



**JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY,  
JAIPUR**

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# **Faculty of Law and Governance**

**Department of Management and Commerce**

## **SYLLABUS**

### **BACHELOR OF BUSINESS (BBA RETAIL)**

**SESSION – 2022-23**

**DURATION – 3 YEARS/6 SEMESTERS**

**SYLLABUS FOR: 1-3 YEARS**



**PROGRAM DETAIL**

		Bachelor of Business
<b>Name of Program</b>	-	Administration in Retail (BBA Retail )
<b>Program Code</b>	-	BBA Retail
<b>Mode of Program</b>	-	Yearly /Semester
<b>Duration of Program</b>	-	3 yrs/ 6 Semester
<b>Total Credits of Program</b>	-	183
<b>Curriculum Type and Medium Choice</b>	-	English



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

## SYLLABUS DETAIL FIRST SEMESTER

S. No.	Credit	Course Name
1	2	Sales and Marketing
2	2	Business Communication
3	4	Introduction to Retail Operations
4	4	In-store Cashiering and Merchandising Operations- 1
5	4	In-store Cashiering and Merchandising Operations- 2
6	2	Fundamentals in Accounting
7	2	Fundamentals in Technology
6	1	Extra-Curricular Activities
	1	Curriculum Training & Exposure
	1	English Communication(Level-A)
7	-	Professional Activities
<b>Total</b>	<b>23</b>	



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## THIRD SEMESTER

S. No.	Credit	Course Name
1	3	Sales and Customers Relationship Management- 1
2	5	Sales and Customers Relationship Management- 2
3	4	Customer Redressal System
4	3	FMCG/FMCD Distribution
5	5	FMCG/FMCD Sales Management
	4	Non-store Retailing
6	1	Extra-Curricular Activities
7	1	Community Development Activities
8	-	Professional Activities
<b>Total</b>	<b>26</b>	

## FIFTH SEMESTER

S. No.	Credit	Course Name
1	4	Team Management- 1
2	4	Team Management- 2
3	4	Operations of a Team Leader at the Store
	1	Extra-Curricular Activities
	1	Community Development Activities
7	-	Professional Activities
<b>Total</b>	<b>14</b>	



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

## First Year FIRST SEMESTER

### Sales and Marketing

(Crédits: 2)

#### Objective:

The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of sales and marketing.

#### Unit I

- Introduction: Concept of business organization, Features, Trade, industry and commerce, functions of business;
- Forms of business organization, Classification, Factors affecting the business;
- Types of business – Sole Proprietorship, Partnership;

(Credits: 0.5)

#### UNIT II

- Marketing- Concept, Nature, Scope, Significance and Importance, Marketing environment;
- Marketing Segmentation, Targeting and Positioning, Marketing Mix;
- Marketing Channel, types of Channel, Channel Strategies;

(Credits: 0.5)

#### UNIT III

- Sales Management – Scope, Features and Importance;
- Sales Organization Structure, Sales Strategies, Sales Forecasting;
- Sales Force Management, IT in Sales Management;

(Credits: 0.5)

**Recommended practice session:** Practice session of 5 Group discussions and 2 Cases in the GD room

(Credit:0.5)

### Business Communication

(Credit:2)

**Objective:**The objective of this paper is to identify the foundation terms and concepts that are commonly used in business organization. It also identifies the essential elements for effective communication skills.

#### UNIT I

- Introduction to Business Communication – Concept, Nature, Scope and Importance;
- Features of Effective Communication, Communication Barriers and its Solutions;
- Effective Listening Skills;

(Credit :0.5)

#### UNIT II

- Verbal Communication, Concept, Elements of Effective Verbal Communication;
- Non-verbal Communication, Concept, Elements of Effective Non-verbal Communication;
- Writing Skills- Resume Writing, E-mail writing

(Credit :0.5)

#### UNIT III

- Reading Skills- Concept, Importance, Elements of Reading Skills;
- Report writing, Report Reading, Importance, Elements of Report Reading;

(Credit :0.5)

**Recommended practice session :** Practice session of 5 Group discussions and 2 Role play

(Credit:0.5)



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## Introduction to Retail Operations

(Credits: 4)

### Unit I

- Introduction to Retail – Concept, Scope, Importance, Retail Formats;
- Career opportunities in Retail, Accounting Practices followed in Retail stores;
- Trainee Associates, Cashier Roles and Responsibilities;

(Credits:1.5)

### Unit II

- Product, Product Categories, Distribution of Products and its Process;
- Stages of Store Operation, Equipment and Machineries used in Retail Stores;
- Health Hygiene and Safety Practices In Retail Store;

(Credits:1.5)

### Unit III

- Importance of Customer Relationship in Business;
- Supply Chain Management- Concept, Scope and Importance;

(Credit:1)

## In-store Cashiering and Merchandising Operations - 1

(Credits: 4)

**Objective:** The course aims to provide an understanding of basic concepts, theories and techniques in the field of Merchandising management and operations and in-store cashiering.

