



Jayoti Vidyapeeth Women's University **Jaipur (Rajasthan)**

Faculty of Law & Management
Department of Management & Commerce

National Education Policy 2020

CURRICULUM FRAMEWORK FOR
FOUR-YEAR UNDERGRADUATE PROGRAM IN COMMERCE

Program Name: BBA (Retail Management)
Duration: 3 Years

With Effect from
Academic Session 2023-2024



National Educational Policy 2020:

The approval of the National Education Policy (NEP) by the Ministry of Human Resource Development, Government of India has been well deliberated the NEP is designed to contemplate the current skill requirements. The Indian education system with its earlier policies on education has greatly led to creation of fragmented system of education. However, bringing the whole system into one large umbrella remains a key issue. The current NEP has attempted to cure the same by getting rid of standalone institutions and institutions of affiliated nature and proposed formation and up gradation of institutions to offer multidisciplinary education. Multidisciplinary education system with inbuilt flexibility for both undergraduate as well as post graduate and research level is a key highlight of the NEP. It focuses on promoting and building vocational skills/skill enhancement courses, right from the school level, which can ease the burden on the employment opportunities and supply of proficient/talented workforce. As the experts rightly put it as the syllabi which academia develops should be student centric rather than teacher centric, which used to be so far. As already the Union Cabinet has approved the NEP 2020, it aims to pave way for transformational reforms in higher education systems in the country. This policy will replace the 34- year-old National Policy on Education (NPE), 1986.

Vision of the National Education Policy 2020

- An education system that contributes to an equitable and vibrant knowledge society, by providing high-quality education to all.
- Develops a deep sense of respect towards the fundamental rights, duties and Constitutional values, bonding with one's country, and a conscious awareness of one's role and responsibilities in a changing world.
- Instills skills, values, and dispositions that support responsible commitment to human rights, sustainable development and living, and global well-being, thereby reflecting a truly global citizen.

This National Education Policy 2020 is the first education policy of the 21st century and aims to address the many growing developmental aspirations of our country. This Policy proposes the revision and revamping of all aspects of the education structure, including its regulation and governance, to create a new system that is aligned with the aspirations & goals of 21st century education, including SDG4, while building upon India's traditions and value systems. NEP aims for India to have an education system by 2040 that is second to none, with equitable access to the highest-quality education for all learners regardless of social or economic background and seeks to "ensure inclusive and equitable quality education and promote lifelong learning opportunities for all" by 2030." The whole of the NEP policy is a medication to cure the shortcomings in the education system for the last 35 to 36 years. The failure or success of the NEP will rely completely on the implementation and its acceptance by the stakeholders. For which we need to join hands in strengthening the system.



EXECUTIVE SUMMARY

Higher Education is a vital contributor for Economic Development of the nation. It plays a major role in improving human well-being and developing Indian Economy, since it serve as a center for developing ideas and innovations. The Sustainable Development Goal 4 (SDGs4) also advocates the quality of education, which seeks to “ensure inclusive and equitable quality education and promotes lifelong learning opportunities for all” by 2030 for Inclusive Economic Development. **Jayoti Vidyapeeth Women’s University, Jaipur** proposed an idea of developing a Curriculum Framework based on New Education Policy guidelines for both Undergraduate and Postgraduate programs across the faculty disciplines. Department of Management & Commerce under Faculty of Law & Management has adopted the Curriculum Framework for Three-Year under Graduate Program in Commerce & Management, Bachelor of Business Administration in Retail (BBA Retail) given by the NEP Curriculum.



Need for Curriculum Development

As per the National Education Policy initiatives, it is intended to formulate Curriculum to eliminate the disparities among the students studying in different Universities/Institutes. In addition to above the Members of the Committee also identified the need for the Development of Curriculum framework for Commerce Education:

1. **Indian Business Environment:** Due to LPG of Indian Economy, industry has undergone a lot of changes, growing MSME sector and Khadi & Village Industries, Non-profit and Social Enterprises, Emerging Entrepreneurship, State and Central Government initiatives, there are lot of opportunities for young people, the Curriculum helps the students to explore and utilize the opportunities created by the present business environment.
2. **Credit Disparities:** The Choice Based Credit System is not introduced in true sense as well there is credit disparity from one University to another/One Institute to another. To remove this credit disparities, which was burdening the students, Curriculum Framework is developed, which helps the BOS of the Universities/Institutes to develop their own Scheme of Teaching and Evaluation as per the Curriculum Credit Framework.
3. **Program Learning Outcomes (PLOs) and Sustainable Development Goals (SDGs):** In the New Curriculum, the courses would be mapped to identify their contribution towards PLOs and SDGs, which in turn help Universities/Institutes in their Accreditation and Ranking.
4. **Skill Development Courses:** The focus of existing Bachelor Programs in BBA Retail is less on skill development. The New Curriculum has given more emphasis for the skill development by considering the need of the Fourth Industrial Revolution components namely Automation, Digital platforms, AI, Block Chain Technology, IOT, Spread Sheet, Analytics etc., which enables the students to acquire the specialized skills and applied competencies in the field of Commerce and Business.
5. **Discipline Specific Electives:** The existing Programs in BBA Retail in many Universities/Institutes have limited number of Discipline Specific Electives and these are almost like core courses, hence wider choice of elective courses are proposed to introduce in the New Curriculum Framework.
6. **Multidisciplinary Courses:** New Curriculum helps the students to choose the courses of their choice from other streams/across faculty. Therefore, students will be capable of making a positive contribution to Commerce, Trade and Industry in the national and global context by drawing the knowledge from the different disciplines, which is socially desirable.



