





## Integral University, Lucknow

<b>Effective from Session: 2024-25</b>							
<b>Course Code</b>	F010101TA /BM121	<b>Title of the Course</b>	Business Economics	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	I	<b>Semester</b>	I	3	1	0	4
<b>Pre-Requisite</b>	None	<b>Co-requisite</b>	None				
<b>Course Objectives</b>	To familiarize the students with the basic concept of microeconomics and to make student enable to understand various concepts of economics to apply in business applications.						

Course Outcomes	
<b>CO1</b>	To provide knowledge about business economics.
<b>CO2</b>	To provide knowledge about demand analysis.
<b>CO3</b>	To determine production and cost analysis.
<b>CO4</b>	To make aware of pricing and profit management.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to Business Economics	Nature and Scope of Business Economics. Fundamental Principles of business economics- opportunity cost concept, Incremental concept, Principle of time perspective, discounting principle and Equi-marginal principle.	11	CO1
2	Demand Analysis	Concept of Demand & its determinants. Law of demand and exceptions, Price, Income & Substitution effects. Demand function. The elasticity of demand: meaning, types, measurement and significance in managerial decisions, Revenue concepts.	11	CO2
3	Production and Cost Analysis	Meaning, Production function, Law of variable proportion and laws of return to scale, Various cost concepts and classification, Cost output relationship in short run & long run, Cost curves, Economies and dis-economies of scale. Break even analysis.	11	CO3
4	Market structures:	Nature of market, Types of markets and their characteristics, Pricing under different market structures-Perfect, Monopoly, Oligopoly and Monopolistic competition, Price discrimination under monopoly competition. Concept of Profit, Functions of profit, Profit maximization. Inflation: concept, reasons with specific reference to India, remedial measures, Concept of WPI & CPI.	12	CO4

<b>Reference Books:</b>	
Maheshwari K. L, Varshney R.L. “Managerial Economics”, Sultan Chand & Co., India, 2019.	
Mote V. L. , Gupta G. S. , Paul S., “Managerial Economics: Concepts and Cases”, Tata McGraw Hill Publishing Company, India, 2019	
Dwivedi D.N., “Managerial Economics”, Vikas Publication House, India, 2018	
Peterson C H, Lewis W C “Managerial Economics” Pearson India,2020	
<b>e-Learning Source:</b>	
<a href="https://mptel.ac.in/courses/110105075">https://mptel.ac.in/courses/110105075</a>	

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

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

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

<b>Effective From Session:</b> 2024-25							
<b>Course Code</b>	F010101TB/BM122	<b>Title of the Course</b>	Basic Accounting	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	I Year	<b>Semester</b>	II	3	1	0	4
<b>Pre-Requisite</b>	None	<b>Co-requisite</b>	None				
<b>Objective</b>	The course is designed to provide sufficient practical inputs to conduct varied types of accounting relating to different industry and business problems for accurate decision and control action among the students.						

Course Outcomes	
<b>CO1</b>	The aim of the course is to build knowledge and understanding of the principles of accounting and other aspects of accounting among the students.
<b>CO2</b>	The course seeks to give detailed knowledge about the subject matter by instilling basic ideas about accounting.
<b>CO3</b>	To provide knowledge about the rectification of errors in accounts
<b>CO4</b>	To make them able to do valuation of stocks.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction	Meaning and process of accounting, Basic terminology of accounting, Difference between accounting & bookkeeping, Importance & limitations of accounting, Various users of accounting information, Accounting Principles: Conventions & Concepts; Difference between IFRS and GAAP, application of IFRS in India.	10	1
2	Double Entry System	The accounting equation, Dual aspect of accounting, Types of accounts, Rules of debit & credit; Preparation of Journal and Cashbook including banking transactions; Ledger and Trial balance, Subsidiary books of accounts; Rectification of errors, Preparation of bank reconciliation statement; Bills of exchange and promissory notes.	15	2
3	Valuation of stocks	Valuation of stocks; Accounting treatment of depreciation; Reserves and provisions; Preparation of final accounts along with adjustment entries.	11	3
4	Issue of shares and debentures	Issue of shares and debentures, Issue of bonus shares and right issue, Redemption of preference shares and debentures.	09	4

**Reference Books:**

- Agarwal B.D., Advanced Accounting 2019.
- Chakrabarti K.S., Advanced Accounts. 2017.
- Chawla & Jain, Financial Accounting 2018.
- Gupta R.L. & Radha Swamy, Fundamentals of Accounting, 2019.

