

Integral University, Lucknow
Masters of Business
(MBA)

Programme Outcomes (PO's) :

- Ability to articulate, analyze, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues.
- Graduates of the MBA program will possess splendid communication skills, excel in multidisciplinary, multi-cultural teams, and have an understanding for domestic and global contexts so as to manage change, risk, and complexity situations.
- Graduates of the MBA program will be ready to engage in diversified career pursuits covering a broad spectrum of areas in corporate, non-profit organizations, public policy, entrepreneurial ventures and engage in lifelong learning.
- Graduates of the MBA program will be appreciative of the significance of Indian ethos and values in managerial decision making and exhibit value centered leadership.
- Graduates of MBA will be provided with the opportunity to develop and broaden their managerial and leadership skills.

Programme Specific Outcome (PSO's) :

- To understand conceptual foundations of management and learn to solve real life problems with appropriate decision making .
- To adapt to changes in an business environment with an understanding of societal and ecological issues relevant to professional managerial practice through life-long learning.
- To inculcate ability to perform in multi-disciplinary work environment with good interpersonal skills .
- To improve their personality and develop an understanding of etiquette, manners and professionalism while dealing with people at work and in personal lives.

Program Educational Objectives (PEO's):

- To train the students of the Management program for logical and practical approach to problem solving and function effectively as skilled managers who can respond to changing environment in a domestic and global context.
- To groom the students to work in multicultural and multidisciplinary teams for effective problem solving and understand the principles of group dynamics, Team work and growth of Management profession.
- To encourage and train the students as a way that they can pursue higher studies, start independent ventures, thereby contributing to the fields of Education and Business world.

Scheme of Evaluation

w.e.f.- 2015-2016

YEAR -II

SEMESTER- IV

S. No	Subject Code	Subject	Period (Per Week)			Credit	Evaluation Scheme					
			L	T	P		C	Sessional (CA)			Exam	Subject Total
								CA	TA	Total		
01	BM516	Business Environment	3	0	0	3	15	10	25	75	100	
02	BM517	Entrepreneurship Management	3	0	0	3	15	10	25	75	100	
03	BM518	Management Information System	3	0	0	3	15	10	25	75	100	
04	BM519	Business Law	3	0	0	3	15	10	25	75	100	
05	BM520	Strategic Management	3	0	0	3	15	10	25	75	100	
06	BM521	Total Quality Management	3	0	0	3	15	10	25	75	100	
07	BM522	Dissertation Project & Industrial Tour i) Dissertation Project ii) Industrial Tour	0	0	2	1			15 10	75	100	
08	BM523	Grand Viva	-	-	-	-*				100	100	
Total			18	0	2	19	90	60	175	625	800	

L	Lecture	Subject Total = Sessional Total (CA) + End Semester Exam(ESE)
P	Practical	
T	Tutorials	
C	Credit	
CT	Class Test	
TA	Teacher Assessment	
ESE	End Semester Examination	

MBA II Year / Semester IV

Course Code : BM516
Approved On: 23/05/2015
Pre-Requisite: NONE

Title of The Course: Business Environment
Co-Requisite: NONE

L	T	P	C
3	0	0	3

Objective : The objective of this course is to provide the learner an overview of the global and Indian economic environment. The aim is to provide knowledge about business scenario to help them understand the environment in which the business operates.

Course Outcomes	
CO 1:	To demonstrate the understanding of the concept, nature and scope of business environment and analysis and evaluation of basic philosophies of various economic systems.
CO 2:	To demonstrate the understanding, analysis and application of techno-economic and socio-cultural environment.
CO 3:	To demonstrate the understanding, analysis and evaluation of Indian financial system, significance of regulatory bodies, historical and current aspects of planning in India and national income measurement.
CO 4:	To demonstrate the understanding, analysis and evaluation of various economic policies, export and import and concept of trading houses and concept of inflation, its measurement and its remedial measures.
CO 5:	To demonstrate the understanding, analysis and evaluation of international economy and its size and international trading blocks.

