S.No.	Course code	Course Title	Type Of Paper	Period Per-hr/week/sem.			Evaluation Scheme				Sub. Total	Credit	Total Credits	Attributes							
				L	T	P	CT	TA	Total	ESE				Employability	Entrepreneurship	Skill Development	Gender Equality	Environment & Sustainability	Human Value	Professional Ethics	Sustainable Development Goal
1	F010301TA /BM285	Management & Cost Accounting	Major	02	1	0	15	10	25	75	100	2:1:0	03	√	√	√				√	4,8,9,10
2	F010301TB /BM286	Business Law	Major	02	1	0	15	10	25	75	100	2:1:0	03	√	√	√	√	√	√	√	8,16
3	F010302TA /BM287	Production Management	Major	02	1	0	15	10	25	75	100	2:1:0	03	√	√	√					4,8,9
4	F010302TB /BM288	Business Policy	Major	02	1	0	15	10	25	75	100	2:1:0	03	√	√	√				√	4,8
5	F010303TA /BM289	Business Communication	Major	02	1	0	15	10	25	75	100	2:1:0	03	√	√	√				√	4,8
6	F010303TB /BM290	Business Environment	Major	02	1	0	15	10	25	75	100	2:1:0	03	√	√			√		√	4,7
7	I010304TB /BM291	Negotiation &Leadership	Vocational	02	1	0	15	10	25	75	100	2:1:0	03	√	√			√		√	8
8	Z030301T / ES225	Human Values & Environment Studies	Co-Curricular	02	0	0	15	10	25	75	100	2:1:0	02				√		√	√	3,4
	Total			16	07	0	120	80	200	600	800		23								

Integral University, Lucknow

EffectivefromSession:2023-24							
Course Code	F010301T/ BM285	**Title of the Course**	Management & Cost Accounting	L	T	P	C
Year	II	**Semester**	III	2	1	0	3
Pre-Requisite	None	**Co-requisite**	None				
Course Objectives	The basic objective of this course is to provide knowledge about Cost Accounting.						

Course Outcomes	
CO1	To enable Students to understand the nature, scope and advantages of Management and Cost Accounting.
CO2	To enable Students to understand about Material and Labour costing.
CO3	To enable Students to understand and apply Costing technique and costing methods.
CO4	To help students in applying Marginal Costing Techniques.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	**Basics of Cost Accounting**	Introduction: Meaning, Nature and Scope of Management Accounting, Functions Relationship of Management Accounting, Financial Accounting and Cost Accounting. Cost Accounting: Nature and Scope of Cost Accounting, Cost concepts and classifications, Methods and Techniques, Installation of a Costing System; Accounting for Material, Labour and Overheads.	15	CO1
2	**Accounting for Material and Labour**	Accounting for Material, Labour and Overheads.	10	CO2
3	**Output costing**	Product Costing: Single unit costing-preparation of cost sheet, Process costing, Contract costing (Elementary numerical problems)	10	CO3
4	**Costing Methods**	Marginal Costing and Absorption Costing, Break-even analysis.	10	CO4

Reference Books:
Charles T. Horngren, Gary L. Sundem, Dave Burgstahler, Jeff O. Schwartzberg. Introduction to Management Accounting, Pearson Education.
Maheshwari S.N, Advanced Problems and Solutions in Cost Accounting, Sultan Chand, New Delhi. (Hindi and English)
Sharma R.K. and Gupta S.K.; Management Accounting, Kalyani Publishers, Ludhiyana. (Hindiand English)
Welsch Glenn A., Ronald W. Hilton and Paul N. Gordon Budgeting, Profit Planning and Control, Prentice hall of India, Delhi.

e-Learning Source:
https://www.icsi.edu/media/webmodules/publications/FULL_BOOK_PP-CMA-2017-JULY_4.pdf
https://static.careers360.mobi/media/uploads/froala_editor/files/Introduction-to-Cost-and-Management-Accounting.pdf

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

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

Name & Sign of Program Coordinator	**Sign & Seal of HoD**

Integral University, Lucknow

EffectivefromSession: 2023-24							
Course Code	F010301T/ BM286	**Title of the Course**	Business Law	**L**	**T**	**P**	**C**
Year	II	**Semester**	III	2	1	0	3
Pre-Requisite	None	**Co-requisite**	None				
Course Objectives	The objective of this paper is to give the basic knowledge about the rules and regulation of execution of business.						

Course Outcomes	
CO1	To unable student to understand Indian contract act.
CO2	To unable student to understand about sales of goods act.
CO3	To unable student to understand about the Negotiable Instruments Act.
CO4	To know about unable student to understand about the Companies Act.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	**Introduction of Indian Contract Act**	The Indian Contract Act 1872: Scope of the Act, Essential of A Valid Contract, Agreement, Performance of Contracts, Breach of Contract & Remedies, Quasi-Contracts	10	CO1
2	**The Sale of Good Act**	The Sale of Good Act, 1930: Formation of Contract, Conditions & Warranties, Rights of an Unpaid Seller, Performance of the Contract of Sale	10	CO2
3	**Negotiable Instruments Act,**	The Negotiable Instruments Act, 1881: Nature and Types of negotiable instruments, Negotiation and Assignment, Holder-in-Due Course, Dishonor and Discharge of Negotiable Instrument; Arbitration	15	CO3
4	**The Companies Act, 2013**	The Companies Act, 2013: Nature and Type of Companies, Formation of Companies, Memorandum and Articles of Association, Prospectus, Share capital, Membership, Meetings and Winding-Up	10	CO4

Reference Books:
Avatar Singh, Company Law
Khergamwalla, JS, The Negotiable Instrument Act
Ramaya A, A Guide to Companies Act
Tuteja SK, Business Law for Managers

e-Learning Source:
https://www.hzu.edu.in/uploads/2020/10/business-law.pdf
https://josephscollege.ac.in/lms/Uploads/pdf/material/BLAW.pdf

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	2	2	1	1
CO3	3	-	-	3	3	1	3	3	3	2	3
CO4	3	-	-	3	3	2	3	3	3	2	3

1-LowCorrelation; 2-ModerateCorrelation;3-SubstantialCorrelation

Name & Sign of Program Coordinator	**Sign & Seal of HoD**

Integral University, Lucknow

Effective from Session: 2023-24

Course Code	F010302TA/ BM287	**Title of the Course**	Production Management	L	T	P	C
Year	II	**Semester**	III	2	1	0	3
Pre-Requisite	None	**Co-requisite**	None				
Course Objectives		To familiarize and acquaint the student with basic knowledge of concepts, principles, tools and technique so f marketing					

	Course Outcomes
CO1	To know about unable student to understand Production Management.
CO2	To know about unable student to understand Concept of Forecasting.
CO3	To provide basic knowledge of Product production.
CO4	To provide the understand of basic knowledge of Production Planning and Control (PPC).