**e-Learning Source:**

<https://youtu.be/Hs-U3jAvqo4>

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

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	1	1	2	2	2	2	1	2
CO2	2	1	1	1	2	2	2	1	2
CO3	2	2	1	1	1	1	2	1	2
CO4	2	1	1	1	1	2	2	2	1
CO5			-						

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

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

Effective from Session: 2024-25							
Course Code	F010102T/BM123	Title of the Course	Business Statistics	L	T	P	C
Year	I	Semester	I	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The aim of the course is to build knowledge and understanding of Business Statistics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Statistics. The outcome of the course will be as follows						

Course Outcomes	
CO1	To provide knowledge about basic concepts of Statistics.
CO2	To provide knowledge measurement of central tendency.
CO3	To give an overview of correlation and regression analysis.
CO4	To make able to know the sampling and probability.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction	Concept, features, significance & limitations of statistics, Types of data, Classification & Tabulation, Frequency distribution & graphical representation	6	CO1
2	Measures of Central Tendency	Mean, Median, Mode, Measures of Variation (Range, Quartile Deviation, Mean Deviation and Standard Deviation), Significance & properties of a good measure of variation, Measures of Skewness & Kurtosis	8	CO2
3	Correlation and Regression	Meaning and types of correlation, Simple correlation, Scatter diagram method, Karl Pearson's Coefficient of correlation, Significance of correlation, Regression concept, Regression lines, Regression equations and Regression coefficient.	8	CO3
4	Probability	Concept, Events, Addition Law, Conditional Probability, Multiplication Law & Baye's theorem [Simple numerical]. Probability Distribution: Binomial, Poisson and Normal. Sampling: Method of sampling, Sampling and non-sampling errors, Test of hypothesis, Type-I and Type-II Errors, Large sample tests	8	CO4

**Reference Books:**

- 1 Gupta, S.P. & Gupta, M.P., Business Statistics
2. Levin, R.I., Statistics for Management
3. Feud, J.E., Modern Elementary Statistics
4. Elhance, D.N., Fundamentals of Statistics
5. Gupta, C.B., Introduction of Statistical Methods

**e-Learning Source:**

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

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

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

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

Effective from Session: 2022-23							
Course Code	A060103T/HP111	Title of the Course	India's Freedom Struggle and Constitutional Growth of India.	L	T	P	C
Year	Ist	Semester	Ist	3	1	0	4
Pre-Requisite	Intermediate	Co-requisite	None				
Course Objectives	After the successful completion, learners will develop following attributes.						

Course Outcomes	
CO1	This syllabus helps students to understand the idea of Nationalism
CO2	It also discusses that how the colonial rule was overthrown by the Indian Nationalists.
CO3	It will enable the students to understand the role of India in World Affairs.
CO4	Students will also be able to understand the contributions of our great freedom fighters in Independence of India.
CO5	Students will also get familiar with the important events of national movement that led growth and development of India's Constitution.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	British Colonial rule and National Awakening	Beginning of British colonial rule in India: East India Company (1773-1857) Indian Mutiny: Causes and Consequences Indian Government Act 1858: Provision and Significance	12	CO1
2	Origin, Growth and Development of Indian National Movement	Formation of Indian National Congress: Objectives and Achievements, Causes for the rise of radicals/extremists, Partition of Bengal, Formation of Hindu Mahasabha & Muslim League. The Government of India Act of 1909, World War I and its impact Home Rule League.	12	CO2
3	Gandhi and Mass Mobilisation	Emergence of Mahatma Gandhi - Tools of mobilization - Satyagraha and Non-violence Early Satyagrahas- Champaran Movement Government of India Act, 1919- Jallian Wala Bagh and The Non - Co-operation Movement - The Khilafat Movement, Chauri-Chaura Incident	12	CO3
4	Rise of National Movement	The Swarajist Party-The Simon Commission -The Nehru Report - Fourteen Points of Jinnah, Lahore Congress- The Civil Disobedience Movement Round Table Conferences 1930 - 32- Constitutional Changes - 1935 Act	12	CO4
5	Towards Independence	The Left Movement - Labour and Peasant Movements, Second World War -Quit India Movement- Netaji Subhash Chandra Bose and the INA- Two Nation Theory - Communalism -Cripps Mission - Cabinet Mission - Mount Batten Plan - Indian Independence Act.	12	CO5

Reference Books:

- Bipan Chandra, India's Struggle for Independence, Penguin Books (Latest Edition).
- Percival Spear, Oxford History of India, New Delhi, 1974.
- Sumit Sarkar, Modern India (1885 - 1947), Delhi, 1983.
- Bipan Chandra, Amal Tripathi, and Barun De, Modern India, New Delhi. 1976.

e-Learning Source:

- <https://swavam.gov.in/>
- <http://www.ignou.ac.in/>
- Coursera
- UGC CEC

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

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	2	2	1	2	3
CO2	3	2	3	2	3	2	1	1	2	3
CO3	2	2	2	3	3	1	3	3	3	2
CO4	1	2	3	3	3	1	1	2	3	2
CO5	3	2	1	1	1	3	3	3	3	1

