



BBA COMMON – 1st YEAR - SEM-I – SYLLABUS

Course Name: PRINCIPLES OF MANAGEMENT

Course Code:

Course Objectives: At the end of the semester the students would be able to-

- Explain & understand management, evolution of management thought, social and ethical responsibilities of management, span of control and various functions management in the organization.

Module I: Introduction of Management

- Definition of Management
- Need of Management Principles
- Management Science or Art
- Management as an Art
- Management as Science
- Management as both Science and Art
- Functions of Management
- Needs of Levels of Management
- Levels of Management
- Managerial Skills
- Managerial Roles

Module II: Evolution of Management Thought

- Early Approaches to Management
 - Robert Owen: Human Resource Management Pioneer
 - Charles Babbage
 - Andrew Ure & Charles Dupin
 - Henry Robinson Towne
- Classical Approach
- Scientific Management
 - 4 Steps of Scientific Management
 - Taylor's Approach to Management
 - Limitation of Scientific Management
- Administrative Theory
 - Fayol Outlined 14 Principles of Management
- Bureaucratic Management
 - Mary Parker Follet: Focusing on Group Influences
 - Elton Mayo: Focusing on Human Relations



- Four Parts of Hawthorne Studies / Experiments
 - Conclusions of Hawthorne Studies / Experiments
 - Criticism of Hawthorne Studies / Experiments
 - Abraham Maslow: Focusing on Human Needs
 - Douglas McGregor
 - Chris Argyris
- Quantitative Approach
 - Management Science
 - Operations Management
- Modern Approaches to Management
 - Systems Theory
 - Contingency Theory

Module III: Social and Ethical Responsibilities of Management

- Social Responsibilities of Management
- Arguments for Social Responsibilities of Business
- Arguments Against Social Responsibilities of Business
- Social Stakeholders
- Measuring Social Responsiveness
 - Social Audits
- Managerial Ethics
 - Factors that Influence Ethical Behavior
 - Stages of Moral Development
 - Ethical Guidelines for Managers
 - Geographic Segmentation

Module IV: Span of Control

- Meaning of Span of Control
- Importance of Span of Control
- Factors Affecting Span of Control
- Graicuna's Formula

Module V: Managerial Decision Making

- Introduction
- Significance of Rational Decision Making
- Limitations of Rational Decision Making
- Managers as Decision Makers
 - The Rational Model
 - Non-Rational Model
- Decision Making Process
- Types of Managerial Decisions
 - Decision Making Under Certainty
 - Decision Making Under Risk
 - Decision Making Under Uncertainty
 - Modern Approaches to Decision-making under Uncertainty
- Management Information System Vs Decision Support System
- The Systems Approach to Decision Making
- Group Decision Making



- List of the advantages of Group Decision Making
- List of the disadvantages of Group Decision Making
- Forms of Group Decision Making
- Decision Making Techniques

Module VI: Fundamentals of Organizing

- Introduction
- Definitions of Organizing
- Modern Organization vs. Traditional Organization
- Closed Systems Vs Open Systems
 - Characteristics of Open Systems
 - Developing an Open System Model
- Formal vs. Informal Organization
- Span of Management
- Factors Determining an Effective Span
- Use of Objective Standards
- Uses of Staff Assistance

Module VII: Strategic Organization Structure

- Introduction
- Strategy or Structure
- Factors Influencing Organization Design
- Major Structural Alternatives
 - Functional Structure
 - Divisional Structure
 - Matrix Structure
 - Hybrid Structure
- Other Bases for Departmentation
 - Departmentation by simple numbers
 - Departmentation by time
 - Departmentation by process or equipment
- Strategic Business Units
- Choosing the Pattern of Departmentation

Module VIII: Group Decision Making

- Introduction
- Developing a Culture for Group Decision Making
- Advantages of Group Decision Making
- Disadvantages of Group Decision Making
- Effective Practices in Group Decision Making
 - Deal with Conflict as it Arises

Module IX: Conflict Negotiation and Intergroup Behavior

- Introduction
- Sources of Conflict
- Classification of Conflict
- The Conflict Process
- Negotiation
- Distributive Bargaining
- Integrative Bargaining
- Negotiation Process
- Issues in the Negotiation Process



➤ Intergroup Relations

➤ **Reference Books:**

- Principles of Management, By Tripathi, Reddy Tata McGraw Hill
- Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - New Delhi

Course Name: PRINCIPLES OF MICRO ECONOMICS

Course Code:

Course Objectives: To familiarize the students with the basic concept of microeconomics.

To make student understand the demand and supply analysis in business applications. To understand the pricing and output decisions under various market structure.

