



ST. XAVIER'S COLLEGE (AUTONOMOUS), RANCHI
(AN AUTONOMOUS COLLEGE AFFILIATED TO RANCHI UNIVERSITY)

**SYLLABUS UNDER CBCS CURRICULUM OF
B.COM (RETAIL MANAGEMENT)
HONOURS (SELF FINANCING) PROGRAMME
w.e.f. Academic Session - 2024 - 27**

**FOR UNDER GRADUATE COMMERCE
SELF FINANCING PROGRAMME
AS PER RANCHI UNIVERSITY REGULATION**



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Department of Vocational Programmes
St. Xavier's College (Autonomous), Ranchi
 (An Autonomous College Affiliated to Ranchi University, Ranchi)

Ref. No.: VP/CVoc/1/2025

Date: 25th January 2025

The meeting of the Board of Studies held today i.e. 25th January 2025 at 11.00 am at the Department to finalize the syllabus of three years undergraduate programme of B.Com. (Retail Management) Honors under the new CBCS Credit System which is effective from academic session of 2024-27 as per the directions of Ranchi University, Ranchi.

Sl No	Name of the Board Members	Status of the Board Member	Signature
1	Prof. Gautam Rudra, H.O.D. Department of Vocational Programmes	Chairperson	
2	FCMA. Ajay Deep Wadhwa, Rt. General Manager Finance, Central Coal Fields Ltd., Ranchi	University Representative	
3	Prof. (Dr.) Pinaki Ghosh, Associate Professor, Xavier Institute of Social Sciences (XISS), Ranchi	Post Graduate Alumnus	
4	Prof. (Dr.) Somnath Mukherjee, Sr. Assistant Professor, Birla Institute of Technology (Lalpur Center), Ranchi	Academic Experts	
5	Prof. (Dr.) Harmeet Kaur, Associate Professor, Dean, Faculty of Commerce & Management, Jharkhand Rai University, Ranchi	Academic Experts	
6	Shri Saswat Mazumdar, Sr. Branch Manager, Reliance Nippon Life Insurance Company Ltd., Ranchi, Jharkhand	Industry Expert	
7	Prof. (Dr.) Kaushik Dutta, Assistant Professor, Department of Vocational Programmes, St. Xavier's College, Ranchi	Internal Member	
8	Prof. Nidhi Arya, Assistant Professor, Department of Vocational Programmes, St. Xavier's College, Ranchi	Internal Member	
9	Prof. (Dr.) Rakesh Kumar Dixit, Assistant Professor, Department of Vocational Programmes, St. Xavier's College, Ranchi	Internal Member	
10	Prof. (Dr.) Shakil Anwar Siddique, Assistant Professor, Department of Vocational Programmes, St. Xavier's College, Ranchi	Internal Member	
11	Prof. CMA. Ekta Arya, Assistant Professor, Department of Vocational Programmes, St. Xavier's College, Ranchi	Internal Member	
12	Prof. Fabian Tete, Assistant Professor, Department of Vocational Programmes, St. Xavier's College, Ranchi	Internal Member	
13	Prof. Hussain Ahmed, Assistant Professor, Department of Vocational Programmes, St. Xavier's College, Ranchi	Internal Member	
14	Prof. (Dr.) Deependra Kumar Sinha, Assistant Professor, Department of Vocational Programmes, St. Xavier's College, Ranchi	Internal Member	

Minutes of the Meeting:

All the members discussed in details thoroughly all the important point of the syllabus and unanimously this syllabus is approved with some changes for the three year undergraduate programme as per CBCS regulations of Ranchi University applicable from academic session 2017-20 and subsequently amended on 2019 to include one more GE papers in 1st to 4th semester of the programme. All regulations in related to composition of marks for the non-practical & practical papers, promotion and Credits of courses are to be followed as per the CBCS regulations of the Ranchi University, Ranchi.

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Mission & Vision of B.Com. (Self-Financing) Honors Programme

Mission: To offer high quality management programme that equip students with right knowledge, skills and attitudes required to succeed in a dynamic world.

- **Knowledge:** the right knowledge implies relevant contemporary and cutting-edge knowledge obtained through research and practiced which empowers students to think and act independently, creatively and ethically.
- **Skills:** The right skills enable students to think through complex problems, analyze them critically and find solutions quickly in a changing business environment.
- **Attitudes:** The right attitudes help students put their thoughts, feelings, behaviors' and actions in place while handling tough situations.

Vision: To be a leader in management education through industry focused curriculum, case based learning

Programme Outcomes (PO) of B.Com. (Self-Financing) Honors Programme

PO1-Critical Thinking: By the end of the programme students are expected to act intellectually such that they are able to take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at the ideas and decisions from different perspectives.

PO2-Effective Communications: By the end of the programme students are expected to possess good communication skills that are the cornerstone of any successful verbal and written communication required for the higher studies and jobs.

PO3-Special Interaction: At the end of the programme students are expected to have an insightful perspective towards difference in gender race, class, and disability and are able interact with each social entity in the most amicable way.

PO4- Community engagements: By the end of the programme students are expected to be continuously involved with their local community and contribute through their knowledge and skills towards the upliftment of the society and the country as a whole.

PO5-Ethics: At the end of the programme students are expected to have high ethical standards in terms of their work, social structure, family and their role responsibilities.

PO6-Environment & Sustainability: By the end of their programme students are expected to be aware of environmental issues and contribute towards sustainable developments of locality, society and nation as a whole.

PO7-Self-directed and Lifelong learning: By the end of the programme students are expected to be in a mental state such that they are able to cope with the dynamic socio technological changes and are motivated to learn and contribute towards self, social and national developments.

PO8-Teamwork: By the end of the programme students are expected to have an outstanding team skill which is much needed to create synergy in society and at the work place.

PO9-Employability: By the end of the programme students are expected to possess the necessary skills to become highly employable in the industry of their choice.

PO10-Initiative & Leadership: By the end of the programme students are expected to demonstrate initiative and leadership skill required for self, social, organization and nation's development.

PO11-Demonstrate Mastery in Analytics: Demonstrate the ability to identify a business situation from the stated information, assess the statistical techniques and the software applications required to model the same, and interpret the subsequent results to assist in effective decision making.

PO12-Sensitivity towards Global Perspective: Understand and imbibe information related to global business modules, brands strategies, and thereby assess global practices against localized customizations to better global presence within local settings and vice versa.

Programme Specific Outcomes (PSO) of B.Com. (Retail Management) Honors

PSO 1: Students will recognize and understand the operations-oriented policies, methods, and procedures used by successful retailers in today's global economy.

PSO 2: Students will know the responsibilities of retail personnel in the numerous career positions available in the retail field.

PSO 3: Students will be able to comprehend impacts of retailing in society and conversely, its effects on society.

PSO 4: Students will adapt their skilled ability to support their career prospects in organized retailing.

PSO 5: Students will be able to assess, propose and apply various techniques in retail marketing and retail store operation.

PSO 6: Students will be able to correlate sustainability and critically evaluate with analyzing contemporary retail business environment.

PSO 7: Students will be expert in functioning of retail business in various retail formats and retail channels.

PSO 8: Students will be expert in retail market research, data handling, data management and data mining.

PSO 9: Students will be expert in retail digital marketing including Ad-words, Ad-sense, social media marketing including Facebook, Instagram, YouTube, WhatsApp, E-mail marketing and mobile marketing etc.

PSO 10: Students will be equipped with different laws relating to retail, warehousing and distribution.

PSO 11: Student will get basic insight of psychological aspects targeted and proposed consumer along with their behavioral aspects.

PSO 12: Students will be able to identify the component parts of e-commerce and its operational systems.

PSO 13: Students will acquire skills and capabilities to play a role of an effective entrepreneur by developing different business models.

Programme Pedagogy for B. Com. (Retail Management) Honors

- Classroom lecture with multimedia system.
- Comprehensive discussion of topics.
- Studio and workshop practice.
- Outcome based learning.
- Market Survey & Market Research
- Live workshops in the presence of industry experts.
- Task assignments through team work
- Summer and winter internship in the respective areas for gaining practical knowledge.
- Collaborative learning System with industry experts & trainers.
- Lecture from industry experts & industrial exposure visit.
- Technical delivery through comprehensive practical and simulation practices.
- Student's presentation and feedback and evaluation by industrial experts.
- Case studies and interpretation.
- Organizing "Know Your Corporate" programmes.
- Panel discussion with industry experts.
- Encourage to write Research paper on the different subjects.
- Special remedial classes for weaker students.
- Mentorship system of academic practices.
- Organizing Interview and Soft Skill Development sessions.

COURSES OF STUDY FOR B. COM (RETAIL MANAGEMENT) HONORS PROGRAMME**Subjects Combination for B. Com (Retail Management) Programme (164 Credits)**

Honors/Core Courses CC 14 Papers	Discipline Specific Elective Courses DSES 4 Papers	Skill Enhancement Courses SEC 2 Papers	Compulsory Course AECC 1+1=2 Papers	Generic Courses GE 2+2+2+2=8 Papers
BRM	BRM Specific	SEC in BRM	Language Communication +EVS	GE in BRM

Semester wise Examination Structure for Mid Sem & End Sem Examinations:

Sem	Core Honors, Allied DSE, Compulsory AECC Courses		Examination Structure		
	Code	Papers	Mid Semester Theory (F.M)	End Semester Theory (F.M)	End Semester Practical /Viva (F.M)
I	Core 1	Retail Business Environment	25	75	---
	Core 2	Retail Store Operation	25	75	---
	GE 1 (A)	Financial Accounting	---	100	---
	GE 1 (B)	Marketing Management	---	100	---
	AECC 1	English Communication	---	100	---
II	Core 3	Retail Consumer Buying Behavior	25	75	---
	Core 4	Digital & Social Media Marketing	25	75	---
	GE 2 (A)	Cost & Management Accounting	---	100	---
	GE 2 (B)	Integrated Marketing Communication	---	100	---
	AECC 2	Environmental Studies	---	100	---
III	Core 5	Specialty Retailing	25	75	---
	Core 6	Retail Strategy and Business Policies	25	75	---
	Core 7	International Retailing	25	75	---
	GE 3 (A)	Human Resource Management in Retail	---	100	---
	GE 3 (B)	Sales Management & Salesmanship	---	100	---
	SEC 1	Research Methodology and Quantitative Technique	---	100	---
IV	Core 8	Retail Store Planning Design & Layout	25	75	---
	Core 9	Retail Visual Merchandising	25	75	---
	Core 10	Retail Franchising	25	75	---
	GE 4 (A)	Management Information System	---	100	---
	GE 4 (B)	Strategic Management	---	100	---
	SEC 2	Business Economics	---	100	---
V	Core 11	Retail Supply Chain Management & Warehouse	25	75	---
	Core 12	Fashion & Lifestyle Retailing	25	75	---
	DSE 1	Mall Management	25	75	---
	DSE 2	E-Retailing	25	75	---
VI	Core 13	Retail Customer Service Management	25	75	---
	Core 14	Retail Legislation	25	75	---
	DSE 3	Entrepreneurship Development	25	75	---
	DSE 4	On the Job Training	---	---	50 + 50

Semester – I	5 Papers
CORE COURSE – C1	(Credit: Theory–05+ Tutorial-01=06)
Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100	Pass Marks (MSE + ESE)=40

**Instructions to Question Setter for
Mid Semester Examination (MSE):**

There will be two groups of questions. Group A is compulsory and will contain five questions of the very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 will be short answer type of 5 marks. Group B will contain descriptive type six question of fifteen marks each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

RETAIL BUSINESS ENVIRONMENT

Theory: 60 Lectures; Tutorial: 10 Lectures

Objectives: This course provides the knowledge about the retail environment with its nature, functions and scopes. Retail markets influential factors are also explaining for the developments of retail concepts in the students.

Course Learning Outcomes:

After completion of this course students will gain knowledge regarding:

- Understand about the retail environment with its nature, functions and scope.
- Understand regarding retail markets and the developments of retail concepts to the students.
- Understand functions of retailing, retail market structure and control.
- Know regarding the favorable and unfavorable retail business times and its competitive aspects.
- Gain knowledge regarding International retailing and Globalization of retail economy.

Unit I: Introduction to the Retail Environment:

Lectures: 14

- (a) **Retail Micro Environment:** Competitors, Competitor's Retail Mix, Competitive Strategy, Other channel members, Cooperation and Conflict, Power, Vertical Marketing systems.
- (b) **Retail Macro Environment:** Demographic factors, economic factors, Cultural and social factors, political factors, legal factors, technological factors, natural factors.

Unit II: The Functions of Retailing: Retail Industry in India and other countries - Structure of Indian retailing - Drivers of growth - and challenges of retailing industry - Global scenario of retailing - Retailing in US and Asia - European retailing - Retail Formats - Successful Retailing - The Context of Retail Business Planning.

Lectures: 10

Unit III: Structural Change in the Retail Environment: Changes in the Retail Environment - Socio-Demographic Change - Technology and Economic Change - Socio-economic Changes - Impact on the Retail Industry

Lectures: 10

Unit IV: Market Structure & Control: Retailing Structures-Environment and Competition -The Competitive Environment in Different Retail Sectors - Government Policy, Competition and Consumer Demand - Retail Development and Competition –Additional Theories of Conflict and Development.

Lectures: 08

Unit V: Managing in Good Times and Bad: Dealing with Booms and Slumps - The Mood of the Nation - Maintaining the Balance in the Economy -Government Macroeconomic Policy -The Impact of Economic Fluctuations on the Retailing Industry -Managing Fluctuations

Lectures: 08

Unit VI: International Retailing, Internationalization and Globalization: International Retailing- Push factors, pull factors, Cross Border trends in Europe, Cross border strategy and guidelines - Shopping at World Stores - Internationalization and Globalization - Going International - The Internationalization Process - Culture, Business and International Management

Lectures: 10

Recommended Books:

1. Retailing an Introduction-Roger Cox and Paul Brittain

Note: Latest edition of text books may be used

CORE COURSE – C2**(Credit: Theory–05+ Tutorial-01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40*****Instructions to Question Setter for******Mid Semester Examination (MSE):***

There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 will be short answer type of 5 marks. Group B will contain descriptive type six question of fifteen marks each, out of which any four are to answer.

Note: *There may be subdivision in each question asked in Theory Examinations.*

RETAIL STORE OPERATION**Theory: 60 Lectures; Tutorial: 10 Lectures**

Objectives: To give student practical understanding of the different operations related to organized retail. This course provides an insight to the students regarding various issue associated with the store operation which include manpower planning, techniques of fund allocation and the role of information technology in current business era.

Course Learning Outcomes:

After completion of this course students will gain knowledge regarding:

- Different Operations related retail business.
- Human Resource Management in retail business.
- Financial Management for retail business.
- Measuring, evaluation and operational performance for retail business.
- Working capital management for retail business.
- Application of IT (Information Technology) in retail business.

Unit I: Human Resource Management in Retailing: Definition, significance of HRM in Retail, Major Function of HRM in Retailing, Strategic framework of HRM in Retailing, trends and challenges in HRM in Retailing, Future of HRM in Retailing.

