



Integral University, Lucknow

Effective from Session: 2020-21											
Course Code	BM 213	Title of the Course	INDIAN ECONOMY					L	T	P	C
Year	2	Semester	3					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.											
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
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 Year	Semester	Semester III				
Pre-Requisite	NONE	Co-requisite	NONE	3	1	0	4
Course Objectives	To provide general introduction to the legal environment that affects individuals, business and business transactions.						

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

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,2010
- Robert W, Emersion, Barron’s Educational Series,2007
- Gulshan, S.K.: Business Law, Latest edition, 2007.
- 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>

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: 2022-23												
Course Code	BM277		Title of the Course	Programming with Python				L	T	P	C	
Year	2		Semester	3				3	1	0	4	
Pre-Requisite	None		Co-requisite	None								
Course Objectives	The course aims at providing fundamental knowledge and exposure to the concepts, theories and practice in the field of python programming											
Course Outcomes												
CO1	Understand the basics of R programming											
CO2	To acquire the knowledge of python											
CO3	Understand different method visualization.											
CO4	To learn how to design and program <i>Python</i> applications.											
CO5	Problem solving and programming capability.											
Unit No.	Title of the Unit		Content of Unit					Contact Hrs.	Mapped CO			
1	Introduction to Statistics an R Language		Descriptive vs Inferential statistics, Inferential Statistics, Drawing Variables Sample Statistics and Sampling Distribution, R overview and R, Installing R Studio, Descriptive Data analysis using R, Description of ta in Data manipulation with R Introduction to dplyr (filter, select, arrange, data.table, Introduction to reshape package, Introduction to tidyr package, e, Data visualization with R, Working with Base R Graphics (Scatter Plot, g with ggplot, Data visualization in Watson Studio, Adding data to data Watson Studio					9	CO1			
2	Introduction to Python		Python and Anaconda Installation, Introduction to Jupyter Notebook Python scripting basics, Numpy and Pandas , Numpy overview - Creating and Accessing Numpy Arrays, Introduction to pandas,Pandas read and write csv Descriptive statistics using pandas, Pandas working with text data and date time columns, Pandas Indexing and selecting data,Pandas- groupby Merge/Join datasets.					9	CO2			
3	Introduction to Data Visualization Tools in Python		Filing and Indexing – Meaning and importance of filing, essential of good filing system Centralized and decentralized filing system. Meaning, need and types of indexing used in the business organization.					9	CO3			
4	Advanced Visualization		Introduction to Matplotlib , Read a CSV and Generate a line plot with matplotlib Basic plots using matplotlib, Area plot, Bar Chart, Histogram, Specialized Visualization Tools using Matplotlib					9	CO4			
5	Project work		Using Different datasets					9	CO5			
Reference Books:												
1. John V Guttag. "Introduction to Computation and Programming Using Python", Prentice Hall of India.												
2. R. Nageswara Rao, "Core Python Programming", dreamtech												
3. Wesley J. Chun. "Core Python Programming - Second Edition", Prentice Hall												
4. Michael T. Goodrich, Roberto Tamassia, Michael H. Goldwasser, "Data Structures and Algorithmsin Pyhon", Wiley												
5. Kenneth A. Lambert, "Fundamentals of Python – First Programs", CENGAGE Publication												
Course Articulation Matrix: (Mapping of COs with POs and PSOs)												
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	
CO1	2	1	-	2	1	1	-	2	1	2	2	
CO2	1	2	1	-	2	1	-	1	2	2	1	
CO3	2	-	1	2	2	2	1	2	1	2	2	
CO4	2	1	2	1	2	2	1	2	1	2	2	
CO5	2	1	1	2	1	2	1	2	2	1	2	
1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation												
Name & Sign of Program Coordinator						Sign & Seal of HoD						



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 and hypothetical cost; out of pocket cost, opportunity cost; expired and unexpired 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.
- M. Ravi Kishore, Cost and Management Accounting, Taxman's, Latest edition.
- Shukla&Grewal's, Cost & Management Accounting, S. Chand, Latest edition.
- K. DhaneshKhatri, Accounting for Management, McGraw Hill publishing house, Latest edition.
- Khan and Jain; Management Accounting, Tata McGraw Hill publishing house, Latest edition.

e-Learning Source:

- https://onlinecourses.nptel.ac.in/noc19_mg38/preview
- <https://www.udemy.com/topic/cost-accounting/>
- https://onlinecourses.swavam2.ac.in/cec21_cm01/preview
- <https://www.coursera.org/learn/financial-accounting-polimi>

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	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

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

Effective from Session: 2020-2021							
Course Code	LN201	Title of the Course	Advanced Professional Communication	L	T	P	C
Year	2 nd	Semester	3rd	5	1	0	6
Pre-Requisite	10+2	Co-requisite	Enrolled in UG				
Course Objectives	The course will sensitize the students for the challenges of a society that is shaped by communication. As participants in the program, students develop and integrate knowledge, creativity, ethical practice, and skills. Students also examine and produce work in oral, written, and visual communication and practice skills in group and intercultural communication.						