Module 1: Introduction Micro Economics

- Definition of Micro-Economics
- Difference between Micro and Macro-economics
- Introduction to Micro-Economics
- Circular flow

Module 2: Consumer Equilibrium & Demands

- Law of demand
- Difference between demand and quantity demanded
- Demand curve
- Equilibrium

Module 3: Producer Behavior & Supply

- Law of supply
- Difference between supply and quantity supplied
- Supply curve
- Equilibrium

Module 4: Form of Marketing

- What is market
- Market structure
- Types of market
- Perfect competition and its features
- Monopoly and its features
- Monopolistic competition and its features
- Oligopoly and its features

Module 5: Price Determination

- Price determination under perfect competition
- Price determination under monopoly
- Price determination under oligopoly



Module 6: Economics of Consumer Analysis

- Law of diminishing marginal utility
- Law of substitution and consumer analysis
- Price elasticity of demand
- Income elasticity of demand
- Gross elasticity of demand
- Total revenue elasticity of demand

- **Reference Books:**
- Microeconomics: For BBAT. R. Jain
- Principles of Microeconomics, 7th Edition (Mankiw's Principles of Economics) by N. Gregory Mankiw
- Microeconomics: Principles, Problems, & Policies (McGraw-Hill Series in Economics) by Campbell McConnell, Stanley Brue, and Sean Flynn

Course Name: BUSINESS ACCOUNTING- I

Course Code:

Course Objectives: To impart to the learners the basic accounting knowledge. To train in the accounting process from entering business transactions to Journal, understand ledger posting, cash book and preparation of trial balance.

Module 1: Introduction –Accounting:

- Accounting & Accountancy
- Advantages of Accounting
- Origin of Accounting
- Distinction between Accounting & Accountancy
- Accounting– An Art or Science

Module 2: Journal:

- Introduction, Features,
- Advantages, Performa
- Journalizing & Journal Entry
- Problems on Journalizing

Module 3: Ledger:

- Introduction, Importance of Ledger
- Distinction Between journal & ledger
- Format of ledger
- Ledger posting and steps involved in posting
- Balancing of ledger accounts

Module 4: Subsidiary Books:

- Introduction, Subsidiary Books & IT features
- Advantages of subsidiary books
- Types of subsidiary books

Module 5: Trial Balance:

- Introduction, features of trial Balance
- Preparation of trial Balance

Module 6: Bank Reconciliation Statement

- Bank Reconciliation statement – Meaning & need
- Need of preparing Bank Reconciliation Statement
- Preparation of Bank Reconciliation statement

➤ ***Reference Books:***

- Mukherjee & Hanif, 'Fundamentals of Accounting', Tata McGraw Hill.
- Khatri, 'Financial Accounting', Tata McGraw Hill
- Libby, 'Financial Accounting', Tata McGraw Hill
- S.N. Maheshwari, 'An Introduction to Accountancy', Vikas Publication.
- Guruprasad Murthy, 'Financial Accounting', Himalaya Publishing

Course Name: BUSINESS COMMUNICATION

Course Code:

Course Objectives: To make students knowledgeable of communication skills.

Module 1: Fundamentals of Communication

- The importance of communication
- The basic forms of communication
- The process of communication
- Barriers to communication
- Dealing with communication barriers

Module 2: Group Communication

- Definition of Group Communication
- Advantages of Group Communication
- The Do's and Don'ts of participating in a GD
- Essential Traits & Skills for GD
- Characteristics of GD
- Language for Group Discussion

Module 3: Interpersonal Skills

- Building Positive Relationships
- Giving praise
- Dealing with criticism
- Managing conflict

Module 4: Interviewing

- Introduction
- Different Types of Interview
- Planning for the Interview
- Conducting an Interview
- Ethics of an Interview

Module 5: Letter Writing

- An Introduction to Letter Writing
- objectives of letters writing
- Types of Letter
- Main Elements of a Letter
- Key Points of Better Letter Writing
- Elements of a Letter at a Glance

Module 6: Presentation Skills

- Definition
- Features of Presentation Skill
- Types of Presentation Skill
- Preparing Slides for Presentation
- How to Improve Your Presentation Skills

Module 7: Negotiation Skills

- Definition
- Types of Negotiation
- BATNA in Negotiation
- Negotiation Techniques
- Body Language for Negotiation
- Negotiation Skills

Module 8: Nonverbal Communication

- Nonverbal Communication Skills
- Nonverbal Communication Forms
- Para Language

➤ Reference Books:

- Business Communication Paperback – 1 Dec 2009 by R. C. Bhatia
- Business Communication by Pal Rajendra & Korlahalli : Publication - Sultan Chand & Company
- Business Communication by M.J. Mathew : Publication - RBSA Publications
- Business Communication by Pandey H.S, Neelima Pareek, Avantika Srivastava, Rakhi Gulati, Neha Sharma : Publication - RBD Publications

Course Name: COMPUTER FUNDAMENTAL

Course Code:

Course Objectives: Computers are a part of life-personal, social and professional. Use of computers has pervaded all forms of activities and all aspects of human society. It has become inevitable for students of management to learn computers and its application. To introduce the students to the fundamentals of computers and familiarize them with the jargon commonly used by computer literates. To introduce the students with some basic tools and applications which will enable them in e-communicating effectively and analyze data for decision making using data of different kinds? To introduce the student to the internet and its applications and thereby empowering him to utilize e-sources for upgrading his knowledge base.