Outcomes of the Program

In addition to Conventional Time-Tested Lecture Method, the Members of the Curriculum Development suggest the following approaches:

Programme Outcome:

At the end of the Bachelor of Business Administration in Retail (BBA Retail) Programme, graduates will be able to

- PO1** Recognize the role of Business Administration in the context of the retail needs of the community and National priorities in the retail sector.
- PO2** Demonstrate professional and ethical behavior appropriate to at least the minimum standard expected for a Retail Graduate.
- PO3** Practical exposure can be given to students through Case based learning/critical learning tool. It enhances skills of students in analyzing the organizational problems and learning to arrive at critical decisions. They learn to apply concepts, principles and analytical skills to solve the real situation problems.
- PO4** To bridge the gulf between the theory and practice, the students have to be encouraged to take up experiential projects/Live Projects/Grass Root Projects in companies/organizations/factories.
- PO5** Identify, Define and Deal with problems of professional practice through logical, analytical and critical thinking.
- PO6** Ability to analyze and interpret physical assessment and diagnosis and set appropriate short and long term goals.
- PO7** Ability to choose, demonstrate intervention safely and document the progression appropriately.
- PO8** Communicate effectively across wide range of professional and personal contexts.
- PO9** An ability to work independently or collaboratively as a part of rehabilitation team.
- PO10** Ability to understand and conduct research activities.
- PO11** Engage in activities that contribute to the betterment of society and behave ethically and responsible in social environment.



Guidelines for Continuous Assessment and Semester End Examination

The Members of the BOS Committee deliberated on the framework of Continuous Assessment as well Semester End Examination for the courses. The CA and End Term Examination will carry 30% and 70% weight age each, to enable the course to be evaluated for a total of 100 marks, irrespective of its credits. The evaluation system of the course is comprehensive & continuous during the entire period of the Semester. For a course, the CA and End Term Examination will be on the following parameters:

Sr.No.	Parameters for the Evaluation	Marks
1.	Internal Assessment	15 Marks
2.	Continuous Assessment	15 Marks
2.	Semester End Examinations	70 Marks
	Total	100 Marks

Continuous Assessment: The CA will carry a maximum of 15% weight age (15 marks) of total marks of a course.

- i. Individual Assignments
 - ii. Seminars/Class Room Presentations/ Quizzes
 - iii. Group Discussions /Class Discussion/ Group Assignments
 - iv. Case studies/Case lets
 - v. Participatory & Industry-Integrated Learning/ Filed visits
 - vi. Practical activities / Problem Solving Exercises
 - vii. Participation in Seminars/ Academic Events/Symposia, etc.
 - viii. Mini Projects/Capstone Projects
 - ix. Any other academic activity
- b. Internal Assessment Tests :The test will carry a maximum of 15% weight age (15 marks) of total marks of a course, under this component,

(Internal Test followed by Continuous Assessment has to be conducted in a semester for 30 marks each and the same is to be scaled down to 30 marks. Standard format is given below.



Template for Internal Assessment Test

Internal Assessment Test Bachelor of Business Administration in Retail (BBA Retail)

Course Code:
Duration: 1 Hour

Name of the Course:
Total Marks: 30

SECTION-A

I. Answer any two of the following questions. Questions are asked on Remembering.
(4 x 2= 8)

- 1.
- 2.
- 3.

SECTION- B

II. Answer any two of the following questions. Questions are asked on Understanding and Applying.
(2 x5= 10)

- 4.
- 5.
- 6.

SECTION- C

III. Answer any one of the following questions. Questions are asked on analyzing and evaluating.
(1*12=12)

- 7.
 - 8.
-

II. Semester End Examination:

The Semester End Examination for all the courses for which students who get registered during the semester shall be conducted. End Term Examination of the course shall be conducted after fulfilling the minimum attendance requirement as per the University norms. **Jayoti Vidyapeeth Women's University** BOS Committee for BBA Retail has suggested the following Framework for End-Examination.



Proposed Model Question Paper for Semester End Examination
Semester BBA Retail Examination, Month/Year
(New Syllabus 2023-24)

Business Administration

Paper: _____

Time: 3 Hours

Max. Marks: 70

SECTION-A

1. Answer any Six of the following questions. Each Question Carries 2 Marks

(6x 3= 18)

- a.
- b.
- c.
- d.
- e.
- f.
- g.
- h.

SECTION- B

Answer any four of the following questions. Each question carries 4 marks

(4 x4= 16)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

SECTION- C

Answer any three of the following questions. Each question carries 12 marks

(3x12=36)

- 7.
- 8.
- 9.
- 10.
- 11.



Learning Outcome Based Curriculum Framework

Programme Specific Outcome:

- PSO 1** Demonstrate knowledge of major theories and model in key areas of Retail, Customer Relationship, Retail Store, layouts
- PSO 2** Analyse organizational problems and generate pragmatic/realistic solutions based on academic research in Management..
- PSO 3** Demonstrate knowledge of key concepts underlying quantitative decision analysis.
- PSO 4** Demonstrate an understanding of the Concepts, principles, techniques, theories and arguments of their chosen areas of study outside the core disciplines of economics and business.
- PSO 5** Develop effective communication with customer, family, colleagues and students.
- PSO 6** Promote retail stores and improved quality of life through the practice of the profession.
- PSO 7** To carry out research and publications towards upliftment of the field of Management.
- PSO 8** Actively engage in lifelong learning activities.
- PSO 9** Work effectively in various inter professional collaborative settings like stores, Rehabilitation Centers, Special Schools, Educational Institutions, Health and Fitness Centers, Geriatric Centers, Ergonomic Consultant in Corporate Sectors, Private Consultation, Home Care Services, Industrial Sectors, Sports Management, Fitness Consultant.



i. Generic Skills

The graduate will

PEO1 Graduates are prepared to be employed in industry, academia and research laboratories and by providing expected domain knowledge.

PEO2 Graduates are provided with practical training, hands-on and project experience to meet the industrial needs.

PEO3 Graduates are motivated in career and entrepreneurial skill development to become global leaders.

PEO4 Graduates are trained to demonstrate creativity, develop innovative ideas and to work in teams to accomplish a common goal.

PEO5 Graduates are addressed with social issues and guided to operate problems with solutions.

i. Graduate Attributes

Bachelor of Business Administration in Retail graduates will have the following attributes and skills:

(A) Academically excellent

- (1) Analysis and evaluation of evidence in the management disciplines in support of an argument, proposition or solution to problems in organizations and in society.
- (2) Strategic and critical thinking in relation to business and commerce- related issues.

(B) Research Skills

- (3) The retrieval of information from variety of business and commerce sources.
- (4) Knowledgeable across disciplines with a kaleidoscopic view.
- (5) Synthesis of knowledge across disciplines.
- (6) Problem solving through the application of appropriate and relevant theories principles and data.
- (7) Skilled in the use of computer systems and software used in medical through practical assignments, exercises and demonstrations.