### UNIT I

- Introduction: Concept and nature of Sales and Marketing;
- Store Layouts and Merchandising Practices;
- Visual Merchandising- Elements and Principles, Types of Visual Merchandising Displays;

(Credit :1)

### UNIT II

- Goods and Inventory, Goods Receiving Process;
- Perpetual Inventory, Annual Inventory and their Process;
- Customer Buying Habits and Lifecycle;

(Credit :1)

### UNIT III

- Point of Sales (POS) – Concept, Machine and its Operations;
- Process of Handling Tenders through POS Machine;
- Information and Advisory System for Customers;

(Credit:1)

**Recommended practice session:** Practice session of 5 Group discussions and 2 Role plays

(Credit:1)



**Fundamental in Accounting**

**(Credit: 2)**

**Objective:** To impart basic knowledge about accounting concepts in retail organisation.

**Unit - I**

- Introduction to Accounting, Need for Accounting, Scope of Accounting;
- Features and Functions of Accounting, Objectives, advantages and limitation of Accounting;
- Accounting Process, Concept and Dimensions;

**(Credit: 0.5)**

**Unit - II:**

- Classification of Accounts, Generalizing and Posting to Ledgers;
- Preparation of Subsidiary book, Cash Book;
- Trial Balance, Manufacturing and Trading Account;

**(Credit: 0.5)**

**Unit - III:**

- Profit and Loss Account and Balance Sheet in Retail Organisation;
- Adjusting and Closing Entries using Computers;
- Profit Margin and Markups

**(Credit: 1)**

**Fundamentals in Technology**

**(Credit: 2)**

**Unit I:**

**MS Office I**

MS Word & Word Processing : Meaning and features of word processing – Advantages and applications of word processing - Parts of MS Word application window – Toolbars – Creating, Saving and closing a document – Opening and editing a document - Moving and copying text – Text and paragraph formatting, applying Bullets and Numbering – Find and Replace – Insertion of Objects, Date and Time, Headers, Footers and Page Breaks – Auto Correct – Spelling and Grammar checking – Graphics, Templates and wizards - Mail Merge :

Meaning, purpose and advantages – creating merged letters, mailing labels, envelopes and catalogs- Working with Tables – Format Painter.

**MS EXCEL**

Features of MS Excel – Spread sheet / worksheet, workbook, cell, cell pointer, cell address etc., - Parts of MS Excel window – Saving, Opening and Closing workbook – Insertion and deletion of worksheet – Entering and Editing data in worksheet – cell range – Formatting – Auto Fill –Formulas and its advantages – References : Relative, absolute and mixed – Functions: Meaning and Advantages of functions, different types of functions available in Excel – Templates –Charts – Graphs – Macros : Meaning and Advantages of macros, creation, editing and deletion of macros – Data Sorting, Filtering, validation, Consolidation, Grouping, Pivot Table and Pivot Chart Reports.

**(Credit: 0.5)**



## Unit II:

### MS Office II:

MS Access - Data, Information, Database, File, Record, Fields - Features, advantages and limitations of MS Access – Application of MS Access – 10 parts of MS Access window – Tables, Forms, Queries and Reports – Data validity checks – (Theory with simple problems)

### MS PowerPoint:

Features, advantages and application of Ms Power point – Parts of MS Power point window – Menus and Tool bars – Creating presentations through Auto content wizard, Templates and manually – slide show – saving, opening and closing a Presentation – Inserting, editing and deleting slides –Types of slides - Slide Views- Formatting –Insertion of Objects and Charts in slides- Custom Animation and Transition.

### Multimedia:

Meaning, Purpose, Usage and application – Images, Graphics, sounds and music – Video presentation devices – Multimedia on web.

**(Credit: 0.5)**

## Unit- III:

### Internet & E commerce:

Services available on internet - WWW - ISP.

