



Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)
Re-accredited with A++ Grade by NAAC. Recognised by UGC Under Section 12B
Coimbatore - 641 043, Tamil Nadu, India

Department of Business Administration

BBA - Retail Management
(Three year Program with Practicals)

I Programme Educational Objectives

The Program Educational Objectives of BBA- Retail Management describe the career and professional accomplishments that the Program is preparing the graduates to achieve. The objectives of the programme are to:

1. Elaborate on the opportunities and challenges related designing and institutionalizing retail formats and branding strategies for a diverse group of customers.
2. Provide insights on the application of retail shopper behaviour and marketing research to design and implement customer relationship strategies.
3. Enhance knowledge on the application of Financial Management, IT embedded systems, Human Resource Management, and Supply Chain and Logistics to ensure profitable consumer-centric retail brand equity.
4. Ameliorate the knowledge on e-retailing process, strategy and technology .
5. Encourage ideas for innovative retail formats and strategies to leverage the local and global market opportunities.

II Programme Outcomes

On completion of the course, the students will be able to

1. Apply knowledge of Retail Management, IT, Research and Entrepreneurship for designing and establishing retail outlets.
2. Research and analyse theories and practices of management to identify the opportunities and problems, leverage diversity and adapt to changes in the retail landscape.
3. Design retail strategies and systems that meet regulatory, economic, safety and environmental norms.
4. Demonstrate logical and critical thinking using quantitative and qualitative techniques for data based decision making.
5. Apply statistical packages, accounting software and social media apps for communication, data analysis, accounting and digital marketing.
6. Identify and establish innovative retail formats, operations and strategies to meet the dynamic social, technological, environmental and global scenario.
7. Identify and abide by the regulatory standards, ethical practices and values for better corporate governance.
8. Exhibit decision making competencies, business etiquette, body language and interpersonal interaction as leaders and team members.
9. Demonstrate proficiency in interpersonal and ICT based communications and strategic thinking to meet cross-cultural diversity and global business needs.
10. Manage retail practices to create measurable results that meet the objectives.
11. Identify changes in retailing and update their knowledge throughout the lifetime.

III Programme Specific Outcomes

By the end of the programme, the learners will be able to

PSO1- Identify retailer shoppers' profile, design retail formats and strategies and prepare coherent reports for retail brand audit as Retail Management Professionals

PSO2- Leverage information technology to establish e-stores and e-services for MSMEs and global retail chains on e-commerce and m-commerce platforms as Technocrats.

PSO3- Establish retail outlets that suit the dynamic market space, customer diversity, and societal and economic upliftment as Consultants and Entrepreneurs.

Scheme of Instruction and Examination

(For the students admitted from 2021-22 and onwards)

Part	Subject Code	Name of the Paper / Component	Hrs.. of Instruction / Week		Scheme of Examination				
			T	P	Duration of Exam	CIA	CE	Total	Credit
First Semester									
I	21BLT001/ 21BLH001/ 21BLS001/ 21BCF001	General Tamil Part I - Ilakkiam, Ilakkanam, Ilakkiya Varalaru / Hindi - Prose & Non-detail Text/ Sanskrit – Pravesha/ French - Communicative French I	5	–	3	50	50	100	4
II	21BLE001	English Language for Communication-I	5	–	3	50	50	100	4
III		Core Course							
	21BREC01	Principles of Management	5	–	3	50	50	100	3
	21BREC02	Managerial Economics	5	–	3	50	50	100	3
	21BREC03	Retail Business	5	–	3	50	50	100	4
		Discipline Specific Elective Course							
	21BREI01	DSE I Business Statistics (Business Administration)	4	–	3	50	50	100	3
		Games		1					
Second Semester									
I	21BLT002/ 21BLH002/ 21BLS002/ 21BCF002	General Tamil Part II (Ilakkiam, Ilakkanam, Ilakkiya Varalaru)/ Hindi-Grammar Translation and General Essay/ Sanskrit -Parichaya / French - Communicative French II	5	–	3	50	50	100	4
II	21BLE002	English Language for Communication-II	5	–	3	50	50	100	4
III		Core Course							
	21BREC04	Principles of Accountancy	5	–	3	50	50	100	3
	21BREC05	Marketing Management	5	–	3	50	50	100	3
	21BREC06	Retail Consumer Behaviour	4	–	3	50	50	100	3
		Discipline Specific Elective Course		–					
	21BREI02	DSE II Computer Applications in Business (Computing Laboratory-I)	2	3	3	100	-	100	5
		Games		1					
Third Semester									
III		Core Course							
	21BREC07	Human Resource Management	5	–	3	50	50	100	3
	21BREC08	Retail Legislations	5	–	3	50	50	100	4
	21BREC09	Purchase and Merchandise Management	5	–	3	50	50	100	3
	21BREC10	Retail Operations Management	5	–	3	50	50	100	3
	21BREC11	Supply Chain Management	5	–	3	50	50	100	3
		Discipline Specific Elective Course							
	21BREI03	DSE III Computerised Accounting- Tally (Computing Laboratory-II)	2	3	3	50	50	100	5

Fourth Semester									
III		Core Course							
	21BREC12	Business Taxation	5	—	3	50	50	100	3
	21BREC13	Entrepreneurship Development	5	—	3	50	50	100	3
	21BREC14	Retail Cost and Financial Management	5	—	3	50	50	100	3
	21BREC15	Integrated Marketing Communication	5	—	3	50	50	100	3
	21BREC16	Digital Marketing (Practicals)		5	3	50	50	100	2
		Discipline Specific Elective Course							
	21BREI04	DSE-IV Relational Database Management Systems (Computing Laboratory-III)	2	3	3	50	50	100	5
		On the job training at Retail establishments for 4 weeks							
Fifth Semester									
III		Core Course							
	21BREC17	Banking Law and Practice	5	-	3	50	50	100	3
	21BREC18	Customer Relationship Management	5	-	3	50	50	100	3
	21BREC19	Logistics and Warehouse Management	5	-	3	50	50	100	3
	21BREC20	e-Commerce and e-Tailing	5	-	3	50	50	100	3
	21BREC21	Web Designing (Practicals)	2	3	3	50	50	100	2
	21BREC22	Business Ethics (Self Study)	1	-	-	100	-	100	4
	21BREC23	Retail Management (Computer Based Test)			1	-	100	100	2
		Generic Elective Course	2	-	-	100	-	100	2
	21BREC24	On the Job Training in Retail Establishments	-	-	-	100	-	100	6
Sixth Semester									
III		Core Course							
	21BREC25	Income Tax Law and Practice	5	-	3	50	50	100	3
	21BREC26	Market Research	5	-	3	50	50	100	3
	21BREC27	Retail Eco-system and Strategy	5	-	3	50	50	100	3
	21BREC28	Rural and Agro Retailing	5	-	3	50	50	100	3
	21BREC29	Mall and Brand Management	5	-	3	50	50	100	3
	21BREC30	Project	-	2	3	100	-	100	6
		Total							132
Part IV Components									
		A. Ability Enhancement Courses							
		I. Ability Enhancement Compulsory Course (AECC)							
I	21BAES01	Environmental Studies	4						4
II	21BAFU01	Fundamentals of Research	3						2
V	21BSCS01	Communication Skills	3						2
VI	21BSSS01	Soft Skills	3						2
		II. Skill Enhancement Courses (SEC)							
III		Value Added Course (from a basket of choices offered)		40 Hrs. Duration					2
IV		Co-curricular Courses: Add on Certificate / Quantitative Aptitude/Certificate Courses –Gandhian Studies / Women's Studies / Ambedkar Studies /Verbal and Non-Verbal Reasoning / General Awareness Others as per list.		Varied Duration					2
		B. Extra Curricular Course							
I-VI	21BXNC01-06	NCC** /							24
	21BXNS01-06	NSS /							6
	21BXSP01-06	Sports							6
		Total							20

** - For NCC Students alone 38 credits for Part IV Components

- Project / training/ Internship: minimum 30 days (6 credits).
- The above may be within the regular working Hrs. or during the vacation of the I year and II year.

Total Credits to earn the Degree

Part-I, II and III Components	132
Part-IV Components	20

152 Credits

Courses offered to the other departments

Co-Curricular course: 21 BSCAC1 Anti- Corruption – Legal Systems and Governance

Principles of Management

Semester I
21BREC01

Hrs. of Instruction/Week: 5
No. of credits : 3

Course Objectives

1. Create awareness of the management thoughts and principles and relate it to the present business environment.
2. Provide insights on the management functions and processes to carry out the various activities in the organisation.
3. Familiarize leadership styles and interpersonal competencies required to effectively manage the operations in the organisation.
4. Provide knowledge on the Industrial evolution and its impact on management practices.
5. Imbibe ethical and moral values to ensure corporate social responsibility and corporate governance.

Unit I Management Process and Principles

15 Hrs

Overview: Concept, Functions, Levels of Management, Process, Managerial skills, Roles of Managers; Principles – Classical, Neoclassical, Modern, Contemporary and Contingency approaches.

Forms of Business: Enterprises -Micro, Small, Medium, Large, Ownership-Sole Proprietorship, Partnership, Private, Public, Scale of Operation- Domestic, International, Multi National, Transnational, Global.

Unit II Planning

15 Hrs

Planning: Definition, Types, Planning Process, Strategic Planning - Definition, Process – formulation of Vision, Mission, Environmental Analysis, Strategy formulation and Selection, Implementation, Approaches – MBO, MBE, MBWA.

Decision Making: Approaches, group dynamics in decision making.

Unit III Organising and Staffing

15 Hrs

Organising: Meaning, Principles, Span of Control, Organization structure –Line and staff, Functional, Matrix, Network, Formal and Informal, Authority relationship.

Staffing: Meaning, Process, Strategies- Retention, Labour Productivity, Job Satisfaction.

Unit IV Direction

15 Hrs

Direction: Concept, Principles, Supervision – Significance, Functions, Qualities of Supervisor.

Leadership: Concept, Styles, Theories

Motivation: Concept, Theories - Maslow, Herzberg, Expectancy, X Y

Communication: Concept, Process, Barriers.

Unit V Coordination and Control

15 Hrs

Coordination: Definition, Principles, Types and techniques, Relationship between Coordination and Cooperation.

Control: Meaning, Characteristics, Process, Principles, Techniques.

Trends in Management: Evolution of industry 4.0 & 5.0, Code of conduct and Ethics, Corporate social responsibility and corporate governance.

Group Presentation on Trends in Management- Seminars / Assignments*.

Total: 75Hrs

Text books

1. Stephen Robbins and Mary Coulter (2012), "*Management* ", 11th edition, Prentice Hall, New York.

2. **Aswathappa K.** (2016), *“Organisational Behaviour”*, 12th edition, Himalaya Publishing House, New Delhi.
3. **Fred Luthans** (2011), *“Organisational Behaviour”*, 12th edition, McGraw Hill Publishing Company, New York.

References Books

1. **Heinz Weihrich and Harold Koontz** (2010), *“Essentials of Management”*, 8th edition, Tata McGraw Hill Publishing Company Limited, New Delhi.
2. **James A.F. Stoner, R. Edward Freedom And Daniel R. Gilbert** (2012), *“Management”*, 10th edition, Prentice Hall Inc., New Jersey.
3. **Prasad, L.M.** (2015), *“Principles and Practice of Management”*, 9th edition, Sultan Chand & Sons, New Delhi.
4. **Ramasamy T.** (2013), *“Principles of Management”*, 2nd edition, Himalaya Publishing House, New Delhi.
5. **Uma Sekaran** (2005), *“Organisational Behaviour Text & Cases”*, 2nd edition, McGraw Hill Public Company Ltd., New Delhi.
6. **Ramesh B Rudani** (2013), *“Management and Organisational Behaviour”*, 3rd edition, S. Chand & Company, New Delhi.
7. **Rao V.S.P, Hari Krishna V** (2009), *“Management- Text and Cases”*, 2nd edition, Excel Books, New Delhi.

Course Outcomes

After completion of the course, the students will be able to:

1. Apply the knowledge of management principles techniques
2. Proactively plan, design, organise and monitor the organisational functions.
3. Compare and design appropriate organisational structures.
4. Apply their leadership skills and engage in team work .
5. Understand the code of conduct and ethics and effectively manage socially responsible organisations

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	H	M	M	L	M	M	H	M	H	M	M	H	M	M
CO2	H	M	H	H	H	L	H	M	L	L	M	M	H	M
CO3	M	M	H	H	L	H	L	M	L	L	L	M	H	L
CO4	M	M	M	H	M	M	H	H	H	H	M	L	M	H
CO5	M	L	M	M	L	M	H	L	H	H	H	M	M	H

Managerial Economics

Semester I
21BREC02

Hrs. of Instruction/Week: 5 T
No. of credits : 3

Course Objectives:

1. Provide knowledge of economics concepts and its applicability for managerial decision making.
2. Familiarize the macroeconomics concepts that impact business and organisations.
3. Elucidate the demand and supply analysis and indifference curve analysis for managerial decisions.
4. Provide insights of real applications of production functions and cost and revenue models under different market situations.
5. Enumerate the forecasting and economic analysis techniques for effective management decisions

Unit-I Introduction

15 Hrs

Managerial Economics: Definition, Economic Principles for Managerial Decisions - Opportunity Cost, Incremental, Time Perspective, Discounting and Equi-marginal.

Macroeconomic concepts: GDP, Inflation Index, Balance of trade, Balance of Payment, Employment, Fiscal and Monetary policies, Impact of Macroeconomic factors on Retail decisions.

Unit-II Demand and Supply

15 Hrs

Demand and Supply: Concept, Determinants, Elasticity, Law of Demand and Supply – Concept, Exceptions, Input-Output decision.

Demand Forecasting: Meaning Objectives, Factors, Methods-Time Series, Trend analysis, Regression Models and Interpretation.

Unit-III Indifference Curve Analysis

15 Hrs

Scale of Preference: Indifference Schedule, Indifference Map Curve, Indifference Curve- Properties, Marginal Rate of Substitution, Consumer's Equilibrium, Income Effect.

Unit-IV Production Function

15 Hrs

Production Function: Concept, Factors, Laws - Diminishing Returns, Increasing Returns, Constant Returns, Variable Proportions, Economies of Scale, Isoquant Curve, Least Cost Combination.

Design Economies of scale real time examples – Practical Assignment and Presentation*.

Unit-V Cost and Revenue Analysis

15 Hrs

Cost Analysis: Cost - Fixed and Variable, Explicit and Implicit, Marginal and Average, Short-run and Long-run, Cost Curves.

Revenue Analysis: Meaning, Average Revenue and Marginal Revenue, Price and Output Determination under Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly, Break-even analysis, Identification of Cost and Revenue elements to run a Small Retail outlet – Practical Assignment and Presentation*.

Total : 75 Hrs

Text Books

1. Varshney & Maheshwari, (2010), 'Managerial Economics', 2nd Edition, Sultan Chand & Sons, New Delhi
2. Dr.S.Sankaran (2016), '*Managerial Economics*' 5th edition, Margham Publication, Chennai

References

1. Paul A. Samuelson, William D. Nordhaus, Sudip Chaudhuri and Anindya Sen (2010), "*Economics*", 19th edition, Tata McGraw Hill, New Delhi.

2. **William Boyes and Michael Melvin** (2005), "*Textbook of Economics*", 3rd edition, Biztantra, New Delhi.
3. **Gregory Mankiw N.** (2007), "*Principles of Economics*", 6th edition, Thomson Earning, New Delhi.
4. **Richard Lipsey and Alec Charystal** (2011), "*Economics*", 12th edition, Oxford University Press, New Delhi.
5. **Karl E. Case and Ray C. Fair** (2002), "*Principles of Economics*", 10th edition, Pearson Education Asia, New Delhi.
6. **Adhikary, M.** (2000), "*Business Economics*", 2nd edition, Excel Books, New Delhi.
7. **P.L.Mehta (2013)** , '*Managerial Economics' Analysis, Problems and Cases*', 8th edition, Sultan Chand & Sons, New Delhi.

