



INTEGRAL UNIVERSITY, LUCKNOW
DEPARTMENT OF BUSINESS MANAGEMENT

Effective from Session 2020-2021							
Course	BM501	Title of Course	Supply Chain Management	L	T	P	C
Year	II	Semester	III	3	1	0	4
Pre-Requisite	None	Co-Requisite	None				
Course Objective	This course is intended to provide an understanding of the components and processes of supply chain and logistics management as well as the performance drivers of supply chain. It is also intended to help the students to learn about logistics, transportation, warehousing and outsourcing decisions						

COURSE OUTCOME

CO1	Students will be able to recall and describe the fundamental concepts of supply chain management.
CO2	Students will be able to classify the warehouses, show warehouse location & network design, illustrate the role of outsourcing for supply chain and outline and exemplify material handling.
CO3	Students will be able to make use of the elements transportation, identify the factors influencing distribution network, construct distribution network and choose pull view and push view process.
CO4	Students will be able to categories, examine and inspect different inventory levels with the help of inventory Management and Control Techniques.
CO5	Students would be able to determine the structure of logistic system, compare between logistic and supply chain , estimate logistic cost and recommend as well as select various logistic models.

Unit No	Title of Unit	Content of Unit	Contact Hour	Mapped CO
1	Introduction to Supply Chain Management	Definition of supply chain management, Objectives of a Supply Chain, Flows in SCM, Process view of SCM, Drivers of SCM, Value Chain Analysis. Supply Chain Decision Phases. Supply Chain Performance: Competitive and Supply Chain Strategies.	7	1
2	Warehousing Management	Concept types & Number of warehouses, Warehousing strategy, Warehouse facility location & network design, Outsourcing- Nature and concept, Strategic decision to Outsourcing. IT infrastructure used for Supply Chain and CRM, Material handling- purpose & objective, types of material handling equipment and their significance, Case Study.	7	2
3	Transportation Management	Elements in Transportation mix, Designing Distribution Network: Role of Distribution in Supply Chain, Factors influencing Distribution. Network Design, Design Options for a Distribution Network, Role of Transportation in SCM, Transportation Decisions, Push vs. Pull System, Cross Docking., Case Study.	7	3
4	Inventory Management & Control:	Concept of Inventory, Types of Inventory, Reasons of holding Inventory, Inventory Systems, Inventory Modeling: Different inventory levels, cost of inventory, Economic Order Quantity (EOQ) models- Batch Delivery & Economic Lot Size (ELS) Model, Just-in-Time concept, ABC/VED and other Inventory Control Techniques, Case Study.	7	4
5	Logistics Management	Structure of logistic system, function of logistic management, difference between logistic & supply chain management, Logistics Costs, Logistics Models, Bullwhip Effect inbound & outbound logistic, Case Study.	7	5

Reference Books

- Chopra, S., Meindl, P., Supply Chain Management: Strategy, Planning, and Operation, 2020, PHI
- Simchi- Levi, D., Kaminsky, P. and Simchi-Levi, E., Designing and Managing the Supply
- ShahJ., Supply Chain Management, Pearson Publication, New Delhi
- Ballou R.H., Business Logistics\SCM, Pearson Publication, New Delhi
- Rahul V Altekhar; Supply Chain Management, Concepts and Cases; Prentice Hall Of India, 2020.

e-Learning Source

- Title: Green Supply Chain Management Author: Sarkis, Joseph, Publisher: Momentum Press <https://bit.ly/2RQXu4j>
- Supply Chain Management By Dr.P.Chitramani | Avinashilingam Institute for Home Science & Higher Education for Women,Coimbatorehttps://onlinecourses.swayam2.ac.in/cec21_mg15/preview
- Operations and supply chain management By Prof. G. Srinivasan | IIT Madras, https://onlinecourses.nptel.ac.in/noc21_mg79/preview
- Supply Chain Analytics By Prof. Rajat Agrawal | IIT Roorkee, https://onlinecourses.nptel.ac.in/noc23_mg16/preview

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

COURSE OUTCOME	PROGRAM OUTCOME					PROGRAM SPECIFIC COUTCOME			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	1	2	1	2	2	2	2	1
CO2	1	1	1	1	2	1	2	1	2
CO3	2	2	1	1	1	1	1	2	1
CO4	1	1	1	1	2	1	1	1	1
CO5	2	1	1	2	1	2	1	1	1

Program Coordinator	Head of Department
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INTEGRAL UNIVERSITY, LUCKNOW
DEPARTMENT OF BUSINESS MANAGEMENT

Course	BM502	Title of Course	International Business	L	T	P	C
Year	II	Semester	III	3	1	0	4
Pre-Requisite	None	Co-Requisite	None				
Course Objective	The objective of the course is to provide an overview of the field of International Business and teach student a feel of the competition in the global marketplace.						

COURSE OUTCOME

CO1	Students shall be able to explicate the characteristics and components of internationalization process and its dimensions.
CO2	Students shall be understand the international business Theories and Instruments of Trade policy.
CO3	Students shall be able to appraise business environment and its influence on international markets.
CO4	Students shall be to understand the composition of International Institutions and develop the approach of Economic Integration.
CO5	Students would be able to understand the aspects of export documentation, international operations, and HRM.

Unit No	Title of Unit	Content of Unit	Contact Hour	Mapped CO
1	Introduction to International Business	Introduction, Importance Nature and Scope. Modes of Entry, EPRG framework, Stages of Internationalization, Definition and characteristics of Global, International, MNCs & TNCs.	7	1
2	Business Theories and policy	International business theories: Mercantilism, Neomercantilism, Absolute cost advantage, Comparative cost advantage, Hecksher-Ohlin and PLC theory. Instruments of Commercial/trade policy- Tariffs, Subsidies, Import quotas, Voluntary export restraints, administrative policy, Anti-dumping policy, Recent Policy updates. Balance of Payment (BOP), Concept, Components, Balance of Trade, Measures of control of BOP/BOT.	7	2
3	Environmental Framework	International Business Environment, Internal and External, PESTEL Analysis. Cultural environment- Culture and its characteristics, Hofstede's Cultural Dimensions. Effect of Language, Religion, Behavioural Practices and Communication on International Trade.	7	3
4	Economic Integration and International Organizations	Concept of Economic Integration, Levels of Integration- Free Trade Area, Custom Union, Common Market, Special Economic Zones, Economic Union and Political Union. Objective and Function of - Regional Blocks (EFTA, EU, ASEAN, SAARC, NAFTA, SAFTA etc), International Trade Institution (GATT, WTO and UNCTAD), International Financial Institution (IBRD, IMF and ADB)	7	4
5	Export documentation & International Business Functions	Export Documentation: Types of Documents, Bill of Lading, Bill of Exchange, Letter of Credit etc. Issues at International operation and marketing, Distribution system, financial system & Foreign exchange management; International HRM issues.	7	5

Reference Books

Aswathappa, K, International Business 4th Edition Tata McGraw-Hill, New Delhi
 Daniels John D., Radebaugh, L.H., & Sullivan, Daniel, International Business, Pearson Education
 Cherunilam, Francis, International Business-Text and Cases, Prentice-Hall of India, New Delhi
 International Business: The Challenge of Global Competition – 12th Edition- by Donald Ball, Michael Geringer, Michael Minor and Jeanne McNett(2019)

e-Learning Source

Overview of international business - <https://unacademy.com/lesson/introduction-to-international-business-in-hindi/SR8DBR08>
 International trade theories - <https://www.youtube.com/watch?v=PP5ceCLTEpg>

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

COURSE OUTCOME	PROGRAM OUTCOME					PROGRAM SPECIFIC COUTCOME			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	3	2	3	2	3	2	2	2	1
CO2	2	2	2	2	2	2	2	2	1
CO3	3	2	2	2	2	1	2	1	2
CO4	2	2	1	1	1	3	1	2	1
CO5	2	2	2	2	2	2	3	1	1

Program Coordinator	Head of Department
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INTEGRAL UNIVERSITY, LUCKNOW
DEPARTMENT OF BUSINESS MANAGEMENT

Effective from Session 2020-2021							
Course	MT517	Title of Course	Operations Research	L	T	P	C
Year	II	Semester	III	3	1	0	4
Pre-Requisite	None	Co-Requisite	None				
Course Objective	The objective of the course is to develop among students the approaches to logical performance to various operations within the organization in order to more efficient.						
COURSE OUTCOME							
CO1	Understand the meaning and use of operation research.						
CO2	Understand Decision approach theory						
CO3	Understand the concept of linear programming with graphical form						
CO4	Understand the transportation method and how assignment of work is conducted mathematically						
CO5	Understand the concept of sequencing in a job machine profile						
Unit No	Title of Unit	Content of Unit			Contact Hour	Mapped CO	
1	Introduction	Meaning, Significance and scope of operations research, Methodology of operations research.			7	1	
2	Decision Approaches	Predicting Values using method of least squares, Queuing theory- single channel waitingline, Markov Analysis- Transition probabilities, Game Theory-Two-person zero sum			10	2	
3	Linear Programming	Problem Formulation Graphical & Simplex Method, Duality			9	3	
4	Transportation and Assignment	Transportation: North West corner rule (NWCR), Least Cost method, Vogel's approximation method (VAM) Assignment-Hungarian method			10	4	
5	Sequencing	Processing a job through two machines, Processing two jobs through a machine			9	5	
Reference Books							
Quantitative Techniques for Managerial Decisions: J. K. Sharma.							
Quantitative Techniques : ND Vohra							
Quantitative Techniques : Rubin & Levin, K. K. Sharma							
Quantitative Analysis for Management : Render & Ralph M Stair & M.E. Hanna							
e-Learning Source							
https://youtu.be/BDBhpxRzlmI							
https://youtu.be/Q31jKiEXxdc							
https://youtu.be/a0WNihfI7as							

Course Articulation Matrix: (Mapping of COs with POs and PSOs)									
COURSE OUTCOME	PROGRAM OUTCOME					PROGRAM SPECIFIC COUTCOME			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	2	3	2	3	3	2
CO2	2	2	3	2	2	3	2	3	3
CO3	3	2	3	2	3	3	2	2	3
CO4	3	2	2	3	2	3	2	3	3
CO5	2	2	3	1	3	2	1	2	2

Program Coordinator	Head of Department
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**INTEGRAL UNIVERSITY, LUCKNOW
DEPARTMENT OF BUSINESS MANAGEMENT**

Effective from Session 2020-2021							
Course	BM503	Title of Course	Summer Training Project/Apprenticeship/Internship	L	T	P	C
Year	II	Semester	III	3	1	0	4
Pre-Requisite	None	Co-Requisite	None				
Course Objective	The objective of this training is to provide a practical training so that the student is able to understand the implementation of theoretical learning into practical environment						

COURSE OUTCOME

CO1	The student should develop an understanding of job skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity.
CO2	The student should get an insight on real work life situation by integrating and applying theory with practice.
CO3	The student should be able to understand the linkages among different functional departments of the organization.
CO4	The student should be able to acquire employment contacts leading directly to a full-time job after completing of MBA programme.
CO5	The student should be able to demonstrate adaptability and resilience by effectively navigating challenges or setbacks encountered during the training program.

As a part of the course curriculum students are required to go for Summer Training of 4 to 6 Weeks after completion of their second semester examination of MBA. In order to complete their training properly the students are required to be in touch with their assigned faculty guide during their training. They have to submit a Summer Training Project Report in the department after completion of training; the steps to complete Summer Training Project are as under

Unit No	Title of Unit	Content of Unit	Contact Hour	Mapped CO
1	Methodology	1. The students must do a four to six-week internship in one of the following fields: finance, human resources, marketing, or information technology (based on primary or secondary sources) at the end of the second semester, during the summer break and the report is submitted in the third semester, it must be presented in front of a panel of senior faculty members, and are graded simultaneously with the third semester examination.		
		2. Project report evaluation consists of both internal and external marks of 60 and 40 respectively. Internal marks of 40 would be awarded based on presentations to be made by the students in the presence of a panel of the faculty members.		
		3. When the student has given a presentation, the final report can be submitted. If a student doesn't deliver the presentation well he would be given a second chance.		
		4. The department will hold a viva voce exam at the end of the semester with both internal and external examiners. The maximum score for the viva is 40. Final report would be evaluated for 40 marks, based on the quality of report and performance in viva.		
		5. Any student who does not pass their "project report" is required to start over the next year, when a paper is offered.		

