



Integral University, Lucknow
Department of Business Management
Study and Evaluation Schemes

Program: Certificate in Business Management

Semester-I

S.No.	Course code	Course Title	Type of Paper	Period Per Hr/week/ Sem			Evaluation Scheme				Sub. Total	Credit	Total Credits	Attributes							
				L	T	P	CT	TA	Total	ESE				Employability	Entrepreneurship	Skill Development	Gender Equality	Environment & Sustainability	Human Value	Professional Ethics	Sustainable Development Goal
1	F010101TA/ BM121	Business Economics	Major	03	1	0	15	10	25	75	100	3:1:0	04	√	√	√					SDG-4,8
2	F010101TB/ BM122	Basic Accounting	Major	03	1	0	15	10	25	75	100	3:1:0	04	√		√				√	SDG-4,12
3	F010102TA/ BM123	Business Statistics	Major	03	1	0	15	10	25	75	100	3:1:0	04	√		√					SDG-4
4	A060105T/ HP111	Freedom Struggle and Constitution growth in India	(Choose Anyone) Multi-Disciplinary	04	2	0	15	10	25	75	100	4:2:0	06					√	√	√	SDG-4,16
	A070201T/ SS108	Society in India: Structure organization and Change												√	√	√		√			SDG-4
5	I010104T/ BM139	Advance Excel	(Choose Anyone) Vocational	02	1	0	0	0	0	100	100	2:1:0	03	√	√	√			√	√	SDG-4
	I150107T/ ES131	Introduction to Natural Hazard and Disaster Management												√	√	√		√			SDG-8,12
6	Z010101T/ BE105	Food, Nutrition and Hygiene	Co-curricular	02	0	0	15	10	25	75	100	2:0:0	02	√	√	√			√	√	SDG-3,4
7	A050101T/ HM101	Rashtriya Gaurav	Audit Course	00	00	00	00	00	00	50	50	00	00					√	√		
Total				17	06	00	75	50	125	450	650		23								



Integral University, Lucknow

Effective from Session: 2024-25							
Course Code	F010101TA /BM121	Title of the Course	Business Economics	L	T	P	C
Year	I	Semester	I	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To familiarize the students with the basic concept of microeconomics and to make student enable to understand various concepts of economics to apply in business applications.						

Course Outcomes	
CO1	To provide knowledge about business economics.
CO2	To provide knowledge about demand analysis.
CO3	To determine production and cost analysis.
CO4	To make aware of pricing and profit management.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to Business Economics	Nature and Scope of Business Economics. Fundamental Principles of business economics- opportunity cost concept, Incremental concept, Principle of time perspective, discounting principle and Equi-marginal principle.	11	CO1
2	Demand Analysis	Concept of Demand & its determinants. Law of demand and exceptions, Price, Income & Substitution effects. Demand function. The elasticity of demand: meaning, types, measurement and significance in managerial decisions, Revenue concepts.	11	CO2
3	Production and Cost Analysis	Meaning, Production function, Law of variable proportion and laws of return to scale, Various cost concepts and classification, Cost output relationship in short run & long run, Cost curves, Economies and dis-economies of scale. Break even analysis.	11	CO3
4	Market structures:	Nature of market, Types of markets and their characteristics, Pricing under different market structures-Perfect, Monopoly, Oligopoly and Monopolistic competition, Price discrimination under monopoly competition. Concept of Profit, Functions of profit, Profit maximization. Inflation: concept, reasons with specific reference to India, remedial measures, Concept of WPI & CPI.	12	CO4

Reference Books:											
Maheshwari K. L, Varshney R.L. “Managerial Economics”, Sultan Chand & Co., India, 2019.											
Mote V. L. , Gupta G. S. , Paul S., “Managerial Economics: Concepts and Cases”, Tata McGraw Hill Publishing Company, India, 2019											
Dwivedi D.N., “Managerial Economics”, Vikas Publication House, India, 2018											
Peterson C H, Lewis W C “Managerial Economics” Pearson India,2020											
e-Learning Source:											
https://mptel.ac.in/courses/110105075											

PO- PSO CO	Course Articulation Matrix: (Mapping of COs with POs and PSOs)										
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	1	2	1	1	-	2	3	2	-	2
CO2	1	-	1	2	2	1	3	-	1	1	1
CO3	1	3	3	1	1	2	3	1	3	2	3
CO4	2	1	1	1	1	2	2	2	1	2	2

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective From Session: 2024-25							
Course Code	F010101TB/BM122	Title of the Course	Basic Accounting	L	T	P	C
Year	I Year	Semester	II	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Objective	The course is designed to provide sufficient practical inputs to conduct varied types of accounting relating to different industry and business problems for accurate decision and control action among the students.						

Course Outcomes	
CO1	The aim of the course is to build knowledge and understanding of the principles of accounting and other aspects of accounting among the students.
CO2	The course seeks to give detailed knowledge about the subject matter by instilling basic ideas about accounting.
CO3	To provide knowledge about the rectification of errors in accounts
CO4	To make them able to do valuation of stocks.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction	Meaning and process of accounting, Basic terminology of accounting, Difference between accounting & bookkeeping, Importance & limitations of accounting, Various users of accounting information, Accounting Principles: Conventions & Concepts; Difference between IFRS and GAAP, application of IFRS in India.	10	1
2	Double Entry System	The accounting equation, Dual aspect of accounting, Types of accounts, Rules of debit & credit; Preparation of Journal and Cashbook including banking transactions; Ledger and Trial balance, Subsidiary books of accounts; Rectification of errors, Preparation of bank reconciliation statement; Bills of exchange and promissory notes.	15	2
3	Valuation of stocks	Valuation of stocks; Accounting treatment of depreciation; Reserves and provisions; Preparation of final accounts along with adjustment entries.	11	3
4	Issue of shares and debentures	Issue of shares and debentures, Issue of bonus shares and right issue, Redemption of preference shares and debentures.	09	4

Reference Books:

Agarwal B.D., Advanced Accounting 2019.

Chakrabarti K.S., Advanced Accounts. 2017.

Chawla & Jain, Financial Accounting 2018.

Gupta R.L. & Radha Swamy, Fundamentals of Accounting, 2019.

e-Learning Source:

<https://youtu.be/Hs-U3jAvqo4>

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

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

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2024-25							
Course Code	F010102T/BM123	Title of the Course	Business Statistics	L	T	P	C
Year	I	Semester	I	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The aim of the course is to build knowledge and understanding of Business Statistics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Statistics. The outcome of the course will be as follows						

Course Outcomes	
CO1	To provide knowledge about basic concepts of Statistics.
CO2	To provide knowledge measurement of central tendency.
CO3	To give an overview of correlation and regression analysis.
CO4	To make able to know the sampling and probability.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction	Concept, features, significance & limitations of statistics, Types of data, Classification & Tabulation, Frequency distribution & graphical representation	6	CO1
2	Measures of Central Tendency	Mean, Median, Mode, Measures of Variation (Range, Quartile Deviation, Mean Deviation and Standard Deviation), Significance & properties of a good measure of variation, Measures of Skewness & Kurtosis	8	CO2
3	Correlation and Regression	Meaning and types of correlation, Simple correlation, Scatter diagram method, Karl Pearson's Coefficient of correlation, Significance of correlation, Regression concept, Regression lines, Regression equations and Regression coefficient.	8	CO3
4	Probability	Concept, Events, Addition Law, Conditional Probability, Multiplication Law & Baye's theorem [Simple numerical]. Probability Distribution: Binomial, Poisson and Normal. Sampling: Method of sampling, Sampling and non-sampling errors, Test of hypothesis, Type-I and Type-II Errors, Large sample tests	8	CO4

Reference Books:

- 1 Gupta, S.P. & Gupta, M.P., Business 5. Gupta, C.B., Introduction of Statistical Methods Statistics 2. Levin, R.I., Statistics for Management
3. Feud, J.E., Modern Elementary Statistics
4. Elhance, D.N., Fundamentals of Statistics
5. Gupta, C.B., Introduction of Statistical Methods

e-Learning Source:

<https://www.youtube.com/watch?v=VbbIAAmYrEM>

		Course Articulation Matrix: (Mapping of COs with POs and PSOs)									
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	3	1	1	1	2	2	3	1	1	-	1
CO2	3	1	2	1	1	2	2	1	2	-	1
CO3	3	1	1	2	1	1	2	1	1	-	2
CO4	3	2	2	1	2	2	3	2	2	-	1

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2022-23

Course Code	A060103T/HP111	Title of the Course	India's Freedom Struggle and Constitutional Growth of India.	L	T	P	C
Year	Ist	Semester	Ist	3	1	0	4
Pre-Requisite	Intermediate	Co-requisite	None				
Course Objectives	After the successful completion, learners will develop following attributes.						

Course Outcomes

CO1	This syllabus helps students to understand the idea of Nationalism
CO2	It also discusses that how the colonial rule was overthrown by the Indian Nationalists.
CO3	It will enable the students to understand the role of India in World Affairs.
CO4	Students will also be able to understand the contributions of our great freedom fighters in Independence of India.
CO5	Students will also get familiar with the important events of national movement that led growth and development of India's Constitution.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	British Colonial rule and National Awakening	Beginning of British colonial rule in India: East India Company (1773-1857) Indian Mutiny: Causes and Consequences Indian Government Act 1858: Provision and Significance	12	CO1
2	Origin, Growth and Development of Indian National Movement	Formation of Indian National Congress: Objectives and Achievements, Causes for the rise of radicals/extremists, Partition of Bengal, Formation of Hindu Mahasabha & Muslim League. The Government of India Act of 1909, World War I and its impact Home Rule League.	12	CO2
3	Gandhi and Mass Mobilisation	Emergence of Mahatma Gandhi - Tools of mobilization - Satyagraha and Non-violence Early Satyagrahas- Champaran Movement Government of India Act, 1919- Jallian Wala Bagh and The Non - Co-operation Movement - The Khilafat Movement, Chauri-Chaura Incident	12	CO3
4	Rise of National Movement	The Swarajist Party-The Simon Commission -The Nehru Report - Fourteen Points of Jinnah, Lahore Congress- The Civil Disobedience Movement Round Table Conferences 1930 - 32- Constitutional Changes - 1935 Act	12	CO4
5	Towards Independence	The Left Movement - Labour and Peasant Movements, Second World War -Quit India Movement- Netaji Subhash Chandra Bose and the INA- Two Nation Theory - Communalism -Cripps Mission - Cabinet Mission - Mount Batten Plan - Indian Independence Act.	12	CO5

Reference Books:

Bipan Chandra, India's Struggle for Independence, Penguin Books (Latest Edition).

Percival Spear, Oxford History of India, New Delhi, 1974.

Sumit Sarkar, Modern India (1885 - 1947), Delhi, 1983.

Bipan Chandra, Amal Tripathi, and Barun De, Modern India, New Delhi. 1976.

e-Learning Source:

<https://swavam.gov.in/>

<http://www.ignou.ac.in/>

[Coursera](#)

[UGC CEC](#)

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

PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	2	2	1	2	3
CO2	3	2	3	2	3	2	1	1	2	3
CO3	2	2	2	3	3	1	3	3	3	2
CO4	1	2	3	3	3	1	1	2	3	2
CO5	3	2	1	1	1	3	3	3	3	1

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

 Anil Kumar Singh Name & Sign of Program Coordinator	 Zeba Anil Sign & Seal of HoD Humanities & Social Science Integral University, Lucknow
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Integral University, Lucknow

Effective from Session: 2024-25							
Course Code	I010104T/BM139	Title of the Course	Advance Excel	L	T	P	C
Year	I	Semester	I	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To provide a practical implication of the excel and spreadsheet for today competitive environment.						

Course Outcomes	
CO1	Ability to understand the spread sheet utilization at basic level.
CO2	Ability to apply the formulas and function in Excel
CO3	Ability to understand the advance Excel with other functions of Excel
CO4	Ability to apply the practical implication of financial and statistical functions in spread sheet

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Excel Introduction,	An overview of the screen, navigation and basic Excel concepts, Various selection techniques, Shortcut Keys Customizing Excel, Customizing the Ribbon, Using and Customizing AutoCorrect, Changing Excel's Default Options Using Basic Functions, Using Functions – Sum, Average, Max, Min, Count, Absolute, Mixed and Relative Referencing	15	1
2	Introduction Range	Introduction Range: AutoFill, Comments, Hide Columns and Rows, AutoFit, Transpose, Move Columns Basics: Ribbon, Workbook, Worksheets, Format Cells, Find & Select, Data Validation, Keyboard, Shortcuts, Print, Protect.	10	2
3	Formulas and Functions	Formulas and Functions: Arithmetic functions, Paste Options, statistical Functions, Logical Functions. Cell References, Date/Time, Lookup/Reference	10	3
4		Financial, Statistical, Round, Formula Errors, Array Formulas, Sort, Filter, Conditional Formatting., Charts, Pivot Tables, Tables, Create a Macro.	10	4

Reference Books:

Excel 2019 All-in-One for Dummies, Greg Harvey, 1st edition

Slaying Excel Dragons, Mike Girvin, 1st edition, Holy Macro! Books

Ctrl+Shift+Enter Mastering Excel Array Formulas, Mike Girvin, 1st edition

Beginners (Excel Essentials Book 1), M.L. Humphrey, 1st edition

e-Learning Source:

<https://www.coursera.org/projects/Excels-beginner-google-sheets>

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																		
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO4	PSO5	PSO6	PSO7
CO1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-
CO2	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-
CO3	-	-	-	-	-	1	--	--	-	-	-	-	1	-	-	-	-	-
CO4	-	-	-	-	-	2	-	-	-	-	-	-	1	-	-	-	-	-

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation-

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2024-25							
Course Code	Z010101T/BE105	Title of the Course	Food, Nutrition and Hygiene	L	T	P	C
Year	I	Semester	I	2	0	0	2
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To learn the basic concept of food, nutrition, hygiene, common diseases prevalent in society along with 1000 days nutrition concept.						

Course Outcomes	
CO1	To learn the basic concept of the Food and Nutrition, and meal planning.
CO2	To learn about macro and micro nutrients and its RDA, sources, functions, deficiency and excess.
CO3	To learn 1000 days Nutrition Concept and study the nutritive requirement during special conditions like pregnancy and lactation.
CO4	To study common health issues in the society and to learn the special requirement of food during common illness.

UnitNo.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Concept of Food and Nutrition	(a) Definition of Food, Nutrients, Nutrition, Health, balanced Diet (b) Types of Nutrition- Optimum Nutrition, under Nutrition, Over Nutrition (c) Meal planning- Concept and factors affecting Meal Planning (d) Food groups and functions of food	8	CO1
2	Nutrients: Macro and MicroRDA, Sources, Functions, Deficiency and excess of	(a) Carbohydrate (b) Fats (c) Protein (d) Minerals Major: Calcium, Phosphorus, Sodium, Potassium Trace: Iron, Iodine, Fluorine, Zinc (e) Vitamins Water soluble vitamins: Vitamin B, C Fat soluble vitamins: Vitamin A, D, E, K (f) Water (g) Dietary Fiber	7	CO2
3	1000 days Nutrition	(a) Concept, Requirement, Factors affecting growth of child (b) Prenatal Nutrition (0 - 280 days): Additional Nutrients' Requirement and risk factors during pregnancy (c) Breast / Formula Feeding (Birth – 6 months of age) Complementary and Early Diet (6 months – 2 years of age)	8	CO3
4	Community Health Concept	(a) Causes of common diseases prevalent in the society and Nutritionrequirement in the following: Diabetes Hypertension (High Blood Pressure)Obesity Constipation Diarrhea Typhoid (b) National and International Program and Policies for improving DietaryNutrition (c) Immunity Boosting Food	7	CO4

Reference Books:

Singh, Anita, "Food and Nutrition", Star Publication, Agra, India, 2018.

Sheel Sharma, Nutrition and Diet Therapy, Peepee Publishers Delhi, 2014, First Edition.

1000Days-Nutrition_Brief_Brain-Think_Babies_FINAL.pdf

<https://pediatrics.aappublications.org/content/141/2/e20173716>

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5750909/>

e-Learning Source:

<https://www.udemy.com/course/internationally-accredited-diploma-certificate-in-nutrition>

Diploma in Human Nutrition-Revised Offered by Alison

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

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

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

<div>Name & Sign of Program Coordinator</div>	<div>Sign & Seal of HoD</div>
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Effective from Session:2024-25							
Course Code	HM101	Title of the Course	RASHTRA GAURAV	L	T	P	C
Year	I	Semester	I	2	0	0	0
Pre-Requisite	Intermediate (Any Stream)	Co-requisite	None				
Course Objectives	The objective of the course on "Rashtra Gaurav" is to explore and critically analyze the multifaceted dimensions of national pride and glory, as depicted in the paper. Participants will delve into the historical, cultural, social, and political aspects that contribute to the concept of "Rashtra Gaurav" (National Pride) in the context of the specific themes and perspectives presented in the paper. Through in-depth discussions, readings, and interactive sessions, participants will gain a comprehensive understanding of the factors that shape and define a nation's sense of pride, and how these factors influence individual and collective identities. The course aims to foster a nuanced appreciation for the significance of "Rashtra Gaurav" in contemporary society, encouraging participants to critically evaluate its implications and applications within diverse global contexts.						

