Integral University, Lucknow
Faculty of Commerce
STUDY & EVALUATION SCHEME

B. Com (Hons.) Automobile Retail Management — 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	SkillDevelopment	Gender Equality	Environment &Sustainability	HumanValue	Professional Ethics	SustainableDevelopmentGoal
1	BM307	Basics of Insurance Management	Major	03	01	0	20	40	60	40	100	3:1:0	04	√	√	√				√	SDG-4,8,9,10
2	BM310	Fundamentals of Management Information Systems	Major	03	01	0	20	40	60	40	100	3:1:0	04	√	√	√		√			SDG-12
3	BM314	Social Media Marketing (OJT)	Major	00	00	12	20	40	60	40	100	0:0:12	06	√	√	√	√			√	SDG-4,8,9,10
4	BM315	Digital Marketing (OJT)	Major	00	00	12	20	40	60	40	100	0:0:12	06	√	√	√	√	√	√	√	SDG-1,4,5,8,11
5	BM316	Project- IV	Major	00	00	08	00	60	60	40	100	0:0:8	04	√		√	√			√	SDG-4,5,8,9,10
6	BM317	Viva -Voce	-	00	00	04	00	60	60	40	100	0:0:4	02	√		√	√			√	SDG-4,5,8,9,10
Total				**06**	**02**	**36**	**80**	**280**	**360**	**240**	**600**		**26**								