



Integral University, Lucknow
Department of Commerce and Business Management
Study and Evaluation Scheme

Program: BBA SCM

Semester: III

S.No.	Course code	Course Title	Type of Paper	Period Per/hr/week/sem			Evaluation Scheme				Sub. Total	Credit	Total Credits	Attributes							
				L	T	P	CT	TA	Total	ESE				Employability	Entrepreneurship	Skill Development	Gender Equality	Environment & Sustainability	Human Value	Professional Ethics	Sustainable Development Goal
1	BM 213	Indian economy	Core	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√		√	√	8, 9, 12	
2	BM 214	Mercantile law	Core	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√	√	√	√	8, 16	
3	BM 215	Cost & management accounting	Core	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√			√	4, 9	
4	LN201	Advance Professional Communication	Core	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√			√	4,8,9	
5	BM 216	Basics of Production and Operation Management	Core	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√			√	4, 9	
6	BM273	Warehouse and Distribution Management	Core	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√			√	4,8,9,16 & 17	
7	BM 274	Workshop (Safe Educate)	Core	0	0	2	-	-	-	-	100	0:0:2	01	√		√	√		√	4,5, 8, 9&10	
Total				18	06	02	240	120	360	340	700		25								



Integral University, Lucknow

Effective from Session: 2020-21							
Course Code	BM 213	Title of the Course	Indian Economy	L	T	P	C
Year	II	Semester	III	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The objective of this course is to acquaint students with Indian economy and its various aspects. It aims to make the students aware of how Indian economy is influencing the business environment in Indian context.						

Course Outcomes	
CO1	Understand and evaluate the structure and characteristics of Indian economy since Independence.
CO2	Understand and analyze the significance of planning for the development & progress of the nation.
CO3	To understand, analyze and evaluate the role of agriculture sector in economic growth and development. Evaluate the progress and changing nature of agricultural sector and its contribution to the economy as a whole.
CO4	To understand, analyze and evaluate the concept of industrial growth and its impact of various sector
CO5	To understand, analyze and evaluate the reasons and causes of numerous economic problems prevailing in the society & understand the recent trends of trade.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	National Income and Infrastructure	Concept of economic growth and economic development, basic characteristics of Indian economy, national income of India: growth, structure, and interstate variation changes in structure of Indian economy (Primary sector, Secondary sector and Tertiary sector). Infrastructure: physical and social, role of infrastructure in economic development.	10	CO1
2	Planning and Economic Development	Indian planning: objectives, priorities, and basic strategy. Achievements of economic planning, latest five year plan	8	CO2
3	Agriculture and Land reforms	Agriculture: production and productivity trends, green revolution, land reforms, rural credit.	8	CO3
4	Industrial Growth	Industrial sector: industrial growth during planning period, industrial policy (Liberalization, Globalization and Privatization), changing profile of public sector	9	CO4
5	Major economic problems and Foreign Trade	Major economic problems: population, unemployment, poverty, inequality, inflation, regional imbalances. Recent trends in foreign trade of India, WTO and Indian economy, Export Import Policy (2002 2007), GATT, FEMA, TRIPS, TRIMS.	10	CO5

Reference Books:	
Basu, K., The Oxford Companion to Economics in India, Oxford University Press, New Delhi Latest edition. 2019	
Government of India Planning Commission, Latest edition 2018	
Jalan, B., The Indian Economy: Problems and Prospects, Viking, Delhi, Latest edition 2019	
Parthasarthy, G., Economic Reforms and Rural Development in India, Academic Foundation, New Delhi, Latest edition 2019	
Debraj Ray, Development Economics, Oxford University Press, Delhi, Latest edition. 2019	
e-Learning Source:	
https://nptel.ac.in/courses/109104184	

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

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

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

Effective from Session: 2020-21							
Course Code	BM 214	Title of the Course	Mercantile Law	L	T	P	C
Year	II	Semester	III	3	1	0	4
Pre-Requisite	NONE	Co-requisite	NONE				
Course Objectives	To provide general introduction to the legal environment that affects individuals, business and business transactions.						

