





**Integral University, Lucknow**

**Effective from Session: 2020-21**

|                      |                 |                            |                |          |          |          |          |
|----------------------|-----------------|----------------------------|----------------|----------|----------|----------|----------|
| <b>Course Code</b>   | BM 213          | <b>Title of the Course</b> | Indian Economy | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |
| <b>Year</b>          | 2 <sup>nd</sup> | <b>Semester</b>            | III            | 3        | 1        | 0        | 4        |
| <b>Pre-Requisite</b> | None            | <b>Co-requisite</b>        | 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**

|            |   |
|------------|---|
| <b>CO1</b> | Understand and evaluate the structure and characteristics of Indian economy since Independence.   |
| <b>CO2</b> | Understand and analyze the significance of planning for the development & progress of the nation.   |
| <b>CO3</b> | 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. |
| <b>CO4</b> | To understand, analyze and evaluate the concept of industrial growth and its impact of various sector   |
| <b>CO5</b> | 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        | <b>National Income and Infrastructure</b>        | 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        | <b>Planning and Economic Development</b>         | Indian planning: objectives, priorities, and basic strategy. Achievements of economic planning, latest five year plan   | 8            | CO2       |
| 3        | <b>Agriculture and Land reforms</b>              | Agriculture: production and productivity trends, green revolution, land reforms, rural credit.  | 8            | CO3       |
| 4        | <b>Industrial Growth</b>                         | Industrial sector: industrial growth during planning period, industrial policy (Liberalization, Globalization and Privatization), changing profile of public sector   | 9            | CO4       |
| 5        | <b>Major economic problems and Foreign Trade</b> | Major economic problems: population, unemployment, poverty, inequality, inflation, regional imbalances .Recent trends in foreign trade of India, WTO and Indian economy, Export Import Policy (2002 2007), GATT, FEMA, TRIPS, TRIMS.  | 10           | CO5       |

**Reference Books:**

- Basu, K., The Oxford Companion to Economics in India, Oxford University Press, New Delhi Latest edition.
- Government of India Planning Commission, Latest edition
- Jalan, B., The Indian Economy: Problems and Prospects, Viking, Delhi, Latest edition
- Parthasarthy, G., Economic Reforms and Rural Development in India, Academic Foundation, New Delhi, Latest edition
- Debraj Ray, Development Economics, Oxford University Press, Delhi, Latest edition.

**e-Learning Source:**

<https://nptel.ac.in/courses/109104184>

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

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

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

|   |                               |
|---|-------------------------------|
| <b>Name &amp; Sign of Program Coordinator</b> | <b>Sign &amp; Seal of HoD</b> |
|---|-------------------------------|



**Integral University, Lucknow**

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

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

| <b>Unit No.</b> | <b>Title of the Unit</b>              | <b>Content of Unit</b>  | <b>Contact Hrs.</b> | <b>Mapped CO</b> |
|-----------------|---------------------------------------|---|---------------------|------------------|
| 1               | <b>Indian Contract Act</b>            | 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               | <b>Indian Contract Act</b>            | Performance of contract and discharge of Contract, remedies for breach of contract, basic concepts of contract of indemnity and guarantee.  | 7                   | CO2              |
| 3               | <b>Indian Partnership Act</b>         | Indian Partnership Act 1932: definition and nature of partnership, rights and duties of a partner, dissolution of partnership Firm.   | 8                   | CO3              |
| 4               | <b>Sale of Goods Act</b>              | 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               | <b>Environmental (Protection) Act</b> | 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, 2017

Robert W, Emersion, Barron’s Educational Series, 2009

Gulshan, S.K.: Business Law, Latest edition, 2019.

Parthasarthy, G., Economic Reforms and Rural Development in Indian Contract Act, Academic Foundation, New Delhi, Latest edition.

Debraj Ray, Mercantile Law, Oxford University Press, Delhi, Latest edition.