Course Outcomes	
CO1	To understand the basics of Indian Society and culture.
CO2	To understand the literature, science and astrology.
CO3	To understand Indian heritage.
CO4	To examine the philosophical and spiritual developments in India.
CO5	To evaluate the contributions of Major National Characters and Personalities.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Indian Society & Culture	<ul style="list-style-type: none"> Unity in Diversity: Cultural & Religious Harmony Indian Diaspora Ancient Indian Civilization. National and International Awards & Awardees 	05	01
2	Literature, Science, Astrology	<ul style="list-style-type: none"> Indian Epics: Ramayan & Mahabharata Prominent litterateur: Shudrak, Kalidas, Amir Khusru, Kautilya's Arthashastra Panini's Ashtadhyayi 	05	02
3	Indian Heritage	<ul style="list-style-type: none"> Cultural Heritage in India: Buddhist Monuments at Sanchi, Ajanta & Ellora Caves, Khajuraho, Taj Mahal Tourist Places in India: Red Fort, Ambar Palace, Kaziranga National Park 	04	03
4	Philosophical and Spiritual Developments	<ul style="list-style-type: none"> Sufism & Bhakti Movement: Bulleh Shah, Data Ganj Baksh, Khwaja Moinuddin Chishti, and Nizamuddin Auliya. Tulsidas, Surdas, Meera, Nanak & Kabir Jainism: Mahavir's Biography and Education Buddhism: The life of Buddha, Contributions of Buddhism to India's Culture 	05	04
5	Major National Characters And Personalities	<ul style="list-style-type: none"> Ashoka the Great and His Dhamma Raja Ram Mohan Roy & Brahmo Samaj Swami Vivekanand and his philosophies Mahatma Gandhi: Role of Gandhi in Indian National Movement Dr. Bhimrao Ambedkar: A Chief architect of the Indian Constitution 	06	05

Reference Books:

Jawaharlal Nehru - "The Discovery of India"
 B.R. Ambedkar - "Annihilation of Caste"
 Ramachandra Guha - "India After Gandhi: The History of the World's Largest Democracy"
 Mahatma Gandhi - "My Experiment with Truth"
 S C Dubey - "Indian Society"
 Nadeem Hasnain - "Indian Society and Culture"
 G Shah - "Social Movements in India"

Course Articulation Matrix: (Mapping of COs with POs and PSOs)										
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	1	3	3	2	2	3	2	1	2
CO2	3	2	2	3	1	2	3	1	2	1
CO3	1	2	2	2	2	3	2	3	3	2
CO4	1	3	2	3	2	3	2	3	1	3
CO5	2	3	1	2	2	3	1	3	2	1

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign and seal of HoD
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Integral University, Lucknow
Department of Business Management
Study and Evaluation Schemes

Program: Certificate in Business Management

Semester – II

S.N o.	Course code	Course Title	Type of Paper	Period Per hr/week/sem			Evaluation Scheme				Sub. Total	Credit	Total Credits	Attributes							
				L	T	P	CT	TA	Total	ESE				Employability	Entrepreneurs	Skill Development	Gender Equality	Environment & Sustainability	Human Value	Professional Ethics	Sustainable Development
1	F010201TA/ BM129	Organizational Behavior	Major	03	1	0	15	10	25	75	100	3:1:0	04	√	√	√	√	√	√	√	SDG-4
2	F010201TB/ BM130	Business Finance	Major	03	1	0	15	10	25	75	100	3:1:0	04	√	√	√				√	SDG-4
3	F010202TA/ BM131	Human Resource Development	Major	03	1	0	15	10	25	75	100	3:1:0	04	√	√	√	√		√	√	SDG-4,10
4	I010206T/ BM135	Hands-on Training on Tally ERP9.0	Vocational	02	1	00	0	0	0	100	100	2:1:0	03	√	√	√				√	SDG-4
5	Z020201T/ NS110	First Aid and Health	Co- curricular	02	00	0	15	10	25	75	100	2:0:0	02	√	√	√		√	√	√	SDG-2,3,4
6	BM199	AI for Commerce & Business Analytics	Audit Course	00	00	00	00	00	00	50	50	00	00	√	√	√					SDG-4
Total				13	04	00	60	40	100	450	550		17								



Integral University, Lucknow

Effective from Session: 2024-25

Course Code	F010201TA / BM129	Title of the Course	Organizational Behavior	L	T	P	C
Year	I	Semester	II	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To develop the knowledge of the concept of Tax Planning.						

Course Outcomes

CO1	Ability to understand the basic concepts of Organizational Behavior among the students.
CO2	Ability to understand and give knowledge to the students for the concepts of individual behavior.
	Ability to know the behavior dynamics and the importance of leadership. It will help in studying the Group and Team place in organization with management of conflict.
CO4	Ability to study the impact of change in organizational development. It will lead to the significance of culture with impact of power and politics in the organization.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction	Nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.	10	1
2	Individual Behavior	Concept, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation-Hygiene theory, Vroom's expectancy theory.	10	2
3	Behavior Dynamics	Interpersonal behavior, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and prevailing leadership styles in Indian Organizations. Group Behavior: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter-group problems in organizational group dynamics, Management of conflict.	15	3
4	Management of Change	Change and Organizational development, Resistance to change, approaches to managing organizational change, Organizational effectiveness, Organizational culture, Power and Politics in Organization, Quality of work life, Recent advances in OB.	10	4

Reference Books:

Bennis G Warren , Organizational Development: its nature, origins and prospects, Addison Wesley Publication Company, U.S.A., 1969.

Davis, Keith, Organizational Behaviour, Tata McGraw Hill, New Delhi., India, 1997.

Robins, S.P and Sanghi, S, Organizational Behaviour, Pearson, New Delhi India, 2009.

Prasad, L.M, Organizational Behaviour, Sultan Chand & Sons, New Delhi, India, 2019.

e-Learning Source:

https://youtu.be/X_u3v4ocg_E

<https://youtu.be/nECTh34wSDY>

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

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

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective From Session: 2024-25							
Course Code	F010201TB/BM130	Title of the Course	Business Finance	L	T	P	C
Year	I	Semester	II	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Objective	The aim of the course is to build knowledge and understanding of Business Finance among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Finance.						
Course Outcomes							
CO1	To provide knowledge about business finance and investment decisions.						
CO2	To provide knowledge about financing decision.						
CO3	To give an overview about dividend decision.						
CO4	To give an overview about working capital.						

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to Business Finance	Concept of Business Finance and Financial management, Finance functions, objectives of financial management- Profitability vs. Shareholder's wealth maximization. Time Value of Money - Compounding & Discounting. Investment Decisions: Capital Budgeting- ARR, Payback, NPV, Benefit cost ratio and IRR methods and their practical applications.	15	1
2	Financing Decision	Capitalization Concept, Basis of Capitalization, Cost of Capital, WACC, Leverages: Concept and significance, EBIT-EPS analysis, Determinants of Capital structure, Capital structure theories.	11	2
3	Dividend Decision	Concept & relevance of dividend decision, Dividend Models- Walter's, Gordon's and MM Hypothesis, Dividend policy-determinants of dividend policy.	10	3
4	Management of Working Capital	Concepts of working capital, Approaches to the financing of current Assets, management of cash; management of receivables management of Inventories.	09	4

Reference Books:

Reddy GS Financial Management Theory and Practice.

Chandra Prasanna Financial Management Theory and Practices.

Pandey I M Financial Management.

Khan MY and Jain PK Financial Management Tax and Problems.

e-Learning Source:

Online course on Fundamentals of Financial Management By Dr. Rupali Sheth, Savitribai Phule Pune University (https://onlinecourses.swayam2.ac.in/cec22_mg13/preview)

Course Articulation Matrix: (Mapping of COs with POs and PSOs)											
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	1	1	2	1	1	2	2	2	2	1
CO2	1	1	1	2	1	1	2	1	2	1	1
CO3	1	2	1	1	2	2	2	2	2	1	1
CO4	2	1	1	1	1	2	2	1	2	1	1

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2024-25							
Course Code	F010202TA/BM131	Title of the Course	Human Resource Development	L	T	P	C
Year	I	Semester	II	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To enable the students to understand the HR Management and system at various levels in general and in certain specific industries or organizations.						

Course Outcomes	
CO1	The aim of the course is to build knowledge and understanding of Human Resource Development among the student
CO2	To provide knowledge about potential appraisal
CO3	To give an overview about Job Enrichment and Quality circle
CO4	To make aware with Human Resource Accounting (HRA)

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	HRD	Concept, importance, benefits and its distinction from HRM, focus of HRD System, Structure of HRD System, Role of HRD manpower planning; Management Development: Concept, need, management development methods.	10	CO1
2	Potential Appraisal	Concept, need, objectives, methods and Obstacles. Training: Meaning, role, assessing needs for training, organizing training programmes, training methods, evaluation of Training. Succession Planning and Career Development: meaning, distinction, need and importance	10	CO2
3	Job Enrichment	Concept, Principles, steps for job enrichment, hurdles in job enrichment, making job enrichment effective, job and work redesign. Quality Circles: Concept, structure, training in quality circle, problem solving techniques, role of management, trade union and workers, quality circles in India.	15	CO3
4	Human Resource Accounting	Introduction, scope, limitations, methods; Management of careers; Stress Management: Definition, potential, sources of stress, consequences of stress, managing stress.	11	CO4

Reference Books:	
Dipak Kumar Bhattacharya, Human Resource Management	
Arun Monappa, Managing Human Resource	
P. Subba Rao, Essential of HRM and Industrial Relation	
C.B. Memoria, Personnel Management	
e-Learning Source:	
https://onlinecourses.nptel.ac.in/noc20_hs48/preview	
https://nptel.ac.in/courses/109105121	
https://archive.nptel.ac.in/noc/courses/noc21/SEM2/noc21-mg49/	
https://onlinecourses.nptel.ac.in/noc21_mg21/preview	

Course Articulation Matrix: (Mapping of COs with POs and PSOs)											
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	-	2	1	1	1	2	3	2	1	2
CO2	-	1	1	2	2	2	-	1	1	-	-
CO3	-	3	3	-	-	-	3	-	3	2	3
CO4	2	-	1	-	1	2	2	2	-	2	2

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2024-25							
Course Code	I010206T/BM135	Title of the Course	Hands on Training on Tally ERP9.0	L	T	P	C
Year	I	Semester	II	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	This course is focused to provide practical implication on the knowledge of tally for commerce and management.						

Course Outcomes	
CO1	Ability to understand the basic concept of Tally ERP9, its use and relevance in accounting
CO2	Ability to identify the appropriate types and functioning of Tally and its uses in present senior
CO3	Ability to apply basic knowledge of accounting through Tally and its use in the field of TDS, GST and return filling.
CO4	Ability to understand the concept of payroll in Tally and creation of various reports using Tally.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction,	Creation of Company, Tally Configuration, Account Voucher Creation, Voucher Type Selection, Alteration of Vouchers, Reports, and computation. Inventory, Payments, Quotes, Sales Orders, Sales/Invoicing, Receipts, Memorized Transactions, Global Options, Reports	15	1
2	Tally Reports	TDS -TDS Reports, TDS Online Payment, TDS Returns filing, TDS Certificate issuing, 26AS Reconciliation, TCS - TCS Reports, GST- GST Returns, EPF -ESIC, Professional Tax	10	2
3	Employee Data	Employee Creation - Salary Define, Employee Attendance Register, Pay Heads Creation, Salary Report	10	3
4	Generation of Financial Statement	Financial Statements - Trading Account, Profit & Loss Account, Balance Sheet, Accounts Books and Reports, Inventory Books and Reports, Exception Reports, Statutory Reports, Payroll Reports, Trail balance, Day Book, List of Accounts, Stock Summary, Outstanding Statement	10	4

Reference Books:

- Computerized Accounting System For B.Com. by Ajay Sharma and Manoj Bansal
- Computerized Accounting System by Neeraj Goyal and Rohit Sachdeva
- Computer Based Accounting by C Mohan Luneja, Sandeep Bansal and Rama Bansal
- Robert N Anthony, David Hawkins, Kenneth A. Merchant, Accounting: Text and Cases. McGraw-Hill Education, 13 th Ed. 2013.
- Asok K. Nadhani, Tally ERP 9 Training Guide - 4th Revised & Updated Edition, BPB publication

e-Learning Source:

- <https://www.studyathome.org/products/tally-erp9-certificate-course-by-ca-raj-k-agrawal/>
- <https://tallyeducation.com/tepl/>
- <https://www.udemy.com/topic/tally-erp/>

PO- PSO CO	Course Articulation Matrix: (Mapping of COs with POs and PSOs)										
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	1	2	1	1	1	1	1		1	1	1
CO2	1	1	1	1	1	1	2	2	2	2	1
CO3	1	1	1	-	-	-	-	1	1	1	1
CO4	1	1	1	1	1	2	2	1	1	1	1

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation-

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session:2024-25							
Course Code	Z020201T/NS110	Title of the Course	First Aid and Health	L	2	T	0
Year	I	Semester	II	P	0	C	2
Pre-Requisite	None	Co-requisite	None				
Course Objectives							

Course Outcomes	
CO1	Learn the skill needed to assess the ill or injured person.
CO2	Learn the skills to provide CPR to infants, children and adults.
CO3	Learn the skills to handle emergency childbirth.
CO4	Learn the Basic sex education help young people navigate thorny questions responsibly and with confidence.
CO5	Learn the Basic sex education help youth to understand Sex is normal. It's a deep, powerful instinct at the core of our.
CO6	Survival as a species. Sexual desire is a healthy drive.
CO7	Help to understand natural changes of adolescence.
CO8	Learn the skill to identify Mental Health status and Psychological First Aid.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Basic Concepts	A. Basic First Aid Aims of first aid & First aid and the law. Dealing with an emergency, Resuscitation (basic CPR). Recovery position, Initial top to toe assessment. Hand washing and Hygiene Types and Content of a First aid Kit B. First AID Technique Dressings and Bandages. Fast evacuation techniques (single rescuer). Transport techniques. C. First aid related with respiratory system Basics of Respiration. No breathing or difficult breathing, Drowning, Choking, Strangulation and hanging, Swelling within the throat, Suffocation by smoke or gases and Asthma. D. First aid related with Heart, Blood and Circulation Basics of The heart and the blood circulation. Chest discomfort, bleeding. E. First aid related with Wounds and Injuries Type of wounds, Small cuts and abrasions Head, Chest, Abdominal injuries Amputation, Crush injuries, Shock F. First aid related with Bones, Joints Muscle related injuries Basics of The skeleton, Joints and Muscles. Fractures (injuries to bones).	2T+10P	1
2	First Aid Related with Nervous System	G. First aid related with Nervous system and Unconsciousness Basics of the nervous system. Unconsciousness, Stroke, Fits—convulsions seizures, Epilepsy. H. First aid related with Gastrointestinal Tract Basics of The gastrointestinal system. Diarrhea, Food poisoning. I. First aid related with Skin, Burns Basics of The skin. 2T+ 10P Burn wounds, Dry burns and scalds (burns from fire, heat and steam). Electrical and Chemical burns, Sun burns, heat exhaustion and heatstroke. Frost bites (cold burns), Prevention of burns, Fever and Hypothermia. J. First aid related with Poisoning Poisoning by swallowing, Gases, Injection, Skin K. First aid related with Bites and Stings Animal bites, Snake bites, Insect stings and bites L. First aid related with Sense organs Basic of Sense organ. Foreign objects in the eye, ear, nose or skin. Swallowed foreign objects. M. Specific emergency satiation and disaster management Emergencies at educational institutes and work Road and traffic accidents. Emergencies in rural areas. Disasters and multiple casualty accidents. Triage. N. Emergency Child birth.	2T+10P	2
3	Basic Sex Education	Basic Sex Education:Overview, ground rules, and a pre-test Basics of Urinary system and Reproductive system. Male puberty — physical and emotional changes Female puberty — physical and emotional changes Male-female similarities and differences Sexual intercourse, pregnancy, and childbirth Facts, attitudes, and myths about LGBTQ+ issues and identities Birth control and abortion Sex without love — harassment, sexual abuse, and rape Prevention of sexually transmitted diseases.	9T	3
4	Mental Health and Psychological First Aid	Mental Health and Psychological First Aid What is Mental Health First Aid? Mental Health Problems in the India The Mental Health First Aid Action Plan Understanding Depression and Anxiety Disorders Crisis First Aid for Suicidal Behavior & Depressive symptoms What is Non-Suicidal Self-Injury? Non-crisis First Aid for Depression and Anxiety Crisis First Aid for Panic Attacks, Traumatic events Understanding Disorders in Which Psychosis may Occur Crisis First Aid for Acute Psychosis Understanding Substance Use Disorder Crisis First Aid for Overdose, Withdrawal Using Mental Health First Aid.	2T+10P	4

Reference Books:

Indian First Aid Manual-<https://www.indianredcross.org/publications/FA-manual.pdf>.

