



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 topics which laid the foundation of management
CO4	To examine the importance of the planning process
CO5	To form a business entity in the light of the legal and regulatory framework in India

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

Reference Books:

Gupta C.B.; Management Concepts and Practices, Sultan Chand and Sons, New Delhi, Latest edition 2018

Koontz Koontz & O'Donnell & Weirich, Essentials of Management,: Tata McGraw Hill James & Freeman Edward: Stoner Publishing Company, Latest edition 2019

VSP Rao, V Hari Krishna- Management Text and Cases, Excel Books, Edition, Latest edition. 2021

Stoner, Freeman and Gilbert Jr. ; Management Prentice Hall of India New Delhi, Latest edition .2019

e-Learning Source:

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

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

https://onlinecourses.swayam2.ac.in/aic22_ge19/preview

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

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

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	CO1
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	CO2
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	CO3
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	CO4
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	CO5

Reference Books:	
DeLong, J.B., Macroeconomics, Burr Ridge: McGraw-Hill Higher Education, Latest edition. 2021	
Dwivedi, D.N., (2010). Macroeconomics: Theory and Policy, Latest edition, Mc Graw-Hill.2018	
Dornbusch, R., Fischer, S. and Startz, R., Macroeconomics, Latest edition, New York: McGraw- Hill, 200419	
Mankiw, N.G., Macroeconomics, Latest edition., New York: Worth, 2018	
Ackley, G., Macroeconomic Theory, New York: Collier-Macmillan, 2018	
e-Learning Source:	
https://onlinecourses.swayam2.ac.in/cec22_hs08/preview	
https://nptel.ac.in/courses/109106058	
https://nptel.ac.in/courses/129106006	

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
Name & Sign of Program Coordinator						Sign & Seal of HoD					



Integral University, Lucknow

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

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

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

Reference Books:

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

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

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

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

e-Learning Source:

https://onlinecourses.nptel.ac.in/noc23_mg33/previewhttps://onlinecourses.nptel.ac.in/noc23_mg54/preview

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

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

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

Effective from Session:							
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 2017), Sultan Chand and Sons, New Delhi
Raghavachari.M, Mathematics for Management, (New Edition), Tata Mcgraw Hill, New Delhi,2017
Aggarwal, R. S, Arithmetics (Subjective and Objective) for Competitive Examination, (2018), Sultan Chand and Sons, New Delhi.
VSP Rao, V Hari Krishna- Mathematics, Excel Books, Edition, 2018.
e-Learning Source:
https://www.youtube.com/watch?v=ktJqzUnaT-w

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

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: 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	10+2	Co-requisite					
Course Objectives	Developing the art of communication and learning language through literature. Knowledge of Professional, cultural and cross-cultural communication. Basic concept of structural and functional grammar; meaning and process of communication, verbal and nonverbal communication. Knowledge of reading and comprehension of general and technical articles, precise writing, summarizing, abstracting. Basic concepts of group discussion, organizing seminars and conferences. Development of Reading and Writing skills						

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 2019.
Raman, Meenakshi, and Sangeeta Sharma Technical Communication: Principles and Practice. Second Edition, Oxford University Press, 2019.
Raina, Roshan Lal, Iftikhar Alam, and Faizia Siddiqui, Professional Communication. Himalaya Publication House 2018.
Agarwal, Malti. Professional Communication. Krishna's Educational Publishers. 2019

e-Learning Source:
http://www.uptunotes.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	PSO1	PSO2	PSO3	PSO4
CO											
CO1	2	3	5	4	3	5	6	4	5	6	4
CO2	4	5	6	5	7	4	3	4	5	7	5
CO3	5	4	6	8	5	3	5	5	7	8	5
CO4	7	6	4	3	7	4	2	5	4	2	5
CO5	4	5	7	3	4	6	2	2	4	5	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: 2021-22							
Course Code	BM171	Title of the Course	Basics of Supply Chain Management	L	T	P	C
Year	1	Semester	1	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The basic objective of this Subject is to get familiar with Supply chain and its functions & how Supply chain management plays an important part in today's business world.						