Module 1: Computer fundamentals

- Definition of Computers
- Characteristics of Computers
- Evolution of Computers
- Basic Anatomy of the Computers
- Types Of Computers
- Storage Unit (Primary and Secondary)
- Processing Unit
- Input Devices & Output Devices
- Computer Output Microfilm (COM)
- Computer softwares
 - High-level programming language – COBOL, Fortran, BASIC, PASCAL, ADA, LISP
- Disc operating system
- features of WINDOWS-95
- Unix, Linux
- Data Backup
- Relationship between hardware and software
- Software License

Module 2: Data Communication and Networks

- Data Communication Definition
- Network Definition
- Types of Network – LAN, MAN, SAN, WAN
- Network Structure - Server based network, client server network, Peer to Peer network, Star Network, Bus Network, Mesh Network
- Network Media
- Network Hardware
- Common Terms In Internet World: WWW
- Types of internet connection : Analog: Dial-up Internet Access, DSL – Digital Subscriber Line, ADSL - Asymmetric Digital Subscriber Line
- Cyber crime, Cyber terrorism, Cyber extortion
- Social Engineering

Module 3: Office Packages

- What is Microsoft Word 2010?
- Starting Microsoft Word
- **Ribbon Menu system in MS WORD :** Home” Ribbon Menu, Insert” Ribbon Menu, Page Layout” Ribbon Menu, References” Ribbon Menu, Mailings” Ribbon Menu, Review” Ribbon Menu, View” Ribbon Menu
- **Primary Tasks in MS WORD:** Creating a New Document, Opening an Existing Document, Saving a Document for the First Time, Saving a Document, Working With Text, Formatting – Margins, Formatting – Headers and Footers, Formatting – Page Numbers, Closing Documents
- Mail merge, Macros
- Templates in MS-Word
- Presentation using PowerPoint
- MS EXCEL - Understanding the Ribbon in MS EXCEL
- Customization Microsoft Excel Environment
- Settings for formulas MS EXCEL
- Important Excel shortcuts

Module 4: Advance excel and Multimedia

- Functions in Excel – Average, MIN;MAX, COUNT IF, Function arguments
- How to enter a function
- Logical operators in EXCEL
- What are Excel Formulas: SUM, IF, Percentage, Subtraction, Multiplication, Division, COUNT, AVERAGE
- Definition of Multimedia
- Components of Multimedia
- Applications of Multimedia

- **Reference Books:**
- Fundamental of Computers =V. Rajaraman B.P.B. Publications
- Fundamental of Computers = P. K. Sinha
- Fundamental of Computers = ReemaThareja
- Computer Today = Suresh Basandra
- MS- Office 2000 (For Windows) = Steve Sagman

BBA COMMON – 1st YEAR - SEM-II – SYLLABUS

Course Name: ORGANIZATION BEHAVIOR

Course Code:

Course Objectives: After reading this lesson, you should be able to:

- Understand The Nature Of Management
- Identify And Describe The Functions Of Management
- Understand The Social Responsibilities Of Business
- Appreciate The Interests Of Various Stakeholders In The Business.

Module 1: Nature of Management

- Social Responsibility Ties of Business
- Manager and Environment Levels in Management
- Managerial Skills - Planning - Steps in Planning Process - Scope and Limitations - Short Range and Long Range Planning - Flexibility in Planning –Characteristics of a sound Plan
- Management by Objectives (MBO) - Policies and Strategies - Scope and Formulation
- Decision Making - Techniques and Processes

Module 2: Organizing

- Organization Structure and Design
- Authority and Responsibility Relationships
- Functional Departmentation
- Delegation of Authority and Decentralization
- Interdepartmental Coordination
- Emerging Trends in Corporate Structure, Strategy and Culture
- Impact of Technology on Organizational design
- Mechanistic vs. Adoptive Structures
- Formal and Informal Organization

Module 3: Perception and Learning

- Perception Definition
- Perception affects learning: Need Patterns
- Factors Influencing Perception -- the perceiver, the perceived and the situation
- Learning Theories - Classical Conditioning, Operant Conditioning
- Individual Differences and Impact on Behaviour
- Locus of Control
- Introversion and Extroversion
- Self – Monitoring
- Motivation and Job Performance - Values, Attitudes and Beliefs
- Importance of Values, Sources of Values, Types of Values
- Sources of Attitudes
- Types of Attitudes: job satisfaction, job involvement, and organizational commitment.
- Stress Management : Managing Work-Related Stress
- Employee Assistance Programmes, Receive Social Support
- Communication- Definition- Types-Process - Barriers - Making Communication Effective

Module 4: Group Dynamics

- Group Dynamics – definition
- Types of Groups : Formal, Informal Group, Command and Task Groups, Interest and Friendship Groups
- Leadership - Styles - Approaches - Power and Politics
- Organizational Structure - The Horizontal Dimension of Organisational Structure , Vertical Dimension of Organisational Structure
- Modern Organisational Structures
- Organizational Climate and Culture - Organizational Change and Development