Red Cross First Aid/CPR/AED Instructor Manual.

<https://mhfa.com.au/courses/public/types/youthedition4>.

Finkelhor, D. (2009). The prevention of childhood sexual abuse. Durham, NH: Crimes Against Children Research Center.www.unh.edu/ccrc/pdf/CV192.Pdf.

Kantor L. & Levitz N. (2017). Parents' views on sex education in schools: How much do Democrats and Republicans agree? PLoS ONE, 12 (7): e0180250.

Orenstein, P. (2016). Girls and sex: Navigating the complicated new landscape. New York, NY: Harper.

Schwiegershausen, E. (2015, May 28). The Cut. www.thecut.com/2015/05/most-women-are-catcalledbefore-they-turn-17.html.

Wiggins, G. & McTighe, J. (2008). Understanding by design. Alexandria, VA: ASCD.

<https://marshallmemo.com/marshall-publications.php#8>.



Integral University, Lucknow

Effective from Session: 2024-25							
Course Code	BM199	Title of the Course	AI in Commerce and Business Analytics	L	T	P	C
Year	I	Semester	II	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The curriculum aims to provide commerce and management graduate with the knowledge and skills to leverage artificial intelligence in business analytics, enhancing decision-making processes and strategic planning.						

Course Outcomes	
CO1	Introduction to AI and its relevance to Commerce & Management.
CO2	Fundamentals of Machine Learning tailored for Commerce & Management.
CO3	AI applications in Business decision related to Commerce & Management.
CO4	Ethical considerations and responsible AI practices in Commerce & Management.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to Artificial Intelligence	Introduction to Artificial Intelligence: History and evolution of AI, comparison of human and computer skill, Component of AI, Scope and significance in different domains, Ethical considerations in AI development and deployment, Intelligent Agent, logical agent. Problem solving through AI: Defining problem as a state space search, analyzing the problem, solving problem by searching, informed search and Uninformed Search	10	1
2	Machine Learning Basics	Machine Learning Basics: Neural networks and deep learning, Supervised and unsupervised learning, Feature selection and engineering, learning from observation, knowledge in learning. Natural Language Processing: Brief history of NLP, Text processing, Sentiment analysis, language translation, Early NLP system, ELIZA system, LUNAR system, General NLP system.	11	2
3	Predictive Analytics in Business	Predictive modeling for sales forecasting, Customer churn prediction using machine learning, Applications in demand planning and inventory management, Customer Analytics and Personalization: Customer segmentation and profiling with AI, Analyzing Marketing data with AI techniques, Social media analytics and sentiment analysis.	11	3
4	Supply Chain Optimization and Financial Analysis with AI	AI applications in Supply Chain management, Fraud Detection and Risk Management: AI applications in fraud detection, Risk assessment and Management using machine learning, AI-driven financial modeling and analysis, Ethical considerations in AI-driven business decisions, Implementation of AI techniques in a commerce-related project.	12	4

Reference Books:

- ✓ Christopher Bishop, Pattern Recognition and Machine Learning, Springer, 2007.
- ✓ Kevin P. Murphy, Machine Learning: A Probabilistic Perspective, MIT Press, 2012.
- ✓ Ethem Alpaydin, -Introduction to Machine Learning-II, MIT Press, Third Edition, 2014.
- ✓ Tom Mitchell, "Machine Learning", McGraw-Hill, 1997.
- ✓ Kiran Chaudhary and Mansaf Alam, "AI-Based Data Analytics: Applications for Business Management", Taylor and Francis,

e-Learning Source:

<https://www.classcentral.com/course/swayam-bcoc-132-business-organisation-and-management-23767>

<https://www.classcentral.com/course/swayam-forms-of-business-organisation-45146>

<https://nptel.ac.in/courses/109105176>

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

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

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Program: BBA

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

Semester-III

S.No.	Course code	Course Title	Type Of Paper	Period Per-hr/week/sem.			Evaluation Scheme				Sub. Total	Credit	Total Credits	Attributes							
				L	T	P	CT	TA	Total	ESE				Employability	Entrepreneurship	Skill Development	Gender Equality	Environment & Sustainability	Human Value	Professional Ethics	Sustainable Development Goal
1	F010301TA /BM285	Management & Cost Accounting	Major	02	1	0	15	10	25	75	100	2:1:0	03	√	√	√				√	4,8,9,10
2	F010301TB /BM286	Business Law	Major	02	1	0	15	10	25	75	100	2:1:0	03	√	√	√	√	√	√	√	8,16
3	F010302TA /BM287	Production Management	Major	02	1	0	15	10	25	75	100	2:1:0	03	√	√	√					4,8,9
4	F010302TB /BM288	Business Policy	Major	02	1	0	15	10	25	75	100	2:1:0	03	√	√	√				√	4,8
5	F010303TA /BM289	Business Communication	Major	02	1	0	15	10	25	75	100	2:1:0	03	√	√	√				√	4,8
6	F010303TB /BM290	Business Environment	Major	02	1	0	15	10	25	75	100	2:1:0	03	√	√			√		√	4,7
7	I010304TB /BM291	Negotiation & Leadership	Vocational	02	1	0	15	10	25	75	100	2:1:0	03	√	√			√		√	8
8	Z030301T /ES225	Human Values & Environment Studies	Co-Curricular	02	0	0	15	10	25	75	100	2:1:0	02				√		√	√	3,4
Total				16	07	0	120	80	200	600	800		23								



Integral University, Lucknow

Effective from Session: 2023-24							
Course Code	F010301T/ BM285	Title of the Course	Management & Cost Accounting	L	T	P	C
Year	II	Semester	III	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The basic objective of this course is to provide knowledge about Cost Accounting.						

Course Outcomes	
CO1	To enable Students to understand the nature, scope and advantages of Management and Cost Accounting.
CO2	To enable Students to understand about Material and Labour costing.
CO3	To enable Students to understand and apply Costing technique and costing methods.
CO4	To help students in applying Marginal Costing Techniques.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Basics of Cost Accounting	Introduction: Meaning, Nature and Scope of Management Accounting, Functions Relationship of Management Accounting, Financial Accounting and Cost Accounting. Cost Accounting: Nature and Scope of Cost Accounting, Cost concepts and classifications, Methods and Techniques, Installation of a Costing System; Accounting for Material, Labour and Overheads.	15	CO1
2	Accounting for Material and Labour	Accounting for Material, Labour and Overheads.	10	CO2
3	Output costing	Product Costing: Single unit costing-preparation of cost sheet, Process costing, Contract costing (Elementary numerical problems)	10	CO3
4	Costing Methods	Marginal Costing and Absorption Costing, Break-even analysis.	10	CO4

Reference Books:	
Charles T. Horngren, Gary L. Sundem, Dave Burgstahler, Jeff O. Schwartzberg. Introduction to Management Accounting, Pearson Education.	
Maheshwari S.N, Advanced Problems and Solutions in Cost Accounting, Sultan Chand, New Delhi. (Hindi and English)	
Sharma R.K. and Gupta S.K.; Management Accounting, Kalyani Publishers, Ludhiyana. (Hindi and English)	
Welsch Glenn A., Ronald W. Hilton and Paul N. Gordon Budgeting, Profit Planning and Control, Prentice hall of India, Delhi.	
e-Learning Source:	
https://www.icsi.edu/media/webmodules/publications/FULL_BOOK_PP-CMA-2017-JULY_4.pdf	
https://static.careers360.mobi/media/uploads/froala_editor/files/Introduction-to-Cost-and-Management-Accounting.pdf	

Course Articulation Matrix:(Mapping of Cos with Pos and PSOs)											
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	1	2	1	1	1	1	1		1	1	1
CO2	1	1	1	1	1	1	2	2	2	2	1
CO3	1	1	1	-	-	-	-	1	1	1	1
CO4	1	1	1	1	1	2	2	1	1	1	1

1-Low Correlation;2-Moderate Correlation;3-Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2023-24							
Course Code	F010301T/ BM286	Title of the Course	Business Law	L	T	P	C
Year	II	Semester	III	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The objective of this paper is to give the basic knowledge about the rules and regulation of execution of business.						

Course Outcomes	
CO1	To enable student to understand Indian contract act.
CO2	To enable student to understand about sales of goods act.
CO3	To enable student to understand about the Negotiable Instruments Act.
CO4	To know about enable student to understand about the Companies Act.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction of Indian Contract Act	The Indian Contract Act 1872: Scope of the Act, Essential of A Valid Contract, Agreement, Performance of Contracts, Breach of Contract & Remedies, Quasi-Contracts	10	CO1
2	The Sale of Good Act	The Sale of Good Act, 1930: Formation of Contract, Conditions & Warranties, Rights of an Unpaid Seller, Performance of the Contract of Sale	10	CO2
3	Negotiable Instruments Act,	The Negotiable Instruments Act, 1881: Nature and Types of negotiable instruments, Negotiation and Assignment, Holder-in-Due Course, Dishonor and Discharge of Negotiable Instrument; Arbitration	15	CO3
4	The Companies Act, 2013	The Companies Act, 2013: Nature and Type of Companies, Formation of Companies, Memorandum and Articles of Association, Prospectus, Share capital, Membership, Meetings and Winding-Up	10	CO4

Reference Books:

Avatar Singh, Company Law

Khergamwalla, JS, The Negotiable Instrument Act

Ramaya A, A Guide to Companies Act

Tuteja SK, Business Law for Managers

e-Learning Source:

<https://www.hzu.edu.in/uploads/2020/10/business-law.pdf>

<https://josephscollege.ac.in/lms/Uploads/pdf/material/BLAW.pdf>

Course Articulation Matrix:(Mapping of Cos with POs and PSOs)											
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	1	1	-	1	1	1	1	2	2	1	1
CO2	2	-	-	2	1	1	2	2	2	1	1
CO3	3	-	-	3	3	1	3	3	3	2	3
CO4	3	-	-	3	3	2	3	3	3	2	3

1-Low Correlation; 2-Moderate Correlation; 3-Substantial Correlation

Name & Sign of Program Coordinator					Sign & Seal of HoD				
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Integral University, Lucknow

Effective from Session: 2023-24							
Course Code	F010302TA/BM287	Title of the Course	Production Management	L	T	P	C
Year	II	Semester	III	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To familiarize and acquaint the student with basic knowledge of concepts, principles, tools and technique so f marketing						

Course Outcomes	
CO1	To know about unable student to understand Production Management.
CO2	To know about unable student to understand Concept of Forecasting.
CO3	To provide basic knowledge of Product production.
CO4	To provide the understand of basic knowledge of Production Planning and Control (PPC).

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to Production Management	Introduction to Production Management: History of Production Management; Definitions of Production Management; Production Process; Production: The Heart of an Organization; Objectives of Production Management; Scope of Production Management; Importance of Technology in Production	10	CO1
2	Concept of Forecasting	Concept of Forecasting: Purpose of Sales Forecasting, Basic Elements of Forecasting, Importance of Forecasting, Objectives of Forecasting, Classification of Forecasting ; Qualitative and Quantitative Techniques of Forecasting	10	CO2
3	Product Selection	Product Selection; Definitions of Product Design and Development: Need for Product Design and Development, Origin of the Product Idea and Selection from Various Alternatives, Choosing among Alternative Products, Modifying the Existing Products, Sources of Product.	10	CO3
4	Production Planning and Control (PPC)	Nature of Production Planning and Control (PPC): Types of Plans, Elements of Production Planning, Strategy of Production Planning, Aggregate Planning; Main Functions of Production Planning and Control (PPC); Latest Concepts of POM: Six Sigma, JIT, Benchmarking, Kaizen & Statistical Quality Control.	15	CO4

Reference Books:

Martand T. Telsang, "Production Management", S. Chand Publishing, India, 2005, 1st Edition.
 K. Aswathappa , K. Shridhara Bhat, "Production And Operations Management", Himalaya Publishing House, 2009
 Chary,S.N., "Production And Operations Management", McGrawHill, 2019, 6th Edition
 Siddiqui, N.A. & Alam, S. "Production And Operations Management", New Age International, India, 2019, 1st Edition

e-Learning Source:

https://sist.sathvabama.ac.in/sist_coursematerial/uploads/SBAA1406.pdf
<https://www.drnishikantjha.com/booksCollection/Ch%202%20POM%20TYBAF%20SEM%20V.pdf>

Course Articulation Matrix:(Mapping of Cos with Pos and PSOs)											
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO4	PSO4
CO											
CO1	1	2	1	1	1	1	1	-	1	1	1
CO2	1	1	1	1	1	1	2	2	2	2	1
CO3	1	1	1	-	-	-	-	1	1	1	1
CO4	1	1	1	1	1	2	2	1	1	1	1

1-Low Correlation;2-Moderate Correlation;3-Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2023-24							
Course Code:	F010302TB /BM288	Title of the Course	Business Policy	L	T	P	C
Year:	II	Semester	III	2	1	0	3
Pre-Requisite:	None	Co-requisite:	None				
Course Objectives	The objective of this paper is to give basic knowledge about the Business Policy in business industry. On completion of this course, the students will be able to:						

Course Outcomes	
CO1	To understand the basic concepts of Business Policy
CO2	To provide basic knowledge about Corporate Planning and Strategic Planning
CO3	To Provide basic understanding of Strategic Management concept
CO4	To Provide the understanding of concept of synergy and its relevance

Unit No.	Title of the Unit	Content to Unit	Contact Hrs.	Mapped CO
1	Introduction:	Introduction: Nature & importance of Business Policy, Development & Classification of Business Policy; Mechanism of policy making.	10	CO1
2	Responsibilities & Tasks of Top Management	Responsibilities & Tasks of Top Management: Objectives of Business, Characteristics, Classification, Types of objectives and their overall Hierarchy, Setting of objectives, Key areas involved; Corporate Planning; Concept of long term planning, Strategic Planning, Nature, Process & Importance.	15	CO2
3	Corporate Strategy Concept	Corporate Strategy Concept, Components, Importance, and Strategy Formulation: Concept, Process & Affecting Factors. Strategy Evaluation: Process, Criteria, Environmental Analysis, Resource Analysis.	10	CO3
4	Concept of Synergy	Concept of Synergy: Types, Evaluation of Synergy, Capability Profiles, Synergy as a Component of Strategy & its relevance.	10	CO4

Azhar Kazmi, Adela Kazmi, "Strategic Management", McGraw Hill, India, 2020, 5th Edition.

Thomas L., J. David Hunger, Alan N. Hoffman, " Concepts in Strategic Management and Business policy" Parson Education, India, 2018, 15th.Edition .

P. Subba Rao, " Policy and Strategic Management (Text and Cases)", Himalaya Publishing House, India, 2017, 2nd Edition .

e-Learning Source:

https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1504.pdf

https://josephscollge.ac.in/lms/Uploads/pdf/material/BPS_LT_BBA.pdf

Course Articulation Matrix: (Mapping of Cos with Pos and PSOs)											
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	1	1	-	1	1	1	1	2	2	1	1
CO2	2	-	-	2	1	1	2	2	2	1	1
CO3	3	-	-	3	3	1	3	3	3	2	3
CO4	3	-	-	3	3	2	3	3	3	2	3

1-LowCorrelation;2-ModerateCorrelation;3-SubstantialCorrelation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2023-24							
Course Code	F010303TA/ BM289	Title of the Course	Business Communication	L	T	P	C
Year	II	Semester	III	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The objective of this paper is to give basic knowledge about the Business Communication.						