Reference Books

Ross Perlin,, Intern Nation, How to Earn Nothing and Learn Little in the Brave New Economy, April, 2012

Aniket Singh ,The Complete Book of Internships in India : Intern Abroad This Summer Kindle Edition,

e-Learning Source

NPTEL Summer/ Winter Internship, <https://nptel.ac.in/internship>

Online Certificate Course / Vocational Training / Summer Training/ Internship Prog 2022, NIELIT, <https://nielit.gov.in/gorakhpur/content/online-training>

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

COURSE OUTCOME	PROGRAM OUTCOME					PROGRAM SPECIFIC COUTCOME			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	-	-	-	--	1	1	-	-
CO2	1	-	-	-	--	1	1	-	1
CO3	1	1	1	-	--	1	1	-	1
CO4	1	-	-	1	--	1	1	-	1
CO5	1	-	-	-	1	1	1	-	1

Program Coordinator	Head of Department
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INTEGRAL UNIVERSITY, LUCKNOW
DEPARTMENT OF BUSINESS MANAGEMENT

Effective from Session 2020-2021							
Course	BM504	Title of Course	Product & Brand Management	L	3	T	1
Year	II	Semester	III	P	0	C	4
Pre-Requisite	None	Co-Requisite	None				
Course Objective	The goal of this paper is to enhance understanding of products and brands to inform marketing decisions. It will provide insights into the processes of new product development and branding, as well as highlight the importance of product and brand management for the organization.						
COURSE OUTCOME							
CO1	Students can grasp the process of market segmentation, choose the target market and organize the elements of the marketing mix. This unit enhances the student's understanding of how market segmentation is interconnected with selecting the target market and developing an effective marketing mix.						
CO2	Study & apply the fundamentals of the product management in the organization. This unit has helped the students to know the role of the product manager in the organization.						
CO3	Students would be able to describe the product through its type, hierarchy and the life-cycle. The students learned about the right time to have the new product and the way to differentiate with the competitor products. Additionally, they have gained knowledge about the positioning and the re-positioning of the product.						
CO4	Students can analyze and assess the concept of branding, recognizing its significance for the company. They have also learned the methods for developing a new brand and launching it successfully.						
CO5	Create and build the branding of both the product and the company in today's business environment. This unit makes student familiar with the real challenges of branding.						
Unit No	Title of Unit	Content of Unit	Contact Hour	Mapped CO			
1	Introduction to Market related with product	Market Segmentation Target Market: Meaning of Target Market, Selection of Target Market and Strategies of selection of Target Market. Marketing Mix: Define Marketing Mix, Elements of Marketing Mix and Limitation of Marketing Mix. Market adaptation: Identity vs. changes. Case study on market segmentation or target market.	9	1			
2	Product Management review	Meaning of Product Management, Process of Product Management, Organization of Product Management, Product Management Functions & Decisions, Product Related Issues: Indian Product Management Panorama and Role of Product Manager. Case Study.	9	2			
3	Product Planning & Related issues	Product, Product Life Cycle, New Product planning & Product Positioning & Repositioning Product: Definition of product, Classification of Product, Product Level & Hierarchy and Product Component Model. Product Life Cycle: Meaning of Product Life Cycle, Product Life Cycle stages with marketing strategies. New Product Planning: Definition of New Product, New product planning process. Product Positioning & Repositioning: Meaning of Product Positioning, Positioning elements and significance. Product differentiation strategies. Repositioning Case study on Product Positioning or Repositioning.	9	3			
4	Branding Concepts & Brand Management	Meaning of Brand, Process of Branding (How to build a brand), Types of Brand name and Importance of Branding. New Brand development. Brand launch. Brand Management: Brand Management functions and decisions.	9	4			
5	Brand Related issues	Brand image, Brand identity, Brand personality, Brand positioning, Brand Equity, Brand extensions, Indian (Swadeshi) Brands & E-Branding: Building The Brand Online. Case study on Indian (Swadeshi) Brands.	9	5			
Reference Books							
Lehmann D.R. & Rusell, Product Management, Tata Mc Graw Hill Publishing Company, New Delhi							
Majumdar R., Product Management in India, Prentice Hall of India Private Limited, New Delhi							
Gupta S.L., Product Management, Wisdom Publication, Delhi							
Rao K. Venugopal , Product & Brand Management, Himalaya Publishing House, Mumbai, 2017 (Text & Cases)							
Dutta Kirti, Brand Management, Oxford University Press, New Delhi, 2016.(Principle and Practice)							
e-Learning Source							
https://exedcampaign.timespro.com/landing/iim-kozhikode-advanced-product-management/?utm_source=google&utm_medium=cpc&utm_campaign=IIMK_APM_02&gclid=EAlaIqObChMIzb7b69_zwIVwSMrCh0QKwwFEAYyAAEgL8rPD_BwE https://in.coursera.org/learn/brand							

Course Articulation Matrix: (Mapping of COs with POs and PSOs)									
COURSE OUTCOME	PROGRAM OUTCOME					PROGRAM SPECIFIC COUTCOME			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	1	2	2	2	2	2
CO2	2	3	2	2	2	2	2	2	2
CO3	2	3	3	2	1	3	2	1	1
CO4	3	2	2	3	3	3	2	1	3
CO5	1	1	2	2	3	1	2	2	3

Program Coordinator	Head of Department
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INTEGRAL UNIVERSITY, LUCKNOW
DEPARTMENT OF BUSINESS MANAGEMENT

Effective from Session 2020-2021							
Course	BM505	Title of Course	Integrated Marketing Communication	L	T	P	C
Year	II	Semester	III	3	1	0	4
Pre-Requisite	NONE	Co-Requisite	NONE				
Course Objective	The aim of the course is to introduce students to the fascinating world of modern promotional tools in marketing and their integrated usage for powerful impact.						
COURSE OUTCOME							
CO1	Students will be able to analyze the modern marketing scenario, develop effective marketing strategies and mixes.						
CO2	Students will be able to understand the landscape of advertising, set objectives, develop advertising budgets and campaigns, and evaluate the role of advertising agencies.						
CO3	Students will be able to create and design effective advertising messages, execute message strategies across various media.						
CO4	Students will be able to build direct customer relationships, understand the role and impact of public relations.						
CO5	Students will be able to understand and evaluate personal selling and sales promotion concepts.						
Unit No	Title of Unit	Content of Unit			Contact Hour	Mapped CO	
1	Understanding Marketing Communication	Modern marketing Scenario, Marketing Strategy and Marketing Mix, Communicating Customer Value, promotion Mix, Integrated Marketing Communication: Definition and Its Need, Tools of Integrated Marketing Communication, Marketing Communication Process and Models, Effective marketing Communication			07	1	
2	Advertising Decisions	Landscape of Advertising, Role of Advertising in Promotion Mix, Setting Advertising Objectives, DAGMAR Approach, Advertising Budget Decisions, Advertising Campaign Plan, Types of Advertising, Institutions involved in Advertising management, Advertising Agencies: Role, Functions and Organization Structure, Advertising agencies in India, Ethics in Advertising			07	2	
3	Developing Advertising Strategy	Creating Advertising Message and Designing Message Strategy, Message Execution: Approach, Style, Tone, Words and Formats. Media Planning: Advertising Media and its overview, Selecting Advertising Media, Media Analysis, Media Scheduling, Evaluating Advertising Effectiveness			08	3	
4	Public relation, Direct and Online Marketing	Building Direct Customer Relation Ship, Public Relation: Definition, Objectives, Role and Its Impact, Major Tools of PR, PR Public, Merits and Demerits of PR Direct Marketing: Definition and Its Role in Marketing Mix, Merits and Demerits of Direct Marketing, Digital Direct Marketing Technology, Online Marketing and Its Domain, Online Advertising, Viral Marketing and Online Social Network			07	4	
5	Personal Selling and Sales Promotion	Personal Selling: Meaning, Its Nature and Process Sales Promotion: Meaning, Definition and Objectives, Factors Responsible for Rapid Growth of SP, Types of Sales Promotion: Consumer Oriented, Trade Oriented and Business Oriented, Sales Promotion Techniques, Sponsorship, Merchandising, Other Marketing Services: Packaging, Trade Shows and Exhibitions, Customer Service			06	5	
Reference Books							
Marketing Communication: Fill Chris, Prentice Hall, Edition 8 th , 2019.							
Advertising Management- Concepts and Cases: Manendra Mohan, Tata Mcgraw Hill education, 2017							
Advertising and Promotion- An Integrated Marketing Communications Perspective– George E. Belch, Michael A. Belch -McGraw Hill, special 9 th edition							
Advertising Management & IMC - Moriarty , Mitchell and wells - Pearson 10 th edition.							
e-Learning Source							
https://nptel.ac.in/courses/110108141							
https://www.digimat.in/nptel/courses/video/110107158/L54.html							

Course Articulation Matrix: (Mapping of COs with POs and PSOs)									
COURSE OUTCOME	PROGRAM OUTCOME					PROGRAM SPECIFIC COUTCOME			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	2	2	1	2	1	1	2	3
CO2	1	3	2	2	1	2	3	1	1
CO3	2	1	1	1	1	1	1	1	2
CO4	2	1	3	2	2	2	2	2	1
CO5	1	1	1	2	1	1	1	1	1

Program Coordinator	Head of Department
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INTEGRAL UNIVERSITY, LUCKNOW
DEPARTMENT OF BUSINESS MANAGEMENT

Effective from Session 2020-2021							
Course	BM506	Title of Course	Mall Management	L	T	P	C
Year	II	Semester	III	3	1	0	4
Pre-Requisite	NONE	Co-Requisite	NONE				
Course Objective	The aim of the course is to acquaint the students about the dynamics of shopping mall and its effective management						
COURSE OUTCOME							
CO1	Students will analyze the global and Indian mall market, comparing formats and trends, and develop strategic plans for mall positioning and growth.						
CO2	Students will design mall concepts and manage their establishment, focusing on finance, HR, security, legal compliance, and performance measurement.						
CO3	Students will manage store allocation, leasing, maintenance, security, and operational activities, including footfall measurement and common area management.						
CO4	Students will strategize the selection of anchor tenants and tenant mix, and evaluate various retail formats, including multiplexes, food courts, branded, and specialty stores.						
CO5	Students will assess innovations and technological advancements in mall management in India, focusing on their impact and implementation.						
Unit No	Title of Unit	Content of Unit			Contact Hour	Mapped CO	
1	Introduction	Definition, Types and Genesis of malls, growth of malls globally, Diffusion of the concept to India, growth of malls in India, future trends and projections, advantages of mall over other retail formats, comparison of Malls in different countries, Mall positioning strategies, Strategic planning for malls.			9	1	
2	Aspect in Mall Management	Concepts in mall design, Factors influencing malls' establishment, Recovery management, Aspect in finance, Human resources, Security and accounting, Legal compliance and issues, Measuring mall performance.			9	2	
3	Mall Operations	Store allocation, Leasing negotiations, Maintenance and repairs, Security and safety procedures and regulations, Operational activities, Footfalls measurement, Common area management.			9	3	
4	Tenant Management	Selection of anchor tenant, Tenant mix, Types of retail formats, Multiplexes, Food courts, Branded stores, Specialty stores.			9	4	
5	Latest Developments, Trends and Practice	Innovations at Mall in India, Use of Technology in Mall Management			9	5	
Reference Books							
Mall Management With Case Studies, Abhijit Das Taxman							
Mall Management , Arif I. Sheikh & Dr Kaneez Fatima, Himalaya publishing house							
Best for Understanding Motivation: 'Drive' by Daniel H. Pink							
Best On Competitive Advantage: The Shopping Revolution							
Best Customer Service: The Nordstrom Way to Customer Experience & Excellence							
e-Learning Source							
https://nptel.ac.in/courses/110105158							