Lectures: 12

Unit II: Financial Management in Retailing: Concept, Role and source of finance for Retailer, Budgeting-Meaning Types and budgetary control.

Measuring and Evaluation and Operational performance: financial statement (Trading, Profit & Loss A/c and Balance sheet), Breakeven analysis, financial Ratio's with reference to DIPSTIC Parameters (Customer transaction, Stock, Space and Staff Productivity): Customer Conversion Ration. Transaction per hour, Sales per transaction, Sales Return to Net Sales, Average Stock Investment Period, Sales to Stock Ration, Return On Stock Investment, shrinkage to Net Sales, Product Category Ratio, Sales through Analysis, Sales per Sq. Feet, Percentage of Space for Each Department, sales per Employee, Space Covered per Employee and Staff Productivity.

Lectures: 28

Unit III: Working capital management in retailing: Concept, Estimation, Working Capital Cycle, Cash management, Credit Management and Inventory Valuation: FIFO, FIFO, Inventory Management: ABC, EOQ Analysis.

Lectures: 10

Unit IV: IT in Retail Market: Role of IT in Retail, Parameters for use of IT in retailing, IT for competitive Advantage, Computing and Transmitting Data at the Point of sale, Data Base Marketing, Data Mining and Business Intelligence.

Lectures: 10**Recommended Books**

1. Retail Marketing Management—David Gilbert
2. Retail Management—C. Bajaj, Rajnish Tuli & Nidhi V Srivastava
3. Retail Management—Gautam Bansal & Sandhir Sharma

Note: Latest edition of textbooks may be used

GENERIC ELECTIVE (GE 1A)**(Credit: Theory-05+ Tutorial-01=06)****Marks: 100 (ESE: 3Hrs)=100****Pass Marks Th ESE =40*****Instructions to Question Setter for
End Semester Examination (ESE):***

There will be two groups of questions. Group A is compulsory and will contain three questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 & 3 will be short answer type of 5 marks. Group B will contain descriptive type six question of 20 each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

FINANCIAL ACCOUNTING**Theory: 75 Lectures; Tutorial: 15 Lectures**

Objective: To make the students familiar with generally accepted accounting principles of financial accounting and their applications in business organizations excluding corporate entities.

Course Learning Outcomes:

After completion of this course students will gain knowledge regarding

- Gain knowledge regarding accepted accounting principles of financial accounting and their applications in business organizations including corporate entities.
- Gain knowledge regarding Financial Accounting, Accounting process, Bank reconciliation statements, depreciation accounting, Partnership Accounts, Analysis of financial statements & Fund flow statement.

Unit I: Financial Accounting: Nature and scope, Limitations of financial accounting. Accounting Standards: Meaning, Significance, Generally Accepted Accounting Principles (GAAP). IFRS, IND AS & GFR.

Lectures: 10

Unit II: Accounting Process: Form recording of transactions in preparation of final accounts, Rectifications of errors

Lectures: 12

Unit III: Bank Reconciliation Statements-Meaning, Reasons for difference between passbook and cash book, Advantages & disadvantages of BRS, Calculation of Reconciliation.

Lectures: 06

Unit IV: Depreciation Accounting: Meaning of depreciation, causes, and objects of providing depreciation, factors affecting depreciation. Methods of depreciation: straight line method and diminishing balance method.

Lectures: 12

Unit V: Accounting for Partnership-Rights, duties and power of a partner, kinds of partners, fixed and fluctuating capital, goodwill, revaluation & profits sharing calculation, accounting entries for admission of partner, retirement of a partner.

Lectures: 12

Unit VI: Analysis of Financial Statements, Common Size Balance Sheet, Ratio Analysis.

Lectures: 15

Unit VII: Cash Flow Statement- Meaning, Objectives, Importance, Components of cash flow, preparation of cash flow (direct and indirect method).

Lectures: 08**Recommended Books**

1. Fundamentals of Accounting—D.C. Rawat & R.C. Bhatt
2. Financial Accounting—S. N. Maheshwari
3. Financial Accounting—P. C. Tulsian
4. Fundamentals of Financial Accounting—Ashok Sehgal & Deepak Sehgal
5. Financial Accounting—R. NarayanaSwarmy
6. Financial Accounting—Naseem Ahmed, Nawab Ali Khan, M. L. Gupta
7. Accounting & Analysis—CRISIL
8. Financial Accounting—Weygandt, Kieso & Kimmel
9. Introduction to Accountancy—T. S. Grewal and S. C. Gupta

Note: Latest edition of textbooks may be used

GENERIC ELECTIVE (GE 1B)**(Credit: Theory-05+ Tutorial-01=06)****Marks: 100 (ESE: 3Hrs)=100****Pass Marks Th ESE =40*****Instructions to Question Setter for
End Semester Examination (ESE):***

There will be two groups of questions. Group A is compulsory and will contain three questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 & 3 will be short answer type of 5 marks. Group B will contain descriptive type six question of 20 each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

MARKETING MANAGEMENT**Theory: 75 Lectures; Tutorial: 10 Lectures**

Objective: To provide the working knowledge of different concepts of marketing and their use in managerial decision.

Course Learning Outcomes:

After completion of this course students will gain knowledge regarding

- Gain knowledge of different concepts of marketing and their use in managerial decision
- Understand concept, nature, functions and importance of marketing and marketing system
- Gain knowledge regarding Consumer Behavior, Marketing Mix, Market Segmentation & Positioning, Pricing & Promotion
- Gain knowledge regarding overall concepts of emerging trends in marketing.

Unit I: Marketing: Concept, Nature, Functions & Importance. Selling vs. Marketing, Marketing Environment: Nature, Types & Strategies to deal with internal and external (Micro and Macro) Marketing Environment, Ethical and Social Responsibilities of Marketing, Impact of brick and mortar store.

Lectures: 12

Unit II: Marketing System, Types of Marketing, Marketing Information System; Definition and Components, Marketing Research-Definition, Objective, Process & Significance.

Lectures: 08

Unit III: Consumer Behavior: Factors influencing the Consumer Behavior, Consumer Buying Process, Buying Motives, Consumer Market in India, Shifting consumer behavior pattern.

Lectures: 08

Unit IV: Market Segmentation: Concept, Importance and basis, Target Market Selection, Market Positioning: Concept & Importance. Market Repositioning, Product Differentiation vs. Market Segmentation, Contemporary issues in Marketing

Lectures: 08

Unit V: Marketing Mix: Definition, Importance & Factors determining Marketing Mix, Meaning and Nature of Products, Concept of Product Mix, Product Planning and New Product Development, Product Life Cycle, Product Packaging: Def., Functions and requisite of good packaging, Branding and Labeling.

Lectures: 10

Unit VI: Pricing: Concept, Objectives & Importance of Channels of Distribution of Consumer Goods, Types of Channels of Distribution, Factors affecting choice of distribution channels, Logistics: Meaning, Importance, Objectives, Marketing Logistics Task, Approaches of Logistics (Total Cost & Total System Approach).

Lectures: 08

Unit VII: Promotion: Meaning, Nature & Importance, Types of Promotion, Concept of Promotion Mix and Factors affecting Promotion Mix, Emerging trends in marketing.

Lectures: 06**Recommended Books:**

1. Marketing Management—Philip Kotler
2. Marketing Management—Kotler, Keller, Koshy and Jha
3. Marketing Management—Evance & Berman
4. Principles of Marketing—Mcdenial, Lamb, Hair
5. Marketing—William M. Pride and O. C. Ferrell
6. Fundamental of Marketing—Stanton W. J.
7. Basic Marketing-Concepts, Decisions & Strategies—Cundiff, Edward W.
8. Principles of Marketing—Philip Kotler & Gary Armstrong
9. Marketing Management-Planning, Control—V. S. Ramaswamy & S. Namakumari

Note: Latest edition of text books may be used

ABILITY ENHANCEMENT COMPULSORY COURSE (AECC 1)**(Credit: Theory – 02)****Marks: 100 (ESE: 3Hrs) =100****Pass Marks Th ESE =40*****Instructions to Question Setter for
End Semester Examination (ESE):***

There will be two groups of questions. Group A is compulsory and will contain three questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 & 3 will be short answer type of 5 marks. Group B will contain descriptive type six question of 20 each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

ENGLISH COMMUNICATION**Theory: 30 Lectures**

Objective: To equip students effectively to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for English communication

Course Learning Outcomes:

After completion of this course students will gain knowledge regarding

- Provide knowledge for effectively acquire skills in reading, writing, comprehension and communication as also use of electronic media for Communicative English
- Understand concept of communication: - the different stages, barriers and types
- Develops writing skills for notice writing, advertisement theme writing, précis writing, business essay writing, and business letter writing formats.
- Enhance vocabulary of students.

Unit I: Communication – Definition, stages, barriers, types: verbal and non-verbal, Listening- Meaning, Nature and importance, Principles of Good Listening.

Unit II: Class-presentation (Oral for five minutes) on any of the above-mentioned topics: Descriptive writing, expansion of an idea.

Unit III: Writing skills –, notice writing, advertisement writing, précis writing, essay writing, letter writing (applications), and Business letter formats (letters of enquiry, replies and complaints), resume writing, covering letter

Unit IV: Vocabulary building: One-word substitution, synonyms and antonyms, idioms and phrases

Recommended Books:

1. Technical Communication, M.H. Rizvi, Tata McGrawhill
2. Effective Business Communication, Asha Kaul
3. Developing Communication Skills, Krishnamohan
4. Functional Grammar and Spoken and Written Communication in English, Bikram K. Das, Orient Blackswan
5. Precis, Paraphrase and Summary, P. N. Gopalkrishnan, Authors Press
6. Communication Skills, Sanjay Kumar and Pushplata, Oxford Publication

Note: Latest edition of textbooks may be used

-----END OF SEM –I -----

Semester – II**5 Papers****CORE COURSE – C3****(Credit: Theory–05+ Tutorial-01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40****Instructions to Question Setter for
Mid Semester Examination (MSE):**

There will be **two** groups of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No. 1 will be very short type** of consisting of ten questions of 1 mark each. **Question No. 2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six question of fifteen marks each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

RETAIL CONSUMER BUYING BEHAVIOR**Theory: 60 Lectures; Tutorial: 10 Lectures**

Objectives: To provide knowledge regarding the consumer behavioral perception about various products traded under the retail system. Consumers thought and motives are also to be discussed for full understanding about the consumers' demand and its related pursuing systems in the context of retail trading.

Course Learning Outcomes:

After completion of this course students will gain knowledge regarding

- Understand regarding the consumer behavioral perception about various products traded under the retail marketing system.
- Develops consumer thought process, motives perception and their impact on buying behavior.
- Understand individual determinants of consumer behavior, socio-cultural and environmental factors regarding Consumer decision making process.
- Adequately understand e-buyers' behavior in the retail market.
- Gain knowledge regarding different consumer behavior Models.

Unit I: Introduction to consumer behavior, defining consumer behavior, consumer behavior and retail marketing management, Scope and application of consumer behavior concepts in the retail marketing, buyer classification in retail market. **Lectures: 15**

Unit II: The Individual determinants of consumer behavior, personal factors and psychological factors for the consumer choice in retail buying **Lectures: 08**

Unit III: Socio cultural factors and Environmental factors. **Lectures: 08**

Unit IV: Consumer decision process, influencing factors, Decision-making, Pre and post purchase activities in retail buying, Evaluation of consumers' decision in retail buying in according to foot falls on number basis. **Lectures: 10**

Unit V: Introduction to e-Buyer behavior in the retail market, Process of e-Buying in retail, Retail e-Buyers in the world scenario. **Lectures: 10**

Unit VI: Introduction to Consumer Behavior Model: Howard Sheth Model, Engel Blackwell Model, Jagdish Sheth Model. **Lectures: 09**

Recommended Books

1. Consumer Behavior—P. C. Jain & Monika Bhatt
2. Consumer Behavior—M. Vohra
3. Consumer Behavior—Schiffman L. G
4. Consumer Behavior—Blackwell
5. Consumer Behavior—P. C. Jain

Note: Latest edition of textbooks may be used

CORE COURSE – C4**(Credit: Theory–05+ Tutorial-01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40*****Instructions to Question Setter for*****Mid Semester Examination (MSE):**

There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 will be short answer type of 5 marks. Group B will contain descriptive type six question of fifteen marks each, out of which any four are to answer.

Note: *There may be subdivision in each question asked in Theory Examinations.*

DIGITAL & SOCIAL MEDIA MARKETING**Theory: 60 Lectures; Tutorial: 10 Lectures**

Objectives: It gives knowledge regarding use of social media for promotion in digital & social media marketing as the very powerful promotional tools and it also recognize human behavior in terms of purchase and shopping.

Course Learning Outcomes:

After completion of this course students will gain knowledge regarding

- Gain knowledge regarding use of social media for promotion in digital and social media marketing as the powerful promotional tools.
- Gain knowledge regarding Web Marketing and SEO, Ad words, Social media advertising, Email marketing, Social networking services, Application of Search Engine in marketing and Social media optimization (SMO).

Unit I: Introduction to Web Marketing and SEO -The Significance of Web Marketing, Internal Measures for SEO, Do and Don't for Web Content, Link Building, Web Marketing Tools **Lectures: 05**

Unit II: Introduction to Ad Words-Online Advertising and Search Engines, Ad Words overview, Creating and Managing Campaigns **Lectures: 05**

Unit III: Display Network-Advertising on Display Networks, Image Advertising, Mobile Advertising, Video Advertising, YouTube Advertising **Lectures: 06**

Unit IV: Advanced Ad Words-KeyWord Planner, Product List Ads **Lectures: 03**

Unit V: Social Media Advertising- Creating Effective Content, Do and Don'ts for Social Media Advertising, Analyzing Target Audience. **Lectures: 05**

Unit VI: E-Mail Marketing-Creating E-mail Campaigns, Effective strategies for E-mail Marketing.

Lectures: 05

Unit VII: Social Networking Services (SNS)-Common uses for the SNS, the SNS Industry, Facebook Advertising, Introduction to Google Analytics, Tracking performances. **Lectures: 06**

Unit VIII: Search Engine Marketing (SEM)-Campaigns include Google PPC, LinkedIn, YouTube Video, Face book Campaign, Benefits of Ad word compared to other Networks, Ad word setup, Creating, Planning, Deployment, etc. **Lectures: 10**

Unit IX: Social Media Optimization (SMO)-Concept, how social media help Business, establishing your online identity, engaging your Audience, how to use Groups, Forums, etc. **Lectures: 10**

Recommended Books:

1. Media and Communication Management—C.S. Rayudu
2. Media & Advertising—C. D. Aggarwal
3. Electronic Media—M. M. Gaur
4. Media Management—Dr. Rakesh Kumar
5. Digital Marketing-Godfrey Parkin, Web Marketing- Eric Marrow.
6. Basics of Digital Marketing-Damian Rayan & Calvin Jones.

