



**MANIPAL UNIVERSITY
JAIPUR**

MUJ/Q&C/021/F/1.01



**MANIPAL UNIVERSITY
JAIPUR**

Faculty of Management & Commerce

School of Business & Commerce

Expert Talk

On

Role of Academic Counsellor for Customer Relationship

11th April. 2022


Head
Department of Commerce
Manipal University Jaipur



Content of Report (index)

1. Introduction of the Event
2. Objective of the Event
3. Beneficiaries of the Event
4. Details of the Guests
5. Brief Description of the event
6. Program Scheme
7. Lecture Plan
8. Photographs
9. Brochure or creative of the event
10. Schedule of the Event
11. Attendance of the Event
12. Link of MUJ website



1. Introduction of the Event

Department of Commerce Manipal University Jaipur organized an expert talk on “Role of Academic Counsellor for Customer Relationship” on 11th April 2022 from 10.30 – 11.30 AM.

2. Objective of the Event

The aim of this lecture was to make the student aware about the market scenario of different companies. As she is working in a company that will be actual experience for students to know about the working situations and sales management.

3. Beneficiaries of the Event

This talk was organized for the students B.Com (Hons.) in accounting 2021 - 2024 to make them aware role of academic counsellor in the Upgrad company.

4. Details of the Guests

Mrs Pooja Bhardwaj alumni of B. Com(Hons) passed out batch 2018-2021 was the resource person of the Talk. She is presently working as academic counsellor in the UPGrad Company.

5. Brief Description of the event

The session was started by the welcome speech given by Dr. Saurabh Sharma, HoD, Department of Commerce. As we all know that in current competitive business environment, it has become very difficult to sustain the market share and maintain the market profit. So, it becomes very important to develop the market research in such a way it can ensure the survival of the firm and gain the long-term profit. Mrs, Poorva Bharadwaj discussed keen issues how Upgrad company works and the role she is presently working. She stressed on different strategies that company targets and to attract customers. The session became very interesting by real life motivating examples given by the expert. Poorva Bharadwaj jovially shared his experiences in the journey at MUJ and solved various queries raised by the students. She also explain the importance of time management and role of placement cells in the MUJ. She also discussed about the approach to select the best company from the list of MUJ offers.. The whole talk was coordinated by Dr. Tina Shivnani and Dr. Mahesh Jampala.

6. Program Scheme

B.COM SEMESTER VI

Course No.	Subject Code	Subject Title	L	T	P	C
4	CM3248	Consumer Behavior	3	0	0	3

7. Lecture Plan



Lecture No.	Topics	Session Outcome	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
1.	Introduction of the course	Discuss about the course	Class Room Discussion	Not Applicable	Not Applicable
2.	Consumer Behavior & Customer Relationship: Nature, scope & application	Discuss basic information related to consumer behavior	Lecture	1658.1	Class Quiz Mid Term I End Term
3.	Characteristics of consumer behavior, role of consumer research,	Discuss features and role of consumer research	Lecture	1658.1	Class Quiz Mid Term I End Term
4.	Consumer behavior interdisciplinary approach.	Recall the different disciplines related with consumer behavior	Lecture	1658.1	Class Quiz Mid Term I End Term
5.	Personality & Consumer Behavior: Concept, Nature , Importance	Examine the relation between personality and consumer behavior	Lecture	1658.2	Class Quiz Mid Term I End Term
6.	Personality and understanding consumer diversity	Analyze Personality and understanding consumer diversity	Lecture	1658.2	Class Quiz Mid Term I End Term
7.	Theories of Personality:- Freudian theory , Neo-Freudian theory,	Examine the theory of Freudian personality theory	Lecture	1658.2	Class Quiz Mid Term I End Term
8.	Theories of Personality: - Trait theory, Role of self-consciousness.	Examine the theories of personality	Lecture	1658.2	Class Quiz Mid Term I End Term
9.	Case Study	Analyze impact of personality on consumer	Class room discussion	1658.2	Class room discussion and students participation



		behaviour through case study			
10.	Consumer Perception:- Elements of perception	Examining the elements of consumer perception	Lecture	1658.2	Class Quiz Mid Term I End Term
11.	Consumer Perception:-Dynamics of perception, Consumer imagery	Discussing change in consumer perception	Lecture	1658.2	Class Quiz Mid Term I End Term
12.	Consumer Perception:- Perceived risk, Process of perception and information processing	Examine the perceived risk and process of perception	Lecture	1658.2	Class Quiz Mid Term I End Term
13.	Consumer Perception:- Concept of absolute threshold limit, differential threshold limit & subliminal perception	Apply conceptual knowledge of absolute threshold limit, differential threshold limit & subliminal perception	Lecture	1658.2	Class Quiz Mid Term I End Term
14.	Consumer perception:- Perceptual Process: selection, organization & interpretation.	Examine different steps of perceptual process	Lecture	1658.2	Class Quiz Mid Term I End Term
15.	Case Study	Analyze impact of perception on consumer behaviour through case study	Class room discussion	1658.2	Class room discussion and students participation
16.	Quiz		Written MCQs Quiz	1658.1 1658.2	
17.	Consumer learning:- Concept, elements of consumer learning , Importance of consumer learning	Examine the basic concept along with different elements of consumer learning	Lecture	1658.2	Class Quiz Mid Term II End Term
18.	Consumer learning:- behavioral learning theories,	Examine behavioural and cognitive theories	Lecture	1658.2	Class Quiz Mid Term II



