. Edition.																			
Human Resource Management: Dessler, Garg, Pearson Education. Latest Edition.																			
Maheshwari, Human Resources for Managers, 4th Edition, S. Chand, New Delhi, India, Latest Edition.																			
e-Learning Source:																			
https://onlinecourses.nptel.ac.in/noc20_mg15/preview																			
https://in.coursera.org/specializations/human-resource-management																			
https://www.careers360.com/courses-certifications/swayam-human-resource-management-courses-brp-org																			
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	-	1	2	1	1	1	-	-	-	-	-	-	1	1	1	-	-	
CO2	1	1	-	1	-	1	1	-	-	-	-	-	-	1	1	1	-	-	
CO3	2	1	-	-	2	1	1	-	-	-	-	-	-	1	1	1	-	-	
CO4	1	1	1	-	-	-	1	-	-	-	-	-	-	1	1	1	-	-	
CO5	-	-	1	1	-	-	1	-	-	-	-	-	-	1	1	1	-	-	

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

<p>Name & Sign of Program Coordinator</p>	<p>Sign & Seal of HoD</p>
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Integral University, Lucknow

Effective from Session:2021-22							
Course Code	MT115	Title of the Course	Statistical Methods in Business	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 teach the learner basic statistical concepts with emphasis on business applications.						

Course Outcomes	
CO1	Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis
CO2	Analyze statistical data using measures of central tendency and dispersion
CO3	Understand the principles of linear regression and correlation, including least square method, predicting a particular value of Y for a given value of X and significance of the correlation coefficient.
CO4	Understand the concept of Index number and time series with its components
CO5	Use the basic probability rules, including additive and multiplicative laws, using the terms, independent and mutually exclusive events Understand the most common discrete and continuous probability distributions and their real-life applications

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Basic Ideas in Statistics	Definition, Function & scope of statistics, Collection and presentation of data, Classification, Frequency distribution, Diagrammatic and graphic presentation of data.	8	CO1
2	Central Tendency and Dispersion	Central tendency: Arithmetic mean, Weighted A.M., Median, Mode, Geometric and harmonic means and their merits and demerits, Arithmetic, Quartiles, Deciles, Percentiles; Dispersion: Range, Quartile deviation, Mean deviation, standard deviation, Root mean square deviation, co-efficient of variation.	8	CO2
3	Correlation and Regression	Correlation: Karl Pearson's and Spearman's methods, Methods of studying Correlation for grouped and Ungrouped frequency distribution; Regression: Equation of regression lines for grouped and ungrouped frequency distribution, Standard error estimate.	8	CO3
4	Index No. and Business Forecasting	Index numbers: Meaning and significance, Types and methods of their construction (Weighted and Un-weighted), Base shifting, Splicing and deflating of Index numbers, Consumer price index; Time series: Components, Significance, Linear and non-linear trend, Seasonal variations and irregular variations and their measurements.	8	CO4
5	Basic Concepts in Probability	Theory of probability: Classical, Relative frequency and Subjective approach; Probability rules; Bayes' theorem; Theoretical distributions: normal, binomial and Poisson.	8	CO5

Reference Books:

Levin, Richard & Rubin, David, Statistics for Management, (First Indian Reprint 2004), Pearson Education, New Delhi

Hogg, Introduction to Mathematical Statistics, (International Edition), Pearson Education, New Delhi.

Aggarwal, R. S, Arithmetics (Subjective and Objective) for Competitive Examination, (2008), Sultan Chand and Sons, New Delhi.

VSP Rao, V Hari Krishna- Mathematics, Excel Books, Edition, 2011.

e-Learning Source:

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

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

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

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

Effective from Session: 2021-22							
Course Code	BM183	Title of the Course	Data Base Management System	L	T	P	C
Year	First	Semester	Second	2	0	0	2
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The course has been designed to understand the concept and culture of total quality management, develop skills to use SQC techniques and other quality tools in solving quality-related problems and learn approaches to achieve customer satisfaction at a competitive price.						

Course Outcomes	
CO1	To understand the concept of data base and to get aware about primary key of database.
CO2	To understand and the SQL concept.
CO3	To understand the SQL Functions.
CO4	To understand the concept sequencing in data base system.
CO5	To understand Curson/Trigger in SQL