Unit No.	Title of The Unit	Content of The Unit	Contact Hrs.
1	Introduction Of Business Environment	The concept of business environment - its significance and nature, environmental scanning, interaction between internal & external environment. Basic philosophy of capitalism & socialism, Concept of mixed economy.	7
2	Macro Environmental Analysis	Basics of Economic environment, socio-cultural environment, technological Environment	8
3	General Overview Of Indian Economy	Indian financial markets and their regulating body- SEBI institutional financing bodies and role of RBI in regulating money and economy, Indian planning and sectoral development, national income - concepts & measurement.	7
4	Policy Initiative	Industrial policy, fiscal & monetary policy, economic reforms since 1991, EXIM policy- EPZ, export houses and trading houses, etc, inflationary trends- impacts and analysis, concept of WPI, CPI.	6
5	International Environment	Global economy: size, growth, inflation, developed, NISS and underdeveloped countries and their growth prospects, international trade: world trade, pattern, composition, significant shifts, volume, trade in services. India's position in world trade international trading blocs: NAFTA, EU, OPEC, G-7, SAARC impact of WTO regime on Indian and world economies	7

References Books:

Francis Cherunalum: Business Environment, 13th Edn. Himalaya Publishing Pvt. Ltd.

Gupta, C. B., Business Environment, 5th edn, 2009, S. Chand & Sons Publication

Shukla, M.B. Business Environment, 2012 Edn. Taxman Publication Pvt. Ltd

David P. Baron, Business and its Environment

Business environment by C B Gupta

L	T	P	C
3	0	0	3

Course Code : BM517 Title of The Course: Entrepreneurship Management Approved

On: 23/05/2015

Pre-Requisite: NONE Co-Requisite: NONE

Objective : The objective of this course is to develop conceptual understanding of the Basic concepts related with Entrepreneurship among the students. The students can systematically apply an entrepreneurial way of thinking that will allow them to identify and create business opportunities.

Course Outcomes	
CO 1:	To be familiar with the fundamentals of entrepreneurship and its role in economic development and to motivate them towards entrepreneurial activities.
CO 2:	To understand how entrepreneurs identify different business opportunities and perform different activities in starting any new venture.
CO 3:	To understand the support and incentives provided by different government institutions.
CO 4:	To know the major issues and problems associated with entrepreneurship.
CO 5:	To understand the role and importance of SSI in the economic development of India.

Unit No.	Title of The Unit	Content of The Unit	Contact Hrs.
1	Entrepreneurship	Definition, Nature and importance of entrepreneur, Evolution of Entrepreneurship in India, Qualities of an entrepreneur, Entrepreneurial decision process – change from present lifestyle, desirability of new venture formation, possibility of new venture, Types of startups, Difference between entrepreneur and entrepreneur, Entrepreneurial process, Definition of micro, small and medium enterprises and social Enterprise, perspectives of social entrepreneurship.	7
2	Opportunity Identification And Starting The Venture	Scouting for Ideas - sources and methods of generating ideas, Opportunity search and identification, Criteria to select a product, Product planning and development, Selection of product, location, technology, Procurement of Finance and factors of production	7
3	Institutional Support And Legality	Support and incentives from: Directorate of industries, District industries center, Agro parks, scientific institutions & software technology parks, IDC, SFC, BANKS, SIDBI, Role of NSIC, SISI, KVIC, Venture capital procurement	7
4	Special Issues And Problems	Teething problems in setting units; location, technology, marketing; problems of sickness; modernization; mergers and takeovers; and future potential and need for small units	8
5	Other Issues	Preparation of Project report, Managing taxation and accounting, Women Entrepreneurs, SSI registration and obtaining NOC, Labor legislation for SSI	6

References Books:

Robert Hisrich, Michael Peters and Dean Shepherd: Entrepreneurship (TMH) The 9th Edition

Robert Hisrich, Michael Peters and Dean Shepherd: Entrepreneurship (TMH) The 9th Edition

Gupta, V.B. & N.P. Srinivasan: Entrepreneurial Development (Sultan Chand & Sons) Edition 2011

Vasant Desai: Management of a small scale industry (Himalaya publishing house) Edition 2012

Gupta, V.B. & N.P. Srinivasan: Entrepreneurial Development (Sultan Chand & Sons) Edition 2014

MBA II Year / Semester IV

Course Code : BM518
Approved On: 23/05/2015
Pre-Requisite: NONE

Title of The Course: Management Information System

Co-Requisite: NONE

L	T	P	C
3	0	0	3

Objective : The objective of the course is to introduce students to Management information system, designing decision support system and appropriate applications of information management, strategic advantages, and effective decision making with data and people in global and complex business organizations.