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	**Introduction to Production Management**	Introduction to Production Management: History of Production Management; Definitions of Production Management; Production Process; Production: The Heart of an Organization; Objectives of Production Management; Scope of Production Management; Importance of Technology in Production	10	CO1
2	**Concept of Forecasting**	Concept of Forecasting: Purpose of Sales Forecasting, Basic Elements of Forecasting, Importance of Forecasting, Objectives of Forecasting, Classification of Forecasting ; Qualitative and Quantitative Techniques of Forecasting	10	CO2
3	**Product Selection**	Product Selection; Definitions of Product Design and Development: Need for Product Design and Development, Origin of the Product Idea and Selection from Various Alternatives, Choosing among Alternative Products, Modifying the Existing Products, Sources of Product.	10	CO3
4	**Production Planning and Control (PPC)**	Nature of Production Planning and Control (PPC): Types of Plans, Elements of Production Planning, Strategy of Production Planning, Aggregate Planning; Main Functions of Production Planning and Control (PPC); Latest Concepts of POM: Six Sigma, JIT, Benchmarking, Kaizen & Statistical Quality Control.	15	CO4

Reference Books:
Martand T. Telsang, "Production Management", S. Chand Publishing, India, 2005, 1st Edition.
K. Aswathappa , K. Shridhara Bhat, "Production And Operations Management", Himalaya Publishing House, 2009
Chary,S.N., "Production And Operations Management",McGrawHill,2019,6th Edition
Siddiqui, N.A. & Alam, S. "Production And Operations Management", New Age International, India, 2019, 1st Edition
e-Learning Source:
https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1406.pdf
https://www.drnishikantjha.com/booksCollection/Ch%202%20POM%20TYBAF%20SEM%20V.pdf

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

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

Name & Sign of Program Coordinator	**Sign & Seal of HoD**

Effective from Session: 2023-24							
Course Code:	F010302TB /BM288	**Title of the Course**	Business Policy	**L**	**T**	**P**	**C**
Year:	II	**Semester**	III	**2**	**1**	**0**	**3**
Pre-Requisite:	None	**Co-requisite:**	None				
Course Objectives	The objective of this paper is to give basic knowledge about the Business Policy in business industry. On completion of this course, the students will be able to:						

	Course Outcomes
CO1	To understand the basic concepts of Business Policy
CO2	To provide basic knowledge about Corporate Planning and Strategic Planning
CO3	To Provide basic understanding of Strategic Management concept
CO4	To Provide the understanding of concept of synergy and its relevance

Unit No.	Title of the Unit	Content to Unit	Contact Hrs.	Mapped CO
1	**Introduction:**	Introduction: Nature & importance of Business Policy, Development & Classification of Business Policy; Mechanism of policy making.	10	CO1
2	**Responsibilities & Tasks of Top Management**	Responsibilities & Tasks of Top Management: Objectives of Business, Characteristics, Classification, Types of objectives and their overall Hierarchy, Setting of objectives, Key areas involved; Corporate Planning; Concept of long term planning, Strategic Planning, Nature, Process & Importance.	15	CO2
3	**Corporate Strategy Concept**	Corporate Strategy Concept, Components, Importance, and Strategy Formulation: Concept, Process & Affecting Factors. Strategy Evaluation: Process, Criteria, Environmental Analysis, Resource Analysis.	10	CO3
4	**Concept of Synergy**	Concept of Synergy: Types, Evaluation of Synergy, Capability Profiles, Synergy as a Component of Strategy & its relevance.	10	CO4

Azhar Kazmi, Adela Kazmi, "Strategic Management", McGraw Hill, India, 2020, 5th Edition.

Thomas L., J. David Hunger, Alan N. Hoffman, " Concepts in Strategic Management and Business policy" Parson Education, India, 2018, 15th.Edition .

P. Subba Rao, " Policy and Strategic Management (Text and Cases)", Himalaya Publishing House, India, 2017, 2nd Edition .

e-Learning Source:
https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1504.pdf
https://josephscollege.ac.in/lms/Uploads/pdf/material/BPS_LT_BBA.pdf

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	2	2	1	1
CO3	3	-	-	3	3	1	3	3	3	2	3
CO4	3	-	-	3	3	2	3	3	3	2	3

1-LowCorrelation;2-ModerateCorrelation;3-SubstantialCorrelation

Name & Sign of Program Coordinator	**Sign & Seal of HoD**

Integral University, Lucknow

Effective from Session: 2023-24							
Course Code	F010303TA/ BM289	**Title of the Course**	Business Communication	**L**	**T**	**P**	**C**
Year	II	**Semester**	III	2	1	0	3
Pre-Requisite	None	**Co-requisite**	None				
Course Objectives		The objective of this paper is to give basic knowledge about the Business Communication.					

Course Outcomes	
CO1	To provide basic knowledge of Business Communication
CO2	To provide inside into Corporate Communication.
CO3	To Unable student about Essential of effective Business Communication
CO4	To help student to know Modern forms of communication

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	**Introduction :**	Meaning and objective of Business communication , Forms of Communication , Communication model and process , Principles of Effective Communication	10	CO1
2	**Corporate Communication**	Formal and Informal Communication , Networks , Grapevine , Barriers in Communication , Groups discussion , Mock Interviews , Seminars , Individual and Group Presentations	10	CO2
3	**Essential of effective Business**	Essential of effective Business letters , Writing Important Business letters including correspondence with Bank and Insurance companies ; Oral & Non verbal communication Principles of Oral Presentation , Factors affecting Presentation , effective Presentation skills , conducting Surveys ; Body Language , Para Language , Effective Listening , Interviewing skill , Writing Resume , Letter and Application ;	15	CO3
4	**Modern forms of communication**	Modern forms of communication , International communication , Cultural sensitiveness and cultural context , Writing and presenting in international situations	10	CO4

Reference Books:
Bapat & Davar , A Text book of Business Correspondence
Bhende D.S. , Business Communication
David Berio , The Process of Communication
Gowd & Dixit , Advance Commercial Correspondence
Gurky J.M. , A Reader in Human Communication
e-Learning Source:
https://ddceutkal.ac.in/Syllabus/MA_English/Paper_21
https://www.icsi.edu/media/webmodules/CSEET/BUSINESS_COMMUNICATION
https://ug.its.edu.in/sites/default/files/Business%20Communication

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

1-LowCorrelation;2-ModerateCorrelation;3-SubstantialCorrelation

Name & Sign of Program Coordinator	**Sign & Seal of HoD**

Effective from Session:2023-24							
Course Code	F010303TB /BM290	**Title of the Course**	Business Environment	**L**	**T**	**P**	**C**
Year	II	**Semester**	III	2	1	0	3
Pre-Requisite	None	**Co-requisite**	None				
Course Objectives		The objective of this paper is to give basic knowledge about the business environment in industry. On completion of this course, the students will be able to:					