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

  Name & Sign of Program Coordinator	 Sign & Seal of HoD Humanities & Social Science Integral University, Lucknow
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## Integral University, Lucknow

<b>Effective from Session:</b> 2024-25							
<b>Course Code</b>	I010104T/BM1139	<b>Title of the Course</b>	Advance Excel	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	I	<b>Semester</b>	I	2	1	0	3
<b>Pre-Requisite</b>	None	<b>Co-requisite</b>	None				
<b>Course Objectives</b>	<b>To provide a practical implication of the excel and spreadsheet for today competitive environment.</b>						

Course Outcomes	
CO1	Ability to understand the spread sheet utilization at basic level.
CO2	Ability to apply the formulas and function in Excel
CO3	Ability to understand the advance Excel with other functions of Excel
CO4	Ability to apply the practical implication of financial and statistical functions in spread sheet

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Excel Introduction,	An overview of the screen, navigation and basic Excel concepts, Various selection techniques, Shortcut Keys Customizing Excel, Customizing the Ribbon, Using and Customizing AutoCorrect, Changing Excel's Default Options Using Basic Functions, Using Functions – Sum, Average, Max, Min, Count, Absolute, Mixed and Relative Referencing	15	1
2	Introduction Range	Introduction Range: AutoFill, Comments, Hide Columns and Rows, AutoFit, Transpose, Move Columns Basics: Ribbon, Workbook, Worksheets, Format Cells, Find & Select, Data Validation, Keyboard, Shortcuts, Print, Protect.	10	2
3	Formulas and Functions	Formulas and Functions: Arithmetic functions, Paste Options, statistical Functions, Logical Functions. Cell References, Date/Time, Lookup/Reference	10	3
4		Financial, Statistical, Round, Formula Errors, Array Formulas, Sort, Filter, Conditional Formatting., Charts, Pivot Tables, Tables, Create a Macro.	10	4

**Reference Books:**

- Excel 2019 All-in-One for Dummies, Greg Harvey, 1st edition
- Slaying Excel Dragons, Mike Girvin, 1st edition, Holy Macro! Books
- Ctrl+Shift+Enter Mastering Excel Array Formulas, Mike Girvin, 1st edition
- Beginners (Excel Essentials Book 1), M.L. Humphrey, 1st edition

**e-Learning Source:**

<https://www.coursera.org/projects/Excels-beginner-google-sheets>

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	PSO6	PSO7
CO1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-
CO2	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-
CO3	-	-	-	-	-	1	--	--	-	-	-	-	1	-	-	-	-	-
CO4	-	-	-	-	-	2	-	-	-	-	-	-	1	-	-	-	-	-

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

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

<b>Effective from Session: 2024-25</b>							
<b>Course Code</b>	Z010101T/BE105	<b>Title of the Course</b>	Food, Nutrition and Hygiene	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	I	<b>Semester</b>	I	2	0	0	2
<b>Pre-Requisite</b>	None	<b>Co-requisite</b>	None				
<b>Course Objectives</b>	To learn the basic concept of food, nutrition, hygiene, common diseases prevalent in society along with 1000 days nutrition concept.						

Course Outcomes	
<b>CO1</b>	To learn the basic concept of the Food and Nutrition, and meal planning.
<b>CO2</b>	To learn about macro and micro nutrients and its RDA, sources, functions, deficiency and excess.
<b>CO3</b>	To learn 1000 days Nutrition Concept and study the nutritive requirement during special conditions like pregnancy and lactation.
<b>CO4</b>	To study common health issues in the society and to learn the special requirement of food during common illness.

UnitNo.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Concept of Food and Nutrition	(a) Definition of Food, Nutrients, Nutrition, Health, balanced Diet (b) Types of Nutrition- Optimum Nutrition, under Nutrition, Over Nutrition (c) Meal planning- Concept and factors affecting Meal Planning (d) Food groups and functions of food	8	CO1
2	Nutrients: Macro and MicroRDA, Sources, Functions, Deficiency and excess of	(a) Carbohydrate (b) Fats (c) Protein (d) Minerals Major: Calcium, Phosphorus, Sodium, Potassium Trace: Iron, Iodine, Fluorine, Zinc (e) Vitamins Water soluble vitamins: Vitamin B, C Fat soluble vitamins: Vitamin A, D, E, K (f) Water (g) Dietary Fiber	7	CO2
3	1000 days Nutrition	(a) Concept, Requirement, Factors affecting growth of child (b) Prenatal Nutrition (0 - 280 days): Additional Nutrients' Requirement and risk factors during pregnancy (c) Breast / Formula Feeding (Birth – 6 months of age) Complementary and Early Diet (6 months – 2 years of age)	8	CO3
4	Community Health Concept	(a) Causes of common diseases prevalent in the society and Nutrition requirement in the following: Diabetes Hypertension (High Blood Pressure) Obesity Constipation Diarrhea Typhoid (b) National and International Program and Policies for improving Dietary Nutrition (c) Immunity Boosting Food	7	CO4

**Reference Books:**

Singh, Anita, "Food and Nutrition", Star Publication, Agra, India, 2018.