C) Attuned to cultural diversity

- (8) Aware of Cultural difference and able to account for these in developing solutions to management and business-related problems.

D) Active global citizens

- (9) Effective communicators on matters related to economic and management.
- (10) Participants in discussion and debate on national and international issues related to the disciplines of the faculty.

E) Leaders in communities

- (11) Effective decision makes in management and business through meaningful and impactful community engagement practices.
- (12) Ethical and collegial in professional practice.



PROGRAM STRUCTURE

Teaching & Evaluation for BBA Retail (Bachelor of Business Administration) with Management as Core subject

Sl. No.	NHEQF levels	SEMESTER	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	End Term	CA	Total Marks	Credits
1	06	I	UF-MG-043	Fundamentals of Accounting	Core	4+0+0	70	30	100	4
2	06	I	UF-MG-090	Principles of Management	Core	4+0+0	70	30	100	4
3	06	I	UF-MG-301	Organization Behavior	Core	4+0+0	70	30	100	4
4	06	I	UF-MG-088	Marketing Management	Elective	4+0+0	70	30	100	4
5	06	I	UF-MG-005	Fundamental of Information-technology	Elective	4+0+0	70	30	100	4
6	06	I	UF-MG-036	Business Communication	Elective	4+0+0	70	30	100	4
Sub -Total (A)						24+0+0	420	180	600	24

Sl. No.	NHEQF levels	SEMESTER	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	End Term	CA	Total Marks	Credits
1	06	III	UF-MG-058	Sales and Customers Relationship Management	Core	4+0+0	70	30	100	4
2	06	III	UF-MG-302	Rural Retailing	Core	4+0+0	70	30	100	4
3	06	III	UF-MG-051	Customer Redressal System	Core	4+0+0	70	30	100	4
4	06	III	UF-MG-053	FMCG/FMCD Distribution and sales management	Elective	4+0+0	70	30	100	4
5	06	III	UF-MG-303	Logistics and Supply Chain Management	Elective	4+0+0	70	30	100	4
6	06	III	UF-MG-056	Non-store Retailing	Elective	4+0+0	70	30	100	4
Sub -Total (A)						24+0+0	420	180	600	24



Sl. No.	NHEQF levels	SEMESTER	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	End Term	CA	Total Marks	Credits
1	06	V	UF-MG-058	Sales and Marketing	Core	4+0+0	70	30	100	4
2	06	V	UF-MG-040	Introduction to Retail Operations	Core	4+0+0	70	30	100	4
3	06	V	UF-MG-038	In-store Cashiering and Merchandising Operations	Core	4+0+0	70	30	100	4
4	06	V	UF-MG-079	Team Management	Elective	4+0+0	70	30	100	4
5	06	V	UF-MG-300	Research methods in Business	Elective	4+0+0	70	30	100	4
6	06	V	UF-MG-083	Operations of a Team Leader at the Store	Elective	4+0+0	70	30	100	4
Sub -Total (A)						24+0+0	420	180	600	24



Acronyms Expanded

- VAC : Value Added Course
- UMC : University Mission Course
- CC : Core Course
- SEC-SB/VB : Skill Enhancement Course-Skill Based/Value Based
- OEC : Open Elective Course
- DSE : Discipline Specific Elective
- L+T+P : Lecture+ Tutorial+ Practical(s)

Note: Practical Classes may be conducted in the Business Lab or in Computer Lab or in Class room depending on the requirement. 2 Hours of Practical Class is equal to 1 Hour of Teaching, however, whenever it is conducted for the entire class (i.e., more than 50 students) 2 Hours of Practical Class is equal to 2 Hours of Teaching

Jayoti Vidyapeeth Women's University, Jaipur

University Mission Course

sr. No.	Group	Course Name	T. Credits	UG
1	Group-1	Women Rights & Law	1.5T+1P	I YEAR
2		Military Science & Civil Defense	.5 T + .5 P	II YEAR
3		Environmental Studies & Disaster Management	.5 T + .5 P	II YEAR
4		Help Aid	1T+1PR	III Year
5		Gender Sensitization	1T+1PR	IV Year
6		CYBER SECURITY		II YEAR
8		Gow Gyan Science	2T	I Year



First Semester Course Contents

First Semester Course Contents										
Sl. No.	NHEQF levels	SEMESTER	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	End Term	CA	Total Marks	Credits
1	06	I	UF-MG-043	Fundamentals of Accounting	Core	4+0+0	70	30	100	4
2	06	I	UF-MG-090	Principles of Management	Core	4+0+0	70	30	100	4
3	06	I	UF-MG-301	Organization Behavior	Core	4+0+0	70	30	100	4
4	06	I	UF-MG-088	Marketing Management	Elective	4+0+0	70	30	100	4
5	06	I	UF-MG-005	Fundamental of Information-technology	Elective	4+0+0	70	30	100	4
6	06	I	UF-MG-036	Business Communication	Elective	4+0+0	70	30	100	4
			Sub -Total (A)			24+0+0	420	180	600	24



Detailed Syllabus - 1st Semester

Credits= 04	Fundamentals of Accounting	4+0+0 Total Lectures: 60
Objective:	To gain comprehensive understanding of all aspects relating to financial statements, principles, procedures of accounting and their application to different practical situations	
Unit 1	Theoretical Framework (i) Meaning and Scope of accounting (ii) Accounting Concepts, Principles and Conventions (iii) Accounting Standards – concepts, objectives, benefits (iv) Accounting Policies (v) Accounting as a measurement discipline – valuation principles, accounting estimates	10
Unit 2	Accounting Process (i) Books of Accounts leading to the preparation of Trial Balance, Capital and revenue expenditures, (ii) Capital and revenue receipts, Contingent assets and contingent liabilities, Fundamental errors including rectifications thereof. (iii) Bank Reconciliation Statement	12
Unit 3	(i) Inventories Basis of inventory valuation and record keeping. (ii) Depreciation accounting Methods, computation and accounting treatment of depreciation, Change in depreciation methods. (iii) Preparation of Final Accounts for Sole Proprietors	10
Unit 4	Partnership Accounts Final accounts of partnership firms – Basic concepts of admission, retirement and death of a partner including treatment of goodwill.	12
Unit 5	Introduction to Company Accounts Issue of shares and debentures, forfeiture of shares, re-issue of forfeited shares, redemption of preference shares	12
Course Outcome: The student will be able to:		
1	Understand and explain the conceptual framework of Accounting.	
2	Prepare Accounts for various entities under different situations	
3	Acquire basic concepts of Cost & Management Accounting relevant for managerial decision making	
4	Analyze and interpret published financial information	
5	Understand amalgamation, absorption and reconstruction of companies	
Text Books:		
1	Fundamentals of Accounting; <u>Maheshwari S N</u> ; vikas publication house	
Reference Books:		
1	Fundamental accounting; P. C. Tulsian; Tata McGraw-Hill Education	