Note: Latest edition of textbooks may be used

GENERIC ELECTIVE (GE 2A)**(Credit: Theory-05+ Tutorial-01=06)****Marks: 100 (ESE: 3Hrs)=100****Pass Marks Th ESE =40*****Instructions to Question Setter for
End Semester Examination (ESE):***

*There will be two groups of questions. **Group A is compulsory** and will contain three questions. **Question No. 1 will be very short type** of consisting of ten questions of 1 mark each. **Question No. 2 & 3 will be short answer type** of 5 marks. **Group B will contain descriptive type** six question of 20 each, out of which any four are to answer.*

Note: There may be subdivision in each question asked in Theory Examinations.

COST & MANAGEMENT ACCOUNTING**Theory: 75 Lectures Tutorial: 15 Lectures**

Objectives: It gives students insight knowledge regarding use of cost and management accounts and uses in different areas of costing and accounting.

Course Learning Outcomes:

After completion of this course students will gain knowledge regarding

- Gain knowledge regarding use of cost and management accounts and uses in different areas of costing and accounting
- Able to explain the objectives and advantages of cost accounting, material costing, labor costing, classification of overheads, cost sheet, process costing and the concept of budget and budgetary control.

Unit I: Introduction-Meaning, objectives and advantages of cost accounting, difference between financial, cost, and management accounting. Cost concepts and classification, Role of a Cost Account in an organization. **Lectures: 08**

Unit II: Cost Accounting Standards, Generally Accepted Principles for Cost Accounting, Cost Accounting Standards for Auditing, Cost Records & Audit. **Lectures: 05**

Unit III: Material Costing-Introduction, objectives of material control system, ABC Analysis, Economic Order Quantity, Levels of Material, LIFO and FIFO inventory control system & Just in Time. **Lectures: 12**

Unit IV: Labor Costing-Introduction, Time and motion study, Idle time, Bonus plan, Piece wages system, Rate wage system, Labor turnover **Lectures: 10**

Unit V: Overheads-Meaning, Classification of overhead, Apportionment of overhead, Reapportionment of overhead, overhead absorption rate **Lectures: 10**

Unit VI: Cost Sheet-Meaning, Elements of cost, Advantages of cost sheet, Calculation of cost of sales. **Lectures: 08**

Unit VII: Process Costing-Meaning, Normal loss, abnormal loss, Valuation of scrap, Transfer valuation, Basic Concept of Marginal Costing. **Lectures: 10**

Unit VIII: Budgeting and budgetary Control-Concept of budget and budgetary control, objectives, merits and limitations, Budget administration, Functional budgets, Fixed and flexible budgets, Zero base budget. **Lectures: 12**

Recommended Books:

1. Cost Accounting—Jawhar Lal
2. Cost accounting—Principle and Practice—M. N. Arora
3. Cost Accounting—S. N. Maheshwari and S. N. Mittal
4. Cost Accounting: Principles and Methods—S. P. Jain and K. L. Narang
5. Management Accounting—H. V. Jhamb
6. Management Accounting—S. K. Singh and Lovleen Gupta
7. Cost Accounting—Rajiv Goel

Note: Latest edition of textbooks may be used

GENERIC ELECTIVE (GE 2B)**(Credit: Theory–05+ Tutorial-01=06)****Marks: 100 (ESE: 3Hrs)=100****Pass Marks Th ESE =40****Instructions to Question Setter for
End Semester Examination (ESE):**

*There will be two groups of questions. **Group A is compulsory** and will contain three questions. **Question No. 1 will be very short type** of consisting of ten questions of 1 mark each. **Question No. 2 & 3 will be short answer type** of 5 marks. **Group B will contain descriptive type** six question of 20 each, out of which any four are to answer.*

Note: There may be subdivision in each question asked in Theory Examinations.

INTEGRATED MARKETING COMMUNICATION Theory: 75 Lectures; Tutorial: 10 Lectures

Objectives: Students should be aware about the communication and its importance in the fields of marketing by describing various mix and models of communication. The effects of communication over the proposed buyers/consumers are to describe fully.

Course Learning Outcomes:

After completion of this course students will gain knowledge regarding

- Gain knowledge regarding communication and its importance in the field of marketing by describing various communication mix and models of communications.
- Develops understanding of students regarding pre- requisite of effective marketing communication.
- Gain knowledge regarding effective marketing communication tools through marketing communication mix and model in marketing.
- Understand Integrated Marketing Communication, IMC Strategies, different features of advertising incorporated in the IMC for effective communication.
- Develops knowledge regarding major tools of publicity.

Unit I: Meaning & Importance of Marketing Communication and Pre-requisite of effective Marketing Communication. **Lectures: 10**

Unit II: Marketing Communication through Marketing Mix, Introduction to IMC planning. **Lectures: 10**

Unit III: Communication Model in Marketing—Graphic Models, Verbal Models, The Response Set-AIDA Model, Lavidge-Steiner Model, McGuire Model, DAGMAR Model. **Lectures: 10**

Unit IV: Integrated Marketing Communication—Brand Marketing, Direct Marketing, Customer Relationship Management, One Voice Marketing Communication, Integrated Communications **Lectures: 10**

Unit V: IMC Strategy in—Advertising, Planning, Determination & Promotional Objective, Role of Advertising Manager in determining IMC strategy. **Lectures: 10**

Unit VI: Different features of Advertising incorporated in the IMC for effective communication. **Lectures: 05**

Unit VII: IMC Concepts in Product Communicates, Price Communicates, Place (Point of Sale) Communicates, Promotion Communicates and Publicity in relation with marketing. **Lectures: 05**

Unit VIII: Major tools of Publicity—News, Speeches, Special event, Handouts, leaflets and audio- visual public service activities and other miscellaneous tools. **Lectures: 05**

Unit IX: Persuasive Communication Factors—Content bound, Appeal bound, Argument bound, Style bound, Communication bound, Media bound, Situation bound and Persuasion Approaches. Future Marketing Communication Medium—Webs & Internet and its implications. **Lectures: 10**

Recommended Books:

1. Advertising and Promotion—Belch & Belch
2. Advertising, Promotion, and New Media—Edited by Marla R. Stafford & Ronald J. Faber
3. Contemporary Advertising—William F Arens
4. Advertising Management—S. A. Chunnawala
5. Integrated Marketing Communication—Neeraj Kumar

Note: Latest edition of textbooks may be used

ABILITY ENHANCEMENT COMPULSORY COURSE (AECC 2)**(Credit: Theory – 02)****Marks: 100 (ESE: 3Hrs)=100****Pass Marks Th ESE =40*****Instructions to Question Setter for
End Semester Examination (ESE):***

*There will be two groups of questions. **Group A is compulsory** and will contain three questions. **Question No. 1 will be very short type** of consisting of ten questions of 1 mark each. **Question No. 2 & 3 will be short answer type** of 5 marks. **Group B will contain descriptive type** six question of 20 each, out of which any four are to answer.*

Note: There may be subdivision in each question asked in Theory Examinations.

ENVIRONMENTAL STUDIES**Theory: 30 Lectures**

Objective: Develop awareness among the students about the necessity and importance of environment for human and its developments.

Course Learning Outcome:

- Understanding of environmental systems.
- Expertise in identifying and understanding major environmental issues.
- Knowledge of environmental policy and regulation at local, national, and international levels.
- Understanding of the connections between environmental quality and human health.

Unit I: Introduction to environmental studies Multidisciplinary: Nature of environmental studies; Scope and importance; Concept of sustainability and sustainable development. **Lectures: 02**

Unit II: Ecosystems: Definition, Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems: Forest ecosystem Grassland Ecosystem Desert Ecosystem Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries). **Lectures: 02**

Unit III: Natural Resources: Renewable and Non-renewable Resources: Land resources and land use change; Land degradation, soil erosion and desertification. Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations. Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state). Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies. **Lectures: 05**

Unit IV: Biodiversity and Conservation: Levels of biological diversity: genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots India as a mega-biodiversity nation; Endangered and endemic species of India Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Information. **Lectures: 05**

Unit V: Environmental Pollution: Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution Nuclear hazards and human health risks Solid waste management: Control measures of urban and industrial waste, Pollution case studies. **Lectures: 05**

Unit VI: Environmental Policies & Practices: Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD). Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context. **Lectures: 04**

Unit VII: Human Communities and the Environment: Human population growth: Impacts on environment, human health and welfare. Resettlement and rehabilitation of project affected persons; case studies. Disaster management: floods, earthquake, cyclones and landslides. Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan. Environmental ethics: Role of Indian and other religions and cultures in environmental conservation, Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi). **Lectures: 03**

Unit VIII: Field work**Lectures: Equal to 04**

Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc. Visit to a local polluted site- Urban/Rural/Industrial/Agricultural. Study of common plants, insects, birds and basic principles of identification, Study of simple ecosystems-pond, river, Delhi Ridge, etc.

Recommended Books:

1. Raziuddin, M., Mishra P.K. 2014, A Handbook of Environmental Studies, Akanaksha Publications, Ranchi.
2. Mukherjee, B. 2011: Fundamentals of Environmental Biology. Silverline Publications, Allahabad.
3. Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt.
4. Gadgil, M., & Guha, R. 1993. This Fissured Land: An Ecological History of India. Univ. of California Press.
5. Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge.
6. Gleick, P. H. 1993. Water in Crisis. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
7. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. Principles of Conservation Biology. Sunderland: Sinauer Associates, 2006.
8. Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. Science, 339: 36--37.
9. McCully, P. 1996. Rivers no more: the environmental effects of dams (pp. 29--64). Zed Books.
10. McNeill, John R. 2000. Something New Under the Sun: An Environmental History of the Twentieth Century.
11. Odum, E.P., Odum, H.T. & Andrews, J. 1971. Fundamentals of Ecology. Philadelphia: Saunders.
12. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. Environmental and Pollution Science. Academic Press.
13. Rao, M.N. & Datta, A.K. 1987. Waste Water Treatment. Oxford and IBH Publishing Co. Pvt. Ltd.
14. Raven, P.H., Hassenzahl, D.M. & Berg, L.R. 2012. Environment. 8th edition. John Wiley & Sons.
15. Rosencranz, A., Divan, S., & Noble, M. L. 2001. Environmental law and policy in India. Tripathi 1992.
16. Sengupta, R. 2003. Ecology and economics: An approach to sustainable development. OUP. Singh, J.S.,
17. Singh, S.P. and Gupta, S.R. 2014. Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.
18. Warren, C. E. 1971. Biology and Water Pollution Control. WB Saunders.
19. Wilson, E. O. 2006. The Creation: An appeal to save life on earth. New York: Norton.

Note: Latest edition of textbooks may be used

-----END OF SEM II-----

Semester – III**6 Papers****CORE COURSE – C5****(Credit: Theory–05+ Tutorial-01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40*****Instructions to Question Setter for******Mid Semester Examination (MSE):***

There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 will be short answer type of 5 marks. Group B will contain descriptive type six question of fifteen marks each, out of which any four are to answer.

Note: *There may be subdivision in each question asked in Theory Examinations.*

SPECIALITY RETAILING**Theory: 60 Lectures; Tutorial: 10 Lectures**

Objectives: This course provides the knowledge of different retail marketing system with its specialty, nature and functions. Divergent views are presented in the subject for clear understanding of every type of retail products marketing system.

Course Learning Outcomes:

After completion of this course students will gain knowledge regarding

- Knowledge about different retail marketing system with its specialty, nature and functions
- Explain novelty retail, fashion retail, bulk retailing, home appliances retail, high value ornamental retail, pharmaceutical retail, high value consumer care retail, personal retail, food and grocery retail.

Unit I: Novelty Retail—Different items of novelties, Gifts, Price range and its category, Consumer demand and supply in according to choice and display. **Lectures: 04**

Unit II: Fashion Retail—Apparel and fashion, Seasonal demand and Demand by Event, Price War in the apparel marketing, Kid's Response Retail—Kid's wear by demand and by fashion, Toy's and other accessories of Kid's by performance and by appearance. **Lectures: 06**

Unit III: Bulk Retailing—B2B system of operation, Sub-Dealer system of operation, Commissions and Margin in this operation. **Lectures: 04**

Unit IV: Home Appliances Retail—Kitchenware and its usefulness and demand of stylish products, Ready to use cookeries and its demand by presentation and price sensitive presentation, Different FMCG goods and other ready to use Electronic Products with its ready to use operation system by way of usefulness and budgeting. **Lectures: 08**

Unit V: High Value Ornamental Retail—Hall Marking Gold and Branded Diamond, Value user system, Seasonal and Non seasonal demand, Price Cutting and other strategical factors of promotion, High demand and Low demand area. **Lectures: 06**

Unit VI: Pharmaceutical Retail—Different category of products, Price orientations and demand, Over the Trade Counter (OTC) Products, Servicing and Demand creations. **Lectures: 05**

Unit VII: High Value Consumer Care Retail—Special discounting and Servicing, Products offering and its value of cost to the customer, Special service at the door step and Customer Relationship Management in profile and operation. **Lectures: 05**

Unit VIII: Personal Retail—Special Vacation Packages, Composite and Comprehensive Packages to the customer, Special system of servicing, Value Addition and its real value servicing system. **Lectures: 04**

Unit IX: Food and Grocery Retailing – Grading of food in accordance to law, quality and its shelf life, Package and unpackaged foods in the retailing, Price sensitivity and Retail Strategy, Differentiation between fast moving and slow moving food products and the strategy of Retailing in according to shelf life of the product, Procurement of generic food products and re-packaging for Retailing, Identification of Grocery products by its territorial demand in according to retailing, Bulk retailing of the Grocery products and

customer orientation with it, Price war in the Grocery products and other promotional aspects associated with it, Management of Grocery Products as per the food grading and its adulteration.

Lectures: 16

Unit X: Retail 'n' Retail—Concessioner Format.

Lectures: 02

Recommended Books

1. Consumer Behavior—P. C. Jain & Monika Bhatt
2. Consumer Behavior—M. Vohra
3. Consumer Behavior—Schiffman L. G
4. Consumer Behavior—Blackwell
5. Consumer Behavior—P. C. Jain

Note: Latest edition of textbooks may be used

CORE COURSE – C6**(Credit: Theory–05+ Tutorial-01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40*****Instructions to Question Setter for******Mid Semester Examination (MSE):***

There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 will be short answer type of 5 marks. Group B will contain descriptive type six question of fifteen marks each, out of which any four are to answer.

Note: *There may be subdivision in each question asked in Theory Examinations.*

RETAIL STRATEGY & BUSINESS POLICIES**Theory: 60 Lectures; Tutorial: 10 Lectures**

Objectives: To provide knowledge regarding business strategy related to retail and its associated functions. Strategy will be discussed in the scope of seven P's of business, so that whole of the business and its functioning will be understandable.

Course Learning Outcomes:

After completion of this course students will gain knowledge regarding

- Gain knowledge regarding business strategy related to retail and its associated functions including the scope of 7P's of business
- Gain knowledge about retail strategy--- in relation to market identification with social and economic factors, strategy of: - product mix, price mix, environmental analysis, retail strategy formulation and its implementation
- Gain knowledge about different business policies

Retail Strategy**Lectures: 25**

Unit I: Basic Concepts of Retail Strategy.

Unit II: Strategies in relation to market identification with social and economic factor.

Unit III: Strategy of –Product Mix, Promotion Mix, Price Mix.

Unit IV: Different Orientation of Strategies—Location, People, Display.