**e-Learning Source:**

<https://nptel.ac.in/courses/110105159>

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

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

|   |                               |
|---|-------------------------------|
| <b>Name &amp; Sign of Program Coordinator</b> | <b>Sign &amp; Seal of HoD</b> |
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**Integral University, Lucknow**

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

| <b>Course Outcomes</b> |   |
|------------------------|---|
| <b>CO1</b>             | To give in-depth knowledge of cost and cost accounting, its elements and detailed classification of cost. |
| <b>CO2</b>             | To acquire better understanding of cost analysis and budgetary control.                                   |
| <b>CO3</b>             | To provide conceptual knowledge of marginal costing, its application and techniques.                      |
| <b>CO4</b>             | To acquire in-depth understanding of standard costing and variance analysis.                              |
| <b>CO5</b>             | 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        | <b>Introduction</b>                             | Introduction: cost and cost accounting, scope, objectives, advantages and disadvantages, cost control and cost reduction; elements of cost, components of total cost, classification of cost: fixed, variable, semi variable, product, and period costs, direct and indirect costs, relevant, irrelevant costs; shut-down, and sunk costs; controllable and uncontrollable cost: avoidable and unavoidable cost; imputed and hypothetical cost; out of pocket cost, opportunity cost; expired and unexpired cost. | 10           | CO1       |
| 2        | <b>Cost Sheet &amp; Budget</b>                  | Analysis of Cost – preparation of Cost Sheet, Estimate, Tender and Quotation; Budgetary Control: meaning, classification, types of budget.  | 10           | CO2       |
| 3        | <b>Marginal Costing</b>                         | Marginal Costing: Marginal Cost vs. Marginal Costing; contribution, P/V ratio; break even analysis, margin of safety, application of marginal costing.  | 8            | CO3       |
| 4        | <b>Standard costing &amp; variance analysis</b> | Standard costing and Variance analysis: material variances, labour variances.   | 7            | CO4       |
| 5        | <b>Management accounting</b>                    | Funds flow statement. Cash flow statement (as per AS3)  | 10           | CO5       |

|   |  |
|---|--|
| <b>Reference Books:</b>   |  |
| Maheshwari S. N; Principles of Management accounting, Sultan Chand and Sons, Latest edition.  |  |
| M. Ravi Kishore, Cost and Management Accounting, Taxman’s, Latest edition.  |  |
| Shukla & Grewal’s, Cost & Management Accounting, S. Chand, Latest edition.  |  |
| K. Dhanesh Khatri, Accounting for Management, Mc Graw Hill publishing house, Latest edition.  |  |
| Khan and Jain; Management Accounting, Tata Mc Graw Hill publishing house, Latest edition.   |  |
| <b>e-Learning Source:</b>   |  |
| <a href="https://onlinecourses.nptel.ac.in/noc19_mg38/preview">https://onlinecourses.nptel.ac.in/noc19_mg38/preview</a>             |  |
| <a href="https://www.udemy.com/topic/cost-accounting/">https://www.udemy.com/topic/cost-accounting/</a>                             |  |
| <a href="https://onlinecourses.swyam2.ac.in/cec21_cm01/preview">https://onlinecourses.swyam2.ac.in/cec21_cm01/preview</a>           |  |
| <a href="https://www.coursera.org/learn/financial-accounting-polimi">https://www.coursera.org/learn/financial-accounting-polimi</a> |  |

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

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

|                                    |                    |
|------------------------------------|--------------------|
| Name & Sign of Program Coordinator | Sign & Seal of HoD |
|------------------------------------|--------------------|