Course Articulation Matrix: (Mapping of COs with POs and PSOs)									
COURSE OUTCOME	PROGRAM OUTCOME					PROGRAM SPECIFIC COUTCOME			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	-	1	1	1	2	-	1	2
CO2	-	3	1	1	2	1	1	1	1
CO3	3	1	2	-	1	1	1	1	1
CO4	1	1	1	3	1	1	2	2	1
CO5	1	1	2	1	1	-	-	1	2

Program Coordinator	Head of Department
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INTEGRAL UNIVERSITY, LUCKNOW
DEPARTMENT OF BUSINESS MANAGEMENT

Effective from Session 2020-2021							
Course	BM507	Title of Course	International Marketing	L	3	T	1
Year	II	Semester	III	P	0	C	4
Pre-Requisite	None	Co-Requisite	None				
Course Objective	To help the students in understanding international marketing concepts. To acquaint the students with the environment associated with international marketing. To familiarize with the International Marketing Mix. To guide the students towards learning the dimensions of international marketing. To study the System Distribution of international marketing.						
COURSE OUTCOME							
CO1	To recall the international marketing concepts						
CO2	To understand the environment associated with international marketing						
CO3	To apply the knowledge of political environment in delving deep in the international marketing.						
CO4	To examine the International Marketing Mix related to Product and Pricing						
CO5	To select the appropriate channel of Distribution and Advertising in the Global market.						
Unit No	Title of Unit	Content of Unit			Contact Hour	Mapped CO	
1	International Marketing Concepts	Nature, Scope and tasks of international marketing, Difference between domestic and international marketing, international marketing concepts-EPRG scheme, Self-reliance criterion			9	1	
2	The Environment Analysis-I	Economic environment: - economic integration and market groups Cultural Analysis: - What is culture, its elements, knowledge, values and phenomenon of cultural changes Business customs: Business customs and adaptation, required adaptation and their degrees, methods of doing business			9	2	
3	The Environment Analysis-II	Political: Host and international political environment, political spectral, types of governance in the globe, quality and its effects on business assessment, risk on reduction techniques Legal: Bases of legal system- common, Islamic and Marxist-Socialist, Jurisdiction in international legal disputes, intellectual property rights, new issues, commercial laws International Marketing research: Scope, Process, Research objectives, gathering of data and problems, entry strategies for MNC's			9	3	
4	International Marketing Mix-I	Product: - Meaning of noble product, International product planning, physical and mandatory requirement: standards, screening products for adaptation, analysis of products components Price: -Pricing policy: objective and approach, price determination, Price escalation and other issues			9	4	
5	International Marketing Mix-II	International distributions systems: Channel of distribution structures in the world, Distribution patterns-general and country specific, Alternative middlemen choices-country specific, factors affecting choices of channels, Locating, Selecting and administrating channel members International advertising: Global advertising pattern, Global market segmentation and promotional strategy, International advertising programmes, Global advertising regulations, Creative challenges, Media-Planning and analysis			9	5	
Reference Books							
Jain S.C. International marketing Rise of the Youpreneur: The Definitive Guide to Becoming the Go-To Leader in Your Industry and Building a Future-Proof Business							
Keegan International marketing Beyond Influencer Marketing: Create Connections with Influential People to Build Authority, Grow Your List, and Boost Revenue							
Philips Coetrs International marketing Story Driven: You don't need to compete when you know who you are							
Lamout International marketing The Korean Mind: Understanding Contemporary Korean Culture							
e-Learning Source							
https://archive.nptel.ac.in/courses/110/105/110105157/							
https://onlinecourses.nptel.ac.in/noc22_mg50/preview							
https://www.digimat.in/nptel/courses/video/110105157/L01.html							

Course Articulation Matrix: (Mapping of COs with POs and PSOs)									
COURSE OUTCOME	PROGRAM OUTCOME					PROGRAM SPECIFIC COUTCOME			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	-	2	2	-	2	3	1	2
CO2	3	1	2	1	2	1	-	-	3
CO3	-	2	3	3	-	2	1	1	1
CO4	2	2	1	-	1	1	3	2	-
CO5	3	2	-	1	3	-	2	2	2

Program Coordinator	Head of Department
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INTEGRAL UNIVERSITY, LUCKNOW
DEPARTMENT OF BUSINESS MANAGEMENT

Effective from Session 2020-2021							
Course	BM508	Title of Course	Insurance Management	L	T	P	C
Year	II	Semester	III	3	1	0	4
Pre-Requisite	None	Co-Requisite	None				
Course Objective	The basic objective of the course is to acquaint the students to understand the concepts and principles relating to insurance and risk hedging with insurance products.						
COURSE OUTCOME							
CO1	Student should be able to understand the concept of risk, types of risk, risk management and risk management process.						
CO2	Upon completion of this course students should be able to understand and apply the various conceptual, historical and legal aspects of insurance.						
CO3	Student should be able to analyse and evaluate the marketing of insurance, and functions of insurers.						
CO4	By the end of this course, students will be able to critically analyze and compare various life insurance products.						
CO5	Upon completion of this course students should be able to analyse and evaluate health insurance, fire insurance and vehicle insurance and their various aspects.						
Unit No	Title of Unit	Content of Unit			Contact Hour	Mapped CO	
1	Risk Analysis	Risk definition and concept, uncertainty and burden, Methods of handling risks, Risk management-nature and importance, Risk management process.			5	1	
2	Insurance Concepts	Introduction to insurance, History of insurance, Types of insurance, Principles of insurance contract, Reforms in insurance industry, Brief overview of the IRDA and legal aspects of insurance, Concept of reinsurance and double insurance.			8	2	
3	Insurance Marketing	Insurance as service industry, Insurance marketing and selling process, Insurance product types, Marketing system and Competition, Functions of insurers.			10	3	
4	Life Insurance	Life insurance – products(Basic Plans of Insurance - Term & Pure Endowment, participating and non- participating, Whole Life policies, Money back Plans, Annuities, Traditional/Unit linked plans, Individual and group policies, Policies for females, children, physically handicapped, Insurance plans offered in other countries like-flexible premium plans, universal life policy), competitive position, environment and general provisions, Pricing of life insurance plans(Basic elements in computation of premium: Office Premium, net premium, level premium, Computation of premium, extra premium and rider premium, Valuation, special reserves and profits.) Tax benefit in Life Insurance, Role of LIC.			12	4	
5	General Insurance	Health insurance (Standard Mediclaim Policy / Critical Illness / Health Plus/ Tailor made policie Universal Health Insurance Scheme, Claim settlement. Cashless Facility, Role of TPA.s. Vehicle insurance, Fire insurance, Property and liability insurance, Futuristic insurance product.			10	5	
Reference Books							
Gupta. P.K. (2009). Insurance and Risk Management, 2nd Edition, Himalaya Publishing House							
George. E. Rejda. (2005). Principles of Risk Management and Insurance, 9th Edition, Pearson Education							
Latest publications of IRDA							
The Millionaire Next Door: The Surprising Secrets of America's Wealthy : Book by Thomas J. Stanley.							
e-Learning Source							
https://onlinecourses.swayam2.ac.in/cec23_mg01/preview							

Course Articulation Matrix: (Mapping of COs with POs and PSOs)									
COURSE OUTCOME	PROGRAM OUTCOME					PROGRAM SPECIFIC COUTCOME			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	-	-	3	1	2	1
CO2	3	3	2	1	-	1	1	1	-
CO3	1	2	3	-	2	-	-	2	1
CO4	2	2	1	1	-	2	1	-	2
CO5	2	2	1	1	-	1	-	-	1

Program Coordinator	Head of Department
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INTEGRAL UNIVERSITY, LUCKNOW
DEPARTMENT OF BUSINESS MANAGEMENT

Effective from Session 2020-2021							
Course	BM509	Title of Course	Banking & Finance	L	T	P	C
Year	II	Semester	III	3	1	0	4
Pre-Requisite	None	Co-Requisite	None				
Course Objective	The basic objective of the course is to acquaint the students with the various aspects of banking environment and other financial institutions including its regulation in the country.						
COURSE OUTCOME							
CO1	Students will be able to understand the Indian banking system, along with banking sector reforms post LPG.						
CO2	Students will be able to gain an in-depth understanding of the Reserve Bank of India's role, and policies including BASEL norms						
CO3	Students will be able to understand the objectives, functioning, and classification of commercial banking, along with key elements of performance measure.						
CO4	Students will be able to understand a comprehensive understanding of cooperative banks system and Non Banking Financial companies (NBFC) in Indian economy.						
CO5	Students will be able to understand to grasp innovations and trends in banking, including differentiated Banking system and Financial Inclusion						
Unit No	Title of Unit	Content of Unit			Contact Hour	Mapped CO	
1	Introduction	Banking system in India; Nationalization of banks, its objective & impact; Reforms in banking sector since 1991; New private banks vs Public sector banks; bank structure & management style; Naik Committee recommendations and Bank Board Bureau (BBB); Consolidation of public sector banking through mergers and privatization.			10	1	
2	Banking Industry Regulation	Reserve Bank of India Act 1934, RBI's Objectives and role; Monetary Policy, recent developments relating to MPC, inflation targeting, monetary policy instruments used by RBI, interest rate policy, fiscal vs monetary policy; BASEL II and III norms on capital adequacy and other parameters; Important provisions of Banking Regulation Act 1949, recent amendments in BR Act; Role and importance of CRR & SLR norms.			10	2	
3	Commercial Banking in India	Objective, characteristics, classification, functioning of commercial banking; Retail banking, Corporate banking, Universal Banking; Risk Management in Banking; Asset & liability management in commercial banks; Prudential norms in banking, norms for income recognition, Assets Classification and provisioning; Management of NPA's; recapitalization of banks; Measurement of Banks' performance, CAMELS criterion etc. Case Study.			10	3	
4	Other Financial Institutions	Cooperative Banks, Origin and growth; Organization & functioning of urban co-operative banks, Issues & policies relating to cooperative banks; Regional Rural Banks; Overview of Housing Finance in India, Housing Finance Bank; NBFC sector in India, issues and challenges faced by NBFCs, regulation of NBFCs; Development Financial Institutions in India, Role of NABARD, SIDBI and EXIM bank in developing Indian economy.			7	4	
5	New Dimensions in Banking	Innovations and new trends in Banking industry; Differentiated banking licenses: Payments Bank and Small Finance Banks; Trends in Digital Banking; Financial Inclusion through PMJDY, DBT and JAM etc; Concept and advantages of assets securitization. Case Study.			8	5	
Reference Books							
Banking And Development Finance-New Vistas By G.S.Batra & R..C. Dangwal (Deep & Deep Publications-Delhi)							
Bank Investment & Fund Management By Gerald.O.Hatler (Macmillan India Ltd)							
Indian Financial System By H.R.Machiraju (Vikas Publication House)							
Financial institutions and markets By L.M.Bhole(Tata McGraw Hill)							
e-Learning Source							
Banking and finance - https://unacademy.com/course/hindi-banking-and-finance/TY28PO0A							
RBI and NABARD - http://eagri.org/eagri50/AECO241/lec08.html							

Course Articulation Matrix: (Mapping of COs with POs and PSOs)									
COURSE OUTCOME	PROGRAM OUTCOME					PROGRAM SPECIFIC COUTCOME			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	2	1	1	1	1	1	1	1
CO2	1	1	3	1	1	1	1	1	1
CO3	1	1	1	1	1	2	1	1	1
CO4	1	1	1	1	1	1	1	1	1
CO5	3	1	1	1	2	1	1	1	1

Program Coordinator	Head of Department
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INTEGRAL UNIVERSITY, LUCKNOW
DEPARTMENT OF BUSINESS MANAGEMENT