Course Outcomes	
CO1	To provide basic knowledge of Business Communication
CO2	To provide inside into Corporate Communication.
CO3	To Unable student about Essential of effective Business Communication
CO4	To help student to know Modern forms of communication

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mappe d CO
1	Introduction :	Meaning and objective of Business communication , Forms of Communication , Communication model and process , Principles of Effective Communication	10	CO1
2	Corporate Communication	Formal and Informal Communication , Networks , Grapevine , Barriers in Communication , Groups discussion , Mock Interviews , Seminars , Individual and Group Presentations	10	CO2
3	Essential of effective Business	Essential of effective Business letters , Writing Important Business letters including correspondence with Bank and Insurance companies ; Oral & Non verbal communication Principles of Oral Presentation , Factors affecting Presentation , effective Presentation skills , conducting Surveys ; Body Language , Para Language , Effective Listening , Interviewing skill , Writing Resume , Letter and Application ;	15	CO3
4	Modern forms of communication	Modern forms of communication , International communication , Cultural sensitiveness and cultural context , Writing and presenting in international situations	10	CO4

Reference Books:

Bapat & Davar , A Text book of Business Correspondence

Bhende D.S. , Business Communication

David Berio , The Process of Communication

Gowd & Dixit , Advance Commercial Correspondence

Gurky J.M. , A Reader in Human Communication

e-Learning Source:

https://ddceutkal.ac.in/Syllabus/MA_English/Paper_21

https://www.icsi.edu/media/webmodules/CSEET/BUSINESS_COMMUNICATION

<https://ug.its.edu.in/sites/default/files/Business%20Communication>

Course Articulation Matrix:(Mapping of Cos with Pos and PSOs)											
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	1	2	1	1	1	1	1	-	1	1	1
CO2	1	1	1	1	1	1	2	2	2	2	1
CO3	1	1	1	-	-	-	-	1	1	1	1
CO4	1	1	1	1	1	2	2	1	1	1	1

1-LowCorrelation;2-ModerateCorrelation;3-SubstantialCorrelation

 Name & Sign of Program Coordinator						 Sign & Seal of HoD					
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Integral University, Lucknow

Effective from Session:2023-24							
Course Code	F010303TB /BM290	Title of the Course	Business Environment	L	T	P	C
Year	II	Semester	III	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The objective of this paper is to give basic knowledge about the business environment in industry. On completion of this course, the students will be able to:						
Course Outcomes							
CO1	To provide basic overview of Business Environment.						
CO2	To provide basic knowledge about various economic systems.						
CO3	To provide basic knowledge about Industrial policy.						
CO4	To provide insight into role of Government in regulation and development of Business Nationally and Globally.						

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction	Introduction: Concept, Significance and Components of Business environment, Factor affecting Business Environment, Micro and Macro environment.	10	CO1
2	Economic Systems	Economic Systems: Capitalism, Socialism, Communism, Mixed Economy Public Sector & Private Sector	10	CO2
3	Industrial Policy	Industrial Policy-Brief historical perspective; New industrial policy of India, Socio-economic implications of Liberalization, Privatization and Globalization	10	CO3
4	Role of Government in Regulation and Development of Business	Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; EXIM Policy, FEMA; Overview of International Business Environment, Trends in World Trade: WTO-Objectives and role in international trade.	15	CO4

Reference Books:	
Francis Cherunilum, "Business Environment Text and Cases", Himalaya Publishing House, India, 2019, 27 th Edition	
K. Aswathapa, "Essentials of Business Environment- Text , Cases and Exercise", Himalaya Publishing House, India, 2017, 13 th Edition	
e-Learning Source:	
https://onlinecourses.swayam2.ac.in/cec23_cm03/preview	
https://www.classcentral.com/course/swayam-direct-tax-laws-and-practice-14009	

Course Articulation Matrix:(Mapping of Cos with POs and PSOs)											
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	1	1	-	1	1	1	1	2	2	1	1
CO2	2	-	-	2	1	1	2	2	2	1	1
CO3	3	-	-	3	3	1	3	3	3	2	3
CO4	3	-	-	3	3	2	3	3	3	2	3

1-LowCorrelation;2-ModerateCorrelation;3-SubstantialCorrelation

Name &Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2023-24							
Course Code	I010304TB/BM291	Title of the Course	Negotiation and Leadership	L	T	P	C
Year	II	Semester	III	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To introduce the students to the importance of negotiation skills • To expose the students to diverse contexts and situations that require negotiation skills • To learn about the management of critical and crisis situations • To evolve relationship building skills						

Course Outcomes	
CO1	After studying this course, students will be able to apply negotiation skills to obtain desired results • After studying this course, students will be able to understand the various aspects of a crisis situation for appropriate management.
CO2	After studying this course, students will be able to learn how to manage complex negotiation situations.
CO3	After studying this course, students will be able to understand the process of relationship building
CO4	After studying this course, students will be able to test and judge the legitimacy of the terms of negotiation

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Negotiation Fundamentals	Negotiation Fundamentals Key concepts and core vocabulary of negotiation process, deal making and dispute resolution, Assumptions and biases that are barriers to effective negotiation, Collaborative approaches, risk & opportunities to achieve win-win outcomes Negotiation Canvas Introduction of a framework for negotiation preparation and how to use it, Elements of negotiation canvas i.e relationship, alternatives, legitimacy, options, interests among others, Difference between position and interests	9	CO1
2	Managing critical moments	Managing critical moments Types of negotiation approaches used by negotiators Critical moments that can make or break the deal How to identify these critical moments, Strategies to manage critical moments in the negotiation Effective Communication and Relationship Building Role of communication and relationship in negotiation, Understanding the other party's psychology to understand their interests, build trust and improve the scope of the negotiation, Unconditionally constructive behaviors, Methods of building trust, and empathy, Overcoming communication barriers, difficult behaviors and information asymmetry	13	CO2
3	Complex Negotiations	Discovering, creating and claiming value Methods of value discovery during negotiation, How is value divided and claimed between the negotiating parties?, What are the tradeoffs, mutual gains and contingencies?, Concept of distributive bargaining, equitable solutions, and ZOPA (zone of possible agreement), Biases and enemies of value creation Complex Negotiations Strategies for negotiations are not straightforward, involve several issues, include multiple stakeholders, and /or involve powerful parties, Hofstede's Culture dimensions, Dealing with people with difficult behaviors	13	CO3
4	Managing Alternatives	Managing Alternatives Concept of BATNA (Best Alternative to Negotiated Agreement), Methods to evaluate alternative options/offers, Management of one's alternatives and other party's alternatives during negotiation. Legitimacy and Building Commitment When to say yes to agreed terms, and when to walk away, Criteria for decision-making on negotiated terms, Assessment of the legitimacy of negotiated terms, Leading all parties to commit to the negotiated agreement, Steps from plan to execution	10	CO4

Reference Books:

Getting to Yes: Negotiating Agreement Without Giving in by Roger Fisher, William L. Ury, and Bruce Patton. Penguin Books

Difficult Conversations: How to Discuss What Matters Most by Douglas Stone, Bruce Patton, Sheila Heen. Penguin Books

Design Thinking: Understanding how designers think and work by Nigel Cross, Bloomsbury Visual Arts (2019)

Value Negotiation: How to Finally Get the Win-Win Right by Horacio Falcão. Pearson Education

e-Learning Source:

<https://www.bumc.bu.edu/facdev-medicine/files/2014/08/BUSM-Leadership-training.pdf>

	Course Articulation Matrix:(Mapping of Cos with POs and PSOs)										
PO- PS O	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO 3	PSO 4
CO											
CO1	1	2	1	1	1	1	1		1	1	1
CO2	1	1	1	1	1	1	2	2	2	2	1
CO3	1	1	1	-	-	-	-	1	1	1	1
CO4	1	1	1	1	1	2	2	1	1	1	1

1-LowCorrelation;2-ModerateCorrelation;3-SubstantialCorrelation

<div></div> <div>Name & Sign of Program Coordinator</div>	<div></div> <div>Sign & Seal of HoD</div>
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Integral University, Lucknow

Effective from Session:2023-24							
Course Code	Z030301T/ES225	Title of the Course	Human Values and Environment studies	L	T	P	C
Year	II	Semester	III	2	0	0	2
Pre-Requisite	None	Co-requisite	None				
Course Objectives	Upon finishing the course, students will be able to come up with ethical reasoning for decision-making, frame ethical issues, and operationalize ethical choices. The course integrates various facets of human values and the environment.						

Course Outcomes	
CO1	Students can build fundamental knowledge of the interplay of markets, human value, ethics, and law and understand various challenges faced by individuals to counter unethical issues.
CO2	Students look at core concepts for business ethics as well as core concepts for anti-corruption.
CO3	Students look at core concepts for a morally articulate solution evolver to management issues in general, issues of sustainable development for a better environment, and know how environmental degradation has taken place.
CO4	Students should be aware of negotiations and international efforts to save the environment. How to develop sustainably Efforts taken up by the UN in Sustainable Development.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Human Values, Present Practices and Principles of Ethics	i. <i>Introduction:</i> Values, Characteristics, Types, Developing Value Systems in Indian Organizations, Values in Business Management, Value-Based Organizations, and Trans-cultural Human Values in Management Swami Vivekananda's philosophy of character building, Gandhi's concept of the Seven Sins, and APJ Abdul Kalam's view on the role of parents and teachers. ii. <i>Human Values and Present Practices:</i> Issues: Corruption and Bribe, Privacy Policy in Web and social media, Cyber Threats, Online Shopping, etc. Remedies: UK Bribery Act, Introduction to Sustainable Policies and Practices in the Indian Economy. iii. <i>Principles of Ethics:</i> Secular and Spiritual Values in Management: Introduction, Secular and Spiritual Values, Features, and Levels of Value Implementation Features of spiritual values. iv. <i>Corporate Social Responsibility:</i> Nature, Levels, Phases, Phases and Models of CSR, Corporate Governance CSR and Modern Business Tycoons Ratan Tata, Azim Premji, and Bill Gates.	07	CO1, 2
2	Holistic Approach in Decision making, Discussion through Dilemmas and Case Studies	i. <i>Holistic Approach in Decision Making:</i> Decision Making, the Decision-Making Process, The Bhagavad Gita: Techniques in Management, Dharma, and Holistic Management. ii. <i>Discussion through Dilemmas:</i> Dilemmas in Marketing and Pharma Organizations, Moving from Public to Private Monopoly Context Dilemma of privatization, Dilemma on liberalization, Dilemma on social media and cyber security Dilemma on Organic Food, Dilemma on Standardization, Dilemma on Quality Standards. iii. <i>Case Studies</i>	08	CO2, 3
3	Ecosystem and Biodiversity	i. <i>Concept, structure, and functions of ecosystems:</i> producer, consumer, decomposer, food web, food chain, energy flow, ecological pyramids. ii. <i>Conservation of Biodiversity:</i> In-situ and Ex-situ Conservation of Biodiversity Role of individuals in pollution control Human Population and Environment Sustainable Development India and the UN Sustainable Development Goals Concept of circular economy and entrepreneurship.	07	CO4
4	Environmental Laws, Quality, and Management	Environmental Laws, International Advancements in Environmental Conservation, Role of the National Green Tribunal, Air Quality Index, Importance of Indian Traditional Knowledge on the Environment, Bioassessment of Environmental Quality, Environmental Management System, Environmental Impact Assessment, and Environmental Audit.	08	5

Reference Books:

A foundation course in Human Values and Professional Ethics by RR. Gaur, R. Sangal et.al.

JUSTICE: What's the Right Thing to Do? Michael J. Sandel.

Human Values by A. N. Tripathi New Age International.

Environmental Management by N.K. Uberoi.

e-Learning Source:

<https://www.un.org/sustainabledevelopment/sustainable-development-goals/>

<https://www.india.gov.in/my-government/schemes/>

<https://www.legislation.gov.uk/ukpga/2010/23/contents/>

Daniel Kahneman, Thinking, Fast and Slow; Allen Lane Nov 2011 ISBN: 9780141918921

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

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

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow
Department of Commerce and Business Management
Study and Evaluation Schemes

Program: BBA

Semester-IV

S.N o.	Course code	Course Title	Type of Paper	Period Per/hr/week/sem.			Evaluation Scheme				Sub. Total	Credit	Total Credits	Attributes							
				L	T	P	CT	TA	Total	ESE				Employability	Entrepreneurship	Skill Development	Gender Equality	Environment & Sustainability	Human Value	Professional Ethics	Sustainable Development Goal
1	F010401TA/BM244	Supply Chain Management	Major	02	1	0	15	10	25	75	100	2:1:0	03	√	√	√				√	4
2	F010401TB/BM245	Research Methodology	Major	02	1	0	15	10	25	75	100	2:1:0	03	√	√	√				√	4
3	F010402TA/BM246	Specialized Accounting	Major	02	1	0	15	10	25	75	100	2:1:0	03	√	√	√				√	4
4	F010402TB/BM247	Consumer Behavior	Major	02	1	0	15	10	25	75	100	2:1:0	03	√	√	√				√	4,9
5	F010403TA/BM248	Investment Analysis & Portfolio Management	Major	02	1	0	15	10	25	75	100	2:1:0	03	√	√	√					4,8,17
6	F010403TB/BM249	Company law	Major	02	1	0	15	10	25	75	100	2:1:0	03	√	√	√				√	8,16
7	B060403T/MT236	Statistics with R	Minor	03	1	0	15	10	25	75	100	3:1:0	04	√	√	√				√	4
8	I010406T/BM223	Social media & Marketing	Vocational	02	1	0	15	10	25	75	100	2:1:0	03	√	√	√	√	√		√	4,8,9
9	Z040401T/PH201	Physical Education & Yoga	Co-curricular	02	0	0	15	10	25	75	100	2:0:0	02						√	√	3,4
Total				19	08	0	135	90	225	675	900		27								



Integral University, Lucknow

Effective from Session: 2023-24							
Course Code	F010401TA /BM244	Title of the Course	Supply Chain Management	L	T	P	C
Year	II	Semester	IV	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The objective of this paper is to give the basic knowledge about the Supply Chain Management for goods and services.						

Course Outcomes	
CO1	Understand the concepts of supply chain management and would be able to assess the supply chain problems and various measures of performance.
CO2	Understand how to forecast the demand with help of ERP and other software.
CO3	Understand the benchmarking in SCM
CO4	To gain the knowledge of new developments in SCM

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction	Introduction, Definition, Nature & Objectives of Supply Chain Management Evolution of the Concept of Supply Chain Management ,Key Drivers of Supply Chain Management, Key Decision Areas in Supply chain Management ,Cycle View of Supply Chain ,Problems in SCM and Suggested Solutions	15	CO1
2	Components of SCM	Introduction, Three Components of SCM ,Demand Management ,Demand Forecasting; Selecting the Appropriate Forecasting Technique, Evolution of ERP, Concept of ERP in SCM, Quick Response and Accurate Response System in SCM, Use of Other Planning Strategies	10	CO2
3	Benchmarking Concept	Introduction, Understanding the Benchmarking Concept, Benchmarking Process, Benchmarking Procedure.	10	CO3
4	New Developments in Supply Chain Management,	Introduction, New Developments in Supply Chain Management, Outsourcing Supply Chain Operations, Co-Maker ship, The Role of E-Commerce in Supply Chain Management ,Green Supply Chain Management, Transportation & Freight Management	10	CO4

Reference Books:

Supply Chain Management by Michel H Hungo

Supply Chain Management by Sunil Chopra

Chopra, S., Meindl, P., Supply Chain Management: Strategy, Planning, and Operation, 2004, PHI

Shah J., Supply Chain Management, Pearson Publication, New Delhi

e-Learning Source:

<https://sjce.ac.in/wp-content/uploads/2021/10/jnu-Supply-Chain-Management>

https://www.tutorialspoint.com/supply_chain_management/supply_chain_management

Course Articulation Matrix:(Mapping of Cos with POs and PSOs)											
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO4	PSO5
CO1	1	1	-	1	1	1	1	2	2	1	1
CO2	2	-	-	2	1	1	2	2	2	1	1
CO3	3	-	-	3	3	1	3	3	3	2	3
CO4	3	-	-	3	3	2	3	3	3	2	3

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2023-24							
Course Code	F010401TB / BM245	Title of the Course	Research Methodology	L	T	P	C
Year	II	Semester	IV	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The basic objective of this course is to provide knowledge about Research Methodology						

Course Outcomes	
CO1	Ability to understand the basic concepts and basic information about the subject Research Methodology among the students.
CO2	Ability to understand and give knowledge to the students for the concepts of sampling design.
CO3	Ability to know the importance of processing and analysis of data. It will help in studying the hypothesis and its process of testing.
CO4	Ability to apply the use of Measurement & Scaling in Research. It will lead to the significance of Report writing.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction	Introduction: Meaning of Research, Objectives of Research, Types of Research, Research Process, Research Problem formulation; Research Design: Features of a good research design; Different Research Designs; Measurement in Research; Data types; Sources of Error	15	CO1
2	Sampling Design	Sampling Design: Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs-Probability & Non Probability sampling.	10	CO2
3	Processing & Analysis of Data	Processing & Analysis of Data: Processing operations; problems in processing; types of analysis, Hypothesis Testing: Chi-square test, Z-test, t-test, F-test.	10	CO3
4	Measurement & Scaling.	Measurement & Scaling. Presentation: Diagrams & Graphs. Report writing: Layout of Research Report, Mechanism of writing a Research Report.	10	CO4

Reference Books:

Kothari, C.R., Research Methodology – Methods and Techniques, New Age: New Delhi, India, 2004.