	cognitive learning theory	of consumer learning			End Term
19.	Consumer attitude:- Formation of attitudes & functions	Examine the formation of consumer attitude	Lecture	1658.2	Class Quiz Mid Term II End Term
20.	Case study	Examine impact of learning on consumer behaviour through case study	Class room discussion	1658.2	Class room discussion and students participation
21.	Reference groups & Consumer Behavior:- Reference Groups: Concept, Understanding the power of reference groups, reference group influence,	Examine the role of reference group in consumer behavior	Lecture	1658.3	Class Quiz Mid Term II End Term
22.	Reference groups & Consumer Behavior :- Selected consumer related reference groups, Celebrity and other reference group appeals	Examine the role of reference group in consumer behavior	Lecture	1658.3	Class Quiz Mid Term II End Term
23.	Case study	Discuss impact of reference group on consumer behaviour through case study	Class room discussion	1658.3	Class room discussion and students participation
24.	Quiz		Written MCQs Quiz	1658.2 1658.3	
25.	Family & Consumer Behavior:- The family is a concept in flux, Socialization of family members,	Discuss the role of family in consumer behavior	Lecture	1658.3	Class Quiz Mid Term II End Term
26.	Family & Consumer Behavior:- Family decision making and consumption related role, The family life cycle	Examine the relationship between family decision making and consumption related role, Knowledge of family life cycle	Lecture	1658.3	Class Quiz Mid Term II End Term
27.	Culture & Consumer Behavior:- Characteristics of culture,	Discuss the relationship between culture	Lecture	1658.3	Class Quiz Mid Term II End Term



	core values held by society & their influence on consumer behavior	and consumer behavior			
28.	Culture & Consumer Behavior :- Concept of Opinion leadership, Dynamics of the opinion leadership process, The motivation behind opinion leadership	Examine the opinion leadership and its impact of consumer behavior	Lecture	1658.3	Class Quiz Mid Term II End Term
29.	Comparison of the motivation of opinion leaders and opinion receivers, The interpersonal flow of communication	Discuss interpersonal flow of communication in consumer decision making	Lecture	1658.3	Class Quiz Mid Term II End Term
30.	Diffusion of Innovation & Consumer Behavior: Consumer Decision making process	Examine the innovation and adoption behavior of consumer	Lecture	1658.4	Class Quiz Mid Term II End Term
31.	Case study	Discuss the impact of culture on consumer behaviour through case study	Class room discussion	1658.3	Class Quiz End Term
32.	Five stage model of consumer decision making	Examine the different steps of consumer decision making	Lecture	1658.4	Class Quiz End Term
33.	Model of Consumer decision making: - Howard-Sheth model	Discuss Howard-Sheth model of consumer decision making	Lecture	1658.4	Class Quiz End Term
34.	Model of Consumer decision making: Engel, Kollat & Blackwell model,	Discuss Engel, Kollat & Blackwell model of consumer decision making	Lecture	1658.4	Class Quiz End Term
35.	Model of consumer decision making:- Sheth Newman gross model of consumer values	Discuss Sheth Newman gross model of consumer values of consumer decision making	Lecture	1658.4	Class Quiz End Term
36.	Case Study	Examine five stage on consumer behaviour through case study	Class room discussion	1658.4	Class Quiz End Term

37.	Quiz		Written MCQs Quiz	1658.3 1658.4	
38.	Class Conclusion and Revision	Discuss the whole syllabus	Lecture	1658.1, 1658.2, 1658.3, 1658.4	End Term
39.	Revision	Discuss the whole syllabus	Lecture	1658.1, 1658.2, 1658.3, 1658.4	End Term

8. Photographs of the event



Photograph 1: Interaction with students



Photograph 2: Query Solving of with the students

9. Brochure or creative of the event



 MANIPAL UNIVERSITY
JAIPUR

School of Business & Commerce

Department of Commerce

Organizes

EXPERT TALK

ON

ROLE OF ACADEMIC COUNSELLOR FOR CUSTOMER RELATIONSHIP

11TH APRIL 2022 (10.30- 11.30 AM)

Resource Persons-
Pooja Bhardwaj

**Convener- Dr. Jampala Maheshchandra Babu
Dr. Tina Shivnani**

10. Schedule of the event

The talk was conducted on 11th April, 2022 from 10.30 – 11.30 AM

11. Attendance of the Event :- Total attendee:- 33

Sr. No	Registration Number/Employee code	Name of Attendee	Name of Dept	E- Mail ID
1	210903049	MANAN SACHDEVA	Commerce	manan.210903049@muj.manipal.edu
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12. Link of MUJ website


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