



Integral University, Lucknow

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

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

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

Reference Books:	
Business Environment by Cherunilam, Francis, Published by Himalaya Publishing House Pvt. Ltd. (2009)	
Business Environment by Gupta, C. B., 5th edn, 2009, S. Chand & Sons Publication	
Business Environment by Shukla, M.B. 2012 Edn. Taxman Publication Pvt. Ltd	
Business and Its Environment (6th Edition) Sixth (6th) Edition By David P. Baron Publisher: Pearson Indian, 2017	

e-Learning Source:	
https://onlinecourses.swyam2.ac.in/imb22_mg02/preview	
https://www.classcentral.com/course/swyam-business-environment-58415	

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

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

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

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

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

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

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

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

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

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

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

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

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

Reference Books:	
	Kothari, C.R. Research Methodology – Methods and Techniques , New Age: New Delhi, India, 2004
	Krishnaswami, O.R. Methodology of Research, Himalaya Publishing, Mumbai, India, 2005
	Boyd, Westfall & Stasch: Marketing Research, ; 7th edition, February 1, Richard d Irwin, U.S.A., 1989
	Gupta SL, Marketing Research, Excel Books, New Delhi, India, 2004
e-Learning Source:	
	https://onlinecourses.nptel.ac.in/noc19_mg49/preview
	https://www.udemy.com/topic/market-research/

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

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

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

Effective from Session:							
Course Code	BM362	Title of the Course	Digital Banking	L	T	P	C
Year	3 rd	Semester	5 th	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To explore the different digital banking avenues and use it with awareness about security concerns.						

CourseOutcomes	
CO1	To evaluate the meaning and Challenges of Digital Banking.
CO2	To gain familiarity with all the payment methods.
CO3	To learn about marketing of Digital Banking Products.
CO4	To know about the Emerging trends in digital banking.
CO5	To ensure the security in digital banking.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to Digital Banking	Meaning of digital banking, digital banking in India, Unified Payment Infrastructure (UPI), including BHIM, Bharat Bill Payment System, mobile money, e-wallets, payment aggregation, Demonetization exercise by the Govt. of India and its impact on digitalization, challenges if digitization.	09	CO-1
2	Payment Systems	Overview of global payment systems Overview of domestic payment systems RuPay and RuPay Secure Immediate Payment Service (IMPS) National Unified USSD Platform (NUUP) National Automated Clearing House (NACH) Aadhaar Enabled Payment System (AEPS) e-KYC Cheque truncation System (CTS) National Financial Switch (NFS) RTGS NEFT Forex settlements Securities Settlement Innovative Banking & Payment Systems, Overview of Electronic Payment Systems, Cyber cash, Smart Cards, Electronic Banking - types, Electronic Fund Transfers - Digital Token-based Electronic Payment Systems, E- cash, e-Cheque, Payment Systems on internet- Risk of Electronic Payment Systems. Secure Electronic Transactions (SET) Protocol Virtual payment system: Pay Pal, Web Money, VISA-Virtual Payment Card, Net safe, BPC virtual payment system	09	CO-2
3	Marketing of Digital Banking Products	Objectives Introduction Product Planning Structure for Marketing Digital Banking Products Sales delivery to customers Concept of e-Galleries After sales service to customers, Dangers of Mis-selling Use of analytics in marketing Digital Banking Products	09	CO-3
4	Emerging Trends in Digital banking	Fin Tech Disruption, Distributed ledgers / Block-chains, Robotic process automation (RPA), Integration of Artificial intelligence and Machine Learning with RPA, Optical Fibre Technology, e-purse, Plastic Wallet Technology, laser cards, cheque cards, cheque truncation, Current Trends in IT in Banks Global Networks : ARPANET, NFSNET, INTERNET, USENET NEWS, RTGS, SFMS, SEFT, PDO / NDS / SSS / CFMS	09	CO-4
5	Security in Electronic Banking	Computer System Security Concerns: Physical Security Environment, Hardware Security Environment, Logical Security Environment, Network Security Environment. Disaster Recovery and Business Continuity, Fault Tolerant Systems, Overview of Computer Viruses. Detection and Prevention of Computer Viruses, Anti-Virus Policies, Advanced Security Systems.	09	CO-5