Unit V: Environmental Analysis in according to Retail Market Classification.

Unit VI: Internal Retail Strategy Analysis in relation to various subjective factors.

Unit VII: Retail Strategy Formulation in according to resource analysis and application.

Unit VIII: Retail Strategy Implementation and its effects on turnover and consumer.

Business Policies**Lectures: 35**

Unit IX: Business Policies – Introduction, Objectives, Importance, Definition of policy, process, procedure and programmes, Types of Policies, Business policy statement.

Unit X: Business policy and Decision making – Introduction, Objective, Factors considering before framing business policies, steps involved in framing business policies, Policy cycle and its stages, Role of policies in retail strategy.

Unit XI: Business Continuity Plan – Introduction, Concept, Steps in BCP, Business impact area, BPO and its influencing on policy making

Unit XII: Business investment strategy – Business plan and venture, Business investment strategies for new, existing, poor and faulty businesses.

Unit XIII: Strategies for multinational corporation – Concept, Benefits of MNCs, Limitation of MNCs, Techniques employed by MNCs to manage market

Unit XIV: Strategic Alliance – Concept, Types of strategic alliance and business decision, problems involved in strategic alliance.

Unit XV: Role of creativity, innovation in business – Introduction, creativity, Innovation, Importance, challenges.

Recommended Books

1. Retail Management-A Strategic Approach—Barry, Berman and Joel R. Evas
2. Strategic issues in International Retailing—John Darosoa, Roy Larke, Masao Mukoyama
3. Strategic Retail Management—Srini R. Srinivasan

Note: Latest edition of textbooks may be used

CORE COURSE – C7**(Credit: Theory–05+ Tutorial-01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40*****Instructions to Question Setter for
Mid Semester Examination (MSE):***

There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 will be short answer type of 5 marks. Group B will contain descriptive type six question of fifteen marks each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

INTERNATIONAL RETAILING**Theory: 60 Lectures; Tutorial: 10 Lectures**

Objectives: To provide the basic understanding of the international marketing and different factors of it. This also provides the knowledge regarding various organizations relates with the international business.

Course Learning Outcomes:

After completion of this course students will gain knowledge regarding

- Basic understanding of the international retailing and their various functions, Global marketing mix, international retail organization formats and retail internationalization theories
- Various organizations relating to international business
- International retail environment, retail logistics, role of technology in global retailing business.

Unit I: International Retail management- an Introduction, Retailing within an international context, the nature and scope of Retailer Internationalization, Push and Pull factors of Retailer Internationalization, Global marketing mix in retail context, International Retail organization formats, Retail Internationalization Theories, Web, Non Store-Based, and Other Forms of Nontraditional Retailing. **Lectures: 10**

Unit II: International Retail Environment, Assessing the International Economic, Political, Legal and Social Environment, Market Selection, Market Entry Methods- Flagship Stores, Organic Growth, M&A, Franchising, JVs, Concessions, Exporting and Wholesaling, Internet, Relationship between Market Selection and Market Entry, International Market De-Entry: Divestments and Withdrawals. **Lectures: 10**

Unit III: Retail Logistics - Retail Supply Chain Management: Theoretical Perspectives, Differences in logistics 'culture' in International Markets, Consumer Choice and Retail formats, Logistics cost Structures, The Internationalization of Logistics Practice, Strategic sourcing and procurement, Cross docking. **Lectures: 20**

Unit IV: Role of technology in Global Retailing Business-E-tailing, Pure click retailing, Role of RFID technology in retailing, Business Intelligence Tools for Retail, Role of Information Technology in International Retail. **Lectures: 20**

Recommended Books

1. Levy Michael, Weitz A Warton. ,2009 Retail Management,7th ed., Tata Mcgraw Hill, India
2. Berman Barry, Evans Joel., 2010., Retail management ,10th ed., Pearson, India
3. Bajaj Chetan, Tuli Rajnish, Srinivasan Nidhi, 2005 Retail Management,1st ed., Oxford, India
4. Pradhan Swapna ,2010, Retailing management, 3rd ed., McGraw –Hill, India
5. Hasty Ron, Reardon James, 1997 Retail Managemet,1st ed., Irwin Mcgraw Hill, India
6. Gibson G. Vedamani, "Retail Management – Functional Principles and Practices", 4th Edition, 2008, Jaico Publishing House. 2.
7. S.C. Bhatia, "Retail Management", 2008, Atlantic Publishers. 3.

Note: Latest edition of textbooks may be used

GENERIC ELECTIVE (GE 3A)**(Credit: Theory-05+ Tutorial-01=06)****Marks: 100 (ESE: 3Hrs)=100****Pass Marks Th ESE =40*****Instructions to Question Setter for
End Semester Examination (ESE):***

There will be two groups of questions. Group A is compulsory and will contain three questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 & 3 will be short answer type of 5 marks. Group B will contain descriptive type six question of 20 each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

HUMAN RESOURCE MANAGEMENT**Theory: 75 Lectures; Tutorial: 15 Lectures**

Objectives: Provides knowledge about the importance of human resource management with its various applicable systems. This subject considers the strategic system of human resource management with its various propositions and lay down the productive system of human resource management.

Course Learning Outcomes:

After completion of this course students will gain knowledge regarding

- Human resource management.
- Strategic Human Resource Management.
- Recruitment, placement, training and development.
- Motivation and leadership.
- Compensation, placement and induction.
- Group dynamics, organizational culture and employee behavior.
- Conflict management, counseling and negotiation and employee relations.

Unit I: Introduction to Human Resource Management; HRM in the Retail Sector.

Lectures: 04

Unit II: Strategic Human Resource Management; Strategic Human Resource Management with focus to Retail Sector.

Lectures: 05

Unit III: Recruitment & Placement—Job Design, Personnel Planning & Recruitment & Selection for the Retail Sector, Process & Sources.

Lectures: 08

Unit IV: Training & Development—Retail Employees Training System with Evaluation and Development, Methods, Performance Management and Appraisal.

Lectures: 09

Unit V: Motivation- Meaning, Process, Theories of Motivation.

Lectures: 08

Unit VI: Leadership- Definition, Importance, Types

Lectures: 04

Unit VII: Compensation—Design & define strategic pay plans for the Retail Employees, Performance based payment and incentive system, Fringe benefits and its awarding system in according to law and corporate practice system.

Lectures: 08

Unit VIII: Placement and Induction.

Lectures: 04

Unit IX: Group and Group Dynamics.

Lectures: 04

Unit X: Organizational Culture and Employee Behavior.

Lectures: 07

Unit XI: Conflict Management.

Lectures: 04

Unit XII: Counseling & Negotiation.

Lectures: 06

Unit XIII: Employee Relations—Ethics, Industrial Relations.

Lectures: 04**Recommended Books**

1. Human Resources Management and Human Relations—V. P. Michael
2. Managing Human Resources—V. D. Dudeja
3. Human Resource Development and Management—Bishwanath Ghosh
4. Human Resource Management-Principles & Practice—P. G. Aquinas
5. Human Resource Management—Ashwathappa
6. Principles & Practice of Personnel Management—Abhishek Malhotra

Note: Latest edition of textbooks may be used

GENERIC ELECTIVE (GE 3B)**(Credit: Theory-05+ Tutorial-01=06)****Marks: 100 (ESE: 3Hrs)=100****Pass Marks Th ESE =40*****Instructions to Question Setter for******End Semester Examination (ESE):***

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 & 3 will be short answer type of 5 marks. Group B will contain descriptive type six question of 20 each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

SALES MANAGEMENT & SALESMENSHIP**Theory: 75 Lectures; Tutorial: 15 Lectures**

Objective: This course provides the insight knowledge about the sales and its management system including resource management. The objective and role of sales manager is describing for the practical knowledge enhancement.

Course Learning Outcomes:

After completion of this course students will gain knowledge regarding

- About sales and its management system,
- Objective and role of sales manager
- Concept of sales planning, sales forecasting, sales budget, sales force management, sales budget, different forms of sales organization, sales territories,
- Salesmanship, selection of salesman, successful selling tips, types of salesman and sales talk.

Unit I: Introduction to Sales Management concept, the role of the Sale manager.

Lectures: 08

Unit II: Sales Planning—Process, Types and Control.

Lectures: 04

Unit III: Sales Forecasting—Methods and Significance.

Lectures: 05

Unit IV: Sales Budget-Types, Methods and Procedure

Lectures: 05

Unit V: Sales Force Management—Functions of Sales Manager-Recruitment, Selection, Training, Deployment, Compensation, Planning, Motivation, Control, Performance Appraisal.

Lectures: 18

Unit VI: Different forms of Sales Organization—Line, Line & Staff, Functional, Product based, Geography wise, Sales territory wise.

Lectures: 06

Unit VII: Departmental Relations, Distribution-Network Relations.

Lectures: 04

Unit VIII: Controlling and Sales efforts—Quotas, Sales Control and Cost Analysis.

Lectures: 05

Unit IX: Sales Territories – Meaning, Significance, Consideration in Territory Management.

Lectures: 05

Unit X: Introduction to Salesmanship – Psychology in Selling

Lectures: 05

Unit XI: Selection of Salesman – Training, Remuneration of salesman

Lectures: 03

Unit XII: Fundamentals of successful selling

Lectures: 03

Unit XIII: Types of salesman – Travelling salesman, Retail salesman

Lectures: 03

Unit XIV: Sales talk – Presentation & Demonstration, Overcoming objection, Closing Sales talk

Lectures: 04**Recommended Books:**

1. Fundamentals of Sales Management—Ramneek Kapoor
2. Sales Management in Indian Perspective—Vaswar Das Gupta
3. Sales Management-Theory & Practice—Bill Donaldson
4. Sales Management—Still, Cundiff & Govoni

Note: Latest edition of textbooks may be used

SKILL ENHANCEMENT COURSE (SEC 1)**(Credits: Theory-02)****Marks: =100 (ESE: 3Hrs)=100****Pass Marks Th ESE = 40*****Instructions to Question Setter for
End Semester Examination (ESE):***

There will be two groups of questions. Group A is compulsory and will contain three questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 & 3 will be short answer type of 5 marks. Group B will contain descriptive type six question of 20 each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

RESEARCH METHODOLOGY & QUANTITATIVE TECHNIQUE**Theory: 30 Lectures**

Objectives: It develops the understanding about the various aspects of research and its applications. The application of data and its importance are also providing the knowledge about the research systems with data.

Course Learning Outcome:

- Students will gain an understanding of the research process.
- Expert in selecting appropriate research designs.
- Develops capability to select and apply sampling techniques.
- Ability to choose and implement data collection methods.

Research Methodology**Lectures: 12**

Unit I: Research - meaning, objective & types.

Unit II: Research design - meaning, features of a good design.

Unit III: Methods of data collections.

Unit IV: Attitude measurement & Scales.

Unit V: Test of Hypothesis-Parametric & Nonparametric Tests.

Unit VI: Interpretation

Unit VII: Report writing.

Quantitative Technique**Lectures: 18**

Unit VIII: Measures of Central Tendency - Arithmetic Mean, Median and Mode.

Unit IX: Measures of Variations - Range, Quartiles, Mean Deviation and Standard Deviation

Unit X: Index Number

Unit XI: Time Series

Unit XII: Use of MS Excel in Data Analysis, Correlation & Regression Analysis.

Recommended Books:

1. Research Methodology—R. Panneerselvam
2. Quantitative Techniques—C. R. Kothari
3. Quantitative technique—C. Satyadevi
4. Mass Media Research—Roger D. Wimmer & Joseph R. Dominick

Note: Latest edition of textbooks may be used

-----END OF SEM III-----

Semester – IV**6 Papers****CORE COURSE – C8****(Credit: Theory–05+ Tutorial-01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40****Instructions to Question Setter for
Mid Semester Examination (MSE):**

There will be **two** groups of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No. 1 will be very short type** of consisting of ten questions of 1 mark each. **Question No. 2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six question of fifteen marks each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

RETAIL STORE PLANNING, DESIGN & LAYOUT Theory: 60 Lectures; Tutorial: 10 Lectures

Objectives: This course provides the knowledge of retail stores planning, layout and planning aspects with its influential factors. The importance of all the influential factors are also describe for clear understanding.

Course Learning Outcomes:

After completion of this course students will gain knowledge regarding

- knowledge of retail stores planning, layout and design,
- Budgetary planning, trend analysis, demand forecasting,
- Planning for customer retention and to increase footfalls of customers,
- Planning for retail marketing mix.
- Knowledge regarding various concept of design - compact design, tailor-made design, scattered design, outlay, texture, color effects on consumers
- Various forms of layout in retail business.

Planning**Lectures: 20**

Unit I: Planning—Need and Orientation.

Unit II: Pre and Post planning factor—Resources, Manpower, and Strategy Application.

Unit III: Budgetary Planning and Application.

Unit IV: Trend Analysis for Demand Forecasting and Planning.

Unit V: Territorial Oriented Planning.

Unit VI: Planning for Customer retention and to increase the footfalls of customers.

Unit VII: Planning for Retail Marketing Mix.

Design**Lectures: 20**

Unit VIII: Compact design and its advantages and disadvantages.

Unit IX: Tailor made design in according to carpet area with its advantages & disadvantages.

Unit X: Scattered design with advantages and disadvantages.

Unit XI: Design in according to performance and cost control.

Unit XII: Design and its relationship with outlay.

Unit XIII: Texture and Color and its effects on consumers.

Layout**Lectures: 20**

Unit XIV: Descriptive layout.

Unit XV: Comprehensive layout.

Unit XVI: Categorical layout.

Unit XVII: Ultra-Modern or State of the Art layout.

Unit XVIII: Layout in according to official/corporate guidelines.

Unit XIX: Layout and its uses in the Retail Management.

Unit XX: Configurable layout in according to design and its advantages.

Unit XXI: Cost formation and depletion due to layout application.

Recommended Books

1. Retailing Management—Swapna Pradhan
2. Retail Marketing Management—David Gilbert
3. Professional Management of Retail Business—Dr. V. D. Dudeja

Note: Latest edition of textbooks may be used

CORE COURSE – C9**(Credit: Theory–05+ Tutorial-01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40*****Instructions to Question Setter for
Mid Semester Examination (MSE):***

There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 will be short answer type of 5 marks. Group B will contain descriptive type six question of fifteen marks each, out of which any four are to answer.

Note: *There may be subdivision in each question asked in Theory Examinations.*

RETAIL VISUAL MERCHANDISING**Theory: 60 Lectures; Tutorial: 10 Lectures**

Objectives: This course provides the knowledge about the influence of visual merchandising in the retail marketing system. Every tool of visual merchandising and its effects are describing for clear understanding of the students.

Course Learning Outcomes:

After completion of this course students will gain knowledge regarding

- knowledge regarding the concept of visual merchandising,
- Different types of Visual Merchandising.
- Advantages of store display and Visual Merchandising.
- New product and existing product promotion through VM, and their various strategies of Visual merchandising using in retail sector.