Course Outcomes	
CO1	To create understanding for the legal aspects of contracts.
CO2	To equip the students about the performance, discharge and remedies for breach of a contract under the Contract Act.
CO3	To provide a comprehensive knowledge about the establishment and functioning of a partnership firm under Indian Partnership Act.
CO4	To make them understand about sales and remedies of unpaid seller under Sales of Goods Act.
CO5	To provide insights and sensitize students about the environmental concerns and related laws.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Indian Contract Act	Indian Contract Act 1872: definition and meaning of contract, essentials of a valid Contract: offer and acceptance consideration, free consent, and capacity of parties. Legality of object void agreements.	10	CO1
2	Indian Contract Act	Performance of contract and discharge of Contract, remedies for breach of contract, basic concepts of contract of indemnity and guarantee.	7	CO2
3	Indian Partnership Act	Indian Partnership Act 1932: definition and nature of partnership, rights and duties of a partner, dissolution of partnership Firm.	8	CO3
4	Sale of Goods Act	Sale of Goods Act 1930: definition of sales, essentials for contract of sale. meaning of conditions and warranties. Implied warranties – Caveat Emptor. Transfer of ownership, rights of unpaid seller and other remedial measures.	10	CO4
5	Environmental (Protection) Act	Dimensions of environmental problems, pollution and its kinds. The Environmental (Protection) Act, 1986, The water (Prevention & Control of Pollution) Act, 1974, The Air (Prevention & Control of Pollution) Act, 1981.	10	CO5

Reference Books:
Chawla, Garg, and Sareen.: Mercantile Law, Latest edition, Kalyani, 2019
Robert W, Emersion, Barron's Educational Series, 2019
Gulshan, S.K.: Business Law, Latest edition, 2020
Parthasarthy, G., Economic Reforms and Rural Development in Indian Contract Act, Academic Foundation, New Delhi, Latest edition. 2019
Debraj Ray, Mercantile Law, Oxford University Press, Delhi, Latest edition. 2018
e-Learning Source:
https://nptel.ac.in/courses/110105159

Course Articulation Matrix: (Mapping of COs with POs and PSOs)									
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	2	1	1	2	3	2	1	3
CO2	2	3	2	3	2	2	2	2	1
CO3	3	2	2	-	3	1	3	2	2
CO4	2	-	2	2	3	2	-	3	3
CO5	1	1	1	1	2	3	-	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	BM215	Title of the Course	Cost And Management Accounting	L	T	P	C
Year	II	Semester	III	3	1	0	4
Pre-Requisite	NONE	Co-requisite	NONE				
Course Objectives	The primary objective of the course is to comprehend the basic concepts and methods of costing, cost allocation and Control.						

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

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

Reference Books:	
Maheshwari S. N; Principles of Management accounting, Sultan Chand and Sons, Latest edition.2018	
M. Ravi Kishore, Cost and Management Accounting, Taxman's, Latest edition. 2019	
Shukla & Grewal's, Cost & Management Accounting, S. Chand, Latest edition.2020	
K. Dhanesh Khatri, Accounting for Management, Mc Graw Hill publishing house, Latest edition.2018	
Khan and Jain; Management Accounting, Tata Mc Graw Hill publishing house, Latest edition.2019	
e-Learning Source:	
https://onlinecourses.nptel.ac.in/noc19_mg38/preview	
https://www.udemy.com/topic/cost-accounting/	
https://onlinecourses.swayam2.ac.in/cec21_cm01/preview	
https://www.coursera.org/learn/financial-accounting-polimi	

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

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

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

Effective from Session: 2022-23							
Course Code	BM216	Title of the Course	Basics of Production and Operations Management	L	T	P	C
Year	II	Semester	III	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To develop basic understanding of concepts, theories and techniques of production process and operation management.						

