Integral University, Lucknow
Department of Commerce & Business Management
Study and Evaluation Scheme
Choice Based Credit System
BBA(Business Analytic)
W.e.f. Session 2020-21

Total Credit:144

YEAR-I   SEMESTER-I

S.N.	Course Category	Course Code	Subject	Period (Per Week)			Credit	Evaluation Scheme				
				L	T	P	C	Sessional(CA)			Exam	Subject Total
								UE	TA	Total	ESE	
1	Core	BM110	Principle of Business Management	3	1	0	4	40	20	60	40	100
2	Core	BM111	Macro Economics	3	1	0	4	40	20	60	40	100
3	Core	BM112	Introduction to Organizational Behaviour	3	1	0	4	40	20	60	40	100
4	Core	MT104	Business Mathematics	3	1	0	4	40	20	60	40	100
5	Core	LN104	Essential Professional Communication	3	1	0	4	40	20	60	40	100
6	Core	BM181	Software Foundation-Digital Workforce Skills	2	0	0	2	40	20	60	40	100
7	Core	BM182	Software Foundation-Digital Workforce Skills Lab	0	0	4	2	40	20	60	40	100
			TOTAL	17	5	4	24	280	140	420	280	700

L=Lecture, P=Practical, T=Tutorials, C=Credit, UE=Unit Exam, TA=Teacher Assessment, ESE=End

Semester Examination

Sessional Total(CA)=UE+TA

Subject Total=Sessional Total(CA)+End Semester Exam (ESE)

Course Code: **BM110**   Title of The Course: **Principle of Business Management**

Pre-Requisite: NONE   Co-Requisite :NONE

L	T	P	C
3	1	0	4

Objective: To enable the students to understand the principles of management thought and applying the same in practice.

	Course Outcomes
CO 1	To demonstrate management which combines the features of both science and art.
CO 2	To enable the students to learn various function of management.
CO 3	To explain the various which laid the foundation of management.
CO 4	To examine the importance of the planning process
CO 5	To recognize the leadership meaning and styles and discuss the importance & different theories of motivation.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction to Management	Introduction and Nature of Management, Definition & Meaning-By P. F. Drucker, Koontz O' Donnel, S. George, Management as an Art, Science and Profession, Distinction between Administration and Management, Importance & Functions of Management	10
2	Evolution of Management	Evolution of Management- Thought, Pre Scientific Management era, Scientific Management & Contribution of F. W. Taylor, Process Management & contribution of Henri Fayol, HR movement - Hawthrone experiments, Contributions of Behavioral scientists- Abraham Maslow, Peter Drukker, Douglas Mc. Gregor	10
3	Planning and Decision Making	Nature & Definition of Planning- Koontz o'Donnel, Hart, Alfred & Beaty, Importance and limitations Planning process, Types of Plans- on the basis of use, functions, time (meaning only), Meaning of Decision making, Steps in decision making, Types of decisions- Programmed-Non-programmed; Strategic-tactical, Individual-Group, Policy-Operation, Organizational-Personal	10
4	Organizing & Departmentation	Meaning & Definition- Koontz O'Donnell & McFarland, Organizing - Nature, Purpose & Principles, Types of Organization (Formal & Informal), Types of Authority relationships- Line, Functional, Line& staff, Committees, Meaning and types of Departmentation, Centralization and De-centralization (Meaning Only)	8
5	Elements of Directing, Coordination and Control	Meaning & Importance of Directing, Leadership: Meaning &Styles, Motivation: importance & Theories (Maslow, Herzberg. Mcgregor), Communication Meaning, Objectives &Types of communication, Meaning, Principles and techniques of Co- ordination, Meaning, Need & steps in Controlling	7

References Books:
Stoner, Freeman and Gilbert Jr. ; Management Prentice Hall of India New Delhi, Latest edition .
Gupta C.B.; Management Concepts and Practices, Sultan Chand and Sons, New Delhi, Latest edition
Koontz Koontz & O'Donnell & Weirich, Essentials of Management,:Tata McGraw HillJames & Freeman Edward: Stoner Publishing Company, Latest edition
VSP Rao, V Hari Krishna- Management Text and Cases, Excel Books, Edition, Latest edition.
Edition Mar 22, 2012. Rao & Harikrishna: L M Prasad. Latest edition