Credits= 4	Principles of Management	4+0+0 Total Lectures: 60
Objective:	The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management.	
Unit 1	(i)Introduction: Concept, Nature, Process and Significance of Management; Managerial levels, Skills, Functions and Roles; Management vs. Administration; Coordination as Essence of Management; (ii)Development of Management Thought: Classical, Neo-Classical, Behavioral, Systems and Contingency Approaches.	12
Unit 2	(i)Planning: Nature, Scope and Objectives of Planning; (ii)Types of plans; Planning Process; Business Forecasting	8
Unit 3	(i)MBO: Concept, Types, Process and Techniques of Decision-Making; Bounded Rationality. (ii)Organizing: Concept, Nature, Process and Significance; Principles of an Organization; Span of Control; Departmentation; Types of an Organization; Authority-Responsibility; Delegation and Decentralization; Formal and Informal Organization	12
Unit 4	(i)Staffing : Concept, Nature and Importance of Staffing; (ii)Motivating and Leading: Nature and Importance of Motivation; Types of Motivation; Theories of Motivation: Maslow, Herzberg, X, Y and Z;	12
Unit 5	(i)Leadership: Meaning and Importance; Traits of a leader; Leadership Styles – Likert’s Systems of Management, Tannenbaum & Schmidt Model and Managerial Grid. (ii)Controlling: Nature and Scope of Control; Types of Control; Control Process; Control Techniques – Traditional and Modern; Effective Control System.	12
Course Outcome: The student will:		
1	Develop an understanding of the subject.	
2	Understanding the various aspects of managerial functions like planning, organizing, staffing, leading, & controlling	
Text Books:		
1	Principles of Management by Dr. L. M. Prasad Anmol Publications Sultan Chand & Sons	
Reference Books:		
1	Koontz, H. (2008), Essentials of Management, McGraw Hill Education.	
2	Gupta, C.B. (2008), Management Concepts and Practices, Sultan Chand and Sons, New Delhi.	
3	Robbins, (2009). Fundamentals of Management: Essentials Concepts and Applications, 6 th edition, Pearson Education.	



Credits= 4	Organization Behavior	4+0+0 Total Lectures: 60
Objective:	The course aims to provide an understanding of basic concepts, theories and techniques in the field of human behavior at the individual, group and organizational levels in the hanging global scenario. The course must be taught using case study method.	
Unit 1	(i)Introduction: Concept and nature of Organizational behavior; Contributing disciplines to the field of O.B. (ii)O.B. Models; Need to understand human behavior; Challenges and opportunities. (iii)Individual & Interpersonal Behavior: Biographical Characteristics; Ability; Values	10
Unit 2	(i)Attitudes- Formation, Theories, Organization Related Attitude, Relationship between Attitude and Behavior (ii) Personality – Determinants and Traits; Emotions	10
Unit 3	(i)Learning-Theories and Reinforcement Schedules, Perception –Process and Errors. (ii)Interpersonal Behavior: Johari Window; Transactional Analysis – Ego States, Types of Transactions, Life Positions, Applications of T.A. (iii)Group Behavior & Team Development: Concept of Group and Group Dynamics; Types of Groups	12
Unit 4	(i)Formal and Informal Groups; Stages of Group Development, Theories of Group Formation; Group Norms, Group Cohesiveness (ii)Group Think and Group Shift. Group Decision Making; Inter Group Behaviour (iii)Concept of Team Vs. Group; Types of Teams; Building and Managing Effective Teams.	12
Unit 5	(i)Organization Culture and Conflict Management: Organizational Culture-Concept, Functions (ii)Socialization; Creating and sustaining culture; Managing Conflict – Sources, Types, Process and Resolution of Conflict (iii)Managing Change; Resistance to Change, Planned Change. Managing Across Cultures; Empowerment and Participation.	12
Course Outcome: The student will:		
1	Understand and analyze the individual needs, feelings, aspirations.	
2	Develop skills needed to plan for the implementation of change in an organization.	
Text Books:		
1	Robbins, S.P. and Sanghi, S., (2009), Organizational Behaviour; 13th edition, Pearson Education.	
	Singh, Kavita, (2010), Organizational Behaviour: Text and Cases, 1st edition, Pearson Education.	
Reference Books:		
1	Luthans, Fred, (2008), Organizational Behavior, 11th Edition, McGraw Hill Education.	
2	Mcshane, Steven, Von, Glinow and Sharma, Radha, (2008), Organisational Behaviour, 4th Edition, McGraw Hill Education.	



