



Integral University, Lucknow

Effective from Session: 2021-2022							
Course Code	BM105	Title of the Course	Business Organisation	L	T	P	C
Year	I	Semester	II	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The purpose of this paper is to impart to the students an understanding of the state of the art of business concepts, and practices with a view to preparing them to face the emerging challenges of business & managing						

Course Outcomes	
CO1	Acquire conceptual knowledge of Business and its concept.
CO2	Understand the forms of business organization.
CO3	Understand the concept of Entrepreneurship.
CO4	Understanding the relationship between government and business.
CO5	To understand how business finance is being utilized.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Business Organization and its Environ	Nature and scope of business, business objectives, business as a system, distinction between business, commerce, and trade, Type of Environment-internal, external, micro and macro environment, environmental analysis, Process and limitations of environmental analysis, business and environment interface. Case Study.	9	1
2	Forms of Business Organization	Sole Proprietorship-Features, Advantages & Disadvantages. Partnership-Features, Advantages & Disadvantages, Joint Stock Company- Features, Advantages & Disadvantages, Cooperative Societies, Multinational Corporations. Case Study	9	2
3	Entrepreneurship	Concept and Nature of Entrepreneur, Types of Entrepreneurs, Functions of Entrepreneur, Concept and Nature of Entrepreneurship, Distinction between Entrepreneur and Manager, Role of Entrepreneurship in Economic Development. Case Study.	10	3
4	Government And Business Interface	Meaning of Stock Exchange, Features of Stock Exchange, Functions of Stock Exchange, Concept of BSE, NSE, Sensex & Nifty, Concept of SEBI, Business Combination – concept and causes, Chambers of Commerce and Industries in India – FICCI, CII. Case Study.	9	4
5	Business Finance	Business Finance-Meaning, Sources of Business Finance, Money Market-Functions, Types of Instruments Traded in the Money Market, Securities Market-Concept, Types, Money Market Vs. Security Market. Case Study.	8	5

Reference Books:

- Vasishth, Neeru, “Business Organization”, Taxmann, New Delhi
- Taloo, Thelman J., “Business Organizational and Management”, TMH,
- Tulsian , P.C., Business Organisation, Pearson
- Gupta, R. N. “Business Organisation & Management” Edited 2015 TXMAN Publishing, New Delhi
- B.G. Satyaprasad, K. Nirmala, Vedananda Murthy & D.S. Gopalakrishna “Business Organization and Management” Edited 2012, I. K. International Publishing House Pvt. Ltd., New Delhi.

e-Learning Source:

<https://www.youtube.com/watch?v=ViwqqpB-6To>

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	2	2	-	2	1	1	1
CO2	1	1	1	2	1	-	3	1	2	1	1
CO3	2	2	2	1	1	2	1	2	1	2	1
CO4	2	1	1	2	1	2	3	1	1	1	1
CO5	2	1	1	2	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
B.Com (Hons.) Automobile Retail Management

Effective from Session: 2023-24							
Course Code	BM146	Title of the Course	Grooming And Behavioural Skills	L	T	P	C
Year	I	Semester	II	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To develop knowledge of Grooming, Etiquette and Personality Development and also to build self-confidence, enhance self-esteem and improve overall personality of the students.						

Course Outcomes	
CO1	Understanding the importance of Grooming and Behavioural skills.
CO2	Projecting the Right First Impression.
CO3	Polishing manners to behave appropriately in social and professional circles.
CO4	Enhancing the ability to carry oneself with poise and dignity.
CO5	Developing and maintaining a positive attitude and appropriate Body language.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Grooming and Behaviour	Introduction to Grooming and Behavioural skills, Importance of these skills in corporate world. Developing Your Professional and Personal Image.	08	CO 1
2	Greeting Ethics	Making a Great First Impression: How to present yourself to people, Greetings, How to make proper introductions, Paying & Receiving Compliments, Small Talk & Networking, Managing Different Personalities. Listening skill, Body Language, Poise, and Eye Contact	08	CO2
3	Importance of Personality Development	Personality Development: Time management, Goal setting, Positive attitude, Self-confidence, Leadership skills and Body language	08	CO 3
4	Essentials of dressing	Etiquettes in dressing The Do's and Don'ts in dressing, Understand various dress codes for different occasions, Personal Hygiene, Clothes and Corporate Culture	08	CO 4
5	Methods Of Communication	Behavioural and Communication etiquette Email etiquette, Telephone/ Cell phone etiquette, Business card etiquette, The Do's and Don'ts in Conversation, Starting and sustaining conversations that are engaging.	08	CO 5

Reference Books:

Bhatnagar. N (2019) Effective communication and soft skills New Delhi: Pearson Education India.

Dent, F, E (2018), Influencing Skills and Techniques for Business Success, Palgrave Macmillian.

