

**Integral University, Lucknow**  
**Masters of Business Administration (MBA)**

**Programme Outcomes (PO's) :**

- PO 1- To provide knowledge about subjects related to management and accounting.
- PO 2- To improve creativity and logical thinking and develop decision making abilities to solve management related problems and issues .
- PO 3- Identify new opportunities and horizons in the changing business environment.
- PO 4- Multidisciplinary comprehensive knowledge is given to the learners of this program.
- PO 5- To develop and meliorate the interpersonal skills, technical and problem solving skills of the student.
- PO 6- Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

**Programme Specific Outcome (PSO's) :**

- PSO1- Aims at preparing young minds into professionals of world class.
- PSO2- designed to provide exposure to practicalities of corporate world through training and case studies.
- PSO3- Empowers students to be innovative and smart in handling crisis situations and risks ventures. PSO4- Enables students to have extensive and intensive knowledge about two specialized areas in management like marketing, human resource ,finance, accounting etc.
- PSO4- Provide the ability to identify problems and seek solutions with effective utilization of resources. PSO6- Enable the student to have better understanding of problems and situations with high emotional quotient than other professionals.

**Scheme of Evaluation**

w.e.f.- 2015-2016

**YEAR -II**

**SEMESTER- IV**

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

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

**MBA II Year / Semester IV**

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

**Title of The Course: Business Environment**

**Co-Requisite:** NONE

L	T	P	C
3	0	0	3

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

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

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

**References Books:**

Francis Cherunalum: Business Environment, 13<sup>th</sup> Edn. Himalaya Publishing Pvt. Ltd.

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

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

David P. Baron, Business and its Environment

Business environment by C B Gupta

**MBA II Year / Semester IV**

**Course Code :** BM517  
**Approved On:** 23/05/2015  
**Pre-Requisite:** NONE

**Title of The Course:** Entrepreneurship Management  
**Co-Requisite:** NONE

L	T	P	C
3	0	0	3

**Objective :** The objective of the paper is to develop conceptual understanding of the topic among the students and comprehend the environment of making of an Entrepreneur.

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

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

**References Books:**

Robert Hisrich, Michael Peters and Dean Shepherd: Entrepreneurship (TMH) The 9th Edition
Robert Hisrich, Michael Peters and Dean Shepherd: Entrepreneurship (TMH) The 9th Edition
Gupta, V.B.&N.P.Srinivasan: Entrepreneurial Development (Sultan Chand & Sons) Edition 2011
Vasant Desai: Management of a small scale industry (Himalaya publishing house) Edition 2012
Gupta, V.B.&N.P.Srinivasan: Entrepreneurial Development (Sultan Chand & Sons) Edition 2014

**MBA II Year / Semester IV**

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

**Title of The Course:** Management Information System

**Co-Requisite:** NONE

L	T	P	C
3	0	0	3

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

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

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

**References Books:**

C.S.V Murthy : Management Information Systems, Himalaya Publishing House, New Delhi
Laudon K C & Laudon J P : Management Information Systems: Managing the Digital Firm, Prentice-Hall
O'Brien J : Management Information Systems, Tata McGraw-Hill, Galgotia
Jawedkar W S : Management Information Systems, Tata McGraw-Hill
Mudrick R G : An information system for modern management, Pearson

**MBA II Year / Semester IV**

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

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

L	T	P	C
3	0	0	3

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

<b>Course Outcomes</b>	
<b>CO 1:</b>	To provide basic legal knowledge about various provisions of Contract, Partnership and Sales of Goods
<b>CO 2:</b>	To provide conceptual knowledge about various legal aspects about negotiable instruments and information technology
<b>CO 3:</b>	To give an insight regarding various provisions of company law in India
<b>CO 4:</b>	To guide the students with regard to consumer's rights including consumer redressal mechanism
<b>CO 5:</b>	To provide legal and conceptual guidance about foreign exchange an security market

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

**References Books:**

S.S. Gulshan, G.K. Kapoor, Business Law Including Company Law (14<sup>th</sup> Edn. New Age Publication  
 Shukla, M.C. Mercantile Law S.Chand:New Delhi  
 Mamoria, Mamoria and Gankar Dynamics of Industrial Relations in India Himalaya: NewDelhi  
 Chawla, Garg, and Sareen.: Mercantile Law, 7th Ed. Kalyani  
 Smith and Roberson's Business Law -15th Edition – by Richard A. Mann and Barry S. Roberts (2011)

**MBA II Year / Semester IV**

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

**Title of The Course:** Strategic Management

**Co-Requisite:** NONE

L	T	P	C
3	0	0	3

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

<b>Course Outcomes</b>	
<b>CO 1:</b>	To provide basic knowledge of strategic and its impact on globalization
<b>CO 2:</b>	To provide a depth knowledge of environmental scanning
<b>CO 3:</b>	To give an insight techniques study about SWOT, TOWS
<b>CO 4:</b>	To guide the students about mergers and corporate strategies
<b>CO 5:</b>	To provide the basics of implementation of strategies in different sectors

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

**References Books:**

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

**MBA II Year / Semester IV**

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

**Title of The Course:** Total Quality Management

**Co-Requisite:** NONE

L	T	P	C
3	0	0	3

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

<b>Course Outcomes</b>	
<b>CO 1:</b>	Develop and understanding on Total Quality Management(TQM) philosophies and frameworks
<b>CO 2:</b>	Develop in-depth knowledge on various tools and techniques of Total Quality Management
<b>CO 3:</b>	Evaluate the principles of quality management and to explain how these principles can be applied within quality management systems
<b>CO 4:</b>	Develop a strategy for implementing TQM in an organization
<b>CO 5:</b>	Identify the key aspects of the quality improvement cycle

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

**References Books:**

Bank, J. : The Essence of Total Quality Management, Prentice Hall
Dale, B. G.(ed) : Managing Quality, Philip Allen, Hemel Hempstead
Feigenbaum, A.V. : Total Quality Control, McGraw Hill, New York
Nasao Nemoto : Total Quality Control for Management, Englewood Cliffs, N. J. Prentice Hall Inc
Crosby, P. B. : Quality is Free, McGraw Hill, New York.



MBA II Year / Semester IV

L	T	P	C
0	0	2	1

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

**Title of The Course:** Dissertation Project & Industrial Tour  
**Co-Requisite:** NONE

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

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

**MBA II Year / Semester IV**

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

**Title of The Course:** Grand Viva

**Co-Requisite:** NONE

L	T	P	C
0	0	0	0

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