Course Outcomes	
CO 1:	To describe the meaning and role of MIS in business organizations.
CO 2:	To formulate the decision making process and the application of MIS in decision making
CO 3:	To learn the competitive strategies and understand the use of MIS in gaining competitive advantage
CO 4:	To understand the use of MIS in different business functions
CO 5:	To learn about latest concepts of technology and the trends in cyber world

Unit No.	Title of The Unit	Content of The Unit	Contact Hrs.
1	The Information Age	Meaning and Role of Information Systems. Types of Information Systems: Operations Support Systems, Management Support Systems, Expert Systems, and Knowledge Management Systems. Information Systems for Strategic Management: Competitive Strategy Concepts, Strategic Role of Information Systems. Integrating Information Systems with Business Strategy, Value Chain Analysis, and Strategic Information Systems Framework.	7
2	Information Systems In Decision Making	Decision making in business, The decision making process, Concept of gross system design and detailed system design, Information systems in strategic planning, Structured & unstructured problems, Decision support System components, Types of decision support systems, Executive information systems	7
3	Information Systems For Strategic Advantage	Competitive strategy concepts, Strategic roles for information systems, Improving business operations, Promoting business innovation, Locking in customers and suppliers, Creating switching costs, Raising barriers to entry, Building a strategic IT platform, Developing a strategic information base, Information Systems and the value chain	7
4	Information Systems In Business Functions	Manufacturing & inventory control, Marketing sales & customer service, Human resources information services, Financial & accounting information system, Customer of data & transaction files, Integration of business functions	7
5	Information Technology In Business	E-Commerce: The Internet, Intranet and extranets, Business to business trading, Business to consumer trading, E-Governance, Rules for successful online business transactions, M-Commerce. Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Security and Ethical Challenges Of IT, Ethical Responsibility - Business Ethics, Technology Ethics; Cyber Crime and Privacy Issues.	7

References Books:

C.S.V Murthy : Management Information Systems, Himalaya Publishing House, New Delhi

Laudon K C & Laudon J P : Management Information Systems: Managing the Digital Firm, Prentice-Hall

O'Brien J : Management Information Systems, Tata McGraw-Hill, Galgotia

Jawedkar W S : Management Information Systems, Tata McGraw-Hill

Mudrick R G : An information system for modern management, Pearson

MBA II Year / Semester IV

Course Code : BM519
Approved On: 23/05/2015
Pre-Requisite: NONE

Title of The Course: Business Law
Co-Requisite: NONE

L	T	P	C
3	0	0	3

Objective : The present course aims at familiarizing the students with various legal aspects of business. It aims at providing a rich fund of contemporary knowledge, time tested principles, basic concepts, emerging ideas, evolving theories, ever changing procedures and practices in the field of law in a comprehensive way

Course Outcomes	
CO1	To provide basic legal knowledge about various provisions of contract act 1872.
CO2	To understand various intricacies of partnership and sales of goods in India.
CO3	To acquire conceptual knowledge about various legal aspects about negotiable instruments and information technology in India.
CO4	To demonstrate comprehensive knowledge of various provision regarding formation, management and winding up of companies in India.
CO5	To pronounce legal remedies available to consumers and investors in India under other laws.