Unit I: Visual Merchandising—Use and Application in the Retail Promotion.	Lectures: 06
Unit II: Different Types of Visual Merchandising and its effects in the Retail promotion.	Lectures: 08
Unit III: Advantages of in store Displays and Visual Merchandising.	Lectures: 05
Unit IV: Effects of Color and Messages in the Visual Merchandising.	Lectures: 05
Unit V: New products launch through visual merchandising.	Lectures: 06
Unit VI: Existing products promotion through visual merchandising.	Lectures: 06
Unit VII: Different factors incorporation in the design of visual merchandising.	Lectures: 06
Unit VIII: Change over time and its various factors to overcome the visual monotonous effects over the consumer	Lectures: 08
Unit IX: Development of the display process in according to 7P's of marketing mix.	Lectures: 06
Unit X: Consumer orientation with the displays in short and long term strategy.	Lectures: 05

Recommended Books

1. Retail Merchandising—Swapna Pradhan
2. Retail Management—Rosemary Vastery
3. Visual Merchandising—Anurag

Note: Latest edition of textbooks may be used

CORE COURSE – C10**(Credit: Theory–05+ Tutorial-01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40*****Instructions to Question Setter for
Mid Semester Examination (MSE):***

There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 will be short answer type of 5 marks. Group B will contain descriptive type six question of fifteen marks each, out of which any four are to answer.

Note: *There may be subdivision in each question asked in Theory Examinations.*

RETAIL FRANCHISING**Theory: 60 Lectures; Tutorial: 10 Lectures**

Objectives: This course provides the knowledge of franchising system applicable for the retail sector. Different franchising system is discussed for understanding the various systems of franchising management.

Course Learning Outcomes:

After completion of this course students will gain knowledge regarding

- Franchising and business growth,
- Business promotional tool in the retail franchising,
- Extra distribution network, B2B growth, diversification of business through retail franchising,
- Various strategies are used through retail franchising system.

Unit I: Franchising and Business Growth.

Lectures: 04

Unit II: Business promotional tool in the Retail Franchising.

Lectures: 05

Unit III: Power of Franchising in the extra distribution network.

Lectures: 04

Unit IV: Retail Franchising in the B2B growth.

Lectures: 05

Unit V: Diversification of business through Retail Franchising

Lectures: 05

Unit VI: Effects of Franchising in branding and non-branding.

Lectures: 05

Unit VII: Special business orientation through franchising.

Lectures: 04

Unit VIII: Brand creating and nurturing through the retail franchising.

Lectures: 05

Unit IX: Establishment of Kiosks through Retail Franchising at the high footfall area.

Lectures: 05

Unit X: Establishing of Micro Outlets through Retail Franchising.

Lectures: 05

Unit XI: Franchising strategy used as a micro penetration tool.

Lectures: 04

Unit XII: Promoting of Chain Outlets through Retail Franchising.

Lectures: 05

Unit XIII: Franchisor and franchising conflict model and management

Lectures: 04**Recommended Books**

1. Retail Franchising—Manish V. Sidhpuria
2. Retail Management—Swapna Pradhan

Note: Latest edition of textbooks may be used

GENERIC ELECTIVE (GE 4A)**(Credit: Theory-05+ Tutorial-01=06)****Marks: 100 (ESE: 3Hrs)=100****Pass Marks Th ESE =40*****Instructions to Question Setter for
End Semester Examination (ESE):***

There will be two groups of questions. Group A is compulsory and will contain three questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 & 3 will be short answer type of 5 marks. Group B will contain descriptive type six question of 20 each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

MANAGEMENT INFORMATION SYSTEM**Theory: 75 Lectures; Tutorial: 15 Lectures**

Objectives: Management information is the most vital aspects of corporate management. Information enables the corporate sector for better performance and organization management. This subject fulfills these objectives for the students.

Course Learning Outcomes:

After completion of this course students will gain knowledge regarding

- Management information MIS concept strategic management information system,
- MIS planning and development of information system,
- MIS organization structure and latest trends in MIS.

Unit I: Understanding of MIS – Objective, History, Impact, Role and Importance, MIS categories, Manager and activity in MIS, Types of computer, Notebook, Personal Digital Assistant, Hardware support.

Lectures: 06

Unit II: MIS Concept – Objective, Perceptive of MIS, Concept and Relationship, Concept of management organization.

Lectures: 05

Unit III: Strategic management Information system – Background, Performance, product differentiation and value chain, how IT influence organizational goals.

Lectures: 06

Unit IV: MIS & Business Process Re-engineering - Objective, Basics of BPR, Importance of BPR, Improving a process in BPR, Data mining, data warehousing.

Lectures: 09

Unit V: MIS Planning & Development Information System – Objective, Planning & Development, System analysis, SDLC, Roles of system Analyst, Feasibility of system, types of feasibility study, DFD, Data Dictionary, System design, Testing, Implementation and maintenance

Lectures: 09

Unit VI: Planning & Development Alternatives – Objectives, ascertaining of class of information, Determining the Information requirement, Management of information in the MIS, Organization for Development of MIS.

Lectures: 08

Unit VII: MIS organization Structure – MIS at management level, Strategic planning level, operation level, Economic and behavior theories, ERP

Lectures: 09

Unit VIII: Trends in MIS – Objective, Decision support system, Artificial Intelligence.

Lectures: 09

Unit IX: E-Enterprise system – managing the e-enterprise, organization of business in an e-enterprise, e-business, e-commerce, e-collaboration.

Lectures: 08

Unit X: Decision making in MIS – Concept, Types, Process.

Lectures: 06**Recommended Books:**

1. Strategic Management—R. Srinivasan
2. Strategic Management—Keso Prasad
3. Essentials of Strategic Management—J. David Hunger & Thomas L. Wheelen
4. Strategic Management—Fred R. David
5. Strategic Management & Competitive Advantage—Jay B. Barney & W. S. Hesterly
6. Strategic Management—John Parnell

Note: Latest edition of textbooks may be used

GENERIC ELECTIVE (GE 4B)**(Credit: Theory-05+ Tutorial-01=06)****Marks: 100 (ESE: 3Hrs)=100****Pass Marks Th ESE =40*****Instructions to Question Setter for
End Semester Examination (ESE):***

There will be two groups of questions. Group A is compulsory and will contain three questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 & 3 will be short answer type of 5 marks. Group B will contain descriptive type six question of 20 each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

STRATEGIC MANAGEMENT**Theory: 75 Lectures; Tutorial: 15 Lectures**

Objectives: The most important aspects of business are strategic system and its applications at the various stages. Different models are analyzed thoroughly for proper understanding of business with its strategic application.

Course Learning Outcomes:

After completion of this course students will gain knowledge regarding

- Different aspects of business strategic system
- Applications at the various stages and different models,
- Strategic management, strategy analysis, strategy formulation and implementation in retail.

Unit I: Introduction to Strategies - Introduction; Objectives; Fundamentals of Strategy; Conceptual Evolution of Strategy; Scope and Importance of Strategies; Purpose of Business-Setting Goals (SMART), Objectives and tactics; Difference between Goals and Objectives of Business; Strategic Intent through Vision and Mission Statement; Core Competencies of Business, Analysis of mission for all the institutions, SWOT.

Lectures: 16

Unit II: Strategic Management- Introduction; Need and Scope; Evolution and Development, Key Features of Strategic Management; Importance of Strategic Management; Role of Strategists in Decision Making, Strategist in various management levels; Types of Strategies-Corporate Level, Business Level, Tactical and Functional Level, Operational Level, Blue and red ocean strategy. Ethical issues in strategic management.

Lectures: 16

Unit III: Strategy Analysis- Meaning, Strategy Analysis and its Importance; Environmental Appraisal an(Scanning-Need for Environmental appraisal, environmental Scanning Techniques, Competitive and Industry Analysis; Organizational Positioning and Strategic Advantage profile-BCG Business Portfolio Matrix, Igor Ansoff Growth Matrix, McKinsey / GE Growth Pyramid.

Lectures: 16

Unit IV: Strategy Formulation & Implementation – Introduction, Strategic Formulation, Approach to strategic decision making process, Process in strategic formulation, Strategic implementation and its stages, Reasons, Strategy leadership and strategy implementation, Strategic business unit

Lectures: 16

Unit V: Strategic control & Evaluation – Introduction, Strategy Evaluation, Strategic Control, Concept of Synergy and its meaning

Lectures: 11**Recommended Books:**

1. Strategic Management—R. Srinivasan
2. Strategic Management—Keso Prasad
3. Essentials of Strategic Management—J. David Hunger & Thomas L. Wheelen
4. Strategic Management—Fred R. David
5. Strategic Management & Competitive Advantage—Jay B. Barney & W. S. Hesterly
6. Strategic Management—John Parnell

Note: Latest edition of textbooks may be used

SKILL ENHANCEMENT COURSE (SEC 2)**(Credits: Theory-02)****Marks: =100 (ESE: 3Hrs)=100****Pass Marks Th ESE = 40*****Instructions to Question Setter for
End Semester Examination (ESE):***

There will be two groups of questions. Group A is compulsory and will contain three questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 & 3 will be short answer type of 5 marks. Group B will contain descriptive type six question of 20 each, out of which any four are to answer.

Note: *There may be subdivision in each question asked in Theory Examinations.*

BUSINESS ECONOMICS**Theory: 30 Lectures**

Objectives: This course intends to expose the student to the basic concepts in economics, in both micro and macroeconomic system.

Course Learning Outcome:

After completion of this course students will gain knowledge regarding

- Capability to analyze costs and benefits associated with business decisions.
- Expertise in applying microeconomic analysis to business decisions.
- Fundamental economic principles, theories, and concepts relevant to business decision-making.
- Ability to use economic forecasting techniques.

Unit I: Introduction–Basic concepts, Economic rationale of optimization, Nature and scope of business economics, Macro and Micro economics, Basic problems of an economy, Marginalize, Equi-marginalize, Opportunity cost principle, Discounting principle, Risk and uncertainty. Externality and trade-off, Constrained and unconstrained optimization, Economics of Information, Theory of Utility - Theory of utility, cardinal and ordinal utility theory, law of diminishing marginal utility, law of Equi-marginal utility, indifference curves, consumer equilibrium, consumer surplus. Introduction to national, global, geopolitics and circular economy.

Lectures: 13

Unit II: Concept of Demand and Supply - Different concepts of demand, demand curve, Determinants of demand, Law of demand, Demand forecasting methods, Market equilibrium, Concepts of elasticity. Concept of supply, supply curve, Conditions of supply, Elasticity of supply, Economies of scale and scope.

Lectures: 08

Unit III: Inflation, Deflation and Hyperlactation: Types, measurements and remedies.

Lectures: 05

Unit IV: Pricing in different Market Structures - Market – Types – Structures –Features - Price determination (long run and short run) in Perfect Competition, Monopoly, Monopolistic and Oligopoly markets, pricing strategies.

Lectures: 04**Recommended Books**

1. Managerial Economics and Financial Accounting—M. Kasi Reddy & S. Saraswati
2. Managerial Economics—K. P. M. Sunderam
3. Microeconomics—Robert S. Pindyck & Daniel L. Rubinfeld
4. Business Economies—K. Rajagopalachar
5. Principles of Economics—Case, E. Karl and Fair C. Ray

Note: Latest edition of textbooks may be used

-----END OF SEM IV-----

Semester – V	4 Papers
CORE COURSE – C11	(Credit: Theory–05+ Tutorial-01=06)
Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100	Pass Marks (MSE + ESE)=40

Instructions to Question Setter for***Mid Semester Examination (MSE):***

There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 will be short answer type of 5 marks. Group B will contain descriptive type six question of fifteen marks each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

RETAIL SUPPLY CHAIN MANAGEMENT & WAREHOUSEING

Theory: 60 Lecture; Tutorial: 10 Lectures

Objective: This course provides the knowledge for the importance of supply chain and logistics in the various ways especially for the retail sector. It also provides the knowledge about the different party system applied in the logistics with its advantages and disadvantages.

Course Learning Outcomes:

After completion of this course students will gain knowledge regarding

- Importance of supply chain and logistics in the various ways specially for the retail sector,
- Roles of transportation and modes of transportation in retail sector,
- Containerization and multimodal transportation in India,
- Distribution centers and packaging,
- Reverse logistics, outsourcing in the retail sector.

Unit I: Retail Supply Chain Management.

Lectures: 04

Unit II: Role of Transportation in Logistics and Supply Chain Management for Retail.

Lectures: 03

Unit III: Modes of Transportation for the Retail Sector.

Lectures: 03

Unit IV: Containerization and Multimodal Transport in India with its advantages and disadvantages for the Retail Sector.

Lectures: 06

Unit V: Distribution Centre designing & Packaging system for the Retail Sector.

Lectures: 05

Unit VI: Material Handling Procedure in the Retail Sector.

Lectures: 05

Unit VII: Distribution Network designing in Retail Supply Chain.

Lectures: 03

Unit VIII: Reverse Logistics and Competitive Strategy for the Retail Sector.

Lectures: 06

Unit IX: Logistic Supply Chain Management (LSCM) Alliances 3rd Party Logistic (3PL) + 4th Party Logistic (4PL) = 7th Party Logistic (7PL) Principles.

Lectures: 06

Unit X: Advantages and Outsourcing in the Retail Sector.

Lectures: 03

Unit XI: Organizing and Planning for LSCM functions in the Retail Sector.

Lectures: 04

Unit XII: Measurement and Improvement of Logistics Service Quality for the Retail Sector.

Lectures: 05

Unit XIII: Total Quality Management (TQM) of Supply Chain in the Retail Sector.

Lectures: 03

Recommended Books

1. Supply Chain Management for Retailing—Rajesh Roy
2. Retail Supply Chain Management—James B. Ayers, Marry Ann Odegaard

Note: Latest edition of textbooks may be used

CORE COURSE – C12**(Credit: Theory–05+ Tutorial-01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40*****Instructions to Question Setter for
Mid Semester Examination (MSE):***

There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 will be short answer type of 5 marks. Group B will contain descriptive type six question of fifteen marks each, out of which any four are to answer.

Note: *There may be subdivision in each question asked in Theory Examinations.*

FASHION & LIFESTYLE RETAILING**Theory: 60 Lectures; Tutorial: 10 Lectures**

Objectives: This course provides the knowledge about the lifestyle products retailing system. The objectives of fashion are attached with this course for better understanding of the subject and fashion trends and its influence on the lifestyle products.

Course Learning Outcomes:

After completion of this course students will gain knowledge regarding

- Concept of fashion trends and its influence on the lifestyle products,
- Knowledge about fashion and lifestyle products,
- Value addition, promotion, marketing, brand building of fashion and lifestyle products in retail sector.

Unit I: Introduction to Fashion and Lifestyle goods.

Lectures: 03

Unit II: Category of fashion and lifestyle products.

Lectures: 04

Unit III: Value addition of the goods in according to customer orientation.

Lectures: 04

Unit IV: Association of Esteem and Pride with the customer and Retail Marketing.

Lectures: 05

Unit V: Promotion and the Lifestyle Retailing.

Lectures: 05

Unit VI: Special Orientation of retail store with the life style goods.

Lectures: 04

Unit VII: Lighting and Designing in association with the Fashion and Lifestyle Retailing

Lectures: 03

Unit VIII: Branding and Brand building in association with the Lifestyle Retailing.