Module 5: Comparative Management Styles and approaches

- Management Styles – Controlling Style, Supporting Style, Leadership style
- Management by walking around
- Unique Features of Japanese Management
- Techniques of Japanese Management
- Creativity and Innovation : The Creativity Process
- Organizational Creativity and Innovation: Climate for Organizational Creativity.
- Factors Hamper Innovation
- Entrepreneurship
- Entrepreneurship vs. Managership
- Characteristics of Entrepreneurial Managers
- Benchmarking : Types of Benchmarking
- Management of Diversity : Meaning , Reasons for Diversity
- Individual Strategies for Dealing with Diversity

- **Reference:**
- Drucker, Peter, F., 1981. Management: Tasks, Responsibilities and Practices, Allied Publishers, New Delhi.
- Hodgets, Richard M., 1986, Management Theory: process and Practice, Academic Press, London.
- Stoner, James. A.F. and Freeman.E.R., 1989. Management, Prentice Hall of India, New Delhi.
- Katz R.L., 1974. Skills of an Effective Administrator, Harvard Business Review, 52(5) 90- 102.

Course Name: MACRO ECONOMICS

Course Code:

Course Objectives: To understand the functioning of economy at the macro level. To understand how the economy is regulated through monetary and fiscal policies. To study the important indicators of the economy and their significance.

On completion of this course, the students will be able to: To explain the concept of macroeconomics. To apply the circular flow of income and expenditure. To analyze the income determination through classical and Keynesian economics. To integrate the role of fiscal and monetary policies in regulating economy.

Module 1: Basic Concepts of Macro Economics

- Definition and Nature of Macro economics
- Issues Addressed by Macroeconomists : Long-Run Economic Growth, Increased Output, Rates of Growth of Output, Business Cycles, Recessions, Unemployment, Inflation , The International Economy, Exports and Imports, Trade Imbalances, Budget Deficits, The Exchange Rate
- Macroeconomic Policy
- Effects of Inflation
- What Macroeconomists Do : Macroeconomic forecasting, Macroeconomic analysis, Macroeconomic research, Data development
- Economic Theory: The Classical Approach, The Keynesian Approach
- Evolution of the Classical Keynesian Debate

Module 2: National Income Accounting

- Scope of Economic Territory
- Related aggregates of national income
- Domestic Aggregates, National Aggregates
- Methods of Estimation of National Income: National Income at Current Price, National Income at Constant Prices, Value of Output, Value added
- Problem of Double Counting in National Income
- Components of Final Expenditure in National Income
- Components of Domestic Income in National Income
- Net Factor Income from Abroad NFIA
- Net National Disposable Income (NNDI)
- Gross National Disposable Income
- Net National Disposable Income
- Concept of Value Added of One Sector or One Firm
- Personal Disposable Income from National Income

Module 3: Money & Banking

- Introduction
- Money: Meaning and Functions : Primary and Secondary Function
- Classification of Money : Full Bodied Money, Credit Money, Fiat Money
- Supply of Money/ Money Supply
- Banking : bank Definition
- Central Bank : Definition, Features, Functions

- Supervision of Central Banks
- Credit Control Measures/Measures of Monetary Policy : Quantitative & Qualitative measures
- Money Creation by the Commercial Bank (Credit Creation)

Module 4: Determination of Income and Employment

- Aggregate Demand: Components of aggregate demand
- Aggregate Supply: Components of Aggregate Supply(AS) or National Income(Y)
- Consumption Function (Propensity to Consume)
- Types of Propensities to consume
- Difference Between APC and MPC
- **Saving Function (Propensity to save):** Average Propensity to Save & Marginal Propensity to consume
- Investment function, Induced Investment & Autonomous investment
- When Aggregate Demand is more than Aggregate Supply, When AD is less than AS
- **Saving and Investment Approach :** When Saving is more than Investment, When Saving is less than Investment
- Full Employment Equilibrium, Underemployment Equilibrium, Over Full Employment Equilibrium
- Multiplier, Working of Multiplier,
- Excess of Demand, Inflationary Gap, Reasons for Excess Demand, Impact of Excess Demand
- Deficient Demand, Deflationary Gap, Reasons for Deficient Demand, Impact of Deficient Demand
- Measures to correct Excess Demand: Quantitative Instrument & Qualitative Instrument
- Measures to correct Deficient Demand: Quantitative Instrument & Qualitative Instrument

Module 5: Balance of payments

- Introduction
- BoP Surplus and Deficit
- THE FOREIGN EXCHANGE MARKET
- Determination of the Exchange Rate
- Flexible Exchange Rates
- Fixed Exchange Rates
- Managed Floating
- Exchange Rate Management: The International Experience
- THE DETERMINATION OF INCOME IN AN OPEN ECONOMY
- TRADE DEFICITS, SAVINGS AND INVESTMENTS