Effective from Session 2020-2021							
Course	BM510	Title of Course	Financial Derivative and Commodity Market	L	T	P	C
Year	II	Semester	III	3	1	0	4
Pre-Requisite	NONE	Co-Requisite	NONE				
Course Objective	The basic objective of this course is to expose the students to the concept, tool and technique applicable in the field of Derivatives and commodity market as a tool of investment and Derivative analysis						
COURSE OUTCOME							
CO1	Students will be able to Understand basic concept of derivative and its importance in risk management.						
CO2	Students will be able to analyze the analysis and mechanism of various derivative instruments.						
CO3	Students will be able to evaluate critical examination of the models and approaches used in Option pricing models.						
CO4	Students will be able to understand conceptual understanding of regulatory framework of derivative market in India and address issues in derivative product design.						
CO5	Students will be able to analyze the role of intermediaries and critically evaluate the mechanism of derivative market in India.						
Unit No	Title of Unit	Content of Unit			Contact Hour	Mapped CO	
1	Introduction to Financial Derivatives	An overview of derivative contracts: Forward, Futures, swaps and options; Importance of derivatives in risk management; Derivative markets in India: exchange-traded and over the counter; Trading mechanism of derivatives in India.			9	1	
2	Forwards And Futures	Quantitative foundations for derivative analysis; Mechanics of futures and forward contract, Hedging strategies using futures and forward; Pricing forward and futures contract. Interest rate futures and pricing; Stock index futures and pricing; Swaps: mechanics, use and valuation;			9	2	
3	Option Pricing Models	Options: The basics, Binomial options pricing model; The Black and Scholes Model; Options headings strategies; Estimating volatilities			9	3	
4	Development And Structure of Commodity Markets	Historical changes and growth of global and domestic Commodities derivatives markets, Regulatory structure in India, Issues in Agricultural and Non-Agricultural Commodities Markets, Exchanges and design of the markets, Issues Related to Product Design and contract specifications,			10	4	
5	Exchanges And Mechanics	Issues related to Spot price and present practices of commodities exchanges, Clearing House operations and Risk Management Procedures, Delivery, Role of intermediaries, Basis Risk and its importance in pricing, international commodity indices and as an investment tool for investors, internationally traded Commodities based ETFs, Essential Commodities Act and role of state governments.			8	5	
Reference Books							
John C. Hull, Options, Futures and other derivatives, Sixth edit., Pearson Education							
David, A. Dufresne and Thomas W. Miller, Derivatives: valuation and management, Oxford Univ. Press							
S.S.S. Kumar, Financial Derivatives, Prentice-Hall of India							
Salih, N., Neftci, An Introduction to mathematics of financial derivatives, 2nd edit, Academic Press							
Rene, M., Stulz, Risk Management and derivatives, 2020, Thomson –South Western Investments, PHI New Delhi							
Rustagi R.P., Derivatives and Risk Management, Taxmann Publications Private Limited							
e-Learning Source							
Derivatives Markets: Advanced Modeling and Strategies (https://www.edx.org/course/derivatives-markets-advanced-modeling-and-strategies)							
Commodity Derivatives And Risk Management (https://onlinecourses.nptel.ac.in/noc22_mg91/preview)							
Financial Derivatives & Risk Management (https://onlinecourses.nptel.ac.in/noc23_mg34/preview)							

Course Articulation Matrix: (Mapping of COs with POs and PSOs)									
COURSE OUTCOME	PROGRAM OUTCOME					PROGRAM SPECIFIC COUTCOME			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	2	2	1	2	1	2	2	2
CO2	2	2	1	2	1	2	1	1	1
CO3	1	1	2	1	2	1	2	1	2
CO4	1	2	2	2	1	2	1	2	1
CO5	2	1	1	1	2	1	1	1	1

Program Coordinator	Head of Department
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INTEGRAL UNIVERSITY, LUCKNOW
DEPARTMENT OF BUSINESS MANAGEMENT

Effective from Session 2020-2021							
Course	BM511	Title of Course	Business Taxation	L	T	P	C
Year	II	Semester	III	3	0	0	3
Pre-Requisite	None	Co-Requisite	None				
Course Objective	To provide basic understanding of Indian Income tax laws and to apply tax laws in financial decisions making.						
COURSE OUTCOME							
CO1	Students will be able to accurately define and apply key tax concepts to the real world						
CO2	Students will be able to identify, categorize, and compute tax implications for various heads of income						
CO3	Students will be able to apply concepts of income clubbing, evaluating deductions u/s 80C to 80U						
CO4	Students will be able to understand the constitutional framework and structure of pre-GST and post GST						
CO5	Students will be able to create tax planning, and management strategies of an assessee.						
Unit No	Title of Unit	Content of Unit			Contact Hour	Mapped CO	
1	Introduction to Income Tax Act 1961	Salient Features and Basic Concepts – Previous year, assessment year, person, gross total income and agricultural income. Residential status and incidence of tax, fully exempted incomes under section10			06	1	
2	Heads of Income	Income from Salary, Income from House Property, Income from Business or Profession, Income from capital gains, and Income from other sources			20	2	
3	Deduction & Rebates	Clubbing of income, Deductions under Chapter VI (related to individuals and firms) Assessment of individuals and firms (simple problems), Rebates and Relief's, set off and carry forward of losses, deduction of tax at sources.			07	3	
4	Value Added Tax/ Introduction to GST	Constitutional framework of Indirect Taxes before GST; Difference between Direct and Indirect taxation; Pre-GST Indirect Tax structure in India; One Nation One Tax; Rationale for GST; Structure of GST (State Goods & Service Tax, Central Goods & Service Tax, Integrated Goods & Service Tax); GST Council, GST Network.			06	4	
5	Tax Planning	Meaning of tax planning and management, tax evasion and tax avoidance-Nature and scope of tax planning and management in the corporate sector-Justification of corporate tax planning and management, Tax Planning considerations in relation to Business			06	5	
Reference Books							
Singhania V.K., Student Guide of Income Tax, TMH, 2021							
Gupta and Gupta, Corporate Taxation in India, Himalya Publishing House, New Delhi2020							
Ahuja, Girish and Gupta Dr. Ravi; Systematic Approach to Income Tax, Bharat Law House.							
Best Overall: How to Pay Zero Taxes, 2019: Your Guide to Every Tax Break							
e-Learning Source							
https://youtu.be/Vg4TdbLKnM4							
https://youtu.be/007yg5sGDgY							

Course Articulation Matrix: (Mapping of COs with POs and PSOs)									
COURSE OUTCOME	PROGRAM OUTCOME					PROGRAM SPECIFIC COUTCOME			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	1	2	1	1	1	2	1	1
CO2	1	1	2	3	1	1	2	1	1
CO3	3	1	1	1	1	2	1	2	2
CO4	2	1	3	2	2	2	1	1	2
CO5	1	2	1	2	1	2	2	1	1

Program Coordinator	Head of Department
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INTEGRAL UNIVERSITY, LUCKNOW
DEPARTMENT OF BUSINESS MANAGEMENT

Effective from Session 2020-2021							
Course	BM512	Title of Course	Interpersonal Relationship Management	L	T	P	C
Year	II	Semester	III	3	0	0	3
Pre-Requisite	NONE	Co-Requisite	NONE				
Course Objective	The basic objective of the course is to acquaint the students with the conceptual framework of interpersonal process of relationship between different stakeholders of an organization						
COURSE OUTCOME							
CO1	Students will define and evaluate the scope, evolution, methodologies, and future prospects of industrial psychology as both a science and a profession.						
CO2	Students will effectively use psychological tests and personality assessments in employee selection and evaluation, focusing on reliability, validity, and counseling techniques.						
CO3	Students will understand the importance of career management, including the career management process, competency and knowledge profiling, and succession planning.						
CO4	Students will assess employee welfare, emerging organizational structures, flexible workforces, and the challenges of relocation and exit management.						
CO5	Students will understand and remember the Industrial Employment Act of 1957 and develop a practical employees' handbook based on its guidelines.						
Unit No	Title of Unit	Content of Unit			Contact Hour	Mapped CO	
1	Introduction To Industrial Psychology	Industrial psychology: Definition, concept, foundation and scope of Industrial Psychology, Evolution of Industrial psychology, Methodologies of operation in Industrial Psychology, Future prospects of Industrial psychology as a science & profession.			9	CO-1	
2	Applied Psychology	Psychological Tests, Principles of Psychological Tests, Types of Tests, Methods of psychological testing used in Employee selection Personality: Meaning, types of personality, Meaning, types of personality test- the Rorschach test, the Minnesota Multiphasic Personality inventory, Myers- Briggs-type indicator ,the Thematic Apperception test , Projective technique – meaning, advantages, limitations, Principles of Reliability & validity, Sources of distortion in evaluation & ways of improving evaluation, Counseling & mentoring			9	CO-2	
3	Career Management & Development	Relevance of career management for an employee, career management process, Competency profiling & Knowledge profiling, Succession planning-overview.			9	CO-3	
4	Issues In Relationship Management	Employee Welfare and Provisions for health, safety and safety of an employee, Emerging organization structures, Transformation at work place, concept of flexible work force, Importance of Organization Culture, Importance and challenges of Relocation management & Exit management.			9	CO-4	
5	Employee Rules & Guides	The Industrial employment Act-1957, Formulation Of employees' handbook: A Practical Approach.			9	CO-5	
Reference Books							
Industrial Psychology: Ernest J. McCormick, Joseph. 2018							
Tiffin (PEARSON Publications, 12th Edition. 2019							
Introduction to Psychology : Clifford T. Morgan. 2019							
Industrial Psychology: Aditya Sharma, Surjeet Publications, First Edition, 2019							
Introduction to Interpersonal management: Clifford T. Morgan. 2020							
e-Learning Source							
https://onlinecourses.nptel.ac.in/noc22_hs20/preview							
https://onlinecourses.swayam2.ac.in/cec21_mg22/preview							
https://www.udemy.com/course/people-law-101-the-abcs-of-employment-law/							

Course Articulation Matrix: (Mapping of COs with POs and PSOs)									
COURSE OUTCOME	PROGRAM OUTCOME					PROGRAM SPECIFIC COUTCOME			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	-	2	1	1	1	1	1	1
CO2	2	1	1	2	2	-	-	1	2
CO3	1	2	2	1	1	1	1	2	1
CO4	1	1	1	3	1	-	-	1	1
CO5	3	2	1	1	2	1	1	1	1

Program Coordinator	Head of Department
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INTEGRAL UNIVERSITY, LUCKNOW
DEPARTMENT OF BUSINESS MANAGEMENT

Effective from Session 2020-2021							
Course	BM513	Title of Course	Social Security	L	T	P	C
Year	II	Semester	III	3	0	0	3
Pre-Requisite	NONE	Co-Requisite	NONE				
Course Objective	The basic objective of the course is to expose the student to the legal provision and their manifestations to social security aspect of labour to create an understanding of the laws related to compensation & benefit scheme, and to make aware of the security, state insurance and welfare schemes.						
COURSE OUTCOME							
CO1	The student will be able to understand the concept of social security and its evolution in India. Also, the provisions of Maternity Benefit Act 1961, and this would enable them to apply and manage social security policies effectively.						
CO2	The student will be able to understand the EPF Act 1952, the various tribunals involved in it so that they can apply its knowledge to effectively manage and implement EPF-related practices within various organizational and legal contexts.						
CO3	The student will be able to understand Employee State Insurance Act 1948 and the benefits under this scheme, also the provisions involved in ESI act. This would equip them with the knowledge to manage ESI compliance in the real world						
CO4	The student will be able to understand Working Compensation Act 1953 and the benefits under the scheme, Also the provisions involved in Working Compensation Act 1953. This would equip them with the knowledge to ensure compliance in the real world						
CO5	The student will be able to understand the payment of gratuity act 1972, entitlement, provision and penalties so that they can apply its knowledge to effectively manage and implement Gratuity Act compliance.						
Unit No	Title of Unit	Content of Unit	Contact Hour	Mapped CO			
1	Introduction To Social Security	Definition, philosophy, scope, concept, social security evolution and its growth in India, legislation in India. Maternity Benefit act 1961: Introduction, Definitions, Prohibition of Employment, Benefits, Offence and Penalties.	10	1			
2	Employee Provident Fund and Miscellaneous Provisions Act 1952	Introduction, Definition, Schemes under the Act, Administration of the Act, Determination of Money due from Employees, EPF Appeal Tribunal, Inspection, Offence and Penalties, Miscellaneous Provisions.	10	2			
3	Employee State Insurance Act 1948	Introduction, Definition, ESI Corporation, Standing Committee, Medical Benefit Council, General Provisions related to ESI, Contribution in ESI, Benefits, Adjudication of Disputes and Claims, Offences and Penalties, Miscellaneous Provisions.	10	3			
4	Working Compensation Act 1923	Introduction, Definition, Employers Liability for Compensation, Rules for Compensation, Special Provisions, Compensation Commissioners, Offences and Penalties, Miscellaneous Provisions, Schedules to the Act.	8	4			
5	Payment Of Gratuity Act 1972	Introduction, Definition, Entitlement and Payment of Gratuity, Administration of the Act, Offences and Penalties.	7	5			
Reference Books							
Aspects of labour welfare and social securities: A.M. Sharma, 12th edition, 2018.							
A day-to-day guide industrial management: K. Krishna Rao, 2nd edition, 2017.							
Industrial and Labour Legislations by LM Porwal and SanjeevKumar-Vrinda Publication, 2nd edition, 2018.							
Taxmann's Labour Laws Bare facts -2020.							
Introduction to Social Security: Clifford T. Morgan-2017.							
e-Learning Source							
https://archive.nptel.ac.in/courses/129/105/129105006/							
https://nptel.ac.in/courses/110105137							
https://unacademy.com/course/employees-provident-fund-and-misc-provisions-act-1952/DMJSF8IS							

