



Integral University, Lucknow

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| Effective from Session: 2025-26 | | | | | | | |
| Course Code | BM307 | Title of the Course | Basics of Insurance Management | L | T | P | C |
| Year | III | Semester | VI | 3 | 1 | 0 | 4 |
| Pre-Requisite | NONE | Co-requisite | NONE | | | | |
| Course Objectives | The basic objective of the course is to acquaint the students to understand the concepts and principles relating to insurance and risk hedging with insurance products | | | | | | |

| Course Outcomes | |
|------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CO1 | Risk is imminent in life and insurance provides then much needed support to bear its consequences. Thus, unit focuses on the concept of risk related to insurance, methods to handle risk and risk management. |
| CO2 | It provides the basic knowledge of insurance and legal aspects of insurance in India |
| CO3 | It gives the knowledge of the most flourishing industry named Insurance. Also, the insurance products available in Indian market and its competitors. |
| CO4 | This unit provides the in-depth knowledge of life insurance in general as well as in Indian context. |
| CO5 | Insurance can be done against a variety of products. This unit focuses on the contemporary insurance products, their process and feasibility. |

| Unit No. | Title of the Unit | Content of Unit | Contact Hrs. | Mapped CO |
|-----------------|----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|------------------|
| 1 | Risk Analysis | Risk defined, concept of Risk and Burden, Methods of handling risks, Risk Management-nature and importance, Risk Management process | 9 | CO1 |
| 2 | Insurance Concepts | Introduction to Insurance, History of Insurance, Type of Insurance, Principles of Insurance contract, Brief overview of the IRDA and legal aspect of Insurance | 9 | CO2 |
| 3 | Insurance Marketing | Insurance as service industry, Insurance marketing and selling process, Insurance product types, Marketing system and Competition, Functions of insurers | 9 | CO 3 |
| 4 | Life Insurance | Life Insurance – products, competitive position, environment and general provisions, Type of Life Insurance contracts, Annuities and pension benefits, Tax benefit in Life Insurance, Role of LIC. | 9 | CO4 |
| 5 | General Insurance | Health insurance, Vehicle insurance, Fire insurance, Property and Liability insurance, Futuristic insurance products | 9 | CO 5 |

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| Reference Books: | |
| N.C. Gulati, Principle of Insurance Management, Excel Books, New Delhi, Latest Edition | |
| Karam Pal, B.S. Bodla, M.C. Garg, Insurance Management, Deep & Deep Publication Pvt. Ltd New Delhi, Latest Edition | |
| Gupta S.L. & Pal S., Insurance Management, Second edition, Sultan Chand & Sons, New Delhi, India, Latest Edition | |
| David P. Baron, Insurance, 6th Ed. India New Delhi ,Latest Edition | |
| Haleem A., Insurance, Galgotia Books, Latest Edition | |
| e-Learning Source: | |
| https://onlinecourses.swavam2.ac.in/cec20_mg24/preview | |
| https://www.classcentral.com/course/swavam-fundamental-of-insurance-19873 | |
| https://www.edx.org/course/planning-for-risk-and-retirement | |
| https://in.coursera.org/lecture/financial-markets-global/insurance-fundamentals-X6HV1 | |

| 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 | 2 |
| CO2 | 2 | 1 | 2 | 1 | 1 | - | 1 | 2 | 2 | 2 | 2 |
| CO3 | 2 | - | 1 | 2 | 1 | 1 | - | 2 | 1 | - | - |
| CO4 | - | 2 | - | 1 | 1 | 1 | 2 | - | 1 | 2 | 1 |
| CO5 | 2 | 1 | 2 | 1 | - | - | 1 | 1 | 1 | 1 | - |

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

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| Name & Sign of Program Coordinator | Sign & Seal of HoD |
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| Effective from Session: 2025-26 | | | | | | | |
| Course Code | BM310 | Title of the Course | Fundamentals of Management Information Systems | L | T | P | C |
| Year | III | Semester | VI | 3 | 1 | 0 | 4 |
| Pre-Requisite | None | Co-requisite | None | | | | |
| Course Objectives | The basic goal is to equip the learner to understand the information systems as a facilitator to the performance of business functions. | | | | | | |

| Course Outcomes | |
|------------------------|-------------------------------------------------------------------------------------------------------------------|
| CO1 | To describe the meaning and role of MIS in business organizations and differentiate between data and information. |
| CO2 | To formulate the decision-making process and the application of MIS in decision making. |
| CO3 | To learn the competitive strategies and understand the use of MIS in gaining competitive advantage. |
| CO4 | To understand the use of MIS in different business functions. |
| CO5 | To learn about latest concepts of technology and the trends in cyber world. |