Bhattacharya D.K., Research Methodology, Excel Books, New Delhi, India, 2006.

Cooper D.R. & Schindler P.S., Business Research Methods, McGraw Hill Education, New Delhi, India, 2013.

e-Learning Source:

<https://youtu.be/iXVlirfAJRc>

Course Articulation Matrix: (Mapping of Cos with POs and PSOs)											
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	3	2	1	2	2	2	1	3	2	2	2
CO2	2	2	1	2	2	2	1	3	2	2	2
CO3	2	2	1	2	2	2	0	3	1	2	1
CO4	2	2	1	2	2	2	1	3	1	2	1
CO5	2	2	1	2	2	2	0	3	2	2	1

1-Low Correlation; 2-Moderate Correlation; 3-Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2023-24							
Course Code	F010402TA / BM246	Title of the Course	Specialized Accounting	L	T	P	C
Year	II	Semester	IV	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The objective of this paper is to give the basic knowledge about the specialized Accounting. The outcomes of the course will be as follows –						

Course Outcomes	
CO1	To provide knowledge about preparation of Accounts for Non-trading Institutions.
CO2	To provide knowledge about preparation of Accounts for Banking and General Insurance Companies.
CO3	To give an overview about Branch and Hire Purchase accounts.
CO4	To understand the concepts of Partnership Accounts.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Map ped CO
1	Accounting of Non-trading Institutions	Accounting of Non-trading Institutions: Concepts, Receipts and Payments Account: features and preparation. Income and Expenditure Account: features, preparation of income and expenditure account and balance sheet. Accounting of Joint Venture and Consignment.	15	CO1
2	Accounts of Banking companies	Accounts of Banking companies: Meaning and Definition of bank, Types of bank, Types of bank account, Accounting of banking companies. Accounts of General Insurance companies: Fire insurance Revenue account, Fire insurance Profit and loss account and Balance sheet and Marine insurance Profit and loss account and Balance sheet.	11	CO2
3	Department account and Branch account.	Department account and Branch account. Accounts related to Hire Purchase and Installment payment transactions, Royalty Accounts	10	CO3
4	Partnership Accounts: features,	Partnership Accounts: features, Partnership Deed, Final Account, Reconstitution of Partnership firms: admission, retirement and death of a partner, Dissolution of Partnership (Excluding insolvency of Partner)	9	CO4

Reference Books:	
Agarwal, B.D., Advanced Accounting	
Chawla & Jain, Financial Accounting	
Chakrawarti, K.S., Advanced Accounts	
e-Learning Source:	
https://ohgfoa.memberclicks.net/assets/documents/Seminars/GFOA%20Specialized%20Accts%20Appls.	

Course Articulation Matrix: (Mapping of Cos with POs and PSOs)											
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	1	1	-	1	1	1	1	2	2	1	1
CO2	2	-	-	2	1	1	2	2	2	1	1
CO3	3	-	-	3	3	1	3	3	3	2	3
CO4	3	-	-	3	3	2	3	3	3	2	3

1-Low Correlation; 2-Moderate Correlation; 3-Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session:2023-24							
Course Code	F010402TB /BM247	Title of the Course	Consumer Behavior	L	T	P	C
Year	II	Semester	IV	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The basic objective of this course is to provide knowledge about Consumer Behavior.						

Course Outcomes	
CO1	Ability to understand the basic concepts of Consumer Behaviour and different models among the students.
CO2	Ability to understand and give knowledge to the students for the concepts of individual behaviour.
CO3	Ability to know the importance of consumer decision making. It will help in studying the Family, Reference Group, Personal, Social and Cultural influence over the consumers.
CO4	Ability to study the impact of Industrial Buying Behaviour. It will lead to the significance of Industrial Buying Behaviour.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Consumer research process	CB, Consumer research process. CB models: Economic model, Psychoanalytic model, Sociological model, Howard & Seth model, Nicosia model, Engel-Kollat-Blackwell model.	10	CO1
2	Perceptual process	Individual determinants: Perceptual process, consumer learning process Introduction: Concept, importance and scope of CB, need for studying, consumer attitude formation, attitude measurement, meaning and nature of personality, self concept.	15	CO2
3	Influences & Consumer Decision making	Influences & Consumer Decision making: Family, reference group, personal, social and cultural influence on CB, Consumer Decision making process, Consumer Communication process, consumer satisfaction	10	CO3
4	Industrial Buying Behaviour	Industrial Buying Behaviour: Participants, characteristics of industrial markets, factors influencing industrial markets, stages of industrial buying process, Customer and marketing of services	10	CO4

Reference Books:	
Schiffman, Kanuk, Kumar & Wisenblit , Consumer Behaviour, Pearson Prentice Hall, New Delhi, India, 2018.	
Loudon & Bitta, Consumer Behaviour, Tata McGraw Hill, New Delhi, India, 2001.	
Hawkins, Best & Coney , Consumer Behaviour, Tata McGrawHill, NewDelhi, India, 2005.	
e-Learning Source:	
https://josephscollege.ac.in/lms/uploads/pdf/material/CB	
https://ebs.online.hw.ac.uk/EBS/media/EBS/PDFs/Consumer-Behaviour-Course-Taster .	

Course Articulation Matrix:(Mapping of Cos with POs and PSOs)											
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO4	PSO4
CO1	1	1	1	1	1	1	2	2	2	2	1
CO2	1	1	1	-	-	-	-	1	1	1	1
CO3	1	1	1	1	1	2	2	1	1	1	1
CO4	1	1	1	1	1	1	2	2	2	2	1

1-LowCorrelation;2-ModerateCorrelation;3-SubstantialCorrelation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session:2023-24							
Course Code	F010403TA /BM248	Title of the Course	Investment Analysis & Portfolio Management	L	T	P	C
Year	II	Semester	IV	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The basic objective of this course is to provide knowledge about Investment Analysis & Portfolio Management.						

Course Outcomes	
CO1	Understand the Objective of investment and its alternatives.
CO2	Develop the understanding of Risk and Return
CO3	Understand the basics of security analysis.
CO4	Develop the understanding of Portfolio Management and its primary composition.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Investments & Risk and Return:	Investments: Nature, scope, objective and Process of investments analysis. Risk and Return: Definition, type and importance, measurement of risk and return, Systematic and Unsystematic Risk. Investment Alternatives: Investment instrument of Capital Market and Money Market,	10	CO1
2	Technical Analysis	Valuation of Fixed and Variable securities. Non-Security forms of Investment, Government Securities, Mutual Fund, Real Estate and Gold. Fundamental Analysis: Economic/ Industry / Company analysis (EIC). Technical Analysis: Dow theory, Trends, indicators, indices, Relative strength Analysis and Moving average analysis. Efficient Market Hypothesis.	15	CO2
3	Portfolio Management	Portfolio Management: Meaning, importance and objectives of portfolio and portfolio management. Portfolio Analysis: Risk Measurement; Estimating rate of return and standard deviation of portfolio returns; Effects of Combining securities. Efficient frontier, types of Investors	10	CO3
4	Portfolio Selection	Portfolio Selection: Markowitz's Theory, Single Index Model, Capital market theory, CAPM (Capital Asset Pricing Model) . Portfolio Evaluation: Sharpe ratio, Treynor ratio, Jensen's Alpha. Portfolio Revision.	10	CO4

Reference Books:	
Pandian , Punitha vathy "Security analysis and Portfolio Management", India, 2012	
Chandra, Prasanna. "Investment analysis and portfolio Management "Tata McGraw Hill Publication, India,2008, Latest Edition-2018	
Jordan & Fischer , "Security Analysis & Portfolio Management" Pearson , Indian, 2018.	
e-Learning Source:	
https://nptel.ac.in/courses/110105121	
https://nptel.ac.in/courses/110105143	

PO- PSO CO	Course Articulation Matrix:(Mapping of Cos with POs and PSOs)										
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO 3	PSO 4
CO1	1	1	-	1	1	1	1	2	2	1	1
CO2	2	-	-	2	1	1	2	2	2	1	1
CO3	3	-	-	3	3	1	3	3	3	2	3
CO4	3	-	-	3	3	2	3	3	3	2	3

1-LowCorrelation;2-ModerateCorrelation;3-SubstantialCorrelation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session:2023-24							
Course Code	F010403TB/BM249	Title of the Course	Company Law	L	T	P	C
Year	II	Semester	III	2	1	0	0
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The objective of this course is to provide basic knowledge of the provisions of the Companies Act 2013 along with relevant cases						

Course Outcomes	
CO1	Students will understand the Indian Companies Act 2013
CO2	Students will get to know about the shares and debenture and its types.
CO3	Students will learn about the director and management of the companies under the Indian Companies Act 2013
CO4	Students will get to know about the minorities and majority share holder's rights and process and conditions of winding up of the companies.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Basics of Cost Accounting	Indian Companies Act 2013: Nature and types of Companies, Conversion of Public Companies into Private Company's And Vice Versa. Formation, Promotion and Incorporation of Companies, Memorandum of Association; Article of Association; Prospectus.	10	CO1
2	Accounting for Material Labor	Shares: Types, Share Capital-Kinds; Allotment of Shares; Members – Categories, Modes of Acquiring Membership, Rights and Liabilities; Transfer and Transmission-Difference, Methods of Borrowing, Debentures, Mortgages and Charges - Fixed and Floating.	10	CO2
3	Accounting for Overheads	Management: Directors, Types and Number of Directors, Managing Director, Whole Time Director – Appointment, Qualifications and Disqualification, Duties, Vacation, Resignation and Removal, Company Meetings- Kinds, Quorum, Voting, Resolution, Minutes.	15	CO3
4	Costing Methods	Majority Powers and Minority Rights: Protection of Minority Rights; Prevention of Oppression and Management. Mismanagement, Winding Up-Kinds and Conduct-Petition for Winding Up, Appointment of Official Liquidator and Duties.	10	CO4

ReferenceBooks:

Kapoor GK A Dhamija Sanjay Company Law Comprehensive Textbook on Companies Act 2013 Taxmann Publication

Singh Avtar Company Law Delhi India Eastern Book Company Bharat Law House

Gupta Company Adhinyam Sahitya Bhawan Publication (Hindi and English)

Maheshwari SN And SK Maheshwari A Manual of Business Law 2nd Edition Himalaya Publishing House

e-Learning Source:

<https://www.mca.gov.in/Ministry/pdf/CompaniesAct2013.pdf>

<https://www.icsi.edu/media/webmodules/publications/FinalCLStudy.pdf>

<https://www.pwc.in/assets/pdfs/publications/2013/companies-act-2013-key-highlights-and-analysis.pdf>

Course Articulation Matrix:(Mapping of Cos with POs and PSOs)											
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	1	2	2	1	3	1	1	2	1	-
CO2	2	-	-	-	2	2	2	-	-	2	3
CO3	1	-	3	1	2	-	-	2	1	-	2
CO4	1	1	1	1	3	2	1	3	2	2	1

1-LowCorrelation;2-ModerateCorrelation;3-SubstantialCorrelation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Effective from Session: 2023-24							
Course Code	B060403T/MT236	Title of the Course	Statistics with „R“	L	T	P	C
Year	Second	Semester	Fourth	3	1	0	4
Pre-Requisite	Basic course in Statistics	Course Type	Minor				
Course Objectives		To enable students to handle data in the R software thereby helping them to understand meaningful statistical analysis performed on the data.					
Course Outcomes							
CO1	Knowledge of installing R and some mathematical operations.						
CO2	To enable students to extract data, and perform basic statistical operations.						
CO3	Ability to understand data analysis such as – data cleaning, data visualization, data summarization.						
CO4	Ability to understand hypothesis testing.						
CO5	Knowledge of regression analysis and its various packages and ability to make some important plots (eg. qq-norm and qq-plot) .						
Unit No.	Title of the Unit	Content of Unit			Contact Hrs.	Mapped CO	
1	Introduction to R	Overview of the R language: Installing R and R Studio : Using R studio, Scripts, Text editors for R, Graphical User Interfaces (GUIs) for R, Creating and storing R workspaces, installing packages and libraries, Mathematical operations. Data Types in R – Numeric, Integer, Character, Logical, Complex and missing data. Data Structures in R			8	1	
2	Basic operations in R	Vectors – Creation, Arithmetic operations of Vectors, Vector Sub setting, Sorting and Sequencing functions. Matrix and Arrays – Creation, Arithmetic Operations of matrix, Sub setting, Use of Drop Function. Factors – Converting a vector into factor, assigning levels and labels, ordered Factor.			8	2	
3	Creation of List and Data-frame in R	List – Creating a list, accessing elements from a list, adding a new element and eliminating an existing element form the list, converting list to vectors. Data Frames – Creation of Data Frame, adding new columns, rows and removing columns, accessing column using the \$ sign, importing a data set (important file formats such as csv, txt and spreadsheet), aggregate function and subsetting of dataframes, tapply function, manipulation using dplyr package (select, filter, arrange, mutate and group by function, pipe operator).			8	2	
4	Programming Fundamentals in R	Creating functions in R. Programming Fundamentals: Logical operators, conditional statements (if, else, else if statements in R), While loops, For loops, repeat loops.			6	2	
5	Extraction of data in R	Reading data in R (file formats such as csv, txt, and xlsx), Writing data to external files (file formats such as csv, txt, and xlsx), writing a table to a file, print function. Extraction of economics and financial data from Prowessiq, RBI, IMF, World bank or an equivalent financial/economic database. The students should be able to save and export the data to „R-environment” for further analysis.			8	3	
6	Summarizing and exploring data in R	Summarizing and exploring data: Descriptive statistics (mean, median, mode, variance, skewness, five-point summary), dealing with missing data in R, Data cleaning (dplyr package, tidyr package and pipe operator), Exploratory Data Analysis; data visualization using inbuilt functions and ggplot2 package (pie chart, bar chart, line chart, histogram, box plot, scatter plot, Normal QQ plot).			7	3	
7	Testing of Hypothesis	Statistical hypothesis, simple and composite hypothesis, null and alternative hypothesis, critical region, types of errors, level of significance, power of the test, p -value and ANOVA. Small and large sample tests, assumptions, t-test, Chi-square test, F-test and z-test.			8	4	
8	Regression analysis with R	Regression analysis using R: Regression vs Correlation, Simple and multiple regression, Ordinary least square, Assumptions of classical normal linear regression model (CNLRM), corrpilot package, car package, lmtest package, scatter plot (using plot function and ggplot2 package) to understand the relationship between variables, lm, abline, predict, resid function, interpreting „summary table” of the regression model, normality of residuals (qqnorm and qqPlot functions), multicollinearity (correlation matrix, corrpilot and vif function), autocorrelation (acf plot and Durbin Watson test), heteroscedasticity (graphically)			7	5	
Reference Books:							
1.	Gardener, M. (2018), Beginning R: The Statistical Programming Language, Wiley & Sons.						
2.	Sekhar, S.R.M., et al. (2017), Programming with R, Cengage Learning India.						
3.	Wickham, H., et al. (2017), R for Data Science: Import, Tidy, Transform, Visualize, and Model Data, O’Reilly”.						
4.	Field, A., Miles, J and Field (2012), Z. Discovering Statistics using R (Indian Reprint 2022), SAGE						
5.	SimpleR - Using R for Introductory Statistics: John Verzani.						
6.	The R Guide.						
7.	Analysis of Epidemiological Data Using R and Epicalc: Virasakdi Chongsuvivatwong.						
8.	Statistics Using R with Biological Examples: Kim Seefeld and Ernst Linder.						
9.	An Introduction to R: Software for Statistical Modeling & Computing: Petra Kuhnert and Bill Venables.						
10.	Gujarati, D.N. et al (2018), Basic Econometrics, McGraw Hill India, 5th Ed						
e-Learning Source:							
CRAN website: https://cran.r-project.org/							



Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session:2022-23							
Course Code	I010406T/ BM223	Title of the Course	Social Media & Marketing	L	T	P	C
Year	II	Semester	IV	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To provide basic knowledge of social media marketing concepts To enhance skills as social media marketer and start a career in social media marketing.						