Reference Books:
Digital banking, IIBF, ISBN No.9789350718988, 2016 edition.Taxmann Publications.
Digital the new normal for banks, Raj K Singh, 2016 edition
E banking in India, Rimpi Jatana, R.K.Uppal, 2007 Edition, New Century Publication
Modern Banking Technology, Firdos Shroff, 2008 edition, Northern Book Centre, Delhi
e-Learning Source:

https://onlinecourses.nptel.ac.in/noc23_mg47/preview

https://onlinecourses.nptel.ac.in/noc23_mg55/preview

https://onlinecourses.nptel.ac.in/noc22_mg65/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	-	2	1	1	2	2	-	2	-	2	2
CO3	1	1	2	1	1	1	2	2	2	3	-
CO4	2	2	2	2	3	2	1	1	1	2	2
CO5	1	-	1	1	1	1	1	1	2	2	1

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

Name & Sign of Program Coordinator

Sign & Seal of HoD



Integral University, Lucknow

Effective from Session							
Course Code	BM363	Title of the Course	Financial Research Analysis	L	T	P	C
Year	3 rd	Semester	5 th	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To acquaint students with understanding of the profession of financial research analyst and tools of financial research.						

Course Outcomes	
CO1	To have career as a Research Analyst
CO2	To gain information about Securities
CO3	To have information about fundamental and technical analysis
CO4	To gain familiarity about economic and industrial analysis
CO5	To study the philosophy of corporate action

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to Research Analyst Profession	Definition of Research Analyst, Primary role of research analyst, primary responsibilities of research analyst, basic principles of interaction with companies/clients, important qualities of a Research Analyst.	09	CO-1
2	Security Analysis	Meaning of security and securities market, structure of security market, market participants and their activities, kinds of transactions in the securities market, materialization and de-materialization of securities, equity and bond markets, types of bonds.	09	CO-2
3	Fundamentals of Research	Concept of investing, research for business and stock, fundamental analysis- Top-Down and Bottom-Up approach, Technical Analysis, Behavioural Finance.	09	CO-3
4	Economic and Industry Analysis	Introduction to various macro-economic variables, sources of information for economic analysis, Dr. Michael Porter's five force model for Industry analysis, Boston Consulting Group Analysis, Structure Conduct Performance Analysis.	09	CO-4
5	Company Analysis	Philosophy of corporate actions, understanding dividend and earnings history of the company, difference between price and value, discounted cash flow model of Business Valuation, Capital-Asset Pricing Model, Important considerations in Business Valuation.	09	CO-5

Reference Books:

- How to Get an Equity Research Analyst Job: A Guide to Starting a Career in Asset Management, Gillian Elcock, Ecademy Press, 2015
- Financial Planning & Analysis and Performance Management, By Jack Alexander, Wiley, 2016
- Risk Analysis & Insurance Planning (CFP Module 2) (5th Edition, 2015) by Sanjiv Bajaj (Author), Indranil Sarkar (Editor)
- Performance Dashboards And Analysis For Value Creation (Wiley Finance) 8 Dec 2006 By Jack Alexander (Author)

e-Learning Source:

- https://onlinecourses.nptel.ac.in/noc23_mg65/preview
- https://onlinecourses.nptel.ac.in/noc23_mg34/preview
- https://onlinecourses.nptel.ac.in/noc23_mg12/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	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

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

Effective from Session:							
Course Code	BM364	Title of the Course	Investment Analysis and Portfolio Management	L	T	P	C
Year	3 rd	Semester	5 th	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To enable students, manage their funds by creating the best portfolio keeping in view the goals.						