Lesikar, Raymond V. and Marie E. Flatley. Basic Business Communication. New Delhi: Tata McGraw-Hill, 2022

Drew, P and Hentyre, J (eds) (2020), Talk at Work: Interaction in Institutional Settings,

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

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Effective from Session: 2023-24							
Course Code	BM147	Title of the Course	Enterprise Resource Planning	L	T	P	C
Year	I	Semester	II	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To introduce the students to Basic of Accounts and the usage of Tally for accounting purpose.						

Course Outcomes	
CO1	To understand the concept of accounting and its use and relevance through computers.
CO2	To acquire conceptual knowledge of Computer System
CO3	To acquire conceptual knowledge of AIS.
CO4	To understand the basic models of ERP.
CO5	To give an insight on conceptual knowledge of ERP-related technologies.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Accounting	Accounting- Concept, Objectives, Advantages and Limitations, Types of Accounting Information; Users of Accounting Information and Their Needs. Qualitative Characteristics of Accounting Information. Role Of Accounting in Business.	8	1
2	Introduction to Computer	Introduction to Computer and Accounting Information System {AIS}: Introduction to Computers (Elements, Capabilities, Limitations of Computer System).	8	2
3	Accounting Information System {AIS}	Introduction to Operating Software, Utility Software and Application Software. Introduction to Accounting Information System (AIS) As a Part of Management Information System.	8	3
4	ERP and Accounting	ERP and Accounting: Evolution of ERP; Reasons for the Growth of ERP; Scenario and Justification of ERP in India; Evaluation of ERP; Various ERP Model; Advantages of ERP, ERP and Related Technologies Business Process Re-engineering (BPR); Management Information System (MIS); Executive Information System (EIS); Decision support System (DSS); Supply Chain Management (SCM).	8	4
5	Computerized Accounting Systems	Computerized Accounting Systems: Computerized Accounts by using any popular accounting software (Tally): Creating a Company; Configure and Features settings; Creating Accounting Ledgers and Groups; Creating Stock Items and Groups; Vouchers Entry; Generating Reports - Cash Book, Ledger Accounts, Trial Balance, Profit and Loss Account, Balance Sheet, Funds Flow Statement, Cash Flow Statement Selecting and shutting a Company; Backup and Restore data of a Company, GST Computation.	8	5

Reference Books:
Manufacturing Resource Planning (MRP II) with Introduction to ERP; SCM; an CRM by Khalid Sheikh, Publisher: McGraw- Hill. 2022.
Enterprise Resource Planning Paperback – 1 Jul 2019 by Rajesh Ray (Author).
Leon A. & Leon M., Introduction to Computers, Leon Vikas Publishers, 2021 New Delhi.
Leon, Fundamentals of Information Technology, Vikas Publishers., 2019- New Delhi.
e-Learning Source:
https://tallysolutions.com/erp-software/erp-modules/#gref

Course Articulation Matrix: (Mapping of COs with POs and PSOs)									
PO-PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	1	-	2	1	2	1	2	2
CO2	-	2	1	2	2	1	-	2	-
CO3	2	-	1	2	-	2	1	2	2
CO4	-	2	2	-	2	1	-	2	2
CO5	1	2	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
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Effective from Session: 2023-24							
Course Code	BM148	Title of the Course	Retail Store Operations	L	T	P	C
Year	I	Semester	II	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The primary objective of the course is to have students develop marketing competencies in retailing and retail consulting.						

Course Outcomes	
CO1	Develop skills to understand in detail, the processes in retail business.
CO2	Provide the students with the understanding of the concepts and the components of Modern Retail Store Operation
CO3	To know the process store layout and get practical orientation of merchandize management.
CO4	The students will further learn about Visual Merchandising
CO5	To get familiarized with space management in the retail store.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction to Stores operations & Type of Retail Store	Introduction; the Logistics Chain; Store Operations; Objectives of the Store Function; Managing the Store. Retail Store Organization; Centralized and Decentralized Retail Stores; Types of Retail Stores; Location of Retail Store; Site Selection of Retail Store; Merchandise Management in Retail Store; Merchandise Handling in Retail Store.	9	CO1
2	Store Management and its Operations	Store Management and its Operations Retail Store Operation Store Management Responsibilities; Motivating Retail Store Employees; Retail Store Operation Management; Store Format, Size and Space Organization; Retail Store Security; Retail Store Environment and Brand Building	9	CO2
3	Store Layout and Merchandise Management	Objective of Store Layout Design; Selecting a Layout; Division of Merchandise by Department; Locating Departments Within the Store; Merchandise Management and Principles of Merchandise Management. Space Management, Retail Store; Layout; Layout Planning; Layout as an Indicator of Competitiveness; Layout Types;.	9	CO3
4	Visual Merchandising	Meaning and Strategy Meaning of Visual Merchandising; Create Your Retail Store for Target Customers; Retail Strategy for Visual Merchandise; Fixtures and Presentation Techniques.	9	CO4
5	Atmospherics	Lighting; Address the Senses; Housekeeping Standards; Store Windows; Creative Displays; Signage and Graphics ; Color; Music; Scent. Interactive Windows.	9	CO5