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	1	1	1	-	1	1	-	1	1	1	-
CO2	2	2	-	1	-	1	1	1	-	-	1
CO3	1	1	1	2	1	-	-	1	1	-	1
CO4	2	2	1	-	1	-	1	1	-	-	-
CO5	1	1	-	1	1	-	1	1	1	-	1

Course Code: **BM111**   Title of the Course: **APPLIED MACRO ECONOMICS**

Pre-Requisite: NONE Co-Requisite: NONE

L	T	P	C
3	1	0	4

Objective: The objective of this course is to make the students aware of crucial macro-economic variables like the level of income, employment, prices, investment, consumption, money supply and trade. It also aims to equip the students with a fundamental knowledge of the macro economics on the basis of which policy decision can be analyzed and business decisions can be made.

	Course Outcomes
CO 1	To demonstrate the understanding and application of the concept of macroeconomics, evaluate and analyze national income and macro equilibrium.
CO 2	To demonstrate the understanding, application and analysis of consumption and its theories.
CO 3	To demonstrate the understanding, application and analysis of investment and its determinants.
CO 4	To demonstrate the understanding, application and analysis of multipliers, BOP and exchange rate determinants.
CO 5	To demonstrate the understanding, application, analysis and evaluation of inflation and its stabilization policies and money and its theories.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction	Macroeconomics: meaning, nature and scope. Basic concepts used: stock and flow variables, partial and general equilibrium, static and dynamic analysis. Economy as a circular flow of income and expenditure. National income accounting; Concepts and measurement through double entry, sectoral accounting and matrix approaches. Classical theory of output and employment, Say's law of markets. Keynesian theory of income determinants, determinants of macro equilibrium with aggregate demand and aggregate supply, functions under employment equilibrium, IS-LM framework.	10
2	Theory of Consumption	Consumption: Meaning determinants and importance. Theory of consumption: absolute income hypothesis, relative income hypothesis, permanent income hypothesis, life cycle hypothesis.	8
3	Theory of Investment	Types of investment determinants of investment, marginal efficiency of capital, net present value, internal rate of return, interest rate determination, classical, Neoclassical and Keynesian theories.	7
4	Theory of Multiplier	Income generation in a static and dynamic setting, tax multiplier, foreign trade multiplier, Balanced budget multiplier, leakages from multiplier, relevance of multiplier to developing countries, balance of payments and exchange rate determination.	10
5	Inflation and Theory of Money	Inflation: meaning, types, and theories. Stabilization policies: monetary and fiscal policies. Money its function and role: quantity theory of money, fisher and cambridge equations, keynes views about money and prices.	10

References Books:
DeLong, J.B., Macroeconomics, Burr Ridge: McGraw-Hill Higher Education, Latest edition.
Dwivedi, D.N., (2010). Macroeconomics: Theory and Policy,Latest edition, Mc Graw-Hill.
Dornbusch, R., Fischer, S. and Startz, R., Macroeconomics, Latest edition, New York: McGraw- Hill, 2004.
Mankiw, N.G., Macroeconomics, Latest edition. New York: Worth, 2003.
Ackley, G., Macroeconomic Theory, New York: Collier-Macmillan, 1966

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

Course Code:**BM112**   Title of The Course : **INTRODUCTION TO ORGANIZATIONAL BEHAVIOUR**

Pre-Requisite:NONE   Co-Requisite :NONE

L	T	P	C
3	1	0	4

Objective : To familiarize and acquaint the student with basic concepts, theories and techniques in the field of human behavior at the individual, group and organizational levels in the changing global scenario.