Course Outcomes	
CO1	To provide basic overview of Business Environment.
CO2	To provide basic knowledge about various economic systems.
CO3	To provide basic knowledge about Industrial policy.
CO4	To provide insight into role of Government in regulation and development of Business Nationally and Globally.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	**Introduction**	Introduction: Concept, Significance and Components of Business environment, Factor affecting Business Environment, Micro and Macro environment.	10	CO1
2	**Economic Systems**	Economic Systems: Capitalism, Socialism, Communism, Mixed Economy Public Sector & Private Sector	10	CO2
3	**Industrial Policy**	Industrial Policy-Brief historical perspective; New industrial policy of India, Socio-economic implications of Liberalization, Privatization and Globalization	10	CO3
4	**Role of Government in Regulation and Development of Business**	Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; EXIM Policy, FEMA; Overview of International Business Environment, Trends in World Trade: WTO-Objectives and role in international trade.	15	CO4

Reference Books:
Francis Cherunilum, "Business Environment Text and Cases", Himalaya Publishing House, India, 2019, 27th Edition
K. Aswathapa, "Essentials of Business Environment- Text , Cases and Exercise", Himalaya Publishing House, India, 2017, 13th Edition

e-Learning Source:
https://onlinecourses.swayam2.ac.in/cec23_cm03/preview
https://www.classcentral.com/course/swayam-direct-tax-laws-and-practice-14009

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	2	2	1	1
CO3	3	-	-	3	3	1	3	3	3	2	3
CO4	3	-	-	3	3	2	3	3	3	2	3

1-LowCorrelation;2-ModerateCorrelation;3-SubstantialCorrelation

Name &Sign of Program Coordinator	**Sign & Seal of HoD**

Integral University, Lucknow

Effective from Session: 2023-24								
Course Code	I010304TB/ BM291	**Title of the Course**	Negotiation and Leadership	**L**	**T**	**P**	**C**	
Year	II	**Semester**	III	2	1	0	3	
Pre-Requisite	None	**Co-requisite**	None					
Course Objectives		To introduce the students to the importance of negotiation skills • To expose the students to diverse contexts and situations that require negotiation skills • To learn about the management of critical and crisis situations • To evolve relationship building skills						

Course Outcomes	
CO1	After studying this course, students will be able to apply negotiation skills to obtain desired results • After studying this course, students will be able to understand the various aspects of a crisis situation for appropriate management.
CO2	After studying this course, students will be able to learn how to manage complex negotiation situations.
CO3	After studying this course, students will be able to understand the process of relationship building
CO4	After studying this course, students will be able to test and judge the legitimacy of the terms of negotiation

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Negotiation Fundamentals	Negotiation Fundamentals Key concepts and core vocabulary of negotiation process, deal making and dispute resolution, Assumptions and biases that are barriers to effective negotiation, Collaborative approaches, risk & opportunities to achieve win-win outcomes Negotiation Canvas Introduction of a framework for negotiation preparation and how to use it, Elements of negotiation canvas i.e relationship, alternatives, legitimacy, options, interests among others, Difference between position and interests	9	CO1
2	Managing critical moments	Managing critical moments Types of negotiation approaches used by negotiators Critical moments that can make or break the deal How to identify these critical moments, Strategies to manage critical moments in the negotiation Effective Communication and Relationship Building Role of communication and relationship in negotiation, Understanding the other party's psychology to understand their interests, build trust and improve the scope of the negotiation, Unconditionally constructive behaviors, Methods of building trust, and empathy, Overcoming communication barriers, difficult behaviors and information asymmetry	13	CO2
3	Complex Negotiations	Discovering, creating and claiming value Methods of value discovery during negotiation, How is value divided and claimed between the negotiating parties?, What are the tradeoffs, mutual gains and contingencies?, Concept of distributive bargaining, equitable solutions, and ZOPA (zone of possible agreement),Biases and enemies of value creation Complex Negotiations Strategies for negotiations are not straightforward, involve several issues, include multiple stakeholders, and /or involve powerful parties, Hofstede's Culture dimensions, Dealing with people with difficult behaviors	13	CO3
4	Managing Alternatives	Managing Alternatives Concept of BATNA (Best Alternative to Negotiated Agreement), Methods to evaluate alternative options/offers, Management of one's alternatives and other party's alternatives during negotiation. Legitimacy and Building Commitment When to say yes to agreed terms, and when to walk away, Criteria for decision-making on negotiated terms, Assessment of the legitimacy of negotiated terms, Leading all parties to commit to the negotiated agreement, Steps from plan to execution	10	CO4

Reference Books:
Getting to Yes: Negotiating Agreement Without Giving in by Roger Fisher, William L. Ury, and Bruce Patton. Penguin Books
Difficult Conversations: How to Discuss What Matters Most by Douglas Stone, Bruce Patton, Sheila Heen. Penguin Books
Design Thinking: Understanding how designers think and work by Nigel Cross,Bloomsbury Visual Arts (2019)
Value Negotiation: How to Finally Get the Win-Win Right by Horacio Falcão. Pearson Education
e-Learning Source:
https://www.bumc.bu.edu/facdev-medicine/files/2014/08/BUSM-Leasership-training.pdf

PO-PSO \ CO	Course Articulation Matrix:(Mapping of Cos with POs and PSOs)										
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO 3	PSO 4
CO1	1	2	1	1	1	1	1		1	1	1
CO2	1	1	1	1	1	1	2	2	2	2	1
CO3	1	1	1	-	-	-	-	1	1	1	1
CO4	1	1	1	1	1	2	2	1	1	1	1

1-LowCorrelation;2-ModerateCorrelation;3-SubstantialCorrelation

Name & Sign of Program Coordinator	**Sign & Seal of HoD**

Effective from Session:2023-24							
Course Code	Z030301T/ES225	**Title of the Course**	Human Values and Environment studies	**L**	**T**	**P**	**C**
Year	II	**Semester**	III	2	0	0	2
Pre-Requisite	None	**Co-requisite**	None				
Course Objectives	Upon finishing the course, students will be able to come up with ethical reasoning for decision-making, frame ethical issues, and operationalize ethical choices. The course integrates various facets of human values and the environment.						