CourseOutcomes	
CO1	To know about the basic concepts of the investments.
CO2	To gain familiarity of portfolio management.
CO3	To describe the security analysis and valuation methods.
CO4	To learn about the efficient market and capital market theory.
CO5	To know about the portfolio analysis and portfolio selection.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Investments	Definition, The investment environment, classification and functions of financial markets, financial instruments. Securities trading. Regulatory systems for equity markets. The process of investment, trading- margin trading etc., types of orders.	09	CO-1
2	Portfolio Theory	Portfolio theory - Concept of Risk, measuring risk and returns, Portfolio risk - measurement and analysis, mean - variance approach, business risk and financial risk and treatment in portfolio management. Risk and return in investment. Real return-nominal return. Historical and expected return. Risk-valuation, interest, inflation and credit risk. Power of diversification.	09	CO-2
3	Security Analysis and Valuation	Security analysis and valuation: Fundamental Analysis – Economic analysis, industry analysis and Company analysis, Equity valuation. DCF methodology-dividend discounting and free cash flow discounting. Technical analysis: market indicators, forecasting individual stock performance.	09	CO-3
4	Efficient Market and Capital Market Theory	Efficient Market and Capital Market Theory: Efficient Market Theory – Random walk, The efficient, market hypothesis, Empirical tests of the semi strong form; Capital market theory – Relaxing some assumptions of the capital asset pricing model, testing the capital asset pricing model, arbitrage pricing theory	09	CO-4
5	Portfolio Analysis and Portfolio Selection	Portfolio Analysis and portfolio selection: Portfolio Analysis- Traditional Portfolio analysis, why portfolios? Effects of combining securities, Markowitz risk and return optimization, Portfolio analysis; Portfolio selection: risk and investor preferences, selecting the best portfolio, simple sharp portfolio optimization, significance of beta in the portfolio, traditional portfolio selection.	09	CO-5

Reference Books:

Prasanna Chandra, “Investment Analysis and Portfolio Management”, Tata McGraw-Hill Education, 2017

Rohini Singh, “Security Analysis and Portfolio Management”, Excel Books, 1 December 2009

Think And Grow Rich: THE 21st CENTURY EDITION By Napoleon Hill | 1 March 2020

Investments, 11th Edition By Zvi Bodie; Alex Kane; Alan J. Marcus; Pitabas Mohanty | 25 May 2019

e-Learning Source:

https://onlinecourses.nptel.ac.in/noc23_mg65/preview

https://onlinecourses.nptel.ac.in/noc23_mg34/preview

https://onlinecourses.nptel.ac.in/noc23_mg55/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	2	1	2	2	1	1	-	2	1	1
CO2	2	2	2	1	2	2	2	1	-	2	2
CO3	1	1	2	1	2	1	2	2	1	1	2
CO4	2	2	-	3	1	2	2	1	3	2	3
CO5	1	1	1	1	2	2	1	1	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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Integral University, Lucknow

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

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

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

Reference Books:	
Strategic Management & Business Policy: Jouch & Gluick, (Mc Graw hill 3/e),2012	
Strategic management & Business Policy: Wheelen & Hunger (Pearson Education 8/E),2013	
Strategic Management by Pearce & Robinson Published by Aitbs Publishers, India,2014	
STRATEGIC MANAGEMENT AND BUSINESS POLICY by Azhar Kazmi (Author) Publisher: McGraw Hill Education; 3 edition (16 May 2008)	
e-Learning Source:	
https://onlinecourses.swavam2.ac.in/imb20_mg25/preview	
https://nptel.ac.in/courses/110108047	

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

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

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

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

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

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

Reference Books:	
Vasant Desai, Management of a small scale Industry Himalaya Publishing house, 2017.	
Robert Hisrich, Michel Peters and Dean Shephard, Entrepreneurship, Tata McGraw Hill, 9th Edition, 2017.	
C.B. Gupta & N.P. & Srinivasan, Entrepreneurial Development, Ssultan chand & sons, 2015.	
S.S. Khanka, Entrepreneurial Development, Ssultan chand & sons, 2006.	
e-Learning Source:	
https://onlinecourses.nptel.ac.in/noc21_mg70/preview	
https://onlinecourses.nptel.ac.in/noc22_ge03/preview	

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

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

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

Effective from Session:							
Course Code	BM365	Title of the Course	Project Finance	L	T	P	C
Year	3 rd	Semester	6 th	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The objective of the course is to explain the sources of finance and how to determine the amount and source of finance of project based on scientific calculations.						