	Course Outcomes
CO 1	To understand the various issues related to organizational behavior, would be able to know perceptual effects.
CO 2	To understand understanding of cognitive , affective and psychomotor components, would be able to establish link between different components of attitude.
CO 3	To understand a description of motivational theories, would be able to explore alternate description and implementation using various theories.
CO 4	To understand all the aspects affecting the organization, would be able to know the real cause and analyze the reasons for the nonperformance in the organization.
CO 5	To understand an overall view of the functioning of the organization, would be able to investigate the reasons of the egostates.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction	Introduction: meaning of organizational behavior, nature of organizational Behavior theories of organizational behavior, organizational setting, individual behavior in organization: understanding self,perception.	10
2	Learning	Learning and its theories attitudes, personality: meaning, self concept, self- esteem, major determinants of personality organizational development: concept of OD, phases of OD and OD interventions, limitations of OD interventions ,concept of morale and job satisfaction .	7
3	Organizational Culture	Concept, functions, socialization; creating and sustaining culture, importance of psychological process of motivation, salient motivation tools, motivation; types of motivation, theories of work motivation,managing Conflict-sources, types, process and resolution of conflict, managing across cultures; empowerment and participation.	8
4	Group behavior in organization	Group dynamics, types of groups, stages of group development, theories of group formation; building and managing effective teams, dynamics of managerial leadership: leadership styles,.	10
5	Organizational Development Process:	Management of change, organizational development Process, team building, inter- personal behavior in organization: johari window, transactional analysis, types of transactions, life positions,ego states.	10

References Books:

DeLong, J.B., Organizational Behaviour, Burr Ridge: McGraw-Hill Higher Education -Latest edition.

Prasad, L.M.; Organizational Behaviour, Sultan Chand & Sons -Latest edition.

Stephen P., Robbins; Organizational Behaviour; "Prentice Hall of India Pvt. Ltd.", New Delhi- Latest edition.

Luthans, Fred; Organizational Behaviour, Tata McGraw Hill, New Delhi- Latest edition.

Dwivedi, D.N., (2010). Organizational Behaviour Theory and Policy-Latest edition, Mc Graw-Hill

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

Course Code: **MT104** Title of The Course: **BUSINESS MATHEMATICS**

Pre-Requisite:NONE   **Co-Requisite:**NONE

L	T	P	C
3	1	0	4

Objective: The objective of the course is to teach the learner basic mathematical concepts with emphasis on business applications.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	General Concepts	Number system:classification;Set Theory:concept,types,operations,applications,Venn diagram	8
2	Algebra Concepts	Equations:linear,quadratic,cubic;Permutations and combinations;Series:Arithmetic,Geometric and harmonic,General idea of infinite series.	10
3	Calculus Concepts	Calculus:basic differentiation & integration(excluding trigonometric,inverse trigonometric logarithmic and exponential); maxima and minima; Functions and its types; General idea of limits and continuity (basic).	9
4	Matrices Concepts	Matrices:types,addition,subtraction,multiplication and its applications to business,Determinants and its properties	10
5	Arithmetic Concepts	Simple and compound interest; Ratio and proportions; Profit and loss; Percentage and discount.	8

References Books:
SanchetiandKapoor,BusinessMathematics,(Reprint 2007),SultanChandandSons,NewDelhi
Raghavachari.M,MathematicsforManagement,(NewEdition),TataMcgrawHill,NewDelhi,2007
Aggarwal,R.S,Arithmatics(SubjectiveandObjective)forCompetitiveExamination,(2008),SultanChandandSons,NewDelhi.
VSPRao,VHari Krishna-Mathematics, ExcelBooks,Edition,2011.
Dr.ShagunPrasad,V.RamaRao-Mathematics,HP Publication2nd,Edition,2011.

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

Course Code: **LN104** Title of The Course:

ESSENTIALPROFESSIONALCOMMUNICATION

L	T	P	C
3	1	0	4

Pre-Requisite:NONE   **Co-Requisite:**NONE

Objective : At the end of this course, students will be able to familiarize with business communication, types of communication, Business Correspondence,and Business Report Writing.

