



Integral University, Lucknow
Department of Commerce and Business Management
Study and Evaluation Scheme

Program: MBA

Semester- Second Semester

S.No.	Course code	Course Title	Type of Paper	Period Perhr/week/sem			Evaluation Scheme				Sub. Total	Credit	Total Credits	Attributes							
				L	T	P	CT	TA	Total	ESE				Employability	Entrepreneurship	SkillDevelopment	GenderEquality	Environment&Sustainability	HumanValue	ProfessionalEt-hics	Sustainable Development Goal
1	BM 406	Business Research Methods	Major	03	1	0	40	20	60	40	100	3:1:0	04	√	√	√					SDG-4,8
2	BM 407	Financial Management	Major	03	1	0	40	20	60	40	100	3:1:0	04	√	√	√					SDG-4,9
3	BM 408	Organizational Behaviour	Major	03	0	0	40	20	60	40	100	3:0:0	03		√	√			√	√	SDG-4
4	BM 409	Production & Operation Management	Major	03	1	0	40	20	60	40	100	3:1:0	04	√	√				√		SDG-4, 8,12
Dual Specialization: Choose Four Electives of Two Different Specializations From Marketing, Finance, HR & IT																					
Marketing Specialization																					
5	BM 410	Consumer Behaviour	Marketing Specialization	3	1	0	40	20	60	40	100	3:1:0	04	√		√			√	√	SDG-4,8,9,11
6	BM 411	Marketing of Services	Marketing Specialization	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√		√		√	SDG-4,8,9,12
7	BM 412	Sales Management	Marketing Specialization	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√		√			SDG-4,8
8	BM 413	Retail Management	Marketing Specialization	3	1	0	40	20	60	40	100	3:1:0	04	√	√					√	SDG-4
Finance Specialization																					
9	BM 414	Capital & Money Market	Finance Specialization	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√					SDG-4, 17
10	BM 415	International Finance	Finance Specialization	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√				√	SDG-8
11	BM 416	Merchant Banking & Financial Services	Finance Specialization	3	1	0	40	20	60	40	100	3:1:0	04	√	√						SDG-4,8
12	BM 417	Security Analysis & Portfolio Management	Finance Specialization	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√					SDG-4,8,9
Human Resource Specialization																					
13	BM 418	Corporate Compensation Strategy	Human Resource Specialization	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√	√				SDG-4,8
14	BM 419	Industrial Relation	Human Resource Specialization	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√		√			SDG-4,8