Course Outcomes

After completion of the course, the students will be able to:

1. Integrate the basic concepts of economics for optimal business decisions.
2. Analyze the demand and supply conditions to assess the market viability
3. Comprehend the effect of Production, Cost and Revenue on demand forecasting and pricing..
4. Design competitive strategies based on the market environment, nature of products and structure of markets.
5. Analyze real-world business problems from the economic perspective.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	H	M	H	M	M	M	M	M	L	H	H	M	M	M
CO2	H	L	H	M	H	H	M	L	M	M	M	H	H	H
CO3	H	M	M	M	M	L	H	H	M	H	M	H	M	M
CO4	M	H	M	H	L	M	M	M	M	H	H	M	M	M
CO5	M	M	M	H	M	H	H	H	H	H	L	M	H	H

Retail Business

Semester I
21BREC03

Hrs. of Instruction/Week: 5T
No. of credits: 4

Course Objectives

1. Provide insights on retail business environment and its impact on growing retail landscape.
2. Elucidate retail strategies and strategy formulation process.
3. Introduce Retail Formats and their characteristics
4. Discuss the merchandise and retail format characteristics and elucidate the differences.
5. Elaborate on the trends in retail business and formats from a global perspective.

Unit 1: Overview

15 Hrs

Retailing : Definition, Scenario - Indian , Global, Retail Evolution- Consumption, and its Impact, Prospects
Trend Key drivers, Economic contribution.

Retail Strategy: Concept , Steps, Retail Mix Planning – The Wheel of Retailing, Scrambled Merchandising, Retail Life Cycle

Unit 2: Retail Economics and Strategies

15 Hrs

Retail Environment : Economic , Consumer characteristics Technology, Regulations of Foreign Direct Investment (FDI) in retailing.

Strategy Planning : Situational Analysis - Identification of Consumer Characteristics and needs , Strategies, Corporate, Store , Growth Strategy framework.

Unit 3: Retail Formats and Characteristics

15 Hrs

Ownership - Independent, Chain, Franchising, Leased Department, Vertical Marketing System, Consumer Cooperative.

Store-based Retail Formats – Convenient Store, Conventional Supermarkets, Combination Store, Box (Limited Line store), Warehouse Store, Speciality Store, Variety Store, Traditional Department Store, Full Line Discount Store, Variety Store, Off Price Chain, Factory Outlets, Merchandising Club, Flea Market.

Web, Nonstore Based Retailing – Omni Channel, Single Channel, Direct Marketing, Data Based Retailing, Direct Selling, Vending Machine, Electronic Retailing, Web Retailing, M-Retailing

Other Nontraditional Forms of Retailing – Video Kiosks, Airport retailing

Unit 4: International Retailing

15 Hrs

International Retailing: Concepts, Features, Emergence. Challenges, International Sourcing, Modes of Market entry -Non Controlling Interest, International Stores, Merger/Takeover, Franchising, Joint Venture;

Classification - Product Specific Retailers, Merchandise Retailers, General Merchandise Retailers, Retail Branding, Strategies, Trend.

Unit 5: Other Forms of Retailing

15 Hrs

Rural Retailing : Concept, Opportunities, Challenges, Scenario- Characteristics of Rural & Urban Market, Rural Marketing Mix - 4 A's-Affordability, Availability, Awareness, Acceptability, Mode of Distribution channels -Village retailers.

Agriculture retailing- Characteristics, Objectives, Functions, Types -Local markets, Terminal markets, Regulated markets, Organized commodity markets, Commodity exchange - Trading and Functions.

E-Commerce: Definition, Models - B2B,B2C,C2B,G2B,C2C,B2G,G2C, Business Models - Drop shipping, Wholesaling and warehousing, While labelling and Manufacturing. Revenue models- Direct sale, Premium, Subscription, Credit.

Malls: Types, Components of Mall management- Positioning, Zoning, Promotion and Marketing, Facility Management and Financing

Other Forms of Retailers : Speciality , Off Price retailers, Full Line discount stores, Value retailer, Global Retail Chains.

Analyse situations, Customer characteristics and Merchandise - Suggest Retail formats and present the same*.

Total : 75 Hrs

Text Books

1. Swapna Pradhan (2012), *“Retailing Management Text & Cases”*, 4th edition, Tata McGraw Hill Publishing Company, New Delhi.
2. Barry Berman, Joel R Evans (2012), *“Retail Management – A Strategic Approach”*, 12th edition, Pearson Education, New Delhi

References Books

1. S.C. Bhatia (2008), *“Retail Management”*, 1st edition, Atlantic Publishers & Distribution,
2. Gibson G. Vedamani (2003), *“Retail Management”*, 4th edition, Jaico Publishing House, Mumbai.
3. Chetan Bajaj, Rajnish Tuli, Nidhi Varma Srivastava (2010), *“Retail Management”*, 2nd edition, Oxford University Press.
4. Suja Nair (2008), *“Retail Management”*, 3rd edition, Himalaya Publishing , Mumbai.
5. David Gilbert (2008), *“Retail Marketing Management”*, 2nd edition, Pearson Education, New Delhi

Course Outcomes

After completion of the course, the students will be able to –

1. Comprehend the retail business formats and differentiations.
2. Analyze the retail business environment and formulate retail strategies
3. Relate the customer characteristics, Retailer Objectives, Merchandise nature to retail formats and adapt suitable formats.
4. Assess the retail landscape, opportunities and challenges and design appropriate retail strategies.
5. Design retail formats to suit the dynamic global retail landscape, merchandise characteristics and retailer objectives.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	H	L	H	M	L	H	M	M	M	H	L	H	H	M
CO2	H	H	H	H	L	M	M	M	H	H	M	H	H	L
CO3	M	M	H	M	L	H	L	M	M	M	M	M	M	M
CO4	M	M	H	M	M	H	M	M	H	H	M	H	M	M
CO5	L	H	M	M	M	H	M	M	H	L	H	M	M	M

Discipline Specific Elective Course
DSC I: Business Statistics

Semester I
21BREI01

Hrs. of Instructions/week: 4T
No. of Credits: 3

Course Objectives:

1. Familiarize methods of data collection and data presentation.
2. Provide Knowledge on techniques of statistical analysis.
3. Develop skills in the use of basic statistics and multivariate analysis.
4. Inculcate competencies to use spreadsheets for data entry, presentation and analysis
5. Provide insights on Application of statistics for market research and retail management.

Unit I Introduction:

12 Hrs

Statics: Concept, Scope, Characteristics, Limitations, Applications in Business decisions.

Data Collection: Data types, Collection methods, Classification and tabulation of data; Presentation of data, Formation of a frequency distribution, Diagrammatic and Graphical representations.

Application of EXCEL - data entry, tabulation, charts and graphs

Unit II Measures of Central Tendency

12 Hrs

Measures of Central Tendency: Requisites of a good average; Measures of Central Tendency- Arithmetic and Geometric mean, Median, Mode.

Application of EXCEL to arrive at Averages and its interpretation

Unit III Measures of Dispersion

12 Hrs

Measures of Dispersion : Range, Quartile deviation, Mean deviation, Standard deviation and Lorenz curve, Coefficient of variation, Interpretation of Dispersion with Business examples*.

Unit IV Correlation Analysis

12 Hrs

Correlation: Simple, Karl Pearson's Coefficient, Rank Correlation, Concurrent Deviation method, (Grouped data omitted), Interpretation of Coefficient of Correlation. , Interpretation of Correlation results in real time applications.

Unit V Regression Analysis

12 Hrs

Regression: Analysis and equation, Graphic and algebraic methods – Use, logical interpretation of relationship between independent and dependant variables.

Total : 60Hrs

Text Books

1. Gupta S.P (2016), '*Fundamentals of Statistics*', 1st edition, Himalaya Publishing House, New Delhi
2. Ken Black (2004), "*Business Statistics for Contemporary Decision-Making*", 4th Edition, John Wiley, New York.

References Books

1. Arora P.N., Sumeet Arora, Mrs.S.Arora, Amit Arora(2008), "*Comprehensive Statistical Method*", 1st edition, S.Chand & Companies Ltd., New Delhi
2. Gupta S.P., M.P. Gupta (2000), "*Business Statistics*" 16th edition, Sultan Chand & Sons., New Delhi
3. Kazmier, L.J. and Pahi, N.F. (2000), "*Basic Statistics for Business and Economics*" 4th edition, McGraw Hill, New York

4. Saha.S., S. Mukherji (2002), “*Quantitative Methods – Mathematical, Statistical Economic Technique*”, 2nd edition, New Central Book Agency (P) , Kolkata.
5. Pillai R.S.N and Bagavathi (2010), ‘*Statistics, Theory and Practice*’, 5th edition, Sultan Chand & Sons, New Delhi.
6. Agarwal S.C. and Jain T.R(2010), ‘*Quantitative Methods for MBA*’, 1st edition, VK Enterprises, Chennai.

Course Outcomes

After completion of the course, the students will be able to

1. Relate statistics to business decisions and apply appropriate statistical techniques.
2. Design data collection and tabulation method for a given problem.
3. Apply statistical tools and forms of data visualization to interpret data.
4. Draw logical relationship between independent and dependant variables and present with inferences.
5. Interpret data analysis results and design reports to support effective business decision making.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	H	H	H	H	M	M	L	L	M	M	L	M	H	L
CO2	M	H	H	H	H	M	L	M	L	M	M	L	M	M
CO3	M	M	H	H	H	M	L	M	M	L	M	M	M	M
CO4	M	H	H	M	M	H	L	H	M	H	M	M	M	L
CO5	M	H	H	L	L	M	L	H	M	H	M	H	L	M

Principles of Accountancy

Semester II
21BREC 04

Hrs. of Instruction/week : 5T
No. of credits : 3

Course Objectives:

1. Impart knowledge on accounting concepts and conventions.
2. Develop the ability to record basic accounting transactions and maintain books of accounts..
3. Enable preparation of final accounts for trading and non trading organizations.
4. Provide insights on the meaning of depreciation and methods to accounting for depreciation.
5. Train the students to interpret the books of accounts and final accounts.

Unit: I Introduction to Accounting:

15 Hrs

Accounting : Need , Double Entry Bookkeeping, Types of Accounts, Accounting Principles, Concepts And Conventions, Limitations. Global Accounting – GAAP, IFRS Standard and Rules, Benefits.

Unit: II Books of Accounts

15 Hrs

Journal : Ledger Accounts, Trade Discount and Cash Discount, Subsidiary Books, Preparation of Trial Balance, Interpretations .

Unit: III Final Accounts For Trading Concern:

15 Hrs

Final Accounts: Capital and Revenue Concepts, Preparation of Trading Profit And Loss Accounts, Balance Sheet, Adjustments to Final Accounts, Interpretations of Final Accounts

Unit: IV Final Accounts of Non-Trading Concern:

15 Hrs

Accounts of non-trading concerns: Receipts and Payments Account, Income and Expenditure Account - preparation of Balance Sheet.

Unit: V Depreciation

15 Hrs

Depreciation: Meaning, Causes, Methods of Depreciation Calculation -Straight Line ,Written Down Value .

Distribution of questions: Theory – 20% and Problems 80%

Total : 75Hrs

Text Books

1. Reddy T.S. and Muthury A., (2017), **Financial Accounting** Margham Publishers, Chennai.
2. Nagarajan K.L., Vinaryakam N. and. Mani P.L., (2015) , **Principles of Accountancy** S.Chand- Eurasia Publishing House (Pvt) ltd, New Delhi.

References Books

1. Tulsian P.C. and Bharath Tulsian, (2016), **Financial Accounting**, Sulthan Chand Publications.
2. Jain S.P. & Narang K.L (2017), **Financial Accounting**, Kalyani Publishers, New Delhi.
3. Manikandan S. and Rakesh Shankar R. , (2017), **Financial Accounting**, Scitech Publications (India) Pvt Ltd.

Course Outcomes

After the completion of the course, the students will be able to

1. Comprehend Accounting Principles and Global Standards.
2. Classify the financial transactions and Prepare appropriate books of accounts for traders.
3. Prepare and interpret preparation of final accounts of trading concerns

4. Prepare and interpret financial statements of non – trading concern.
5. Comprehend the meaning of depreciation and methods of account for depreciation.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	H	H	M	H	L	H	H	H	M	M	L	M	H	L
CO2	H	H	H	M	L	H	M	H	L	M	L	M	M	H
CO3	H	M	H	H	M	H	M	M	H	H	M	H	M	H
CO4	H	H	M	H	M	M	H	L	L	H	M	M	M	H
CO5	H	M	H	M	L	H	M	M	H	M	L	H	H	M

Marketing Management

Semester II

21BREC05

Hrs. of instruction / week: 5T

No. of credits: 3

Course Objectives:

1. Elucidate marketing concepts and practices in a retail business environment..
2. Provide insights on the marketing environment and consumer behavior.
3. Elaborate on Marketing Mix Decisions and its paradigm shifts.
4. Elaborate on STP marketing and its application to retailing.
5. Discuss the dynamic pricing and distribution systems and relate t to retail strategies.

Unit I Introduction

15 Hrs

Marketing: Meaning Scope, Marketing concepts- Production, Product, Selling, Marketing, Societal Marketing, Customer Relationship Marketing, Marketing 4.0

Marketing Mix : P's for Service Marketing, A's and C's of Service Marketing Models, Identify the A's and C's for a retail outlet and present*.

Unit II Marketing Environment

15 Hrs

Buyer Behaviour: Culture, Subculture, Digital subculture, Values and Lifestyle, Attitude, Intention, Purchase Decisions, Post Purchase Behaviour.

Marketing Environment: Components , Analyzing Marketing Opportunities - Marketing environment, Industrial analysis, Analyzing Competition, Sales and Demand Forecasting.

List Five buyer behaviour factors and Five Market environment factors that will effect a global retail outlet*.

Unit III STP Marketing and Product

15 Hrs

STP Marketing: Market Segmentation- Approach, Procedure and Requirements, Target Marketing, Product Positioning.

Product Decisions: Product Personality, Individual Product Decisions - Attributes, Branding - Strategies, Packaging and Labelling, Product Portfolio- Product Mix Decision, Product Line Decision, New Product Development and Launch, Product Life Cycle and Strategies.

Unit IV: Pricing and Physical Distribution

15 Hrs

Pricing: Meaning, Pricing Strategies, Methods, Role of Government in Pricing.

Distribution: Channel Functions, Channel Design , Management Decisions.

Physical Distribution: Components, Transportation, Warehousing, Inventory Management,

Unit V: Promotion Decisions

15 Hrs

Promotion: Components, Advertising - Definition, Decisions - Mission, Money, Media, Message and Measurement. Sales Promotion - Definition, Techniques.

Personal Selling: Principles, Sales Force Design and Management, Aggressive selling.

Integrated Marketing Communication : Concept , Process, Data driven and Digital Marketing practices.

Design an integrated marketing plan / Advertisement for an imaginary product and present the same*.

Total : 75 Hrs

Text Books

1. Philip Kotler, Kevin Keller (2014), '*Marketing Management*', 13th Edition, Prentice Hall of India, New Delhi.
2. Ramaswamy V.S, Namakumari D. (2013), '*Marketing Management: Global perspective Indian context*', 5th edition, Macmillan Publishers India Ltd., New Delhi.
3. Philip Kotler, Hermawan Kartajaya, Iwan Setiawan (2016), '*Marketing 4.0: Moving from Traditional to Digital*', 1st edition, John Wiley and Sons Inc, USA.

References Books

1. Biplab B. Bose (2009), '*Marketing Management*', 1st edition, Himalaya Publishing House, Mumbai.
2. Nag A. (2010), '*Strategic Marketing*', 2nd edition, Macmillan Publishers India Ltd., New Delhi.
3. Mathur U.C. (2010), '*Strategic Marketing Management: Text and Cases*', 1st edition, Macmillan Publishers India Ltd., New Delhi.
4. Warren J. Keegan, (2013) '*Global Marketing Management*', 8th edition, Prentice Hall of India, New Delhi.
5. Robert G. Cooper (2011), '*Product Leadership: Creating and Launching Superior New Product*', 5th edition, Persus Books Group, USA.
6. Graham Hooley, Brigitte Nicoulaud, Nigel F. Piery (2017), '*Marketing Strategy and Competitive Positioning*', 6th edition, Prentice Hall of India, New Delhi.
7. Tailor R.K (2011), '*Modern Marketing Management*', 1st edition, Pointers publishers, Jaipur.