Course Outcomes	
CO1	Evaluate the role of social media in marketing, advertising and public relations. Assess the optimal use of various social media platforms for social media marketing
CO2	Analyze the importance of social media for developing an effective marketing plan, and assess ways to measure its performance
CO3	Describe practical skills required for creating and sharing content through online communities and social networks.
CO4	Demonstrate and appreciate social media ethics to use social media spaces effectively.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to Social Media Marketing:	Social Media Marketing- Concept and Importance. Social Media Platforms- Online communities and Forums; Blogs and Microblogs, Social Networks, other contemporary social media platforms: Goals, Role in Marketing and Use as listening tools. Trends in SMM. Social Media Influencers.	15	CO1
2	Social media marketing Plan and Performance Measurement:	SMM Plan- Setting Goals, Determining Strategies, Identifying Target Market, Selecting Tools, Selecting Platforms, Implementation:	10	CO2
3	Content Creation and Sharing using Case Campaigns:	Blogging, Streaming Video and Podcasting: Criteria and approach-70/20/10 with risk variants, 50-50 content, Brand Mnemonic, Brand story. Contextualising content creation. Social Media Ethics	10	CO3
4	Measuring Effectiveness -	Conversion rate, amplification rate, applause rate: on page and on post level.	10	CO4

Reference Books:	
Ahuja V(2015).Digital Marketing. Oxford University Press. • Blanchard, O. (2011). Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization. United Kingdom: Pearson Education. • Charles worth, A. (2014). An Introduction to Social Media Marketing. United Kingdom: Taylor & Francis. • Gupta, S. (2020). Digital Marketing. India: McGraw Hill Education (India) Private Limited. • Johnson, S. (2020). Social Media Marketing: Secret Strategies for Advertising Your Business and Personal Brand on Instagram, YouTube, Twitter, And Face book. A Guide to being an Influencer of Millions. Italy: Andrea Astemio.	
Keller, K. L., Kotler, P. (2016). Marketing Management. India: Pearson Education. • Maity M(2022). Digital Marketing. Oxford University Press. • Mamoria C.B, Bhatacahrya A, Marketing Management. Kitab Mahal, Delhi • Mathur,V. & Arora,S. Digital Marketing PHI Learning	
McDonald, J. (2016). Social Media Marketing Workbook: How to Use Social Media for Business. United States: Create Space Independent Publishing Platform. • Parker, J., Roberts, M. L., Zahay, D., Barker, D. I., Barker, M. (2022). Social Media Marketing: A Strategic Approach. United States: Cengage Learning.	

e-Learning Source:	
https://engage.marketo.com/rs/460-TDH-945/images/The-Definitive-Guide-to-Social-Media-Marketing-Marketo	
http://www.gov.pe.ca/photos/original/IPEI_ebiz_smmkt	

Course Articulation Matrix:(Mapping of Cos with POs and PSOs)											
PO-PS O	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO 3	PSO 4
CO											
CO1	1	2	1	1	1	1	1		1	1	1
CO2	1	1	1	1	1	1	2	2	2	2	1
CO3	1	1	1	-	-	-	-	1	1	1	1
CO4	1	1	1	1	1	2	2	1	1	1	1

1-LowCorrelation;2-ModerateCorrelation;3-SubstantialCorrelation-

Name &Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2023-24							
Course Code	Z040401T/PH201	Title of the Course	Physical Education and Yoga	L	T	P	C
Year	Second	Semester	Fourth	2			2
Pre-Requisite	-	Co-requisite	-				
Course Objectives	Equip students with a comprehensive understanding of physical education, fitness, and wellness. Gain knowledge in physical education, fitness, wellness, weight management, and lifestyle choices. Explore the relationship between yoga and mental health. Emphasize the value of education. Delve into traditional games, their cultural significance, and their benefits. Apply knowledge for physical fitness, mental well-being, and a balanced lifestyle. Develop critical thinking, problem-solving skills, communication skills, and appreciation for traditional games as part of cultural heritage and physical activity promotion.						

Course Outcomes	
CO1	Students understand the fundamental concepts and principles of physical education and can explain the concept of fitness and wellness and its significance in maintaining a healthy lifestyle.
CO2	Students can demonstrate knowledge of weight management techniques and strategies for maintaining optimal body weight as well as identify and analyze various aspects of an individual's lifestyle and its impact on overall health and well-being.
CO3	Students can recognize the relationship between yoga and mental health and understand how yoga practices contribute to mental well-being. Comprehend the importance of value education and its role in personal and social development.
CO4	Students can evaluate the traditional games of India and their cultural significance, highlighting their physical and mental benefits. Apply theoretical knowledge and practical skills acquired during the course to promote physical fitness, mental well-being, and a balanced lifestyle. Develop critical thinking and problem-solving abilities related to physical education and wellness.
CO5	Students can communicate effectively about the importance of physical education, fitness, wellness, and traditional games, both orally and in written form. Foster an appreciation for Indian traditional games and their role in preserving cultural heritage and promoting physical activity. Engage in teamwork, cooperation, and leadership skills through practical activities and group projects related to physical education and wellness.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Physical Education	i. Meaning, Definition, Aim and Objective. ii. Misconception About Physical Education. iii. Need, Importance and Scope of Physical Education in Modern Society. iv. Physical Education Relationship with General Education. v. Physical Education in India before Independence. vi. Physical Education in India after Independence.	15	1
2	Concept of Fitness and Wellness, Weight Management, and Lifestyle	i. Meaning, Definition and Importance of Fitness and Wellness. ii. Components of Fitness. iii. Factor Affecting Fitness and Wellness. i. Meaning and Definition of Obesity. ii. Causes of Obesity. iii. Management of Obesity. iv. Health problems due to Obesity. i. Meaning, Definition, Importance of Lifestyle. ii. Factor affecting Lifestyle. iii. Role of Physical activity in the maintains of Healthy Lifestyle.	15	2, 3
3	Yoga and Meditation	i. Historical aspect of yoga. ii. Definition, types of scopes & importance of yoga. iii. Yoga is related to mental health and value education. iv. Yoga is related to Physical Education and sports. v. Definition of Asana, differences between asana and physical exercise. vi. Definition and classification of pranayama. vii. Difference between pranayama and deep breathing. viii. Practical: Asana, Suraya-Namaskar, Bhujang Asana, Naukasana, Halasana, ix. Vajrasana, Padmasana, Shavasana, Makrasana, Dhanurasana, Tad Asana. x. Pranayam: Anulom, Vilom.	15	3, 4
4	Traditional Games of India and Recreation in Physical Education	i. Meaning. ii. Types of Traditional Games Gilli- Danda, Kanche, Stapu, Gutte, etc. iii. Importance/ Benefits of Traditional Games. iv. How to Design Traditional Games. i. Meaning, Definition of Recreation. ii. Scope and Importance of Recreation. iii. General Principles of Recreation. iv. Types of Recreational Activities. v. Aerobics and Zumba (Fir India Movement).	15	4, 5

Reference Books:

Singh, Ajmer, Physical Education and Olympic Abhiyan, "Kalayani Publishers", New Delhi, Revised Addition, 2006; Patel, Shri krishna, Physical Education, "Agrawal Publishers", Agra, 2014-15

Panday, Preeti, Sharirik Shiksha Sankalan, "Khel Sanskriti Prakashan, Kanpur

Kamlesh M.L., "Physical Education, Facts and foundations", Faridabad P.B. Publications; B.K.S. Yengar, "Light and Yog. Yoga Deepika", George Allen of Unwin Ltd., London, 1981.

Braj Bilari Nigam, Yoga Power "The Kpath of Personal achievement", Domen and Publishers, New Delhi, 2001.

Indira Devi, "Yoga for You", Gibbs, Smith Publishers, Salt Lake City, 2002 Domenand Publishers, New Delhi - 2001.

Jack Peter, "Yoga Master the Yogic Powers", Abhishek Publications, Chandigarh, 2004.



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Janice Jerusalem, "A Guide To Yoga" Parragon Bath, Baiihe-2004.
नारंग, f यंका, पर परागत भारतीय खेल, " पो?स प ललके शन" , नई द ल , 2007.
e-Learning Source:
https://www.bing.com/videos/search?q=yoga&&view=detail&mid=599A4C4B7C3D09CF4930599A4C4B7C3D09CF4930&&FORM=VRDGAR&ru=%2Fvideos%2Fsearch%3Fq%3Dyoga%26FORM%3DHDRSC4
https://www.bing.com/videos/search?q=yoga&&view=detail&mid=C44E1F48814EBF788F1DC44E1F48814EBF788F1D&&FORM=VRDGAR&ru=%2Fvideos%2Fsearch%3Fq%3Dyoga%26FORM%3DHDRSC4
https://www.youtube.com/watch?v=s2NQhpFGIOg
https://www.youtube.com/watch?v=3p4r_ad2Y7g
https://www.youtube.com/watch?v=JYg0Vu6-RUK

Course Articulation Matrix: (Mapping of COs with POs and PSOs)																	
PO-PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	1	2	2	-	-	-	-	-	-	-	-	1	-	-	1	2
CO2	1	2	1	1	-	-	-	-	-	-	-	-	2	-	-	1	-
CO3	3	2	2	1	-	-	-	-	-	-	-	-	1	-	-	2	2
CO4	2	1	-	2	-	-	-	-	-	-	-	-	-	-	-	1	1
CO5	1	1	1	1	-	-	-	-	-	-	-	-	1	-	-	2	1

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow
Faculty of Commerce & Management
STUDY & EVALUATION SCHEME

BBA

Semester-V

S.No.	Course Code	Course Title	Type of Paper	Period Per hr /week /sem.			Evaluation Scheme				Sub. Total	Credit	Total Credits	Attributes							
				L	T	P	CT	TA	Total	ESE				Employability	Entrepreneurship	Skill Development	Gender Equality	Environment & Sustainability	Human Value	Professional Ethics	Sustainable Development Goal
1	F010501TA	Income Tax	Major	02	01	00	15	10	25	75	100	2:1:0	03	√	√	√				√	SDG-4,8,9,10
2	F010501TB	Marketing Communication	Major	02	01	00	15	10	25	75	100	2:1:0	03	√	√	√		√			SDG-12
3	F010502TA	Entrepreneurship and small business management	Major	02	01	00	15	10	25	75	100	2:1:0	03	√	√	√	√			√	SDG-4,8,9,10
4	F010502TB	Sales management	Major	02	01	00	15	10	25	75	100	2:1:0	03	√	√	√			√	√	SDG-4,5,8,11
5	F010503TA	Industrial Relations & Labor Laws	Major	02	01	00	15	10	25	75	100	2:1:0	03	√		√	√			√	SDG-4,5,8,9,10
6	F010503TB	Company Accounts	Major	02	01	00	15	10	25	75	100	2:1:0	03	√	√	√			√	√	SDG-4,8
7	Z050501T	Analytic Ability and Digital Awareness	Co-curricular	02	00	00	15	10	25	75	100	2:0:0	02	√		√	√			√	SDG-4, 8
8	BM382	Industrial Training	Major	00	00	10	15	10	25	75	100	0:0:10	05	√		√	√			√	SDG-4,5,8,9,10
Total				14	06	10	120	80	200	600	800		25								



Integral University, Lucknow

Effective from Session: 2024-25							
Course Code	F010501TA	Title of the Course	Income Tax	L	T	P	C
Year	III	Semester	V	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To provide basic understanding of Indian Income tax laws and to apply tax laws in financial decisions making.						

Course Outcomes	
CO1	It enables the students to basic of Income tax.
CO2	It helps the students to know how to use tax laws and save tax.
CO3	How to implement the tax law and its application.
CO4	It helps the students to understand various heads of Income.

Unit No.	Title of the Unit		Contact Hrs.	Mapped CO
1	Introduction	Indian Income Tax Act, 1961: Basic Concepts - Income, Agriculture Income, Casual Income, Assessment Year, Previous Year, Gross Total Income, Total Income, Person, Tax Evasion, Tax Avoidance	15	CO 1
2	Basis of Charge	Scope of Total Income, Residence and Tax Liability, Income which does not form part of Total Income.	10	CO 2
3	Heads of Income	Heads of Income: Income from Salaries, Income from House Property. Profit and Gains of Business or Profession, Capital Gains, Income from other sources.	10	CO 3
4	Computation of Tax	Aggregation of Income, Set off and Carry forward of losses, deductions from gross total Income, Computation of total Income and Tax liability.	10	CO 4

References Books:	
Singhanai V.K: Students' Guide to Income Tax; Taxmann, Delhi.	
Mehrotra H.C: Income Tax Law & Accounts; Sahitya Bhawan, Agra. (Hindi and English)	
Girish Ahuja and Ravi Gupta: Systematic approach to income tax; Sahitya Bhawan Publications, New Delhi. (Hindi and English)	
Jain, R.K., Income Tax Law and Accounts (Hindi and English), SBPD Publications, Agra Note- Latest edition of the text books should be used.	
e-Learning Source:	
https://www.youtube.com/watch?v=Vg4TdbLKnm4&feature=youtu.be	
https://youtu.be/007yg5sGDgY	

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

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2024-25							
Course Code	F010501TB	Title of the Course	Marketing Communication	L	T	P	C
Year	III	Semester	V	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The objective of marketing communication is to communicate ideas to target audiences.						

Course Outcomes				
CO1	The aim of the course is to build knowledge, understanding and skills in marketing communication among the student.			
CO2	The course seeks to give detailed knowledge about the subject matter by instilling in them basic ideas about IMC and advertising and their role in overall promotion strategies of the firm.			
CO3	Apply an IMC approach in the development of an overall advertising and promotional plan.			
CO4	Enhance creativity, critical thinking and analytical ability through developing an integrated marketing communication campaign.			
Unit No.	Title of the Unit	Topic	Contact Hrs.	Mapped CO
1	Marketing Communication	Meaning and its objectives; Integrated Marketing Communication (IMC): concepts and process; Advertising - Meaning, objectives, its role and functions, Classification of advertising, economic, social and ethical issues in advertising, DAGMAR approach, STP strategies in advertising, Advertising Agencies	10	CO 1
2	Process in Advertising	Consumer and mental process in buying, AIDA model, Hierarchy of effects model, Information processing model; Advertising Budget – Top down and Build up approach; Methods of advertising – Affordable method, arbitrary allocation method, percentage of sales method, competitive parity method, Objective and Task method.	12	CO 2
3	Advertising Creativity	Meaning of creativity, Creative strategy, Creative tactics, Advertising Appeals, USP theory of creativity; Copywriting: Meaning and Definition of Copywriting, The Copywriter, Copywriting for Print, Copywriting guidelines, Radio Copywriting, TV Copywriting, Writing for the Web, Tips for writing good web content	12	CO 3
4	Media Planning and Strategy	Media Types and their characteristics; Setting Media objectives; Steps involved in media planning, evaluation of media, media scheduling strategy, Evaluation of advertising effectiveness – need and purpose of evaluation, pre-testing and post testing techniques, Advertising research, decision areas in international advertising.	11	CO 4
References Books:				
George E Belch & Michael A Belch, Advertising and Promotion- An integrated Marketing Communication Perspective, McGraw Hill Education				
Chunawala & Sethia, Foundations of Advertising Theory & Practice; Himalaya Publishing House				
Copley Paul, Marketing Communications-Management Concepts & theories, Cases and Practices, Butterworth Heinemann Publication.				
Aaker, David A. et al., Advertising Management, PHI				
e-Learning Source:				
Marketing Communications course on LinkedIn				

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

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2024-25

Course Code	F010502TA	Title of the Course	Entrepreneurship and Small Business Management	L	T	P	C
Year	III	Semester	V	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The objective of this paper is to give the basic knowledge about the entrepreneurial concepts and cultivate comprehension of business scenarios.						

Course Outcomes

CO1	Understand the concept of Entrepreneurial Management and its relevance in the overall economic development.
CO2	To provide knowledge about entrepreneurship development, EDPs and institutional support system for Entrepreneurs.
CO3	To give an over view about business idea and how that idea is transformed into a business project.
CO4	Understand the role and importance of small businesses (SSI) in the economic development of India.

Unit No.	Title of the Unit	Topic	Contact Hrs.	Mapped CO
1	Entrepreneurship	Entrepreneurship: Concept, Role & Importance in Indian Economy, Socio-economic origin of entrepreneurship, Theories of Entrepreneurship, Characteristics of entrepreneur, Entrepreneurs V/s Managers, Problems faced by entrepreneurs, Types of entrepreneurs, Intrapreneurs, Women Entrepreneurs, Rural Entrepreneurs, Social Entrepreneurs.	15	CO1
2	Entrepreneurship Development	Entrepreneurship development: Concept and Significance, Entrepreneurial Development Programmes (EDP): objectives and problems of EDP, Institutional support to entrepreneurs, Arrangement of finance and support from financial institutions, Achievement motivation theory and Kakinada experiment.	10	CO2
3	Business Idea	Business Idea: Environmental analysis, Search for business idea, Identification of projects, Selection of project, Project formulation, Project report, project appraisal.	10	CO3
4	Small Business	Small Business: Definitions, MSMED Act 2006, Strategic Planning and its steps for small business, Incentives and subsidies available to small business, form of ownership, SSI: Concept, Importance, Characteristics of SSI, Advantages and problems of SSI. Steps for starting a small Scale industry, Registration as SSI.	10	CO4

References Books:

1. Robert Hisrich, Michael Peters & Dean Shepherd, "Entrepreneurship", McGraw Hill, India, 2016, 10th Edition.
2. C.B. Gupta & N.P. Srinivasan, "Entrepreneurial Development", Sultan Chand and Company, India, 2015 Edition.
3. Desai, Vasant, "Dynamics of Entrepreneurial Development and Management", Himalaya Publishing, India, 2017, 6th Edition.
4. Blundel, R. and Lockett, N., "Exploring Entrepreneurship Practices and Perspectives", Oxford University Press; UK Edition, 2011.

e-Learning Source:

https://onlinecourses.swayam2.ac.in/ntr24_ed36/preview

https://onlinecourses.swayam2.ac.in/cec24_mg08/preview

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

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2024-25

Course Code	F010502TB	Title of the Course	Sales Management	L	T	P	C
Year	III	Semester	V	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The goal of the Sales Management course is to examine the elements of an effective sales force as a key component of the organization's total marketing effort.						

