





Integral University, Lucknow

<b>Effective from Session: 2024-25</b>							
<b>Course Code</b>	BM 296	<b>Title of the Course</b>	Customer Relationship Management	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	II	<b>Semester</b>	IV	3	1	0	4
<b>Pre-Requisite</b>	None	<b>Co-requisite</b>	None				
<b>Course Objectives</b>	To develop the conceptual and theoretical knowledge of customer relationship management.						

<b>Course Outcomes</b>	
<b>CO1</b>	To understand the concept of Customer relationship management.
<b>CO2</b>	To develop and know about the process of CRM.
<b>CO3</b>	To analyze the strategy and planning of CRM.
<b>CO4</b>	To apply the tools of CRM
<b>CO5</b>	To know how to implement the CRM

<b>Unit No.</b>	<b>Title of the Unit</b>	<b>Content of Unit</b>	<b>Contact Hrs.</b>	<b>Mapped CO</b>
1	<b>Concept and Applications</b>	Introduction to CRM and eCRM What is the customer? How do we define CRM? CRM technology components, customer lifestyle, customer interaction. Difference between CRM and eCRM, features of eCRM	8	CO1
2	<b>Process of CRM</b>	Sales Force Automation (SFA) Definition and need of SFA, barriers to successful SFA functionality, the technological aspect of SFA, data synchronization, flexibility, and performance, reporting tools	8	CO2
3	<b>Planning and Strategic forms of CRM</b>	Enterprise Marketing Automation (EMA) Components of EMA, marketing campaign, campaign planning, and management, business analytic tools, EMA components (promotions, events loyalty and retention programs), response Management	8	CO3
4	<b>Tools of CRM</b>	Call center Meaning, customer interaction, functionality, technological implementation, what is ACD (Automatic Call Distribution), IVR (Interactive Voice Response), CTI (Computer Telephony Integration), web-enabling the call center, automated intelligent call routing, logging & monitoring	10	CO4
5	<b>Implementations of CRM</b>	Implementing CRM Pre-implementation, kick-off meeting, requirements gathering, prototyping and detailed proposal generation, development of customization, Power use beta test and data import, training, roll out and system hand off ongoing support, system optimization, follow up. Introduction to Application Service Provider (ASP), who are ASPs? Their role and function, advantages and disadvantages of implementing ASP. Impact of CRM on Marketing Channels Meaning, how does the traditional distribution channel structure support customer relationship, and emerging channel trends that impact CRM?	12	CO5

<b>Reference Books:</b>	
M. Chaturvedi & A. Chaturvedi, Customer Relationship Management- An Indian Perspective, Excel Books, Inc. 2017.	
Rai A. K, Customer Relationship Management, Prentice Hall India Learning Private Limited, 2015.	
K. Govinda Bat, Customer Relationship Management, Himalaya Publishing House, 2017	
Dr. Shamsher Singh, Customer Relationship Management, Himalaya Publishing House, 2018	
Dr. M. Pandya Nayak, Customer Relationship Management, Himalaya Publishing House, 2020	
<b>e-Learning Source:</b>	
<a href="https://www.youtube.com/watch?v=T3cpQio764U">https://www.youtube.com/watch?v=T3cpQio764U</a>	
<a href="https://www.youtube.com/watch?v=6KLUm-Ych74">https://www.youtube.com/watch?v=6KLUm-Ych74</a>	

<b>PO-PSO CO</b>	<b>Course Articulation Matrix: (Mapping of COs with POs and PSOs)</b>										
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	1	1	2	1	-	1	1	-	1	2
CO2	1	1	-	1	-	1	1	-	1	-	1
CO3	1	1	1	-	1	1	2	1	2	1	-
CO4	1	-	1	2	1	1	-	2	1	1	-
CO5	2	1	2	1	-	1	1	-	1	-	1

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

<b>Name &amp; Sign of Program Coordinator</b>	<b>Sign &amp; Seal of HoD</b>
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# Integral University, Lucknow

Effective from Session: 2024-25

<b>Course Code:</b>	BM209	<b>Title of the Course</b>	Business Psychology & Organizational Behavior	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year:</b>	II	<b>Semester</b>	IV	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
<b>Pre-Requisite:</b>	None	<b>Co-requisite:</b>	None				
<b>Course Objectives</b>	This course develops and understanding of human behavior and its relationship in the business management for the purpose of achieving organizational goal in an interactive group.						