Course Outcomes

After completion of the course, the students will be able to

1. Exhibit knowledge on marketing environment and marketing decision
2. Design new products, manage product portfolios and design merchandise mix
3. Apply the concepts for effective distribution and logistics systems.
4. Create integrated marketing communication for promotion of products and services .
5. Observe the changing patterns of marketing practices across the industrial revolution and adapt to new marketing methods

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	H	M	H	M	L	H	H	M	L	H	H	H	H	M
CO2	H	H	H	M	L	M	L	M	M	M	M	H	M	M
CO3	H	M	M	H	M	M	M	M	M	M	M	H	M	M
CO4	H	M	M	H	H	M	M	M	H	M	M	H	M	M
CO5	H	H	H	M	H	H	L	H	L	H	H	H	H	M

Retail Consumer Behaviour

Semester II
21BREC06

Hrs. of Instruction/week: 4T
No. of credits: 3

Course Objectives:

1. Provide insights on retail shoppers and their behaviour
2. Familiarize the models and theories of Consumer Behaviour from a retailer perspective.
3. Enable application of marketing research process to understand shoppers and shopping behaviour.
4. Encourage identification of shopper profiles and design retail strategies for different customer profiles.
5. Provide insights on global shoppers and their shopping behaviour.

Unit I Overview

12 Hrs

Retail Shoppers : Retail shopper characteristics, changing dynamics of shoppers' behavior.

Shopping Behaviour: Types, Factors Influencing Shopping Behavior, Motives-Product and patronage.

Unit II Influences On Shopper Behaviour

12 Hrs

Internal : Personal Characteristics: Attitude, Perceptions, Learning, Personality, Lifestyle and Self-Image.

Inter Personal – Communications, Persuasion, Family, Group, Store Employees.

External: Socio-culture, Technology, Store Location, Shop Atmospherics, Online Retail Shoppers Behaviour, Relational Bonds, Technology influence on shopper behaviour.

Unit III Shopping process and behaviour

12 Hrs

Shopping process: Dimensions and Approaches r, Pre shopping, Shopping and Post Shopping Behavior, Outshopping Behaviour and Retail Leakage.

Unit IV Shoppers Decision Models

12 Hrs

Decision Models: Nicosia Model of Consumer Decision-making, Howard-Sheth Model, Engel Blackwell and Miniard Model, Attitude Intention And Behavior Models, Consumer Comfort Model, Store Choice Behaviour Models, technology adaptation and consumer behaviour models.

Unit V Market research and Global Behaviour

12 Hrs

Research: Process, retail information systems, Business Analytics Application- Shopper Profiling and Link Analysis.

Global Consumer Behaviour: Online Buying Behavior, Consumer Buying Habits, Perceptions of Emerging Non - Store Choices, Consumer Responses to Direct Marketing Approaches, Issues of Privacy and Ethics

Total : 60 Hrs

Text Books

1. Leon G. Schiffman, Leslie Lazar Kanuk,(2004) '*Consumer Behaviour*', Pearson Prentice Hall, 8th Edition, New Delhi.
2. Barry Berman, Joel R Evans (2012), "*Retail Management – A Strategic Approach*", 12th edition, Pearson Education, New Delhi

References Books

1. S.C. Bhatia (2008), *"Retail Management"*, 1st edition, Atlantic Publishers & Dist.
2. Gibson G. Vedamani (2003) *"Retail Management"*, 4th edition, Jaico Publishing House, Mumbai.
3. Chetan Bajaj, Rajnish Tuli, Nidhi Varma Srivastava (2010) *"Retail Management"*, 2nd edition, Oxford University Press,. **BBA (Retail Management)**
4. Swapna Pradhan (2012), *"Retailing Management Text & Cases"*, 4th edition, Tata McGraw Hill Publishing Company, New Delhi..

Course Outcomes

On successful completion of the course the student will be able to:

1. Identify retailer shoppers' profiles and design strategies.
2. Design market research processes and capture Shoppers Characteristics and Behavior.
3. Analyse retail shopper's behaviour, decision process and their technology adaptation level to design retail strategies and management processes.
4. Interpret the expectations of global shoppers and customize retail strategies.
5. Articulate Key ethical and social responsibility concerns to design ethical retail strategy.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	H	H	H	M	L	H	H	M	M	M	H	H	L	H
CO2	H	H	H	H	M	M	H	L	M	M	H	M	M	M
CO3	M	H	H	H	M	M	L	M	L	L	M	M	H	M
CO4	M	H	M	H	H	M	M	M	M	M	M	M	H	M
CO5	H	M	H	M	M	H	M	M	M	M	H	M	M	M

Discipline Specific Elective Course
DSE II - Computer Applications in Business

Semester II
21BREI 02

Hrs. of Instruction/week: 5 (2T+3 P)
No. of credits: 5

Course Objectives:

1. Provide insights on the role and significance of information systems in the current scenario.
2. Instill knowledge on the operating system of computers and internet of things.
3. Develop skills to apply MS-office package
4. Inculcate knowledge required to apply spreadsheets and databases to solve business
5. Enhance the Communication and Presentation Competencies by using PowerPoint, graphs and charts.

Unit I Computer Concepts and Networking

15 Hrs

Computer Concepts and Networking: Architecture, Computing data and information, Computing Interfaces, Computer networks

Basics Internet Terminologies: Meaning, Terminologies, Internet services, Internet protocols, Uses of internet society, Search engine, Cyber security.

Recent trends: Business Collaboration, Cloud computing, Grid computing, Virtualization, Green computing, E-commerce, Internet of Things.

Unit II Microsoft Word and Powerpoint

15 Hrs

Microsoft Word: Features, Creating letters, User interface and documents.

Powerpoint: Introduction, Create presentations, Design ribbon toolbar, Formatting a presentation - Inserting table, Smart art, Chart & pictures, Applying Themes, Adding a new slide, Applying transitions & animations, Adding sound & video presentation, Adding a hyperlink to presentation, Presenting a slideshow, Effective Presentation skills, Printing slides, Upload to youtube.

Prepare presentations and present on a topic*.

Unit III MS Excel

15 Hrs

Introduction: Excel environment, Saving workbooks, Worksheet basics- cell, Modifying Columns, Rows and cells, Formatting cells, Sorting data, Charts, Creating- simple formulas, Complex formulas, Working with basic functions.

Excel Functions : Statistical functions, Mathematical functions, Financial functions, Logical functions

Unit IV DataBase Systems

15 Hrs

Introduction: Database systems, Objectives and Advantages, Traditional file system, Traditional file system Vs Database systems, Evolution of database management technology, Modern approach of database

Unit V Managing Database using MS Access

15 Hrs

Managing Database using MS Access: Creating database, Understanding MS Access windows, Creating tables, Implementing relationship between the tables, Creating queries.

Mail merge: Introduction, Steps to use mail merge, Mail merge using database of MS Access, Mail merge using database in MS excel.

Prepare a two page financial reporting using all the applications and present the same*.

Total: 75Hrs

** - Self Study and Presentation*

Text Books

1. **V.Rajaraman (2018), *Introduction to Information technology***, PHI Learning private limited, Delhi-110092.
2. **P.Mohan, (2013), *Computer Application in Business***. Himalaya Publishing House, New Delhi.

References Books

1. **R.Kelly Rainer, Brad Prince (2017), *Introduction to Information Systems***, Wiley Publications, New Delhi.
2. **Ashok Arora (2015) *Computer Fundamentals and Applications***, Vikas Publishing House Pvt Ltd. New Delhi.
3. **Saravana Kumar (2010), R.Parameswaran and T. Jayalakshmi. *A textbook of Information Technology***, S.Chand & Company Ltd, New Delhi.

Course Outcomes

After completion of the course, the students will be able to

1. Interact with computers in Windows Operating Systems.
2. Create databases to capture and process data for a business concern.
3. Create documents for storing information for transactional processing and decision making
4. Carry out Financial functions, Mathematical functions and Statistical functions for data processing and information sharing.
5. Prepare PowerPoint presentation for effective corporate communication.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	H	H	H	M	H	H	H	M	H	M	H	H	M	H
CO2	H	H	H	H	M	M	L	M	M	M	L	M	M	M
CO3	M	H	M	H	M	M	L	M	H	L	L	M	H	M
CO4	M	H	M	H	H	M	M	M	H	M	M	M	H	M
CO5	H	M	H	M	M	H	M	H	M	M	H	M	M	M

Human Resource Management

Semester III
21BREC07

Hrs. of instruction/ week: 5T
No. of Credits: 3

Course Objectives

1. Provide insights on the basic concepts of Human Resource Management.
2. Familiarise the methods and techniques of Human Resource Management.
3. Outline the Human Resource Management processes
4. Elucidate the challenges and issues in Human Resource Management and Industrial Relations
5. Highlight the HR and Industrial relationship practices to ensure employee contribution and productivity.

UNIT I Human Resource Management

15 Hrs

Overview: Meaning, Objectives, Evolution - Functions, Roles, HR Policies.

HRM Models: Fombrun, Harvard, Guest, Warwick model

Human Resource Planning: Process, Job Analysis, Job Design, Job Description, Job Specification
Recruitment - Process, Screening, Evaluation And Control, Selection and Placement - Process, Orientation and Placement.

UNIT II Performance Appraisal, Training and Development

15 Hrs

Performance Appraisal: Process, Techniques, Challenges, Job Evaluation, Performance Appraisal vs. Performance Management, Performance Counselling.

Training: Importance, Training Need Analysis, Methods, Executive Development.

Learning: Importance, Process, Learning cycle, Learning Curve, Evaluation- Donald Kirkpatrick's Model.

Career Planning and Development: Process, Career Anchors.

UNIT III Human Resource Maintenance

15 Hrs

Compensation and Rewards Management: Payroll calculation, Incentive Schemes, Rewards, Stock Option, Fringe Benefits, Employee Benefits.

UNIT IV Employee Welfare

15 Hrs

Employee Welfare: Social Security, Work Environment, Transfers, Promotions and Separations, Employee Health and Safety.

Grievances : Causes, Redressal Process, Exit Policy.

UNIT V Industrial Relations

15 Hrs

Industrial Relations: Objectives and Approaches, Industrial Disputes, Causes, Prevention and Settlement. Strikes and Lockouts.

Trade Unions: Functions, Movement in India.

Collective Bargaining: Objectives, Importance, Workers' Participation in Management. Employee Morale, Factors, Measures, Job Satisfaction, Stress Management.

Total: 75 Hrs

Text Book

1.L.M.Prasad.,(2018) "*Human Resource Management*", Sultan Chand & Sons, New Delhi.

Reference Books

1. **P.C.Tripathi.**, (2019), "*Personnel Management and Industrial Relations*", Sultan Chand & Sons, New Delhi.
2. **P. Subba Rao.**, (2018), "*Personnel & Human Resource Management*", Himalaya Publishing House.
3. **K. Aswathappa.**, (2019), "*Human Resource and Personnel Management*", Tata McGraw Hill Publishing Co. Ltd.
4. **P.C.Tripathi.**, (2018), "*Human Resource Development*" Sultan Chand & Sons, New Delhi.
5. **ShashiK.Gupta and Rosy Joshi**, (2019), "*Human Resource Management*" Kalyani Publishers, New Delhi.

Course Outcomes

On the completion of the course, the students will be able to

1. Apply underpinning theoretical base for human resource management.
2. Identify the techniques of Motivation, Rewards Management, Training, Appraisal and other contemporary methods to improve the efficiency of employees.
3. Implement the HRM techniques and processes to ensure effective functioning of their organisation.
4. Design HRM system that ensures optimal use of human resource and employee satisfaction.
5. Apply HRM techniques for effective industrial relationships.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PL010	PO11	PSO1	PSO2	PSO3
CO1	H	M	H	L	M	M	M	M	H	M	M	H	M	M
CO2	H	H	H	L	M	M	H	L	H	M	H	H	H	H
CO3	H	H	L	M	M	H	H	M	L	M	H	M	H	H
CO4	H	H	H	L	M	H	H	M	M	M	H	H	H	H
CO5	H	H	H	M	M	H	H	M	H	H	H	H	M	H

Retail Legislations

Semester III

21BREC08

Hrs. of Instructions / week: 5T

No of Credits: 4

Course Objectives

1. Provide insights on the legal systems affecting retailing.
2. Enumerate the retail legal framework
3. Elucidate the Acts and Regulatory framework related to establishment and governance of retail outlets.
4. Create awareness of regulations related to consumer protection and foreign direct investments and IT laws
5. Inculcate ethical practices in retailing

Unit I Overview and Governance

15 Hrs

Overview: Issues, Need, Legal Framework for retailing

Acts Relating to Governance: Shop and Establishment Act, Essential Commodity Act, Prevention of Food and Adulteration Act, Standards of Weights and Measures Act, Maximum Retail Price Act

Unit II Contract and Competition

15 Hrs

Sale of Goods Act: Essentials, Conditions and Warranty, Rights of an unpaid seller, Vendor agreement for e-commerce.

Competition Act: Anti-agreements, Abuse of dominance, tie-in arrangement, exclusive supply agreement, exclusive distribution agreement, refusal to deal, resale price maintenance, regulation of combinations, enquiry of Commission. Restrictive Trade Practices

Unit III Employee and Consumer Protection

15 Hrs

Employee related Law: Shop and Establishment Act - Employee Rights, Compensation, Labour Clearance, Fair Labour Standards Act

Consumer Protection Act: Consumer rights, Procedures, Consumer grievances, Redressal, Types, process, Machineries and Forums, consumer contract regulation.

Unit IV Price, Product and Promotion

15 Hrs

Product Laws: Warranty, Sales, liability, Intellectual Property Act: Copyrights, Trademarks, Patent Rights.

Retail Pricing: Government rules- horizontal price fixing, vertical price fixing, price discrimination, minimum price levels, Unit pricing, Item Price Removal, and Price advertising

Promotion: Deceptive sales practices, Deceptive Advertising. Deceitful diversion of Patronage.

Unit V E Commerce

15 Hrs

Consumer Protection and IT Acts : Consumer protection e-commerce Rules, Data Protection Bill, Information Technology (Intermediary guidelines and digital media ethics code), Cyber security- IT act and rules, Payment and Settlement Act, IT (reasonable security practices and procedures and sensitive personal data or Information) rules, 2011

Others: Cultural norms, Brand enforcement Act, IRDAI regulations, Direct Selling rules, FDI and FEMA.

Total: 75 Hrs

Text Books

1. **Kapoor, N. D** (2019), "*Elements of Mercantile Law*" Sultan Chand & Sons, New Delhi.
2. **P. K. Goel**, (2008), "*Business Law for Managers*," Biztantra Publishers, India.
3. **Barry Berman, Joel R Evans** (2012), "*Retail Management – A Strategic Approach*", 12th edition, Pearson Education, New Delhi

Reference Books

1. Akhileshwar Pathack, (2019), *“Legal Aspects of Business”*, 4th Edition, Tata McGraw Hill, New Delhi.
2. P. P. S. Gogna, (2015), *Mercantile Law, S. Chand & Co. Ltd. “Elements of Law”*, New Delhi, 11th Edition,
3. Maheshwari, S.N. and S.K. Maheshwari”, (2015), *A Manual of Business Law*”, 6th Edition, Himalaya Publishing House, New Delhi.

Course Outcomes

After completion of the course, the students will be able to

1. Comprehend the regulatory framework to retail business.
2. Identify legal complexities and related remedies.
3. Implement systems to monitor the functioning of retail business within the regulatory framework.
4. Identify the stakeholder’s rights and abide by the regulations to ensure good governance.
5. Conduct ethical retail business in line with the regulatory framework.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PL010	PO11	PSO1	PSO2	PSO3
CO1	H	M	H	M	M	M	H	M	L	M	M	H	M	M
CO2	H	H	H	L	M	M	H	H	H	M	H	H	H	H
CO3	H	H	H	M	M	H	H	M	L	M	H	M	H	H
CO4	H	H	H	L	M	M	H	M	M	M	H	H	H	H
CO5	H	H	H	M	M	H	H	M	H	H	H	M	H	H

Purchase and Merchandise Management

Semester III
21BREC09

Hrs. of Instruction/week: 5T
No. of credits: 3

Course Objectives

1. Familiarise the fundamental concepts of purchase and merchandising and its applications.
2. Elucidate the purchase functions and problems.
3. Provide insights on procurement and merchandise management process.
4. Highlight the importance of applying analytical concepts for effective procurement and merchandise planning.
5. Demonstrate the merchandise plans of various retail outlets.