Course Outcomes

CO1	To provide knowledge about the concept of Sales Management.
CO2	To provide knowledge about personal selling and focus light on the different perspectives of managing sales force.
CO3	To give an overview about importance of sales force in organization.
CO4	To give an overview about concept of distribution channels.

Unit No.	Title of the Unit	Topic	Contact Hrs.	Mapped CO
1	Introduction to Sales Management	Concept, Evolution of sales function, Objectives of sales management positions, Functions of Sales manager and their relation with other executives.	10	CO 1
2	Salesmanship	Theories of personal selling, Types of Sales executives, Qualities of sales executives, Personal selling process, Showroom & exhibition.	10	CO 2
3	Sales Organization and Relationship	Purpose of sales organization, Types of sales organization structures, Sales department external relations, Sales Force Management: Recruitment and Selection, Sales Training, Sales Compensation.	10	CO 3
4	Distribution Network Management	Types of Marketing Channels, Factors affecting the choice of channel, Types of middleman and their characteristics, Concept of physical distribution system.	15	CO 4

References Books:

Cundiff, still and Govoni : Sales Management, PHI, New Delhi. Edition-3rd.

Spiro, Stanton and Rich : management of sales force, Tata McGraw Hill, New Delhi.

Sahu, P K and Raut, K C : Salesmanship and Sales Management, Vikas Publishing House Pvt. Ltd. Edition -3rd.

e-Learning Source:

Sales Management via coursera.

Basics of Sales Management-Sales Grooming via udemy.

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

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2024-25							
Course Code	F010503TA	Title of the Course	Industrial Relations & Labour Laws	L	T	P	C
Year	III	Semester	V	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	This course will help students identify and develop an overview of industrial relations. It will also help in acquiring knowledge and understanding of Industrial Labour and General Laws.						

Course Outcomes	
CO1	Knowledge of Industrial Relation framework
CO2	Competency to understand the importance of Employee Relation within the perspective of Industrial Relation
CO3	Knowledge about relevant Laws of HR management Competency to interpreted and implement the Labour Laws within organization
CO4	Competency to use Collective Bargaining and Grievance redressal Mechanism

Unit No.	Title of the Unit		Contact Hrs.	Mapped CO
1	Industrial Relations	Role - Importance - Trade Unions, Objectives, Definition & registration. - Industrial disputes and their Resolutions. The settlement machinery and authorities under the act, strikes, lockouts, and layoffs,	15	CO1
2	Participative Management	Structure - Scope – Collective Bargaining - Works Committee - Joint Management Councils - Pre-Requisite for successful participation - Role of Government in Collective Bargaining.	10	CO2
3	Industrial Unrest	Employee dissatisfaction - Grievances – Disciplinary Action - Domestic Enquiry - Strikes - lockout - Prevention of Strikes - Lockouts. Discipline: Positive, negative discipline, disciplinary procedure, Absenteeism, Turnover, Dismissal and Discharge	10	CO3
4	Factories Act	Meaning, Definition – Welfare – Safety – Health Measures, Employment of women and young persons. Workmen's Compensation Act and International Labor Organization - Role and Function, General provisions of Bonus Act and Gratuity Act	10	CO4

References Books:	
1.	Sreenivasan M.R - Industrial Relations & Labor legislations.
2.	Aswathappa K - Human Resource and Personnel Management.
3.	Subba Rao P - Human Resource Management and Industrial Relations.
4.	Monoppa - Industrial Relations. 5. S.C. Srivastava, Industrial Relation of Labour Laws.
e-Learning Source:	
	https://youtu.be/6J-VvleH06k
	https://youtu.be/tGrn7JpDAVY

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

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2024-25

Course Code	F010503TB	Title of the Course	Company Accounts	L	T	P	C
Year	III	Semester	V	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	This course enables the students to the basic concepts and the tools used in Management and cost accounting.						

Course Outcomes

CO1	To enable Students to understand the basic nature of a joint stock company as a form of business organization
CO2	To enable Students to understand the significance of financial statements and how to prepare the financial statements.
CO3	To enable Students to understand and prepare the winding up of Companies.
CO4	To help students in to develop the concept of Holding and subsidiary companies and its preparation.

Unit No.	Title of the Unit		Contact Hrs.	Mapped CO
1	Accounting of issue and redemption	Joint Stock Companies: Its types and share capital, Issue, Forfeiture and Re-issue of shares, Redemption of preference shares, Issue and Redemption of Debenture.	10	CO1
2	Final Accounts	Final Accounts: Including Computation of managerial Remuneration and disposal of profit.	10	CO2
3	Accounting for Amalgamation	Accounting for Amalgamation of companies as per Accounting Standard 14, Accounting for External reconstruction, Liquidation of Company, Statement of Affairs and Deficiency/Surplus, Receivers Receipt and Payment A/c.	15	CO3
4	Standalone and Consolidated	Holding Company, Subsidiary Company Consolidated Balance Sheet of Holding Companies with one Subsidiary only.	10	CO4

References Books:

Rajasekaran, V and Lalitha, R. Corporate Accounting, Pearson Education, New Delhi, 2011
Monga, J.R. and Bahadur, R. Fundamentals of Corporate Accounting: Text and Assignments Based on NEP, Scholar Tech Press, [Edition 2023]
Gupta, N.and Sharma, C., Corporate Accounting. ANE books,2009.
M.C., Shukla, T.S. Grewal and S.C. Gupta, Corporate Accounting, S. Chand and Co., New Delhi.
Mukherjee, A and Haneef, M. Corporate Accounting. TATA McGraw Hill Publishing Co. Ltd,
S.N. Maheshwari, and S.K. Maheshwari, Corporate Accounting, Vikas Publication, New Delhi.
Ashok Sehgal and Deepak Sehgal, Advanced Accounting, Volume II, Taxmann, New Delhi.
Goyal, Bhushan Kumar. Corporate Accounting. Taxmann, New Delhi.

e-Learning Source:

CORPORATE ACCOUNTING Jai Narain Vyas University, Jodhpur and CEC via Swayam https://www.classcentral.com/course/swyam-corporate-accounting-269674 https://www.youtube.com/watch?v=H0LpKpmTtsg&list=PL9V8gXMR4kEIE9TmG8yg_pUx48TN1P8Rr

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

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2024-25							
Course Code	Z050501T	Title of the Course	Analytic Ability and Digital Awareness	L	T	P	C
Year	III	Semester	V	2	0	0	2
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The aim of the course is to understand the basics of syllogism as well as to get the concept of basics of web surfing and cyber security.						

Course Outcomes				
CO1	Familiarize with analogy, number system, set theory and its applications, number system and puzzles.			
CO2	To understand the basics of Syllogism, figure problems, critical and analytical reasoning.			
CO3	Familiarize with word processing application and work sheet.			
CO4	To understand the basics of web surfing and cyber security.			
Unit No.	Title of the Unit		Contact Hrs.	Mapped CO
1	Introduction to reasoning	Alphabet test, Analogy, Arithmetic Reasoning, Blood relations, Coding and Decoding, Inequalities, Logical Venn diagram, Seating Arrangements, Puzzles and Missing numbers	8	CO 1
2	Syllogism & Data Sufficiency	Syllogism, Pattern completion and figure series, Embedded Figure and counting of figures, Cube & Dice, Paper cutting and folding, Data sufficiency, Course of Action, Critical Reasoning, Analytical and decision making	7	CO 2
3	Computer Basics & MS Word Basics	Computer Basics: Block diagram of Digital Computer, Classification of Computers, Memory System, Primary storage, Auxiliary memory, Cache memory, Computer Software (System/Application Software). MS Word Basics: The word screen, getting to word documents, typing and Revising text, Finding and Replacing, Editing and Proofing tools, Formatting text characters, Formatting Paragraph, Document templates., Page set up, tables, Mail Merge, Macros, protecting documents, printing a document. MS-Excel Introduction, Worksheet basics, Creating worksheet, Heading information, Data & Text, Date & Time, Alphanumeric values, Saving & quitting worksheet, Opening and moving around in an existing worksheet, Toolbars and Menus, Excel shortcut and function keys, Working with single and multiple workbook, Working with formulae & cell referencing, Auto sum, coping formulae, Absolute & relative addressing, Worksheet with ranges, Formatting of worksheet, Previewing & Printing worksheet, Graphs and charts, Database, Creating and using macros, Multiple worksheets- concepts Introduction of Open Source Applications: LibreOffice, OpenOffice and Google Docs etc	8	CO 3
4	Web Surfing & Cyber Security	Web Surfing: An Overview: working of Internet, Browsing the Internet, E-Mail, Components of E-Mail, Address Book, Troubleshooting in E-Mail, Browsers: Netscape Navigator, Microsoft Internet Explorer, Google Chrome, Mozilla Firefox, Tor, Search Engines like Google, DuckDuckGo etc, Visiting web sites: Downloading. Cyber Security: Introduction to Information System, Type of information system, CIA model of Information Characteristics, Introduction to Information Security, Need of Information Security, Cyber Security, phishing, spamming, fake news, general issues related to cyber security, Business need, Ethical and Professional issues of security.	7	CO 4
References Books:				
Sharma, A., "How to prepare for Data Interpretation and Logical Reasoning for the CAT" McGraw Hill Education Pvt. Ltd., New Delhi, India, 2011, Ed. 5, ISBN 978 2007 070 481				
Aggarwal, R.S., "A Modern Approach to Verbal and Non-verbal Reasoning" S. Chand Publishers New Delhi, India, 2010, ISBN 10: 8121905516				
Aggarwal, R.S., "A Modern Approach to Verbal and Non-verbal Reasoning" S. Chand Publishers New Delhi, India, 2010, ISBN 10: 8121905516				
Goel, Anita, Computer Fundamentals, Pearson Education, India, 2012				
Michael E. Whitman and Herbert J. Mattord, "Principles of Information Security," Sixth Edition, Cengage Learning, 2017				
e-Learning Source:				
http://egyankosh.ac.in/handle/123456789/66996				
http://egyankosh.ac.in/handle/123456789/866				



Integral University, Lucknow

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

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2024-25							
Course Code	BM382	Title of the Course	Industrial Training	L	T	P	C
Year	III	Semester	V	0	0	10	5
Pre-Requisite	None	Co-requisite	None				
Course Objectives	Upon finishing the course students will be able to come up with a gain of professional work in industry and research project experience.						

Content
<p>Students are encouraged to undergo training in a suitable industry, consultancy, Non-Profit Organization, institute, Protected Areas etc. so as to get firsthand experience of corporate environmental management and real time office concept. Candidates will write a training report on issues related to different areas of corporate culture under the guidance of their respective guides. Each student will work independently on the topic. The project must consist of a review of the literature and produce a deep insight of the subject based on personal research. Project work will be initiated at the start of Semester. The students will undertake fieldwork in terms of the collection of data and surveys. The project will have to be submitted for appraisal and acceptance by the University. The students should submit their field project report in the following format:</p> <p>Chapter I: Introduction with Aims and Objectives: A background with historical information and a review of existing material or data on the subject along with the aims and objectives of the study.</p> <p>Chapter II: Methodology with Material and Methods: Description of the issue, methodology adopted for the study.</p> <p>Chapter III: Experimental: Presentation of data collected and detailed analysis of results.</p> <p>Chapter IV: Result and Discussion: Discussion on the data and results obtained and Presentation of the method suggested to solve the problem.</p> <p>Chapter V: Summary and Conclusions: A summary of the dissertation and important conclusions drawn at the end of the investigation.</p> <p>Bibliography or References: A list of references cited in the text.</p> <p>The Report should be typed on A4 size bond paper with 1.5 line spacing. Illustrations and photographs should be of high quality. The report should be flawless without any spelling mistakes or grammatical errors. Students will have to submit their training report one month before the practical examination at the end of Semester. The report will carry 100 marks (Internal marks 25 and External marks 75). Assessment of the report will be done at the end of the year. Students have to present a Power Point Presentation. Assessment of the field work shall be done by the external examiner appointed by Controller of Examiner, Integral University.</p>

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow
Faculty of Commerce & Management
STUDY & EVALUATION SCHEME

BBA

Semester-VI

S.No.	Course Code	Course Title	Type of Paper	Period Per hr /week /sem.			Evaluation Scheme				Sub. Total	Credit	Total Credits	Attributes							
				L	T	P	CT	TA	Total	ESE				Employability	Entrepreneurship	Skill Development	Gender Equality	Environment & Sustainability	Human Value	Professional Ethics	Sustainable Development Goal
1	F010601TA	Project Management	Major	02	01	00	15	10	25	75	100	2:1:0	03	√	√	√				√	SDG-4,8,
2	F010601TB	Goods & Service Tax	Major	02	01	00	15	10	25	75	100	2:1:0	03	√	√	√					SDG-12
3	F010602TA	Auditing	Viva	02	01	00	15	10	25	75	100	2:1:0	03	√	√	√			√	√	SDG-4,8
4	F010602TB	International Trade	Major	02	01	00	15	10	25	75	100	2:1:0	03	√	√	√				√	SDG-4,8,9,10
5	F010603TA	Strategic Management	Major	02	01	00	15	10	25	75	100	2:1:0	03	√	√	√			√	√	SDG-4,5,8,11
6	F010603TB	Training and Development	Major	02	01	00	15	10	25	75	100	2:1:0	03	√		√	√			√	SDG-4,5,8
7	Z060601	Communication Skills and Personality Development	Co-curricular	02	00	00	15	10	25	75	100	2:0:0	02	√		√				√	SDG-4, 8
8	BM383	Industrial Training	Major	00	00	10	15	10	25	75	100	0:0:10	05	√		√				√	SDG-4,5,8
Total				14	06	10	120	80	200	600	800		25								



Integral University, Lucknow

Effective from Session: 2024-25							
Course Code	F010601TA	Title of the Course	Project Management	L	T	P	C
Year	III	Semester	VI	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The basic objective of this course is to familiarize the students with the various aspects of projects and key guidelines relevant to project planning, analysis, financing, selection, implementation and review.						

Course Outcomes	
CO1	Understand the concept of project and different activities performed during different phases in the project life cycle.
CO2	Understand the process of Project Selection and Project Financing.
CO3	Understand the application of PERT and CPM method for Project scheduling.
CO4	Understand the process of Project Monitoring and Control.

Unit No.	Title of the Unit	Topic	Contact Hrs.	Mapped CO
1	Concept of project	Definitions & Characteristics of Project, Types of Projects, Phases in the Project Life Cycle, Project Management Process: Introduction, Tools & Techniques of Project Management, Human Resources aspect of Project Management, Project Organization.	10	CO1
2	Project Selection and Financing	Project Identification & Selection: Identification, Approaches to Project Screening and Selection, Project Rating Index. Market & Demand Analysis Techniques: Survey & Trend Projection Methods, Project Risk Management. Project Financing and Budgeting: Sources of Finance, Social Cost Benefit Analysis (SCBA) of Project.	10	CO2
3	PERT and CPM	Project Scheduling and Network Analysis: Rules of network construction, Critical Path Method, Slack and free float, PERT and its advantage over CPM. Probability of completing a project on time (PERT). Crashing a network (Overview).	10	CO3
4	Project Monitoring and Control	Monitoring and Control: Project Monitoring and Control Cycle. Project Management Information System, Milestone Analysis and Tracking Gantt chart. Earned Value Analysis (EVA), Cost performance Index (CPI), Schedule performance Index (SPI). Forms of project organization. Performance reviews on the basis of planned project cost and time. Major reasons for cost & time over runs and remedial measures.	15	CO4

References Books:

- Marwah Sanjiv, "Project Management", Dreamtech Press, India, 2011, 1st Edition.
- Chandra Prasanna, "Projects: Planning, Analysis, Financing, Implementation and Review", TataMcGraw Hill Publishers, India, 2014.
- Desai Vasant, "Project Management", Himalaya Publishing House, India, 2018, 4th Edition.
- Siddiqui, N.A. & Dwivedi A. "Project Management", Om Sai Tech Books, India, 2020, 1st Edition.

e-Learning Source:

- https://onlinecourses.nptel.ac.in/noc19_mg30/preview
- https://onlinecourses.nptel.ac.in/noc22_mg71/preview

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

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2024-25							
Course Code	F010601TB	Title of the Course	Goods and Services Tax	L	T	P	C
Year	III	Semester	VI	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The aim of the course is to build knowledge and understanding about GST among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about GST.						