### Course Outcomes

<b>CO1</b>	To understand the role manager in a dynamic business environment.
<b>CO2</b>	To understand the role that motivation plays in business administration.
<b>CO3</b>	To understand the role of group behavior in business organization.
<b>CO4</b>	To understand the role of conflict in organizational dynamics and group behavior.
<b>CO5</b>	To understand organizational culture and climate and the influence of stress in business dynamics.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	<b>Meaning and Concepts of Organization Behavior</b>	Role of Manager in organization Direct and Indirect Environmental forces impact of various field of OB.	9	CO1
2	<b>Sources of Motivation</b>	Theories of Motivation, The Content Theories of work Motivation Perception – components, factors influencing perception process. Learning and Behaviors Reinforcement Case study	9	CO2
3	<b>Group Behavior</b>	Reasons for Group Formation, Types of Groups, Factors Contributing to Group Cohesiveness, Group, Decision making, Communication process making barriers Leadership in organization, Case Study.	9	CO3
4	<b>Differentiation of Groups</b>	Nature of Conflict in organization Changing view conflict, Types of conflict and situation causes of conflict, Organization culture, organization change and development. Case	8	CO4
5	<b>Dynamics of organizational behavior</b>	Organizational culture and climate – Factors affecting organizational climate – Importance. Job satisfaction – Determinants – Measurements – Influence on behavior. Organizational change – Importance – Stability Vs Change – Proactive Vs Reaction change – the change process – Resistance to change – Managing change. Stress – Work Stressors – Prevention and Management of stress – Balancing work and Life. Organizational development – Characteristics – objectives –. Organizational effectiveness	10	CO5

### Reference Books:

Stephen P. Robins, Organisational Behavior, 11th edition, PHI Learning, India, 2020.
Fred Luthans, Organisational Behavior, 11th Edition,, Mc Graw Hill, New Delhi, India, 2018.
LM Prasad, Organizational Theory and Behaviour, Himalaya Publishing House, New Delhi. 2020.
<b>e-Learning Source:</b>
<a href="https://onlinecourses.nptel.ac.in/noc22_mg78/preview">https://onlinecourses.nptel.ac.in/noc22_mg78/preview</a>
<a href="https://www.mygreatlearning.com/academy/learn-for-free/courses/organizational-behaviour">https://www.mygreatlearning.com/academy/learn-for-free/courses/organizational-behaviour</a>

### Course Articulation Matrix: (Mapping of COs with POs and PSOs)

PO- PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
<b>CO1</b>	2	1	1	2	1	-	1	1	-	1	2
<b>CO2</b>	1	1	-	1	-	1	1	-	1	-	1
<b>CO3</b>	1	1	1	-	1	1	2	1	2	1	-
<b>CO4</b>	1	-	1	2	1	1	-	2	1	1	-
<b>CO5</b>	2	1	2	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**

<b>Effective from Session: 2024-25</b>							
<b>Course Code</b>	BM 297	<b>Title of the Course</b>	Accessories Sales - I (OJT)	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	II	<b>Semester</b>	IV	<b>0</b>	<b>0</b>	<b>12</b>	<b>6</b>
<b>Pre-Requisite</b>	None	<b>Co-requisite</b>	None				
<b>Course Objectives</b>	<b>Enable students in On the Job Training regarding Accessories Sales, Institutional Sales; Customer objection handling.</b>						

<b>Content of Unit</b>	
Accessories Sales, Institutional Sales; Customer objection handling; Involvement in Events, Sales of Alto, S Presso & Wagon R; Enquiry, Demo, Test Drive, Objection handling for Celerio; Finance & Closing, Test Drive, Negotiation, Delivery Process; Enquiry, Demo, Test Drive, Objection handling for Celerio X; Enquiry, Demo, Test Drive, Objection handling for Celerio; Enquiry, Demo, Test Drive, Objection handling for Swift; Introduction to On Road Services; Involvement in Events, Sales of Celerio X; Involvement in Events, Sales of Swift; Involvement in Events, Sales of Dzire	

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## Integral University, Lucknow

Effective from Session: 2024-25							
<b>Course Code</b>	BM 298	<b>Title of the Course</b>	Accessories Sales – II (OJT)	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	II	<b>Semester</b>	IV	<b>0</b>	<b>0</b>	<b>12</b>	<b>6</b>
<b>Pre-Requisite</b>	None	<b>Co-requisite</b>	None				
<b>Course Objectives</b>	<b>Enable students in On the Job Training regarding Involvement in Events, Sales, Institutional Sales; Involvement in Events</b>						

Content	
Involvement in Events, Sales of Alto, S Presso & Wagon R; Involvement in Events, Sales of Celerio & Celerio X; Involvement in Events, Sales of Alto, S Presso & Wagon R; Involvement in Events, Sales of Swift & Dzire; Involvement in Events, Sales of Alto, S Presso & Wagon R; Revision of Accessories Sales & Institutional Sales; Involvement in Events, Sales of Eeco; Involvement in Events, Sales of Alto & S Presso; Involvement in Events, Sales of Swift & Eeco; Accessories Sale; Involvement in Events, Sales of Alto, S Presso & Wagon R; Involvement in Events, Sales of Celerio, Celerio X, Swift & Dzire.	

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## Integral University, Lucknow

Effective from Session: 2024-25							
<b>Course Code</b>	BM 299	<b>Title of the Course</b>	Project Work-II	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Year</b>	II	<b>Semester</b>	IV	<b>0</b>	<b>0</b>	<b>8</b>	<b>4</b>
<b>Pre-Requisite</b>	None	<b>Co-requisite</b>	None				
<b>Course Objectives</b>	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	
<b>Methodology</b>	<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"><li>• There are two modes of preparation of project work:<ol style="list-style-type: none"><li>1. Project work based on research methodology in the study area</li><li>2. Project work based on internship in the study area</li></ol></li></ul>

<b>Name &amp; Sign of Program Coordinator</b>	<b>Sign &amp; Seal of HoD</b>
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