Course Outcomes	
CO1	Understand the role of operations in both manufacturing and service organizations and the significance of operations strategy in the overall business.
CO2	Identify the goals and objectives of inventory management and understand the various selective inventory control techniques and its applications.
CO3	Learn different quality tools and the tools of statistical process control for analyzing a process in terms of quality and also develop an understanding of six sigma quality.
CO4	Understand the importance of facilities location decision in the whole supply chain in globalized operations and learn the tools relating to facilities location also study the problems related to the various facility layout.
CO5	Understand the latest concept of technology management and its relevance to Production and Operations management.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction	Why study OM, five P's of production, types of transformation: forecasting, quantitative & qualitative Techniques in Forecasting	7	CO1
2	Waiting Line & Inventory Management	Economics of waiting line, queuing system, four waiting line models along with application: Inventory management and analysis, Inventory models.	10	CO2
3	Quality Management & Statistical Quality Control	TQM, quality specification, design quality, quality at Source, zero defects, cost of quality, continuous improvement, bench-marking, Poka –Yokes, quality awards; statistical quality control: acceptance sampling, AQL & LTPD, P-Chart, X & R Chart.	10	CO3
4	Facility Location and Layout	Issue in facility location, plant location methods, factor rating, centre of gravity methods, analytic Delphi method, four basic lay out formats, assembly line balancing, splitting tasks, problems in facility layout.	10	CO4
5	Latest Concepts of POM	Latest concepts: A brief introduction to JIT, TQM and ISO quality systems, CAD & CAM, Green Manufacturing, Supply Chain Management, Shrinking Product Life Cycle, Business Process Management.	8	CO5

Reference Books:

Aswathappa K., Shridhara Bhat K., Production and operations Management, Himalaya Publishing , Latest edition.

Haleem A- Production and Operations Management (Galgotia books, 2017)

Bedi Kanishka - Production & Operations Management (Oxford University Press, Latest edition.)

Adam Jr Everetl E. R J – Production and Operations Management (Prentice-Hall, 2018, Latest edition)

R.V.Badi & N.V. Badi - Production & Operation Management (Vrinda Publications Latest edition.)

e-Learning Source:

Production and Operations Management- UDEMY

Production and Operation Management, Prof. Rajat Agrawal, IIT Roorkee - SWAYAM

Operations Management, Mahadevan B, IITM Bangalore- SWAYAM

Project and Production Management, Prof. Arun Kanda, IIT Delhi- NPTEL

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	1	1	1	-	2	2	1
CO2	2	2	1	1	2	-	1	1	1	1	1
CO3	1	2	2	1	-	1	-	1	1	-	1
CO4	2	1	1	2	1	-	2	1	-	-	1
CO5	1	1	1	1	1	1	1	1	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	BM273	Title of the Course	Warehouse and Distribution Management	L	T	P	C
Year	II	Semester	III	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The basic objective of this Subject is to get familiar with warehousing its functions						

Course Outcomes	
CO1	Understand the concept of warehousing and elements of warehousing design
CO2	Differentiate between Centralized and Decentralized storage
CO3	Learn about the various warehouse processes
CO4	Practice warehouse value added services
CO5	Discuss about the warehouse safety and ergonomic material handling methods. Learn about the warehouse quality control systems

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction	Introduction to Warehousing, Evolution of Warehousing, Strategic Warehousing. Types of Warehouses & Storage Policy, Elements & Principle of Warehouse Design, Significance of Warehouse in SCM	8	CO1
2	Functions & Operations of warehousing	Functions of Warehouse, Warehouse Operations, Centralized and Decentralized, Storage Systems, Receiving and Put Away, Order Management System, Discussion on Picking, Packaging and Storage, Waste Management	8	CO2
3	Cold Chain SCM	Fundamentals of Cold Supply Chain, Segments of Cold Supply Chain, Classification of Cold Chain, Cold Supply Chain Trends in India, Process and Key activities, Challenges of Cold Supply Chain	8	CO3
4	Warehousing Value-Added Services	Pick and Pack, Packaging and Labelling, Kitting and Assembling, 3PL, VMI, FF & E-FF, Repacking, Other VAS	8	CO4
5	Warehouse Management System	Introduction of WMS, WMS Activities, WMS Live by Operations Team	8	CO5

Reference Books:

Adam Jr Everetl E. R J – Warehouse Management (Prentice-Hall, 2000, 5th Edition)

Haleem A- Supply Chain Management (Galgotia books, 2004)

Bedi Kanishka -Marketing Management (Oxford University Press, 2nd Edition)

Adam Jr Everetl E. R J – P Warehouse and Distribution Management (Prentice-Hall, 2000, 5th Edition)

R.V.Badi& N.V. Badi - Warehouse and Distribution Management (Vrinda Publications 3rd Edition)

e-Learning Source:

<https://www.seekho.ai/courses/fundamentals-of-warehouse-management/CT-131-32547>

<https://www.seekho.ai/courses/cold-supply-chain/CT-131-34123>

<https://www.seekho.ai/courses/get-familiar-with-the-5s-philosophy-/CT-131-28617>

Course Articulation Matrix: (Mapping of COs with POs and PSOs)							
PO-PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO							
CO1	2	3	2	3	2	3	2
CO2	1	2	2	2	2	2	2
CO3	2	2	3	2	1	2	2
CO4	2	1	2	1	2	1	3
CO5	2	1	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: 2022-23							
Course Code	BM274	Title of the Course	Workshop on GST & Logistics Documentation	L	T	P	C
Year	II	Semester	III	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The objective of the of the workshop is to indulge student into a practical session while make them aware about the real world work .						

Course Outcomes	
CO1	Analyze the operations related documents and their purpose
CO2	Describe the different types of documents which are commonly required
CO3	Discuss about a few types of special documents
CO4	Explain how documentation management is an integral part of operations

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Mandatory Documents for Transportation of Goods & Operations Related Documents	Understanding Mandatory Documents for domestic Freight Movement and its purpose 1. Commercial Invoice, 2. Purchase Order, 3. E-waybill Understanding Non-mandatory Documents for domestic Freight Movement and its purpose: 1. Packing List 2. Delivery Challan 3. Sales Order Transit Documents prepared by domestic logistics service providers and its purpose: 1. Waybill/docket/Airway bill 2. Manifest – Local movement & transshipment 3. Gate-pass 4. Hub loading/un-loading Tally 5. Vehicle trip sheet/Run sheet 6. Vehicle Arrival Report Hands-on practice - Dummy Waybill preparation	3	CO1
2	International Freight Documentation	Overview of Export and Import procedure and documentation, Export Documentation, Case study discussion, Import Documentation	3	CO2
3	Other Types of Documents & Procedures to Follow	Warehouse documents, Receiving report location report, Over short & damaged freight (OS&D), Non-negotiable warehouse receipt Pick ticket, Electronic (RF) Pick Document/Ticket, Special Documents: Defense goods-related documents, ,Exhibition goods-related documents Accident Breakdown and other deviation procedures, Case study discussion	4	CO3
4	Indirect Taxation & Intro to GST	Introduction of Indirect taxation in India, Indirect taxes in post GST implementation, Case study discussion	2	CO4
5	GST Structure	Overview of GST and E-waybill, I-GST, -GST, S-GST, E-way bill guidelines for transporter & customers, How to Prepare e-way bill, E-waybill FAQ.GST on Various Sectors 1. E-commerce 2. MSME 3. Exports & Imports Case study discussion	3	CO4

Reference Books:	
Goods and Services Tax (GST) in India, B. Viswanathan	
G S T Simplified, Balasubramanyam KS	
A Guide To Gst E-Waybill, Ca Avinash Poddar Global Logistics and Supply Chain Management, John Mangan, Chandra Lalwani, Agustina Calatayud	

e-Learning Source:
Introduction to GST - https://onlinecourses.swayam2.ac.in/nou19_cm05/preview
Goods and Services Tax - https://onlinecourses.swayam2.ac.in/ugc19_hs34/preview
EXIM documentation Foundation Course (ITS) - https://www.dgft.gov.in/CP/?opt=foundation-course;
https://www.youtube.com/@directorategeneralofforeig3800/playlists

Course Articulation Matrix: (Mapping of COs with POs and PSOs)							
PO-PSO CO	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
Department of Commerce and Business Management
Study and Evaluation Scheme