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Getting started with Data Base2-DB2	What is DB2: DB2 UDB Product Family: DB2 UDB Component Packages: Data Modeling & Data Design: DB2 Create Database, DB2 Activate Database,DB2DeactivateDatabase,DB2ConnectToDatabase,DB2VerifyDatabase,dropdatabase: DB2 – Buffer pools – Table spaces, Schemas: Data Types- DB2 UDB data type categories: Creating data base tableside drop table	10	CO1
2	SQLinDB2	SQL Constraints- Not null Unique Primary Key Foreignkey, Check, Default: Column level and table level constraints. Insert, update, delete and Select statements, and alias names: Select clauses–Distinct, From, Where, Groupby, Having, Order by, Fetch First Sqloperators– Comparison operators, Logical operators, Nested query operators and special operators: Null values, and NVL.	8	CO2
3	Functions in DB2	FunctionsinDB2:-1–MultiRow/Aggregate/groupfunctions:2– Single Row/Scalar Functions: Working with date and time: Conversion functions: StandardSetOperations- Union,UnionAll,MinusandIntersect:GeneralFunctions–NVL2(), Null If, COALESCE ,Decode, Case:DB2 Joins - Inner/Equi Join, Left Outer Join, Right Outer Join, Self JOIN: NestedQueriesanditsoperators-Any/Some,All,Exists,NotExists:CorrelatedNested Queries/Correlated sub queries	4	CO3
4	Turning Data into sights	Views –1 –Simple View:2– Complex View(Used Group by / Join):Creating a table using AS: DB2 Sequence: DB2 Index: Alter table – add a column, drop a column,changedatatype,addconstraint,dropconstraint,renamingtableandcolumn name: PL/SQL - Stored Procedures, Functions, Packages, Triggers, Cursors:StoredProcedures– Writingsimpleprocedures,ConditionalLogic,Loops,CONTINUEandCONTINUE WHEN Statements ,CASE Statements	6	CO4
5	Cursor/Trigger in SQL	Exception Handling: Cursor – : 1- Implicit cursors: 2- Explicit cursors: Cursor Attributes:Object-OrientedPL/SQL:PL/SQL–Arrays:Triggers,InsteadofTriggers:PL/SQL –Functions :PL/SQL– Packages	4	CO5

Reference Books:

IBMDataBaseIntelligenceV10.1Handbook

IBMDB2:TheCompleteGuide(IBM Press)1stEdition,KindleEdition

IBMDataBaseTM1 The Official Guide.

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

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

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

Effective from Session: 2021-22							
Course Code	BM184	Title of the Course	Changing Business with Data Insight (WatsonAnalytics)	L	T	P	C
Year	First	Semester	Second	1	0	4	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To allow all users to understand the analytics that matter to their business, department or project.						

Course Outcomes	
CO1	To understand the concept of congoanalytics.
CO2	To know the concept of visualization and utilizing it.
CO3	To understand the concept to filtering data.
CO4	To know the concept of sorting data.
CO5	To understand the data preparation analytics concept(WatsonAnalytics)

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Dashboard Overview	Dashboards, Cognos Analytics dashboards: a tutorial, Scenario for the tutorial, Uploading data, creating a dashboard, what's next in Cognos Analytics? Creating a dash board, Templates, Changing the template on a tabbed dashboard	8	CO1
2	Visualization	Creating a visualization in a dash board, Exporting a dashboard to PDF 9 ,Resetting a dashboard, Creating multilingual dashboards, Exploring your data ,Viewingtheunderlyingdata,Changingthecolumnsormembersinavisualization ,Selecting columns from a different data asset, Drilling up and down in your data, Working with a data point ,Relinking data source connections, Resolving ambiguous data source connections ,Zooming in and out, Visualizations Using a different visualization type, Highlighting conditionally formatted data with color, Showing data as points in a visualization , Showing data as sizable points in a visualization, Repeating a visualization by row orcolumn,Settingatimertoautomaticallyrefreshavisualization,Addingatitletoavisualization,Limitingdatatotoporbot tomvaluesinadashboardvisualization,Sharingvisualizations,Settingupdrill-through9,Addingadrill-throughdefinition,Editingadrill-through definition ,Widgets ,Addingtext, Addingimages and shapes , Adding web pages ,Adding video or audio ,Changing webpages, media, and images	12	CO2
3	Filtering data	Filtering data in one visualization, Highlighting data points across visualizations, Adding a filter widget Keeping or excluding data points in a visualization ,Disconnectingvisualizationsandfilterwidgets,Filteringdatainthe currenttab,Filteringdatain alltabs, Clearing filters, Removing filters	7	CO3
4	Sorting data	Sorting, Sorting in numerical order, Sorting in alphabetical order, Calculations, Creating column calculations for all visualizations, Using the calculation editor, Formatting, Working with the legend Changing Colors, Stories: IBM COGNOSANALYTICS:DASHBOARDS AND STORIES(V)	7	CO4
5	Data Preparation	Changingtheaxis,Improvingthevisibilityoflabels,Addinglabelsinthevisualization , Changing the label orientation, Connecting data points with smoothlines,Changingthesizeorcolourofbubbles,Workingwithobjects,Data properties,Changinghowdataisaggregated,Editingcolumnheadings,Enablingdata caching	6	CO5

Reference Books:

IBMCognos10ReportStudioCookbookbyAhmedLashin

IBMCognos10 FrameworkManagerbyTerryCurran

IBMCognosBusinessIntelligencev10:TheCompleteGuide(IBMPress)1stEdition,KindleEdition

IBMCognosTM1 The Official Guide

IBM Cognos Business Intelligence

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

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

Name & Sign of Program Coordinator	Sign & Seal of HoD
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