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|   |  |   |  |            |            |            |                     |                  |             |             |             |  |
|---|--|---|--|------------|------------|------------|---------------------|------------------|-------------|-------------|-------------|--|
| <b>Effective from Session: 2022-23</b>  |  |   |  |            |            |            |                     |                  |             |             |             |  |
| <b>Course Code</b>  | BM216  | <b>Title of the Course</b>  | Basics of Production and Operations Management |            |            |            | <b>L</b>            | <b>T</b>         | <b>P</b>    | <b>C</b>    |             |  |
| <b>Year</b>   | Second   | <b>Semester</b>   | Third  |            |            |            | <b>3</b>            | <b>1</b>         | <b>0</b>    | <b>4</b>    |             |  |
| <b>Pre-Requisite</b>  | None   | <b>Co-requisite</b>   | None   |            |            |            |                     |                  |             |             |             |  |
| <b>Course Objectives</b>  | To develop basic understanding of concepts, theories and techniques of production process and operation management.  |   |  |            |            |            |                     |                  |             |             |             |  |
| <b>Course Outcomes</b>  |  |   |  |            |            |            |                     |                  |             |             |             |  |
| <b>CO1</b>  | Understand the role of operations in both manufacturing and service organizations and the significance of operations strategy in the overall business.   |   |  |            |            |            |                     |                  |             |             |             |  |
| <b>CO2</b>  | Identify the goals and objectives of inventory management and understand the various selective inventory control techniques and its applications.  |   |  |            |            |            |                     |                  |             |             |             |  |
| <b>CO3</b>  | 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.   |   |  |            |            |            |                     |                  |             |             |             |  |
| <b>CO4</b>  | 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. |   |  |            |            |            |                     |                  |             |             |             |  |
| <b>CO5</b>  | Understand the latest concept of technology management and its relevance to Production and Operations management.  |   |  |            |            |            |                     |                  |             |             |             |  |
| <b>Unit No.</b>   | <b>Title of the Unit</b>   | <b>Content of Unit</b>  |  |            |            |            | <b>Contact Hrs.</b> | <b>Mapped CO</b> |             |             |             |  |
| 1   | <b>Introduction</b>  | Why study OM, five P's of production, types of transformation: forecasting, quantitative & qualitative Techniques in Forecasting  |  |            |            |            | 7                   | CO1              |             |             |             |  |
| 2   | <b>Waiting Line &amp; Inventory Management</b>   | Economics of waiting line, queuing system, four waiting line models along with application: Inventory management and analysis, Inventory models.  |  |            |            |            | 10                  | CO2              |             |             |             |  |
| 3   | <b>Quality Management &amp; Statistical Quality Control</b>  | 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   | <b>Facility Location and Layout</b>  | 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   | <b>Latest Concepts of POM</b>  | 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              |             |             |             |  |
| <b>Reference Books:</b>   |  |   |  |            |            |            |                     |                  |             |             |             |  |
| Aswathappa K., Shridhara Bhat K., Production and operations Management, Himalaya Publishing , Latest edition. |  |   |  |            |            |            |                     |                  |             |             |             |  |
| Haleem A- Production and Operations Management (Galgotia books, 2004)   |  |   |  |            |            |            |                     |                  |             |             |             |  |
| Bedi Kanishka - Production & Operations Management (Oxford University Press, Latest edition.)                 |  |   |  |            |            |            |                     |                  |             |             |             |  |
| Adam Jr Everetl E. R J – Production and Operations Management (Prentice-Hall, 2000, Latest edition)           |  |   |  |            |            |            |                     |                  |             |             |             |  |
| R.V.Badi & N.V. Badi - Production & Operation Management (Vrinda Publications Latest edition.)                |  |   |  |            |            |            |                     |                  |             |             |             |  |
| <b>e-Learning Source:</b>   |  |   |  |            |            |            |                     |                  |             |             |             |  |
| 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   |  |   |  |            |            |            |                     |                  |             |             |             |  |
| <b>Course Articulation Matrix: (Mapping of COs with POs and PSOs)</b>   |  |   |  |            |            |            |                     |                  |             |             |             |  |
| <b>PO-PSO</b>   | <b>PO1</b>   | <b>PO2</b>  | <b>PO3</b>                                     | <b>PO4</b> | <b>PO5</b> | <b>PO6</b> | <b>PO7</b>          | <b>PSO1</b>      | <b>PSO2</b> | <b>PSO3</b> | <b>PSO4</b> |  |
| <b>CO1</b>  | 1  | 1   | 1  | 1          | 1          | 1          | -                   | 2                | 2           | 1           | 1           |  |
| <b>CO2</b>  | 2  | 2   | 1  | 1          | 2          | -          | 1                   | 1                | 1           | 1           | 1           |  |
| <b>CO3</b>  | 1  | 2   | 2  | 1          | -          | 1          | -                   | 1                | 1           | -           | 1           |  |
| <b>CO4</b>  | 2  | 1   | 1  | 2          | 1          | -          | 2                   | 1                | -           | -           | 1           |  |
| <b>CO5</b>  | 1  | 1   | 1  | 1          | 1          | 1          | 1                   | 1                | 1           | 1           | 2           |  |

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

|   |                               |
|---|-------------------------------|
| <b>Name &amp; Sign of Program Coordinator</b> | <b>Sign &amp; Seal of HoD</b> |
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**Integral University, Lucknow**