Program: BBA SCM

Semester: IV

S.No.	Course code	Course Title	Type of Paper	Period Per/hr/week/sem			Evaluation Scheme				Sub. Total	Credit	Total Credits	Attributes							
				L	T	P	CT	TA	Total	ESE				Employability	Entrepreneurship	Skill Development	Gender Equality	Environment & Sustainability	Human Value	Professional Ethics	Sustainable Development Goal
1	BM218	Essentials of Research Methodology	Core	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√		√	√	8, 9, 12	
2	BM219	Principles of Financial Management	Core	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√	√	√	√	8, 16	
3	BM220	Consumer Behaviour & Decision	Core	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√			√	4, 9	
4	BM221	Commercial Law	Core	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√			√	4,8,9	
5	BM222	Quality Management	Core	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√			√	4, 9	
6	BM275	Global Trade Operations & Forwarding	Core	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√			√	4,8,9, 17	
7	BM276	Business to Customer (E-Commerce Operations)	Core	3	1	0	40	20	60	40	100	3:1:0	04	√		√	√		√	4,5, 8, 10	
Total				17	06	04	280	140	420	280	700		28								

Activate Win
7.5 to 7.6



Integral University, Lucknow

Effective from Session: 2015-16							
Course Code	BM 218	Title of the Course	Essentials of Research Methodology	L	T	P	C
Year	II	Semester	IV	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The objective of this paper is to understand the various aspects of research, identify the various tools available to a researcher. Research can help the marketing manager in decision making.						

Course Outcomes	
CO1	To describe the meaning and role of Research Methodology.
CO2	To formulate the research problem and understanding the major research designs.
CO3	To demonstrate the understanding of attitude, its measurement and its scaling.
CO4	To understand various sampling techniques and develop understanding of data collection and fieldwork, and determine data sources and learn the art of designing a questionnaire.
CO5	To enable students to analyze data using various techniques and to learn how to communicate the results and follow up.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction of Research	Define research, aims and objectives. Formulating the research problem, choice of research design, types of research design, and sources of experimental errors.	10	1
2	Sample and Sampling Design	Some basic terms, advantages and limitation of sampling, sampling process, types of sampling, types of sample designs, testing of hypothesis, determining the sample size, sampling distribution of the mean.	10	2
3	Scaling Techniques	The concept of attitude, difficulty of attitude measurement, types of scales, criteria for good test, use of scaling in marketing research.	5	3
4	Data Collection: Methods	Secondary data, sources of secondary data, primary data, collection of primary data observation, Questionnaire, designing of questionnaire, interviewing. Data Processing and Tabulation: Editing coding, problems in editing, tabulation.	10	4
5	Data Analysis & Report Writing	Measurement of central tendency, dispersion, Tests of significance based on t, f and z distribution and chi-square test, Cross tabulation. Interpretation and Report Writing: Interpretation, types of research reports, guidelines for writing a report, writing a report format, evaluation of research report.	10	5

Reference Books:
Beri, G.C.; Marketing Research, Tata McGraw Hill, New Delhi, India, 2017
Gupta, S.L., Marketing Research, Excel Books, India, 2018.
Tull & Hawkins; Marketing Research, Prentice Hall of India, New Delhi, India, 2020
Kothari, C.R. Research Methodology – Methods and Techniques , New Age: New Delhi, 2019
e-Learning Source:
https://onlinecourses.nptel.ac.in/noc22_ge08/preview
https://www.udemy.com/course/research-methods/

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	2	1	1	3	-	3	3	1	3
CO2	3	3	1	1	1	3	-	3	3	1	3
CO3	3	3	1	2	1	3	-	3	3	2	3
CO4	3	3	2	3	1	3	-	3	3	2	3
CO5	3	3	3	3	1	1	-	3	3	2	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: 2020-21							
Course Code	BM 219	Title of the Course	Principles Of Financial Management	L	T	P	C
Year	II	Semester	IV	3	1	0	4
Pre-Requisite	NONE	Co-requisite	NONE				
Course Objectives	The primary objective of the course is to familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.						

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

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

Reference Books:
Maheshwari S.N., “Financial Management”, Principles and Practice, 9th Edition, Sultan Chand & Sons,
Khan M.Y, Jain P.K., “Financial Management”, , 3 rd Edition, Tata McGraw Hill,
Pandey I. M., “Financial Management”, Revised Ed., Vikas Publishing House
Anil Kumar Dhagat , Financial Management. Dreamtech Press, 2011
Stanley Block , Geoffrey Hirt and Bartley Danielsen,Foundations of Financial Management, McGraw Hill,2017
e-Learning Source:
Financial Management By CA Amita Bissa Jai Narain Vyas University, Jodhpur, https://youtu.be/DY33eIdwEmU
Fundamentals of Financial Management, By Dr. Rupali Sheth Savitribai Phule Pune University, Pune, https://youtu.be/zmiYXxLxM2Y
Financial Management For Managers. By Prof. Anil K. Sharma IIT Roorkee https://youtu.be/TgF2XvjquUU