Lectures: 05

Unit IX: Investment and Lifestyle Retailing.

Lectures: 04

Unit X: Change of Fashion and its effects on Retailing.

Lectures: 04

Unit XI: Procurement and display of fashion goods with positioning in Retail Marketing.

Lectures: 04

Unit XII: Segmenting the products in according to its value addition.

Lectures: 06

Unit XIII: Distribution channel and its effectiveness in fashion and lifestyle Retailing.

Lectures: 05

Unit XIV: Market position of fashion and lifestyle products.

Lectures: 04**Recommended Books**

1. Retail Management—V. D. Dudeja
2. Retail Management—Dr. R. S. Tiwari
3. Retailing Management—Swapna Pradhan
4. Retail Product Management—Rosemary Vastery
5. Concept of Retail—Dr. R. S. Tiwary

Note: Latest edition of textbooks may be used

DISCIPLINE SPECIFIC ELECTIVE (DSE 1)**(Credit: Theory-05+ Tutorial-01=06)****Marks :100 (ESE: 3Hrs)=100****Pass Marks (ESE) =40*****Instructions to Question Setter for
Mid Semester Examination (MSE):***

There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 will be short answer type of 5 marks. Group B will contain descriptive type six question of fifteen marks each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

MALL MANAGEMENT**Theory: 60 Lectures; Tutorial: 10 Lectures**

Objective: This course provides the knowledge about shopping mall and its various system of management. The administration of malls is also described for orientation with mall cultural system and resource management.

Course Learning Outcomes:

After completion of this course students will gain knowledge regarding

- Shopping mall and its various system of management,
- Administration of malls, with mall cultural system and resource management,
- Knowledge of malls design process, leasing and administration,
- Marketing of malls, housekeeping, fire and security management and their feasibility in the mall.

Unit I: Introduction, Malls, Types of Malls, Retail Scenario in India Growth of Retail in India, Mall Space Supply-Mall Management **Lectures: 05**

Unit II: Mall Design Process., Current Planning Framework Design Issues for Shopping Centers, Large Format Retailing, Loading Docks, Sustainability, Security, Community Enhancement, Public/Private Space, Feasibility Study, Architects. **Lectures: 06**

Unit III: Leasing and Administration – Tenant Mix Evaluate the Tenant Mix, Market Analysis, Mall Analysis ,Owners' Expectation ,Leasing, Finding a Tenant for Your Space, Leasing Plan, Actions on all Vacancies Reporting of Leasing Activity, Presentation of Vacancies, Leasing Tools, Documentation Used with Perspective Tenants, Best Leasing Practice, Lease Administration, Record of Tenant and Lease Detail, Tenancy Schedule, Lease Preparation, Lease Renewals, Rent Reviews, Monthly Holdover, Determination of Lease at the End of Term, Assignment of Lease, Insurance Certificates, Lease Surrender Usage Clause Change, License Agreement, Aged Debtors, Rent Collection, Office Management **Lectures: 12**

Unit IV: Marketing of Malls - Marketing Management, Marketing Management Steps, Marketing Plan, Elements of a Marketing Plan, Marketing Budgets, Steps in Preparation of Marketing Budgets, Marketing Calendar Promotions and Events, Campaign Post-Analysis, Marketing Communications, Positioning, Advance Market Research, Customer Exit Survey, Development Research. **Lectures: 10**

Unit V: Shopping Mall Management – Introduction, Objective of Shopping Mall Management Manual, Scope of Shopping Mall Management, Pest Control, Definition and Scope of Services Strategy for Implementation Methodology for Shopping Mall Management, Areas of Responsibility for Unit/Lead. **Lectures: 08**

Unit VI: House Keeping Services – Introduction, Scope of Service, Service Standards, Quality Measuring Tools Importance of the Housekeeping Department, Personnel Involved in Housekeeping in Commercial Establishments, Organizing Project, Handling, Lost and Found, Duties of Guards, Safety Rules, Personal Hygiene and Staff Discipline, Guidelines to Motivate Staff, Routine for Office/Cabin/Enclosed Area Cleaning, Routine for Cleaning Toilets, Cleaning Directions. **Lectures: 08**

Unit VII: Fire Management - Introduction to Fire Management, Introduction to Fire-Fighting System, Risk Assessment, Fire Safety Plan, Fire Management Team, Responsibilities of Fire Safety Officer and Supervisor, General Fire Procedures for All Staff, Fire Protection Equipment, Fire Safety Committee Inventory of Fire Equipment's Required, Security Inventory, Checklist for Emergency Evacuation Drill.

Lectures: 05

Unit VIII: Security Management - Introduction, Design Process, Security Deliverables, Scope, Security Organization, Responsibilities, Parking Management, Bomb Threat Procedures

Lectures: 04

Unit IX: Feasibility study of Upcoming Malls in the vicinity.

Lectures: 02

Recommended Books

1. Mall Management—Abhijit Das
2. Mall Management—Arif I. Sheikh & Kaneez Fatima

Note: Latest edition of textbooks may be used

DISCIPLINE SPECIFIC ELECTIVE (DSE 2)**(Credit: Theory-05+ Tutorial-01=06)****Marks :100 (ESE: 3Hrs)=100****Pass Marks (ESE) =40****Instructions to Question Setter for
Mid Semester Examination (MSE):**

There will be **two** groups of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No. 1 will be very short type** of consisting of ten questions of 1 mark each. **Question No. 2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six question of fifteen marks each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

E – RETAILING**Theory: 60 Lectures; Tutorial: 10 Lectures**

Objectives: This course providing knowledge about the latest techniques applied in the electronic retailing with its different application and trends. Customer aspects with electronic retailing are described for proper retail planning and customer orientation.

Course Learning Outcomes:

After completion of this course students will gain knowledge regarding

- E-Retailing, trends and application in e-retailing,
- E-Commerce, marketing mix of e-retailing,
- Customer loyalty in e-retailing, with the latest techniques applied in the electronic retailing
- Different application and trends, with proper retail planning and customer orientation.

Unit I: Introduction to e-retailing - Concept, Role, Meaning, Definition, Transition from Traditional Marketing to e-Marketing, Demographics and Targeting, Adaptability and Closed-Loop Marketing, Advantages of e-Retailing, Shortcomings of e-Retailing **Lectures: 08**

Unit II: Application of e-retailing - The Application Domain: e-Retailing Practices, e-Retailing Application Perspective, e-Retailing Online Merchandising Techniques, Online Store Front, Creating Look & Feel, Online Brand Management, Online Purchasing **Lectures: 08**

Unit III: Trends in e-retailing - The Current Trends-Current Trend Analysis and Measures, Current Status of Online Retailing, e-Retailing Statistics **Lectures: 08**

Unit IV: E-Commerce - Procedures and Methods, Meaning and Usage, B2B Model, B2C Model, C2C Model, B2G Model, P2P Model, M- Commerce, e-Commerce Payment Systems, E-Payment Security Challenges, E-Payment Business Risks, E-Commerce Security Solutions **Lectures: 15**

Unit V: Marketing mix of e-retailing - the roles of cyber intermediaries in E-retailing; E-retailing and supply chain management system; Concept of online pricing; factors affecting online pricing; different methods of on line pricing; price discrimination in E-retailing; pricing strategies for information goods; dynamics pricing for E-retailing. Promotional strategies of E-retail business **Lectures: 10**

Unit VI: Customer loyalty in e-retailing - Role of E-CRM, third party assurance in retailing, Element of trust in E-retailing, ERP and E-retailing, Challenges in successful implementation of ERP in E-retailing, E-fulfillment-meaning, Scope of process of E-fulfillment, Impact of E-retailing on traditional transportation system-issues and opportunities. **Lectures: 11**

Recommended Books

1. E-next creating in India by BCCL
2. E-retailing by Charles Dennis

Note: Latest edition of textbooks may be used

CORE COURSE – C13**(Credit: Theory–05+ Tutorial-01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40*****Instructions to Question Setter for
Mid Semester Examination (MSE):***

There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 will be short answer type of 5 marks. Group B will contain descriptive type six question of fifteen marks each, out of which any four are to answer.

Note: *There may be subdivision in each question asked in Theory Examinations.*

RETAIL CUSTOMER SERVICE MANAGEMENT**Theory: 60 Lectures; Tutorial: 10 Lectures**

Objectives: This course provides the knowledge about the customers and its oriented services in the benefits of retail management. Different products with its associated services are well described in this course.

Course Learning Outcomes:

After completion of this course students will gain knowledge regarding

- Customer service and different types of services
- Customers loyalty
- Special services for bulk customers
- Services design as per economic and social environment, standard service manual
- Customer retention through services in retail offering to their customers.

Unit I: Customer Service—Meaning, Need and Scope.

Lectures: 04

Unit II: Different Types of Services meant for the retail customer.

Lectures: 05

Unit III: Services and its orientation with the customer.

Lectures: 04

Unit IV: Attitude of loyalty associated with the retail customer.

Lectures: 06

Unit V: Design of different services for the various segments of customers.

Lectures: 06

Unit VI: Special Services for the bulk customer.

Lectures: 04

Unit VII: Services designed as per the economic and social environment of the region.

Lectures: 04

Unit VIII: Maintenance of services as per the standard service manual.

Lectures: 04

Unit IX: Different scheme offered under the services to the customer.

Lectures: 05

Unit X: Service and Satisfaction Model for the retail customer.

Lectures: 06

Unit XI: Product-related Service approach for the retail customer.

Lectures: 04

Unit XII: Customer retention through services in retail offering.

Lectures: 04

Unit XIII: Retail customers' integration through services.

Lectures: 04**Recommended Books**

1. Customer Relationship Management—Alok Kumar, Chhabi Sinha & Rakesh Sharma
2. Retailing Management—Swapna Pradhan
3. Retail Management—Dr. Harjit Singh
4. Fundamentals of Retailing—KVS Madaan

Note: Latest edition of textbooks may be used

CORE COURSE – C14**(Credit: Theory–05+ Tutorial-01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40*****Instructions to Question Setter for
Mid Semester Examination (MSE):***

There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 will be short answer type of 5 marks. Group B will contain descriptive type six question of fifteen marks each, out of which any four are to answer.

Note: *There may be subdivision in each question asked in Theory Examinations.*

RETAIL LEGISLATION**Theory: 60 Lectures; Tutorial: 10 Lectures**

Objectives: This course providing the knowledge about different applicable laws in the retail sector with its consequences. The implication of each law is described for proper understanding of the students.

Course Learning Outcomes:

After completion of this course students will gain knowledge regarding

- understand about different applicable laws in the retail sector with its consequences,
- Explanation of each law for better understanding of retail legislation Acts.

- Unit I: The Indian Contract Act 1872** – Essential of valid contract, Void agreements. **Lectures: 04**
- Unit II: The Negotiable Instrument Act. 1881** – Characteristics of a negotiable instruments, kinds of negotiable instruments. **Lectures: 03**
- Unit III: Bureau of Indian Standard Act 2016**—Important Definitions, Bureau and its functions, Prohibitions, Grant of License, Appeal, Offences and Penalties. **Lectures: 05**
- Unit IV: Carriage of Goods Act**—Carriage of Goods by Land, Carriage of Goods by Sea, Carriage of Goods by Air. **Lectures: 04**
- Unit V: Consumer Protection Act 2019** — Nature of Protection, Authorities under the Act, Consumer Disputes Redressal Agencies, Procedure of Making Complains, Relief available under the Act, Appeals, Enforcement of Orders, Penalties. **Lectures: 05**
- Unit VI: Essential Commodities Act 1955** — About Essential Commodities, Control Orders, and Penal provisions of the Act. **Lectures: 04**
- Unit VII: Food Safety & Standard Act 2006** — Definitions, Standards of Quality of Food Articles, Prohibitions and Restrictions, Conditions for Sale of Food Article, Conditions for License, Duties of Vendors and Labeling of Food Packages, Implementation procedure, Offences and Penalties. **Lectures: 06**
- Unit VIII: Competition Act 2002** — Features, Governing Body, Remedies under the Act. **Lectures: 04**
- Unit IX: Intellectual Property Rights** — Procedure for Obtaining a Patent, Trade Mark Act 1999, Copy Right and its Benefits. **Lectures: 05**
- Unit X: Sale of Goods Act 1930** — Definitions of various Goods, Documents of Title of Goods, Conditions of Warranties, Doctrine of Caveat Emptor, Performance of a Sale Contract, Rights and Duties of Buyers and Sellers. **Lectures: 05**
- Unit XI: Legal Metrology Act 2009** — Features, Rules Applicable to business especially retail business. **Lectures: 05**
- *The Packaging rules.** **Lectures: 05**
- Unit XII: Implication of Taxes and Duties** — GST, VAT, Excise, Customs Duty. **Lectures: 05**
- Unit XIII: Introduction to Bar Code**—Procedure and System for availing Govt. Registered Bar Code by GS-1 Form and other local system. Advantage and Facilitation of Bar Code in the goods transaction at the Retail outlets or other sites. **Lectures: 05**

Recommended Books

1. Business Law—R. S. N. Pillai
2. Business Law—Nabi Publications

Note: Latest edition of textbooks may be used

DISCIPLINE SPECIFIC ELECTIVE (DSE 3)**(Credit: Theory-05+ Tutorial-01=06)****Marks :100 (ESE): 3Hrs****Pass Marks ESE =40*****Instructions to Question Setter for
Mid Semester Examination (MSE):***

There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be two groups of questions. Group A is compulsory and will contain two questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 will be short answer type of 5 marks. Group B will contain descriptive type six question of fifteen marks each, out of which any four are to answer.

Note: There may be subdivision in each question asked in Theory Examinations.

ENTREPRENEURSHIP DEVELOPMENT**Theory: 60 Lectures; Tutorial: 10 Lectures**

Objective: This course provides students with a solid introduction to the entrepreneurial process of creating new businesses, role of Creativity and innovation in entrepreneurial start-ups; manage family-owned companies, context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial business.

Course Learning Outcomes:

After completion of this course students will gain knowledge regarding

- Different aspects to enter in entrepreneurial process of creating new business,
- Role of creativity and innovation,
- Entrepreneurial starts and manage family owned companies,
- Social entrepreneurship,
- Arrangement of financing in the entrepreneurial business.