UNIT I Purchase

15 Hrs

Purchasing Functions: Buying Organisations-Formats, Processes.

Procurement: Objectives, Policies, Procedures, Materials Management.

UNIT II Supply Sources

15 Hrs

Source Selection: Importance, Vendor development & maintenance, Vendor rating, Competitive bidding, selecting the source.

Negotiation: Objectives, Process, Techniques, Price negotiation, Purchasing of capital goods, Seasonal Commodities, Insurance.

Unit III Merchandising & Merchandising Mix

15 Hrs

Merchandising: Concept, Objectives, Trends, Importance, Elements, Essential features, Challenges.

Merchandise Mix: Concept, Objectives, Merchandise Line.

Devising Merchandise Plan: Forecasts, Innovativeness, Assortment, Brands, Timing, Allocation, Category Management, Merchandise Software.

Unit IV Merchandise Plans

15 Hrs

Implementation: Gathering Information, Selecting and Interacting with Merchandise Sources, Evaluating, Negotiating the Purchase, Concluding Purchases, Receiving and Stocking, Re-ordering, Re-evaluating on a regular basis.

Logistics: Performance Goals, Supply Chain Management, Order Processing and Fulfilment, Transportation and Warehousing, Customer Transactions and Customer Service.

Inventory Management: Retailer Tasks, Inventory Levels, Merchandise Security, Reverse Logistics, Inventory Analysis.

Unit V Financial Merchandise Management

15 Hrs

Inventory Valuation: Cost Method and Retail Method Accounting.

Merchandise Forecasting and Budgeting: Designating Control Units, Sales Forecasting, Inventory Level Planning, Reduction Planning, Planning Purchases, Planning Profit Margins.

Unit Control Systems: Physical, Perpetual Inventory Systems, Unit Control Systems in Practice.

Financial Inventory Control: Stock Turnover and Gross Margin Return on Investment, Reorder.

Total: 75Hrs

Text Books

1. **Chetan Bajaj and Ranjith**, (2018), "*Retail Management*" – Oxford University Press, Second Edition,
2. **Gibson G Vedamani** (2004), "*Retail Management – Functional Principles and Practice*", Jaico Publishing House, Second Edition.
3. **Barry Berman, Joel R Evans** (2012), "*Retail Management – A Strategic Approach*", 12th edition, Pearson Education, New Delhi

References Books

1. **S.Chatterjee**, (2004), "*Applied Materials Management*", New Delhi: SAGE Publications.
2. **P. Gopalakrishnan**(2001), "*Purchasing and Materials Management*", New Delhi: Tata McGraw Hill Publishing Company Limited,
3. **Tony Arnold J R and Stephen N Chapman** (2009), "*Introduction To Materials Management*", New Delhi: Prentice Hall of India.
4. **Gopalakrishnan P and Sundaresan M** (2004), "*Material Management: An Integrated Approach*", New Delhi: Prentice Hall of India Pvt Ltd.
5. **A.K. Datta** (2009), "*Materials Management Procedures, Text and Cases*", New Delhi: Prentice Hall of India Pvt. Ltd.

Course Outcomes

On completion of the course, the student will be able to

1. Comprehend the importance and functions of purchasing and merchandise management.
2. Make Purchase and Merchandise decisions to ensure retail visibility.
3. Apply Merchandise Mix and Category Management Techniques and Evaluate the financial implications.
4. Evaluate Locational advantages to take Procurement and Merchandise Decisions.
5. Design Procurement and Merchandise Strategies.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	H	M	M	M	M	H	H	M	M	M	H	H	H	H
CO2	H	H	H	H	M	H	H	M	M	M	H	H	H	H
CO3	H	H	H	M	H	H	H	L	M	M	H	H	H	H
CO4	H	M	M	M	M	M	H	L	L	L	M	H	M	M
CO5	H	H	H	H	H	H	H	H	M	M	H	H	H	H

Retail Operations Management

Semester III
21BREC10

Hrs. of instruction / week: 5T
No. of credits: 3

Course Objectives

1. Provide insights on the importance of retail operations in today's business environment.
2. Elucidate the process of retail operations management.
3. Inculcate skills across functional areas of Retail Operations.
4. Enumerate the global and local scenarios and their impact on retail operations management.
5. Provide insights on store operations and inventory management and performance evaluation techniques.

Unit- I Retail Operations and Store Location

15 Hrs

Retail Operations: Definition, Management process, features.

Operations Management: Operating a retail business, operations blueprint, store maintenance, Energy management and renovations, Housekeeping, store security, Insurance, Credit management, Merchandise Shrinkage, Outsourcing, Crisis Management.

Store Location: Choosing a Store Location- Trading Area Analysis, Regional Analysis – Characteristics.

Unit - II Site Selection and Store Layout

15 Hrs

Site selection: Actual site analysis and selection, Choice of a general location, characteristics of the available site.

Retail store layout: Types- Grid, Forced- Path, Free-form, Boutique, Combined Layouts, Circulation plan, space mix and effective retail space management, Floor space management.

Unit -III Retail Location and HR Strategy

15 Hrs

Selection of a Shopping Centre/Market: Merchants Association, Zoning and Planning, Lease Terms, Building Layouts, Traffic Count.

Retail Location Theories: Central Place, Spatial Interactions, Land Value, Principle of Minimum Differentiation.

Structure of Retail Organisation: Distribution Channel, Key Activities and Organisational Structure, Organisational Culture.

Unit – IV Inventory Management

15 Hrs

Retail Inventory: Inventory Planning, Return on inventory investments, stock turnover.

Inventory Management: Physical and perpetual inventory systems, retail method of inventory valuation

Unit – V Retail Operations Evaluation

15 Hrs

Evaluation: Store operating parameters, strategic resource model in retailing, Designing a performance measurement model, Remedial strategies.

Total: 75Hrs

Textbooks

1. Barry Berman and Joel R Evans (2006), “*Retail Management – A Strategic Approach*”, Prentice Hall of India, Tenth edition.
2. James R Ogden and Denise T Ogden,(2005) “*Integrated Retail Management*”, Biztantra.

Reference Books

1. **Gibson G Vedamani**, (2004), "*Retail Management – Functional Principles and Practice*", Jaico Publishing House, Second edition.
2. **Swapna Pradhan** (2004), "*Retailing Management: Text and Cases*" – Tata McGraw Hill Publishing Company Ltd.

Course Outcomes

After completion of the course, the students will be able to

1. Comprehend the concepts and areas of retail operations.
2. Apply techniques for analysing and managing retail operations.
3. Designing scientific methods for various retail operations.
4. Sketch relationships between various retail operations and interlink them.
5. Evaluate the effectiveness of various retail operations and suggest improvements.

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO 1	PSO2	PSO3
CO 1	H	L	L	M	L	H	M	H	H	H	H	H	H	L
CO 2	H	H	M	H	M	H	M	M	M	H	H	M	H	L
CO 3	M	M	M	L	H	M	M	L	L	M	M	L	M	M
CO 4	M	L	M	H	H	L	L	M	H	H	M	H	H	H
CO 5	H	M	L	H	M	M	M	H	H	M	H	M	L	M

Supply Chain Management

Semester III
21BREC11

Hrs. of instruction / week: 5T
No of Credits: 3

Course Objectives

1. Outline the concepts in supply chain and logistics and their interrelationships with other business functions.
2. Provide insights into the changing logistics environment and the strategic issues in SCM
3. Identify and evaluate the factors influencing logistics and supply chain management
4. Design strategies for various modules of logistics and supply chain management
5. Understand the role and nuances of integrated supply chain networks

Unit I Supply Chain (SC)

15 Hrs

Supply Chains: Concept, Integrated Supply Chain Management, Goals and Objectives, Business Environment and Supply Chain Competitiveness, Drivers, Challenges.,

SCM Models: Integrated Customer Life Cycle, Demand Chain Management and Supply Chain Model, Supply Chain Models – SCOR, DCOR, CCOR, M4SC

Unit II SCM Strategies

15 Hrs

SCM Strategies: Process view, Push and Pull SC Strategies, Push/ Pull boundary

Performance: Performance Measurement and Control Mechanism, Throughput Dollar Days (TDD), Inventory Dollar Days (IDD)

Risk Management: Disruptions, Strategies.

Unit III SC Planning and Co-ordination

15Hrs

Demand Forecasting and Planning: Forecasting Methods, Aggregate Planning- Steps, Strategies, Methods, Managing Supply and Demand.

Cycle Inventory: Impact of Economies of Scale on Cycle Inventory, Quantity Discount, Safety Stock, Replenishment Policy, Aggregation, Product Availability.

Co-ordination: Coordination, Bullwhip Effect, Mechanisms.

Unit IV Operational SCM

15 Hrs

Facility Decision: Network Design Decision, Impact, Framework, Analytical Methods for Evaluating Locations

Transportation: Role, Principles, Modes, Economies, Strategies for optimization.

Warehousing: Objectives, Types, Strategy

Procurement Management: Strategic Sourcing, Purchase Process, Purchasing in Global Supply Chain, Global Purchasing Trends, Critical Success Factors.

Outsourcing Business Models: Make or Buy Decision, Supplier Segmentation Matrix and Outsourcing Strategies.

Unit V Supply Demand Integration

15 Hrs

Integration: Business Model for Outsourcing, Internal Integration, Enterprise Resource Planning, Matching Functional and Innovative Products with Supply Chain, Integration of SCM, ERP And CRM, Value Stream Mapping- Application and Advantages.

Supply Chain for e- Commerce: Challenges and Solutions, Reverse Logistics and Refund Policy, IT and its Role in SCM, Digital Supply Chain, Thinking Supply Chain.

Total: 75Hrs

Text Books

1. **Sunil Chopra and Peter Meindl**, (2015), "*Supply Chain Management: Strategy, Planning and Operation*", 6th Edition, Pearson Higher Education, New Delhi.
2. **Burt, Dobler, Starling** (2008), '*World Class Supply Management- The Key to Supply Chain Management*', 1st Edition, Tata McGraw-Hill Publishing Company Ltd, New Delhi
3. **Robert B. Handfield, Ernest Nichols** (2016), "*Introduction to Supply Chain Management*", 1st Edition, Pearson Education, New Delhi.

References Books

1. **Barry Berman, Joel R Evans** (2012), "*Retail Management – A Strategic Approach*", 12th edition, Pearson Education, New Delhi
2. **Christopher. Martin** (2011), "*Logistics and Supply Chain Management*", 4th Edition, Pearson Education, New Delhi.
3. **David Simchi, Levi, Philip Kaminsky, Edith Simchi Levi** (2007), "*Designing and Managing the Supply Chain*", 3rd Edition, McGraw Hill Publications, New Delhi.
4. **Donal J Bowersox, David J Coss, M Bixby Cooper** (2008), "*Supply Chain Logistics Management*", 2nd Edition, Tata McGraw Hill, New Delhi.
5. **James R. Stock, Douglas M. Lambert** (2001), "*Strategic Logistics Management*", 4th Edition, McGraw Hill Publications, New York.
6. **Michael H. Hugos** (2011), "*Essentials of Supply Chain Management*", 3rd Edition, Wiley Publications, US.
7. **Shay** (2004), "*Supply Chain Management for Global Competitiveness*", 2nd Edition, Macmillan Publishers, New Delhi

Course Outcomes

On the completion of the course, students will be able to

1. Comprehend fundamental supply chain management and logistics concepts and their interrelationships.
2. Apply decision making tools to evaluate and manage supply chain networks.
3. Analyse and improve supply chain processes with a sustainability approach.
4. Evaluate implications of supply chain and logistics with local and global perspective.
5. Adapt and implement recent trends in managing supply chain and logistics functions of Retail outlets.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PL010	PO11	PSO1	PSO2	PSO3
CO1	H	M	M	L	L	M	H	L	L	M	M	H	M	M
CO2	H	H	H	M	M	H	H	M	M	H	M	H	H	H
CO3	H	M	H	M	H	M	H	L	L	M	M	H	H	H
CO4	H	H	H	M	M	H	H	H	H	H	M	M	H	H
CO5	H	M	L	M	M	H	H	H	M	H	H	M	H	H

Discipline Specific Elective Course DSE-III
Computerised Accounting –Tally

Semester III
21BREI03

Hrs of Instruction/week: 5 (T:2, P: 3)
No. of credits: 5

Course Objectives

1. Enumerate practical skills in the application of Tally Package
2. Impart knowledge on preparing accounting and inventory vouchers in Tally.
3. Inculcate the skill on computing goods and services tax using Tally.
4. Familiarise the students to know about the company balance sheet.
5. Demonstrate the Tally ERP.

Unit I Company Information

15 Hrs

Introduction to Tally, Features of Tally, Setting up a New Company in Tally, Creation of a Company, Alteration, deleting, and shutting a company. F11: Features-Accounts, Inventory and Statutory Features and F12: Configurations.

Unit II Groups and Ledgers

15 Hrs

Concepts of Grouping of Accounts, Predefined account groups, display or alter groups. Creating Ledger Accounts, Predefined ledger accounts, creation, display, alter and deleting ledger accounts, Inventory –items, groups, units, creating a single stock group, creating a multiple stock group, stock items.

Unit III Accounting Vouchers

15 Hrs

Voucher types, Creation of voucher type, Types of accounting vouchers, Maintaining Bill-wise accounts, Cost centre and Cost category, Interest calculation, Reversing journals and optional voucher, Memorandum Voucher.

Unit IV Inventory Vouchers

15 Hrs

Inventory vouchers –delivery note, physical stock voucher, purchase order, sales order, receipt note, rejection in, rejection out, stock journal, Stock category, bill-wise details, Godowns. GST, types and rates, creation of stock items with GST, GST entry and payment.

Unit V Generation of Reports

15 Hrs

Display of Daybook, Trial balance, profit and loss accounts, balance sheets, Stock summary and statutory reports. Printing options, quick format, printing reports, printing of primary books, printing of registers, printing of outstanding statements, printing of inventory books.

List of Practicals

- | | |
|--|---|
| 1. Creation of new Company-Creating groups and ledger types | 3 |
| 2. Creation of Accounting Voucher. | 3 |
| 3. Entering transactions in a Day Book. | 3 |
| 4. Data and security management in Tally ERP | 4 |
| 5. Display of financial statements. | 4 |
| 6. Creation of Stock Groups and Categories. | 4 |
| 7. Creation of inventory vouchers and display of stock summary. | 4 |
| 8. Creation of purchase order and sales order | 4 |
| 9. Preparation of bill-wise details and calculation of interest overdue. | 4 |

10. Creation of Accounting Voucher with Inventory details.	4
11. Creation of Godown.	4
12. Purchase and sale of items subject to GST	4

Total: Theory-30 & Practicals-45

Text Books

1. **Kogent Learning Solutions Inc** (2016), “**Tally .ERP 9 in Simple Steps**”, Wiley India Pvt Ltd, New Delhi.

Reference Books

1. **Ashok K Nadhani** (2016), Tally.ERP 9 “*Made Simple Basic Financial Accounting*”, BPB Publication, New Delhi.
2. **Nadhani** (2016), “*Mastering Tally.ERP 9*”, BPB Publication, New Delhi.

Course Outcomes

After completion of the course, the students will be able to:

1. Relate the heads of Accounts to Tally Nomenclature.
2. Apply Tally for accounting.
3. Generate the accounting and inventory statements by applying various financial tools.
4. Prepare statutory reports in compliance with GST and other corporate requirements.
5. Link Transactional processing systems in Retailing to accounting process in Tally.

CO/ PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PSO 1	PSO 2	PSO 3
CO 1	H	L	M	L	H	M	H	L	L	M	M	H	M	L
CO 2	H	M	H	L	H	L	H	L	L	H	M	H	H	H
CO 3	M	L	M	L	H	L	M	L	L	M	L	H	H	M
CO 4	H	M	H	L	L	M	L	H	M	H	L	H	L	H
CO5	H	L	H	L	L	M	M	M	L	M	L	H	L	M

Business Taxation

Semester IV
21BREC12

Hrs. of instruction / week: 5T
No. of credits : 3

Course Objectives

1. Introduce the basic concepts of Federal finance, GST and Customs duty
2. Provide knowledge on the principles, objectives, benefits and challenges in Indirect taxation
3. Acquaint with GST registration and Returns.
4. Elucidate the procedure for levy, collection and invoicing.
5. Familiarise on the procedure for Customs Duty and procedure for Export.