Course Articulation Matrix: (Mapping of COs with POs and PSOs)									
COURSE OUTCOME	PROGRAM OUTCOME					PROGRAM SPECIFIC COUTCOME			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	2	2	1	1	2	1	2	1
CO2	2	2	3	1	1	1	1	1	1
CO3	1	3	2	2	2	2	2	2	2
CO4	2	3	2	1	1	1	1	1	1
CO5	3	2	2	2	1	1	1	1	1

Program Coordinator	Head of Department
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INTEGRAL UNIVERSITY, LUCKNOW
DEPARTMENT OF BUSINESS MANAGEMENT

Effective from Session 2020-2021											
Course	BM514	Title of Course	Human Resource Development	L	3	T	0	P	0	C	3
Year	II	Semester	III								
Pre-Requisite	None	Co-Requisite	None								
Course Objective	The basic objective of the course is to acquaint the students to understand the concepts, strategies and instruments relating to human resource development in any organization and to create a background required to undertake any activity to facilitate and manage the HRD Functions in an Organization.										
COURSE OUTCOME											
CO1	Students will be able to define HRD, understand its foundational principles and objectives, explore its developmental stages, and evaluate its role, issues, and contributions to organizational development.										
CO2	Students will be able to analyze the mechanisms, processes, and outcomes of HRD and evaluate HRD processes, while understanding the motivational functions of HRD.										
CO3	Students will be able to understand and analyse HRD culture and climate understand and evaluate the roles and interplay between HRM and HR										
CO4	Students will be able to understand and apply emerging techniques in HRD, recognize their significance, and evaluate the roles of HRD audits and learning organizations in enhancing HRD effectiveness.										
CO5	Students will be able to analyze HRD practices across various sectors and understand and evaluate a comprehensive global perspective on HRD trends and practices.										
Unit No	Title of Unit	Content of Unit	Contact Hour	Mapped CO							
1	HRD Concept	Definition of HRD, Foundation of HRD, Need for HRD, Objectives of HRD, Concept & stages of development of HRD, Role and issues of HRD, Contribution of HRD in organization development	10	1							
2	HRD Assessment	Mechanism, process & outcomes of HRD, Assessment of HRD Needs: organization analysis, Task analysis and Person Analysis & Evaluation of HRD Process, Motivational functions of HRD	10	2							
3	HRD Culture and Climate	HRD culture & climate: Elements & measurement, HRD/OD approach to IR & Linkage, Integration of HRD system– A practical case study, HRM & HRD, Role of HRD Manager.	10	3							
4	Emerging Strategies & Instruments Of HRD	HR Scorecard, Emotional quotient, Benchmarking HR practices, HR accounting, Psychometric test like Thomas profiling, HRD audit & social audit, Assessment center, Potential appraisal, HRIS, Learning organization E-Learning: Introduction, Purpose, Technologies.	8	4							
5	HRD practices in New economic Environment	HRD system study of following sectors: Manufacturing, Service, Family Welfare, Government Administration HRD Practices on Global front, Corporate Strategy and HRD Agenda	7	5							
Reference Books											
Khandelwal anil k., Abraham, s.j., vermak.k., Alternative approaches & strategies of HRD, national hrd network. Rawat publications, Jaipur. Latest edition.											
Maheshwari, b.l., dharni, p. sinha, management of change through hrd. national hrd network, Hyderabad, tata mcgraw hill, Latest edition.											
Pareek udai, rao, t.u., designing and managing human resource system, oxford & ibh publication, new delhi. Latest edition											
Human Resources Management, written by Gary Dessler Latest edition.											
HR from the Outside In: Six Competencies for the Future of Human Resources Dave Ulrich,											
e-Learning Source											
https://onlinecourses.nptel.ac.in/noc22_hs113/preview											
https://in.coursera.org/specializations/human-resource-management											
https://www.careers360.com/university/indira-gandhi-national-open-university-new-delhi/ts-7-human-resource-development-certification-course											

Course Articulation Matrix: (Mapping of COs with POs and PSOs)									
COURSE OUTCOME	PROGRAM OUTCOME					PROGRAM SPECIFIC COUTCOME			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	1	1	-	1	2	2	1	-
CO2	2	2	-	1	-	-	-	--	1
CO3	1	2	2	3	-	1	1	-	1
CO4	2	3	1	-	1	1	-	-	-
CO5	1	1	-	1	1	-	1	1	-

Program Coordinator	Head of Department
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**INTEGRAL UNIVERSITY, LUCKNOW
DEPARTMENT OF BUSINESS MANAGEMENT**

Effective from Session 2020-2021							
Course	BM515	Title of Course	International-HRM	L	T	P	C
Year	II	Semester	III	3	0	0	3
Pre-Requisite	NONE	Co-Requisite	NONE				
Course Objective	The basic objective of the course is to acquaint the students to understand the concepts, strategies and issues relating to human resource management in an international context						
COURSE OUTCOME							
CO1	Students will be able to analyze and articulate the foundational concepts of International Human Resource Management (IHRM)						
CO2	Students will be able to evaluate and apply executive nationality staffing policies and performance management						
CO3	Students will be able to define and critically assess expatriate training and will also be proficient in addressing the concept of national culture						
CO4	Students will be able to comprehensively evaluate the approaches of international compensation and analyze international labor relations.						
CO5	Students will be able to understand the art of managing People in International Context and the CSR issues in multinational organization.						
Unit No	Title of Unit	Content of Unit			Contact Hour	Mapped CO	
1	Introduction & Overview	Definition of IHRM, Commonalities & difference between domestic HRM & IHRM, expanding role of HRM in international firms, International HR approaches: Ethnocentric, Polycentric, Geocentric & Region centric, Linking HR To international expansion strategy			9	1	
2	International Recruitment, Selection & Performance Management	Executive nationality staffing policies, Issues in staff Selection, Multinational performance management, Factors associated with individual performance appraisal, Criteria used for PA of international employees			9	2	
3	Training, Development & Repatriation	Expatriate training: Definition, Component & Issues, Cross cultural perspectives, Cultural Paradox, Concept of National Culture and cultural sensitivity. Repatriation: Career Anxiety, devaluing international experience, coping with new role demands.			9	3	
4	Compensation & Labour Relation	Objective, Components & approaches of international compensation, Taxation issues in international HRM, Key issues in International labour relations, Labour union & International labour relation			9	4	
5	Managing People in International Context	Human resource issues in multinational corporate social responsibility			9	5	
Reference Books							
International Human Resource Management: By Peter J Dowling, Denice E. Welch, Randall Schuler							
The HR Scorecard Brian Becker, Mark Huselid, Dave Ulrich							
Pareek udai,rao,t.u.,designing and managing human resource system, oxford & ibh publication,new delhi.							
Human Resources Management, written by Gary Dessler							
e-Learning Source							
https://onlinecourses.nptel.ac.in/noc21_mg21/preview							
https://archive.nptel.ac.in/courses/110/105/110105069/							

Course Articulation Matrix: (Mapping of COs with POs and PSOs)									
COURSE OUTCOME	PROGRAM OUTCOME					PROGRAM SPECIFIC COUTCOME			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	1	2	1	1	1	1	2	1
CO2	2	2	1	2	2	2	2	1	2
CO3	3	2	1	2	2	2	1	2	2
CO4	2	1	2	2	1	2	2	2	2
CO5	2	1	1	2	2	3	1	1	2

Program Coordinator	Head of Department
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INTEGRAL UNIVERSITY, LUCKNOW
DEPARTMENT OF BUSINESS MANAGEMENT

Effective from Session 2020-2021							
Course	CS503	Title of Course	COMPUTER AIDED MANAGEMENT	L	T	P	C
Year	II	Semester	III	3	0	0	3
Pre-Requisite	NONE	Co-Requisite	NONE				
Course Objective	To make students understand the fundamentals of managements systems, their role and use in organizations and enablethem with understanding of data management techniques.						
COURSE OUTCOME							
CO1	To understand Overview, Implementing & Integrating Management Support Systems.						
CO2	To understand Group Support System, Technologies, Enterprise Decision Support Systems.						
CO3	To understand Concept, development Methods, Technologies & Tools, Electronic Document Management, Knowledge.						
CO4	To understand Concept, Structure, Working, Benefits & Limitations. Fuzzy Logic, Genetic Algorithm Neural Computing: Fundamentals.						
CO5	To understand Data Warehousing: Access, Analysis, Mining & Visualization.						
Unit No	Title of Unit	Content of Unit			Contact Hour	Mapped CO	
1	Management Support Systems	Overview, Implementing & Integrating Management Support Systems: Issues, Strategies, EIS,DSS, ES & Global Integration.			10	CO1	
2	Collaborative Computing Technologies	Group Support System, Technologies, Enterprise Decision Support Systems: Concepts,Definitions, Organizational DSS, Supply & Value Chains & Decision Support.			10	CO2	
3	Knowledge Management	Concept, development Methods, Technologies & Tools, Electronic Document Management, Knowledge-Based Decision Support, Performance management of KM systems (bell curves, measurement approaches & types)			10	CO3	
4	Expert System	Concept, Structure, Working, Benefits & Limitations, Fuzzy Logic, Genetic Algorithm Neural Computing: Fundamentals, Types of Neural Networks. Neural Network Application, Development, Architecture, Neural Network Software & Hardware, Benefits & Limitations of Neural Networks. AI Vs Natural Intelligence.			8	CO4	
5	Grid Computing Overview	Data Warehousing: Access, Analysis, Mining & Visualization, And Data Reviewing:Concepts & Applications.			7	CO5	
Reference Books							
Turban, Aronson: Decision Support System & Intelligent System, Pearson							
Dan W. Palterson: Introduction to Artificial Intelligence & Expert System, PHI							
Elaine Rich & Kevin Knight: Artificial Intelligence, Tata McGraw Hill Poole, Computational Intelligence,OUP							
Elaine Rich & Kevin Knight: Computer Management, Tata McGraw Hill							
e-Learning Source							
https://www.geeksforgeeks.org/difference-between-ai-and-expert-system/#:~:text=AI%20is%20the%20ability%20of,humans%20to%20solve%20complex%20problems.							
https://www.youtube.com/watch?v=ReYC9qC8LtA							
https://www.techtarget.com/searchcio/definition/decision-support-system							
https://www.topcoder.com/thrive/articles/data-warehousing-and-data-mining							