### E commerce:

Meaning, advantages and limitations, applications of E commerce - trading stocks online, ordering products / journals / books etc., online, travel and tourism services, employment placement and job market, internet banking, auctions, online publishing, advertising-Online payment system (including practicals). Ms Dos Ms Windows Ms Word Ms Excel, Ms Access MsPowerpoint Internet & E Commerce POS Software in Retail;

**(Credit: 0.5)**

**Recommended practice session:** 10 Practice Sessions of Ms Dos Ms Windows Ms Word Ms Excel, Ms Access Ms PowerPoint Internet & E Commerce

**(Credit: 0.5)**

## In-store Cashiering and Merchandising Operations – 2

**(Credit: 4)**

**Objective:** To enable students to develop Four major skills Reading, Writing, Speaking and Listening in relevance to English culture according to time and venue.

### Unit I:

- Introduction to Merchandising Operations in Retail Stores;
- POS, Statutory requirements at POS, Customer Service requirements at POS;
- Sales Promotions – Concept and Types;

**(Credit: 1)**

### Unit II:

- Customer Transaction Process at POS, Delivery Orders, Exchanges Returns, Markups and Markdowns;
- Plano grams – Concepts, Importance and Significance;
- Waste Management – Concept, Process, Importance and Significance;

**(Credit: 1.5)**

### Unit III:

- Product, Product for Sales, Product Display Process, Product Quality Conformance;
- Customer Loyalty Schemes – Types, Significance, Features and Benefits;
- Team Management – Concept, Importance and Features of Effective Team Management;

**(Credit: 1.5)**





**First Year**

**II Semester**

**NOTE:**

1. Theoretical Offline Revisionary Classes as per previous ( First year/ First Semester) Syllabus on Monday.
2. On-job training on rest of the days.
3. Total Theory and Practical Hours – 1080.
4. Total no. of Credits - 36



## Second Year

### Semester III

#### Sales and Customers Relationship Management - 1

(Crédits: 3)

**Objective:** To equip the students with the basic understanding of the sales and customer relationship in retail organisations.

##### UNIT I

- Customer Relationship – Concept, Significance, Importance;
- Importance of Planning and Organizing Schedules;
- Targets and goal its significance and Importance for Retail Stores;

(Credit: 1)

##### UNIT II

- Retail Mathematics, its impact on Profit and Loss of Retail Organisation;
- Category Management, Retail Department Management;

(Credit: 1)

##### UNIT III

- Customer Need and Buying Behaviour, Roles and Significance;
- Customer Touch Point in Retail Store;

(Credit: 1)

#### Sales and Customers Relationship Management - 2

(Credits: 5)

**Objective:** The primary objective of the course is to familiarize the students with the sales and customer relationship management.

##### UNIT I

- Retail sales process;
- Product- Concept, Product Demonstration, Specialist Products;

(Credits 1.5)

##### UNIT II

- Product and Product Handling Objections, Solutions and alternatives;
- Personalized Sales Service, Post Sales Service;
- Upselling and Cross Selling;

(Credits 1.5)

##### UNIT III

- Sales on Credit and its Management;
- Sales Promotion and Management;

(Credits 2)



## Customer Redressal System

(Crédits :4)

**Objective:**The objective of the paper is to make student aware of the various functions and importance of the customer redressal system in retail organization.

### UNIT I:

- Introduction: Meaning, scope, objectives and functions of customer redressal system and its Importance
- Customer service concerns and problems, solution and techniques.

(Credit 1)

### UNIT II:

- Customer service management and importance
- Types of customers, complaint handling and resolution
- Team work and its significance
- CRM system and their uses

(Credit 1)

### UNIT III:

- Retailing and its types,B2B Retailing
- B2B retail environment and its importance.
- Customer engagement and service in B2B environment

(Credit 1)

**Recommended practice session:**Practice session of 5 Group discussion and 2 Case Analysis in GD room

(credit:1)

## FMCG/FMCD Distribution

(Credits: 3)

**Objective:**The objective of the paper is to make student aware of the various functions and importance of the FMCG/FMCD Distribution system in retail organization.

### UNIT I

- FMCG Distribution, FMCD Distribution – Concept and Significance;
- Supply Chain System – Concept and Importance;
- Supply chain system in FMCG/ FMCD

(Credit :1)

### UNIT II

- Transportation System in Retailing;
- Storage and Distribution in Retailing;
- Post Sales Services

(Credit :1)

### UNIT III

- Roles and Responsibilities in FMCG Distribution System;
- Importance of Personal Effectiveness;
- Distributor and Retailer Relationship Management;

(Credit: 1)



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

## FMCG/FMCD Sales Management

(Crédits : 5)

**OBJECTIVES :** The objective of the paper is to make student aware of the various functions and importance of the FMCG/FMCD sales management in retail organization.