Course Outcomes	
CO1	Discuss the key issues in supply chain management
CO2	Describe the different flows in supply chain
CO3	Differentiate between various forms of supply chain
CO4	Develop the strategies required for planning an efficient supply chain

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Overview of Supply Chain	Evolution of Supply Chain, Development Chain, Uncertainty & Risk, Key Issues in Supply chain management, Objectives of Supply Chain, Decision Phases in Supply Chain, Process view of Supply Chain	8	CO1
2	Flows in Supply Chain	Flow of Product Across Supply Chain, The Flow of Information Across Supply Chain, Importance of Ownership Flow in Supply Chain, Significance of Finance Flow Across Supply Chain	8	CO2
3	Types of Supply Chain	Made-To-Stock Supply Chain Strategy, Built-To-Order Process in Supply Chain, Assemble-To-Order Model, Significance of Engineer-To-Order	8	CO3
4	Decisions of Supply Chain	Competitive Supply Chain Strategy, Achieving Strategic Fit, Challenges in Achieving & Maintaining Fit, Make or Buy Decision, Framework For Strategic Alliance, Retailer Supplier Partnership, Distributor Integration, Supply Chain Network	8	CO4
5	Strategies	Distribution Strategy, Centralized v/s Decentralized Control, Push v/s Pull System, Drivers of Supply Chain Performance.	8	CO4

Reference Books:

Kotler, Philip., Marketing Management, Pearson Education Pvt. Ltd., New Delhi.Edition-14th

Saxena, Rajan., Marketing Management, Tata McGraw Hill, New Delhi.Edition-3rd.

Ramaswamy,V.S and Namakumari,S.,Marketing Management, Macmilan India, New Delhi.Edition-4th

Datta, Debraj and Datta, Mahua, A Text on Marketing Management,Vrinda Publications (P) Ltd. Edition-1st.

Fundamentals of Marketing Management - Etzel M. J, B J Walker & William J. Stanton, 14/e, McGrawHill Education Publishers, 2019.

e-Learning Source:

Logistics & Supply Chain for Beginner's - <https://www.seekho.ai/courses/logistics-and-supply-chain-for-beginners/CT-131-32586>

Role of Strategic Management in Supply Chain - <https://www.seekho.ai/courses/role-of-strategic-management-in-supply-chain/CT-131-33026>

Management of SupplyChain - <https://www.seekho.ai/courses/management-of-supply-chain/CT-131-30649>

Basics Of Supply Chain Management - <https://www.seekho.ai/courses/basics-of-supply-chain-management-hindi-/CT-131-27411>

Fundamentals for Supply Chain Management - <https://www.seekho.ai/courses/fundamentals-for-supply-chain-management/CT-131-27095>

Course Articulation Matrix: (Mapping of COs with POs and PSOs)							
PO-PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	2	2	2	1	2	2	2
CO2	2	1	1	1	1	2	1
CO3	1	1	2	2	2	1	1
CO4	2	2	2	1	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: 2022-23							
Course Code	BM172	Title of the Course	Workshop on Recent Trends in SCM	L	T	P	C
Year	1	Semester	1	0	0	4	2
Pre-Requisite	None	Co-requisite	None				
Course Objectives	This workshop is designed to provide basic knowledge and understanding of contemporary developments in the field of Supply Chain Management and Logistics.						