**Effective from Session: 2020-21**

|                      |        |                            |         |          |          |          |          |
|----------------------|--------|----------------------------|---------|----------|----------|----------|----------|
| <b>Course Code</b>   | BM 217 | <b>Title of the Course</b> | Seminar | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |
| <b>Year</b>          | II     | <b>Semester</b>            | IV      | 0        | 0        | 4        | 2        |
| <b>Pre-Requisite</b> | NONE   | <b>Co-requisite</b>        | NONE    |          |          |          |          |

**Course Objectives**  
 This paper is intended to be focused on developing the communication and presentation skills of the students. The specific topics of general and topical interest are to be allocated to the students to make a presentation to the entire group. The class presentation will be evaluated internally by group of teachers. The assignment will also be evaluated by an external examiner through a viva- voce examination.

**Course Outcomes**

|            |   |
|------------|---|
| <b>CO1</b> | . |
| <b>CO2</b> |   |
| <b>CO3</b> |   |
| <b>CO4</b> |   |
| <b>CO5</b> |   |

| <b>Unit No.</b> | <b>Title of the Unit</b> | <b>Content of Unit</b> | <b>Contact Hrs.</b> | <b>Mapped CO</b> |
|-----------------|--------------------------|------------------------|---------------------|------------------|
|                 |                          |                        |                     |                  |
|                 |                          |                        |                     |                  |
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**Reference Books:**

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**e-Learning Source:**

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

| <b>PO-PSO CO</b> | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|------|------|
| <b>CO1</b>       |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |      |      |      |
| <b>CO2</b>       |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |      |      |      |
| <b>CO3</b>       |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |      |      |      |
| <b>CO4</b>       |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |      |      |      |
| <b>CO5</b>       |     |     |     |     |     |     |     |     |     |      |      |      |      |      |      |      |      |      |

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

|   |                               |
|---|-------------------------------|
| <b>Name &amp; Sign of Program Coordinator</b> | <b>Sign &amp; Seal of HoD</b> |
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**Integral University, Lucknow**

**Effective from Session: 2015-16**

|                          |   |                            |                                    |          |          |          |          |
|--------------------------|---|----------------------------|------------------------------------|----------|----------|----------|----------|
| <b>Course Code</b>       | BM 218  | <b>Title of the Course</b> | Essentials of Research Methodology | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |
| <b>Year</b>              | Second  | <b>Semester</b>            | Fourth                             | 3        | 1        | 0        | 4        |
| <b>Pre-Requisite</b>     | None  | <b>Co-requisite</b>        | None                               |          |          |          |          |
| <b>Course Objectives</b> | 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. |                            |                                    |          |          |          |          |
| <b>Course Outcomes</b>   |   |                            |                                    |          |          |          |          |
| <b>CO1</b>               | To describe the meaning and role of Research Methodology.   |                            |                                    |          |          |          |          |
| <b>CO2</b>               | To formulate the research problem and understanding the major research designs.   |                            |                                    |          |          |          |          |
| <b>CO3</b>               | To demonstrate the understanding of attitude, its measurement and its scaling.  |                            |                                    |          |          |          |          |
| <b>CO4</b>               | 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.                |                            |                                    |          |          |          |          |
| <b>CO5</b>               | 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        | <b>Introduction of Research</b>           | 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        | <b>Sample and Sampling Design</b>         | 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        | <b>Scaling Techniques</b>                 | The concept of attitude, difficulty of attitude measurement, types of scales, criteria for good test, use of scaling in marketing research.  | 5            | 3         |
| 4        | <b>Data Collection Methods</b>            | 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        | <b>Data Analysis &amp; Report Writing</b> | 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, 2013

Gupta, S.L., Marketing Research, Excel Books, India, 2004.