Course Outcomes

CO1	Students will be introduced how to improve Reading and Listening skill. they will Know the various techniques to improve their listening skills. They will Learn to apply various techniques of Note taking and the relation between speedy reading and success and also learn the ways to increase their speed of reading.
CO2	Students will develop the ability to Learn how to write CVs and Resumes. They will Know the importance of compactness of writing and be able to develop adequate knowledge of précis writing techniques. They will also Learn how to construct paragraph effectively.
CO3	Students will develop the ability to Know the basics of Group Discussion. They have been given an idea of Seminars. They will Learn how to perform as a team player and also emerge as a leader in a group. They will also learn to know about the different types of job interviews held
CO4	The objective of this unit is to introduce the Presentation skills and make them Understand what is meant by non-verbal communication, to develop the efficiency of audio-visual aids. The unit is aimed at developing the basic and advanced nuances in oral communication
CO5	The last unit of this programme will enable the students to prepare project work on any of the given topics to demonstrate writing skills and the knowledge and understanding which the acquire from learning Communication skills.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Reading and listening Comprehension	Ways to improve the Speed & Efficiency of Reading, Importance of Skim Reading, Note Making, Linear Note- Making & Patterned Note- Taking, Listening Skills & Features of Effective Listening, Listening Skills & Features of Effective Listening	12	CO-1
2	Writing Skill	C V & Resume writing, Job Application letter/Covering letter, Précis making.: Principles of condensation, Rules for writing précis Paragraph writing, Development of the paragraph,	12	CO-2
3	Title of the unit: Group Discussion and Interview Skills	Group Discussion: Meaning & Significance, How to prepare & practice for GD, Common Pitfalls in a GD, Seminars: Definition & Conventions of a Seminar, Interview: Definition, Skills & Techniques, Preparation, Negative Interview Factors & Interview Tips	12	CO-3
4	Presentation Skill	Presentation strategies: Purpose, Audience and locale, Organizing contents, Audio-Visual aids, Nuances of Delivery, Body language, Voice dynamics	12	CO-4
5	Project Work	Project Work	12	CO-5

Reference Books:

- 1- *Communication Skills: A Practical Guide to Improving Your ...* Author: Ian Tuhovsky, Originally published: 2015
- 2- *Effective Communication Skills: How to Enjoy ...* Author: Keith Coleman, Originally published: 10 October 2018
- 3- *The Art of Communicating*, Author: Thich Nhat Hanh, Originally published: 13 August 2013
- 4- *The Science of Effective Communication: ...* Author: Ian Tuhovsky, Originally published: 20 December 2017
- 5- Adair, John : *Effective Communication*. London : Pan Macmillan Ltd.,
- 6- Gawith, G. *Power learning : A student's guide to success* Lower Hutt, Newzealand : Mills Publications., 1992.
- 7- Lalitha Ramakrishnan. *Business Communication*. Karaikal : Himalaya Publications., 2013 [4] L.A. Hill *Teaching English as a second language*. Cambridge Univesity 1, 1965.
- 8- Sherman J: *Essential writing skills for intermediate students*, oxford : oxford University Press., 1994. IJSE

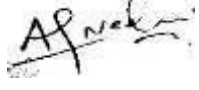
e-Learning Source:

- 1- <http://psydilab.univer.kharkov.ua/resources/ucება/softskills/chapter%205.pdf>
- 2- <https://dncvpyikhjv3.cloudfront.net/sites/77/2019/06/26110758/Group-Discussion-Techniques.pdf>

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

PO- PSO CO	PO1	PO 2	PO 3	PO4	PO5	PO 6	PO7	PO 8	PO 9	PO 10	PO1 1	PO12	PSO1	PSO 2	PSO4	PSO5	PSO6	PS O7
	CO1	3	3	3	2	3	3	3	3							3	2	3
CO2	3	3	3	3	3	2	2	3							2	3	2	3
CO3	3	2	3	2	2	3	3	3							3	3	3	2
CO4	2	3	3	2	2	1	2	3							3	3	3	2
CO5	3	3	2	2	2	2	3	3							3	3	2	1

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

<p>Name & Sign of Program Coordinator</p>	<p> Dr. (H.M. ARIF NADVI) Sign & Seal of HoD- Languages</p>
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Dr. (Aareena Nazneen)

Name & Sign

Assistant Professor



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	Second	Semester	Third	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., ShridharaBhat K., Production and operations Management, Himalaya Publishing , Latest edition.											
Haleem A- Production and Operations Management (Galgotia books, 2004)											
BediKanishka - Production & Operations Management (Oxford University Press, Latest edition.)											
Adam JrEveretl 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.)											
e-Learning Source:											
Production and Operations Management- UDEMY											
Production and Operation Management, Prof. RajatAgrawal, 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	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: 2020-21							
Course Code	BM 217	Title of the Course	Seminar	L	T	P	C
Year	II	Semester	IV	0	0	4	2
Pre-Requisite	NONE	Co-requisite	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	
CO1	.
CO2	
CO3	
CO4	
CO5	