Sheel Sharma, Nutrition and Diet Therapy, Peepee Publishers Delhi, 2014, First Edition.

1000Days-Nutrition\_Brief\_Brain-Think\_Babies\_FINAL.pdf

<https://pediatrics.aappublications.org/content/141/2/e20173716>

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5750909/>

**e-Learning Source:**

<https://www.udemy.com/course/internationally-accredited-diploma-certificate-in-nutrition>

Diploma in Human Nutrition-Revised Offered by Alison

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



PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO											
CO1	-	-	-	2	2	3	2	3	3	2	2
CO2	-	-	-	3	2	3	2	3	3	2	2
CO3	-	-	-	3	3	2	3	3	-	-	2
CO4	-	-	3	3	3	3	3	3	3	2	3

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

<b>Name &amp; Sign of Program Coordinator</b>	<b>Sign &amp; Seal of HoD</b>
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Effective from Session:2024-25							
Course Code	HM101	Title of the Course	RASHTRA GAURAV	L	T	P	C
Year	I	Semester	I	2	0	0	0
Pre-Requisite	Intermediate (Any Stream)	Co-requisite	None				
Course Objectives	The objective of the course on "Rashtra Gaurav" is to explore and critically analyze the multifaceted dimensions of national pride and glory, as depicted in the paper. Participants will delve into the historical, cultural, social, and political aspects that contribute to the concept of "Rashtra Gaurav" (National Pride) in the context of the specific themes and perspectives presented in the paper. Through in-depth discussions, readings, and interactive sessions, participants will gain a comprehensive understanding of the factors that shape and define a nation's sense of pride, and how these factors influence individual and collective identities. The course aims to foster a nuanced appreciation for the significance of "Rashtra Gaurav" in contemporary society, encouraging participants to critically evaluate its implications and applications within diverse global contexts.						

Course Outcomes	
CO1	To understand the basics of Indian Society and culture.
CO2	To understand the literature, science and astrology.
CO3	To understand Indian heritage.
CO4	To examine the philosophical and spiritual developments in India.
CO5	To evaluate the contributions of Major National Characters and Personalities.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Indian Society & Culture	<ul style="list-style-type: none"> <li>Unity in Diversity: Cultural &amp; Religious Harmony</li> <li>Indian Diaspora</li> <li>Ancient Indian Civilization.</li> <li>National and International Awards &amp; Awardees</li> </ul>	05	01
2	Literature, Science, Astrology	<ul style="list-style-type: none"> <li>Indian Epics: Ramayan &amp; Mahabharata</li> <li>Prominent litterateur: Shudrak, Kalidas, Amir Khusru,</li> <li>Kautilya's Arthashastra</li> <li>Panini's Ashtadhyayi</li> </ul>	05	02
3	Indian Heritage	<ul style="list-style-type: none"> <li>Cultural Heritage in India: Buddhist Monuments at Sanchi, Ajanta &amp; Ellora Caves, Khajuraho, Taj Mahal</li> <li>Tourist Places in India: Red Fort, Ambar Palace, Kaziranga National Park</li> </ul>	04	03
4	Philosophical and Spiritual Developments	<ul style="list-style-type: none"> <li>Sufism &amp; Bhakti Movement: Bulleh Shah, Data Ganj Baksh, Khwaja Moinuddin Chishti, and Nizamuddin Auliya. Tulsidas, Surdas, Meera, Nanak &amp; Kabir</li> <li>Jainism: Mahavir's Biography and Education</li> <li>Buddhism: The life of Buddha, Contributions of Buddhism to India's Culture</li> </ul>	05	04
5	Major National Characters And Personalities	<ul style="list-style-type: none"> <li>Ashoka the Great and His Dhamma</li> <li>Raja Ram Mohan Roy &amp; Brahma Samaj</li> <li>Swami Vivekanand and his philosophies</li> <li>Mahatma Gandhi: Role of Gandhi in Indian National Movement</li> <li>Dr. Bhimrao Ambedkar: A Chief architect of the Indian Constitution</li> </ul>	06	05

**Reference Books:**

Jawaharlal Nehru - "The Discovery of India"  
 B.R. Ambedkar - "Annihilation of Caste"  
 Ramachandra Guha - "India After Gandhi: The History of the World's Largest Democracy"  
 Mahatma Gandhi - "My Experiment with Truth"  
 S C Dubey - "Indian Society"  
 Nadeem Hasnain - "Indian Society and Culture"  
 G Shah - "Social Movements in India"

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

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

Name & Sign of Program Coordinator	Sign and seal of HoD
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# Integral University, Lucknow

<b>Effective from Session:</b> 2024-25							
<b>Course Code</b>	F010201TA / BM129	<b>Title of the Course</b>	Organizational Behavior	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	<b>I</b>	<b>Semester</b>	<b>II</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>3</b>
<b>Pre-Requisite</b>	None	<b>Co-requisite</b>	None				
<b>Course Objectives</b>	To develop the knowledge of the concept of Tax Planning.						