Module 6: Government budget and Economics

- Introduction
- COMPONENTS OF THE GOVERNMENT BUDGET
- Revenue Budget; Capital Budget
- FISCAL POLICY : Changes in Government Expenditure, Changes in Taxes
- Reference Books:
- Ackley G. – Macro Economics: Theory and Policy, Macmillan Publishing Company, New York. 1978
- Ahuja H.L. – Macro Economics: Theory and Policy, S. Chand & Co. Ltd. New Delhi.2006
- Gupta S.B. – Monetary Economics, S. Chand & Co. Ltd. New Delhi.2002
- Shapiro E. – Macro Economic Analysis, Galgotia Publications, New Delhi. 1996 5th Ed.
- Jhingan M. L. – Macro Economic Theory: Vrinda Publications, New Delhi. 2006
- William Branson – Macro Economics: Theory and Policy.1988 2nd Edn.
- Dr. T. G. Gite & others: “SthulArthshastra”, AtharvPrakashan, Pune. 2005.
- J. Harvey and H. Johnson – Introduction to Macro Economics
- D. N. Dwivedi – Macro Economics – Tata McGraw Hill, New Delhi-2006

Course Name: BASIC ACCOUNTING - II

Course Code:

Course Objectives: The objective of the course is to equip the students with the ability to analyze, interpret and apply the basic concepts and theories of accounting in business management. To understand Data Entry system of Book- Keeping, Petty Cash book. Preparing Final and branch Accounts.

Module 1: Depreciation:

- What is Depreciation?
- How to calculate depreciation in small business?
- Types of depreciation
- Straight-line depreciation method
- Unit of Production method
- Double declining method

Module 2: Final Accounts

- Definition of Final Accounts
- Components of Final Accounts : Trading Account, Profit and Loss Account, Balance Sheet
- Trading Account: Study of Debit side of Trading Account, Format of Trading Account
- Profit and Loss Account
- Balance Sheet : Assets & Liabilities

Module 3: ADJUSTMENT TO FINAL ACCOUNTS

- Adjustment Entries in Final Accounts
- Usual adjustments

Module 4: CAPITAL AND REVENUE EXPENDITURE

- Expenditure:
- Capital & Revenue Expenditure

Module 5: INTERNAL AUDITING

- Internal Audit: Meaning,
- Internal Audit: Objectives
- Internal Audit: Advantages

➤ **Reference Books:**

- Mukherjee & Hanif, 'Fundamentals of Accounting', Tata McGraw Hill.
- Khatri, 'Financial Accounting', Tata McGraw Hill
- Libby, 'Financial Accounting', Tata McGraw Hill
- S.N. Maheshwari, 'An Introduction to Accountancy', Vikas Publication.
- Guruprasad Murthy, 'Financial Accounting', Himalaya Publishing
- Accounting Made Simple – Accounting Explained in 100 Pages or Less by Mike Piper
- Financial Accounting - P. C. Tulsian
- Advance Accounting - Dr. Shukla & Dr. Grewal
- Modern Accountancy Volume - A. Mukherjee & M. Hanif

SEM- III

Course Name: HUMAN RESOURCE MANAGEMENT

Course Code:

Course Objectives: After completing this course, the student should be able to –

- To have an understanding of the basic concepts, functions and processes of human resource management.
- To Design and formulate various HRM processes such as Recruitment, Selection, Training, Development, etc.

Module I: Introduction and Scope

- Concept of HRM
- Characteristics of HRM
- Scope of HRM
- Objectives of HRM
- Importance of HRM
- Functions of HRM
- Roles of HRM
- Origin, Evolution and Development of HRM

Module II: Human Resource Planning (HRP)

- Concept of HRP
- Factors affecting HRP
- Process of HRP

Module III: Job Design and its Techniques

- Concept of Job Design
- Approaches to Job Design
- Factors affecting Job Design
- Techniques of Job Design

Module IV: Job Analysis and Description

- Job Analysis
- Significance of Job Analysis
- Process of Job Analysis
- Methods of information collection for Job Analysis
- Job Description
- Components of Job Description
- Job Specification

Module V: Human Resource Procurement

- Concept of Recruitment
- Importance of Recruitment
- Recruitment Process
- Sources of Recruitment
- Meaning of Employee Selection
- Selection Procedure

- Meaning of Employee Placement
- Meaning of Induction
- Induction in Indian companies
- Conducting Effective Induction Programme

- **Reference Book:**
- Human Resource Management by Dr. T. K. Jain, Dr. Preeti Chugh
- Organization Effectiveness and Change Management by V.G. Kondalkar
- O.D. Interventions and Strategies edited by S Ramanarain, T.V. Rao and Kuldeep Singh
- Human Resource Management by Gary Dessler

Course Name: MARKETING MANAGEMENT

Course Code:

Course Objectives: Marketing management course enables a student to understand the fundamentals of marketing concept and the role marketing plays in business. This course enables a student to understand the 'Marketing mix' elements and the strategies and principles underlying the modern marketing practices