Credits= 4	Marketing Management	4+0+0 Total Lectures: 60
Objective:	To identify the foundation terms and concepts that are commonly used in marketing. It also identifies the essential elements for effective marketing practice.	
Unit 1	(i) Introduction to Marketing: Nature, Scope and Importance of Marketing, Basic concepts (ii) Marketing Environment	10
Unit 2	(i) Market Segmentation, Targeting and Positioning. (ii) Product: Product Levels, Product Mix, Product Strategy, Product innovation and Diffusion, Product Development, Product Lifecycle and Product Mix.	10
Unit 3	(i) Pricing Decisions: Designing Pricing Strategies and Programmes, Pricing Techniques. (ii) Place: Meaning & importance, Types of Channels, Channels Strategies, Designing and Managing Marketing Channel	12
Unit 4	(i) Managing Retailing, Physical Distribution (ii) Marketing Logistics and Supply Chain Management.	12
Unit 5	(i) Promotion: Promotion Mix, Push vs. Pull Strategy; Promotional Objectives, Advertising- Meaning and Importance, Types, Media Decisions, Promotion Mix (ii) Personal Selling- Nature, Importance and Process, Sales Promotion – Purpose and Types; Publicity and Public Relations- Definition, Importance and Methods.	12
Course Outcome: The student will:		
1	Understand and analyze the individual needs, feelings, aspirations.	
2	Develop skills needed to plan for the implementation of change in an organization.	
Text Books:		
1	Robbins, S.P. and Sanghi, S., (2009), Organizational Behaviour; 13th edition, Pearson Education.	
	Singh, Kavita, (2010), Organizational Behaviour: Text and Cases, 1st edition, Pearson Education.	
Reference Books:		
1	Luthans, Fred, (2008), Organizational Behavior, 11th Edition, McGraw Hill Education.	
2	Mcshane, Steven, Von, Glinow and Sharma, Radha, (2008), Organisational Behaviour, 4th Edition, McGraw Hill Education.	



Credits= 4	Fundamentals of Information Technology	4+0+0 Total Lectures: 60
Objective:	To impart basic knowledge about computer with application of various packages to Business and Commerce.	
Unit 1	<p>Introduction to computers: Definition, Characteristics and limitations of computers - Elements of Computers - Hardware - CPU - Primary and Secondary memory - Input and Output devices. IT enabled services - BPO, KPO, Call centers.</p> <p>Modern communications (Concepts only): Communications - FAX, Voice mail, and information services - E Mail - Creation of email id - group communication - Tele conferencing - Video conferencing - File exchange - Bandwidth - Modem - Network Topologies - Network types LAN, MAN, WAN and their architecture - Dial up access.</p>	8
Unit 2	<p>Operating System and Windows: Operating Systems: Meaning, Definition, Functions and Types of Operating Systems - Booting process - Disk Operating System: Internal and External Commands - Wild Card Characters - Computer Virus, Cryptology. Windows operating system - Desktop, Start menu, Control panel, Windows accessories.</p> <p>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.</p>	12
Unit 3	<p>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.</p> <p>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)</p>	12



Unit 4	<p>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.</p> <p>Multimedia: Meaning, Purpose, Usage and application – Images, Graphics, sounds and music – Video presentation devices – Multimedia on web.</p>	12
Unit 5	<p>Internet & E commerce: Services available on internet - WWW - ISP.</p> <p>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).</p>	12
<p>Lab Work: PRACTICALS MS DOS MS WINDOWS MS WORD MS EXCEL MS ACCESS MS POWERPOINT INTERNET & E COMMERCE. Recommended practice session:10 Practice Sessions of Ms Dos Ms Windows Ms Word Ms Excel, Ms Access Ms PowerPoint Internet & E Commerce</p>		
<p>Course Outcome: The student will:</p>		
1	Understand basic concepts and terminology of information technology	
2	Have a basic understanding of personal computers and their operation	
<p>Text Books:</p>		
1	Computer Fundamentals; Pradeep K. Sinha, Priti Sinha; BPB Publications	
2	Introduction to Information Technology: Rajaraman, PHI	
<p>Reference Books:</p>		
1	Fundamentals of Computers: P. Mohan, Himalaya	
2	Information Technology: Dennis P. Curtin, McGraw Hill International	



Credits= 4	Business Communication	4+0+0 Total Lectures: 60
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 1	(i) Introduction to Business Communication – Concept, Nature, Scope and Importance; (ii) Features of Effective Communication	10
Unit 2	Barriers to Effective Communication and ways to overcome them, Listening: Importance of Listening, Types of Listening, Barriers to Listening and overcoming them, Listening situations, Developing Listening Skills	12
Unit 3	(i) Verbal Communication, Concept, Elements of Effective Verbal Communication; (ii) Non-verbal Communication, Concept, Elements of Effective Non-verbal Communication	12
Unit 4	(i) Writing Skills- Resume Writing, E-mail writing (ii) Reading Skills- Concept, Importance, Elements of Reading Skills; (iii) Report writing, Report Reading, Importance, Elements of Report Reading	12
Unit 5	Spoken skills Conducting Presentation, Oral presentation, Debates, Speeches, Interview, Group Discussion, English Pronunciation, Building Vocabulary.	12
Course Outcome: The student will:		
1	Student applies the knowledge by speaking confidently and communicating effectively in different business situations.	
2	Student creates correct business reports for both Internal and External business environments.	
Recommended practice session : Practice session of 5 Group discussions and 2 Role play		
Text Books:		
1	Business Communication by K.K. Sinha	



First Year Semester II

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.

Third Semester Course Contents

Sl. No.	NHEQF levels	SEMESTER	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	End Term	CA	Total Marks	Credits
1	06	III	UF-MG-058	Sales and Customers Relationship Management	Core	4+0+0	70	30	100	4
2	06	III	UF-MG-302	Rural Retailing	Core	4+0+0	70	30	100	4
3	06	III	UF-MG-051	Customer Redressal System	Core	4+0+0	70	30	100	4
4	06	III	UF-MG-053	FMCG/FMCD Distribution and sales management	Elective	4+0+0	70	30	100	4
5	06	III	UF-MG-303	Logistics and Supply Chain Management	Elective	4+0+0	70	30	100	4
6	06	III	UF-MG-056	Non-store Retailing	Elective	4+0+0	70	30	100	4
Sub -Total (B)						24+0+0	420	180	600	24