Unit No.	Title of The Unit	Content of The Unit	Contact Hrs.
1	The Indian Contract Act 1872	Definition of a Contract and its essentials, Formation of a valid Contract - Offer and Acceptance, Consideration, Capacity to Contract, Free consent, Legality of object, Discharge of a Contract by performance, Breach of Contract, Quasi Contracts, Contract of Indemnity and Guarantee, Bailment and Pledge, Agency	7
2	Partnership Act, 1932	Definition of Partnership and its essentials, Rights and Duties of Partners: Types of Partners, Minor as a partner, , Registration of Firms, Dissolution of firms. Sale of Good Act, 1930- Definition of a Contract of Sale, Conditions and Warranties, Right of Unpaid Seller against the Goods, Remedies for Breach.	7
3	The Negotiable Instruments Act 1881	Definition and Characteristics & Kinds of Negotiable Instruments, Promissory Note, Bill of Exchange and Cheques, Holder and Holder in due course The Information Technology Act, 2000- Definition, Digital Signature, Electronic Governance, Attribution, Sense Electronic Records and Sense Digital Signatures, Regulation of Certifying Authorities, Digital Signature Certificates	7
4	Companies Act, 2013	Nature and Definition of a Company, Registration and Incorporation, Memorandum of Association, Articles of Association, Prospectus, Kinds of Companies, Directors: Their powers and duties, Meetings, Winding up.	7
5	Consumer Protection Act, 1956	Aims and Objects of the Act, Redressal Machinery under the act, Procedure for complaints under the act, Awareness of other Business Related Acts: The Essential Commodities Act 1955, Foreign Exchange Management Act 1999, Securities Exchange Board of India Act,1992: Objective, Salient Features, Definition of Security, Securities Exchange Board of India- Composition, Powers and Functions	7

References Books:

S.S. Gulshan, G.K. Kapoor, Business Law Including Company Law (14th Edn. New Age Publication

Shukla, M.C. Mercantile Law S.Chand:New Delhi

Mamoria, Mamoria and Gankar Dynamics of Industrial Relations in India Himalaya: NewDelhi

Chawla, Garg, and Sareen.: Mercantile Law, 7th Ed. Kalyani

Smith and Roberson's Business Law -15th Edition – by Richard A. Mann and Barry S. Roberts (2011)

MBA II Year / Semester IV

Course Code : BM520
Approved On: 23/05/2015
Pre-Requisite: NONE

Title of The Course: Strategic Management
Co-Requisite: NONE

L	T	P	C
3	0	0	3

Objective : The objective of the course is to develop amongst students the importance of strategy in organization and knowledge of various strategic tools

Course Outcomes	
CO 1:	To provide Overview of Strategic Management.
CO 2:	To provide Overview of Environmental Analysis & Scanning
CO 3:	To provide Overview of Corporate Level Strategies
CO 4:	To guide the students about Corporate Restructuring & Strategic Choice
CO 5:	To provide Overview of Strategic Implementation & Control

Unit No.	Title of The Unit	Content of The Unit	Contact Hrs.
1	Introduction	Strategic Management, Business Policy, Corporate Strategy, Basic Concept of Strategic Management, Mission, Vision, Objectives, Impact of globalization, Basic Model of Strategic Management, Strategic Decision Making, Impact of Internet and E-Commerce, Role of Strategic Management in Marketing, Finance, HR and Global Competitiveness.	7
2	Environmental Analysis	Environmental Scanning, Industry Analysis, Competitive Intelligence ETOP Study, OCP, SAP Scanning, Corporate Analysis, Resource based approach, Value-Chain Approach, Scanning Functional Resources, Strategic Budget and Audit.	8
3	Corporate Strategies	SWOT Analysis, TOWS Matrix, Various Corporate Strategies: Growth/ Expansion, Diversification, Stability, Retrenchment & Combination Strategy. Process of Strategic Planning, Stages of corporate development	6
4	Corporate Restructuring	Mergers & Acquisitions, Strategic Alliances, Portfolio Analysis, Corporate Parenting, Functional Strategy, BCG Model, GE 9 Cell, Porters Model: 5 Force and Porters Diamond Model, Strategic Choice.	7
5	Strategy Implementation	Strategy Implementation through structure, through Human Resource Management: through values and ethics. Mc Kinsey's 7S Model, Organization Life Cycle, Management and Control, Activity based Costing, Strategic Information System.	7

References Books:

- Thomas L. Wheelen, J. David Hunger (2010). Strategic Management and Business Policy, Pearson/Prentice Hall
- Arthur, A, Thomson and Strickland, A. J. (2002). Strategic Management – Concept and Cases. Tata McGraw Hill, New Delhi
- Kark Rajneesh (2008). Competing with the Best: Strategic Management of Indian Companies in a Globalizing World, Arena Penguin Books
- Business Strategy: Managing Uncertainty, Opportunity, and Enterprise by J.C. Spender
- Return On Influence: The Revolutionary Power of Klout, Social Scoring, and Influence Marketing by Mark Schaefer

MBA II Year / Semester IV

Course Code : BM521
Approved On: 23/05/2015
Pre-Requisite: NONE

Title of The Course: Total Quality Management

Co-Requisite: NONE

L	T	P	C
3	0	0	3

Objective : The course has been designed to understand the concept and culture of total quality management, develop skills to use SQC techniques and other quality tools in solving quality-related problems and learn approaches to achieve customer satisfaction at a competitive price.