Module I: Introduction to marketing

- Introduction to marketing
- Marketing concepts
- Marketing process
- Marketing environment
- Buyer Behavior
- Market segmentation, targeting and positioning
- Introduction to marketing mix

Module II: Product Marketing

- Product Decisions
- Concept Of A Product
- Product Mix Decisions
- Brand Decision
- New Product Development Strategies
- Product Life Cycle Strategies

Module III: Pricing

- Pricing Decisions
- Pricing Objectives and Approaches
- Pricing Policies and Constraints
- Pricing Methods

Module IV: Place (Marketing Channels)

- Nature of marketing channels
- Structure and design of marketing channels
- Retailers and Wholesalers

Module IV: Place (Marketing Channels)

- Nature of marketing channels
- Structure and design of marketing channels
- Retailers and Wholesalers

Module V: Advertising and Promotion

- Promotion Decision
- Promotion Mix
- Advertising Decision
- Objective And Campaign
- Ad Effectiveness
- Sales Promotion And Publicity
- Sales Force Decision

Reference Book:

- Sales and Marketing Management (Mathur Prakash)
- The Practical Guide to Sales & Marketing Management Gene Garofalo

Course Name: LEGAL ASPECTS OF BUSINESS

Course Code:

Course Objectives: The objectives of the course are: To provide a basic understanding of various statutory provisions that confronts business managers while taking decisions.

Module 1: Indian Contract Act – 1872

- Introduction – Definition of contract – agreement – offer – acceptance – consideration
- Contractual capacity – contingent contract – Quasi contract – performance – Discharge –
- Remedies to breach of contract.

Module 2: Partnership & Sale of Goods Act

- Essentials of partnership,
- Rights and duties of partner
- Types of partners.
- Dissolution of partnership.
- Sale of Goods Act: Sale and Agreement to sell, Conditions and Warrantees,
- Transfer of property, Finder of goods, Performance of contract of sale, Rights of an unpaid seller

Module 3: Contract of Agency

- Essentials of Contract of Agency – Creation of Agency
- Kinds of Agents – Comparison Between an Agent and Servant – Comparison Between an Agent
- and Independent Contractor
- Relationship of Principal and Agent – Duties of an Agent – Rights of an Agent
- Duties and Rights of the Principal – Delegation of authority by an Agent –
- Sub Agent Position of Principal and Agent in relation to third Parties
- Termination of Agency.

Module 4: Company – Formation

- Memorandum – Articles – Prospective Shares – debentures
- Directors – appointment – Powers and duties.
- Meetings – Proceedings – Management
- Accounts – audit – oppression & mismanagement – winding up.

Module 5: The Consumer Protection Act, 1986

- Object – Rights of Consumers – Important Terms
- Consumer Complaint - Consumer Protection Councils
- Redressal Machinery – District Forum – State Commission - National Commission.
- Cyber Law -Need for Cyber laws
- Cyber law In India – Information Technology Act – 2000 – Defining Cyber Crime –
- Types of Cyber Crimes – Preventing of Computer Crime

➤ Reference Book:

- Law of Business contracts in India by Sairam Bhat, Sage, www.sagepublications.com
- Company law, Ashok K Bagri, Vikas publishing House.
- Business Law, chandra Bose, PHI learning India PVT Ltd.

Course Name: COST AND MANAGEMENT ACCOUNTING

Course Code: Course

Objectives

1. To impart basic knowledge of both financial and cost accounting.
2. To understand financial statements and reports to make decisions.

Module I: Overview of Cost Management Accounting and Introduction to cost Terms

- Definition, Scope and functions of Management Accounting
- Difference between Management Accounting and Financial Accounting
- The Management Accountant: Strategic Decisions, Decision making,
- Planning and control, Cost-Benefit Approach
- The Chief Financial Officer and The Controller
- Costs and Cost Terminology: Direct Costs and Indirect Costs, Cost Allocation, Variable Costs and Fixed Costs, Cost Drivers, Relevant Range, Total Costs and Unit Costs, Inventoriable Costs and Period Costs, Prime Cost and Conversion Cost
- Relationship Of Types Of Costs

Module II: Cost concepts

- Introduction
- Determination of costs
- Elements of Cost
- Cost classification

Module III: Overheads

- Introduction
- Allocation, Apportionment, Absorption
- Control over Factory
- Administration
- Selling and distribution overheads

Module IV: Marginal costing

- Introduction
- Characteristics/Features of Marginal Costing
- Need for Marginal Costing
- Advantages & Disadvantages of Marginal Costing
- Distinction between absorption costing and marginal costing
- Cost volume profit (CVP) Analysis
- Break Even Analysis
- Margin of safety

Module V: Budget and budgetary control

- Introduction
- Objectives
- Advantages and limitations
- Production budget
- Sales budget
- Cash budget
- Flexible budget

- **Reference Book:**
- Management Accounting – My Khan & P K Jain. Tata Mcgraw hill.
- Management Accounting – A. Murthy and S. Gurusamy – By Tata Mcgraw Hill.
- Management Accounting – Paresh shaw – Oxford University Press.
- Management Accounting – NM Singhvi and Ruzbeh J. Bodhanwala PHI learning PVT Ltd.
- Management Accounting, Principles and Applications – HUGH Coombs, David Hobbs and Ellis Jenkuis – By Sage www.sagepublications.com
- Managerial Accounting – Indian Edition Ronald W. Hicton, G. Ramesh and M. Jayadev by Tata Mcgraw Hill.