Detailed Syllabus – 3rd Semester

Credits= 4	Sales & Customers Relationship Management	4+0+0 Total Lectures: 60
Objective:	To equip the students with the basic understanding of the sales and customer relationship in retail organizations.	
Unit 1	(i) Customer Relationship – Concept, Significance, Importance; (ii) Importance of Planning and Organizing Schedules; (iii) Targets and goal its significance and Importance for Retail Stores;	10
Unit 2	(i) Retail Mathematics, its impact on Profit and Loss of Retail Organization; (ii) Category Management, Retail Department Management; (iii) Customer Need and Buying Behavior, Roles and Significance; (iv) Customer Touch Point in Retail Store	12
Unit 3	(i) Retail sales process; (ii) Product- Concept, Product Demonstration, Specialist Products	12
Unit 4	(i) Product and Product Handling Objections, Solutions and alternatives (ii) Personalized Sales Service, Post Sales Service; (iii) Up selling and Cross Selling	12
Unit 5	(i) Sales on Credit and its Management; (ii) Sales Promotion and Management	10
Course Outcome: The student will:		
1	To be aware of the nuances of customer relationship	
2	To be aware of the nuances of sales management	
Text Books:		
1	Francis Buttle, Stan Maklan, Customer Relationship Management: Concepts and Technologies, 3rd edition, Routledge Publishers, 2015	
2	Kumar, V., Reinartz, Werner Customer Relationship Management Concept, Strategy and Tools, 1st edition, Springer Texts, 2014	
Recommended Books		
1	Jagdish N.Sheth, Atul Parvatiyar & G.Shainesh, “Customer Relationship Management”, Emerging Concepts, Tools and Application”, 2010, TMH	
2	Dilip Soman & Sara N-Marandi,” Managing Customer Value” 1st edition, 2014, Cambridge.	



Credits= 4	Rural Retailing	4+0+0 Total Lectures: 60
Objective:	The aim of the course is to build the insight for the retail business and can relate it to emerging trends and opportunities	
Unit 1	Introduction of Rural Marketing: Definition, Concept and Scope of rural marketing, Importance of rural marketing, Challenges and opportunities available in Indian rural marketing, Rural market v/s urban market, Rural marketing environment-economic, social, technological, political environment and innovations, Development initiatives of rural market	12
Unit 2	Introduction of Rural Retailing: Meaning, concept and scenario of Indian rural retailing, Characteristics of rural retailing, Role of rural retailing in India, Challenges and prospects of rural retail industry in India	12
Unit 3	Retailers in Rural India: Concept, objectives and functions of major rural retailers in India: Rural Mall ITC -E-choupal Sagar, DCM Shriram Hariyali Kisaan Bazaar	10
Unit 4	Strategies of Rural Retail Marketing: 4 P's of Rural Retailing: Product strategy of rural retail, Price Strategy of Rural Retail, Place Strategy of Rural Retail, Promotion Strategy of Rural Retail	12
Unit 5	Future of Rural Retailing: Rural Development, Growth of rural retail market, Government Initiatives, ICT and rural retailing	10
Course Outcome: The student will:		
1	To create the awareness of the rural retailing	
2	Apply the knowledge of the subject in various practical situations	
Text Books:		
1	Suja Nair, 'Retail Management' Himalaya Publishing House Mumbai, Latest Edition	
2	M A Shewan, 'Retail Management' Sonali Publications New Delhi, Latest Edition	
Recommended Books		
1	C. S. G. Krishnamacharyulu, LalithaRamakrishnan, Rural Marketing: Text and Cases, Pearson Education, New Delhi, Latest Edition	
2	PradeepKashyap, Rural Marketing, Pearson Education, New Delhi, Latest Edition	



Credits= 4	Customer Redressal System	4+0+0 Total Lectures: 60
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 1	(i) Introduction: Meaning, scope, objectives and functions of customer redressal system and its Importance (ii) Customer service concerns and problems, solution and techniques	12
Unit 2	(i) Customer service management and importance (ii) Types of customers, complaint handling and resolution	12
Unit 3	(i) Team work and its significance (ii) CRM system and their uses	10
Unit 4	(i) Retailing and its types, B2B Retailing (ii) B2B retail environment and its importance.	12
Unit 5	(i) Customer engagement and service in B2B environment (ii) Case Study	10
Course Outcome: The student will:		
1	To create the awareness of the rural retailing	
2	Apply the knowledge of the subject in various practical situations	
Text Books:		
1	1. M.C. Paul, "Consumer Redressal System And Consumer Protection In India 'Kalpaz Publications, Latest Edition	
Recommended Books		
1	Dr Bibhuti Bhusan Nayak Right to Information and the Grievance Redressal System in India; Lexington Books (30 January 2023)	



Credits= 4	FMCG/FMCD Distribution and Sales Management	4+0+0 Total Lectures: 60
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 1	(i) FMCG Distribution, FMCD Distribution – Concept and Significance; (ii) Supply Chain System – Concept and Importance; (iii) Supply chain system in FMCG/ FMCD (iv) Roles and Responsibilities in FMCG Distribution System	12
Unit 2	(i) Transportation System in Retailing; (ii) Storage and Distribution in Retailing; (iii) Post Sales Services	10
Unit 3	(i) Importance of Personal Effectiveness; (ii) Distributor and Retailer Relationship Management; (iii) Objection Handling and Negotiation with Retailers	12
Unit 4	(i) FMCG/FMCD Sales Management – Concept and importance; (ii) Data analysis and its Importance; (iii) Planning Process in Sales	12
Unit 5	(i) Distributor sales Person – Roles and Responsibilities; (ii) Merchandising and Branding, Productivity Matrix, Outlet categories; (iii) Stock Management, Order Booking	10
Course Outcome: The student will:		
1	To create the awareness of the FMCG Distribution	
2	Apply the knowledge of the subject in various practical situations	
Text Books:		
1	Sales & Distribution Management (Latest Edition), Panda Tapan K., Sahadev Sunil, Oxford University Press	
2	Sales & Distribution Management – Text & Cases (2nd Edition), Krishna K. Havaladar, Vasant M. Cavale, Tata McGraw-Hill	
Recommended Books		
1	Sales Management: Decisions, Strategies & Cases, Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, Pearson Education, Latest Edition	
2	Sales Management: Concepts Practice, and Cases, Johnson F.M., Kurtz D.L., Scheuing E.E., Tata McGraw- Hill, Latest Edition	