| Unit No. | Title of the Unit | Content of Unit | Contact Hrs. | Mapped CO |
|-----------------|----------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|------------------|
| 1 | The Information Age | Data, Information & systems, Data vs. information, Data manipulation & generating information What is System? Information Flows within sub-systems, Integration of business flows to generate management reports | 9 | CO1 |
| 2 | Informatic on Systems in Decision Making | Decision making in business, the decision-making process, Concept of gross system design an detailed system design, Information systems in strategic planning, Structured & unstructured problems, Decision support System components, Types of decision support systems, Executive information systems | 9 | COC2 |
| 3 | Information Systems for Strategic Advantage | Competitive strategy concepts, Strategic roles for information systems, improving business operations, promoting business innovation, locking in customers and suppliers, creating switching costs, raising barriers to entry, building a strategic IT platform, Developing a strategic information base, Information Systems and the value chain | 9 | COC3 |
| 4 | Information Systems In Business Functions | Manufacturing & inventory control, Marketing sales & customer service, Human resources information services, Financial & accounting information system, Integration of business Functions | 9 | CO4 |
| 5 | Information Technology in Business | E-Commerce: The Internet, Intranet and extranets, Business to business trading, Business to consumer trading, E-Governance, Rules for successful online business transactions, M-Commerce | 9 | CO5 |

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| Reference Books: | |
| 1. | Introduction to Information Systems: James A. O'Brien, Latest Edition php publication. |
| 2. | Information Technology & Management: William Cats Baril & Ronald Thompson, Latest Edition |
| 3. | Management Information Systems: Suresh K. Basandra, Latest Edition |
| 4. | Management Information Systems: Nitin C Kamat , Latest Edition |
| e-Learning Source: | |
| https://onlinecourses.nptel.ac.in/noc22_mg100/preview | |
| https://www.himpub.com/documents/Chapter963.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 | 3 | 2 | 1 | 0 | 0 | 0 | 0 | 3 | 2 | 1 | 0 |
| CO2 | 3 | 2 | 2 | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 0 |
| CO3 | 1 | 2 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| CO4 | 2 | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| CO5 | 2 | 2 | 1 | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 0 |

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

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| Name & Sign of Program Coordinator | Sign & Seal of HoD |
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| Effective from Session: 2025-26 | | | | | | | |
| Course Code | BM314 | Title of the Course | Social Media Marketing (OJT) | L | T | P | C |
| Year | III | Semester | VI | 0 | 0 | 12 | 6 |
| Pre-Requisite | None | Co-requisite | None | | | | |
| Course Objectives | To enable the students about digital marketing from basic level to advance level with the help of concept and feature of digital marketing. | | | | | | |

| Unit No. | Title of the Unit | Content of Unit |
|-----------------|-------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | Social Media Marketing (OJT) | Involvement in Sales of all MSIL products, Involvement in PSF, Involvement in Sales of all MSIL products, Google Ratings & Reviews, Involvement in Sales of all MSIL products. |

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| Effective from Session: 2025-26 | | | | | | | |
| Course Code | BM315 | Title of the Course | Digital Marketing (OJT) | L | T | P | C |
| Year | III | Semester | VI | 0 | 0 | 12 | 6 |
| Pre-Requisite | None | Co-requisite | None | | | | |
| Course Objectives | To enable the students about digital marketing from basis level to advance level with the help of concept and feature of digital marketing. | | | | | | |

| Unit No. | Title of the Unit | Content of Unit |
|-----------------|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | Digital Marketing (OJT) | Enquiry Generation through Digital Marketing, Google Ratings & Reviews, Involvement in Sales of all MSIL products, Involvement in PSF, Involvement in Sales of all MSIL products, Google Ratings & Reviews, Involvement in Sales of all MSIL products. |

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| Course Code | BM316 | Title of the Course | Project Work –IV | L | T | P | C |
| Year | III | Semester | VI | 0 | 0 | 8 | 4 |
| Pre-Requisite | None | Co-requisite | None | | | | |
| Course Objectives | The students are required to carry out a project on any management subject and submit a report. The internal examination will be based on the progress of the work and viva taken by the concerned guide on the completion of the project. External examination will be a viva-voce on the project report. | | | | | | |

| Guidelines on Project Work | |
|----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Methodology | <p>Inclusion of project work in the course curriculum of the B.Com (H) Automobile Retail Management program is one of the ambitious aspects in the program structure. The main objective of inclusion of project work is to inculcate the element of research analyze and scientific temperament challenging the potential of learner as regards to his/ her eager to enquire and ability to interpret particular aspect of the study. It is expected that the guiding teacher should undertake the counselling sessions and make the awareness among the learners about the methodology of formulation, preparation and evaluation pattern of the project work.</p> <ul style="list-style-type: none">• There are two modes of preparation of project work:<ol style="list-style-type: none">1. Project work based on research methodology in the study area2. Project work based on internship in the study area |

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