	Course Outcomes
CO1	Students can build fundamental knowledge of the interplay of markets, human value, ethics, and law and understand various challenges faced by individuals to counter unethical issues.
CO2	Students look at core concepts for business ethics as well as core concepts for anti-corruption.
CO3	Students look at core concepts for a morally articulate solution evolver to management issues in general, issues of sustainable development for a better environment, and know how environmental degradation has taken place.
CO4	Students should be aware of negotiations and international efforts to save the environment. How to develop sustainably Efforts taken up by the UN in Sustainable Development.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Human Values, Present Practices and Principles of Ethics	i. *Introduction:* Values, Characteristics, Types, Developing Value Systems in Indian Organizations, Values in Business Management, Value-Based Organizations, and Trans-cultural Human Values in Management Swami Vivekananda's philosophy of character building, Gandhi's concept of the Seven Sins, and APJ Abdul Kalam's view on the role of parents and teachers. ii. *Human Values and Present Practices*: Issues: Corruption and Bribe, Privacy Policy in Web and social media, Cyber Threats, Online Shopping, etc. Remedies: UK Bribery Act, Introduction to Sustainable Policies and Practices in the Indian Economy. iii. *Principles of Ethics:* Secular and Spiritual Values in Management: Introduction, Secular and Spiritual Values, Features, and Levels of Value Implementation Features of spiritual values. iv. *Corporate Social Responsibility:* Nature, Levels, Phases, Phases and Models of CSR, Corporate Governance CSR and Modern Business Tycoons Ratan Tata, Azim Premji, and Bill Gates.	07	CO1, 2
2	Holistic Approach in Decision making, Discussion through Dilemmas and Case Studies	i. *Holistic Approach in Decision Making:* Decision Making, the Decision-Making Process, The Bhagavad Gita: Techniques in Management, Dharma, and Holistic Management. ii. *Discussion through Dilemmas:* Dilemmas in Marketing and Pharma Organizations, Moving from Public to Private Monopoly Context Dilemma of privatization, Dilemma on liberalization, Dilemma on social media and cyber security Dilemma on Organic Food, Dilemma on Standardization, Dilemma on Quality Standards. iii. *Case Studies*	08	CO2, 3
3	Ecosystem and Biodiversity	i. *Concept, structure, and functions of ecosystems:* producer, consumer, decomposer, food web, food chain, energy flow, ecological pyramids. ii. *Conservation of Biodiversity:* In-situ and Ex-situ Conservation of Biodiversity Role of individuals in pollution control Human Population and Environment Sustainable Development India and the UN Sustainable Development Goals Concept of circular economy and entrepreneurship.	07	CO4
4	Environmental Laws, Quality, and Management	Environmental Laws, International Advancements in Environmental Conservation, Role of the National Green Tribunal, Air Quality Index, Importance of Indian Traditional Knowledge on the Environment, Bioassessment of Environmental Quality, Environmental Management System, Environmental Impact Assessment, and Environmental Audit.	08	5
Reference Books:				
A foundation course in Human Values and Professional Ethics by RR. Gaur, R. Sangal et.al.				
JUSTICE: What's the Right Thing to Do? Michael J. Sandel.				
Human Values by A. N. Tripathi New Age International.				
Environmental Management by N.K. Uberoi.				
e-Learning Source:				

https://www.un.org/sustainabledevelopment/sustainable-development-goals/				
https://www.india.gov.in/my-government/schemes/				
https://www.legislation.gov.uk/ukpga/2010/23/contents/				
Daniel Kahneman, Thinking, Fast and Slow; Allen Lane Nov 2011 ISBN: 9780141918921				

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	2	2	1	1
CO3	3	-	-	3	3	1	3	3	3	2	3
CO4	3	-	-	3	3	2	3	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
Department of Commerce and Business Management
Study and Evaluation Schemes

Program: BBA   Semester-IV

S.No.	Course code	Course Title	Type of Paper	Period Per/hr/week/sem.			Evaluation Scheme				Sub. Total	Credit	Total Credits	Attributes							
				L	T	P	CT	TA	Total	ESE				Employability	Entrepreneurship	Skill Development	Gender Equality	Environment &Sustainability	Human Value	Professional Ethics	Sustainable Development Goal
1	F010401TA/ BM244	Supply Chain Management	Major	02	1	0	15	10	25	75	100	2:1:0	03	√	√	√				√	4
2	F010401TB/ BM245	Research Methodology	Major	02	1	0	15	10	25	75	100	2:1:0	03	√	√	√				√	4
3	F010402TA/ BM246	Specialized Accounting	Major	02	1	0	15	10	25	75	100	2:1:0	03	√	√	√				√	4
4	F010402TB/ BM247	Consumer Behavior	Major	02	1	0	15	10	25	75	100	2:1:0	03	√	√	√				√	4,9
5	F010403TA/ BM248	Investment Analysis & Portfolio Management	Major	02	1	0	15	10	25	75	100	2:1:0	03	√	√	√					4,8,17
6	F010403TB/ BM249	Company law	Major	02	1	0	15	10	25	75	100	2:1:0	03	√	√	√				√	8,16
7	B060403T/ MT236	Statistics with R	Minor	03	1	0	15	10	25	75	100	3:1:0	04	√	√	√				√	4
8	I010406T/ BM223	Social media & Marketing	Vocational	02	1	0	15	10	25	75	100	2:1:0	03	√	√	√	√	√		√	4,8,9
9	Z040401T/ PH201	Physical Education & Yoga	Co-curricular	02	0	0	15	10	25	75	100	2:0:0	02						√	√	3,4
	Total			**19**	**08**	**0**	**135**	**90**	**225**	**675**	**900**		**27**								

Integral University, Lucknow

EffectivefromSession:2023-24								
Course Code	F010401TA /BM244	**Title of the Course**	Supply Chain Management	**L**	**T**	**P**	**C**
Year	II	**Semester**	IV	2	1	0	3
Pre-Requisite	None	**Co-requisite**	None				
Course Objectives		The objective of this paper is to give the basic knowledge about the Supply Chain Management for goods and services.					

Course Outcomes	
CO1	Understand the concepts of supply chain management and would be able to assess the supply chain problems and various measures of performance.
CO2	Understand how to forecast the demand with help of ERP and other software.
CO3	Understand the benchmarking in SCM
CO4	To gain the knowledge of new developments in SCM

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction	Introduction, Definition, Nature & Objectives of Supply Chain Management Evolution of the Concept of Supply Chain Management ,Key Drivers of Supply Chain Management, Key Decision Areas in Supply chain Management ,Cycle View of Supply Chain ,Problems in SCM and Suggested Solutions	15	CO1
2	Components of SCM	Introduction, Three Components of SCM ,Demand Management ,Demand Forecasting; Selecting the Appropriate Forecasting Technique, Evolution of ERP, Concept of ERP in SCM, Quick Response and Accurate Response System in SCM, Use of Other Planning Strategies	10	CO2
3	Benchmarking Concept	Introduction, Understanding the Benchmarking Concept, Benchmarking Process, Benchmarking Procedure.	10	CO3
4	New Developments in Supply Chain Management,	Introduction, New Developments in Supply Chain Management, Outsourcing Supply Chain Operations, Co-Maker ship, The Role of E-Commerce in Supply Chain Management ,Green Supply Chain Management, Transportation & Freight Management	10	CO4

Reference Books:
Supply Chain Management by Michel H Hungo
Supply Chain Management by Sunil Chopra
Chopra, S., Meindl, P., Supply Chain Management: Strategy, Planning, and Operation, 2004, PHI
ShahJ., Supply Chain Management, Pearson Publication, New Delhi

e-Learning Source:
https://sjce.ac.in/wp-content/uploads/2021/10/jnu-Supply-Chain-Management
https://www.tutorialspoint.com/supply_chain_management/supply_chain_management

Course Articulation Matrix:(Mapping of Cos with POs and PSOs)											
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO4	PSO5
CO1	1	1	-	1	1	1	1	2	2	1	1
CO2	2	-	-	2	1	1	2	2	2	1	1
CO3	3	-	-	3	3	1	3	3	3	2	3
CO4	3	-	-	3	3	2	3	3	3	2	3