Course Outcomes	
CO1	Discuss the functions of third party logistics and lean supply chain management
CO2	Explain the modern tech driving supply chain and logistics
CO3	Discuss the various types of modern tech adopted by logistics industry
CO4	List the factors driving information tech in logistics industry
CO5	Describe the future of supply chain services

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	3PL& Lean Supply Chain	Third Party Logistics, Cross-docking, Lean & Agile Supply Chain, Green Supply Chain	3	CO1
2	Modern Tech in Supply Chain	Augmented Reality, Artificial Intelligence, Internet of Things, Cloud computing, Digital Twins, Block Chain	3	CO2
3	Modern Tech in Logistics	Hyper local Logistics, Telematics, Digitization in Supply Chain, Hyper loop, Warehouse Robotic Automation	3	CO3
4	Information Tech in Logistics	Information Technology in Logistics, Modern Logistics Infrastructure, Logistics Outsourcing	3	CO4
5	Future Supply Chain Services	Supply Chain Resilience, Omni-channel Services, Supply Chain as a Service (SCAAS)	3	CO5

Reference Books:
Handbook of research on industrial applications for improved supply chain performance, Briones Peñalver, Antonio Juan, George Leal Jamil, Jorge Luis García-Alcaraz, Liliana
VMI Vendor-Managed Inventory a Clear and Concise Reference, Emereo Pty Limited
Blockchain and Supply Chain Management, Nir Kshetri
Technology in Supply Chain Management and Logistics, Anthony M. Pagano, Matthew Liotine
e-Learning Source:
Supply chains And Blockchains - https://www.seekho.ai/courses/supply-chains-and-blockchains/CT-131-34233
An Introduction to Artificial Intelligence - https://nptel.ac.in/courses/106102220
Introduction To Internet Of Things - https://onlinecourses.nptel.ac.in/noc22_cs53/preview
Introduction to Industry 4.0 and Industrial Internet of Things, IIT Kharagpur - https://nptel.ac.in/courses/106105195

Course Articulation Matrix: (Mapping of COs with POs and PSOs)							
PO-PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	2	2	2	3	2
CO2	2	1	2	1	2	2	2
CO3	2	3	1	3	1	2	1
CO4	2	1	2	1	2	1	3
CO5	1	2	2	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: 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	CO1
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	CO2
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	CO3
4	Depreciation Provisions & Reserves	Concept of Deprecation, 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	CO4
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	CO5

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, Himalay Publishing House pvt ltd, India

Grewal T.S., introduction to Accountancy, 2016, S.chand and co., New Delhi.

Tulsian, P.C., Financial Accounting, 2019, Tata Macgraw Hill, New Delhi

Sharma DG, Fundamentals of Accounting, 2018, Taxmann' Publication, India

e-Learning Source:

Fundamentals of financial and management accounting: <https://www.coursera.org/learn/financial-accounting-polimi>, 2019

Introduction to Financial and Management Accounting: <https://www.classcentral.com/course/edx-introduction-to-financial-and-management-accounting-3552>, 2018

Fundamentals of financial and management accounting: <https://www.coursera.org/learn/financial-accounting-polimi>, 2020

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

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

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

Reference Books:
Kotler, Philip and Armstrong. (2020). Principles of Marketing. New York: Pearson Education.2019
Ramaswamy and Namakumari. (2018). Marketing Management.Macmillan.2019
Arun Kumar and Meenakshi. (2020). Marketing Management Vikas. Publication (Latest Edition) 2020
Lamb, Hair and Danniell. M. C. (2017). Marketing. (7 th ed.).Thomson Publishings (Latest Edition) 2019
e-Learning Source:
https://onlinecourses.swayam2.ac.in/cec20_mg06/preview
https://onlinecourses.nptel.ac.in/noc23_mg08/preview
https://onlinecourses.swayam2.ac.in/aic22_ge19/preview
https://onlinecourses.nptel.ac.in/noc23_mg24/preview

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

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	-	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	BM115	Title of the Course	Microeconomics	L	T	P	C
Year	I	Semester	II	3	1	0	4
Pre-Requisite	NONE	Co-requisite	NONE				
Course Objectives	The objective of this course is to equip the students with the methodology of decision making using the It aims to make the students aware of the working of the markets, the determination of prices and the techniques						