Tull & Hawkins; Marketing Research, Prentice Hall of India, New Delhi, India, 2000

Kothari, C.R. Research Methodology – Methods and Techniques , New Age: New Delhi, 2004

**e-Learning Source:**

[https://onlinecourses.nptel.ac.in/noc22\\_ge08/preview](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<br>CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 | PSO4 |
|--------------|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| <b>CO1</b>   | 3   | 2   | 2   | 1   | 1   | 3   | 1   | 3    | 3    | 1    | 3    |
| <b>CO2</b>   | 3   | 3   | 1   | 1   | 1   | 3   | 1   | 3    | 3    | 1    | 3    |
| <b>CO3</b>   | 3   | 3   | 1   | 2   | 1   | 3   | 1   | 3    | 3    | 2    | 3    |
| <b>CO4</b>   | 3   | 3   | 2   | 3   | 1   | 3   | 3   | 3    | 3    | 2    | 3    |
| <b>CO5</b>   | 3   | 3   | 3   | 3   | 1   | 1   | 1   | 3    | 3    | 2    | 3    |

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

|                                    |                    |
|------------------------------------|--------------------|
| Name & Sign of Program Coordinator | Sign & Seal of HoD |
|------------------------------------|--------------------|





**Integral University, Lucknow**

|  |   |                            |                                    |          |          |          |          |
|--|---|----------------------------|------------------------------------|----------|----------|----------|----------|
| <b>Effective from Session: 2020-21</b> |   |                            |                                    |          |          |          |          |
| <b>Course Code</b>                     | BM 219  | <b>Title of the Course</b> | PRINCIPLES OF FINANCIAL MANAGEMENT | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |
| <b>Year</b>                            | II  | <b>Semester</b>            | IV                                 | 3        | 1        | 0        | 4        |
| <b>Pre-Requisite</b>                   | NONE  | <b>Co-requisite</b>        | NONE                               |          |          |          |          |
| <b>Course Objectives</b>               | 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**

|            |   |
|------------|---|
| <b>CO1</b> | To comprehend the meaning, scope and objective of financial management and to evaluate various source of finance.     |
| <b>CO2</b> | To provides basic understanding of valuation of securities and impact of time on potential earning capacity of money. |
| <b>CO3</b> | To describe the concept, classification and determinant of cost of capital and capital structure of a company.        |
| <b>CO4</b> | To explain alternative sources of finance and investment decisions and their feasibility.                             |
| <b>CO5</b> | 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        | <b>Financial Management</b> | 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        | <b>Concept in Valuation</b> | Time Value of Money, Valuation Concepts, Valuation of Securities viz., Debentures, Preference shares and Equity Shares.  | 8            | CO 2      |
| 3        | <b>Capital Structure</b>    | 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        | <b>Capital Budgeting</b>    | 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        | <b>Dividend Policy</b>      | 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     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 | PSO4 |
|------------|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| <b>CO1</b> | 2   | 1   | 2   | 2   | 1   | 2   | 2   | 1    | 2    | 1    | 1    |
| <b>CO2</b> | 2   | 2   | 2   | 2   | 1   | 2   | 2   | 1    | 2    | 2    | 2    |
| <b>CO3</b> | 1   | 2   | 2   | 1   | 2   | 2   | 2   | 1    | 1    | 1    | 2    |
| <b>CO4</b> | 2   | 1   | 1   | 1   | 1   | 1   | 1   | 2    | 1    | 2    | 2    |
| <b>CO5</b> | 2   | 2   | 1   | 2   | 1   | 1   | 2   | 2    | 2    | 1    | 1    |

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

|   |                               |
|---|-------------------------------|
| <b>Name &amp; Sign of Program Coordinator</b> | <b>Sign &amp; Seal of HoD</b> |
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**Integral University, Lucknow**

|                                     |  |                            |                                |          |          |          |          |
|-------------------------------------|--|----------------------------|--------------------------------|----------|----------|----------|----------|
| <b>Effective from Session: 2021</b> |  |                            |                                |          |          |          |          |
| <b>Course Code</b>                  | BM220  | <b>Title of the Course</b> | CONSUMER BEHAVIOUR & DECISIONS | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |
| <b>Year</b>                         | 2  | <b>Semester</b>            | 4                              | 3        | 1        | 0        | 4        |
| <b>Pre-Requisite</b>                | None   | <b>Co-requisite</b>        | None                           |          |          |          |          |
| <b>Course Objectives</b>            | To familiarize and acquaint the student with an overview of the Indian consumer behaviour practices and preferences Theaim is to provide knowledge about changing trends in the field of consumer behaviour. |                            |                                |          |          |          |          |