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO

Reference Books:	
e-Learning Source:	

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1																		
CO2																		
CO3																		
CO4																		
CO5																		

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

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

Effective from Session: 2015-16							
Course Code	BM 218	Title of the Course	Essentials of Research Methodology	L	T	P	C
Year	Second	Semester	Fourth	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, 2003	
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://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	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
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	2	Semester	4	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 AmitaBissa | Jai NarainVyas University, Jodhpur, <https://youtu.be/DY33eIdwEmU>

Fundamentals of Financial Management, By Dr.RupaliSheth | SavitribaiPhule Pune University, Pune, <https://youtu.be/zmiYXxLxM2Y>

Financial Management For Managers. By Prof. Anil K. Sharma | IIT Roorkee<https://youtu.be/TgF2XviquUU>

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO4	PSO5
CO1	2	1	2	2	1	3							1	2	1	1
CO2	2	2	2	2	1	2							1	2	2	3
CO3	1	3	2	1	2	2							1	1	1	2
CO4	3	1	1	1	1	2							3	1	2	2
CO5	3	2	1	2	1	2							2	3	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: 2021-22							
Course Code	BM220	Title of the Course	CONSUMER BEHAVIOUR & DECISIONS	L	T	P	C
Year	2	Semester	4	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 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 Behavior	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 Behavior 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 & subculture: 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 DWyne, Maclains J, DE 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	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO6	PSO7
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:	
RatanNolakha, 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. SubbaRao, 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.

RoutledgeBesterfield Dale H., Total Quality Management (TQM) by Pearson .2018

e-Learning Source:

https://www.youtube.com/watch?v=5pMWmU_8fl&list=PLPjSqITyvDeUUUwunywq41yJZofQEzMI

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

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
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: 2021-22

Course Code	BM278	Title of the Course	Foundation in Predictive Analytics using IBM SPSS	L	T	P	C
Year	Second	Semester	Fourth	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The course aims at providing fundamental knowledge and exposure to the concepts, theories and practice in the field of PYTHON PROGRAMMING.						

Course Outcomes

CO1	To provide an overview of an exciting field of Predictive Analytics.
CO2	Review and explore data to look at data distributions and to identify data problems, including missing values.
CO3	To enable students to have skills that will help them to solve complex real-world problems in decision support.
CO4	Understand the Watson studio.
CO5	Understand the data.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction Of Analytics & Data Mining	Introduction Of Business Analytics With Real Time Examples, Predictive Analytics: Transforming Data Into Future Insights, Analytics Trends: Past, Present & Future, Towards A Predictive Enterprise. Introduction To Data Preparation, Process Of Data Mining -CRISP-DM, Use Case Study On Data Mining Project, File Format For Analysis, Working On Nodes And Streams Using IBM SPSS Modeler.	9	CO1
2	Advance Data Preparation Using Ibm Spss Modeler	Sampling Data-Introduction, Sample Node, Working With Dates-Introduction, Calculations Involving Dates, Working With String Data-Introduction, Manipulating String Data, Data Transformations- Introduction, Using Summary Statistics With Set Global Node, Transforming Continuous Fields, Binning Fields, Working With Sequence Data, Exporting Data Files- Introduction, Using A Data File Or Streams In Modeling, Types Of Exported Files, Exporting Flat Files, Exporting To Databases.	9	Co2
3	Predictive Modeling Using Ibm Spss Modeler	Preparing Data For Modeling- Cleaning Data, Balancing Data, Numeric Data Transformations, Binning Data Values, Data Partitioning, Anomaly Detection, Feature Selection For Models.	9	Co3
4	Advanced Data Preparation With Ibm Spss Modeler	Functions To Enrich Data, Method To Transform Data, Cross-Record Functions, Sampling, Partitioning And Sampling Data, Improving Efficiency.	9	Co4
5	Predictive Analytics With Ibm Watson Studio	Ibm Watson Studio, Watson Studio Components, Data Preparation, Watson Machine Learning, Data Refinery, Watson Studio Neural Network Modeler, Ibm Watson Studio Jobs, Use Case With Autoai, Hands On Real Case Studies Using Ibm Spss Modeler & Ibm Watson.	9	Co5

Reference Books:

Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die.

Predictive Analytics Mesmerizing & fascinating by ERIC SIEGEL

IBM Courseware

e-Learning Source:

<https://www.ibm.com/docs/en/spss-modeler/18.2.1?topic=spss-modeler-tutorial>

<https://developer.ibm.com/components/spss-modeler/tutorials/>

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

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

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

Name & Sign of Program Coordinator	Sign & Seal of HoD
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