Unit I: Entrepreneurial Management: The evolution of the concept of entrepreneurship, John Kao's Model on Entrepreneurship, Idea generation, Identifying opportunities and Evolution, Building the Team/Leadership, Strategic planning for business, Steps in strategic planning, Forms of ownership-Sole proprietorship, Partnership, Limited Liability Partnership & Corporation form of ownership-advantage and disadvantage, Franchising, advantages and disadvantages of franchising, Types of franchise arrangements, Franchise contracts, Franchise evolution checklist, Financing entrepreneurial ventures, Managing growth, Valuation of a new company, Harvesting and Exist strategies, Corporate Entrepreneurship. **Lectures: 24**

Unit II: Entrepreneurship Creativity and Innovation: Stimulating Creativity, Organizational actions that enhance/hinder creativity, Managerial responsibilities, Creative Teams, source of innovation business, managing organizations for innovation and positive creativity. **Lectures: 06**

Unit III: Social Entrepreneurship: Introduction to social entrepreneurship, Characteristics and role of social entrepreneurs, Innovation and Entrepreneurship in a social Context, Start-Up and early stage venture issues in creating and sustaining a Non-profits organization, Financing and Risks, Business Strategies and Scaling up. **Lectures: 08**

Unit IV: Family Business and Entrepreneurship: Entrepreneurs role and personality, family business, concepts, structure and kinds of family firms, culture and innovation of family firm, managing business, family and shareholder relationships, conflict and conflict resolution in family firms, managing leadership, succession and continuity, women's issues in the family business, encouraging change in the family business system. **Lectures: 12**

Unit V: Financing the Entrepreneurial Business: Arrangements of funds, traditional source of financing, Loan syndicating, Consortium finance, role played by commercial banks, appraisal of loan applications by financial institutions, Venture capital. **Lectures: 10**

Recommended Books:

1. Burns, P.-Entrepreneurship and small business. New Jersey
2. Drucker, P. F-Innovation and entrepreneurship: Practice and principles, USA; Elsevier
3. Gersick, K.E., Davis, J.A., Hampton, M. M., & Lansberg, I.-Generation to generation: Life Cycle of the family business: Boston: Havard Business School Press
4. Hisrich, R., & Peters, M.-Entrepreneurship, New Delhi: Tata McGraw Hill
5. Holt, D. H.-Entrepreneurship new venture creation. New Delhi:PHI
6. John Kao, Creativity & Entrepreneurship
7. Kaplan, J.-Patterns of Entrepreneurship. Wiley
8. Khandwalla, P.-Corporate creativity. New Delhi: Tata McGraw Hill
9. Mullins, J.-New business road test. New Delhi: PHI

Note: Latest edition of textbooks may be used

DISCIPLINE SPECIFIC ELECTIVE (DSE 4)**(Credits: Theory-01, Tutorial-05)****Marks: 50 (Internal Evaluation)+50 (External Evaluation)=100 Pass Marks (Internal + External)=40****ON JOB TRAINING****Objectives:** To provide basic and hand on understanding of the industry.**On the Job Works for six to eight weeks at the Designated Organization recommended by the college****Guidelines to Examiners for End Semester Examination (ESE Pr):**

Evaluation of project dissertation work may be as per the following guidelines:

Overall project dissertation may be evaluated under the following heads by External & Internal Examiners Separately:

- **Motivation for the choice of topic = 05 marks**
- **Project dissertation design = 05 marks**
- **Literature Review = 05 marks**
- **Methodology and Content depth = 05marks**
- **Results, Discussion & Future Scope = 05 marks**
- **Presentation style = 10 marks**
- **Viva-voce = 15 marks**
- **Total Marks =50 x 2 =100**

PROJECT WORK

All student related to Specific discipline will undergo 'Training/Project' of minimum 6 weeks' duration in Semester-VI, related to area of their specialization. Student alone or in a group of not more than three, shall undertake one Project Dissertation approved by the Subject Teacher / H.O.D. of the Department/College concerned.

The progress of the Project Dissertation shall be monitored by the faculty members at regular intervals, and followed by internal and external viva exam of 50 marks each.

Training Schedule: The students will be allowed to work on any project based on the concepts studied in core /elective or skill based elective courses.

The Units imparting industrial exposure shall conduct formal induction sessions and emphasis on personality skills while acquainting the learners with skills of trade.

Academic Credits for training shall be based on following:

- Log books and attendance
- Appraisals, Report and presentation, as applicable. For distribution of marks refer to details on Course structure/ Credit Distribution during the tenure of Industrial Exposure, apart from carrying out the assigned jobs. All trainees must ensure that the log books and appraisals are signed by the departmental/ sectional heads as soon as training in a particular department or section is completed. Trainees are also advised to make a report in their specialization in Semester-VI on completion of training in that respective department.
- A Power Point presentation (based on the report) for duration of **10 minutes** should be make. This will be presented in front of a select panel from the institute and the industry. The presentation should express the student's experiences in the department and what has he learned/ observed.

Marks will be awarded on this presentation and documents submitted to the faculty coordinator at the institute. Students have to submit the following on completion of industrial training to the concern faculty at the college:

1. Synopsis submission
2. Synopsis Approval will be given within a week from the date of submission.
3. Synopsis will be approved by concerned department faculty member.
4. Faculty members will be the internal guide of particular group of Students.
5. The group size will be minimum of 1 candidate and maximum of 3 candidates.
6. Group will present power point presentation in front of panel and submit the project status Report within the 15 to 20 days from the date of approval.
7. Final Project Submission contains Hard copy, Soft copy & leave letter. Project hard copy contains
 - a) Front page
 - b) Certificate of Authenticity
 - c) Certificate of job Trainings

- d) Declaration
- e) Acknowledgement
- f) Preface
- g) Table of content/index
- h) Objective of the project
- i) Scope of the Project
- j) Project guidelines (These points are mandatory)
 - 1. Introduction with Company profile.
 - 2. Vision, mission & objective.
 - 3. SWOT Analysis.
 - 4. Chronology of Achievements.
 - 5. Topic introduction & discussion.
 - 6. Its relevance & implication in company.
 - 7. Findings.
 - 8. Conclusion
 - 9. Further enhancement (Suggestion).
 - 10. Bibliography
 - 11. Reference Website
 - 12. CD (Compact Disc/Soft copy)
- k) The file should be Book Binding. One Project Report for office copy and each candidate must have its own copy.

***Topics, Objectives & Guidelines of the Project is to be decided by the Project Guide.**

End of Syllabi-B. Com (Retail Management)

ANNEXURE-I

B. Com (Retail Management) Programme
Distribution of Credits Semester wise for B. Com (Self Financing) Honors Programme
Semester wise distribution of 164 Credits

	CC	AECC	GE-A	GE-B	SEC	DSE	Total Credits
Semester I	12	02	06	06			26
Semester II	12	02	06	06			26
Semester III	18		06	06	02		32
Semester IV	18		06	06	02		32
Semester V	12					12	24
Semester VI	12					12	24
	84	04	24	24	04	24	164

CC = Core Course; AECC = Ability Enhancement Compulsory Course; GE = Generic Elective; SEC = Skill Enhancement Course; DSE = Discipline Specific Elective

ANNEXURE-II**MARKS DISTRIBUTION FOR EXAMINATIONS AND FORMAT OF QUESTION PAPERS****Marks distribution of Theory Examinations of Mid Semester:**

Topic	Code	Full Marks	Pass Marks	Time	Group-A (Very Short answer type Compulsory Questions) No. of Questions X Marks = F.M.	Group-B (Descriptive Questions with Choices) No. of Questions X Marks = F.M.	Total No. of Questions to Set	
							Group A	Group B
Mid Sem	T25	25	---	1 Hr.	5 x 1 =5	4 (out of 6) x 5=20	5	6

Marks distribution of Theory Examinations of End Semester

Topic	Code	Full Marks	Pass Marks	Time	Group-A (Very Short answer type Compulsory Questions) No. of Questions X Marks = F.M.	Group-B (Descriptive Questions with Choices) No. of Questions X Marks = F.M.	Total No. of Questions to Set	
							Group A	Group B
End Sem	T75	75	40	3 Hrs.	Q.No.1 (10x1) +1x5 =15	4 (out of 6) x 15=60	2	6
	T100	100	40	3 Hrs.	Q.No.1 (10x1) +2x5 =20	4 (out of 6) x 20=80	3	6

Question No.1 in Group – A carries 10 very short answer type 1Mark Questions.

Abbreviations: T=Theory Examination, P= Practical Examination, I=Internal Exam, E=External Exam

Note: There may be sub divisions in each question asked in Theory Examinations.

Marks distribution of Practical Examinations of End Semester

Topic	Code	Full Marks	Pass Marks	Distribution of Marks	
End Sem	P50 + P50	100	(Internal + External)	Project File	Viva
			40 (I + E)	P25 + P25	P25 + P25

Abbreviations: T=Theory Examination, P= Practical Examination, I=Internal Exam, E=External Exam

Note: There may be sub divisions in each question asked in Theory Examinations.

ANNEXURE-III**FORMAT OF QUESTION PAPER FOR MID SEM EXAMINATION OF
SUBJECTS WITHOUT PRACTICAL****St. Xavier's College, Ranchi**

Mid Semester No. _____

Exam Year _____

Subject/Code _____

F.M. = 25**Time = 1Hr.****General Instructions:**

- i. Group A** carries very short answer type compulsory questions.
- ii. Answer any 4 out of 6** subjective/ descriptive questions given in **Group B**.
- iii.** Answer in your own words as far as practicable.
- iv.** Answer all sub parts of a question at one place.
- v.** Numbers in right indicate full marks of the question.

Group A [5x1=5]

1.
2.
3.
4.
5.

Group B [5x4=20]

- | | |
|---------|-----|
| 1. | [5] |
| 2. | [5] |
| 3. | [5] |
| 4. | [5] |
| 5. | [5] |
| 6. | [5] |

Note: There may be subdivisions in each question asked in Theory Examination.

ANNEXURE-IV

**FORMAT OF QUESTION PAPER FOR END SEM EXAMINATION OF
SUBJECTS WITHOUT PRACTICAL**



St. Xavier's College, Ranchi

Mid Sem No. _____

Exam Year _____

Subject/Code _____

F.M. =75

P.M. =40 (Including Mid Sem)

Time = 3Hrs.

General Instructions:

- i. **Group A** carries very short answer type compulsory questions.
- ii. **Answer any 4 out of 6** subjective/ descriptive questions given in **Group B**.
- iii. Answer in your own words as far as practicable.
- iv. Answer all sub parts of a question at one place.
- v. Numbers in right indicate full marks of the question.

Group A

1. [10x1=10]
 - a.
 - b.
 - c.
 - d.
 - e.
 - f.
 - g.
 - h.
 - i.
 - j.
2. [5x1=5]

Group B

1. [15]
2. [15]
3. [15]
4. [15]
5. [15]
6. [15]

Note: There may be subdivisions in each question asked in Theory Examination.

ANNEXURE-V

**FORMAT OF QUESTION PAPER FOR END SEM EXAMINATION OF
GE, SEC & AECC PAPERS**



St. Xavier's College, Ranchi

End Sem No. _____

Exam Year _____

Subject/Code _____

F.M. = 100

P.M. = 40

Time=3 Hrs.

General Instructions:

- i. **Group A** carries very short answer type compulsory questions.
- ii. **Answer any 4 out of 6** subjective/ descriptive questions given in **Group B**.
- iii. Answer in your own words as far as practicable.
- iv. Answer all sub parts of a question at one place.
- v. Numbers in right indicate full marks of the question.

Group A

1. [10x1=10]
 - a.
 - b.
 - c.
 - d.
 - e.
 - f.
 - g.
 - h.
 - i.
 - j.
2. [5x1=5]
3. [5x1=5]

Group B

1. [20]
2. [20]
3. [20]
4. [20]
5. [20]
6. [20]

Note: There may be subdivisions in each question asked in Theory Examination.

ANNEXURE-VI**FORMAT OF INTERNAL EXAMINATION FOR
ON THE JOB TRAINING ASSESSMENT****St. Xavier's College, Ranchi****Internal Exam No.**_____**Exam Year** _____**Subject/Code**_____**F.M. = 50****General Instructions:**

- | | |
|--------------------------------------|-----------------|
| ➤ Motivation for the choice of topic | 05 marks |
| ➤ Project dissertation design | 05 marks |
| ➤ Methodology and Content depth | 10 marks |
| ➤ Results, Discussion & Future Scope | 05 marks |
| ➤ Presentation style | 10 marks |
| ➤ Viva-voce | 15 marks |

ANNEXURE-VII**FORMAT OF EXTERNAL EXAMINATION FOR
ON THE JOB TRAINING ASSESSMENT****St. Xavier's College, Ranchi****External Exam No.**_____**Exam Year** _____**Subject/Code**_____**F.M = 50****P.M = 40 (Internal + External)****General Instructions:**

- | | |
|--------------------------------------|-----------------|
| ➤ Motivation for the choice of topic | 05 marks |
| ➤ Project dissertation design | 05 marks |
| ➤ Methodology and Content depth | 10 marks |
| ➤ Results, Discussion & Future Scope | 05 marks |
| ➤ Presentation style | 10 marks |
| ➤ Viva-voce | 15 marks |

ANNEXURE-VIII**Semester wise paper along with their credit system:**

Sem – I	Sem - II	Sem – III	Sem – IV	Sem – V	Sem – VI	Credit System
Core 1	Core 3	Core 5	Core 8	Core 11	Core 13	Core = 6 Credit
Core 2	Core 4	Core 6	Core 9	Core 12	Core 14	GE = 6 Credit
AECC 1	AECC 2	Core 7	Core 10	DSE 1	DSE 3	AECC = 2 Credit
GE 1A	GE 2A	SEC 1	SEC 2	DSE 2	DSE 4	SEC = 2 Credit
GE1B	GE2B	GE 3A	GE 4A			DSE = 6 Credit
		GE3B	GE4B			

Calculation of SGPA & CGPA based on 10-point scale:

Calculation of SGPA & CGPA based on 10 Point Scale	Grade and Grade Point Table		
Credit Point = Gr. Pt. (GrP) x Cr	Marks in %	Grade	Grade Point
Semester Grade Point Average (SGPA) $SGPA = \frac{\sum (GrP \times Cr)}{\sum Cr} = \frac{\sum Crp}{\sum Cr}$	91-100	O	10
	81-90	A+	9
Cumulative Grade Point Average (CGPA) $CGPA = \frac{\sum_{s=1}^n (Crp)_s}{\sum_{s=1}^n (Cr)_s}$	71-80	A	8
	61-70	B+	7
	51-60	B	6
	46-50	C	5
	40-45	P	4
	< 40	F	0
	Absent	X	0

ANNEXURE-IX

SAMPLE CALCULATION FOR SGPA & CGPA FOR**B. Com - Retail Management (BRM)****Sample Calculation for SGPA:**

SEM	Course	Credit	Grade Letter	Grade Point	Credit Point (Credit X Grade)	SGPA (Credit Point/Credit)
I	C 1	06	A	8	48	
	C 2	06	B+	7	42	
	AECC 1	02	B	6	12	
	GE 1 A	06	B	6	36	
	GE 1 B	06	B+	7	42	
	Total	26			180	6.92(180/ 26)
II	C 3	06	B	6	36	
	C 4	06	C	5	30	
	AECC 2	02	B+	7	14	
	GE 2 A	06	A+	9	54	
	GE 2B	06	B+	7	42	
	Total	26			176	6.76(176/ 26)
III	C 5	06	A+	9	54	
	C 6	06	O	10	60	
	C 7	06	A	8	48	
	SEC 1	02	A	8	16	
	GE 3 A	06	O	10	60	
	GE 3 B	06	B+	7	42	
	Total	32			280	8.75(280/ 32)
IV	C 8	06	B	6	36	
	C 9	06	A+	9	54	
	C 10	06	B	6	36	
	SEC 2	02	A+	9	18	
	GE 4 A	06	A	8	48	
	GE 4 B	06	B+	7	42	
	Total	32			234	7.31(234/ 32)
V	C 11	06	B	6	36	
	C 12	06	B+	7	42	
	DSE 1	06	O	10	60	
	DSE 2	06	A	8	48	
	Total	24			186	7.75(186/ 24)
VI	C 11	06	A+	9	54	
	C 12	06	A	8	48	
	DSE 1	06	B+	7	42	
	DSE 2	06	A	8	48	
	Total	24			192	8.0(192/24)
<u>CGPA</u>						
Grand Total		164			1248	7.61(1248/ 164)