Course Articulation Matrix: (Mapping of COs with POs and PSOs)									
COURSE OUTCOME	PROGRAM OUTCOME					PROGRAM SPECIFIC COUTCOME			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	3	3	-	2	2	3	1	2	-
CO2	-	2	3	-	3	-	3	-	-
CO3	-	1	1	-	-	3	-	-	-
CO4	-	-	-	-	3	-	-	3	-
CO5	-	-	3	3	-	2	3	-	-

Program Coordinator	Head of Department
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INTEGRAL UNIVERSITY, LUCKNOW
DEPARTMENT OF BUSINESS MANAGEMENT

Effective from Session 2020-2021							
Course	CS504	Title of Course	SYSTEM ANALYSIS & DESIGN AND SOFTWAREENGINEERING	L	T	P	C
Year	II	Semester	III	3	0	0	3
Pre-Requisite	None	Co-Requisite	None				
Course Objective	To teach techniques and approaches of systems so as to enable them in analyzing and developing business systems moreefficiently and effectively.						
COURSE OUTCOME							
CO1	Overview of SDLC and Business Systems.						
CO2	Work on standard quality models.						
CO3	Develop and understand the detailed design modularization.						
CO4	Use of testing methods, design tool and CASE Tools for better quality assurance.						
CO5	To Understand about the hardware and software security.						
Unit No	Title of Unit	Content of Unit	Contact Hour	Mapped CO			
1	Overview of Systems Analysis & Design	Business Systems Concepts, Systems Development life Cycle, Project Selection, Feasibility Analysis, Design, Implementation, Testing & Evaluation, Business Process Re-engineering: Overview	10	1			
2	System Requirement Specification & Analysis	Fact finding techniques, data - flow Diagrams, data dictionaries, process organization & interactions, decision analysis, standards (IEEE/ ISO).Modeling System Requirements using 'USE CASES' Data Modeling & Analysis.	10	2			
3	Detailed Design Modularization	Module Specification, File Design, Systems Development involving Data Bases, Database Design Output Design Input Design User Interface Design, Object Modeling: Object Structure,Object Features, Classes & Objects, Key Concepts of object-oriented approach, Object orientedAnalysis, Modeling & Design using UML, Event Face Diagram &Event Flow Diagram.	10	3			
4	System Control & Quality Assurance	Design Objectives reliability & maintenance, Software Design & documentation tools, top – down, bottom – up and variants. Units and integration testing, testing practices and plans. System Controls, Audit Trails, CASE Tools.	08	4			
5	Hardware-Software Selection & Security	Hardware acquisition, memory, process, peripheral, Benchmarking, Vendor selection, Software selection – operating system, languages, Language Processes, performance & acceptance criteria. Data security, Information Security Policy, Internet Security Standards.	07	5			
Reference Books							
Senn : Analysis & Design of Information Systems, McGraw Hill International.							
Igor Hawrysz Kiewycs : Systems Analysis & Design, PHI							
Kendall : System Analysis & Design, Pearson.							
Grady Booch : Object Oriented Analysis & Design.							
e-Learning Source							
https://www.youtube.com/watch?v=Vjpu_P-LHTo							
https://www.youtube.com/watch?v=WWtuv7Dj0Tc							

Course Articulation Matrix: (Mapping of COs with POs and PSOs)									
COURSE OUTCOME	PROGRAM OUTCOME					PROGRAM SPECIFIC COUTCOME			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	2	-	-	-	2	1	2	-
CO2	2	3	3	2	2	-	2	-	-
CO3	2	2	2	-	2	2	-	-	-
CO4	1	3	3	2	2	-	-	2	-
CO5	-	2	-	1	-	1	3	-	-

Program Coordinator	Head of Department
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INTEGRAL UNIVERSITY, LUCKNOW
DEPARTMENT OF BUSINESS MANAGEMENT

Effective from Session 2020-2021							
Course	CS505	Title of Course	Internet and Visual Basic	L	T	P	C
Year	II	Semester	III	3	0	0	3
Pre-Requisite	None	Co-Requisite	None				
Course Objective	To provide the learners with thorough understanding of internet & its application and to train them for usage of VisualBasic.						
COURSE OUTCOME							
CO1	To understand how to structure HTML forms and give them semantics so they are usable and accessible						
CO2	To generate dynamic content on web pages.						
CO3	To create Java programs that leverage the object-oriented features of the Java language.						
CO4	To understand event handling in Java.						
CO5	To learn how to write Windows application and programs using the Visual Basic.						
Unit No	Title of Unit	Content of Unit	Contact Hour	Mapped CO			
1	Introduction to internet programming	Client-server model, HTTP, WWW, HTML: header, body, HTML tags, tables, text, graphics, sound, building a form, text fields and value, size, maximum length, buttons, checkboxes, pre-checked, selection list, converters and tools.	10	1			
2	HTML Forms Programming	Introduction to CGI Scripting; action and methods- GET and POST; automating, processing, Introduction to JAVA; JAVA class libraries, JAVA byte codes; classes and objects.	10	2			
3	Applets	Parameter passing, class variables, class methods, object, construction and destruction, control structures; basic windows, mouse and buttons.	10	3			
4	Java Events	Events, JAVA event model, basic I/O, exception handling, system properties, JAR files, JAVAarchive.	05	4			
5	Introduction to Visual Basic	Using menus, command buttons, text boxes, labels, image control, declaring variables, symbolic constants, Advance System Define Controls; timer, frame, status bar, picture, image, dialog box variables, select cases, looping construct functions and sub procedures, general procedure, event procedure.	10	5			
Reference Books							
Azam M- Programming with Visual Basic (Vikas)							
Comell G- Visual Basic (Tata McGraw-Hill)							
Deitel and Deitel- Visual Basic: How to Program (Pearson)							
e-Learning Source							
https://www.youtube.com/watch?v=gcFHvYdeFU							
https://www.freecodecamp.org/news/learn-visual-basic-net-full-course/							

Course Articulation Matrix: (Mapping of COs with POs and PSOs)									
COURSE OUTCOME	PROGRAM OUTCOME					PROGRAM SPECIFIC COUTCOME			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	-	-	3	1	2	-
CO2	2	3	3	-	-	2	2	1	-
CO3	2	2	-	-	-	1	3	2	-
CO4	2	3	2	1	-	-	2	3	-
CO5	-	1	-	2	1	2	1	2	-

Program Coordinator	Head of Department
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INTEGRAL UNIVERSITY, LUCKNOW
DEPARTMENT OF BUSINESS MANAGEMENT

Effective from Session 2020-2021							
Course	CS506	Title of Course	E-COMMERCE & IT ENABLED SERVICES	L	T	P	C
Year	II	Semester	III	3	0	0	3
Pre-Requisite	None	Co-Requisite	None				
Course Objective	This course aims at acquainting these students with tools & techniques of planning, analyzing, designing, implementing and maintaining Information Technology based services.						
COURSE OUTCOME							
CO1	To understand Introduction: Conceptual Framework of Electronic Commerce, General Model of Business						
CO2	To understand Market Forces Influencing the 1-Way, Components of the 1-Way, network Access Equipment						
CO3	To understand Architectural Framework for Electronic Commerce						
CO4	To understand Types of Electronic Payment Systems, Digital Token - Based Electronic Payment Systems						
CO5	To understand Electronic Data Interchange, EDI Applications in Business						
Unit No	Title of Unit	Content of Unit	Contact Hour	Mapped CO			
1	Commerce and Business Model	Introduction: Conceptual Framework of Electronic Commerce, General Model of Business, Electronic means of doing Business, Defining E-Commerce, Emergence of E-Commerce on Private Networks, Forces affecting E-Commerce. Electronic Commerce and media Convergence, The anatomy of E-commerce Applications. Business Model: Introduction and Types.	10	1			
2	ITES	Market Forces Influencing the I-Way, Components of the 1-Way, network Access Equipment, Global Information Distribution networks, public policy Issues Shaping the 1-Way. The IT/ITES Enabled Revolution Challenges and Opportunities- IT Enabled Development, Innovation and Business Transformation. Opportunities and Strategies in IT Enabled Services. The Enabling Environment for ITES.	10	2			
3	WWW	Architectural Framework for Electronic Commerce, World Wide Web (WWW) as the Architecture, Web Background: Hypertext publishing. Technology Behind the Web, Security and the Web. Building on E-Commerce Enterprise: Ascertain the Need for E-Commerce, setting up a Website, Domain Name Registration, Registering the Website with Search Engines	10	3			
4	Electronic Payment Systems	Types of Electronic Payment Systems, Digital Token-Based Electronic Payment Systems, Smart Cards and Electronic payment Systems, Credit Card-Based Electronic Payment Systems, Risk and Electronic payment Systems, Designing Electronic Payment Systems.	8	4			
5	Electronic Data Interchange	Electronic Data Interchange, EDI Applications in Business, EDI: Legal, Security and Privacy Issue, EDI and Electronic Commerce. IT Act 2000: Laws related to IT security, data communication, digital signatures etc. IT Enabled Services: Call Centre, Medical Transcription, technical writing, Tele-marketing.	7	5			
Reference Books							
Kalakotia, Whinston: Frontiers of Electronic Commerce, Pearson Education. First Edition, 2020.							
Bhaskar Bharat; Electronic Commerce - Technologies & Applications, TMH. Third Edition, 2018.							
e-Learning Source							
https://youtu.be/BGEQCn6EEDA							
https://youtu.be/-2hpoljNSb4							

Course Articulation Matrix: (Mapping of COs with POs and PSOs)									
COURSE OUTCOME	PROGRAM OUTCOME					PROGRAM SPECIFIC COUTCOME			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	3	3	-	2	2	3	1	2	-
CO2	-	2	3	-	3	-	3	-	-
CO3	-	1	1	-	-	3	-	-	-
CO4	-	-	-	-	3	-	-	3	-
CO5	-	-	3	3	-	2	3	-	-

Program Coordinator	Head of Department
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INTEGRAL UNIVERSITY, LUCKNOW
DEPARTMENT OF BUSINESS MANAGEMENT