**Course Outcomes**

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

| <b>Unit No.</b> | <b>Title of the Unit</b>                         | <b>Content of Unit</b>  | <b>Contact Hrs.</b> | <b>Mapped CO</b> |
|-----------------|--|---|---------------------|------------------|
| 1               | <b>Introduction To Consumer Behaviour</b>        | Consumer Behaviour: Nature, Scope & application of consumer Behaviour, Roles of Consumer as an individual, consumer decision making models, basic consumer research.                                    | 10                  | 1                |
| 2               | <b>consumer As an Individual</b>                 | 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               | <b>Organizational Behaviour And Consumer</b>     | Perception: sensation, absolute threshold and differential threshold. Learning: classical learning, instrumental learning and cognitive learning theories.  | 10                  | 3                |
| 4               | <b>Consumer Behaviour &amp; Group Influence</b>  | 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               | <b>Consumer In Social &amp; Cultural Setting</b> | 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](https://www.youtube.com/watch?v=Y_mFPoY8sl4)

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

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

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

|   |                               |
|---|-------------------------------|
| <b>Name &amp; Sign of Program Coordinator</b> | <b>Sign &amp; Seal of HoD</b> |
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**Integral University, Lucknow**

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|--|---|----------------------------|----------------|----------|----------|----------|----------|
| <b>Effective from Session: 2020-21</b> |   |                            |                |          |          |          |          |
| <b>Course Code</b>                     | BM221   | <b>Title of the Course</b> | Commercial Law | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |
| <b>Year</b>                            | II  | <b>Semester</b>            | IV             | 3        | 1        | 0        | 4        |
| <b>Pre-Requisite</b>                   | None  | <b>Co-requisite</b>        | None           |          |          |          |          |
| <b>Course Objectives</b>               | 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**

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

| <b>Unit No.</b> | <b>Title of the Unit</b>               | <b>Content of Unit</b>  | <b>Contact Hrs.</b> | <b>Mapped CO</b> |
|-----------------|--|---|---------------------|------------------|
| 1               | <b>Negotiable Instruments Act 1881</b> | 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               | <b>Law of Insurance</b>                | 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               | <b>Companies Act 2013 -I</b>           | Meaning and Essential Features of Company, Types of Companies, and Formation of company Memorandum and Articles of Association, Prospectus  | 10                  | CO3              |
| 4               | <b>Companies Act 2103 –II</b>          | 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               | <b>Meetings</b>                        | 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.swayam2.ac.in/cec23\\_1w05/preview](https://onlinecourses.swayam2.ac.in/cec23_1w05/preview)

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

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

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

|   |                               |
|---|-------------------------------|
| <b>Name &amp; Sign of Program Coordinator</b> | <b>Sign &amp; Seal of HoD</b> |
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**Integral University, Lucknow**

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|--------------------------------|---|----------------------------|--------------------|----------|----------|----------|----------|
| <b>Effective from Session:</b> |   |                            |                    |          |          |          |          |
| <b>Course Code</b>             | BM222   | <b>Title of the Course</b> | QUALITY MANAGEMENT | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |
| <b>Year</b>                    | II  | <b>Semester</b>            | IV                 | 3        | 1        | 0        | 4        |
| <b>Pre-Requisite</b>           | NONE  | <b>Co-requisite</b>        | NONE               |          |          |          |          |
| <b>Course Objectives</b>       | 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. |                            |                    |          |          |          |          |

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

| <b>Unit No.</b> | <b>Title of the Unit</b>                                  | <b>Content of Unit</b>  | <b>Contact Hrs.</b> | <b>Mapped CO</b> |
|-----------------|---|---|---------------------|------------------|
| 1               | <b>Introduction to Quality Management</b>                 | 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                  | CO1              |
| 2               | <b>Principles and Philosophies of Quality Management</b>  | 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               | <b>Statistical Process Control and Process Capability</b> | 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               | <b>Tools and Techniques for Quality Management</b>        | 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               | <b>Quality Systems Organizing and Implementation</b>      | 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\\_8f1&list=PLPjSgITvvDeUUUwunyiwq41vJZofQEzMI](https://www.youtube.com/watch?v=5pMWmU_8f1&list=PLPjSgITvvDeUUUwunyiwq41vJZofQEzMI)