Name & Sign of Program Coordinator	**Sign & Seal of HoD**

Integral University, Lucknow

EffectivefromSession: 2023-24							
Course Code	F010401TB / BM245	**Title of the Course**	Research Methodology	L	T	P	C
Year	II	**Semester**	IV	2	1	0	3
Pre-Requisite	None	**Co-requisite**	None				
Course Objectives	The basic objective of this course is to provide knowledge about Research Methodology						

Course Outcomes	
CO1	Ability to understand the basic concepts and basic information about the subject Research Methodology among the students.
CO2	Ability to understand and give knowledge to the students for the concepts of sampling design.
CO3	Ability to know the importance of processing and analysis of data. It will help in studying the hypothesis and its process of testing.
CO4	Ability to apply the use of Measurement & Scaling in Research. It will lead to the significance of Report writing.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction	Introduction: Meaning of Research, Objectives of Research, Types of Research, Research Process, Research Problem formulation; Research Design: Features of a good research design; Different Research Designs; Measurement in Research; Data types; Sources of Error	15	CO1
2	Sampling Design	Sampling Design: Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs-Probability & Non Probability sampling.	10	CO2
3	Processing & Analysis of Data	Processing & Analysis of Data: Processing operations; problems in processing; types of analysis, Hypothesis Testing: Chi-square test, Z-test, t-test, F-test.	10	CO3
4	Measurement & Scaling.	Measurement & Scaling. Presentation: Diagrams & Graphs. Report writing: Layout of Research Report, Mechanism of writing a Research Report.	10	CO4

Reference Books:
Kothari, C.R., Research Methodology – Methods and Techniques, New Age: New Delhi, India, 2004.
Bhattacharya D.K., Research Methodology, Excel Books, New Delhi, India, 2006.
Cooper D.R. & Schindler P.S., Business Research Methods, McGraw Hill Education, New Delhi, India, 2013.
e-Learning Source:
https://youtu.be/iXVIirfAJRc

Course Articulation Matrix:(Mapping of Cos with POs and PSOs)											
PO-PSO **CO**	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	3	2	1	2	2	2	1	3	2	2	2
CO2	2	2	1	2	2	2	1	3	2	2	2
CO3	2	2	1	2	2	2	0	3	1	2	1
CO4	2	2	1	2	2	2	1	3	1	2	1
CO5	2	2	1	2	2	2	0	3	2	2	1

1-LowCorrelation;2-ModerateCorrelation;3-SubstantialCorrelation

Name & Sign of Program Coordinator	**Sign & Seal of HoD**

Integral University, Lucknow

EffectivefromSession:	2023-24							
Course Code	F010402TA / BM246	**Title of the Course**	Specialized Accounting	**L**	**T**	**P**	**C**	
Year	II	**Semester**	IV	2	1	0	3	
Pre-Requisite	None	**Co-requisite**	None					
Course Objectives		The objective of this paper is to give the basic knowledge about the specialized Accounting. The outcomes of the course will be as follows –						

Course Outcomes	
CO1	To provide knowledge about preparation of Accounts for Non-trading Institutions.
CO2	To provide knowledge about preparation of Accounts for Banking and General Insurance Companies.
CO3	To give an overview about Branch and Hire Purchase accounts.
CO4	To understand the concepts of Partnership Accounts.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Accounting of Non-trading Institutions	Accounting of Non-trading Institutions: Concepts, Receipts and Payments Account: features and preparation. Income and Expenditure Account: features, preparation of income and expenditure account and balance sheet. Accounting of Joint Venture and Consignment.	15	CO1
2	Accounts of Banking companies	Accounts of Banking companies: Meaning and Definition of bank, Types of bank, Types of bank account, Accounting of banking companies. Accounts of General Insurance companies: Fire insurance Revenue account, Fire insurance Profit and loss account and Balance sheet and Marine insurance Profit and loss account and Balance sheet.	11	CO2
3	Department account and Branch account.	Department account and Branch account. Accounts related to Hire Purchase and Installment payment transactions, Royalty Accounts	10	CO3
4	Partnership Accounts: features,	Partnership Accounts: features, Partnership Deed, Final Account, Reconstitution of Partnership firms: admission, retirement and death of a partner, Dissolution of Partnership (Excluding insolvency of Partner)	9	CO4

Reference Books:
Agarwal, B.D., Advanced Accounting
Chawla & Jain, Financial Accounting
Chakrawarti, K.S., Advanced Accounts
e-Learning Source:
https://ohgfoa.memberclicks.net/assets/documents/Seminars/GFOA%20Specialized%20Acctg%20Applns.

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	2	2	1	1
CO3	3	-	-	3	3	1	3	3	3	2	3
CO4	3	-	-	3	3	2	3	3	3	2	3

1-LowCorrelation;2-ModerateCorrelation;3-SubstantialCorrelation

Name & Sign of Program Coordinator	**Sign & Seal of HoD**

Integral University, Lucknow

Effective from Session:	2023-24						
Course Code	F010402TB /BM247	**Title of the Course**	Consumer Behavior	**L**	**T**	**P**	**C**
Year	II	**Semester**	IV	**2**	**1**	**0**	**3**
Pre-Requisite	None	**Co-requisite**	None				
Course Objectives		The basic objective of this course is to provide knowledge about Consumer Behavior.					

Course Outcomes	
CO1	Ability to understand the basic concepts of Consumer Behaviour and different models among the students.
CO2	Ability to understand and give knowledge to the students for the concepts of individual behaviour.
CO3	Ability to know the importance of consumer decision making. It will help in studying the Family, Reference Group, Personal, Social and Cultural influence over the consumers.
CO4	Ability to study the impact of Industrial Buying Behaviour. It will lead to the significance of Industrial Buying Behaviour.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Consumer research process	CB, Consumer research process. CB models: Economic model, Psychoanalytic model, Sociological model, Howard & Seth model, Nicosia model, Engel-Kollat-Blackwell model.	10	CO1
2	Perceptual process	Individual determinants: Perceptual process, consumer learning process Introduction: Concept, importance and scope of CB, need for studying, consumer attitude formation, attitude measurement, meaning and nature of personality, self concept.	15	CO2
3	Influences & Consumer Decision making	Influences & Consumer Decision making: Family, reference group, personal, social and cultural influence on CB, Consumer Decision making process, Consumer Communication process, consumer satisfaction	10	CO3
4	Industrial Buying Behaviour	Industrial Buying Behaviour: Participants, characteristics of industrial markets, factors influencing industrial markets, stages of industrial buying process, Customer and marketing of services	10	CO4

Reference Books:
Schiffman, Kanuk, Kumar & Wisenblit , Consumer Behaviour, Pearson Prentice Hall, New Delhi, India, 2018.
Loudon & Bitta, Consumer Behaviour, Tata McGraw Hill, New Delhi, India, 2001.
Hawkins, Best & Coney , Consumer Behaviour, Tata McGrawHill, NewDelhi, India, 2005.

e-Learning Source:
https://josephscollege.ac.in/lms/Uploads/pdf/material/CB
https://ebs.online.hw.ac.uk/EBS/media/EBS/PDFs/Consumer-Behaviour-Course-Taster.