Course Name: CONFLICT MANAGEMENT & NEGOTIATION SKILLS

Course Code:

Course Objectives: To enhance and improve the techniques and skills in conflict management; To manage interpersonal disputes among parties; To understand and acquire different negotiation skills.

Module 1: Introduction to Conflict Management

- Meaning and Source of Conflict
- Types of Conflict
- Levels of Conflict
- Traditional and Modern Approaches to Conflict
- Functional and Dysfunctional Conflicts
- Conflict Process
- Management of conflict Resolution & Stimulation Techniques
- Dual Concern Model of Conflict

Module 2: Conflict Handling Styles

- Four Myths about Conflict
- Team Conflict
- Understanding individual styles for handling Inter Personal Conflict
- Cross Cultural differences in Approaches to Conflict
- Importance of Emotional Intelligence

Module 3: Overview of Negotiation

- Elements of Negotiation
- Multiparty Negotiations
- Stages of Negotiation Process
- Issues for Negotiation
- Preparation for Negotiations
- Types of Negotiation
- Strategies and Tactics in Negotiation
- Bargaining & Negotiation- Differences and similarities
- BATNA
- Context of Mediation
- Conciliation
- Arbitration
- Principles of Persuasion
- Persuasion Strategy and its Effectiveness

Module 4: Effective Negotiations Skills

- Need for Developing Negotiation Skills
- Breakdown of Negotiation- Causes and Consequences
- Third Party Intervention
- Impasse and Alternative Dispute Resolution (ADR)
- Intractable Negotiations, Characteristics that make a Negotiation more intractable
- Effective Negotiation- Mutual Trust and Understanding
- Challenges for Effective Negotiators

Module 5: Cultural Dimensions in Negotiation

- Understanding Cultural Differences in Negotiation
- Hofstede's Cultural Dimensions

- Seven Pillars to Negotiational Wisdom
- International Negotiations
- Best Practices in Negotiations

- **Reference Book:**
- Booth, A., Crouter, A. C., & Clements, M. (Eds). Couples in Conflict. Mahwah, NJ: Lawrence Erlbaum.
- Casing a Promised Land by Goodall: Carbondale: Southern Illinois University Press.
- Conflict Management & Organization Development by Willem F.G. Mastenbroe: John Wiley & Sons.
- Coser, L. The Functions of Social Conflict. New York: Free Press.
- Cupach, W.R. & Canary, D.J (1997). Competence in Interpersonal Conflict. Prospect Heights, IL: Waveland.
- International Journal of Conflict Management by Jones, T.S., Remland, NonVerbal Communication and Conflict Escalation: An attribution Based Model.
- Leading Through Conflict, How Successful Leaders Transform Differences into Opportunities by Mark Gerzon: Harvard Business School Press.
- Nagy, M. Philosophical Issues in the Psychology of C.G. Jung. Albany: SUNY Press.
- “Negotiating the Impossible: How to Break Deadlocks and Resolve Ugly Conflicts” by Malhotra

SEM- IV

Course Name: ENTREPRENEURSHIP DEVELOPMENT

Course Code:

Course Objectives: The students develop and can systematically apply an **entrepreneurial** way of thinking that will allow them to identify and create business opportunities that may be commercialized successfully. process; protection of intellectual property involving patents, trademarks, and copyrights

Module I: Introduction

- Meaning, Definition And Concept Of Entrepreneur
- Entrepreneurship And Entrepreneurship Development
- Factors Affecting Entrepreneurship
- Characteristics And Skills Of An Entrepreneur
- Entrepreneur V/S Manager
- Concepts Of Intrapreneurship
- Types Of Entrepreneurs, Functions Of Entrepreneur
- Advantages Of Becoming An Entrepreneur
- Entrepreneurial Decision-Process, Challenges Faced By Entrepreneurs
- Common Mistakes In Entrepreneurship, And Changing Role Of Entrepreneur
- Women Enterprises
- Social Entrepreneurship
- Rural Entrepreneurship

Module II: Entrepreneurial Finance& Development Agencies

- Estimating Financial Funds Requirement
- Sources of finance – Banks VIEW
- Various Financial institutions (including IFCI, ICICI, IDBI and SIDBI)
- Financing of small scale industries in Developing Countries
- Role of Central Government and State Government in Promoting Entrepreneurship with Various incentives, Subsidies, Grants
- Export Oriented units – Fiscal & Tax Concessions
- Role of Agencies Assisting Entrepreneurship:
- DICs, SSIs
- NSICs, EDII
- NIESBUD, NEDB
- Entrepreneurship Development Institute (EDI)
- New initiatives taken by Government to Promote Entrepreneurship in India at Larger Scale