Unit I Taxation

15 Hrs

Federal Finance: Principles of Federal finance, Federal system under the Indian constitution, Union list, State list, Concurrent list, Sources of Revenue for Union and States, Distribution
Taxation: Objectives, Canons of Taxation, Types – Direct and Indirect, Requisites of good Tax system.

Unit II Goods and Services Tax

15 Hrs

GST: Rationale, Structure (SGST, CGST and IGST), Counsel, GST Network, State Compensation Mechanism, Registration of Dealers.

Unit III Levy and Collection of GST

15 Hrs

Taxable event: Supply of Goods and Services, Place of supply - Within State and Export, Time of supply.

Valuation for GST: Valuation rules, Taxability of expenses.

Exemption from GST: Small Supplies and Composition Scheme - Classification of Goods and Services, Composite and Mixed Supplies.

Unit IV Input Tax Credit and Invoicing Under GST

15 Hrs

Input Tax Credit under GST: Eligibility, Conditions.

ITC in Capital goods: Set –off of input tax credit, restrictions in claiming ITC, ITC in Special circumstance.

Tax invoice: Types, Supporting document, Essential details, Invoicing under GST for supply of services.

Unit V Customs Duty

15 Hrs

Concept: Types, Drawbacks, Export Promotion Scheme, Customs Act 1962 and Amendments..

EXIM Procedure: Valuation, Exemption, Clearance, Baggage rules, Import and Export carrier and Post parcels.

Total: 75 Hrs

Text Books

1. HemantNarang C.A, (2017), "*GST simplified*", Computech Publications Limited, New Delhi.
2. Mehrotra H.C and Agarwal V.P, (2018), "*Goods and Services Tax*", Sahitya Bhawan Publications, Agra.

Reference Books

1. Datey V.S.(2017), "*GST - A model*", Taxman publications (Pvt.,)Ltd, New Delhi.
2. Mehrotra M.C and Goya S.P(2015), "*Direct and Indirect Taxes*", Sahitya Bhawan Publications, New Delhi,
3. GST Manual, Government of India.

Course Outcomes

After completion of the course, the students will be able to

1. Comprehend and evaluate the Federal System and sources of revenue.
2. Apply the structure and registration procedure for business taxation.
3. Sketch levy, collection, valuation and clearance procedures.
4. Identify the special schemes, circumstances and concessions in business taxation.
5. Link business taxation procedures for retail invoicing and transaction processing..

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	H	H	M	H	M	H	H	M	H	H	M	H	H	M
CO2	H	M	H	H	M	H	M	M	M	H	L	M	L	M
CO3	H	H	H	H	H	M	L	M	H	M	H	M	H	L
CO4	H	L	M	H	M	H	H	H	M	H	M	L	M	H
CO5	H	H	M	M	H	H	H	L	M	H	H	M	M	H

Entrepreneurship Development

Semester IV

21BREC13

Hrs. of instruction/ week: 5T

No. of credits: 3

Course Objectives

1. Familiarize the concept, functions and growth of entrepreneurship
2. Provide insights on project identification and feasibility analysis
3. Elucidate Project design and appraisal techniques
4. Expose to institutional support and the sources of finance for business ventures
5. Encourage the spirit of self-employment and develop small and medium retail outlets.

Unit I Entrepreneurship

15 Hrs

Overview: Meaning, characteristics, functions, types

Entrepreneurial Motivation: Need for Achievement Theory, Risk-taking Behaviour, Entrepreneurial decision process, Opportunities for Entrepreneurs, Role of entrepreneurship in economic development.

Unit-II Special Entrepreneurship

15 Hrs

Family Businesses: Definition, Types, Characteristics, Challenges, Family business models in India.

Micro, Small and Medium Enterprises (MSMEs): Definition, Features, Dynamics and Management, - AGRO Based and Allied, Manufacturing, Retail and Services.

Special Entrepreneurship: Types - Women, Rural, Social and Global

Unit III New Ventures

15 Hrs

Launching New Ventures: Idea Generation, Developing and Testing, New Business ideas, Analyzing environmental dynamics and change, Business Models and Industry Trends, Identifying and Selling to Appropriate Markets, Marshalling the Information Resources, Developing Teams and Alliances.

Funding: Institutional Support, Government Schemes, Seed Capital, Venture Capital, Angel Investors, Crowd Funding.

Unit IV Business Plan

15Hrs

Business Plan: Concept, Guidelines - Self & Business Idea Evaluation, Company Overview, Product and Service description, Market analysis, Marketing and sales strategy, Management and personnel plan.

Financial Feasibility: Projections, Financial ratios and charts of accounts, Executive summary.

Implementation: Raising capital, Building future business, Sample business plan.

Unit V Incorporation

15 Hrs

Registration: Direct Identification Number, Digital Signature Certificate, Company Name Reservation, Certificate of Incorporation and Seal, Permanent Account Number from UTI or NSDL, Tax Account Number, Register For GST, Employee Provident Fund Organization, ESIC, Filing for Approval From RBI/ FIPB, Government Approvals, Environmental Clearance.

Total : 75 Hrs

Text Books

1. Kanka S. (2012), '*Entrepreneurial Development*', 4th edition, S.Chand & Company Pvt. Ltd, New Delhi.
2. Vasant Desai (2009), '*Dynamics of Entrepreneurial Development and Management*', 5th edition, Himalaya Publishing House, Mumbai.

References Books

1. **Aswathappa**, (2009) '*Essentials of Business Environment*', 12th edition, Himalaya Publishing House, New Delhi,
2. **Dale Meyer. G & Kurt A Heppard**,(2000), '*Entrepreneurship as Strategy Competing on the Entrepreneurial edge*', 1st edition, Sage Publications.
3. **Mathew J.Manimala**, (2005), '*Entrepreneurship Theory at the Crossroads: Paradigms and Praxis*' 2nd edition, Wiley India.
4. **Poornima M Charantimath** (2007). '*Entrepreneurship Development Small business enterprises*', 4th edition, Pearson Education, India
5. **Thomas W. Zimmerer, Norman M. Scarborough** (2007), '*Essentials of Entrepreneurship and Small Business Management*', 5th edition, Pearson Prentice Hall, New Jersey.

Course Outcomes

After completion of the course, the students will be able to

1. Comprehend the concept, functions and growth of entrepreneurship in India
2. Apply knowledge for designing business plans and incorporation of retail outlets.
3. Assess the strengths and weaknesses of various Indian business forms and leverage on the advantages
4. Identify the various Sources of Funds Institutional support, and Government Schemes to establish retail business.
5. Innovate new retail formats and businesses.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	H	H	M	H	M	H	H	M	H	H	M	H	H	M
CO2	H	M	H	H	M	H	L	M	M	H	L	M	L	M
CO3	H	H	H	H	H	M	L	M	H	L	H	M	H	L
CO4	H	M	M	H	M	H	H	H	M	H	M	L	M	H
CO5	M	H	M	M	H	L	H	L	L	H	H	M	M	H

Retail Cost and Financial Management

Semester IV
21BREC14

Hrs. of Instruction/week: 5T
No. of credits: 3

Course Objectives

1. Provide knowledge on concepts and tools of Cost and Financial Management.
2. Elucidate methods and techniques of Costing.
3. Enable awareness on the capital structure in which financial management operates.
4. Develop an understanding of tools on working capital management.
5. Provide knowledge on Capital Budgeting and Dividends.

Unit I Cost Accounting

15 Hrs

Overview: Meaning, Definition, Significance.

Cost: Classification, Ascertainment, Elements, Methods - Standard costing and Activity Based Costing, Preparation of Cost Sheet.

Unit II Marginal Costing

15 Hrs

Marginal costing : Break Even Analysis, Margin of safety.

Standard and variance analysis: Material, Labour, Sales and Overheads.

Unit III Working Capital Management

15 Hrs

Working Capital: Concepts, Importance, Determinants.

Cash Management: Motives, Objectives, Strategies.

Receivables Management: Objectives - Credit policies.

Unit IV Stores and Inventory Management

15 Hrs

Store Control: EOQ-maximum, minimum, reordering levels, Pricing of materials issues- FIFO, LIFO, Weighted Average Cost.

Standard Cost: Methods - Labour cost, Remuneration and Incentives. (Problems and theory)

Inventory Management: Accounting, Valuation, Techniques.

Unit V Finance Functions

15 Hrs

Overview: Objectives, Decisions.

Sources of Finance: Capital Structure - Sources, Decisions

Pricing: Components, Methods, Special Pricing Methods - Target Pricing, Transfer Pricing.

Revenue Management: Components, Capital Budgeting Techniques - Payback, IRR, NPV and Benefit Cost Ratio.

Total: 75 Hrs

Text Books

1. **Arora. M** (2012), “**Cost and Management Accounting**”, Vikas publishing house Pvt Ltd.
2. **Jain S.P and Narang**, (2016), “**Cost Accounting Principles and Practice**”. Kalyani Publishers, New Delhi, 5th Edition.
3. **I. M. Pandey** (2019), “**Financial Management**”, Vikas Publishing House Pvt Ltd.

Reference Books

1. **Khan and Jain** (2018), "**Financial Management**", McGraw Hill Education – 7th Edition.
2. **T.S.Reddy & Y.Hari Prasad Reddy** (2014),"Cost and Management Accounting", Margham Publications.

Course Outcomes

After completion of the course, the students will be able to

1. Comprehend the concepts of Retail Cost and Financial management.
2. Describe the purpose of stores control through economic order quantity, pricing and material issues.
3. Use effective methods to promote respect and relationship for financial deals.
4. Utilise information to maximise and manage finance.
5. Demonstrate a basic understanding of dividend policy.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	H	H	M	H	M	H	H	M	H	H	M	H	H	M
CO2	H	M	H	H	M	H	M	L	M	H	H	M	M	H
CO3	H	H	H	H	H	M	L	M	H	L	H	M	H	L
CO4	H	M	M	H	M	H	H	H	M	H	M	L	M	H
CO5	H	H	M	M	H	H	M	M	H	H	H	M	M	H

Integrated Marketing Communication

Semester IV
21BREC15

Hrs. of Instruction/week: 5 T
No. of credits: 3

Course Objective

1. Provide insights on marketing communication tactics
2. Acquaint the students with essential concepts and techniques for the development and designing of an effective Integrated Marketing Communication programme..
3. Explain the application on Integrated selection media for advertising and sales promotion as a marketing tool.
4. Enumerate the applications of Integrated Marketing Communication for Retailing.
5. Provide information and practical exposure to Branding, Promotions and Public Relations.

UNIT I Integrated Marketing Communications

15 hrs

Communications and IMC Programs: Components, Value of IMC Plans.

Corporate Image and Brand Management: Corporate image, Planning the desired Image, Corporate names and logos, Branding, Corporate Brand Equity.

UNIT II IMC Advertising

15 hrs

Advertising Management: Overview, Advertising planning and research, Advertising campaign management, Communication and advertising objectives, Communications budget, Media selection, Creative belief, Choosing an advertising agency.

UNIT III IMC Promotional Tools

15 hrs

Consumer Promotions: Methods, Coupons, Premiums, Contests and Sweepstakes, Refunds and Rebates, Sampling, Bonus, Price offs, Loyalty programs, Launch Promotions.

Trade Promotions: Types, Objectives, Concerns, Direct selling, Personal selling, Events and Sponsors.

UNIT IV Database Marketing and Public Relations

15 hrs

Database Marketing: Objectives, Developing Marketing Programs, Data Warehouses, Data Mining, Data Sharing.

Public Relations, Regulations and Sponsorship Programs: Types of Stakeholders, Public Relations Events, Damage Control, Social Responsibility, Public Relations Tools, Regulating Marketing Communications.

UNIT V IMC Integration Tools

15 hrs

Internet Marketing: Business to Business E-commerce, International E-commerce, IMC and the internet.

Evaluation: Matching methods and objectives, Message evaluation, Behavioural evaluation, and Overall IMC program evaluation.

Total: 75Hrs

Text Books

1. George E Belch and Michel A Belch (2014), "*Advertising & Promotion*", Tata McGraw Hill, 10th edition.
2. Wells, Moriarty & Burnett (2007), "*Advertising, Principles & Practice*", Pearson Education, 7th Edition.

Reference Books

1. Barry Berman, Joel R Evans (2012), "*Retail Management – A Strategic Approach*", 12th edition, Pearson Education, New Delhi
2. Jaishri Jethwaney & Shruti Jain(2014), "*Advertising Management*", Oxford University Press
2. Kruti Shah and Alan D'Souza (2013), "*Advertising & Promotions: An IMC perspective*", Tata McGraw Hill
3. Aakar, Batra and Myers (2009), "*Advertising Management*", Prentice Hall.
4. S H Kazmi and Satish K Batra (2011), "*Advertising & Promotions*", Excel

Course Outcomes

After completion of the course, the students will be able to

1. Comprehend the basic concepts of Integrated Marketing Communication and Brand Management.
2. Acquire knowledge on various types of IMC advertising.
3. Analyse the tools and techniques used for promotion of IMC.
4. Apply data mining and develop marketing programs.
5. Evaluate the overall IMC program.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	H	H	M	H	H	H	H	M	H	H	M	H	H	H
CO2	H	M	H	H	L	H	M	M	M	H	L	M	M	H
CO3	H	H	L	M	H	M	H	H	H	L	H	M	H	M
CO4	H	M	H	H	M	H	H	H	M	H	M	L	M	H
CO5	H	H	M	M	H	H	H	M	H	H	H	M	M	H

Digital Marketing (Practicals)

Semester: IV
21BREC16

Hrs. of Instruction/week: 5 P
No. of credits: 2

Course Objectives

1. Provide insights about the Digital Marketing tools and processes
2. Imbibe skills to develop Digital Marketing Communications that will gain visibility
3. Inculcate application of techniques and tools in formulating Digital Marketing strategies
4. Infuse knowhow to integrate the various Digital Marketing Strategies.
5. Interpret Digital Marketing analytics for Effective Digital Marketing Strategies.

Unit I Search Engine Marketing

15 Hrs

Digital Marketing: Concept, Principles, Process.

Search Engine Marketing: Searcher's Intent - Navigational, Informational, Transactional, Searcher's Device, Text, Clicks, Results, Customer Behaviour, Working of Search Engines- Content Analysis, Rule Based Personalization, Google Search, Google Adwords, Microsoft Adcenter, Yahoo Search Marketing.

*Creation of Business Sites and Webpages using Google Business**

Unit II Search Engine Optimization

15 Hrs

Search Engine Optimization: Process, Search Engine Result Positioning, Search Behaviour, Goals.

On Page Optimization: Keyword Research, Process, Technical and Mechanics Aspects, Site Maps, Google Search Console, Link integration.

Off-Page Optimization: Process, Link Formats, Link Building, Content Marketing, Social Sharing.

*Apply Keyword Research, Search Behaviour Analysis, SEO Techniques to modify business site created.**

Unit III Pay Per Click and Digital Display Advertising

15 Hrs

Pay Per Click Campaign (PPC): Process, Goals, Campaign, Objectives, Architecture, Setup, Targeting, Ad Management-Bid, Delivery, Scheduling, Rotation, Keyword- Selection, Match Types, Keyword Research Tools.

PPC Process: Ad Copy Composition, Creation, Extensions, Landing Pages, Bidding, Google Display Network (GDN), Remarketing, Adword Interface Navigation, Conversion Tracking, KPIs, Key Performance Reports, Data Segmentation, Reports, Google Impact Analysis, Law And Guideline.

*Application of Google Adword, Keyword Research for PPC and display advertisement.**

Unit IV E-Mail Marketing

15 Hrs

E-Mail Marketing: Process- Spam Definition, Subscribers Management, Design Ad Content, Email Interaction Process, Confidentiality, Compilation, Integration, Delivery, Discovery, Reporting And Analysis, Laws.

Digital Display Advertising: Concepts, Technology, Process: Define, Target, Set Objectives, Mechanics, Ad Formats, Budgets, Media, Format Options; Track, Configure Targeting, Tracking, Going Live , Measure, Laws And Guideline.