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

1-LowCorrelation;2-ModerateCorrelation;3-SubstantialCorrelation

Name & Sign of Program Coordinator	Sign &Seal of HoD

Integral University, Lucknow

Effective from Session: 2023-24								
Course Code	F010403TA /BM248	Title of the Course	Investment Analysis & Portfolio Management	L	T	P	C
Year	II	Semester	IV	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives		The basic objective of this course is to provide knowledge about Investment Analysis & Portfolio Management.					

Course Outcomes	
CO1	Understand the Objective of investment and its alternatives.
CO2	Develop the understanding of Risk and Return
CO3	Understand the basics of security analysis.
CO4	Develop the understanding of Portfolio Management and its primary composition.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Investments & Risk and Return:	**Investments:** Nature, scope, objective and Process of investments analysis. **Risk and Return:** Definition, type and importance, measurement of risk and return, Systematic and Unsystematic Risk. Investment Alternatives: Investment instrument of Capital Market and Money Market,	10	CO1
2	Technical Analysis	Valuation of Fixed and Variable securities. Non-Security forms of Investment, Government Securities, Mutual Fund, Real Estate and Gold. **Fundamental Analysis:** Economic/ Industry / Company analysis (EIC). **Technical Analysis:** Dow theory, Trends, indicators, indices, Relative strength Analysis and Moving average analysis. Efficient Market Hypothesis.	15	CO2
3	Portfolio Management	**Portfolio Management:** Meaning, importance and objectives of portfolio and portfolio management. **Portfolio Analysis:** Risk Measurement; Estimating rate of return and standard deviation of portfolio returns; Effects of Combining securities. Efficient frontier, types of Investors	10	CO3
4	Portfolio Selection	**Portfolio Selection:** Markowitz's Theory, Single Index Model, Capital market theory, CAPM (Capital Asset Pricing Model) . **Portfolio Evaluation:** Sharpe ratio, Treynor ratio, Jensen's Alpha. Portfolio Revision.	10	CO4

Reference Books:
Pandian , Punitha vathy "Security analysis and Portfolio Management", India, 2012
Chandra, Prasanna. "Investment analysis and portfolio Management "Tata McGraw Hill Publication, India,2008, Latest Edition-2018
Jordan &Fischer , "Security Analysis & Portfolio Management" Pearson , Indian, 2018.
e-Learning Source:
https://nptel.ac.in/courses/110105121
https://nptel.ac.in/courses/110105143

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	2	2	1	1
CO3	3	-	-	3	3	1	3	3	3	2	3
CO4	3	-	-	3	3	2	3	3	3	2	3

1-LowCorrelation;2-ModerateCorrelation;3-SubstantialCorrelation

Name & Sign of Program Coordinator	Sign & Seal of HoD

Integral University, Lucknow

Effective from Session:	2023-24						
Course Code	F010403TB/ BM249	Title of the Course	Company Law	L	T	P	C
Year	II	Semester	III	2	1	0	0
Pre-Requisite	None	Co-requisite	None				
Course Objectives		The objective of this course is to provide basic knowledge of the provisions of the Companies Act 2013 along with relevant cases					

Course Outcomes	
CO1	Students will understand the Indian Companies Act 2013
CO2	Students will get to know about the shares and debenture and its types.
CO3	Students will learn about the director and management of the companies under the Indian Companies Act 2013
CO4	Students will get to know about the minorities and majority share holder"s rights and process and conditions of winding up of the companies.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Basics of Cost Accounting	Indian Companies Act 2013: Nature and types of Companies, Conversion of Public Companies into Private Company's And Vice Versa. Formation, Promotion and Incorporation of Companies, Memorandum of Association; Article of Association; Prospectus.	10	CO1
2	Accounting for Material Labor	Shares: Types, Share Capital-Kinds; Allotment of Shares; Members – Categories, Modes of Acquiring Membership, Rights and Liabilities; Transfer and Transmission-Difference, Methods of Borrowing, Debentures, Mortgages and Charges - Fixed and Floating.	10	CO2
3	Accounting for Overheads	Management: Directors, Types and Number of Directors, Managing Director, Whole Time Director – Appointment, Qualifications and Disqualification, Duties, Vacation, Resignation and Removal, Company Meetings- Kinds, Quorum, Voting, Resolution, Minutes.	15	CO3
4	Costing Methods	Majority Powers and Minority Rights: Protection of Minority Rights; Prevention of Oppression and Management. Mismanagement, Winding Up-Kinds and Conduct-Petition for Winding Up, Appointment of Official Liquidator and Duties.	10	CO4

ReferenceBooks:
Kapoor GK A Dhamija Sanjay Company Law Comprehensive Textbook on Companies Act 2013 Taxmann Publication
Singh Avtar Company Law Delhi India Eastern Book Company Bharat Law House
Gupta Company Adhiniyam Sahitya Bhawan Publication (Hindi and English)
Maheshwari SN And SK Maheshwari A Manual of Business Law 2nd Edition Himalaya Publishing House

e-Learning Source:
https://www.mca.gov.in/Ministry/pdf/CompaniesAct2013.pdf
https://www.icsi.edu/media/webmodules/publications/FinalCLStudy.pdf
https://www.pwc.in/assets/pdfs/publications/2013/companies-act-2013-key-highlights-and-analysis.pdf

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	2	1	3	1	1	2	1	-
CO2	2	-	-	-	2	2	2	-	-	2	3
CO3	1	-	3	1	2	-	-	2	1	-	2
CO4	1	1	1	1	3	2	1	3	2	2	1

1-LowCorrelation;2-ModerateCorrelation;3-SubstantialCorrelation

Name & Sign of Program Coordinator	**Sign & Seal of HoD**

Integral University, Lucknow

Effective from Session: 2023-24								
Course Code	B060403T/MT236	**Title of the Course**	Statistics with „R"	**L**	**T**	**P**	**C**	
Year	Second	**Semester**	Fourth	3	1	0	4	
Pre-Requisite	Basic course in Statistics	**Course Type**	Minor					
Course Objectives	To enable students to handle data in the R software thereby helping them to understand meaningful statistical analysis performed on the data.							

Course Outcomes	
CO1	Knowledge of installing R and some mathematical operations.
CO2	To enable students to extract data, and perform basic statistical operations.
CO3	Ability to understand data analysis such as – data cleaning, data visualization, data summarization.
CO4	Ability to understand hypothesis testing.
CO5	Knowledge of regression analysis and its various packages and ability to make some important plots (eg. qq-norm and qq-plot) .