Sample Calculation for CGPA:

Semester I	Semester II	Semester III	Semester IV	Semester V	Semester VI
Credit:26; SGPA:6.92	Credit:26; SGPA:6.76	Credit:32; SGPA: 8.75	Credit:32; SGPA: 7.31	Credit:24; SGPA: 7.75	Credit:24; SGPA:8.0

Thus, CGPA = (26x6.92+26x6.76+32x8.75+32x7.31+24x7.75+24x8.0)/164 = 7.6

ANNEXURE-X

Name of Question Setter & Answer Book Evaluator (Applicable only the for Academic Session 2024-27)

Course	Course Title	Name of Question Setter	Name of Evaluator
Semester – I			
Core 1/ C101	Retail Business Environment	Prof. Nikita Mukherjee (VF), Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi	Prof. (Dr.) Neha Agarwal (VF), Dept. of Commerce Vocational Studies, SXC, Ranchi
		Prof. (Dr.) Neha Agarwal (VF), Dept. of Commerce Vocational Studies, SXC, Ranchi	Prof. Manisha Jain (VF), Dept. of Commerce Vocational Studies, SXC, Ranchi
Core 2/ C102	Retail Store Operation	Prof. (Dr.) Shakil Anwar Siddique, Asst. Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi	Prof. (Dr.) Kaushik Dutta, Asst Professor, Dept of Commerce Vocational Studies, SXC, Ranchi
		Prof. Gautam Rudra, Asst. Professor, Dept of Commerce Vocational Studies, SXC, Ranchi	Prof. Nikita Mukherjee (VF), Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi
GE 1 (A) / GE01A	Financial Accounting	Prof. Ashok Kumar (VF), Dept of Commerce Vocational Studies, SXC, Ranchi	Prof. Hussain Ahmed – 9234979811, Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi
		Prof. Ekta Arya – 9334348060, Dept of Commerce Vocational Studies, St. Xavier's College, Ranchi	Prof. Vivek Kumar Sharma (VF), Dept of Commerce Vocational Studies, SXC, Ranchi
GE 1 (B) / GE01B	Marketing Management	Prof. (Dr.) Kaushik Dutta, Asst Professor, Dept of Commerce Vocational Studies, SXC, Ranchi	Prof. (Dr.) Shakil Anwar Siddique, Asst. Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi
		Prof. Gautam Rudra, Asst. Professor, Dept of Commerce Vocational Studies, SXC, Ranchi	Prof. Manisha Jain (VF), Dept. of Commerce Vocational Studies, SXC, Ranchi
AECC 1/ AEC01	English Communication	Prof. Nidhi Arya – 9308989280, Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi	Prof. Khyati Munzal (VF), Dept. of Commerce Vocational Studies, SXC, Ranchi
		Dr. Ranjay Kamal – 9939011543, MBA Dept., Marwari College, Ranchi.	Prof. Nikita Mukherjee (VF), Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi
Semester – II			
Core 3/ C203	Retail Consumer Buying Behavior	Prof. (Dr.) Kaushik Dutta, Asst Professor, Dept of Commerce Vocational Studies, SXC, Ranchi	Prof. (Dr.) Shakil Anwar Siddiqui, Asst. Professor, Dept of Commerce Vocational Studies, SXC, Ranchi.
		Prof. (Dr.) Pinaki Ghosh, Professor, XISS, Ranchi	Prof. Somnath Mukherjee-Asst. Professor, BIT, Mesra, Ranchi
Core 4/ C204	Digital & Social Media Marketing	Prof. Gautam Rudra – 9525019500, HOD, Dept. of Commerce Vocational & Management Studies, SXC, Ranchi.	Prof. (Dr.) Shakil Anwar Siddiqui, Asst. Professor, Dept of Commerce Vocational Studies, SXC, Ranchi.
		Dr. Kaushik Dutta – 9835144450, Asst. Professor, Vocational & Management Studies, St. Xavier's College, Ranchi.	Dr. Mrinal Gaurav – 943159372, MBA dept., Yogda Satsang Mahavidyalaya, Ranchi
GE 2 (A)/ GE02A	Cost & Management Accounting	Prof. Hussain Ahmed – 9234979811, Asst. Prof., Commerce Vocational Studies, St. Xavier's College, Ranchi	Prof. Ekta Arya, Asst. Prof., Dept of Commerce Vocational Studies, SXC, Ranchi
		Prof. Vivek Kumar Sharma, (VF), Dept of Commerce Vocational Studies, SXC, Ranchi	Prof. Anirban Biswas-825250213, MBA dept., Yogda Satsang Mahavidyalaya, Ranchi
GE 2 (B)/ GE02B	Integrated Marketing Communication	Prof. Gautam Rudra – 9525019500, HOD, Dept. of Commerce Vocational & Management Studies, SXC, Ranchi.	Prof. Nidhi Arya , Asst. Professor, Dept of Commerce Vocational Studies, SXC, Ranchi.
		Prof. (Dr.) Kaushik Dutta, Asst.	Prof. (Dr.) Shakil Anwar Siddiqui, Asst.

B.COM (RETAIL MANAGEMENT)		CBCS CURRICULUM		ST. XAVIER'S COLLEGE, RANCHI	
		Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi		Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi.	
AECC 2/ AEC02	Environmental Studies	Dr. Deepender Kumar Sinha, Asst. Professor, Commerce Vocational Studies, St. Xavier's College, Ranchi.		Dr. Ranjay Kamal--9939011543, MBA Dept., Marwari College, Ranchi	
		Prof. Pipas Kumar, Dept. of Environmental Science, St. Xavier's College, Ranchi		Dr. Anil Kumar--9431330199,Asst. Prof. , NIFFT, Ranchi	
Semester – III					
Core 5/ C305	Specialty Retail	Prof. (Dr.) Kaushik Dutta , Asst. Professor, Commerce Vocational Studies, SXC, Ranchi.		Prof. (Dr.) Shakil Anwar Siddiqui, Asst. Professor, Dept of Commerce Vocational Studies, SXC, Ranchi.	
		Prof. Manisha Jain (VF), Dept. of Commerce Vocational Studies, SXC, Ranchi		Dr. Mrinal Gaurav--943159372, MBA dept., Yogda Satsang Mahavidyalaya, Ranchi	
Core 6/ C306	Retail Strategy & Business Policies	Prof. Gautam Rudra, Asst Professor, Commerce Vocational Studies, SXC, Ranchi		Prof. (Dr.) Kaushik Dutta , Asst. Professor, Commerce Vocational Studies, St. Xavier's College, Ranchi.	
		Prof. Nikita Mukherjee (VF), Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi		Prof. Manisha Jain (VF), Dept. of Commerce Vocational Studies, SXC, Ranchi	
Core 7/ C307	International Marketing	Prof. (Dr.) Shakil Anwar Siddiqui, Asst. Professor, Dept of Commerce Vocational Studies, SXC, Ranchi		Prof. (Dr.) Kaushik Dutta , Asst. Professor, Commerce Vocational Studies, SXC, Ranchi.	
		Prof. Gautam Rudra, Asst Professor, Commerce Vocational Studies, SXC, Ranchi		Prof. Nikita Mukherjee (VF), Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi	
GE3(A) /GE03A	Human Resource Management in Retail	Prof. Fabian A Tete, Asst. Prof., Dept of Commerce Vocational Studies, SXC, Ranchi		Prof. Nidhi Arya, Asst Professor, Dept of Commerce Vocational Studies, SXC, Ranchi	
		Prof. (Dr.) Shyamal Gomes, Professor, XISS, Ranchi		Prof. Deependra Kumar Sinha-Asst. Professor, Dept of Commerce Vocational Studies, SXC, Ranchi	
GE 3 (B) /GE03B	Sales Management & Salesmanship	Prof. (Dr.) Kaushik Dutta, Asst. Professor, Commerce Vocational Studies, SXC, Ranchi		Prof. Nikita Mukherjee (VF), Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi	
		Prof. Gautam Rudra, Asst. Prof., Dept. of Commerce Vocational Studies, SXC, Ranchi		Prof. Manisha Jain (VF), Dept. of Commerce Vocational Studies, SXC, Ranchi	
SEC 1/ SEC01	Research Methodology & Quantitative Technique	Dr. Deepender Sinha, Asst. Professor, Commerce Vocational Studies, St. Xavier's College, Ranchi		Prof. (Dr.) Shakil Anwar Siddiqui, Asst. Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi	
		Prof. Hussain Ahmed, Asst. Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi		Dr. Abdullah, 9006746228, Marwari College, Ranchi	
Semester – IV					
Core 8/ C408	Retail Store Planning, Design & Layout	Prof. (Dr.) Shakil Anwar Siddiqui, Asst. Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi		Prof. (Dr.) Kaushik Dutta, Asst. Professor, Commerce Vocational Studies, SXC, Ranchi	
		Prof. Gautam Rudra, Asst. Prof., Dept. of Commerce Vocational Studies, SXC, Ranchi		Prof. Nikita Mukherjee (VF), Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi	
Core 9/ C409	Retail Visual Merchandising	Prof. Gautam Rudra, H.O.D.- Asst. Professor, Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi		Prof. (Dr.) Shakil Anwar Siddiqui, Asst. Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi	
		Prof. (Dr.) Kaushik Dutta, Asst. Professor, Commerce Vocational		Prof. Ashish Mohan--821038584, MBA Dept, Yogda Satsang Mahavidyalaya,	

B.COM (RETAIL MANAGEMENT)		CBCS CURRICULUM	ST. XAVIER'S COLLEGE, RANCHI
		Studies, SXC, Ranchi	Ranchi
Core 10/ C410	Retail Franchising	Prof. Gautam Rudra, Asst Professor, Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi	Prof. (Dr.) Kaushik Dutta, Asst. Professor, Commerce Vocational Studies, SXC, Ranchi
		Dr. Mridanish Jha, Asst Professor, 9304805050, ICFAI University, Ranchi	Prof. Manisha Jain (VF), Dept. of Commerce Vocational Studies, SXC, Ranchi
GE 4 (A) /GE04A	Management Information System	Prof. (Dr.) Shakil Anwar Siddiqui, Asst. Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi	Prof. Dr. Subroto Ghosh (VF), Asst. Professor, Loyola Training Center, Ranchi
		Prof. Dr. Kamaldeep, Asst. Professor, Dept of Computer Science, SXC,Ranchi	Prof. Ritesh Kumar, Asst. Professor, Dept. of Computer Science, SXC, Ranchi
GE 4 (B) /GE04B	Strategic Management	Prof. Gautam Rudra , Asst. Professor, Dept of Commerce Vocational Studies, SXC, Ranchi.	Prof. (Dr.) Kaushik Dutta, Asst. Professor, Commerce Vocational Studies, SXC, Ranchi
		Prof. Dr. Subroto Ghosh (VF), Asst. Professor, Loyola Training Center, Ranchi	Prof. Manisha Jain (VF), Dept. of Commerce Vocational Studies, SXC, Ranchi
SEC 2/ SEC02	Business Economics	Prof. (Dr.) Neha Agarwal (VF), Dept. of Commerce Vocational Studies, SXC, Ranchi	Dr. Deepender Sinha, Asst. Professor, Commerce Vocational Studies, St. Xavier's College, Ranchi.
		Prof. Dr. Subroto Ghosh (VF), Asst. Professor, Loyola Training Center, Ranchi	Prof. Sonam Gupta (VF), Dept. of Commerce Vocational Studies, SXC, Ranchi
Semester – V			
Core 11/ C511	Retail Supply Chain Management & Warehousing	Prof. (Dr.) Kaushik Dutta, Asst. Professor, Dept of Commerce Vocational Studies, SXC, Ranchi.	Prof. Manisha Jain (VF), Dept. of Commerce Vocational Studies, SXC, Ranchi
		Dr. Somnath Mukherjee, 9431366989, Asst. Professor, BIT Mesra, Ranchi	Prof. Nikita Mukherjee (VF), Dept. of Commerce Vocational Studies, SXC, Ranchi
Core 12/ C512	Fashion & Life Style Retailing	Prof. (Dr.) Shakil Anwar Siddiqui, Asst. Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi	Prof. Awesh Rawani--79912855, MBA dept., Yogda Satsang Mahavidyalaya, Ranchi
		Prof. Tauseef Ali Ahsan-9572862285, Asst. Prof., MBA Dept., Marwari College, Ranchi	Prof. Pankaj Sharma--9709209316, MBA dept., Yogda Satsang Mahavidyalaya, Ranchi
DSE 1/ DSE501	Mall Management	Prof. Kamaldeep , Asst. Professor, Computer Science, St. Xavier's College, Ranchi	Prof. Partho Sarathy Chatterjee, MBA Dept., Yogda Satgang Mahavidhyalaya, Ranchi
		Dr. Rajeev Narayan--9835557635, BBA Dept., Marwari College, Ranchi	Prof. Ashish Mohan--821038584, MBA dept., Yogda Satsang Mahavidyalaya, Ranchi
DSE 2/ DSE502	E-Retailing	Prof. Nidhi Arya -9308989280 , Asst. Professor, Commerce Vocational Studies, St. Xavier's College, Ranchi	Dr. Rajeev Narayan--9835557635, BBA Dept., Marwari College, Ranchi
		Prof. Pankaj Sharma--9709209316, MBA dept., Yogda Satsang Mahavidyalaya, Ranchi	Prof, Anirban Biswas-825250213, MBA dept., Yogda Satsang Mahavidyalaya, Ranchi
Semester – VI			
Core 13/ C613	Retail Customer Service Management	Prof. Gautam Rudra, H.O.D., Asst. Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi	Prof. (Dr.) Kaushik Dutta, Asst. Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi
		Prof. (Dr.) Subroto Ghosh (VF), Faculty-Loyola Training Center, St. Xavier's College, Ranchi	Prof. Nidhi Arya, Asst. Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi
Core 14/ C614	Retail Legislation	Prof. Pooja Shukla (VF), Asst Professor, Amity University, Ranchi	Prof. (Dr.) Subroto Ghosh (VF), SXC, Ranchi

		Dr. Sumit Kumar, 9006746228, Marwari College, Ranchi	Dr. Sony Kumari, IMS, 9234728247
DSE 3/ DSE603	Entrepreneurship Development	Prof. Gautam Rudra, H.O.D. - Dept. of Commerce Vocational Studies, SXC, Ranchi.	Prof. (Dr.) Kaushik Dutta, Asst. Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi
		Prof. Fabian A Tete, 9006813557, Asst. Prof., Commerce Vocational Studies, St. Xavier's College, Ranchi	Prof, (Dr.) Deependra Kumar Sinha, Asst. Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi
DSE 4/ DSE604	On the Job Training	Internal Viva voce	External Viva voce