Course Outcomes	
CO1	To understand the Project Finance Background
CO2	To analyse Market risk and Project Risk
CO3	To create business model and analyse business competencies
CO4	To understand how to analyse the project
CO5	To understand the concept Financial Projections

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Project Finance Background	Evolution of project finance, Project types, Critical steps in a project, Project Finance: forms of long term and short term project finance, lease, Role of non-banking Finance Companies, prudence in mix of long term and short term finance	09	CO-1
2	Market and Project Risk Analysis	Background, market sizing: demand function estimation, rule of thumb, experts poll, market research approaches, data cleaning and analysis. Project risks: project conceptualization risk, financial closure risk, project construction risk, political risk, market risk, supply chain risk, policy risk, exchange risk, Environment Risk, Force Majeure	09	CO-2
3	Business Model, Competencies and Promoter Analysis	Meaning of Business Model, Competencies- core competency match Promoter Analysis: track record financial standing, Integrity	09	CO-3
4	Project Analysis	Estimating cost of project: Project specifications, estimating fixed capital investment in project, estimating working capital investment in project, Project Feasibility Analysis: introduction, NPV, profit vs. cash flow, discount rate, tax shield on interest and depreciation, IRR, XIRR, MIRR, Project IRR and equity of IRR, Payback period, Discounted payback period, economic IRR.	09	CO-4
5	Financial Projections	Financial projections: meaning, assumptions, cost of project and means of financing, projected Profit and Loss Account, Projected Balance Sheet, Projected Funds Flow, Projected IRR,	09	CO-5

Reference Books:

- Principles of Project Finance, E. R. Yescombe, Academic Press, 2016
- Introduction to Project Finance, Andrew Fight, BH Publisher, 2017
- Project and Infrastructure Finance: Corporate Banking Perspective 30 May 2017 by Vikas Srivastava (Author), V. Rajaraman (Author)
- Projects: Planning, Analysis, Selection, Financing, Implementation, and Review Paperback – 1 July 2017

e-Learning Source:

- https://onlinecourses.swayam2.ac.in/aic26_ge22/preview
- https://onlinecourses.swayam2.ac.in/aic1_ge02/preview
- https://onlinecourses.nptel.ac.in/noc23_he47/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	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

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

Effective from Session:							
Course Code	BM359	Title of the Course	Derivatives and Commodity Market	L	T	P	C
Year	3 rd	Semester	6 th	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	At the end of this subject, student will familiarize with different types of derivatives, their trading, clearing and settlement and learn the basics of the derivatives market.						

Course Outcomes	
CO1	To know about the basic concepts of the introduction to derivatives.
CO2	To understand the futures contracts, mechanism and pricing.
CO3	To describe the options contracts, mechanism and applications.
CO4	To learn about the concept of the commodity derivatives.
CO5	To know about the derivative exchanges in India – NCDEX & MCX.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to Derivatives	Meaning of Derivatives, Types of Derivative Contracts, History of Financial Derivatives Markets, Exchange-traded Markets and OTC Markets, Participants in a Derivative Market, Economic Function of Derivative Market, Overview of Indian Derivative Market	09	CO-1
2	Futures Contracts, Mechanism and Pricing	Forward Contracts, Limitations of forward markets, Introduction to Futures, Distinction between Futures and Forwards Contracts, Futures Terminology, Futures Payoffs, Pricing Stock Futures, Applications of Stock Futures	09	CO-2
3	Options Contracts, Mechanism and Applications	Option Terminology, Comparison between Futures and Options, Options Payoffs, Application of Options, Variables affecting Option Pricing, The Black Scholes Merton Model for Option Pricing, The Greeks	09	CO-3
4	Commodity Derivatives	Introduction, Meaning, Definitions, Commodity Exchange, Role of Commodity Exchanges, Commodity Derivative Markets in India, Latest Developments	09	CO-4
5	The Derivative Exchanges in India – NCDEX & MCX	Introduction, Meaning, Structure of NCDEX, Spot Pricing Polling, Exchange Membership, Commodities Traded on the NCDEX Platform, Trading and Instruments of Trading, Pricing Commodity – Futures, Using commodity Futures, Clearing and Settlement System.	09	CO-5