Course Outcomes	
CO1	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.	8	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:	
Koutsoyiannis A, Modern Microeconomics, 2nd ed., Macmillan, 1979. Latest edition 2019	
Marshall, A., Principles of Microeconomics, 8 th ed., Macmillan & Co., London, 1920, Latest Edition 2018	
Salvatore, D., Principles of Microeconomics, Prentice-Hall, 2018	
Ackley, G., Macroeconomic Theory, New York: Collier-Macmillan, First Edition 1966, Latest Edition	
e-Learning Source:	
https://onlinecourses.swayam2.ac.in/cec22_hs35/preview	
https://onlinecourses.nptel.ac.in/noc23_hs44/preview	
https://onlinecourses.swayam2.ac.in/cec23_hs11/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	-	1	1	1
CO2	1	2	1	1	2	2	-	1	2	1	2
CO3	-	1	2	1	1	-	2	1	1	1	1
CO4	2	1	1	1	1	1	1	1	-	2	-
CO5	1	1	-	1	1	1	1	1	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:2022-2023							
Course Code	ES115	Title of the Course	Fundamentals of Environmental Science	L	T	P	C
Year	I	Semester	II	3	1	0	4
Pre-Requisite	10+2, any stream with minimum 45% marks	Co-requisite					
Course Objectives	This course provides students with a working knowledge of concept of environment and the relation between human and its relation with the environment.						

Course Outcomes	
CO1	Gain knowledge about environment and ecosystem.
CO2	Students will learn about natural resource, its importance and environmental impacts of human activities on natural resource.
CO3	Gain knowledge about the conservation of biodiversity and its importance.
CO4	Aware students about problems of environmental pollution, its impact on human and ecosystem and control measures.
CO5	Students will learn about increase in population growth and its impact on environment.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to Environment and Ecosystems	Environment, its components and segments, Multidisciplinary nature of Environmental studies Scope and Importance, Concept of Sustainability and sustainable development, Environmental movements (Chipko and Bishnois etc.), Ecosystem, Structure, Function and types, Energy flow in the Ecosystem, Food chains, Food webs, Ecological Pyramids and Ecological Succession.	8	CO1
2	Natural Resources	Energy Resources: Renewable and non renewable energy sources, Soil erosion and desertification, Deforestation its causes and impacts, Impact of Modern Agriculture activities on Environment, Impact of Mining Activities on Environment, Water: Use and over exploitation of surface and ground water, Impacts of large Dams (Advantages and Disadvantages), Case studies.	8	CO2
3	Biodiversity and Conservation	Levels of biological diversity (Genetic, Species and Ecosystem diversity), Hot spots of biodiversity (Indian /Global), India as a Mega Diversity Nation, Endangered and endemic species of India, Threats to Biodiversity: Habitat Loss, Poaching of Wildlife, Man-Wildlife Conflicts, Conservation of Biodiversity: In-situ and Ex-situ conservation of biodiversity, Ecosystem and biodiversity services (Ecological, Consumptive, Productive, Social, Ethical, Aesthetic, National and Option values).	8	CO3
4	Environmental Pollution, Policies and Practices	Environmental pollution: types, causes, effects and controls, Solid waste management (urban and industrial waste), Ill effects of fireworks, Climate change, Ozone layer depletion, acid rain and impacts on human communities and Environment, Environmental Laws: Environment Protection Act, Air (Prevention & Control of pollution)Act, Water (Prevention & Control of pollution)Act, Wildlife protection Act, Forest conservation Act, International agreements: Montreal and Kyoto protocols and convention on Biological Diversity (CBD), Tribal rights, Human wildlife conflicts in Indian context	8	CO4
5	Human Population and the Environment	Human population growth: Impacts on environment, human health and welfare, Resettlement and rehabilitation of project affected persons, case studies, RR, EIA, Environmental ethics: Role of Indian and other religions and cultures in environmental conservation, Environmental communication and public awareness, case studies.	8	CO5

Reference Books:

- 1)Agarwal, K.C. 2001 Environmental; Biology, Nidi Pub. Ltd. Bikaner.
- 2) Bharucha Erach, The Biodiversity of India, Mapin Pub. Pvt. Ltd., Ahemdabad-380, India.
- 3) Brunner R.C. 1989. Hazardous waste incineration, Mc Graw Hill

e-Learning Source:

<https://byjus.com/biology/difference-between-environment-and-ecosystem/>

<https://www.youtube.com/watch?v=dRPI4TB8w7k>

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	1	1	2	2	1	1	1	1
CO2	1	1	1	1	1	2	2	1	1	1	1
CO3	1	1	1	1	1	2	2	1	1	1	1
CO4	1	1	1	1	1	2	2	1	1	1	1
CO5	1	1	1	1	1	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:							
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 2018), Pearson Education, New Delhi	
Hogg, Introduction to Mathematical Statistics, (International Edition), Pearson Education, New Delhi. 2019	
Aggarwal, R. S, Arithmetics (Subjective and Objective) for Competitive Examination, (2008), Sultan Chand and Sons, New Delhi. 2019	
VSP Rao, V Hari Krishna- Mathematics, Excel Books, Edition, 2017.	
e-Learning Source:	
https://www.youtube.com/watch?v=VbbIAAmYrEM	

Course Articulation Matrix: (Mapping of COs with POs and PSOs)										
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	3	1	1	1	2	1	3	1	1	1
CO2	3	1	2	1	1	2	2	1	2	1
CO3	2	1	1	2	1	1	2	1	1	2
CO4	3	2	2	1	2	2	3	2	2	1
CO5	2	1	1	2	1	1	3	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: 2022-23							
Course Code	BM173	Title of the Course	Logistics Management	L	T	P	C
Year	1	Semester	2	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The Interrelation between supply chain & logistics ,The principles of supply chain networks. The basic concepts of management systems involved in transportation						

Course Outcomes	
CO1	Explain the concepts of logistics
CO2	Discuss the relation between Logistics and Supply chain
CO3	Develop the key strategies required for planning an efficient Logistics operations
CO4	List different functions of Logistics
CO5	Describe the concept of Reverse Logistics

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction	Inter-Relation Between Supply Chain and Logistics, Introduction to Logistics Management, Functions & Types of Logistics, Players in Logistics	7	CO1
2	Transportation	Introduction Freight Transportation, Transportation System, Road Transportation, Rail Transportation, Sea Transportation, Air Transportation, Multimodal Transportation.	7	CO2
3	Logistics Operations Management	Key Strategic & Tactical Decisions, Operational Decisions, Key Decision & Choice of Transportation Mode, Logistics Decision - Warehouse Network, Logistics Decision - Transport Lane Decision, Logistics Decision - Holding Inventory, Logistics Decision - 3PL Provider and IT.	7	CO3
4	Logistics Function & Industry	Logistics & it's roles, Logistics Departments & Its Importance, Relationship within a firm, Scopes and Challenges, Tasks enabled in logistics department, Department hierarchy	7	CO4
5	Reverse Logistics	Process of Reverse logistics, Disposition of product value, Disposal Process and it's techniques, Benefits, Scopes, Elements & Importance of Reverse logistics.	7	CO5

Reference Books:	
Textbook of Logistics & Supply Chain Management by D K Agrawal; Macmillan Publishers	
Logistics Management by Ganapathi and Nandi	
Ailawadi C Sathish & Rakesh Singh, Logistics Management, Prentice Hall India	
Logistics Management, By S. K. Nandi, S. L. Ganapathi, Oxford University Press	
Integrated Supply Chain and Logistics Management, By Rajat K. Baisya, SAGE Publications	
e-Learning Source:	
Basics of Transport Management System - https://www.seekho.ai/courses/basics-of-transport-management-system/CT-131-30920	
Tips for Fleet Management - https://www.seekho.ai/courses/tips-for-fleet-management/CT-131-30872	
Transportation Problems - https://www.seekho.ai/courses/transportation-problems/CT-131-33660	

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