### UNIT -I

- FMCG/FMCD Sales Management – Concept and importance;
- Data analysis and its Importance;
- Planning Process in Sales;

(Crédit : 1)

### UNIT -II

- Distributor sales Person – Roles and Responsibilities;
- Merchandising and Branding, Productivity Matrix, Outlet categories;
- Stock Management, Order Booking;

(Crédits : 1.5)

### UNIT -III

- Objection Handling and Negotiation with Retailers;
- Process for Effective sales Calls;
- Distribution Team Management;

(Crédits :1.5)

**Recommended practice session :** 10 Practice session of 5 Role Play& 2 Cases in GD room

(Credit:1)

## Non- Store Retailing(Credits: 4)

**Objective:** To enable students to aware about the concepts of non-store retailing, e-commerce and e-retailing.

### UNIT I :

- Non-store Retailing – Concept, Nature, Significance and Importance, Non-store Retailing Formats;
- E-commerce- Concept, Importance, Significance;
- E-commerce Environment and its importance;

(Credit: 1)

### UNIT II :

- Stakeholder Management, Importance of Stakeholder Management in E-commerce Environment;
- Sales and marketing Practices in E-retailing, Technology Platforms in E-retailing, Importance of technology Platform in E-retailing;
- Customer Service Process, Market Information System;

(Credit: 1)

### UNIT III:

- Product Catalogue – Concept, Significance on E-commerce Website;
- Basics of Category Management on E-retailing Management Platforms, Legal Requirements for Sales on E-commerce Website;
- Seller Acquisition – Concept, Process for E-commerce Platforms;

(Credit: 1)

**Recommended practice session :** Practice session of 2 Cases in GD room

(Credit: 1)



**Second Year**

**Semester IV**

**NOTE:**

1. Theoretical Offline Revisionary Classes as per previous (Second year/ Third Semester) Syllabus on Monday.
2. On-job training on rest of the days.
3. Total Theory and Practical Hours – 1080.
4. Total no. of Credits - 36



# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

## Third Year V Semester

### Team management -1

(Credits: 4)

**Objective:** The objective of this paper is to develop student's familiarity with the basic concept of team management.

#### UNIT I

- Team management: Concept, Importance and Significance.
- Team Leader, Roles and Responsibilities. (Credit : 1)

#### UNIT II

- High performance team and its elements.
- Planning and Selection of a team. (Credits : 1.5)

#### UNIT III

- Interviewing skills for the team.
- Goal and objective setting for the organization and team members.
- Business ethics and values. (Credits : 1.5)

### Team Management -2

(Credits :4)

**Objective:** To give a detailed idea about the team management and its role in the organizations.

#### UNIT I

- Team work: concept and importance.
- Team work planning, prioritizing and scheduling.
- Conflict Management in retail organizations. (Credit 1)

#### UNIT II

- Performance, Performance review and Performance appraisal.
- Training and Platform skills and their importance.. (Credit 1)

#### UNIT III

- **Feedback and its importance.**
- **Coaching and training for the members.**
- **Negotiation and objection skills..** (Credit 1)

**Recommended Practice Sessions:** 5practice sessions of GD and case studies.

(Credit 1)

### Operations of a Team leader at the store

(Credits 4)

**Objective:** To gain an in-depth understanding of the operations to be followed by the team leader at the retail stores.

#### UNIT I

- Team leader: Roles and Responsibilities.
- Inventory, Inventory Management.
- Impact of Inventory on Profit Margins.
- Product and VM displays and its Management. (Credit: 1)

#### UNIT II

- Sales and Customer Service Process Management.
- Exceptions in sales and service processes.
- Vendor and Supplier Relationship Management.
- Stock Management in retail stores. (Credit: 1)

#### UNIT III

- Allocation of work among members. Team roles and work distribution.
- Team Performance and team monitoring.
- Escalation Management and its importance. (Credit: 1)

**Recommended Practice Session: Practice Sessions of 10 G.D. & 2 Case study in G.D. Room**

(Credit 1)



**Third Year  
VI Semester**

**NOTE:**

1. Theoretical Offline Revisionary Classes as per previous (Third year/ Fifth Semester) Syllabus on Monday.
2. On-job training on rest of the days.
3. Total Theory and Practical Hours – 1440.
4. Total no. of Credits - 48