Reference Books:

NCFM study materials

Indian Commodity Market: Derivatives and Risk Management 1 Jan 2010 by P. S. Velmurugan (Author)

Commodity Derivatives (XVI) (September 2019 Edition) Paperback – 2019 by National Institute of Securities

Commodity Markets and Derivatives Paperback – 1 Jun 2019 by Nitti Nandini Chatnani (Author)

e-Learning Source:

https://onlinecourses.swayam2.ac.in/aic55_ge22/preview

https://onlinecourses.swayam2.ac.in/aic72_ge22/preview

https://onlinecourses.swayam2.ac.in/aic562_ge22/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	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

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

Effective from Session:							
Course Code	BM366	Title of the Course	Marketing of Financial Services	L	T	P	C
Year	3rd	Semester	6th	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To acquaint the students with concepts and techniques in the management of services marketing and to help them learn the issues in managing unconventional challenges in the marketing of financial services and financial products.						

Course Outcomes	
CO1	To know about the overview on Financial Product and Services Marketing
CO2	To understand the Marketing of Credit Cards
CO3	To describe the concept of pricing
CO4	To learn about the concept of advertising
CO5	To know about the market research

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to Financial Product and Services Marketing	Meaning of financial services and products, characteristics of financial services, financial service sectors and their functions, financial services market, Meaning of financial products, special features of financial products,	09	CO-1
2	Marketing Of Credit Cards	Introduction, types of credit cards, advantages and limitations of credit card system, credit card market segmentation, , Marketing Strategies for Credit cards, future of credit cards	09	CO-2
3	Pricing	Meaning of pricing with respect to financial services and products, pricing system in banking, insurance pricing, Pricing methods, Society pricing, pricing policies and strategies.	09	CO-3
4	Advertising	Role of Advertising, advertising channels, personal selling, publicity, organisation of marketing operations, Marketing strategies for financial services and products,	09	CO-4
5	Market Research	Role and function of marketing research in financial services, research methodology, evaluation of market research programmes, application of marketing research in financial services and development of financial products.	09	CO-5

Reference Books:

- Marketing of Financial Services, Arthur Meidan. MacMillan International, 2016
- Financial Services Marketing An International Guide to Principles and Practice By Christine Ennew, Nigel Waite, Roisin Waite Copyright Year 2018
- Marketing and Mobile Financial Services: A Global Perspective on Digital Banking Consumer Behaviour, Aijaz A. Shaikh, Heikki Karjaluo, Routledge, 2019
- Marketing of Financial Services (BIZTANTRA) – 2013 by Dhananjay Bapat (Author)

e-Learning Source:

- https://onlinecourses.swayam2.ac.in/aic22_ge22/preview
- https://onlinecourses.swayam2.ac.in/aic22_ge22/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

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

Effective from Session:							
Course Code	BM361	Title of the Course	Project Work	L	T	P	C
Year	3 rd	Semester	6 th	0	0	8	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The objective of this course is to judge the understanding as well as application of the knowledge gained by the students By the end of the second year of the course.						

- The Project Viva and comprehensive viva voce is scheduled to be held at the end of VI Semester in third year
- This is also to see the articulation of what is being learnt by them and see their relevance in the practical field.
- The total marks of viva are 100. The internal marks will be awarded by taking the presentation of the students in the front of a panel of at least three faculty members to be appointed by Director/Principal of the college.
- The external marks will be awarded by the external examiner to be appointed by the examination division.

Name & Sign of Program Coordinator	Sign & Seal of HoD
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