Effective from Session 2020-2021							
Course	BM516	Title of Course	Business Environment	L	T	P	C
Year	II	Semester	IV	3	0	0	3
Pre-Requisite	NONE	Co-Requisite	NONE				
Course Objective	The aim is to provide in-depth understanding of digital transformation on business processes, to understand the impact of Industry 4.0 and 5.0 has on the context of International Business and to understand in detail the shifts taking place in the Political, Economic, Social and Technological environments that are shaping business realities.						
COURSE OUTCOME							
CO1	The students will gain an understanding of the meaning, characteristics, and scope of the business environment, examine its micro and macro elements, assess internal and external factors influencing businesses, and use SWOT analysis for business assessment.						
CO2	The learners will be able to describe the concept of the Circular Economy, distinguish between linear and circular economies, grasp the GIG economy, Industry 4.0 and 5.0 developments, and evaluate foreign direct investment, trade policies, public sector disinvestment.						
CO3	The students will be able to comprehend the social responsibilities of businesses towards their stakeholders, understand the effects of demonetization and GST, assess the influence of political stability, and examine the roles of international organizations						
CO4	The students will understand the concept of digital transformation and its business impact, investigate the industrial uses of blockchain, comprehend the basics of artificial intelligence, and singularity, and explore the applications of emerging technologies.						
CO5	The learner will develop the understanding on the impact of the natural environment on business decisions, assess the consequences of climate change, and analyse the influence of sustainable development goals (SDGs) on business practices.						
Unit No	Title of Unit	Content of Unit			Contact Hour	Mapped CO	
1	Concept of Business Environment	Business Environment- Meaning, Characteristics, Scope and Significance, Components of Business Environment. Micro Business Environment- Introduction to Micro-Environment, Internal Environment, Value system, Mission, Objectives, Organizational Structure, Organizational Resources, Company Image, Brand Equity, External Environment: Firm, customers, suppliers, distributors, Competitors, Society. Macro Business Environment- Definition, Analysis of Business Environment, SWOT Analysis, Introduction to Macro Components – Demographic, Natural, Political, Social, Cultural Economic, Technological, International and Legal.			9	CO1	
2	New Age Economies	Economic systems, Circular Economy- Concept of Circular Economy, difference between Linear and Circular Economy, Role of Circular Economy in Sustainable Business and Innovation. GIG Economy. Industry 4.0 and 5.0 and Latest Trends. Foreign Direct Investment, Foreign Institutional Investment, Foreign Trade Policy, Export Import Policy, Special Economic Zone, Disinvestment in Public Sector Units and NITI-Aayog..			9	CO2	
3	Social, Political, Legal and Global Environment	Concept of Social Responsibility of Business towards Stakeholders. Demonetisation, GST and its Impact on Business. Role of Political Stability and Legal Changes. Intellectual property right (IPR). Globalization – Meaning. Role of WTO, Functions of WTO, IBRD, Trade Blocs, BRICS, SAARC, ASEAN in Globalisation. The changing nature of Globalization.			9	CO3	
4	Emerging Technologies and Drivers of Global Business	Overview of Digital Transformation. Block chain – Concepts and Industrial Applications, Challenges in adopting Block chain. Artificial Intelligence- Machine Learning, Deep Learning Singularity – Time Lines and Implication. Augmented Reality, Virtual Reality and Mixed Reality and Applications. Concept and Application- Internet of Things (IoT) and Big Data Analytics.			9	CO4	
5	General Environment	Meaning and components of natural environment, impact of natural environment on business decision. Climate Change – Political Dimensions of Climate Change, Plight and Issue of Climate Refugees, Sustainable Development Goals.			9	CO5	
Reference Books							
Kapoor, Mansi – Global Business Environment: Shifting Paradigms in the Fourth Industrial Revolution, SAGE Publishing India							
Narendra Jadhav, New Age technology an Industrial Revolution 4.0 (Konark Publisher)							
Kapoor, M – Global Business Environment: Shifting Paradigms in the Fourth Industrial Revolution, SAGE India							
Arun Sundararajan, The Sharing Economy: The End of Employment and the Rise of Crowd-Based Capitalism (MIT Press)							
Mark Van Rijmenam, The Organization of Tomorrow: How AI, blockchain and analytics turn your business into a data organization (Routledge)							
e-Learning Source							
https://www.edx.org/course/understanding-the-business-environment							
https://www.coursera.org/learn/global-business-environment							
https://www.classcentral.com/course/swayam-business-environment-58415							

Course Articulation Matrix: (Mapping of COs with POs and PSOs)									
COURSE OUTCOME	PROGRAM OUTCOME					PROGRAM SPECIFIC COUTCOME			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	1	1	1	2	2	2	1	1
CO2	2	2	1	3	2	1	1	1	1
CO3	2	1	2	1	1	1	2	2	2
CO4	1	1	1	3	3	1	1	1	2
CO5	2	2	2	1	1	3	2	1	1

Program Coordinator	Head of Department
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INTEGRAL UNIVERSITY, LUCKNOW
DEPARTMENT OF BUSINESS MANAGEMENT

Effective from Session 2020-2021							
Course	BM517	Title of Course	Entrepreneurship Management	L	T	P	C
Year	II	Semester	IV	3	0	0	3
Pre-Requisite	None	Co-Requisite	None				
Course Objective	The objective of this course is to expose the student to the basic concepts of entrepreneurship, functions of entrepreneurs and problems faced by them in the real world. To provide insights to students in converting an idea to an opportunity and develop understanding of various funding sources for a startup and familiarizing the students with SME sector activities, venture capital financing and international entrepreneurial opportunities.						

COURSE OUTCOME

CO1	Students will analyze key entrepreneurship concepts and apply them to real-world scenarios, including the roles of entrepreneurs, intrapreneurship, and diverse types of entrepreneurship.
CO2	Students will evaluate financial needs, government incentives, and support agencies for promoting entrepreneurship.
CO3	Students will master idea generation, opportunity assessment, business planning, and securing funding.
CO4	Students will distinguish innovation from creativity and develop strategies for fostering innovation in various business contexts.
CO5	Students will understand the steps in launching a business, including ownership forms, registration, scaling to IPO, and managing venture lifecycle events.

Unit No	Title of Unit	Content of Unit	Contact Hour	Mapped CO
1	Financial Management in Global Context	Innovation: Meaning, difference between innovation and creativity, Innovation types & Platforms, Business Model Innovation, Service Innovation, Design-led innovation, Improvisation, Large firm Vs. Start-up innovation, Co-creation and open innovation, developing an innovation strategy, Sources of innovation, Innovation Environment, Creative Destruction	10	1
2	Exchange Rate	Entrepreneurship: Meaning, definition and concept, Factors affecting entrepreneurship, characteristics and skills of an entrepreneur, entrepreneur v/s manager. Concept of intrapreneurship, types of entrepreneurs, functions of entrepreneur, entrepreneurial decision process, challenges faced by entrepreneurs and changing role of entrepreneur. Women enterprises, social, and rural entrepreneurship	10	2
3	International Finance Instrument	Estimating financial funds requirement; Sources of finance – banks, & financial institutions, financing of small-scale industries in developing countries. Role of central government and state government in promoting entrepreneurship with various incentives, subsidies, grants, export-oriented units – fiscal & tax concessions, other government initiatives and inclusive entrepreneurial growth. Overview of MSME policy of government in India. Role of agencies assisting entrepreneurship: DICs, SSIs, NSICs, EDI/NIESBUD, NEDB, Entrepreneurship Development Institute (EDI). New initiatives taken by government to promote entrepreneurship.	07	3
4	Foreign Exchange Risk Exposure	From Idea to opportunity: Idea generation- sources and methods, identification and classification of ideas. Individual creativity: idea to business opportunity, Opportunity assessment, Process of New Venture and its Challenges, Venture capital, Angel investing, Crowd funding Developing a Business Plan: Business Planning Process: elements of business planning, preparation of project plan, components of an ideal business plan – market plan, financial plan, operational plan, and, Feasibility Analysis – aspects and methods: Economic analysis, financial analysis, market-, and technological feasibility.	08	4
5	Global Financial Management	Launching a New Venture: Steps involved in launching a business (Process charts), Various Forms of business ownership, Registration of business units; start-up to going IPO; revival, exit and end to a venture.	10	5

Reference Books

- Ahmad, Ali and Bhatt, Punita.: Entrepreneurship in Developing and Emerging Economies, SAGE Publishing India
- Mitra, Jay: The Business of Innovation, 2017, SAGE Publishing
- Entrepreneurship 10th Ed (Indian Edition) 2016 by Robert Hirsch Michael Peters Dean Shepherd, McGraw Hill
- Desai, Vasant; Dynamics of Entrepreneurial Development and Management; Himalaya Publishing
- Blundel, R. and Lockett, N.; Exploring Entrepreneurship Practices and Perspectives; Oxford Publications

e-Learning Source

https://onlinecourses.nptel.ac.in/noc23_mg61/preview

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

COURSE OUTCOME	PROGRAM OUTCOME					PROGRAM SPECIFIC COUTCOME			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	1	2	-	1	1	1	1	1
CO2	-	-	1	1	-	1	1	-	1
CO3	3	-	1	3	1	-	1	1	-
CO4	-	1	-	1	1	-	1	1	1
CO5	1	-	1	1	1	1	1	1	1

Program Coordinator	Head of Department
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INTEGRAL UNIVERSITY, LUCKNOW
DEPARTMENT OF BUSINESS MANAGEMENT

Effective from Session 2020-2021							
Course	BM518	Title of Course	Management Information System	L	T	P	C
Year	II	Semester	IV	3	0	0	3
Pre-Requisite	None	Co-Requisite	None				
Course 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 OUTCOME							
CO1	To describe the meaning and role of MIS in business organizations.						
CO2	To formulate the decision-making process and the application of MIS in decision making						
CO3	To learn the competitive strategies and understand the use of MIS in gaining competitive advantage						
CO4	To understand the use of MIS in different business functions						
CO5	To learn about latest concepts of technology and the trends in cyber world						
Unit No	Title of Unit	Content of Unit			Contact Hour	Mapped CO	
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	1	
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	2	
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	3	
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	4	
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	5	
Reference 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 WS : Management Information Systems, Tata McGraw-Hill							
e-Learning Source							
https://youtu.be/uTEefEAQoIE							
https://youtu.be/qiLXJ0lhN2g							

Course Articulation Matrix: (Mapping of COs with POs and PSOs)									
COURSE OUTCOME	PROGRAM OUTCOME					PROGRAM SPECIFIC COUTCOME			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	2	1	-	-	2	2	1	-
CO2	2	2	2	1	-	1	1	1	-
CO3	1	2	1	-	-	-	-	-	-
CO4	2	2	1	-	-	-	1	-	-
CO5	2	2	1	1	-	1	-	-	-

Program Coordinator	Head of Department
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INTEGRAL UNIVERSITY, LUCKNOW
DEPARTMENT OF BUSINESS MANAGEMENT

Effective from Session 2020-2021							
Course	BM519	Title of Course	Business Law	L	T	P	C
Year	II	Semester	IV	3	0	0	3
Pre-Requisite	None	Co-Requisite	None				
Course Objective	The present course aims at familiarizing the students with various legal aspects of a 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 OUTCOME

CO1	Student will be able to understand and analyze about various provisions of the Indian Contract Act to solve day to day issues in business.
CO2	Student will understand intricacies of Partnership Act and Sales of goods Act in India and apply knowledge in handling such transactions in business.
CO3	Students will develop understanding about various legal aspects of negotiable instruments and information technology for usage in business and commercial transactions.
CO4	Student will demonstrate comprehensive understanding of various provisions regarding the formation, management, and winding up of a Company Law.
CO5	Students will understand and analyze the principles and practices of GST for practical applications.

Unit No	Title of Unit	Content of Unit	Contact Hour	Mapped CO
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 an object, Discharge of a Contract by performance, Breach of Contract, Quasi Contracts, Contract of Indemnity, and Guarantee, Bailment and Pledge, Agency	7	CO1
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	CO2
3	The Negotiable Instruments Act, 1881	Definition and Characteristics & Kinds of Negotiable Instruments, Promissory Notes, 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	CO3
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	CO4
5	Goods and Services Tax	Rationales behind GST; Structure of GST in India; Assessee and Taxable Event, Registration under GST; GST Council, Role of GSTN, Time and Place of supply, Reverse Charge Mechanism, Input Tax Credit, Composition Scheme, Filing of GSTRs, Offences, Penalties, and Appeal.	7	CO5

Reference Books

- Ratan Nolakha, Company Law and Practice, Vikas Publishing House, Noida, 2015
- J. Sethi & N. Bhatia, Elements of Banking and Insurance, PHI Learning Pvt. Ltd., New Delhi, 2012
- C. B. Mamoria, S. Mamoria & P. Subba Rao, Dynamics of Industrial Relations in India, Himalaya Publishing House, 2022
- S.S. Gulshan, G.K. Kapoor, Business Law Including Company Law, New Age Publication, 2022.
- K.C. Garg, V.K. Sareen, Commercial Law, Kalyani, 2017.

e-Learning Source

- <https://www.classcentral.com/course/youtube-company-law-91428/classroom>
- https://onlinecourses.swayam2.ac.in/cec23_lw05/preview
- <https://www.youtube.com/watch?v=DQmQYebYi8M>
- <https://www.youtube.com/watch?v=4l7e1xCdUsk>

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

COURSE OUTCOME	PROGRAM OUTCOME					PROGRAM SPECIFIC COUTCOME			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	1	3	1	3	1	2	1	2
CO2	1	2	2	2	1	3	2	2	1
CO3	1	1	1	1	1	1	1	1	1
CO4	1	1	1	2	2	1	2	1	1
CO5	1	1	2	1	1	1	1	1	1

Program Coordinator	Head of Department
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**INTEGRAL UNIVERSITY, LUCKNOW
DEPARTMENT OF BUSINESS MANAGEMENT**

