



Integral University Lucknow
Department of Commerce
Study & Evaluation Scheme

B. Com (Hons.) Automobile Retail Management

Semester - III

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	Skill Development	Gender Equality	Environment & Sustainability	Human Value	Professional Ethics	Sustainable Development Goal
1	BM 202	Corporate Law	Major	3	1	0	20	40	60	40	100	3:1:0	4	√	√	√				√	SDG-4,8,9,10
2	BM 203	Principles of Marketing Management	Major	3	1	0	20	40	60	40	100	3:1:0	4	√	√	√	√	√	√	√	SDG-8,16
3	BM 241	Auto Finance-I (OJT)	Major	0	0	12	00	00	00	100	100	0:0:12	6	√	√	√	√			√	SDG-4,8,9,10
4	BM 242	Auto Finance-II (OJT)	Major	0	0	12	00	00	00	100	100	0:0:12	6	√	√	√	√	√	√	√	SDG-1,4,5,8,11
5	BM 243	Project Work -I	Major	0	0	08	00	00	00	100	100	0:0:08	4	√		√	√			√	SDG-4,5,8,9,10
Total				06	02	32	40	80	120	380	500		24								



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

Name & Sign of Program Coordinator	Sign & Seal of HoD
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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

Sign & Seal of HoD



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

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

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.

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University Lucknow
Department of Commerce
Study & Evaluation Scheme

B. Com (Hons.) Automobile Retail Management

Semester-IV

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	Skill Development	Gender Equality	Environment & Sustainability	Human Value	Professional Ethics	Sustainable Development Goal
1	BM 296	Customer Relationship Management	Major	3	1	0	20	40	60	40	100	3:1:0	4	√	√	√				√	SDG-4,8,9,10
2	BM 209	Business Psychology & Organizational Behaviour	Major	3	1	0	20	40	60	40	100	3:1:0	4	√	√	√	√	√	√	√	SDG-8,16
3	BM 297	Accessories Sales- I (OJT)	Major	0	0	12	00	00	00	100	100	0:0:12	6	√	√	√	√			√	SDG-4,8,9,10
4	BM 298	Accessories Sales- II (OJT)	Major	0	0	12	00	00	00	100	100	0:0:12	6	√	√	√	√	√	√	√	SDG-1,4,5,8,11
5	BM 299	Project Work- II	Major	0	0	08	00	00	00	100	100	0:0:08	4	√		√	√			√	SDG-4,5,8,9,10
Total				06	02	32	40	80	120	380	500		24								



Integral University, Lucknow

Effective from Session: 2024-25

Course Code	BM 296	Title of the Course	Customer Relationship Management	L	3	T	1	P	0	C	4
Year	II	Semester	IV								
Pre-Requisite	None	Co-requisite	None								
Course Objectives	To develop the conceptual and theoretical knowledge of customer relationship management.										

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

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Concept and Applications	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	Process of CRM	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	Planning and Strategic forms of CRM	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	Tools of CRM	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	Implementations of CRM	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

Reference Books:

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. Shamsheer Singh, Customer Relationship Management, Himalaya Publishing House, 2018
Dr. M. Pandya Nayak, Customer Relationship Management, Himalaya Publishing House, 2020

e-Learning Source:

https://www.youtube.com/watch?v=T3cpQio764U
https://www.youtube.com/watch?v=6KLUm-Ych74

PO- PSO CO	Course Articulation Matrix: (Mapping of COs with POs and PSOs)										
	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

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2024-25							
Course Code:	BM209	Title of the Course	Business Psychology & Organizational Behavior	L	T	P	C
Year:	II	Semester	IV	3	1	0	4
Pre-Requisite:	None	Co-requisite:	None				
Course Objectives	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	
CO1	To understand the role manager in a dynamic business environment.
CO2	To understand the role that motivation plays in business administration.
CO3	To understand the role of group behavior in business organization.
CO4	To understand the role of conflict in organizational dynamics and group behavior.
CO5	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	Meaning and Concepts of Organization Behavior	Role of Manager in organization Direct and Indirect Environmental forces impact of various field of OB.	9	CO1
2	Sources of Motivation	Theories of Motivation, The Content Theories of work Motivation Perception – components, factors influencing perception process. Learning and Behaviors Reinforcement Case study	9	CO2
3	Group Behavior	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	Differentiation of Groups	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	Dynamics of organizational behavior	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.

e-Learning Source:

https://onlinecourses.nptel.ac.in/noc22_mg78/preview

<https://www.mygreatlearning.com/academy/learn-for-free/courses/organizational-behaviour>

Course Articulation Matrix: (Mapping of COs with POs and PSOs)											
PO- PSO	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

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

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

Content of Unit
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

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

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

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.

Name & Sign of Program Coordinator	Sign & Seal of HoD
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Integral University, Lucknow

Effective from Session: 2024-25							
Course Code	BM 299	Title of the Course	Project Work-II	L	T	P	C
Year	II	Semester	IV	0	0	8	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	<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">• There are two modes of preparation of project work:<ol style="list-style-type: none">1. Project work based on research methodology in the study area2. Project work based on internship in the study area

Name & Sign of Program Coordinator	Sign & Seal of HoD
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