Course Articulation Matrix: (Mapping of COs with POs and PSOs)										
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO4
CO1	2	1	2	2	1	3		1	2	1
CO2	2	2	2	2	1	2		1	2	2
CO3	1	3	2	1	2	2		1	1	1
CO4	3	1	1	1	1	2		3	1	2
CO5	3	2	1	2	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							
Course Code	BM220	Title of the Course	Consumer Behaviour & Decisions	L	T	P	C
Year	II	Semester	IV	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To familiarize and acquaint the student with an overview of the Indian consumer behaviour practices and preferences The aim is to provide knowledge about changing trends in the field of consumer behaviour.						

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

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

Reference Books:

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

e-Learning Source:

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

Course Articulation Matrix: (Mapping of COs with POs and PSOs)											
PO-PSO CO	PO1	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	BM221	Title of the Course	Commercial Law	L	T	P	C
Year	II	Semester	IV	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To understand basic legal terms and concepts used in law pertaining to a business. To comprehend the applicability of legal principles to situations in the business world by referring to a few decided leading cases.						

Course Outcomes	
CO1	To provide conceptual knowledge about various legal aspects of negotiable instruments.
CO2	To acquire a basic understanding of the law of insurance including life and general insurance
CO3	To provide comprehensive knowledge of various provisions regarding the formation of a company in India
CO4	To describe various provisions regarding the issue of shares and general management of a company in India
CO5	To demonstrate various provisions relating to meeting and winding up of a company under the companies act 2013.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Negotiable Instruments Act 1881	Definition, Features, and Kinds of Negotiable Instruments, Bills of Exchange, Promissory Note & Cheques. Endorsement, Presentment, and Discharge of Parties, Liabilities of Banker and Dishonor	8	CO1
2	Law of Insurance	Definition and elements of an insurance contract, premium, and reinsurance. Basic idea about life, fire, and marine insurance. Law of carriage: Basic features of law relating to land, air, and sea carriers	10	CO2
3	Companies Act 2013 -I	Meaning and Essential Features of Company, Types of Companies, and Formation of company Memorandum and Articles of Association, Prospectus	10	CO3
4	Companies Act 2103 –II	Share Capital, Types of shares, Allotment, and Transfer and Purchase by a company of its own shares. Company Management: Appointment and Removal of Directors. Rights and Duties of directors.	10	CO4
5	Meetings	Statutory Meetings, Basic knowledge of various types of resolutions. Winding up by court and voluntary winding up.	7	CO5

Reference Books:	
Ratan Nolakha, Company Law and Practice, Vikas Publishing House, Noida, 2015	
J. Sethi & N. Bhatia, Elements of Banking and Insurance, PHI Learning Pvt. Ltd., New Delhi, 2012	
C. B. Mamoria, S. Mamoria & P. Subba Rao, Dynamics of Industrial Relations in India, Himalaya Publishing House, 2022	
S.S. Gulshan, G.K. Kapoor, Business Law Including Company Law, New Age Publication, 2022.	
Shukla, M.C. Mercantile Law, S. Chand, New Delhi, 2017.	
e-Learning Source:	
https://www.classcentral.com/course/youtube-company-law-91428/classroom	
https://onlinecourses.swavam2.ac.in/cec23_lw05/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	1	2	2	-	1	2	1	2	2
CO2	2	-	1	2	2	1	3	2	1	2	1
CO3	2	-	1	3	1	-	3	3	2	1	2
CO4	2	-	1	3	2	-	2	3	2	2	2
CO5	1	1	1	1	1	-	3	3	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	BM222	Title of the Course	QUALITY MANAGEMENT	L	T	P	C
Year	II	Semester	IV	3	1	0	4
Pre-Requisite	NONE	Co-requisite	NONE				
Course Objectives	The objective is to make students understand the concept and culture of total quality management and also develop skills to use SQC techniques and other quality tools in solving quality-related problems. The Course also makes students learn approaches for implementing and managing quality for product and services.						

