



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

**Program: Master of Business Administration**

**Semester- III**

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	Entrepreneurs hip	Skill Development	Gender Equality	Environment & Sustainability	Human Value	Professional Ethics	Sustainable Development Goal
1	BM501	Supply Chain Management	Core	3	0	0	40	20	60	40	100	3:0:0	03	√	√	√		√	√	√	SDG-4,8,9,12
2	BM502	International Business	Core	3	0	0	40	20	60	40	100	3:0:0	03	√			√	√		√	SDG-4
3	MT517	Operations Research	Core	3	1	0	40	20	60	40	100	3:1:0	04	√		√				√	SDG-4
4	BM503	Summer Training Project	Core	-	-	2	40	20	60	40	100	0:0:2	01	√	√	√			√	√	SDG-4,8,9
<b>Dual Specialization: Choose Four Electives of Two Different Specializations from Marketing, Finance, HR &amp; IT</b>																					
<b>Marketing</b>																					
5	BM504	Product and Brand Management	Elective	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√			√	√	SDG-4, 8, 9
6	BM505	Integrated Marketing Communication	Elective	3	1	0	40	20	60	40	100	3:1:0	04		√	√					SDG-4
7	BM506	Mall Management	Elective	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√	√	√	√	√	SDG-5,8,9,12
8	BM507	International Marketing	Elective	3	1	0	40	20	60	40	100	3:1:0	04		√			√		√	SDC-12
<b>Finance</b>																					
9	BM508	Insurance Management	Elective	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√				√	SDG-8
10	BM509	Banking Finance	Elective	3	1	0	40	20	60	40	100	3:1:0	04	√						√	SDG-4
11	BM510	Financial Derivative and Commodity Market	Elective	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√					SDG-4, 8
12	BM511	Business Taxation	Elective	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√					SDG-4



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**Human Resource**

13	BM512	Interpersonal Relationship Management	Elective	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√		√			SDG-4,8
14	BM513	Social Security	Elective	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√		√			SDG-4,8
15	BM514	Human Resource Development	Elective	3	1	0	40	20	60	40	100	3:1:0	04	√	√		√		√		SDG-4,5,9,10,16
16	BM515	International-HRM	Elective	3	1	0	40	20	60	40	100	3:1:0	04	√						√	SDG-4

**Information Technology**

17	CS503	Computer Aided Management	Elective	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√				√	SDG-4
18	CS504	System Analysis & Design and Software Engineering	Elective	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√				√	SDG-4
19	CS505	Internet and Visual Basic	Elective	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√				√	SDG-4
20	CS506	E-Commerce & IT Enabled Services	Elective	3	1	0	40	20	60	40	100	3:1:0	04	√	√	√				√	SDG-4

<b>Total</b>				<b>21</b>	<b>05</b>	<b>02</b>	<b>320</b>	<b>160</b>	<b>480</b>	<b>320</b>	<b>800</b>		<b>27</b>								