<https://www.youtube.com/watch?v=aBN2ZPhn0IA>

| <b>Course Articulation Matrix: (Mapping of COs with POs and PSOs)</b> |     |     |     |     |     |     |     |      |      |      |      |
|---|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| <b>PO-PSO CO</b>  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 | PSO4 |
| <b>CO1</b>  | 2   | 2   | 2   | 1   | 3   | 1   | 2   | 2    | 1    | 3    | 1    |
| <b>CO2</b>  | -   | -   | 3   | -   | 2   | -   | -   | 3    | 1    | 3    | 1    |
| <b>CO3</b>  | 1   | -   | 1   | 3   | -   | -   | -   | 3    | 2    | 4    | 2    |
| <b>CO4</b>  | 3   | 3   | 3   | -   | 2   | 2   | 2   | 3    | 2    | 4    | 4    |
| <b>CO5</b>  | -   | 1   | 2   | 2   | 1   | 1   | 3   | 3    | 2    | 4    | 3    |

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

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|---|-------------------------------|
| <b>Name &amp; Sign of Program Coordinator</b> | <b>Sign &amp; Seal of HoD</b> |
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## Integral University, Lucknow

**Effective from Session: 2020-21**

|                      |       |                            |                                |          |          |          |          |
|----------------------|-------|----------------------------|--------------------------------|----------|----------|----------|----------|
| <b>Course Code</b>   | CS202 | <b>Title of the Course</b> | BASICS OF DBMS IN BUSINESS LAB | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |
| <b>Year</b>          | II    | <b>Semester</b>            | IV                             | 0        | 0        | 4        | 2        |
| <b>Pre-Requisite</b> | None  | <b>Co-requisite</b>        | None                           |          |          |          |          |

**Course Objectives**  
To develop understanding of database management system and familiarizing students with the use of DBMS packages. The Course also provides an in-depth knowledge of database technology for System design and implementation using practical practices.

### Course Outcomes

|            |  |
|------------|--|
| <b>CO1</b> | Knowledge about the concepts of DBMS.  |
| <b>CO2</b> | Knowledge about the ER diagram, ER modeling.   |
| <b>CO3</b> | Understanding and learning the concepts of Relational algebra and relational calculus. |
| <b>CO4</b> | Knowledge about the concepts of keys and normalization                                 |
| <b>CO5</b> | Understanding and learning of SQL  |

| S. No. | List of Experiments   | Contact Hrs. | Mapped CO |
|--------|---|--------------|-----------|
| 1      | General Introduction to DBMS and SQL  | 10           | 1         |
| 2      | (A) Creating database using wizards<br>(B) Documenting the database<br>(C) Creating own database  | 10           | 2         |
| 3      | For selective Column<br>For Selective row<br>Application based exercises  | 10           | 3         |
| 4      | A) IN operator B) BETWEEN operator C) LIKE Operator D) Application based exercises on operators A) Creating a new table B) Viewing a table Structure C) Application based exercises D) Insert data into table i) Add a Row to a table ii) Insert record through user interaction E) Update record in a table F) Delete any record from a table G) Duplicate table with new name | 7            | 4         |
| 5      | (A) Adding a new Columns<br>(B) Modifying existing Columns<br>(C) Create and design database using standard tools.  | 8            | 5         |

### Reference Books:

James Martin; Principles of Database Management, 1985, Prentice Hall of India, New Delhi

Naveen Prakash; Introduction to Database Management, TMH, 1993

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### e-Learning Source:

- <https://youtu.be/IoL9Ve2SRwQ>
- <https://youtu.be/f6LGtJutWyA>

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

| PO-PSO<br>CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|--------------|-----|-----|-----|-----|-----|-----|------|------|------|
| <b>CO1</b>   | 1   | 2   | 1   | 1   | 2   | 2   | 2    | 1    | 1    |
| <b>CO2</b>   | 1   | 1   | 2   | 1   | 2   | 3   | 1    | 2    | 1    |
| <b>CO3</b>   | 1   | 2   | 1   | 3   | 2   | 2   | 2    | 1    | 3    |
| <b>CO4</b>   | 2   | 2   | 1   | 1   | 1   | 3   | 2    | 1    | 1    |
| <b>CO5</b>   | 2   | 1   | 1   | 1   | 3   | 1   | 1    | 1    | 1    |

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

|   |                               |
|---|-------------------------------|
| <b>Name &amp; Sign of Program Coordinator</b> | <b>Sign &amp; Seal of HoD</b> |
|---|-------------------------------|