Course Outcomes	
CO1	Evaluate the principles of quality management and to explain how these principles can be applied within quality management.
CO2	Develop and understanding on Quality Management (QM) philosophies and frameworks.
CO3	Critically analyze the strategic issues in quality management, including current issues and developments, and to devise and evaluate quality implementation plans.
CO4	Identify the key aspects of the quality improvement cycle and to select and use appropriate tools and techniques for controlling, improving and measuring quality.
CO5	Explain the regulation and the phases of a Quality system Certification process.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to Quality Management	Definitions – QM framework, benefits, awareness and obstacles. Quality – vision, mission and policy statements. Customer Focus – customer perception of quality, Translating needs into requirements, customer retention. Dimensions of product and service quality. Cost of quality. 10	10	CO1
2	Principles and Philosophies of Quality Management	Overview of the contributions of Deming, Juran, Crosby, Ishikawa, Taguchi techniques – introduction, loss function, parameter and tolerance design, Concepts of Quality circle, Japanese 5S principles and 8D methodology	10	CO2
3	Statistical Process Control and Process Capability	Meaning and significance of statistical process control (SPC) – construction of control charts for variables and attributed. Process capability – meaning, significance and measurement – Six sigma concepts of process capability. Reliability concepts – definitions, reliability in series and parallel, product life characteristics curve. Total productive maintenance (TMP), Business process re- engineering (BPR).	10	CO3
4	Tools and Techniques for Quality Management	Quality functions development (QFD) – Benefits, Voice of customer, information organization, House of quality (HOQ), building a HOQ, QFD process. Failure mode effect analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and documentation. Seven old (statistical) tools. Seven new management tools. Bench marking and POKA YOKE.	07	CO4
5	Quality Systems Organizing and Implementation	Introduction to ISO – quality management systems – guidelines for performance improvements. Quality Audits. TQM culture, Leadership – quality council, employee involvement, motivation, empowerment, recognition and reward.	08	CO5

Reference Books:	
Dale H. Besterfield ,Total Quality Management (Old Edition) 2011	
Pearson Publications D.R. Kiran ,Total Quality Management,2016	
Butterworth-Heinemann Publication John S Oakland , TQM: Text with Cases Paperback 2003	
Routledge David Hoyle, Quality Management Essentials 2006.	
Routledge Besterfield Dale H., Total Quality Management (TQM) by Pearson .2018	
e-Learning Source:	
https://www.youtube.com/watch?v=5pMWmU_8lfl&list=PLPjSqITvvDeUUUwunywq41vJZofQEzMI	
https://www.youtube.com/watch?v=aBN2ZPhn0IA	

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	2	2	-	3	-	-	2	1	3	-
CO2	2	3	3	-	2	-	-	3	1	3	-
CO3	1	3	1	-	4	-	-	3	2	4	-
CO4	3	3	3	-	2	-	-	3	2	4	-
CO5	3	3	2	-	1	-	-	3	2	4	-

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	BM275	Title of the Course	Global Trade Operations & Forwarding	L	T	P	C
Year	II	Semester	IV	2	1	0	2
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To develop understanding of the process and procedure of international trade among the students and they get familiar with all the trade barriers.						

Course Outcomes	
CO1	Discuss the need of International trade globally
CO2	Develop understanding of barriers of Trade
CO3	Explain the EXIM payments and finance process
CO4	Describe the significance of Multi-modal transportation
CO5	List the regulatory authorities and government policies related to trade

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to International Business	Global Business Environment, Importance of Int. Business; problems and risks involved in Int. business & solutions, Int. marketing sales channel.	8	CO1
2	Trade Barriers	Various factors affecting international trade, Tariff & Non-Tariff Barriers; Regulatory Authorities & Government Policies; Role of Department Of Commerce & Finance Ministry;	8	CO2
3	EXIM Process	Elements of export & import contract, Procedure & Documents required for shipment of cargo, Multimodal Transport; Letter of Credit & other payment terms, Methods of payment & risks; Bill of Lading & its types; INCOTERMS; Sea freight Export & Import Documentation / Cargo Flow.	8	CO3
4	Containerization	Containerization and multimodal transport; Feeders /Hub & Spoke Operations; Types of containers & dimensions, Container stuffing	8	CO4
5	Different Service providers	Services offered by various service providers in international business-Freight Forwarders, CHA, NVOCC, PERT, Crashing of project Network; Freight rates and basis of calculation, Freight Surcharges and Role of FMC.	8	CO5