Unit V Social Media and Mobile Marketing**15 Hrs**

Social Media Marketing: Goals, Media Types, Channels, Process- Creating Business Page, Profile, Channel, Blogs Page Engagement, Analytics, Social Sharing, Plugins, Network Building, Strategy, Implementation-Fit, Content - Planning , Scheduling, Platform Selection, Promotion, Integration, Analytics- Facebook, LinkedIn, Twitter, Google.

Mobile Marketing: Mobile Optimized Websites, App Development, Mobile Ads-Formats, Search In – App Ads, Mobile Sites, Mobile Ads, Proximity Marketing, Laws.

*Marketing Through Facebook, Twitter, LinkedIn, Google+, Youtube, Blogs**

Exercises*Total: 75 Hrs****Text Books**

1. Ian Dodson (2018), 'The Art of Digital Marketing', Wiley India Pvt. Ltd., New Delhi
2. Eric Enge, Stephan Spencer, Jessie Stricchiola, (2015), 'The Art of SEO: Mastering Search Engine Optimization' 3rd Edition, O'Reilly Media Inc., USA.

Reference Books

1. Simon Kingsnorth (2016), 'Digital Marketing Strategy: An Integrated Approach to Online Marketing', 2nd Edition, Kogan Page, New Delhi.
2. Mike Moran and Bill Hunt, (2014) 'Search Engine Marketing, Inc. Driving Search Traffic to Your Company's Web Site', Pearson Education, New Jersey.

Course Outcomes

After completion of the course, the students will be able to

1. Develop digital marketing communications that will gain visibility.
2. Design digital marketing plans and strategies.
3. Integrate various digital marketing channels to promote business.
4. Apply analytics for formulating digital marketing strategies and measuring effectiveness.
5. Apply strategies for effectiveness of digital marketing.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	H	H	M	H	M	H	H	M	H	H	H	H	H	H
CO2	H	M	H	H	M	H	H	H	M	H	H	M	L	M
CO3	H	H	H	H	H	M	L	M	H	L	M	M	H	L
CO4	H	M	M	H	M	H	H	H	M	H	M	L	M	H
CO5	H	H	L	M	H	H	M	H	L	H	H	M	L	H

Relational Database Management Systems (RDBMS)

Semester: IV

21BREI04

Hrs. of Instruction/week: 5 (T: 2, P: 3)

No. of credits: 5

Course Objectives

1. Impart basic knowledge on Computer based Data Management Systems
2. Describe data models to capture the nature and relationships among data.
3. Enhance competency to design and develop RDBMS.
4. Develop proficiency in Oracle for Database Management.
5. Create queries and triggers to solve business challenges and enforce business rules.

Unit I Database Management Systems

15 Hrs

Data : Fields, Records, Files

Databases : File Processing and Access Methods*, Database Models - Object Oriented, Record Based, Network, Relational.

Entity Relational Modelling: ER Diagrams, Functional/ Trivial / Partial Dependencies, File Organizations-Head, Sort, Hash, Clustered, Index.

Unit II Introduction to SQL

15 Hrs

Concept of Tables/Relations: SQL– DDL, DML, DCL, Defining a Database Status: CREATE, ALTER, DROP, TRUNCATE, Manipulation of the data of a database. INSERT, INSERT ALL, UPDATE, DELETE, MERGE-SELECT command and options, SET operations*, Control data access - GRANT, REVOKE, USER ROLE PRIVILEGE - Control transactions and its consistency - COMMIT, ROLLBACK, SAVEPOINT, E.F. Codd's 12 Rules for RDBMS

Unit III Queries and SL Functions

15 Hrs

Operators in SQL* Plus : Arithmetic, Comparison, Logical, Operator Precedence*

SQL*Plus Functions: Single Row, Date, Character, Numeric, Mod, Sign, Conversion Functions, Miscellaneous Functions.

Group Functions: Group by Clause, Having Clause.

Unit IV Advanced SQL

15 Hrs

Multiple tables of a database : Queries generation, Joins - Use sub queries, Generate complex queries*, data conditionally from multiple tables, Sub Queries.

Unit V Constraints

15 Hrs

Integrity Constraints : Domain, Entity, Referential.

Implementation of Constraints: Domain Integrity – 'Not null' Constraint, Check Constraints – Table level and column level Constraints , Entity Integrity Constraints – Unique Constraints, Primary key Constraints.

Referential Integrity Constraints – On Delete Cascade Clause*

PL/SQL: Functions, Triggers, Cursors & Exceptions.

* - Self Study Practical Portions

Total: Theory-30 hrs & Practicals-45 hrs

Text Book

1. Calkins B. (2013), "*Oracle Solaris 11 System Administration*", 5th Edition, Pearson Education Pvt. Ltd., Delhi
2. Rittman, Mark (2012), "*Oracle Business Intelligence 11g Developers Guide*", 1st Edition, McGraw-Hill Education, USA
3. P.S. Deshpande (2011), "*SQL and PL/SQL for Oracle 11g Black Book*", 1st Edition, Dreamtech Press Publisher, Tamil Nadu.

Reference Books

1. Byrla (2013), "*Oracle Database 12C: The Complete Reference*", 7th Edition, McGraw Hill Education; First edition, USA.
2. Ivan Bayross, (2010), "*SQL, PL/SQL the Programming Language of Oracle*", 3rd Edition, BPB Publications, New Delhi.
3. *Systems and Developers Manuals for RDBMS and Oracle IBM Manual for Relational Database Management Systems.*
4. Christopher Allen, Catherine Creary And Simon Chatwin (2004), "*Introduction to Relational Data Base*", 4th Edition, Tata McGraw Hill, New Delhi.
5. Robert Sheldon (2008), "*SQL: A beginners Guide*", 3rd Edition, Tata McGraw Hill, New Delhi.

Course Outcomes

On the completion of the course, the students will be able to

1. Apply concepts of Database Management Systems to design a data model and Schema.
2. Use Structured Query Language SQL for effective databases management.
3. Analyse and apply the operators and functions in SQL
4. Implement advanced SQL concepts for Database Recovery and Query Optimization
5. Create constraints and use RDBMS for developing retail applications.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	H	H	M	H	M	H	H	M	H	H	H	H	H	H
CO2	H	M	H	H	M	H	H	H	M	H	H	M	M	M
CO3	H	H	L	H	L	M	M	M	H	H	M	M	H	H
CO4	H	M	M	H	M	H	H	H	M	H	M	H	M	H
CO5	H	H	H	H	H	M	M	H	L	H	H	M	L	H

Banking Law and Practice

Semester V
21BREC17

Hrs. of Instruction/ week: 5 T
No of Credits: 3

Course Objectives

1. Familiarize the role and functions of the banking system in India.
2. Provide insight on banking operations and related regulations.
3. Provide conceptual clarity regarding key legal and regulatory issues relating to customers' disclosure of information and data privacy.
4. Brief on the regulations and norms related to various negotiable instruments and digital banking services.
5. Elucidate the impact of government policy and regulations on the banking industry.

Unit I Banking

15 Hrs

Banking in India: Definition, System, Structures, Types, Trends.

Commercial Banks: Functions, Roles, Regulation of Commercial banks in India.

Reserve Bank of India: Powers, Functions.

Unit II Bank-Customer Relationship and Account Opening

15 Hrs

Customer Relationship: Customer Definition, Nature.

Contract: Laws and Regulations – Operation of Bank Account, Mandates, Power of Attorney, Limitations of Actions, Appropriation of Payments, Bank's lien, Personal Data Privacy Ordinance.

Bank Practices: Statement of account, Wrongful Dishonour and Exemption clauses, Rights and Obligations.

Unit III Opening and Conduct of Account

15 Hrs

Bank Accounts: Types, characteristics, Regulations, Savings, Deposits, Loans, DEMAT, Insurance and other specialised products.

Opening and Conduct of different Bank Accounts: Legal issues, Procedures for Opening, Execution of Mandates, Termination of Accounts, Money Laundering and Counteracts.

Unit IV Negotiable Instruments

15 Hrs

Bills of Exchange and Promissory Notes: Definition, Parties and Characteristics, Laws, Legal issues.

Cheques: Definition, Legal elements, Features, Crossing, Endorsements, Payment and collection, Payment in due course, Precautions, Protection.

Unit IV Other Banking Operations

15 Hrs

Digital Banking Regulations and Procedures: Interbank Transactions, Debit/ Credit Card, Direct Debiting, Automated Teller Machines, Electronic Funds Transfer at the Point of Sale, Investment Advice, Safe Custody, Internet and Phone Banking, Other Banking Services.

Loans: Forms, Principles, Collateral Securities and Mandates, Modes of Creating Charges- Pledge, Hypothecation, Mortgage, Type of Securities, Documents of Title, Securities of Joint Stock Companies.

Total: 75Hrs

Text Books

1. Vinod Kothari (2021). *"Banking Law & Practice in India Reviews & Ratings"*, Lexis Nexis, India.

2. **Gordon E. and Natarajan K.** (2016). "*Banking Law and Practice*", Himalaya Publishing House, New Delhi.
3. **Varshney P.N.** (2016). "*Banking Theory Law and Practice*", Sultan Chand Sons, New Delhi.

Reference books

1. **GulshanS.S. and Gulshan Kapoor K.** (2015), "*Banking Law and Practice*", S.Chand and Company Ltd., New Delhi.
2. **Gurusamy S.** (2016), "*Banking Theory law and practice*", Vijay Nicole Imprints Pvt ltd, Chennai, First Edition.
3. **Nirmala Prasad K and Chandradass J.** (2015), "*Banking and Financial System*", Himalaya Publishing House, Bombay,
4. **Shekar & Shekar** (2016), "*Banking Theory & Practice*", Vikas Publishing House Pvt. Ltd., New Delhi.

Course Outcomes

On the completion of the course, the student will be able to

1. Comprehend the role and functions of the banking system in India.
2. Apply the knowledge about the key Banking and Regulatory norms for Banking operations.
3. Outline the banking procedures operations as per the statutory requirements
4. Interpret the dynamic regulatory and procedural changes and provide solutions.
5. Evaluate the impact of government policy and regulations on the banking industry.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	H	M	H	L	M	M	M	M	H	M	M	H	M	M
CO2	H	H	H	L	M	M	H	L	H	M	H	H	H	H
CO3	H	H	L	M	M	H	H	M	L	M	H	M	H	H
CO4	H	H	H	L	M	H	H	M	M	M	H	H	H	H
CO5	H	H	H	M	M	H	H	M	H	H	H	H	M	H

Customer Relationship Management

Semester V
21BREC18

Hrs. of Instruction / week - 5T
No. of Credits – 3

Course Objectives

1. Provide knowledge of Customer relationships, CRM Models and Business process.
2. Elaborate on the paradigm shift in customer experience and dynamics of processes.
3. Provide insights on Relational bond, Customer Experience and CRM applications.
4. Instil skills to innovate effective CRM practices in the digital era.
5. Imbibe ethics and social responsibilities in Design and Implementation of CRM strategies.

Unit I CRM

15 Hrs

Whole Brained CRM: Evolution, CRM Perspectives - Customer Life Cycle, Information Technology, Business Strategy, Customer Life Cycle Model.

CRM Models: IDIC, QCI, Payne's Five Process Model and CRM Value chain.

Case study :CRM strategies of Dabur, Amul

Unit II Relationship Marketing

15 Hrs

Relationship Marketing: Concepts- Trust, Commitment, Mutual Connection, Relational Bonds, Relationship marketing Programs and Strategies, Ethics, Social Responsibility, Consumer Protection.

Consumer Experience: Consumer Resources, Experience domains, Consumer Experience Modelling, Customer Experience of Digital World, Leveraging technology for customer experience.

Designing Value Proportions for an imaginary product

Unit III e-CRM Business Process

15 Hrs

Business Models for e-CRM: Knowledge Enabled Customer Relationship Management, Demand Chain Management, e-retailing models.

e-CRM Business Process: Business Process Models and CRM, Pre-order Customer Support Issues, Point of Order Customer Support Issues, Post Order Customer Support Issues, IOT and AI embedded e-CRM processes.

Featuring successful e-CRM websites

Unit IV Customer Profitability

15 Hrs

Customer Profitability: Meaning, Customer Lifetime Value, Core Measures, Customer Value Proposition, Sears Model.

Improving Customer Profitability: Marketing 5.0- Data driven marketing, Predictive Marketing, Contextual Marketing, Augmented Marketing, Agile Marketing.

*Case study on Amazon**

Unit V CRM Operations

15 Hrs

CRM Software: Modules, Applications, AI embedded CRM Processes.

Digital Payment Systems: Classification, Digital Payment Requirement, Properties of e-Cash, Cheque Payment System on the Internet, Risk and the E-Payment Systems, Designing E-Payment System, Fintech and its application in CRM.

e-Security: Security on the Net, e-business Risk Management issues.

Analysis of integration of e-payment schemes in eCRM webpage

Total : 75Hrs

Text books

1. **John W. Gosney and Thomas P. Boehm** (2000), “**Customer Relationship Management Essentials**”, 1st edition, Prima Tech, US.
2. **Jill Dyche** (2002), “**The CRM Handbook: A Business Guide to Customer Relationship Management**”, 4th edition, Addison Wesley Information Technology Series, US.

References

1. **David Kosiur** (1997), “**Understanding Electronic Commerce**”, 1st edition, Microsoft Press, US.
2. **Murthy.C.S.V.Murthy** (2016), “**e-Commerce, Concepts, Models and Strategies**”, 1st edition, Himalaya Publishing House, Mumbai.
3. **Dave Chaffey** (2008), “**E-Business and E-Commerce Management Strategy, Implementation and Practice**”, 3rd edition, Pearson Education, US.
4. **Faculty of Finance & Management** (2002), ‘**Customer Profitability Analysis**’, 1st edition, The Institute of Chartered Accountants (England & Wales)

Course Outcomes

After completion of the course, the students will be able to

1. Critically review and interpret the theoretical aspects of CRM across the main areas of customer experience, integrated marketing, and e- retailing.
2. Evaluate paradigm shifts in customer behaviour, customer experience, technology, and design CRM strategies.
3. Critically analyse the application of knowledge enabled CRM Models and design innovative CRM applications.
4. Investigate, customise CRM software, integrated communications, and CRM strategies to meet the challenges of Retailing.
5. Identify ethical dilemmas and technological challenges to ensure effective Customer Relationship Management.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	H	M	H	L	M	M	M	M	H	M	M	H	M	M
CO2	H	H	H	L	M	M	H	L	H	M	H	H	H	H
CO3	H	H	L	M	M	H	H	M	L	M	H	M	H	H
CO4	H	H	H	L	M	H	H	M	M	M	H	H	H	H
CO5	H	L	M	M	H	H	M	M	M	H	H	H	L	M

Logistics and Warehouse Management

Semester V
21BREC19

Hrs. of Instruction / week: 5T
No of Credits: 3

Course Objectives

1. Provide an understanding of the components and processes of logistics and supply chain management as well as the performance drivers of supply chain.
2. Familiarise about logistics, warehousing, and outsourcing decisions
3. Enumerate Logistics and Distribution Channel fit to Retail Management.
4. Elucidate the Integrated Logistics Plan and Strategies for Retail Business.
5. Provide insights on the technology integration for logistics and warehouse management.

Unit I Logistics

15 Hrs

Retail Logistics: Objectives, Types, Concept, Demand Chain Management, Components, Functions, Evolution, Role of Logistics in an Economy, Logistics Mix- Logistics in Organised Retail in India, Logistics Service providers.

Unit II Integrated Logistics

15 Hrs

Integrated Logistics: Concepts, Operational Objectives, Barriers, Logistics Performance Cycle, Manufacturing Support Performance Cycle, Procurement Performance Cycle.

e-Commerce: Concept, Customer Order Cycle, Order Processing System, Electronic Data Interchange, Integrated Order Processing and Logistics Management, e-fulfilment models.

Unit III Warehouse

15 Hrs

Warehouse: Meaning, Objectives, Need, Evolution, Role of a warehouse manager, Functions, Types, Warehousing Cost, Warehouse Layout, Warehousing Management Systems (WMS).

Unit IV Warehousing in Retail

15 Hrs

Retailing and Warehousing: Objectives, Challenges, Setting up a warehouse, Retail product tracking technology, Benefits, Role of Government, Characteristics of an ideal warehouse, Storing products in a warehouse.

Strategic Warehousing: Importance of Warehouse in a Value Chain, Warehouse Location, Modern Warehouse Operations, World-class Warehousing.