	Course Outcomes
CO 1	Basic Understanding of Communication and Professional Communication
CO 2	Basic knowledge of structural and functional grammar. Learning Language through literature
CO 3	Basic tools of communication and improvement in communicative competence
CO 4	Understanding the basic grammar and basic structure of language
CO 5	Enhancement of writing skills in English i.e. writing application, report and various types of letters

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Professional Communication	Professional Communication: It's meaning and importance, Essential of Effective Communication, Barriers of Effective Communication,The Cross cultural Dimensions of Professional Communication	8
2	Language through Literature	**Essays** The Effect of the Scientific Temper on Man: by Bertrand Russell.—Theims of Science and Humanities by Moody E.Prior **Short Stories** —The Meeting Pool by Ruskin Bond —The Potrait of a Lady by Khushwant Singh	8
3	Basic Vocabulary	Euphemism, One word Substitution, Synonyms, Antonyms, Homophones, Idioms and Phrases, Common mistakes, Confusable words and expressions, Portmanteau words,Foreign words and expressions.	8
4	Basic Grammar	Articles,Prepositions,Tenses,Concord(Subject-Verb agreement),Modal Auxiliaries,Verbs: It's kind and Uses,Degree of Comparison ,Punctuation.	8
5	Basic Composition	Report writing:What is a report?Kinds and objectives of reports,writing reports.Business Letter writing:Introduction to business letters,types of business letters, Layout of business letters,Letter of inquiry/Complaint.	8

References Books:
Lata, Pushp & Kumar ,Sanjay. Communication Skills,OxfordUniversityPress-2012.
Quintanilla, Kelly M.&Wahl, Shawn T.Business and Professional Communication,Sage Publications India Pvt Ltd.-2011
Juneja,Omp & Majumdar, Aarati. Business Communication:Techniques and Methods,OrientBlackswan-2010
AroraV.N.&Chandra,Laxmi.ImproveyourwritingfromComprehensivetoeffectivewriting,OxfordUniversityPress-2010(For prescribed essays- —The effect of the Scientific Temper on Man by Bertrand Russell & -The Aims of Science and Humanities by Moody E.Prior.
Mukherjee, Meenakshi. Let's Go Home and Other Stories,OrientBlackSwan-2009(For the prescribed short stories-the Meeting Pool by Ruskin Bond,-The Portraitofalady by Khushwant Singh.

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	1	1	1	2	1	1
CO2	3	1	2	1	3	1	1
CO3	3	1	2	2	3	1	2
CO4	3	1	1	2	2	1	2
CO5	3	1	1	2	2	1	2

Course Code: **BM181**   Title of The Course :**Software Foundation-Digital Workforce Skills**

Pre-Requisite:NONE   Co-Requisite:NONE

L	T	P	C
2	0	0	2

Objective:To study the emerging technologies that forms the software foundation of digital workforce skills.To study the digital aspects of turning data into insight with friendly experience of complex applications.

	Course Objectives
CO1	Student must be able to understand the building blocks of Software Digital Workforce Skills.
CO2	Student must be able to articulate the emerging technologies that should embrace a mindset.
CO3	Student must be able to understand the specialized aspects of Ad Hoc analysis and Advance analysis with the help of different real time case studies.
CO4	Student must be able to represent the analytical aspects of cloud, analytics, artificial intelligence.
CO5	Student must be know the recent research trends related to unlocking hidden values in unstructured data and content inside an image.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Getting started and Technology and workplace	What are the emerging technologies that we should know deeper: Cloud, Data, Analytics, AI, Machine Learning, Block Chain, A Day in the Life of a Digital Worker, How is the Digital Workplace different from the Workplace of today? Skills for the Future Workforce (Sense making, Social Intelligence, New Media Literacy, Design Mindset, Virtual Collaboration) Types of collaboration: Human to human, Human to Machine and machine to human, Machine to machine Key drivers for Collaboration: Real time, Content, Management, i.e. sharing of large content, without replication, Best use of network bandwidth, Security, Diving a level deeper – what are the technology building blocks for collaboration, Inform of the latest news updates, Get material needed for work from communities, Understands colleagues and contributions, Investigates organization reporting line, Chats with colleague Instantly, Locate expertise in the organization with expert finder, Participate in discussions and contributes to communities, Contribute and share file with communities, Co-author and Co-edit documents, Participate in online meeting, Interesting Use Cases in different domains, Host an online meeting.	10
2	Impact of technology and work flow	Communicating and collaborating digitally, Turn data into insight, Go digital with forms and processes, User friendly experience, Real time case and discussion in depth, Getting insight from the case, Identifying the benefits of growth mindsets, Growth mindsets vs fixed mindsets Embracing a Growth Mind set, Cloud – the game changing layer	7
3	Turning Data into sights	What is data and its types, Usefulness of data and its impact, Types of Analytics, Analytics Driven organization benefits, What is Business Intelligence and its types, Data Insights, Discovery, exploration Reporting and Dashboarding, Ad Hoc Analysis and advanced analysis, A story of two halves Story telling and case studies	7
4	Build Online forms with solutions	Build application on Cloud, Review application design, Gather design elements, Creating a new application and choosing a layout, Designing the forms, configuring the labels and inputs field Define workflow and approval steps, Define roles and Control access, Deployment and launching an application, Use and Process Application, Review Application Data Analytics	8
5	Experience Artificial Intelligence with IBM Watson	Intelligent Chatbot and Virtual agents across variety of channels, Unlocking hidden values in unstructured data, Ability to tag content inside an image, Ability to convert speech to text and text to speech, Translating one language to another, Understanding the content tone, personality and emotional stage, Use cases and functionalities	8