Reference Books:
Export and Import Documentation and Procedures, By J. Senthilvelmurugan, S. Mahalakshmi, MJP Publisher
Handbook of International Trade and Transportation, Bruce A. Blonigen, Wesley W. Wilson
Krishnaveni Muthiah- Logistics Management and World Seaborne Trade (Himalaya)
Bedi Kanishka -Marketing Management (Oxford University Press, 2nd Edition)
Export and Import Documentation and Procedures, By J. Senthilvelmurugan, S. Mahalakshmi, MJP Publisher
e-Learning Source:
Export & Import Procedures - EXIM 101 - https://www.seekho.ai/courses/export-import-procedures-exim-101/CT-131-27688
NOC:International Business - https://nptel.ac.in/courses/110107145
International Trade - https://howtoexportimport.com/Learn-EXPORTS-IMPORTS-Free-of-cost-583.aspx
Global Marketing Management - https://nptel.ac.in/courses/110107112

Course Articulation Matrix: (Mapping of COs with POs and PSOs)							
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	2	1	2	2	2	2	2
CO2	2	2	2	1	1	2	1
CO3	2	2	1	1	2	2	2
CO4	1	2	1	2	2	2	1
CO5	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: 2022-23							
Course Code	BM276	Title of the Course	Business to Customer (E-Commerce Operations)	L	T	P	C
Year	II	Semester	IV	0	0	4	2
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To develop understanding the relationship between the consumer and business and how they are interrelated to each other.						

Course Outcomes	
CO1	Discuss about the role of e-commerce and its significance
CO2	Discuss the importance of purchasing
CO3	Differentiate between Procurement and Purchasing
CO4	Examine various kinds of Quality Management techniques and ways of controlling it
CO5	Analyze the supply chain Purchasing Process and risks

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	B2C Operations	About e-commerce industry, Work process flow, B2C staff - Roles& responsibilities, Types of Documents - importance & purposes, Weight Management: Actual, Volumetric & Chargeable Weight, Transit Worthiness, Marking Management, Hold & deviation management; More Operational Details: Claim procedure, System & Data updates, various charges in B2C Waybill.	8	CO1
2	Purchasing & its Objective	Define Purchasing, Objectives of Purchasing, Concepts related to Purchasing, Purchasing-Profit Making Centre. Purchasing & its Department: Types of Purchasing, Purchasing Department, Role of Purchasing Department in a Firm, Structure of Purchasing Department, Purchasing Function vs Purchasing Department.	8	CO2
3	Purchased items	Types of Purchased Goods, Stages in Purchasing Cycle, Purchasing Process in an Organization, Business Process Flow for Purchasing. Monitor supplier performance: Monitoring Supplier's Performance, Significance of Monitoring Supplier Performance	8	CO3
4	Principles of Quality Management	Quality Management, Principles of Quality Management, Quality Inspections	8	CO4
5	Principles of Quality Management	Quality Inspection: Purchasing Process, Supplier Location, Inbound, Purchased Item, On the Line, Finished Products.	8	CO5

Reference Books:

- E-Commerce in India, Pralok Gupta
- Haleem A- Supply Chain Management (Galgotia books, 2004)
- Adam Jr Everetl E. R J – P Warehouse and Distribution Management (Prentice-Hall, 2000, 5th Edition)
- E-retailing Challenges and Opportunities in the Global Marketplace, Amit Kumar Sinha, Shailja D
- R.V.Badi& N.V. Badi - Warehouse and Distribution Management (Vrinda Publications 3rd Edition)

e-Learning Source:

- Digital Marketing: All-in-One Guide - <https://www.seekho.ai/courses/digital-marketing-all-in-one-guide/CT-131-28342>
- E-Business - https://onlinecourses.nptel.ac.in/noc19_mg54/preview
- Google Digital Marketing & E-commerce Professional Certificate: <https://in.coursera.org/professional-certificates/google-digital-marketing-ecommerce>

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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