Unit V Retail Product, Distribution and Replenishment

15 Hrs

Retail Product Assortment: Management, Objectives, Selection, Plan, Product Selection, Retail Suppliers, Retail Distribution, Retail Replenishment, Direct Store Delivery, Managing Retail Home Delivery.

Warehouse Information and Technology Aids: Importance of Warehouse Information, Decision Making Using Warehouse Information, ICT Applications in a Warehouse, Barcode Scanners, Wireless LAN, Mobile Computers, Health and Safety Risks at the Warehouse, Assessment of Risks, Management of Health and Safety.

Total : 75Hrs

Text Book

1. Sunil Chopra and Peter Meindl, (2015), "*Supply Chain Management: Strategy, Planning and Operation*", 6th Edition, Pearson Higher Education, New Delhi.

References Books

1. Burt, Dobler, Starling (2008), '*World Class Supply Management- The Key to Supply Chain Management*', 1st Edition, Tata McGraw-Hill Publishing Company Ltd, New Delhi.
2. Christopher. Martin (2011), "*Logistics and Supply Chain Management*", 4th Edition, Pearson Education, New Delhi.

3. **David Simchi, Levi, Philip Kaminsky, Edith Simchi Levi** (2007), “*Designing and Managing the Supply Chain*”, 3rd Edition, McGraw Hill Publications, New Delhi.
4. **Donal J Bowersox, David J Coss, M Bixby Cooper** (2008), “*Supply Chain Logistics Management*”, 2nd Edition, Tata McGraw Hill, New Delhi.
5. **James R. Stock, Douglas M. Lambert** (2001), “*Strategic Logistics Management*”, 2nd Edition, Mc Graw Hill Publications, New York.
6. **Michael H. Hugos** (2011), “*Essentials of Supply Chain Management*”, 3rd Edition, Wiley Publications, US.
7. **Robert B. Handfield, Ernest Nichols** (2016), “*Introduction to Supply Chain Management*”, 1st Edition, Pearson Education, New Delhi.
8. **Shay**(2004), “*Supply Chain Management for Global Competitiveness*”, 2nd Edition, Macmillan Publishers, New Delhi.

Course Outcomes

After completion of the course, the students will be able to

1. Understand logistics and supply chain management and its advantages.
2. Conceive the integrated logistics for the movement of goods.
3. Leverage the suppliers to supply chain management in an effective way.
4. Analyse the impact of forecasting in the context of logistics and supply chain management.
5. Determine supply chain keeping in view the warehouse facility.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	H	M	H	L	M	M	M	M	H	M	M	H	M	M
CO2	H	H	H	L	M	M	H	L	H	M	H	H	H	H
CO3	H	H	L	M	M	H	H	M	L	M	H	M	H	H
CO4	H	H	H	L	M	H	H	M	M	M	H	H	H	H
CO5	H	H	H	M	M	H	H	M	H	H	H	H	M	H

e- Commerce and e-Tailing

Semester V
21BREC20

Hrs. of Instruction/week: 5 T
No. of credits: 3

Course Objectives

1. Review the basic concepts of e-Business Models.
2. Impart knowledge on B2B and B2C business processes and procedures.
3. Provide insights on the challenges and opportunities of e-commerce and e-retailing.
4. Enumerate the retailing and marketing practices in the digital environment.
5. Elucidate the influence of e-commerce on e-business models and strategies in retailing

Unit I e-Commerce

15 Hrs

Overview: Meaning, Origin, Benefits, Challenges, Business models, Framework and Articulation, e-Commerce Business models

e-Commerce Process Models: B2B, B2C - Challenges, Software Systems, Traditional vs Drop shipping Model.

Unit II e-commerce Framework

15 Hrs

Infrastructure: Network, Information and Distribution Technology, Networked Multimedia Content Publishing Technology, Security - Encryption and Decryption, Public key, Private key, Digital Signatures, Digital Certificate.

Electronic Data Interchange (EDI): Definition, Applications to Business, Standards.

Unit III Electronic Payment System

15 Hrs

Digital Currency: Types, Challenges, Payment procedures, receivable procedures, cyber security.

Security and Compliance Management: Risk management, compliance management, information security management, Legal aspect.

Unit IV e-Tailing

15 Hrs

e-Retailing: Practices, Integration of e-retailing into an organization, e-customer behaviour, Information search on the web.

e-store design: navigability, interactivity and web atmospherics, e-services, Branding on the web, e-Malls, e-Retailing models, m-Shopping, Multi-channel strategies.

Unit V Performance Management

15 Hrs

Performance Evaluations: Metric and measurement, Web analytics, Market analysis

Total: 75 Hrs

Text Books

1. Charles Dennis, Tino Fenech, Bill Merrilees (2004), "*e-Retailing*", Routledge; 1st edition, Abingdon, United e-commerce Kingdom
2. Ian Dodson (2016), "*The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns*", Wiley USA
3. Martin Kutz (2016) "*Introduction to E-Commerce: Combining Business and Information Technology*"

References Books

1. Stuart Barnes, Brian Hunt, (2000), "*e-commerce and V-Business: Business Models for Global Success*", 1st Edition, Butterworth-Heinemann, Oxford, United Kingdom
2. David Kosiur (1997), "*Understanding Electronic Commerce*", 1st edition, Microsoft Press, US.
3. Murthy. C.S.V. Murthy (2016), "*e-Commerce, Concepts, Models and Strategies*", 1st edition, Himalaya Publishing House, Mumbai.
4. Dave Chaffey (2008), "*E-Business and E-commerce, Management Strategy, Implementation and Practice*", 3rd edition, Pearson Education, US.

Course Outcomes

After the completion of the course, the students will be able to

1. Acquaint with electronic means of conducting business.
2. Administer e-marketing techniques in the retail business.
3. Transform the information through e-communication mechanisms.
4. Design procedures of e-commerce and e-retailing to deliver products to the customers.
5. Implement and manage e-commerce and e-retailing businesses.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	H	M	H	L	M	M	M	M	H	M	M	H	M	M
CO2	M	H	H	M	M	M	H	L	H	M	H	H	H	H
CO3	H	M	L	M	H	H	H	M	L	H	H	M	M	H
CO4	H	H	H	L	M	H	L	L	M	M	M	H	H	M
CO5	M	H	M	M	L	H	H	M	H	H	H	H	M	H

Web Designing (Practicals)

Semester V
21BREC21

Hrs. of Instruction/week: 5 (T:2, P:3)
No. of credits: 2

Course Objectives

1. Provide knowledge on the concepts and process on webpage designing
2. Demonstrate design to webpages using Hyper Text Markup Language and Scripting Language
3. Develop skills in digital imaging
4. Familiarise the graphic design principles that relate to web design.
5. Elucidate the process of embedding social media content into web pages

Unit I Internet and WWW

15Hrs

Internet Basics: Basic concepts, Communicating on the internet, Internet domains, Internet server, Overview of TCP/IP and its services, Transmission Control Protocol - WWW- FTP-Telnet, Mailer features- E-Mail inner working.

Unit II HTML

15 Hrs

Introduction: Commonly used tags - Titles and Footers, Text Formatting, Paragraph breaks - Line breaks, Emphasizing material in a webpage, Heading styles, Drawing lines, Text styles, Other text effects, centering, Spacing, Controlling Font size and color, Lists, Unordered lists, Ordered lists, Definition lists, Adding Graphics, Image tag, Using the border attribute, width and height attribute, align attribute, alt attribute.

Unit III Tables, Frames and Link

15 Hrs

Tables: Introduction, Using the width and border attribute, Using the cell padding attribute, Using the cell spacing attribute, Using the BG Color attribute, Using the col span and row span attributes, Frames: Introduction, Frameset tag, Frame tag, targeting named frames. Linking Documents: Link tag, External document references, Internal document references, Hyper linking to a HTML file, Linking to a particular location in a separate document, Images as hyperlinks.

Unit IV Frames and JavaScript

15 Hrs

Java Script: Advantages, Writing JavaScript into HTML, Basic programming techniques, Typecasting, Creating variables, JavaScript array. Operators and Expressions: Arithmetic operators, Logical operators, String operators, Assignment operators, Conditional checking, Endless loops, Functions in JavaScript, User defined functions, Dialog boxes.

Unit V DHTML and CSS

15 Hrs

DHTML: Form object introduction, properties of form elements, Methods of form elements, Text element, password element. Button element, Submit element, Reset element, Checkbox element, Radio element, Text area element, Select and Option element. Cascading style sheets, Class, External style sheets.

Total Hrs: Theory 30 & Practicals 45

List of Practicals

1. Create web page for a college organization using HTML Frames, links and definition list
2. Create a web page using HTML to display the ordered list and unordered list of a Departmental Store.
3. Create a web page to display the various country details using image tag and links in HTML
4. Create a web page to display your bio data in HTML.
5. Create a web page to display the registration form in HTML.
6. Create a web page to display hospital details using HTML.
7. Create a website for your class time table using HTML table tags.
8. Create a document using 'Form' to Bank Application form using JavaScript.

9. Create a web page to design a simple calculator using JavaScript.
10. Design a web page that calculates the squares and cubes of the numbers from 0 to 10 using JavaScript and display the resulting values in HTML table format.
11. Write an HTML page that contains a selection box with a list of 5 countries, when the user selects a country, its capital should be printed next to the list; Add CSS to customize the properties of the font of the capital (color, bold and font size)
12. Write a JavaScript function to print an integer with commas as thousands separators.
13. Write a JavaScript program to check whether the first character of a string is uppercase or not.
14. Write a JavaScript program to sort a list of given elements.
15. Write a JavaScript program that will iterate from 0 to 15: for each iteration, it will check if the current number is odd or even, and display a message to the screen.

Reference Books

1. Jennifer Niederst Robbins (2018), “Learning Web Design , A Beginner’s Guide to HTML, CSS, JavaScript, and Web Graphics”, O’Reilly Media
2. Terry Felke, Morris (2019), “Web Development and Design Foundations with HTML5”, Pearson Higher Education

Course Outcomes

After completion of the course, the students will be able to:

1. Design creative web pages
2. Use HTML Programming Language
3. Design Dynamic web pages by application of Javascripts
4. Embed graphic designs and social media content into web pages
5. Publish the site designed

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	M	M	H	L	M	M	M	M	H	M	M	H	M	M
CO2	L	H	H	L	M	M	H	L	H	M	H	H	H	H
CO3	M	H	L	M	F	H	M	M	L	M	M	M	H	H
CO4	L	M	H	L	M	M	H	M	M	M	H	H	H	H
CO5	M	H	H	M	M	H	H	M	H	H	H	H	M	H

Business Ethics (Self Study)

Semester V
21BREC22

Hrs. of Instruction/ week: 1T
No. of Credit: 4

Course Objectives

1. Develop an understanding of ethical management concepts and ethical issues
2. Provide the Concepts of Corporate Social Responsibility
3. Elucidate on ethical climate affecting ethical decision making and behaviors in organizations.
4. Develop ethical leadership skills
5. Design ethical programs designed to accomplish specific objectives in organizations

Unit I Introduction

3 Hrs

Ethics, Meaning, Nature, Sources of Ethics, Objectives, Ethics in Business, Importance, Factors Influencing Business Ethics, Relation Between Ethics and Business.

Unit II Theories in Ethics

3 Hrs

Theories of Business Ethics, Traditional Theories, Teleological Theory, Theory of Kant, Conventional Theories of Albert Z. Carr and Doctrine Mean of Aristotle.

Unit III Value System

3 Hrs

Vedantic Ethics, Kantian Ethic, Values in Gita, Ethical Dimensions of Gandhi, Ethics in Buddhism, Sufism, Value for Managers and Internal Policies.

Unit IV Corporate Social Responsibility

3 Hrs

Social Expectations from Business, Concept of Corporate Social Responsibility (CSR), Social Orientation, Implementation of CSR, Corporate Governance and Ethical Issues in Corporate Governance.

Unit V Managing Ethics

3 Hrs

Building Value System, Codes of Ethics, Role of Law and Enforcement, Rights and Stakeholders, Rules and Enforcement, Ethics Committee, Training in Ethics, Training on Job and Surveys, Ethics Suggestion Schemes, Ethics Audit and Bench Marking.

Total: 15 Hrs

Text Books

1. Badi R.V. and Badi N.V, (2013), "*Business Ethics*", Vrinda Publications (P) Ltd., New Delhi.
2. Velasquez, Manuel .G, (2013), "*Business Ethics Concepts and Cases*", Pearson Education, New Delhi.
3. Bhatia S.K, (2013), "*Business Ethics and Global values*", Deep & Deep Publications(P) Ltd., New Delhi .

Reference Books

1. Jennings, Marianne. M, (2013), "*Cases in Business Ethics*", Cengage Learning India, New Delhi.
2. Mahajan C.P, (2013), "*Concepts and Solutions of Business Ethics*", ABD Publishers. New Delhi.
3. Pankaj Kumar Saha, (2013), "*Business Ethics*", Pacific Publications, New Delhi .
4. Ritu Parna Raj, (2013), "*Study in Business Ethics*", Himalaya Publication House, New Delhi
5. Ronald Francis and Mukti Mishra, (2013), "*Business Ethics –An Indian Perspective*", Tata Mc Graw Hill Publishing Com. Ltd., New Delhi.

Course Outcomes

After completion of the course, the students will be able to

1. Recollect concepts on ethical management practices in the business
2. Appreciate the value system of ancient times and its applicability to modern business situations
3. Bring up value system in an organization based on ethics
4. Adhere to corporate responsibility towards society and ethics in corporate governance.
5. Analyse and identify strategies to manage business on ethical principles

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	M	M	H	L	M	H	M	M	H	M	M	H	M	M
CO2	H	H	H	L	M	M	H	L	H	M	H	H	H	H
CO3	L	H	L	M	L	H	H	M	L	M	H	M	H	H
CO4	H	L	H	L	M	H	H	M	M	M	H	H	H	H
CO5	H	H	H	M	M	H	H	M	H	H	H	H	M	H

Retail Management (Computer Based test)

Semester V
21BREC23

No of Credits : 2

- Students need to take up a Computer Based Test for 1 hour and the test carries 100 marks.

On the Job Training in Retail Establishments

Semester V
21BREC24

No. of Credits: 6

- Students need to do an individual internship training for a period of 4 weeks in the related domain and submit a report of the same.
- This report is to be valued internally and carries 100 marks.

Income Tax Law and Practice

Semester VI
21BREC25

Hrs. of instruction/ week: 5 T
No. of Credit: 3

Course Objectives

On successful completion of this course, the students should have understood

1. Principles of Direct and Indirect Taxes.
2. Students will acquire knowledge on Calculation of Tax Procedures.
3. Provide students with knowledge on tax Procedures.
4. Provide knowledge on the assessment of Individuals and Partnership Firm.
5. Acquire knowledge on Income Tax Authorities.

Unit I Direct Taxes

15 Hrs

Direct Taxes at a Glance: Basic concepts of Income Tax —General Principles of Taxation, Distinction between direct and Indirect taxes — Important definitions under Income Tax Act, 1961– Residential Status & Basis of Charge – Income exempted from income tax – Heads of Income.

Unit II Computation of Income

15 Hrs

Computation of Income under Salary and House Property. (Problems to be included).

Unit III Computation of Income

15 Hrs

Computation of Income under Profits and Gains of Business or Profession (Problems to be included). Capital Gain, Income from other sources, Setoff and carry forward of losses, clubbing of income, deductions under section 80c, Total Income.

Unit IV Assessment of Individuals and Partnership Firm

15 Hrs

Assessment of Individuals: Income from Salaries, Conditions for Chargeability of Salary, Basis of Charge, Taxability of Allowance, Prerequisites and Provident Funds and Partnership Firm.

Treatment of Retirement Benefits, Deduction from Salaries and Computation of Taxable Salary

Assessment of Partnership Firm: Computation of total income and tax liability of partnership firm, provisions regarding set-off and carry forward of losses used while making assessment of individuals and partnership firms.

Unit V Income tax Authorities

15 Hrs

Income tax Authorities - Duties and their Powers. Appeals, Revisions, Refunds, Penalties, Prosecution, etc.,

Note: Theory and problems shall be distributed at 60% & 40% respectively.