Course Outcomes	
CO 1:	Evaluate the principles of quality management and to explain how these principles can be applied within quality management systems.
CO 2:	Develop and understanding on Total Quality Management(TQM) philosophies and frameworks.
CO 3:	Develop in-depth knowledge on various tools and techniques of Total Quality Management.
CO 4:	Develop a strategy for implementing TQM in an organization
CO 5:	Focus on Customer satisfaction through defined quality processes.

Unit No.	Title of The Unit	Content of The Unit	Contact Hrs.
1	Quality – A fundamental perspective	Quality definitions and dimensions; Reliability and maintenance; Quality costs; Quality and productivity; Quality policies and goals, Strategic QM; TQM and its building blocks; TQM vs. traditional organizations; Benefits and obstacles in TQM	7
2	Quality Management Philosophies	Deming philosophy, Juran philosophy, Crosby philosophy, Taguchi philosophy, Kaizen and its management practices.	7
3	Tools for Process Management	Seven tools- flowcharts, check sheets, histograms, Pareto chart, scatter diagram, control chart, cause-and- effect diagram; Continuous improvement techniques; Benchmarking process; Six sigma approach	7
4	Strategic Planning & Sustaining Total Quality	Strategic Quality Management ISO: 9000 – Objectives, Structure, Elements & benefits, Benchmarking & BPR for attaining TQM, Six sigma, Personnel practices in a Quality world, How to make employees customer driven, A world of teams, Performance evaluation, Shift emphasis from people to process performance, Skills process – How to use training to build skills & the concept of skills data base	7
5	Managing Customer for TQM	Customer value – defining and relating to means-end relationship, Customer value process measurement & strategizing, Customerising the corporation, Total customer satisfaction	7

References Books:

Bank, J. : The Essence of Total Quality Management, Prentice Hall

Dale, B. G.(ed) : Managing Quality, Philip Allen, Hemel Hempstead

Feigenbaum, A.V. : Total Quality Control, McGraw Hill, NewYork

Nasao Nemoto : Total Quality Control for Management, Englewood Cliffs, N. J. Prentice Hall Inc

Crosby, P. B. : Quality is Free, McGraw Hill, New York.

MBA II Year / Semester IV

L	T	P	C
0	0	2	1

Course Code : BM522
 Approved On: 23/05/2015
 Pre-Requisite: NONE

Title of The Course: Dissertation Project & Industrial Tour

Co-Requisite: NONE

Objective : The objective of this subject is to make the students explore their research skills and to acquaint the students with industrial exposure.

Requirement of the project:	<p>The project will be entirely research based on area having managerial implications and has to be submitted in the department. Viva-Voce examination will be conducted by external examiner.</p> <p>This project had to be compulsorily done under any one-faculty member of the department who will be the guide of the project and will give a certificate of completion to the candidate on successful completion of the report.</p>
Requirement of the Industrial Tour:	<p>The students will be compulsorily required to go for the industrial tour of 7-10 days along with the selected faculty members. The students who fail to attend industrial tour on account of some valid reason of health or finance of the family would be required to go for community Development Programme in which they will work on the socio-economic issues of any urban society/ rural /slum area that would have managerial implication and submit the report for internal evaluation.</p>
<p>Internal evaluation will comprise of 15 marks for Dissertation project and 10 marks for Industrial tour report presentation.</p>	

MBA II Year / Semester IV

Course Code : BM523
Approved On: 23/05/2015
Pre-Requisite: NONE

Title of The Course: Grand Viva
Co-Requisite: NONE

L	T	P	C
0	0	0	0

Objective : The Grand Viva-Voce will be evaluated by the External Examiner, covering the whole syllabus of all the semesters including summer training.