<b>Course Outcomes</b>	
<b>CO1</b>	Ability to understand the basic concepts of Organizational Behavior among the students.
<b>CO2</b>	Ability to understand and give knowledge to the students for the concepts of individual behavior.
	Ability to know the behavior dynamics and the importance of leadership. It will help in studying the Group and Team place in organization with management of conflict.
<b>CO4</b>	Ability to study the impact of change in organizational development. It will lead to the significance of culture with impact of power and politics in the organization.

<b>Unit No.</b>	<b>Title of the Unit</b>	<b>Content of Unit</b>	<b>Contact Hrs.</b>	<b>Mapped CO</b>
1	<b>Introduction</b>	Nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.	10	1
2	<b>Individual Behavior</b>	Concept, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation-Hygiene theory, Vroom's expectancy theory.	10	2
3	<b>Behavior Dynamics</b>	Interpersonal behavior, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and prevailing leadership styles in Indian Organizations. Group Behavior: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter-group problems in organizational group dynamics, Management of conflict.	15	3
4	<b>Management of Change</b>	Change and Organizational development, Resistance to change, approaches to managing organizational change, Organizational effectiveness, Organizational culture, Power and Politics in Organization, Quality of work life, Recent advances in OB.	10	4

<b>Reference Books:</b>	
Bennis G Warren , Organizational Development: its nature, origins and prospects, Addison Wesley Publication Company, U.S.A., 1969.	
Davis, Keith, Organizational Behaviour, Tata McGraw Hill, New Delhi., India, 1997.	
Robins, S.P and Sanghi , S , Organizational Behaviour, Pearson, NewDelhi India, 2009.	
Prasad, L.M, Organizational Behaviour, Sultan Chand & Sons, New Delhi, India, 2019.	
<b>e-Learning Source:</b>	
<a href="https://youtu.be/X_u3v4ocg_E">https://youtu.be/X_u3v4ocg_E</a>	
<a href="https://youtu.be/nECTh34wSDY">https://youtu.be/nECTh34wSDY</a>	

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

<b>Effective From Session:</b> 2024-25							
<b>Course Code</b>	F010201TB/BM130	<b>Title of the Course</b>	Business Finance	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	I	<b>Semester</b>	II	2	1	0	3
<b>Pre-Requisite</b>	None	<b>Co-requisite</b>	None				
<b>Objective</b>	The aim of the course is to build knowledge and understanding of Business Finance among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Finance.						
<b>Course Outcomes</b>							
<b>CO1</b>	To provide knowledge about business finance and investment decisions.						
<b>CO2</b>	To provide knowledge about financing decision.						
<b>CO3</b>	To give an overview about dividend decision.						
<b>CO4</b>	To give an overview about working capital.						

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	<b>Introduction to Business Finance</b>	Concept of Business Finance and Financial management, Finance functions, objectives of financial management- Profitability vs. Shareholder's wealth maximization. Time Value of Money - Compounding & Discounting. Investment Decisions: Capital Budgeting- ARR, Payback, NPV, Benefit cost ratio and IRR methods and their practical applications.	15	1
2	<b>Financing Decision</b>	Capitalization Concept, Basis of Capitalization, Cost of Capital, WACC, Leverages: Concept and significance, EBIT-EPS analysis, Determinants of Capital structure, Capital structure theories.	11	2
3	<b>Dividend Decision</b>	Concept & relevance of dividend decision, Dividend Models- Walter's, Gordon's and MM Hypothesis, Dividend policy-determinants of dividend policy.	10	3
4	<b>Management of Working Capital</b>	Concepts of working capital, Approaches to the financing of current Assets, management of cash; management of receivables management of Inventories.	09	4

**Reference Books:**

Reddy GS Financial Management Theory and Practice.

Chandra Prasanna Financial Management Theory and Practices.

Pandey I M Financial Management.

Khan MY and Jain PK Financial Management Tax and Problems.

**e-Learning Source:**

Online course on Fundamentals of Financial Management By Dr. Rupali Sheth, Savitribai Phule Pune University ([https://onlinecourses.swayam2.ac.in/cec22\\_mg13/preview](https://onlinecourses.swayam2.ac.in/cec22_mg13/preview))

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

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

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

<b>Effective from Session: 2024-25</b>							
<b>Course Code</b>	F010202TA/BM131	<b>Title of the Course</b>	Human Resource Development	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	I	<b>Semester</b>	II	2	1	0	3
<b>Pre-Requisite</b>	None	<b>Co-requisite</b>	None				
<b>Course Objectives</b>	To enable the students to understand the HR Management and system at various levels in general and in certain specific industries or organizations.						