Reference Books:
Retail Store Operation, by Paul H Nystrom, Publisher: Ronald Press, New York
Basics of Design: Layout and Typography for Beginner by Lisa Graham, Publisher: Cengage Learning
Visual Merchandising: The Business of Merchandise Presentation by Rober Colborne, Publisher: Cengage Learning
e-Learning Source:
Prof. Varadraj Bapat, School of Management, IIT Bombay. https://youtu.be/U3K5iXBeR7o
Prof. .Arun Kumar Department of Management Studies, IIT Madras. https://youtu.be/B_wuFexqqKw

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

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Effective from Session: 2023-24							
Course Code	BM149	Title of the Course	Fundamentals of HRM	L	T	P	C
Year	I	Semester	II	3	1	0	4
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 Management among the student.
CO2	To provide knowledge about potential appraisal.
CO3	To give an overview about Job Enrichment.
CO4	To make aware with Stress Management.
CO5	To provide an overview of Quality Circles

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.	9	CO1
2	Potential Appraisal	Concept, need, objectives, methods and Obstacles. Training: Meaning, role, assessing needs for training, organizing training programmers, 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.	9	CO3
4	Stress Management	Introduction, scope, limitations, methods; Management of careers; Stress Management: Definition, potential, sources of stress, consequences of stress, managing stress.	10	CO4
5	Quality Circles	Concept, structure, training in quality circle, problem solving techniques, role of management, trade union and workers, quality circles in India.	7	CO5

Reference Books:
Dipak Kumar Bhattacharya, Human Resource Management 2020.
Arun Monappa, Managing Human Resource 2019.
P. Subba Rao, Essential of HRM and Industrial Relation, 2018.
C.B. Memoria, Personnel Management, 2021.
e-Learning Source:
https://onlinecourses.nptel.ac.in/noc20_hs48/preview
https://archive.nptel.ac.in/noc/courses/noc21/SEM2/noc21-mg49/

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

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Integral University, Lucknow
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Effective from Session: 2023-24							
Course Code	BM150	Title of the Course	Automobile Products & Services	L	T	P	C
Year	I	Semester	II	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The objective of this paper is to help the students to acquire conceptual knowledge of fundamental of Maruti Product and Services						

Course Outcomes	
CO1	To provide the knowledge about the various product, specification and dimensions of product.
CO2	To provide the knowledge about the car insurance and financing.
CO3	To understand the methods of warranty and guarantee of the product.
CO4	To understand the knowledge of needs and types of accessories of the product.
CO5	To provide the knowledge about car exchange and driving school.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Products	Introduction, Models & Variants, Dimensions, Specifications, Demonstration, Competition Comparison, Role Plays, Activities, Recap and Quizzes.	8	CO 1
2\	Car Finance and Insurance	Need, Benefits, Terms, Documents, Approval Process, EMI Calculation, Rejection/Delay, Vehicle Insurance, Terms/Forms, Role Plays, Activities, Recap and Quizzes.	8	CO 2
3	Extended Warranty and Loyalty Program	Extended warranty & Types, Need, Benefits, Objections, Reward Programs & its benefits, Tiers and schemes, Enrolment, Points accumulation & Redemption, Role Plays, Activities, Recap and Quizzes.	8	CO 3
4	Accessories and Customization	Accessories, Need of Accessories, Types of Accessories, Benefits of Accessories, Accessories Products and car customization process, Role Plays, Activities, Recap and Quizzes.	8	CO 4
5	Car Exchange and Driving School & Sales Process	Introduction, Benefits to Sellers, Benefits to buyers, Tools, Car exchange process, Evaluation, Driving Courses & Benefits. Importance of Sales Process, How to prepare, Importance of Welcome, Probing, Listening, Importance of FABing, Demo, Test drive, Objection handling, Buying signal, Negotiation, Closing techniques, Deal Closure & Finance, Document Collection, Vehicle Delivery, Sales App: Feature and Functionalities and Dos & Don'ts, Role Plays, Activities, Recap and Quizzes, Role Plays, Activities, Recap and Quizzes.	13	CO 5

Reference Books:
Foundations of Advertising, Theory and Practice, Himalaya Publishing House, Bombay, 2020. - By Chunnewala & Sethia.
Advertising Today, Int. text Books Bell and Bain, London, Great Britain, 2018. – By, Frank Jefkins.
e-Learning Source:
https://www.slideshare.net/saravanavelk/a-study-on-customers-satisfaction-of-maruti-suzuki-cars-in-tirupur-city-by-ajith
https://www.marutisuzuki.com/

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

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Name & Sign of Program Coordinator	Sign & Seal of HoD
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