



Integral University, Lucknow

Effective from Session: 2025-26							
Course Code	BM 301	Title of the Course	Fundamentals of Financial Management	L	T	P	C
Year	III	Semester	V	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The basic objective of this course is to provide fundamental knowledge of financial management.						
Course Outcomes							
CO1	To comprehend the meaning, scope and objective of financial management.						
CO2	To explain alternative sources of finance and investment decisions and their feasibility.						
CO3	To describe the concept of cost of capital, its classifications and determination of cost of capital.						
CO4	To provide an insight on factors affecting capital and capital structure formation.						
CO5	To explain the determinants and techniques of managing working capital.						
Unit No.	Title of the Unit	Content of Unit			Contact Hrs.	Mapped CO	
1	Overview of Financial Management	Meaning and Scope, Profit maximization Vs Wealth maximization, and Time value of Money.			09	CO1	
2	Investment Decision	Capital Budgeting: Meaning, Process and Importance, Methods of project evaluation and selection: ARR, Payback, NPV, Benefit-cost ratio and IRR methods and their practical applications.			09	CO2	
3	Cost of Capital	Cost of Capital: Meaning, Importance, Calculation of Cost of Debt, Preference Shares, Equity Shares and Retained Earnings, Combined (Weighted) Cost of Capital.			09	CO3	
4	Capital Structure Theories	Approaches of capital structure, Determinants of Dividend policy and dividend models- Walter, Gordon and MM.			09	CO4	
5	Working Capital Management	Meaning, Need, Determinants, Estimation of working capital needs, Management of Inventory, Receivable and Cash Management.			09	CO5	
Reference Books:							
Pandey I. M., Financial Management, Vikas Publications 2020.							
Khan & Jain, Financial Management, Tata McGraw-Hill, 2019.							
Chandra Prasanna, Fundamentals of Financial Management (TMH), 2019.							
Smith K.V., Management of Working Capital, West Pub. Co.2018							
Agarwal J.D., Working Capital Management, Himalaya Publishing, New Delhi, 2018.							
e-Learning Source:							
https://youtu.be/CCQwz_Gwo6o							

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	2	2	2	1	2	2	2	2
CO2	2	2	1	2	2	2	1	1	2	2	2
CO3	2	2	1	2	2	2	0	1	1	2	1
CO4	2	2	1	2	2	2	1	2	1	2	1
CO5	2	2	1	2	2	2	0	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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Effective from Session:2025-26							
Course Code	BM 343	Title of the Course	Consumer Behavior in Automobile Industry	L	T	P	C
Year	III	Semester	V	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The objective of this course is to develop the understanding about the consumers and their decision process and application in marketing function of the organization.						

Course Outcomes	
CO1	To understand consumer behavior and its relationship with marketing concepts.
CO2	To understand the process of consumer decision making and its application.
CO3	To describe the underlying variables resulting into differences in consumer decision making.
CO4	To study the attitude-behavior relationship and its related models.
CO5	To help the company people in knowing the Influence of Reference Group on Consumer Behavior.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Studying Consumer Behavior	Definition - nature, need, significance, strategies and method of understanding consumers. Role of Socio, economic, political, psychological, environmental and Cultural aspects on automobile purchase.	9	CO 1
2	Environmental Influences on Consumer Behavior	Definition, importance and scope of environmental factors influence. Stimulus-response and social cognitive theory of environmental influence. Green Consumerism: Definitions, characteristics and factors driving green consumerism.	9	CO2
3	Individual Determinants of Consumer Behavior	Introduction and types of determinants. Role of motivation as determinants in purchase decisions. Types of consumer motives. Consumer perception, Components of Attitudes: Cognitive, affective, and behavioral components and their relevance to consumer behavior. Personality and learning.	9	CO3
4	Consumer Decision Process	Overview and importance of factors influencing consumer decision making. Stages of the consumer decision-making process, Role of culture, Cross Culture and Values on purchase decisions of consumers, Model of Consumer Decision making-,Howard Sheth Model, Engel-Kollat-Blackwell.	9	CO4
5	Influence of reference group	Meaning, concepts and types of reference groups. Role of friendship, work, celebrity and family on influencing consumer behaviour. Impact of social class, culture, subculture and cross culture factor on consumer behaviour.	9	CO5

Reference Books:	
Hawkins, Best, Coney, Consumer Behaviour: Building Marketing Strategy, Latest Edition, McGraw Hill, New Delhi, India.	
Loudon & Bitta, Consumer Behaviour, Tata McGraw Hill, Latest Edition, New Delhi, India.	
Schiffman, Kanuk, Kumar & Wisenblit, Consumer Behaviour, 12 Edition, Pearson Prentice Hall, Latest Edition, Chennai, India.	
Heyer D Wyne, Consumer Behaviour,6 edition, Latest Edition, Cengage Learning, Noida, India.	
e-Learning Source:	
https://iimbx.iimb.ac.in/catalog/consumer-behaviour/#	
https://www.edx.org/course/consumer-behaviour	

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

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

<p>Name & Sign of Program Coordinator</p>	<p>Sign & Seal of HoD</p>
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Effective from Session: 2025-26

Course Code	BM 349	Title of the Course	Pre-Owned Vehicle Sales-1(OJT)	L	T	P	C
Year	III	Semester	V	00	00	12	6
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To enable the students about Pre-Owned Vehicle of Maruti, understanding consumer behavior and selling skills						

Content of Unit	Content of Unit
Pre-Owned Vehicle Sales-1(OJT)	Pre-owned Vehicles Sales, Involvement in Events, Sales of Vitara Brezza , Involvement in Events, Sales of Swift & Dzire, Involvement in Events, Sales of Vitara Brezza , Involvement in Events, Sales of Dzire, Involvement in Events, Sales of Swift , Involvement in Events, Sales of Alto , Involvement in Events, Sales of Wagon R , Involvement in Events, Sales of Celerio , Involvement in Events, Sales of Celerio X

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Effective from Session: 2025-26							
Course Code	BM 353	Title of the Course	Pre-Owned Vehicle Sales-2 (OJT)	L	T	P	C
Year	III	Semester	V	00	00	12	6
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To enable the students about Pre-Owned Vehicle of Maruti, understanding consumer behavior and selling skills.						

Unit No.	Title of the Unit	Content of Unit
1	Pre-Owned Vehicle Sales-2 (OJT)	Home Visits to Customers, Sales of Alto & Wagon R , Involvement in On Road Service, Sales of Eeco , Involvement in Events, Sales of S Presso , Involvement in Events, Sales of Alto, S Presso & Wagon R , Involvement in Events, Sales of Celerio, Celerio X, Swift & Dzire , Demo of Celerio and Celerio X, Involvement in Events, Sales of Vitara Brezza , Pre-owned Vehicles Sales, Involvement in Events, Sales of Ertiga , Involvement in Events, Sales of Eeco, Involvement in Sales of all MSIL products , Involvement in Sales of all MSIL products

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Effective from Session: 2025-26							
Course Code	BM 355	Title of the Course	Project Report and Viva	L	T	P	C
Year	III	Semester	V	00	00	08	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 the viva taken by the concerned guide on the completion of the project. External examination will be viva-voce on the project report.						

Guidelines on Project Work	
Methodology	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 analyse 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. • There are two modes of preparation of project work: 1. Project work based on research methodology in the study area 2. Project work based on internship in the study area.

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