Course Outcomes	
<b>CO1</b>	The aim of the course is to build knowledge and understanding of Human Resource Development among the student
<b>CO2</b>	To provide knowledge about potential appraisal
<b>CO3</b>	To give an overview about Job Enrichment and Quality circle
<b>CO4</b>	To make aware with Human Resource Accounting (HRA)

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	HRD	Concept, importance, benefits and its distinction from HRM, focus of HRD System, Structure of HRD System, Role of HRD manpower planning; Management Development: Concept, need, management development methods.	10	CO1
2	Potential Appraisal	Concept, need, objectives, methods and Obstacles. Training: Meaning, role, assessing needs for training, organizing training programmes, training methods, evaluation of Training. Succession Planning and Career Development: meaning, distinction, need and importance	10	CO2
3	Job Enrichment	Concept, Principles, steps for job enrichment, hurdles in job enrichment, making job enrichment effective, job and work redesign. Quality Circles: Concept, structure, training in quality circle, problem solving techniques, role of management, trade union and workers, quality circles in India.	15	CO3
4	Human Resource Accounting	Introduction, scope, limitations, methods; Management of careers; Stress Management: Definition, potential, sources of stress, consequences of stress, managing stress.	11	CO4

<b>Reference Books:</b>	
Dipak Kumar Bhattacharya, Human Resource Management	
Arun Monappa, Managing Human Resource	
P. Subba Rao, Essential of HRM and Industrial Relation	
C.B. Memoria, Personnel Management	
<b>e-Learning Source:</b>	
<a href="https://onlinecourses.nptel.ac.in/noc20_hs48/preview">https://onlinecourses.nptel.ac.in/noc20_hs48/preview</a>	
<a href="https://nptel.ac.in/courses/109105121">https://nptel.ac.in/courses/109105121</a>	
<a href="https://archive.nptel.ac.in/noc/courses/noc21/SEM2/noc21-mg49/">https://archive.nptel.ac.in/noc/courses/noc21/SEM2/noc21-mg49/</a>	
<a href="https://onlinecourses.nptel.ac.in/noc21_mg21/preview">https://onlinecourses.nptel.ac.in/noc21_mg21/preview</a>	

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

<b>Effective from Session:</b> 2024-25							
<b>Course Code</b>	I010206T/BM135	<b>Title of the Course</b>	Hands on Training on Tally ERP9.0	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	I	<b>Semester</b>	II	2	1	0	3
<b>Pre-Requisite</b>	None	<b>Co-requisite</b>	None				
<b>Course Objectives</b>	This course is focused to provide practical implication on the knowledge of tally for commerce and management.						

Course Outcomes	
<b>CO1</b>	Ability to understand the basic concept of Tally ERP9, its use and relevance in accounting
<b>CO2</b>	Ability to identify the appropriate types and functioning of Tally and its uses in present senior
<b>CO3</b>	Ability to apply basic knowledge of accounting through Tally and its use in the field of TDS, GST and return filing.
<b>CO4</b>	Ability to understand the concept of payroll in Tally and creation of various reports using Tally.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction,	Creation of Company, Tally Configuration, Account Voucher Creation, Voucher Type Selection, Alteration of Vouchers, Reports, and computation. Inventory, Payments, Quotes, Sales Orders, Sales/Invoicing, Receipts, Memorized Transactions, Global Options, Reports	15	1
2	Tally Reports	TDS -TDS Reports, TDS Online Payment, TDS Returns filing, TDS Certificate issuing, 26AS Reconciliation, TCS - TCS Reports, GST- GST Returns, EPF -ESIC, Professional Tax	10	2
3	Employee Data	Employee Creation - Salary Define, Employee Attendance Register, Pay Heads Creation, Salary Report	10	3
4	Generation of Financial Statement	Financial Statements - Trading Account, Profit & Loss Account, Balance Sheet, Accounts Books and Reports, Inventory Books and Reports, Exception Reports, Statutory Reports, Payroll Reports, Trail balance, Day Book, List of Accounts, Stock Summary, Outstanding Statement	10	4

**Reference Books:**

- Computerized Accounting System For B.Com. by Ajay Sharma and Manoj Bansal
- Computerized Accounting System by Neeraj Goyal and Rohit Sachdeva
- Computer Based Accounting by C Mohan Luneja, Sandeep Bansal and Rama Bansal
- Robert N Anthony, David Hawkins, Kenneth A. Merchant, Accounting: Text and Cases. McGraw-Hill Education, 13 th Ed. 2013.
- Asok K. Nadhani, Tally ERP 9 Training Guide - 4th Revised & Updated Edition, BPB publication

