



Integral University, Lucknow

Effective from Session: 2024-25

Course Code	BM 202	Title of the Course	Corporate Law	L	T	P	C
Year	II	Semester	III	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The basic objective of this course is to provide knowledge about the Corporate Laws.						

Course Outcomes

CO1	To imbibe the legal and procedural aspects relating to contracts, agreements and performance of contract
CO2	To analyze and apprehend the provisions of Companies Act 2013.
CO3	To understand the various provisions related to Sales of Goods Act including the rights and obligations of buyers and sellers
CO4	To understand the regulatory aspects and the broader procedural aspects involved in Indian Partnership Act.
CO5	To comprehend and evaluate working of negotiable instruments, their features, types and endorsements

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Indian Contract Act	Definition and Essentials, of Contracts, agreements, Offer & Acceptance, Consideration, Capacity of Parties, Free consent, Performance of Contracts, Termination of Contract. Consequences and Remedies of contract termination, Contingent Contract: Implied, Quasi contract, Indemnity Contract, Guaranteed contract, Bailment, Lien, Pledge Agency contract.	10	CO 1
2	Companies Act 2013	Definition, Characteristics, formation of company, memorandum and articles of associations of a company, types of companies, management of companies, Directors and meetings; Winding up of companies.	10	CO2
3	Sales of Goods Act	Definition, Feature, Formation of contract, Contents of sales contract Condition and Warranty, Ownership of goods and transfer, Performance of sales contract, Delivery, Rights of unpaid sellers.	09	CO 3
4	Indian Partnership Act	Definition and Nature of Partnership, Partnership deed, registration of firms and consequences of non-registration, Dissolution of partnership.	08	CO 4
5	Negotiable Instruments	Definition, Instruments Features, Types, Recognition and Endorsement of Negotiable	08	CO5

Reference Books:

Kapoor GK A Dhamija Sanjay Company Law Comprehensive Textbook on Companies Act 2018 Taxman Publication

Gulshan J. J., Business Law Including Company Law, New Age International Publisher. 2019

Gupta Company Adhinyam Sahitya Bhawan Publication,2019 (Hindi and English)

Singh Avtar, Principles of Mercantile Law, Eastern Book Company, 2020.

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

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

Effective from Session: 2024-25							
Course Code	BM 203	Title of the Course	Principles of Marketing Management	L	T	P	C
Year	II	Semester	III	3	1	0	4
Pre-Requisite	None	Co-requisite	None				
Course Objectives	To familiarize and acquaint the student with basic knowledge of concepts, principles, tools and techniques of marketing						

Course Outcomes	
CO1	Understand Marketing Concept and its evaluation and to know the Consumer behavior and their decision making process
CO2	Analyze the market based on segmentation, targeting and positioning and to understand product mix and product life cycle.
CO3	Analyze pricing decisions, policies and strategies and to understand promotion mix decisions.
CO4	Make decision regarding distributions channel planning and different types of retailing
CO5	Understand International marketing and concept of EPRG schemes and self reliance criterion.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Introduction	Nature, scope and importance of marketing; Evolution of marketing concepts; Marketing mix, Marketing environment. Consumer Behavior – An Overview: Consumer buying process; Factors influencing consumer buying decisions.	9	CO1
2	Market Selection	Market segmentation – concept, importance and bases; Target market selection; Positioning concept, importance and bases; Product differentiation vs. market segmentation. Product: Meaning and importance. Product classifications; Concept of product mix; Branding, packaging and labeling; After- sales services; Product life- cycle; New Product Development.	9	CO2
3	Pricing Significance	Factors affecting price of a product. Pricing policies and strategies. Promotion: Nature and importance of promotion; Communication process; Types of promotion: advertising, personal selling, public relations & sales promotion, and their distinctive characteristics; Promotion mix and factors affecting promotion mix decisions; Communication planning and control.	9	CO3
4	Channels of distribution	Meaning and importance; Types of distribution channels; Wholesaling and retailing; Factors affecting choice of distribution channel; Physical Distribution. Retailing: Types of retailing – store based and non- store-based retailing, chain stores, specialty stores, supermarkets, retail vending machines, mail order houses, retail cooperatives; Management of retailing operations: an overview; Retailing in India: changing scenario.	9	CO4
5	International Marketing	Nature, Scope and tasks of international marketing, Difference between domestic and international marketing, international marketing concepts-EPRG scheme, Self- reliance criterion	9	CO5