Effective from Session 2020-2021							
Course	BM520	Title of Course	Strategic Management	L	T	P	C
Year	II	Semester	IV	3	0	0	3
Pre-Requisite	None	Co-Requisite	None				
Course Objective	The objective of the course is to develop amongst students the importance of strategy in organization and knowledge of various strategic tools.						
COURSE OUTCOME							
CO1	Students will be able to understand the corporate strategies by understanding and applying the basic concepts of strategic management.						
CO2	Students will be proficient in conducting comprehensive environmental scanning and industry analysis, utilizing various scanning tools.						
CO3	Students will be able to effectively use SWOT analysis and the TOWS Matrix to evaluate various corporate strategies and apply these tools within the strategic planning process.						
CO4	Students will be able to analyze and apply key strategic concepts and tools to make informed strategic choices and develop effective functional strategies for organizational growth and competitive advantage.						
CO5	Upon completion of this course, students will be able to design and execute strategy implementation plans to optimize strategic outcomes.						
Unit No	Title of Unit	Content of Unit			Contact Hour	Mapped CO	
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.			10	1	
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.			10	2	
3	Corporate Strategy	SWOT Analysis, TOWS Matrix, Various Corporate Strategies: Growth/Expansion, Diversification, Stability, Retrenchment & Combination Strategy. Process of Strategic Planning, Stages of corporate development.			07	3	
4	Corporate Restructuring	Mergers & Acquisitions, Strategic Alliances, Portfolio Analysis, Corporate Parenting, Functional Strategy, BCG Model, GE9 Cell, Porters Model, 5 Force and Porters Diamond Model, Strategic Choice.			08	4	
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.			10	5	
Reference 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, 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							
e-Learning Source							
https://nptel.ac.in/courses/110108161							

Course Articulation Matrix: (Mapping of COs with POs and PSOs)									
COURSE OUTCOME	PROGRAM OUTCOME					PROGRAM SPECIFIC COUTCOME			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	2	1	1	1	2	-
CO2	2	2	3	1	2	1	3	1	2
CO3	2	2	1	3	2	1	3	1	1
CO4	3	2	1	1	2	2	2	1	2
CO5	2	1	1	2	3	1	2	-	1

Program Coordinator	Head of Department
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INTEGRAL UNIVERSITY, LUCKNOW
DEPARTMENT OF BUSINESS MANAGEMENT

Effective from Session 2020-2021							
Course	BM521	Title of Course	Total Quality Management	L	T	P	C
Year	II	Semester	IV	3	1	0	4
Pre-Requisite	None	Co-Requisite	None				
Course 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 OUTCOME							
CO1	Students shall be able to define the concepts of Quality and Total Quality Management.						
CO2	Students shall be able to explain the influence of human factors in product and system design.						
CO3	Students shall be able to describe in-depth knowledge on various tools and techniques of Total Quality Management.						
CO4	Students shall be able to analyze the concepts of defects and defect-oriented practices.						
CO5	Students shall be able to formulate different Quality Management Systems.						
Unit No	Title of Unit	Content of Unit	Contact Hour	Mapped CO			
1	Quality Concepts, Control on Purchased Product and Manufacturing Quality	Quality Concepts Evolution of Quality control, concept change, TQM Modern concept, Quality concept in design, Review off design, Evolution of prototype. Control on Purchased Product Procurement of various products, evaluation of supplies, capacity verification, Development of sources, procurement procedure. Manufacturing Quality Methods and Techniques for manufacture, Inspection and control of product, Quality in sales and services, Guarantee, analysis of claims.	9	1			
2	Quality Management and Human Factor in Quality	Quality Management Organization structure and design, Quality function, decentralization, Designing and fitting organization for different types products and company, Economics of quality value and contribution, Quality cost, optimizing quality cost, seduction programme. Human Factor in Quality Attitude of top management, co-operation, of groups, operators' attitude, responsibility, causes of operator's error and corrective methods.	9	2			
3	Tools and Techniques, Control Charts and Attributes of Control Charts	Tools and Techniques Seven QC tools (Histogram, Check sheet, Ishikawa diagram, Pareto, Scatter diagram, Control chart, flow chart). Control Charts Theory of control charts, measurement range, construction and analysis of R charts, process capability study, use of control charts. Attributes of Control Charts Defects, construction and analysis off-chart, improvement by control chart, variable sample size, construction and analysis of C-chart.	9	3			
4	Defects Diagnosis and Prevention	Defects Diagnosis and Prevention Defect study, identification and analysis of defects, correctivemeasure, factors affecting reliability, MTTF, calculation of reliability, Building reliability in the product, evaluation of reliability, interpretation of test results, reliability control, maintainability, zero defects, quality circle.	9	4			
5	ISO-9000 and its concept of Quality Management	ISO 9000 & ISO 14000 series, Quality information system and documentation, Auditing, Taguchi method, JIT in some details.	9	5			
Reference Books							
Total Quality Management, by Dale H. Besterfield, Pearson India.							
TQM in New Product manufacturing, H. G. Menon, McGraw Hill.							
Total Quality Management, by Subburaj, McGraw Hill.							
Total Quality Management-Text and Cases, by Janakiraman & Gopal, PHI, India.							
Beyond Total Quality Management, Greg Bounds, McGraw Hill.							
e-Learning Source							
Total Quality Management - I, IIT Kanpur ,Prof. Raghunandan Sengupta - NPTEL							
Quality Engineering & Management, Dr. N.Venkateshwarlu Indira Gandhi National Open University- SWAYAM							
Quality Design And Control, IIT-Kharagpur and NPTEL via Swayam							

Course Articulation Matrix: (Mapping of COs with POs and PSOs)									
COURSE OUTCOME	PROGRAM OUTCOME					PROGRAM SPECIFIC COUTCOME			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	1	1	1	1	2	1	1	1
CO2	1	2	1	2	2	1	1	2	1
CO3	3	1	2	1	1	2	1	1	2
CO4	1	2	2	1	2	1	1	2	1
CO5	2	1	1	2	1	1	2	1	2

Program Coordinator	Head of Department
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INTEGRAL UNIVERSITY, LUCKNOW
DEPARTMENT OF BUSINESS MANAGEMENT

Effective from Session 2020-2021							
Course	BM522	Title of Course	Dissertation Project & Industrial Tour / Apprenticeship / Internship	L	T	P	C
Year	II	Semester	IV	0	0	2	1
Pre-Requisite	None	Co-Requisite	None				
Course Objective	The objective of this subject is to make the students explore their research skills and to acquaint the students with industrial exposure.						
As a part of the course curriculum students are required to submit a Dissertation Project Report in the department in their fourth semester of PG professional courses which will be evaluated by the external examiner and one internal examiner. The steps to complete dissertation project are as under:							
COURSE OUTCOME							
CO1	Students will understand industrial facilities, processes, and operations relevant to their area of study, thereby enriching their comprehension of practical applications in the real world.						
CO2	Students will cultivate and apply a pragmatic comprehension of the technologies, equipment, and systems employed in the industry, closing the gap between theoretical knowledge and practical implementation.						
CO3	Students will analyze prevailing industry trends, innovations, and upcoming technologies, acquiring insights into the future trajectory of the field and potential areas for specialization.						
CO4	Students will evaluate the significance of safety protocols and regulatory adherence in industrial environments, recognizing the steps taken to ensure worker safety and environmental conservation.						
CO5	Students will analyze their communication skills and improve it through interactions with industry professionals, posing pertinent questions, and effectively articulating their observations and queries.						
Unit No	Title of Unit	Content of Unit	Contact Hour	Mapped CO			
1	Methodology	<ol style="list-style-type: none"> Two classes per week are assigned in the Time Table for Dissertation Project. Notification to the students about their assigned dissertation project guides is made in the beginning of semester four which is also available on website. The department also assigned two faculty members in each group as coordinators who will take the classes (In this class students can remove their doubts and take extra advise for preparation of dissertation project) The students will submit their Dissertation Project Topics in consultation with their respective guides in the set format available on website. A schedule of presentation of dissertation project during the assigned classes is provided to the students and guides. The students will present their dissertation in front of the panel The panel along with respective guide will evaluate the student's performance for internal assessment on the basis of research work and presentation. The students will prepare the Dissertation Project Report on the basis of guide lines and format available of university website. The respective guides will evaluate the report and sign for external viva voce exam. The Controller of Examination will announce the date of Dissertation Project Viva -Voce examination The department nominate one external and one internal examiner and one examiner will be nominated by the COE. The COE will give his approval on these nominations for conducting Viva -Voce examination. Afterward, the coordinators will submit the final marks that will be forwarded to the Controller of Exam for further processing. 		1			
2	Requirement of the Industrial Tour/ Community Development Project	The students will be compulsorily required to go for the industrial tour of 7-10 days along with theselected faculty members. The students who fail to attend industrial tour on account of some validreason 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		2			
Reference Books							
Geoff Farina; Francesco Erspamer; Caterina Mongiat Farina , How to Write a Thesis by Umberto Eco; 2015							
William Waters , Destination Dissertation by Sonja K. Foss; William Waters, 2015							
Steven R. Terrell, Writing a Proposal for Your Dissertation: Guidelines and Examples (Kindle Edition)							
e-Learning Source							
Thesis/Dissertation Writing, Learn How to write Thesis/dissertation in just Five Lectures, Udemy, https://www.udemy.com/course/dissertationwriting/							
Diploma in the Essentials of Thesis Writing, Learn practical skills for writing a cohesive and compelling thesis (dissertation) in this free onlinecourse. Publisher: Robert Baffour, Alisons, https://alison.com/course/the-essentials-of-thesis-writing							

Course Articulation Matrix: (Mapping of COs with POs and PSOs)									
COURSE OUTCOME	PROGRAM OUTCOME					PROGRAM SPECIFIC COUTCOME			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	-	2	2	-	2	1	1	1
CO2	2	-	-	1	1	2	-	-	1
CO3	1	1	1	-	2	-	2	1	1
CO4	1	-	2	1	1	1	3	1	-
CO5	2	1	1	-	2	2	1	3	2

Program Coordinator	Head of Department
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**INTEGRAL UNIVERSITY, LUCKNOW
DEPARTMENT OF BUSINESS MANAGEMENT**

Effective from Session 2020-2021							
Course	BM523	Title of Course	Grand Viva Voce	L	T	P	C
Year	II	Semester	IV				
Pre-Requisite	None	Co-Requisite	None				
Course Objective	The Grand Viva-Voce will be evaluated by the External Examiner, covering the whole syllabus of all the semesters including summer training.						
COURSE OUTCOME							
CO1	Students will understand and display a thorough grasp of the subject matter, theories, methodologies, and practical applications pertinent to their field of study, showcasing mastery.						
CO2	Students will effectively and persuasively apply and convey their ideas, arguments, and research findings through verbal presentations, illustrating clarity, coherence, and organization.						
CO3	Students will demonstrate their ability to apply analytical and innovative thinking in identifying, defining, and solving problems within their specialized area, employing higher-order cognitive skills to address both theoretical and practical challenges.						
CO4	The Students should be able to solve the real- life problems by evaluating the various forms of solutions						
CO5	The Students should be able to demonstrate effective understanding before the expert of the different topics learnt during the program.						
Unit No	Title of Unit	Content of Unit			Contact Hour	Mapped CO	
1	Guidelines	<ol style="list-style-type: none"> The comprehensive viva voce is scheduled to be held at the end of IV Semester in second year This is also to see the articulation of what is being learnt by them and see their relevance in the practical field. The total marks of viva are 100. The internal marks will be awarded by taking the presentation of the students in the front of a panel of at least three faculty members to be appointed by Director/Principal of the college. The external marks will be awarded by the external examiner to be appointed by the examination division. 					
Reference Books							
e-Learning Source							

Course Articulation Matrix: (Mapping of COs with POs and PSOs)									
COURSE OUTCOME	PROGRAM OUTCOME					PROGRAM SPECIFIC COUTCOME			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	2	1	-	-	1	1	2	1
CO2	1	1	1	-	1	2	1	2	1
CO3	2	-	1	1	1	-	1	-	1
CO4	1	-	2	-	-	-	1	-	-
CO5	1	-	1	-	-	2	-	-	1

Program Coordinator	Head of Department
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