**e-Learning Source:**

- <https://www.studyathome.org/products/tally-erp9-certificate-course-by-ca-raj-k-agrawal/>
- <https://tallyeducation.com/tepl/>
- <https://www.udemy.com/topic/tally-erp/>

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

Effective from Session:2024-25							
<b>Course Code</b>	Z02020IT/NS110	<b>Title of the Course</b>	First Aid and Health	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	I	<b>Semester</b>	II	2	0	0	2
<b>Pre-Requisite</b>	None	<b>Co-requisite</b>	None				
<b>Course Objectives</b>							

Course Outcomes	
<b>CO1</b>	Learn the skill needed to assess the ill or injured person.
<b>CO2</b>	Learn the skills to provide CPR to infants, children and adults.
<b>CO3</b>	Learn the skills to handle emergency childbirth.
<b>CO4</b>	Learn the Basic sex education help young people navigate thorny questions responsibly and with confidence.
<b>CO5</b>	Learn the Basic sex education help youth to understand Sex is normal. It's a deep, powerful instinct at the core of our.
<b>CO6</b>	Survival as a species. Sexual desire is a healthy drive.
<b>CO7</b>	Help to understand natural changes of adolescence.
<b>CO8</b>	Learn the skill to identify Mental Health status and Psychological First Aid.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	<b>Basic Concepts</b>	A. Basic First Aid Aims of first aid & First aid and the law. Dealing with an emergency, Resuscitation (basic CPR). Recovery position, Initial top to toe assessment. Hand washing and Hygiene Types and Content of a First aid Kit B. First AID Technique Dressings and Bandages. Fast evacuation techniques (single rescuer). Transport techniques. C. First aid related with respiratory system Basics of Respiration. No breathing or difficult breathing, Drowning, Choking, Strangulation and hanging, Swelling within the throat, Suffocation by smoke or gases and Asthma. D. First aid related with Heart, Blood and Circulation Basics of The heart and the blood circulation. Chest discomfort, bleeding. E. First aid related with Wounds and Injuries Type of wounds, Small cuts and abrasions Head, Chest, Abdominal injuries Amputation, Crush injuries, Shock F. First aid related with Bones, Joints Muscle related injuries Basics of The skeleton, Joints and Muscles. Fractures (injuries to bones).	2T+10P	1
2	<b>First Aid Related with Nervous System</b>	G. First aid related with Nervous system and Unconsciousness Basics of the nervous system. Unconsciousness, Stroke, Fits—convulsions seizures, Epilepsy. H. First aid related with Gastrointestinal Tract Basics of The gastrointestinal system. Diarrhea, Food poisoning. I. First aid related with Skin, Burns Basics of The skin. 2T+ 10P Burn wounds, Dry burns and scalds (burns from fire, heat and steam). Electrical and Chemical burns, Sun burns, heat exhaustion and heatstroke. Frost bites (cold burns), Prevention of burns, Fever and Hypothermia. J. First aid related with Poisoning Poisoning by swallowing, Gases, Injection, Skin K. First aid related with Bites and Stings Animal bites, Snake bites, Insect stings and bites L. First aid related with Sense organs Basic of Sense organ. Foreign objects in the eye, ear, nose or skin. Swallowed foreign objects. M. Specific emergency satiation and disaster management Emergencies at educational institutes and work Road and traffic accidents. Emergencies in rural areas. Disasters and multiple casualty accidents. Triage. N. Emergency Child birth.	2T+10P	2
3	<b>Basic Sex Education</b>	Basic Sex Education:Overview, ground rules, and a pre-test Basics of Urinary system and Reproductive system. Male puberty — physical and emotional changes Female puberty — physical and emotional changes Male-female similarities and differences Sexual intercourse, pregnancy, and childbirth Facts, attitudes, and myths about LGBTQ+ issues and identities Birth control and abortion Sex without love — harassment, sexual abuse, and rape Prevention of sexually transmitted diseases.	9T	3
4	<b>Mental Health and Psychological First Aid</b>	Mental Health and Psychological First Aid What is Mental Health First Aid? Mental Health Problems in the India The Mental Health First Aid Action Plan Understanding Depression and Anxiety Disorders Crisis First Aid for Suicidal Behavior & Depressive symptoms What is Non-Suicidal Self-Injury? Non-crisis First Aid for Depression and Anxiety Crisis First Aid for Panic Attacks, Traumatic events Understanding Disorders in Which Psychosis may Occur Crisis First Aid for Acute Psychosis Understanding Substance Use Disorder Crisis First Aid for Overdose, Withdrawal Using Mental Health First Aid.	2T+10P	4