Credits= 4	Logistics and Supply Chain Management	4+0+0 Total Lectures: 60
Objective:	Understand the fundamentals of Supply Chain Management (SCM) including its role in an organisation and in integrating firms in a supply chain	
Unit 1	Fundamentals of Supply Chain Management Concept of Supply Chain Management - Objectives of Retail Supply Chain – Evolution of Supply Chain Management – Issues involved in developing the Supply Chain Management – Supply Chain Integration.	12
Unit 2	Vendor Management Integrated Supply Chain Management: Vendor Management – Value Chain - Innovations in Supply Chain Management: Collaborative Planning Forecasting and Replenishment – Cross Docking.	10
Unit 3	Retail Logistics, Inventory and Transportation Management Retail Logistics - Definition – Evolution – Functions – Applications – Inventory Management – Transportation Management – Multimodal Transport: Modal Characteristics; Modal Comparisons; International Air Cargo Transport; Coastal and Ocean transportation	12
Unit 4	Distribution Centre Distribution Centre - Management of Inbound and Outbound Logistics - Quick Response Delivery System – Logistics of Electronic Retailing – Outsourcing – 3PL & Other outsourcing methods.	10
Unit 5	E-Supply Chain Coordinating a supply chain and the role of E-business - E-business and the supply chain – Financial evaluation of supply chain decisions - Activities of E-SCM - Supply Chain Replenishment, E-Procurement, Supply Chain Monitoring and Control - Inventory Management Using Wireless Devices, Collaborative Planning, Collaborative Design and Product Development - E-Logistic	12
Course Outcome: The student will:		
1	To be aware of the awareness of the FMCG Distribution	
2	Apply the knowledge of the Supply Chain in various practical situations	
Text Books:		
1	Haffey, D., (2015), Digital Business and E-Commerce Management: Strategy, Implementation and Practice, 6th Edition, Pearson Education Limited, United Kingdom	
2	Michael Hugos and Chris Thomas, (2005), Supply Chain Management in the Retail industry, John Wiley & Sons, Hoboken, NJ	
Recommended Books		
1	Michael Levy and Barton A Weitz, (2017), Retailing Management - Global Edition, 8th Edition, McGraw Hill Higher Education, New Delhi	
2	Sunil Chopra and Peter Meindl, (2014), Supply Chain Management: Strategy, Planning, and Operation, 6th Revised Edition, Pearson Education India, Noida	



Credits= 4	Non- Store Retailing	4+0+0 Total Lectures: 60
Objective:	To enable students to aware about the concepts of non-store retailing, e-commerce and e-retailing.	
Unit 1	(i) Non-store Retailing – Concept, Nature, Significance and Importance, (ii) Non-store Retailing Formats	10
Unit 2	(i) Customer Service Process, Market Information System; (ii) Seller Acquisition – Concept, Process for E-commerce Platforms	12
Unit 3	(i) Stakeholder Management, Importance of Stakeholder Management in E-commerce Environment; (ii) Sales and marketing Practices in E-retailing, Technology Platforms in E-retailing, Importance of technology Platform in E-retailing	12
Unit 4	(i) E-commerce- Concept, Importance, Significance; (ii) E-commerce Environment and its importance	10
Unit 5	(i) 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	12
Course Outcome: The student will:		
1	To be aware of the awareness of the subject knowledge	
2	Apply the knowledge of the non-store retailing in various practical situations	
Text Books:		
1	Philip M. Parker (2022), Non-store retailing, ICON Group International, Inc	
Recommended Books		
1	Lewison, D.M. “Retailing”, 5 th ed. Macmillan Publishing company, 1994	



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.

Fifth Semester Course Contents

Sl. No.	NHEQF levels	SEMESTER	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	End Term	CA	Total Marks	Credits
1	06	V	UF-MG-058	Sales and Marketing	Core	4+0+0	70	30	100	4
2	06	V	UF-MG-040	Introduction to Retail Operations	Core	4+0+0	70	30	100	4
3	06	V	UF-MG-038	In-store Cashiering and Merchandising Operations	Core	4+0+0	70	30	100	4
4	06	V	UF-MG-079	Team Management	Elective	4+0+0	70	30	100	4
5	06	V	UF-MG-300	Research methods in Business	Elective	4+0+0	70	30	100	4
6	06	V	UF-MG-083	Operations of a Team Leader at the Store	Elective	4+0+0	70	30	100	4
			Sub -Total (C)			24+0+0	420	180	600	24



Detailed Syllabus – 5th Semester

Credits= 4	Sales and Marketing	4+0+0 Total Lectures: 60
Objective:	The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of sales and marketing	
Unit 1	(i) Introduction: Concept of business organization, Features, Trade, industry and commerce, functions of business; (ii) Forms of business organization, Classification, Factors affecting the business	12
Unit 2	Types of business – Sole Proprietorship, Partnership; Hindu Undivided family, cooperative society	12
Unit 3	(i) Marketing- Concept, Nature, Scope, Significance and Importance, (ii) Marketing environment; Marketing Segmentation	10
Unit 4	(i) Targeting and Positioning, Marketing Mix; (ii) Marketing Channel, types of Channel, Channel Strategies	10
Unit 5	(i) Sales Management – Scope, Features and Importance; (ii) Sales Organization Structure, Sales Strategies, Sales Forecasting; Sales Force Management, IT in Sales Management	12
Course Outcome: The student will:		
1	To be aware of the awareness of the subject knowledge	
2	Apply the knowledge of the non-store retailing in various practical situations	
Recommended practice session: Practice session of 5 Group discussions and 2 Cases in the GD room		
Text Books:		
1	Perry Marshall; 80/20 Sales & Marketing, Entrepreneur Press; Illustrated edition	
Recommended Books		
1	Philip Kotler. "Marketing Management", Pearson Education	