Reference Books:	
Kotler, Philip and Gary Armstrong. Principles of Marketing. 13th edition. Prentice- Hall of India, New Delhi. Latest Edition.	
Michael, J Etzel., Bruce J Walker and W. J. Stanton. Marketing. 13th edition. McGraw Hill, New York. Latest Edition.	
McCarthy, E. Jerome., and William D. Perreault. Basic Marketing. Richard D. Irwin. Latest Edition.	
Majaro, Simon. The Essence of Marketing. Prentice Hall, New Delhi. Latest Edition.	
e-Learning Source:	
https://nptel.ac.in/courses/110104068	
https://onlinecourses.nptel.ac.in/noc22_mg57/preview	
https://nptel.ac.in/courses/110104070	
https://archive.nptel.ac.in/courses/110/104/110104068/	

Course Articulation Matrix: (Mapping of COs with POs and PSOs)											
PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO4	PSO4
CO1	3	2	1	2	1	2	2	2	2	1	2
CO2	2	2	2	1	2	1	1	2	2	1	1
CO3	2	1	2	2	1	2	1	1	2	2	2
CO4	1	1	2	1	1	2	1	2	2	1	1
CO5	2	2	1	1	1	1	2	1	2	1	2

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

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Integral University, Lucknow

Effective from Session: 2024-25

Course Code	BM 241	Title of the Course	Auto Finance- I (OJT)	L	T	P	C
Year	II	Semester	III	0	0	12	6
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The primary goal of 'on-the-job training' is to provide students with a formal introduction to a real-life work environment.						

Course Outcomes

On-the-job training helps students adapt to the work environment, including its culture, dynamics, and expectations. They learn how to navigate the organizational structure, communicate effectively with colleagues, and understand professional etiquette.

Content

MSPIN generation Introduction to all Dept. & TL allotment, Grooming session, Telephone etiquettes, Orientation to Accessories Dept., Body Shop, True Value Dept. Enquiry, Demo, Test Drive, Objection handling for Alto. Maruti Finance - Introduction to Finance Partners, Basic Finance Terms, Maruti Finance - EMI Calculation, Document Checklist, Enquiry, Demo, Test Drive, Objection handling for Alto, Maruti Insurance - Partner Companies, Insurance Terminologies, comparison with market, Enquiry, Demo, Test Drive, Objection handling for S Presso, Enquiry, Demo, Test Drive, Objection handling for Wagon R

Name & Sign of Program Coordinator

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Integral University, Lucknow

Effective from Session: 2024-25

Course Code	BM 242	Title of the Course	Auto Finance- II (OJT)	L	T	P	C
Year	II	Semester	III	0	0	12	6
Pre-Requisite	None	Co-requisite	None				
Course Objectives	The main objective of 'on-the-job training' is to acquaint the students formally to a real-life work place environment.						

Course Outcomes

On-the-job training allows students to acquire and develop practical skills directly applicable to the specific job or industry. They gain hands-on experience and become familiar with the tools, equipment, and procedures used in the workplace.

Content

Saleztrac App usage, Involvement in Sales of Alto, Understanding Negotiation (practical), Involvement in Sales of S Presso, Rural Retailing/ Involvement in Events, Involvement in Sales of Wagon R, Rural Retailing/ Involvement in Events, Sales of Alto, S Presso & Wagon R, Involvement in Events, Sales of Alto, S Presso & Wagon R, Customer Care & PSF, Revision of Finance, Customer Care & PSF, Revision of Insurance, Delivery Process, Involvement in Events, Sales of Alto, S Presso & Wagon R, Involvement in Events, Sales of Alto, S Presso & Wagon R.

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

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Effective from Session: 2024-25

Course Code	BM 243	Title of the Course	Project Work -I	L	T	P	C
Year	II	Semester	III	0	0	10	5
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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