Reference Books:
Indian First Aid Manual- <a href="https://www.indianredcross.org/publications/FA-manual.pdf">https://www.indianredcross.org/publications/FA-manual.pdf</a> .
Red Cross First Aid/CPR/AED Instructor Manual.
<a href="https://mhfa.com.au/courses/public/types/youthedition4">https://mhfa.com.au/courses/public/types/youthedition4</a> .
Finkelhor, D. (2009). The prevention of childhood sexual abuse. Durham, NH: Crimes Against Children Research Center. <a href="http://www.unh.edu/ccrc/pdf/CV192">www.unh.edu/ccrc/pdf/CV192</a> . Pdf.
Kantor L. & Levitz N. (2017). Parents' views on sex education in schools: How much do Democrats and Republicans agree? PLoS ONE, 12 (7): e0180250.
Orenstein, P. (2016). Girls and sex: Navigating the complicated new landscape. New York, NY: Harper.
Schwiegershausen, E. (2015, May 28). The Cut. <a href="http://www.thecut.com/2015/05/most-women-are-catcalledbefore-they-turn-17.html">www.thecut.com/2015/05/most-women-are-catcalledbefore-they-turn-17.html</a> .
Wiggins, G. & McTighe, J. (2008). Understanding by design. Alexandria, VA: ASCD.
<a href="https://marshallmemo.com/marshall-publications.php#8">https://marshallmemo.com/marshall-publications.php#8</a> .



**e-Learning Source:**

<https://www.redcross.org/take-a-class/first-aid/first-aid-training/first-aid-online>.

<https://www.firstaidforfree.com/>.

<https://www.coursera.org/learn/psychological-first-aid>.

<https://www.coursera.org/learn/mental-health>.

**Name & Sign of Program Coordinator**

**Sign & Seal of HoD**



### Integral University, Lucknow

<b>Effective from Session: 2024-25</b>							
<b>Course Code</b>	BM199	<b>Title of the Course</b>	AI in Commerce and Business Analytics	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	I	<b>Semester</b>	II	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
<b>Pre-Requisite</b>	None	<b>Co-requisite</b>	None				
<b>Course Objectives</b>	The curriculum aims to provide commerce and management graduate with the knowledge and skills to leverage artificial intelligence in business analytics, enhancing decision-making processes and strategic planning.						

<b>Course Outcomes</b>	
CO1	Introduction to AI and its relevance to Commerce & Management.
CO2	Fundamentals of Machine Learning tailored for Commerce & Management.
CO3	AI applications in Business decision related to Commerce & Management.
CO4	Ethical considerations and responsible AI practices in Commerce & Management.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	<b>Introduction to Artificial Intelligence</b>	<b>Introduction to Artificial Intelligence:</b> History and evolution of AI, comparison of human and computer skill, Component of AI, Scope and significance in different domains, Ethical considerations in AI development and deployment, Intelligent Agent, logical agent. <b>Problem solving through AI:</b> Defining problem as a state space search, analyzing the problem, solving problem by searching, informed search and Uninformed Search	10	1
2	<b>Machine Learning Basics</b>	<b>Machine Learning Basics:</b> Neural networks and deep learning, Supervised and unsupervised learning, Feature selection and engineering, learning from observation, knowledge in learning. <b>Natural Language Processing:</b> Brief history of NLP, Text processing, Sentiment analysis, language translation, Early NLP system, ELIZA system, LUNAR system, General NLP system.	11	2
3	<b>Predictive Analytics in Business</b>	Predictive modeling for sales forecasting, Customer churn prediction using machine learning, Applications in demand planning and inventory management, Customer Analytics and Personalization: Customer segmentation and profiling with AI, Analyzing Marketing data with AI techniques, Social media analytics and sentiment analysis.	11	3
4	<b>Supply Chain Optimization and Financial Analysis with AI</b>	AI applications in Supply Chain management, Fraud Detection and Risk Management: AI applications in fraud detection, Risk assessment and Management using machine learning, AI-driven financial modeling and analysis, Ethical considerations in AI-driven business decisions, Implementation of AI techniques in a commerce-related project.	12	4

**Reference Books:**

- ✓ Christopher Bishop, Pattern Recognition and Machine Learning, Springer, 2007.
- ✓ Kevin P. Murphy, Machine Learning: A Probabilistic Perspective, MIT Press, 2012.
- ✓ Ethem Alpaydin, -Introduction to Machine Learning-II, MIT Press, Third Edition, 2014.
- ✓ Tom Mitchell, "Machine Learning", McGraw-Hill, 1997.
- ✓ Kiran Chaudhary and Mansaf Alam, "AI-Based Data Analytics: Applications for Business Management", Taylor and Francis,

**e-Learning Source:**

- <https://www.classcentral.com/course/swayam-bcoc-132-business-organisation-and-management-23767>
- <https://www.classcentral.com/course/swayam-forms-of-business-organisation-45146>
- <https://nptel.ac.in/courses/109105176>

**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	-	1	-
CO2	1	1	1	-	1	1	2	-	1	1	-
CO3	1	1	-	2	-	2	-	1	-	2	1
CO4	2	-	1	1	-	-	1	-	-	1	-

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

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