Credits= 4	Introduction to Retail Operations	4+0+0 Total Lectures: 60
Objective:	The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of retail operations	
Unit 1	(i) Introduction to Retail – Concept, Scope, Importance, Retail Formats; (ii) Career opportunities in Retail, Accounting Practices followed in Retail stores; (iii) Trainee Associates, Cashier Roles and Responsibilities	12
Unit 2	(i) Product, Product Categories, Distribution of Products and its Process; (ii) Stages of Store Operation, Equipment and Machineries used in Retail Stores; (iii) Health Hygiene and Safety Practices In Retail Store	12
Unit 3	Asset Management: The Strategic Profit Model; Other Key Business Ratios; Financial Trends in Retailing Budgeting & Resource Allocation: Preliminary Budgeting Decisions; On going Budgeting Process	10
Unit 4	Managing Inventory & Display: Inventory Techniques - ABC Analysis – EOQ – SAP Analysis – GAP Model – Perpetual Inventory Control – Sales Forecast – CPFR Merchandise Reordering Plano-grams – Promotional Ordering.	10
Unit 5	Store Security: Cause of Shrinkage; Scale of Retail Crime; Dealing with Crime; Retail Loss Prevention – Insurance – Store Maintenance – Energy Management – Credit Management – Credit Management: Outsourcing; Computerisation; Crisis Management	12
Course Outcome: The student will:		
1	To be aware of the awareness of the subject knowledge	
2	Apply the knowledge of the store retailing in various practical situations	
Text Books:		
1	Barry Berman & Joel R Evans, (2012), Retailing Management: A Strategic Approach, 12th Edition, Pearson Education India, Noida	
2	Chetan Bajaj, RajnishTuli and Nidhi V Srivastava, (2010),Retail Management, 2nd Edition, Oxford Publications, Bengaluru	
Recommended Books		
1	Michael Levy and Barton A Weitz, (2017),Retailing Management - Global Edition, 8th Edition, McGraw Hill Higher Education, New Delhi	
2	William R. Davidson, Daniel J. Sweeney and Ronald W. Stampfl, (1988),Retailing Management, 6th Edition, John Wiley & Sons, Hoboken, NJ.	



Credits= 4	In-store Cashiering and Merchandising Operations	4+0+0 Total Lectures: 60
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 1	(i) Introduction: Concept and nature of Sales and Marketing; (ii) Introduction to Merchandising Operations in Retail Stores (iii) Store Layouts and Merchandising Practices; (iv) Visual Merchandising- Elements and Principles, Types of Visual Merchandising Displays	10
Unit 2	(i) Goods and Inventory, Goods Receiving Process; (ii) Perpetual Inventory, Annual Inventory and their Process; (iii) Customer Buying Habits and Lifecycle; Information and Advisory System for Customers	12
Unit 3	(i) Point of Sales (POS) – Concept, Machine and its Operations; (ii) Process of Handling Tenders through POS Machine; (iii) POS, Statutory requirements at POS, Customer Service requirements at POS; Customer Transaction Process at POS	10
Unit 4	(i) Delivery Orders, Exchanges Returns, Markups and Markdowns; (ii) Plano grams – Concepts, Importance and Significance; (iii) Waste Management – Concept, Process, Importance and Significance	10
Unit 5	(i) Product, Product for Sales, Product Display Process, Product Quality Conformance; (ii) Sales Promotions – Concept and Types; (iii) Customer Loyalty Schemes – Types, Significance, Features and Benefits; (iv) Team Management – Concept, Importance and Features of Effective Team Management	14
Course Outcome: The student will:		
1	To be aware of the awareness of the subject knowledge	
2	Apply the knowledge of the merchandising store in various practical situations	



Credits= 4	Team Management	4+0+0 Total Lectures: 60
Objective:	The objective of this paper is to develop student's familiarity with the basic concept of team management.	
Unit 1	(i) Team management: Concept, Importance and Significance. (ii) Team Leader, Roles and Responsibilities. (iii) High performance team and its elements.	10
Unit 2	(i) Planning and Selection of a team (ii) Interviewing skills for the team. (iii) Goal and objective setting for the organization and team members.	12
Unit 3	(i) Team work: concept and importance. (ii) Team work planning, prioritizing and scheduling. (iii) Conflict Management in retail organizations	12
Unit 4	(i) Performance, Performance review and Performance appraisal. (ii) Training and Platform skills and their importance.. (iii) Coaching and training for the members	10
Unit 5	(i) Feedback and its importance. (ii) Negotiation and objection skills. (iii) Business ethics and values.	12
Course Outcome: The student will:		
1	To be aware of the awareness of the subject knowledge	
2	Apply the knowledge of the team management in various practical situations	
Recommended Practice Sessions: 5 practice sessions of GD and case studies		



Credits= 4	Research Methods in Business	4+0+0 Total Lectures: 60
Objective:	To equip the students with the basic understanding of the research methodology and enable them to use appropriate tools and techniques for solving research problems and produce good quality research reports.	
Unit 1	Defining Research Methodology, Objectives of conducting research in business, Steps in Business Research. Methods of Data Collection – Primary and Secondary Data	10
Unit 2	Research Design: Formulating the research problem, choice of research design, types of research design. Sources of experimental errors	10
Unit 3	Sample and Sampling Design: Basic Terms, Advantages and limitations of sampling, Sampling process Types of sample design, Testing of hypothesis, Sampling distribution of the mean.	12
Unit 4	Overview of Parametric (chi-square test, t-test) and non-Parametric tests (run test, sign test, chi-square test)	12
Unit 5	Interpretation and Report Writing	12
Course Outcome: The student will:		
1	To be aware of the awareness of the subject knowledge	
2	Apply the knowledge of the research in various practical situations	
Recommended Practice Sessions: 5 Practice Sessions of Development of Questionnaires and 5 for SPSS in Computer Lab		
Text Books:		
1	C.R. Kothari: Research Methodology, Viswas Publication Pvt. Ltd.	
Recommended Books		
1	Rao S., Research Methodology, Excel Publishing House, New Delhi	
2	R.S. Khandelwal and Gupta : Research Methods	



Credits= 4	Operations of a Team leader at the store	4+0+0 Total Lectures: 60
Objective:	To gain an in-depth understanding of the operations to be followed by the team leader at the retail stores.	
Unit 1	(i) Allocation of work among members. Team roles and work distribution. (ii) Team Performance and team monitoring. Team leader: Roles and Responsibilities	12
Unit 2	(i) Inventory, Inventory Management. (ii) Impact of Inventory on Profit Margins.	10
Unit 3	(i) Product and VM displays and its Management (ii) Escalation Management and its importance.	12
Unit 4	(i) Sales and Customer Service Process Management. (ii) Exceptions in sales and service processes.	12
Unit 5	(i) Vendor and Supplier Relationship Management. (ii) Stock Management in retail stores	10
Course Outcome: The student will:		
1	To be aware of the awareness of the subject knowledge	
2	Apply the knowledge of the research in various practical situations	
Recommended Practice Sessions: Practice Sessions of 10 G.D. & 2 Case study in G.D. Room		



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.