Course Outcomes	
CO1	To make students aware about the rule and law related to indirect taxation and GST
CO2	To provide students with the working knowledge of principles and provision of GST.
CO3	To Understand the relevance of GST in the present Indian tax in scenario and its contribution for economic development.
CO4	To give an overview about tax exemptions.

Unit No.	Title of the Unit		Contact Hrs.	Mapped CO
1	Introduction	Constitutional framework of Indirect Taxes before GST (Taxation Powers of Union & State Government); Concept of VAT: Meaning, Variants and Methods; Major Defects in the structure of Indirect Taxes prior to GST; Overview of GST; Structure of GST (SGST, CGST, UTGST & IGST); GST Council.	15	CO 1
2	Supply of Goods and Services -	Definition of supply; Place of Supply: Intra-State and Inter-State supply; Composite and Mixed supply; Import and Export; Supplies of goods and services liable to be reverse charged; Time of supply; Nil rated supplies, Zero rated supplies, Exempted supplies & Non-GST supplies.	10	CO 2
3	Registration and Documentation	(A) Registration-Persons liable to registration; Compulsory registration; Procedure of Registration; Exemption from Registration; Composition Scheme. (B) Documentation- Tax Invoice; Bill of Supply; Receipt Voucher; Payment Voucher; Refund Voucher; Debit Note; Credit Note. Returns: GSTR 1 and GSTR 2, Monthly / Quarterly Return, Annual Return; Time and procedure of filing of Returns.	10	CO 3
4	Input Tax Credit	Introduction, Concept of Input Service Distributor, Legal Formalities for an ISD, Distribution of Credit, Claiming Input Tax Credit for inputs goods, Claiming Input Tax Credit for Capital Goods Payment of Tax- (a) Through Input Tax Credit. (b) By cash / bank after generation of online Challan. E-Way Bill: Introduction, Preparation of E-Way Bill, Important Points for Transporter GST Portal: Introduction, GST Eco-system, GST Suvidha Provider (GSP), Uploading Invoices	10	CO 4

References Books:	
Malhotra XE and Agarwal goods and services tax Agra India Sahib Bhawan Publication English and Hindi	
Agarwal Raj ke advanced handbook on GST background material on model GST law Sahitya Bhawan Publications.	
Bansal K. M. GST Customer law taxman Publication private limited University edition	
Singhanian VK student's guide to GST and customs law taxman Publication private limited University edition	

e-Learning Source:	
https://youtu.be/_tu__ORBgVE?si=A4Tl5krYU_hyRQjQ	
https://youtu.be/4AzIso-CZl4?si=Wid_hs6k_MV8viTt	

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

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2024-25

Course Code	F010602TA	Title of the Course	Auditing	L	T	P	C
Year	III	Semester	VI	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The aim of the course is to build knowledge and understanding about Auditing among the student.						

Course Outcomes

CO1	To provide knowledge about Auditing and its different types.
CO2	To provide knowledge about Auditing Procedure and Verification.
CO3	To provide knowledge about audit procedure and audit of limited companies.
CO4	Students will get an overview about special audit recent trends in auditing.

Unit No.	Title of the Unit		Contact Hrs.	Mapped CO
1	Introduction of Auditing	Introduction: Meaning and objectives of Auditing, Types of Audits, Audit Programme, Audit Notebook, Routine Checking and Test Checking	10	CO1
2	Control and Verification	Internal Control System: Internal Check and Internal Audit, Audit Procedure, Vouching, Verification of Assets and Liabilities.	10	CO2
3	Audit of Limited Companies	Audit of Limited Companies: Company Auditor – its Qualifications, Disqualification, Appointment, Removal, Remuneration, Rights, Duties and Liabilities of Company Auditors, Auditor's Report: Contents & Types and Audit Certificate.	10	CO3
4	Special Audit	Special Audit: Audit of Banking Companies, Audit of Insurance Companies, Audits of Educational Institutions, Audit of Cooperative Societies, Social Audit, Recent trends in Auditing, Nature and Significance of Cost Audit, Tax Audit, Management Audit.	15	CO4

References Books:

Gupta Kamal: Contemporary Auditing, McGraw-Hill Education (India) Pvt Limited, New Delhi, India. 2004
Tandon, B.N.: Practical Auditing, S. Chand & Company, New Delhi, India, 2007
Sharma, T.R.: Auditing Principles and Problems, Sahitya Bhawan, Agra. (Hindi and English)
Chapman Stephen (2017), Introduction to Materials Management, Pearson Publishing.
Pargare Dinkar: Principles and practices of Auditing, Sultan Chand, New Delhi, India, 1984, Edition- 13th

e-Learning Source:

Auditing I: Conceptual Foundations of Auditing University of Illinois at Urbana-Champaign https://www.classcentral.com/course/auditing-part1-conceptual-foundations-11798
Fundamentals of Auditing by Great Learning https://www.mygreatlearning.com/academy/learn-for-free/courses/fundamentals-of-auditing

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

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2024-25							
Course Code	F010602TB	Title of the Course	International Trade	L	T	P	C
Year	III	Semester	VI	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The objective of this course is to build knowledge and understanding about international trade among the student.						

Course Outcomes	
CO1	To provide knowledge about different methods of international trade.
CO2	To provide knowledge about different components related with international trade.
CO3	To provide knowledge about international economic institutions.
CO4	To provide knowledge about recent trends in India's foreign trade policy.

Unit No.	Title of the Unit		Contact Hrs.	Mappe dCO
1	Introduction	Basics of international trade, Historical aspects of India's International trade, international trade theories, drivers of international trade, International Vs. Domestic Trade.	10	CO1
2	Foreign Trade Components	Foreign trade & economic growth, balance of trade, balance of payments, Free trade, Equilibrium and disequilibrium of BOP and Remedies of Disequilibrium.	10	CO2
3	International Economic Institutions	IMF, World Bank, WTO (in brief), Regional economic groupings - NAFTA, EU, ASEAN, SAARC.	10	CO3
4	India's Foreign Trade Policy	Tariff & non-tariff barriers. Recent trends in India's foreign trade, institutional infrastructure for export promotion in India, projects & consultancy exports. Trade Policy: India's Trade policy, export assistance, marketing plan for exports	15	CO4

References Books:											
Bhalla, V. K., Srivaramu, S.: International Business – Environment and Management. 2015											
Subbarao, P.: International Business New south publication, Agra, 2014											
V.S. Datey, International Business, Taxmann Publications, New Delhi, 2017											
Jha, B.K. and Shah, M.S.: International Business, Kedar Nath & Ram Nath Meerut, 2015, India											
Ackoff, R.L. – The Design of Social Research business, Chicago University Press. 2014.											
e-Learning Source:											
https://onlinecourses.nptel.ac.in/noc24_mg28/preview											
https://onlinecourses.nptel.ac.in/noc24_lw03/preview											

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

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2024-25							
Course Code	F010603TA	Title of the Course	Strategic Management	L	T	P	C
Year	III	Semester	VI	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The aim of the course is to build knowledge and understanding about Strategic Management among the student.						

Course Outcomes	
CO1	The course aims to acquaint the students with nature, scope and dimensions of Business Policy and Strategic Management Process.
CO2	The course aims to acquaint the students the Relevance of Business Environment in Strategic Management Process.
CO3	To develop learning and analytical skills among the students to solve business problems and provide strategic solutions.
CO4	The course aims to acquaint the students with the Strategic Implementation Process and Strategic Evaluation and Control Process.

Unit No.	Title of the Unit		Contact Hrs.	Mapped CO
1	Introduction of strategic management	What is Strategy? What are Strategic Intent; Mission; Objectives and Goals; Policies; Program; Budget; Process of strategic management, Levels of strategy	10	CO1
2	Environment scanning	Identifying strategic alternatives of business; Environmental appraisal Internal environment; Key Success Factors; Role of Resources, Capabilities and Core Competencies; Competitive Advantage to Competitive Strategies; VRIO Model, External environmental Analysis-PESTEL.	10	CO2
3	Strategy formulation & choice	Concept of Value Chain, SWOT Analysis; Tools and Techniques for Strategic Analysis TOWS Matrix; Generic Strategies; Competitive Strategies –Porter's 5 Forces Model; The Experience Curve, Grand Strategy, BCG Matrix; Functional Strategies, Global entry strategies.	10	CO3
4	Strategy Implementation, Evaluation & control	Organization Structure; Resource Allocation; Projects and Procedural issues. Integration of Functional Plans. Leadership and corporate culture; Evaluation and Control: Organizational Systems and Techniques of Strategic Evaluation and Control of Performance and Feedback	15	CO4

References Books:

Prasad, M L. Strategic Management Sultan Chand, 2018,
 Wheelen & Hunger, Concepts in Strategic Management and Business Policy, 12th edition, Pearson Education.
 Kazmi, Azhar, Strategic Management and Business Policy, McGraw Hill Education, 2008 ,4th Edition
 Srinivasan, R. "Strategic Management the Indian context", Prentice Hall of India, 2014, 5Edition.
 Jauch R. Lawrence, and Glueck, William F. ; Strategic Management and Business Policy, - McGraw Hill

e-Learning Source:

https://onlinecourses.swayam2.ac.in/imb20_mg25/preview
<https://nptel.ac.in/courses/110108047>

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

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2024-25

Course Code	F010603TB	Title of the Course	Training and Development	L	T	P	C
Year	III	Semester	VI	2	1	0	3
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The field of Training and Development and its role in optimizing performance.						

Course Outcomes

CO1	Applying theoretical concepts and models to training design.
CO2	Designing training interventions using a variety of methodologies.
CO3	Evaluating the effectiveness of training & development interventions.
CO4	Assessing whether training & development is a viable career option.

Unit No.	Title of the Unit		Contact Hrs.	Mapped CO
1	Introduction	Concepts and Rationale of Training and Development; Difference between Training, Development & Education, overview of training and development systems; organizing training department; training and development policies; Requisites of Effective Training.	10	CO1
2	Training Needs Assessment (TNA)	Meaning of TNA, Purpose and Methods of TNA, the Need Assessment Process – Organizational Analysis, Person Analysis, Task Analysis, Output of TNA. Learning Theories.	10	CO2
3	Designing, Conducting & Evaluation of Training Program	Areas of training, Types of training, System's Approach to Training, Training Methods, designing a training program, contents & scheduling, study material, selecting a trainer, deciding method of training, Types of Teaching Aids in Training, Training Evaluation & Methods of Training Evaluation, Training Effectiveness Models – Kirkpatrick Model of Training Effectiveness, CIRO Model.	10	CO3
4	Executive Development	Importance of Executive Development, Steps in the organization of a management Development Program/ Executive Development Program, Methods/ Techniques of Management Development Program, Special Issues in Training & Development – Legal Issues, Cross Cultural Preparation, Managing Workforce Diversity, Sensitivity Training, Succession Planning.	15	CO4

References Books:

Noe, Raymond A., and Amitabh Deo Kodwani, Employee Training and Development, Tata McGraw Hill, 5th Edition, 2012.

Rao VSP, Human Resource Management, Excel Books Publication, 3rd Edition. 2013.

Rolf, P., and Udai Pareek, Training for Development, Sage Publications Pvt. Ltd.

Jack J. Phillips, Hand book of Training Evaluation and Measurement Methods, Routledge.

Dayal, Ishwar, Management Training in Organisations, Prentice Hal+

e-Learning Source:

<https://youtu.be/WS67piGlwvU>

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

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2024-25

Course Code		Z060601	Title of the Course		Communication Skills and Personality Development		L	T	P	C
Year		III	Semester		VI		2	0	0	2
Pre-Requisite		None	Co-requisite		None					
Course Objectives		The Objective of Communication Skills and Personality Development is to help students understand the process of communication in link with Non – verbal Communication. The curriculum also targets the understanding of different barriers that creep into the communication process. Moreover Units covered on LSRW skills development will help students acquire competence over linguistic skills. This would be developed through balanced and integrated tasks.								
Course Outcomes										
CO1	To understand the concept of Personality.									
CO2	To learn to make good resume and prepare effectively for interview.									
CO3	To explore communication beyond language.									
CO4	To acquire good communication skills and develop confidence.									
Unit No.	Title of the Unit							Contact Hrs.	Mapped CO	
1	Personality and Personal Grooming		Understanding Personality <ul style="list-style-type: none">• Definition and Meaning of Personality• Types of Personality• Components of Personality• Determinants of Personality• Assessment of Personality Grooming Self <ul style="list-style-type: none">• Dress for success• Make up & skin care• Hair care & styles for formal look• Art of accessorizing• Oral Hygiene					7	CO1	
2	Interview Preparation and Group Discussion		Meaning and Types of Interview [Face to Face, Telephonic, Video] <ul style="list-style-type: none">• Interview procedure [Opening, Listening, Closure]• Preparation for Interview• Resume Writing• LinkedIn Etiquette• Meaning and methods of Group Discussion• Procedure of Group Discussion.• Group Discussion simulation• □ Group discussion common error					8	CO2	
3	Body Language and Behaviour		Concept of human behavior <ul style="list-style-type: none">• Individual and group behavior• Developing Self-Awareness• Behaviour and body language• Dimensions of body language:• Proxemics• Haptics• Oculesics• Paralanguage• Kinesics• Sign Language• Chromatics• Chronemics• Olfactics• Cultural differences in Body Language• Business Etiquette & Body language• Body Language in the Post Corona Era• Virtual Meeting Etiquette• Social Media Etiquette					7	CO3	
4	Art of Good Communication		Communication Process <ul style="list-style-type: none">• Verbal and Non-verbal communication• 7 C's of effective communication• Barriers to communication• Paralinguistic's Pitch Tone Volume Vocabulary Word stress Pause <ul style="list-style-type: none">• Types of communication Assertive Aggressive Passive Aggressive <ul style="list-style-type: none">• Listening Skills• Questioning Skills• Art of Small Talk• Email Writing					8	CO4	



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References Books:

1. Cloninger, S.C., "Theories of Personality: Understanding Person", Pearson, New York, 2008, 5th edition.
2. Luthans F, "Organizational Behaviour", McGraw Hill, New York, 2005, 12th edition.
3. Barron, R.A. & Brian D, "Social Psychology", Prentice Hall of India, 1998, 8th edition.
4. Adler R.B., Rodman G. & Hutchinson C.C. , "Understanding Human Communication", Oxford University Press : New York, 2011.

e-Learning Source:

https://onlinecourses.swayam2.ac.in/cec22_cm03/preview

<https://archive.nptel.ac.in/noc/courses/noc21/SEM1/noc21-hs02/>

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

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2024-25							
Course Code	BM383	Title of the Course	Industrial Training	L	T	P	C
Year	III	Semester	VI	0	0	10	5
Pre-Requisite	None	Co-requisite	None				
Course Objectives	Upon finishing the course students will be able to come up with a gain of professional work in industry and research project experience.						

Content
<p>Students are encouraged to undergo training in a suitable industry, consultancy, Non-Profit Organization, institute, Protected Areas etc. so as to get firsthand experience of corporate environmental management and real time office concept. Candidates will write a training report on issues related to different areas of corporate culture under the guidance of their respective guides. Each student will work independently on the topic. The project must consist of a review of the literature and produce a deep insight of the subject based on personal research. Project work will be initiated at the start of Semester. The students will undertake fieldwork in terms of the collection of data and surveys. The project will have to be submitted for appraisal and acceptance by the University. The students should submit their field project report in the following format:</p> <p>Chapter I: Introduction with Aims and Objectives: A background with historical information and a review of existing material or data on the subject along with the aims and objectives of the study.</p> <p>Chapter II: Methodology with Material and Methods: Description of the issue, methodology adopted for the study.</p> <p>Chapter III: Experimental: Presentation of data collected and detailed analysis of results.</p> <p>Chapter IV: Result and Discussion: Discussion on the data and results obtained and Presentation of the method suggested to solve the problem.</p> <p>Chapter V: Summary and Conclusions: A summary of the dissertation and important conclusions drawn at the end of the investigation.</p> <p>Bibliography or References: A list of references cited in the text.</p> <p>The Report should be typed on A4 size bond paper with 1.5 line spacing. Illustrations and photographs should be of high quality. The report should be flawless without any spelling mistakes or grammatical errors. Students will have to submit their training report one month Before the practical examination at the end of Semester. The report will carry 100 marks (Internal marks 25 and External marks 75). Assessment of the report will be done at the end of the year. Students have to present a Power Point Presentation. Assessment of the field work shall be done by the external examiner appointed by Controller of Examiner, Integral University.</p>

Name & Sign of Program Coordinator	Sign & Seal of HoD
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