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to R	Overview of the R language: Installing R and R Studio : Using R studio, Scripts, Text editors for R, Graphical User Interfaces (GUIs) for R, Creating and storing R workspaces, installing packages and libraries, Mathematical operations. Data Types in R – Numeric, Integer, Character, Logical, Complex and missing data. Data Structures in R	8	1
2	Basic operations in R	Vectors – Creation, Arithmetic operations of Vectors, Vector Sub setting, Sorting and Sequencing functions. Matrix and Arrays – Creation, Arithmetic Operations of matrix, Sub setting, Use of Drop Function. Factors – Converting a vector into factor, assigning levels and labels, ordered Factor.	8	2
3	Creation of List and Data-frame in R	List – Creating a list, accessing elements from a list, adding a new element and eliminating an existing element form the list, converting list to vectors. Data Frames – Creation of Data Frame, adding new columns, rows and removing columns, accessing column using the $ sign, importing a data set (important file formats such as csv, txt and spreadsheet), aggregate function and subsetting of dataframes, tapply function, manipulation using dplyr package (select, filter, arrange, mutate and group by function, pipe operator).	8	2
4	Programming Fundamentals in R	Creating functions in R. Programming Fundamentals: Logical operators, conditional statements (if, else, else if statements in R), While loops, For loops, repeat loops.	6	2
5	Extraction of data in R	Reading data in R (file formats such as csv, txt, and xlsx), Writing data to external files (file formats such as csv, txt, and xlsx), writing a table to a file, print function. Extraction of economics and financial data from Prowessiq, RBI, IMF, World bank or an equivalent financial/economic database. The students should be able to save and export the data to „R-environment" for further analysis.	8	3
6	Summarizing and exploring data in R	Summarizing and exploring data: Descriptive statistics (mean, median, mode, variance, skewness, five-point summary), dealing with missing data in R, Data cleaning (dplyr package, tidyr package and pipe operator), Exploratory Data Analysis; data visualization using inbuilt functions and ggplot2 package (pie chart, bar chart, line chart, histogram, box plot, scatter plot, Normal QQ plot).	7	3
7	Testing of Hypothesis	Statistical hypothesis, simple and composite hypothesis, null and alternative hypothesis, critical region, types of errors, level of significance, power of the test, p-value and ANOVA. Small and large sample tests, assumptions, t-test, Chi-square test, F-test and z-test.	8	4
8	Regression analysis with R	Regression analysis using R: Regression vs Correlation, Simple and multiple regression, Ordinary least square, Assumptions of classical normal linear regression model (CNLRM), corrplot package, car package, lmtest package, scatter plot (using plot function and ggplot2 package) to understand the relationship between variables, lm, abline, predict, resid function, interpreting „summary table" of the regression model, normality of residuals (qqnorm and qqPlot functions), multicollinearity (correlation matrix, corrplot and vif function), autocorrelation (acf plot and Durbin Watson test), heteroscedasticity (graphically)	7	5

Reference Books:	
1.	Gardener, M. (2018), Beginning R: The Statistical Programming Language, Wiley & Sons.
2.	Sekhar, S.R.M., et al. (2017), Programming with R, Cengage Learning India.
3.	Wickham, H., et al. (2017), R for Data Science: Import, Tidy, Transform, Visualize, and Model Data, O"Reilly".
4.	Field, A., Miles, J and Field (2012), Z. Discovering Statistics using R (Indian Reprint 2022), SAGE
5.	SimpleR - Using R for Introductory Statistics: John Verzani.
6.	The R Guide.
7.	Analysis of Epidemiological Data Using R and Epicalc: Virasakdi Chongsuvivatwong.
8.	Statistics Using R with Biological Examples: Kim Seefeld and Ernst Linder.
9.	An Introduction to R: Software for Statistical Modeling & Computing: Petra Kuhnert and Bill Venables.
10.	Gujarati, D.N. et al (2018), Basic Econometrics, McGraw Hill India, 5th Ed

e-Learning Source:
CRAN website: https://cran.r-project.org/

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https://prowessiq.cmie.com,	
https://data.worldbank.org/indicator	
https://rstudio.com/products/rstudio/download/(Rstudio)	
http://r-statistics.co	

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

Name & Sign of Program Coordinator	**Sign & Seal of HoD**

Integral University, Lucknow

Effective from Session:	2022-23							
Course Code	I010406T/ BM223	**Title of the Course**	Social Media & Marketing		**L**	**T**	**P**	**C**
Year	II	**Semester**	IV		**2**	**1**	**0**	**3**
Pre-Requisite	None	**Co-requisite**	None					
Course Objectives			To provide basic knowledge of social media marketing concepts To enhance skills as social media marketer and start a career in social media marketing.					

Course Outcomes	
CO1	Evaluate the role of social media in marketing, advertising and public relations. Assess the optimal use of various social media platforms for social media marketing
CO2	Analyze the importance of social media for developing an effective marketing plan, and assess ways to measure its performance
CO3	Describe practical skills required for creating and sharing content through online communities and social networks.
CO4	Demonstrate and appreciate social media ethics to use social media spaces effectively.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to Social Media Marketing:	Social Media Marketing- Concept and Importance. Social Media Platforms- Online communities and Forums; Blogs and Microblogs, Social Networks, other contemporary social media platforms: Goals, Role in Marketing and Use as listening tools. Trends in SMM. Social Media Influencers.	15	CO1
2	Social media marketing Plan and Performance Measurement:	SMM Plan- Setting Goals, Determining Strategies, Identifying Target Market, Selecting Tools, Selecting Platforms, Implementation:	10	CO2
3	Content Creation and Sharing using Case Campaigns:	Blogging, Streaming Video and Podcasting: Criteria and approach-70/20/10 with risk variants, 50-50 content, Brand Mnemonic, Brand story. Contextualising content creation. Social Media Ethics	10	CO3
4	Measuring Effectiveness -	Conversion rate, amplification rate, applause rate: on page and on post level.	10	CO4

Reference Books:

Ahuja V(2015).Digital Marketing. Oxford University Press. ● Blanchard, O. (2011). Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization. United Kingdom: Pearson Education. ● Charles worth, A. (2014). An Introduction to Social Media Marketing. United Kingdom: Taylor & Francis. ● Gupta, S. (2020). Digital Marketing. India: McGraw Hill Education (India) Private Limited. ● Johnson, S. (2020). Social Media Marketing: Secret Strategies for Advertising Your Business and Personal Brand on Instagram, YouTube, Twitter, And Face book. A Guide to being an Influencer of Millions. Italy: Andrea Astemio.

Keller, K. L., Kotler, P. (2016). Marketing Management. India: Pearson Education. ● Maity M(2022). Digital Marketing. Oxford University Press. ● Mamoria C.B, Bhatacahrya A, Marketing Management. Kitab Mahal, Delhi ● Mathur,V. & Arora,S. Digital Marketing PHI Learning

McDonald, J. (2016). Social Media Marketing Workbook: How to Use Social Media for Business. United States: Create Space Independent Publishing Platform. ● Parker, J., Roberts, M. L., Zahay, D., Barker, D. I., Barker, M. (2022). Social Media Marketing: A Strategic Approach. United States: Cengage Learning.

e-Learning Source:

https://engage.marketo.com/rs/460-TDH-945/images/The-Definitive-Guide-to-Social-Media-Marketing-Marketo

http://www.gov.pe.ca/photos/original/IPEI_ebiz_smmkt.