Total Hrs.: 75 hrs

Text Books

1. **Bhagwati Prasad**, (2012), “**Income Tax Law & Practice**”, Edition, 33rd; New Age International Pub. (P) Limited.
2. **Dr. Girish Ahuja and Dr. Ravi Gupta**, (2021), “**Practical Approach to Direct & Indirect Taxes**”, Commercial Law Publishers (India) Pvt Ltd, New Delhi.

Reference Books

1. Commercial Law Publishers (India) Pvt Ltd, New Delhi ; January 2020; Edition 44th Edition.
2. **Dr. Girish Ahuja and Dr. Ravi Gupta**, (2016), “**Systematic Approach to Taxation**”; Commercial Law Publishers (India) Pvt Ltd, New Delhi.
3. **Ashok K Nadhani** (2016), “*Made Simple Basic Financial Accounting*”, BPB Publication, New Delhi
4. **Nadhani** (2016), “*Mastering Tally ERP9*”, BPB Publication, New Delhi

Course Outcomes

1. Elucidate an understanding of theoretical and technical knowledge of taxation law principles as they apply through legislation, for both individuals and business entities.
2. Analyze, generate and transmit solutions to complex problems in relation to taxation matters.
3. To efficiently compute tax for Business and Profession and knowledge on tax authorities.
4. To efficiently handle assessment of Individuals and Partnership Firm
5. To be a potential person on the knowledge of Income Tax Authorities.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	H	M	L	H	M	L	H	L	L	H	M	L	M	L
CO2	L	H	M	H	M	L	H	M	L	M	H	M	L	L
CO3	H	H	M	L	L	M	M	L	M	L	M	L	M	M
CO4	M	L	H	H	H	M	M	L	M	M	M	M	H	M
CO5	M	M	L	H	M	L	M	H	L	M	M	H	H	M

Market Research

Semester VI
21BREC26

Hrs of Instructions / week: 5T
No of Credits: 3

Course Objectives

1. Provide insights on nature and scope of market research.
2. Enumerate the market research process and procedures.
3. Elucidate basic statistical techniques for business decision, making applications.
4. Orient on the relevance of the research to take retail decisions.
5. Build competencies to effectively document and apply research results.

Unit I Introduction

15 Hrs

Marketing Research: Meaning, Nature, Role, Characteristics, Types, Process, Problem identification and definition, Determination of information needs.

Research Design: Meaning, Need, Features, Concepts – Dependent and Independent Variables, Extraneous, Control, Confounded Relationship, Research Hypothesis, Types – Exploratory, Descriptive, Diagnostic, Conclusive.

Unit II Experimental Design

15 Hrs

Concepts: Experimental and Control groups, Treatments, Experiment, Experimental Units.

Experimental Designs: Before, and, After without control design, After, only with control design, Before, and, After with control design, CR Design, RB Design, LS Design, Factorial Designs.

Unit III Sample Survey

15 Hrs

Sample Design: Concept, Types – Non, Probability, Probability, Complex Random Sampling, Sample Size Determination.

Measurement and Scaling: Quantitative and Qualitative Data, Classifications, Measurement Scales, Techniques, Multi Dimensions Scaling.

Unit IV Data Collection and Preparation

15 Hrs

Data Collection: Primary, Secondary.

Data Preparation: Editing, Coding, Classification, Tabulation, Data Cleaning, Data Adjusting, Missing Values and Outliers.

Unit V Data Analysis and Report Writing

15 Hrs

Data Analysis: Applications of Measures of Central Tendency, Dispersion, Relationship

Interpretation: Meaning, Techniques.

Writing Report: Significance, Steps, Layout.

Total:75 Hrs

Text Books

1. S. N. Murthy, U. Bhojanna (2010), “**Business Research Methods**”, 3rd edition, Excel Books New Delhi.
2. Panneerselvam. R(2016), “**Research Methodology**”, 2 nd edition, PHI Publications, New Delhi.

Reference Books

1. Tull and Hawckins.,(2000), “**Marketing Research**” , 4th Edition. Tata McGraw Hill.
2. Cooper Schindler., (2014), “**Business Research Methods**”, McGraw,Hill Education.
3. G.C. Beri., (2008), “**Marketing Research**”, 8th Edition, Tata McGraw Hill.

4. **Malhotra, K. Naresh., (2014), “Marketing Research and Applied Orientation”; 7th Edition, Pearson, India.**

Course Outcomes

After completion of the course, the students will be able to

1. Formulate the concept of marketing research.
2. Develop knowledge on primary and secondary data collection methods.
3. Apply Scaling techniques in Marketing Research.
4. Select the Sampling Techniques.
5. Develop knowledge about applications of marketing research in real situations.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	M	L	H	L	M	H	M	M	L	H	H	H	M	M
CO2	L	H	M	H	H	M	M	H	H	M	M	M	H	L
CO3	H	M	L	M	H	L	L	M	L	L	M	L	M	M
CO4	M	H	M	L	M	L	H	M	L	M	M	H	L	M
CO5	H	M	M	M	L	M	L	L	L	M	H	L	M	H

Retail Eco-system and Strategy

Semester VI
21BREC27

Hrs. of Instruction/ week: 5T
No. of Credit: 3

Course Objectives

1. Provide insights on the retail business environment and ecosystem.
2. Elucidate the retail planning processes and strategies to suit the modern retail strategy.
3. Provide knowledge on techniques for situational analysis, Strategic planning process and strategic decision.
4. Familiarise the retail business opportunities and challenges.
5. Orient on the integration of various elements of integration and control on retail strategy.

Unit I Retail Eco -system

15 Hrs

Retail Ecosystem: Meaning, Natures, Forms, Retail Market Conditions, Determinants of development.
Modern Retail Eco System: Characteristics - Scale open, Scale proprietary, Emerging, Nascent, Future retail ecosystem- **Fully Virtualized, Hybrid, Experiential Retailing, Hubs.**

Unit II Strategic Planning Process

15 Hrs

Strategic Retail Planning Process: Goal Setting, Market Analysis, Consumer research, Designing Retail Strategies, short-term actionable strategic planning, Implementation and control.

Unit III Strategic Planning in Retailing

15 Hrs

Situation Analysis: Organizational Mission, Ownership and Management Alternatives, Good/Services Category, Personal Abilities, Financial Resource, Time Demands, Identification of customer characteristics and Needs.

Objectives: Sales, Profit, Satisfaction of Publics, Image (Positioning), Selection of Objectives.

Overall Strategy: Controllable Variables, Uncontrollable Variable, Integrating Overall Strategy.

Unit IV Retail Marketing Strategies

15 Hrs

Generic Strategies: Cost Leadership, Differentiation, Focus

Retail Strategy Mix: Pillars - Operating Model, Process and People, Retail Strategy Mix- Price-Markdown policy, Price emphasis, Margins, Product – Services level, Catagories, Assortment, Brands, Place – Locations, Operating Hours, Space Ambiance, Promotion – PR, Advertising, Presentation – Merchandising, fleet, Personnel – Internal Marketing, Service Support and Selling.

Unit V Integrating and Controlling the Retail Strategy

15 Hrs

Integrating the Retail Strategy - Objectives, Planning Procedures and Opportunity Analysis, Defining Productivity in a Mannar Consistent with the Strategy, Performance Measures, Scenario Analysis.

Retail Audit – Audit, Responding to an Audit, Possible Difficulties in conducting a Retail Audit, Illustrations of Retail Audit

Total: 75Hrs

Text Books

1. Venkatesh Ganapathy, (2017), “Modern day Retail Marketing”, 1st edition
2. Jerry Yudelson, (2010), “Sustainable Retail Development”, 1st edition, Springer publication.

Reference Books

1. **Dr. Umit Haciooglu**, (2021), “**Financial Ecosystem and Strategy in the Digital Era**”, 1st edition, Springer Publication.
2. **Yvon Pequeux**, (2013), “**Understanding Business Ecosystem**”, 1st edition.
3. **Barry Berman and Joel R Evans**, (2017), “**Retail Management- A Strategic Approach**”, 13th edition, Pearson publication.

Course Outcomes

After completion of course, the students will be able to

1. Analyse the impact of environmental changes in the retail ecosystem for the strategic decision industry.
2. Identify the drivers of the retail ecosystem and leverage on competitiveness
3. Systematically apply strategic planning process for situational analysis, strategic selections and implementation.
4. Apply methods and techniques to design a strategic marketing mix
5. Able to design marketing strategies to provide a future shopping experience.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	H	M	M	L	L	M	L	M	L	M	M	M	L	H
CO2	M	L	L	M	M	L	M	L	M	H	H	L	M	M
CO3	M	H	M	M	M	M	M	M	L	M	M	H	L	M
CO4	H	M	M	L	L	H	M	M	L	M	M	M	H	L
CO5	M	M	L	L	M	M	L	M	L	H	M	H	L	M

Rural and Agro Retailing

Semester VI
21BREC28

Hrs. of Instruction/ week: 5T
No. of Credit: 3

Course Objectives

1. Provide Knowledge on Rural and Agricultural Marketing and Challenges.
2. Enumerate Retail Strategies in Marketing of Rural and Agro Products.
3. Acquaint with various functional areas of Agricultural business.
4. Analyses the customer responses about the new product of Agro.
5. Sensitize on forecasting and Retail planning in Rural market.

Unit I Rural Marketing

15 Hrs

Rural Marketing: Meaning, Definition, Concept, Trends, Market Size and Penetration.

Rural Market Environment: Economic Reforms, Corporate Response to change, Marketing in Pre, Reforms Era, Rural Marketing in changed scenario, Rural Retailers, Characteristics, Types.

Unit II Rural Consumers

15 Hrs

Rural Consumer Behaviour – Meaning, Needs, Types, Geographical Spread, Socio ,Economic profile, Diversity, Literacy, Lifestyles.

Brand Preference: Product penetration and usage, Value Propositions, Loyalty.

Unit III Agricultural Marketing

15 Hrs

Marketing of Agricultural Inputs: Meaning, Types, Frame work, Agronomic, Agro, Economical Potential, Consumption, Demand, Media, and Competition. Marketing of Consumables, Fertilisers, Pesticides, and Equipment.

Market Mix Decisions: Assortment, Pricing, Distribution, Retail Choice.

Unit IV Agriculture Rural Produce

15 Hrs

Marketing Agricultural Produce: Meaning, Role of Government, Government Schemes, Environment for Agriculture Marketing, Regulated Agriculture Markets, Realistic Situations, Challenges in Agricultural Marketing,

Speciality Agro Produce: Horticulture, Floriculture, Live Stock and Fisheries, Organic Farming.

Distribution: Forward and Backward Integration, Consortium Marketing.

Pricing: Methods, Process, Regulatory Pricing.

Unit V Rural Communication

15 Hrs

Communication: Meaning, Process Models, Media Vehicles available, Media Effectiveness, Audience Profile, Media Preference, Channel and Programmes, Audience Behaviour, Rural Communication – Challenges and Strategies.

Total: 75Hrs

Text Books

1. Awadhesh Kumar Singh and Satya Prakash Pandey, (2017), “Rural Marketing”, New Age International (P) Limited Publishers.
2. Yadav Naresh Kumar, (2020), “Rural Retailing in India”, 1st edition, Serials publications.

3. **Dean M.L**, (2009), “**Agricultural and Rural Development in India**”, Concept publishing company Pvt .Ltd.
4. **Tahir Hussain, Mary Tahir, Riya Tahir**, (2016), “**Fundamentals of Rural Development**”, Dreamtech publication
5. **Golahait S.B**, (2018), “**Agricultural and Rural Development in India**”, Altar publishing House.

Reference Books

1. **Dr. Rajkumar R Rathod**, (2017), “**The problems of Women Retail Vendors of Agro Product**”, Laxmi book publication.
2. **N. Chandrasekhar Rao, R.K Mishra, Veenkata Reddy Kata**, (2015), “**Agricultural and Rural Development in India**”, 1st edition, Springer Nature publications.
3. **Dr. Salendar Singh**, (2020), “**Retail Operations**”, 1st edition, Evince pub publishing.
4. **Sundar Nem Raj**, (2021), “**Competitive Book of Agriculture**”, 10th edition
6. **L.Partha Sarathi Senapati**, (2015), “**Rural and Agricultural Marketing**”, Education publishing.

Course Outcomes

After completion of the course, the students will be able to

1. Access the fundamentals of management with reference to Agricultural business.
2. Learn the concepts and process of planning and organizing.
3. Create the awareness of agro products.
4. Develop the comprehension about the marketing problems and probable Retail business solution.
5. Gain insights on role of Agricultural Marketing institutions in future.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	H	M	H	M	L	M	L	M	L	H	M	H	L	M
CO2	M	H	H	L	L	H	M	L	L	H	H	L	M	H
CO3	H	H	M	M	M	M	M	M	M	M	M	M	L	M
CO4	M	H	H	M	L	M	L	L	L	M	H	H	L	H
CO5	M	M	M	L	L	M	L	M	L	H	M	M	M	H

Mall and Brand Management

Semester VI
21BREC29

Hrs. of Instruction/ week: 5T
No. of Credit: 3

Course Objectives

1. Familiarise the methods of planning and execution of brand and mall management strategies
2. Impart knowledge of brand and mall management concepts from the consumers point of view
3. Enumerate the issues in brand and mall management
4. Elucidate the usage of Digital Technology in Mall Management
5. Impart the skills necessary for brand and mall management

Unit I Introduction

15 Hrs

Brand: Definitions, Significance, Types.

Branding: Concepts, Functions, Strategies.

Unit II Brand Communications & Extension

15 Hrs

Brand Image: Concepts, Brand Loyalty Programmes, Brand Promotion Methods, Brand Ambassadors, Celebrities, On line Brand Promotions, Brand Adoption Practices, Brand Extension, Factors influencing decision for extension, Re branding and Relaunching, Global Branding strategies.

Unit III Brand Management

15 Hrs

Brand Performance: Measurement, Brand Equity Management, Brand Audit, Brand Equity Measurement, Brand Leverage, Challenges, Opportunities.

Unit IV Malls

15 Hrs

Malls: Concept, Definition, Types and Genesis, Growth and future trends, Mall Architecture, Mall project.

Unit V Mall Management

15 Hrs

Mall Management: Concept, Tenant, Mix Planning, Lease Management, Marketing and Space Selling, Facilities, Utilities management, Security Information Systems, Mall promotion, Events Management, Latest Developments and Trends in malls, Use of digital technology in Mall Management.

Total: 75Hrs

Text Books

1. Kevin Lane Keller, (2012), "Strategic Brand Management: Building, Measuring and Managing", Prentice Hall, 4th Edition.
2. Moorthi YLR, (2012), "Brand Management", Vikas Publishing House, New Delhi.
3. Harvinder Singh, Srini R Srinivasan, (2012), " Mall Management: Operating in Indian Retail Space", Tata McGraw Hill Education Pvt. Ltd, New Delhi.

Reference Books

1. Ramesh Kumar, (2002), "Managing Indian Brands", Vikas Publication, India, New Delhi 2002.
2. Mahim Sagar, Deepali Singh, D.P. Agarwal, Achintya Gupta, (2009), "Brand Management", ANE Books Private Ltd, New Delhi.
3. Levy Weitz, (2016), "Retailing Management", 5th Edition, Tata McGraw Hill Private Limited, New Delhi
4. Burman, Evans, (2018), " Retail Management, A Strategic Approach", 8th Edition, Pearson Education

Course Outcomes

After completion of the course, the students will be able to

1. Apply the knowledge of brand and mall management concepts in consumer market
2. Evaluate how different aspects of the environment influence brand and mall management strategies.
3. Identify the issues in brand and mall management
4. Use digital technology in mall management for the development of retail business.
5. Establish and sustain brands successfully and lead to extensions through Malls.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	L	M	H	M	L	M	L	L	L	M	M	M	L	M
CO2	M	H	H	L	L	M	H	M	M	M	M	M	M	H
CO3	M	M	M	H	M	M	L	L	L	M	M	L	M	M
CO4	L	M	M	L	H	M	L	M	H	M	H	M	H	M
CO5	M	L	M	L	L	L	M	M	M	H	H	L	M	M

Semester VI
21BREC30

Project

Hrs of Instructions / week: 2P
No of Credits: 6

- The Project to be pursued and completed in the sixth semester, valued internally.
- This project carries 100 marks (CIA).