References Books:
A first Course in Computers:Saxena, Vikas Publishing House,2012.
P.Subbarao Computers and managers.SahityaBhawanPublication3rdEdition2017
Dr.Suresh Singh Computer and Organization.PHPublication2019
Dr.Dinesh Thakur.Computer Corporate:Jingle publication; 2020
Dr.Saheba Husain:A Computer Education:,Vinod Publication.2018

Course Code: **BM182**   Title of The Course :**Software Foundation-Digital Workforce Skills Lab**

Pre-Requisite:NONE   Co-Requisite:NONE

L	T	P	C
0	0	4	2

Objective:To study the emerging technologies that forms the software foundation of digital workforce skills.To study the digital aspects of turning data into insight with friendly experience of complex applications.

	Course Objectives
CO1	Student must be able to understand the building blocks of Software Digital Workforce Skills.
CO2	Student must be able to articulate the emerging technologies that should embrace a mindset.
CO3	Student must be able to understand the specialized aspects of Ad Hoc analysis and Advance analysis with the help of different real time case studies.
CO4	Student must be able to represent the analytical aspects of cloud, analytics, artificial intelligence.
CO5	Student must be know the recent research trends related to unlocking hidden values in unstructured data and content inside an image.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Getting started and Technology and workplace	Lab: Simulation Preparation Lab: Information collection from News, Communities and documents Lab: Preparation for a meeting, hosting a meeting and sending the notes	7
2	Impact of technology and work flow	Lab1: Assemble Mobile Application Lab 2: Insights from the Real time case study Lab 3: Creating a solution through processes and forms Lab 4: Skills for the future class game	9
3	Turning Data into sights	Lab: Uploading and Understanding the data sets Lab: Consolidating the data sets, Creating data sets and refining the module, Lab: Exploring datasets with asking a question, data visualization, Building visualisation using data sets and data slots Lab: Defining predictive models and hypothesis Lab: Filtering, drilling and finding the root cause to the problems	7
4	Build Online forms with solutions	Lab: Getting started with cloud and creating an application theme and name Lab: Choosing a layout and design for the application Lab: Selecting the name and forming the fields for an application Lab: Distributing roles, creating relationship and forming values Lab: Working on securities - Setting administrative, user and staff rights. Lab: Review and testing an application.	8
5	Experience Artificial Intelligence with IBM Watson	Lab 1: Watson Assistant Lab 2: Synthesizes natural sounding speech from text Lab 3: Natural Language classifier and translator Lab 4: Natural Language Understanding and knowledge studio Lab 5: Tone analyser and personality Insights	9

References Books:
A first Course in Computers:Saxena, Vikas Publishing House,2012.
P.Subbarao Computers and managers.SahityaBhawanPublication3rdEdition2017
Dr.Suresh Singh Computer and Organization.PHPublication2019
Dr.Dinesh Thakur.Computer Corporate:Jingle publication; 2020
Dr.Saheba Husain:A Computer Education:,Vinod Publication.2018