Course Articulation Matrix:(Mapping of Cos with POs and PSOs)											
PO-PSO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO 3	PSO 4
CO1	1	2	1	1	1	1	1		1	1	1
CO2	1	1	1	1	1	1	2	2	2	2	1
CO3	1	1	1	-	-	-	-	1	1	1	1
CO4	1	1	1	1	1	2	2	1	1	1	1

1-LowCorrelation;2-ModerateCorrelation;3-SubstantialCorrelation-

Name &Sign of Program Coordinator	**Sign & Seal of HoD**

Integral University, Lucknow

Effective from Session: 2023-24

Course Code	Z040401T/PH201	Title of the Course	Physical Education and Yoga	L	T	P	C
Year	Second	Semester	Fourth	2			2
Pre-Requisite	-	Co-requisite	-				
Course Objectives	Equip students with a comprehensive understanding of physical education, fitness, and wellness. Gain knowledge in physical education, fitness, wellness, weight management, and lifestyle choices. Explore the relationship between yoga and mental health. Emphasize the value of education. Delve into traditional games, their cultural significance, and their benefits. Apply knowledge for physical fitness, mental well-being, and a balanced lifestyle. Develop critical thinking, problem-solving skills, communication skills, and appreciation for traditional games as part of cultural heritage and physical activity promotion.						

Course Outcomes

CO1	Students understand the fundamental concepts and principles of physical education and can explain the concept of fitness and wellness and its significance in maintaining a healthy lifestyle.
CO2	Students can demonstrate knowledge of weight management techniques and strategies for maintaining optimal body weight as well as identify and analyze various aspects of an individual's lifestyle and its impact on overall health and well-being.
CO3	Students can recognize the relationship between yoga and mental health and understand how yoga practices contribute to mental well-being. Comprehend the importance of value education and its role in personal and social development.
CO4	Students can evaluate the traditional games of India and their cultural significance, highlighting their physical and mental benefits. Apply theoretical knowledge and practical skills acquired during the course to promote physical fitness, mental well-being, and a balanced lifestyle. Develop critical thinking and problem-solving abilities related to physical education and wellness.
CO5	Students can communicate effectively about the importance of physical education, fitness, wellness, and traditional games, both orally and in written form. Foster an appreciation for Indian traditional games and their role in preserving cultural heritage and promoting physical activity. Engage in teamwork, cooperation, and leadership skills through practical activities and group projects related to physical education and wellness.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Physical Education	i. Meaning, Definition, Aim and Objective. ii. Misconception About Physical Education. iii. Need, Importance and Scope of Physical Education in Modern Society. iv. Physical Education Relationship with General Education. v. Physical Education in India before Independence. vi. Physical Education in India after Independence.	15	1
2	Concept of Fitness and Wellness, Weight Management, and Lifestyle	i. Meaning, Definition and Importance of Fitness and Wellness. ii. Components of Fitness. iii. Factor Affecting Fitness and Wellness. i. Meaning and Definition of Obesity. ii. Causes of Obesity. iii. Management of Obesity. iv. Health problems due to Obesity. i. Meaning, Definition, Importance of Lifestyle. ii. Factor affecting Lifestyle. iii. Role of Physical activity in the maintains of Healthy Lifestyle.	15	2, 3
3	Yoga and Meditation	i. Historical aspect of yoga. ii. Definition, types of scopes & importance of yoga. iii. Yoga is related to mental health and value education. iv. Yoga is related to Physical Education and sports. v. Definition of Asana, differences between asana and physical exercise. vi. Definition and classification of pranayama. vii. Difference between pranayama and deep breathing. viii. Practical: Asana, Suraya-Namaskar, Bhujang Asana, Naukasana, Halasana, ix. Vajrasan, Padmasana, Shavasana, Makrasana, Dhanurasana, Tad Asana. x. Pranayam: Anulom, Vilom.	15	3, 4
4	Traditional Games of India and Recreation in Physical Education	i. Meaning. ii. Types of Traditional Games Gilli- Danda, Kanche, Stapu, Gutte, etc. iii. Importance/ Benefits of Traditional Games. iv. How to Design Traditional Games. i. Meaning, Definition of Recreation. ii. Scope and Importance of Recreation. iii. General Principles of Recreation. iv. Types of Recreational Activities. v. Aerobics and Zumba (Fir India Movement).	15	4, 5

Reference Books:

Singh, Ajmer, Physical Education and Olympic Abhiyan, "Kalayani Publishers", New Delhi, Revised Addition, 2006; Patel, Shri krishna, Physical Education, "Agrawal Publishers", Agra, 2014-15

Panday, Preeti, Sharirik Shiksha Sankalan, "Khel Sanskriti Prakashan, Kanpur

Kamlesh M.L., "Physical Education, Facts and foundations", Faridabad P.B. Publications; B.K.S. Yengar, "Light and Yog. Yoga Deepika", George Allen of Unwin Ltd., London,1981.

BrajBilari Nigam, Yoga Power "TheKpath of Personal achievement" Domen and Publishers, New Delhi, 2001.

Indira Devi, "Yoga for You", Gibbs, Smith Publishers, Salt Lake City, 2002 Domenand Publishers, New Delhi - 2001.

Jack Peter, "Yoga Master the Yogic Powers", Abhishek Publications, Chandigarh, 2004.

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Janice Jerusalim, "A Guide To Yoga" Parragon Bath, Baiihe-2004.
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e-Learning Source:
https://www.bing.com/videos/search?q=yoga&&view=detail&mid=599A4C4B7C3D09CF4930599A4C4B7C3D09CF4930&&FORM=VRDGAR&ru=%2Fvideos%2Fsearch%3Fq%3Dyoga%26FORM%3DHDRSC4
https://www.bing.com/videos/search?q=yoga&&view=detail&mid=C44E1F48814EBF788F1DC44E1F48814EBF788F1D&&FORM=VRDGAR&ru=%2Fvideos%2Fsearch%3Fq%3Dyoga%26FORM%3DHDRSC4
https://www.youtube.com/watch?v=s2NQhpFGIOg
https://www.youtube.com/watch?v=3p4r_ad2Y7g
https://www.youtube.com/watch?v=JYg0Vu6-RUk

PO-PSO CO	Course Articulation Matrix: (Mapping of COs with POs and PSOs)																
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	1	2	2	-	-	-	-	-	-	-	-	1	-	-	1	2
CO2	1	2	1	1	-	-	-	-	-	-	-	-	2	-	-	1	-
CO3	3	2	2	1	-	-	-	-	-	-	-	-	1	-	-	2	2
CO4	2	1	-	2	-	-	-	-	-	-	-	-	-	-	-	1	1
CO5	1	1	1	1	-	-	-	-	-	-	-	-	1	-	-	2	1

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

Name & Sign of Program Coordinator	**Sign & Seal of HoD**