Module III: Developing Entrepreneurial Mind-set

- Idea Generation-Sources and Methods
- Identification and Classification of ideas
- Individual Creativity: Roles and Process
- idea to Business opportunity
- Entrepreneurial Motivation, Meaning of Entrepreneurial Competencies
- Major Entrepreneurial Competencies
- Developing Entrepreneurial Competencies
- Opportunity Assessment
- Business opportunities in Various Sectors
- Challenges of New Venture Start-Up
- Reasons for failure of New Venture
- How to begin with Low investment

Module IV: Developing a Business Plan

- Environmental Scanning and SWOT analysis
- The Business Plan as an Entrepreneurial Tool
- Business Planning Process:
 - Elements of Business Planning
 - Preparation of Project Plan
- Components of an ideal Business Plan:
 - Market Plan, Financial Plan
 - Operational Plan
 - Feasibility Analysis Aspects
 - Economic Analysis
 - Financial Analysis
 - Market and Technological feasibility

Module V: Launching a New Venture

- Steps involved in launching a business (Process Charts)
- Various Forms of business ownership
- Registration of business units
- Start-up to going IPO
- Revival, exit and end to a Venture

Reference Book:

1. “Entrepreneurial Development” by Khanka S S
2. “Entrepreneurial Development and Small Business Management” by Dr P T Vijayashree & M Alagammai
3. “Entrepreneurial Development” by Desai

Course Name: LEADER SKILLS AND MANAGERIAL EFFECTIVENESS

Course Code:

Course Objectives: After completing this course, participants should be able to:

1. Understand the fundamental aspects of managing and leading organizations
2. How to practice effective leadership and management
3. How to create Team giving best output.
4. How to Manage Change, Communication and Action Plan

Module 1: Introduction to Leadership & Management

- Differentiating between Management and Leadership
- Factors of Leadership
- Leadership challenges at work
- Management challenges at work

Module 2: Practicing Effective Leadership

- Recognising Leadership Styles:
- Effective delegation and situational leadership
- The Managerial Grid: Blake and Mouton
- Four development levels of followers
- The four situational leadership styles
- Adapting your leadership style
- Influencing and motivating your team
- The Art of Persuasion and Negotiation
- The Speed of Trust – The Heart of Leadership

Module 3: Practicing Effective Management

- The Essentials of Management: Planning, Organising, Controlling
- The Top Ten Qualities of an Excellent Manager
- Interviewing and Selection Skills
- Running Effective Meetings
- Making Effective and Impactful Presentations
- Managing Performance

- Decision Making and Delegation Skills

Module 4: Creating High Performance Teams

- Teamwork in Action
- Team Learning and Performance
- Team Evolution Stages
- Managing Remote Teams
- Coaching and Mentoring Skills for Managers
- Managing of Challenging Behaviors
- Managing Pressure: Urgency vs Important
- Strategies for Different Quadrants on the Matrix

Module 5: Managing Change, Communication and Action Plans

- Understanding Change and How Teams Respond
- The content and process dimensions of change
- Why do Organisations Resist Change?
- Overcoming Resistance
- Managing Change Effectively
- Effective Communication Skills
- Improving internal communications
- Getting Things Done: Practical Action Planning
- **Reference Book:**
 - Bass, B.M. (1990). Bass and Stogdill's Handbook of Leadership: Theory, Research and Managerial Applications. 3rd Ed. New York: Free Press.
 - Bing, John W. (2004, February).—Hofstede's Consequences: The impact of his work and on consulting and business practices. The Academy of Management Executive. Briarcliff Manor: February 2004. Vol.18, No. 1: pp. 80-87.
 - Black, J. Stewart & Porter, Lyman W. (1991) Managerial Behaviours and Job Performance: A Successful Manager in Los Angeles May Not Succeed in Hong Kong. Journal of International Business Studies, 1991, 22(1): 99-114., Journal of International Business Studies, 22(1), 99-114
 - Bolman, Lee G., and Deal, Terrence E. (2003). Reframing Organisations: Artistry, Choice, and Leadership. San Francisco: Jossey-Bass Publishers.

Course Name: PROJECT MANAGEMENT

Course Code:

Course Objectives: 1. To develop critical thinking and knowledge in project Management's theory and practice.

- To help students develop the competence of analyzing the feasibility of the project.
- To provide the student with analytical skills for solving problems relating to project management..

Module 1: Introduction to Projects

- Definition of Project Management
- Project Management
- Project Manager and his Responsibilities
- PM as a Profession
- Selection of a Project Manager
- Fitting Projects into Parent Organization
- Project Management Team
- Phases of Project Management
- Project Environment
- The 7S of Project Management

Module 2: The Project Life Cycle

- Concept of Project Management
- Project Life Cycle
- Project Classification Extended and Project Life Cycle

Module 3: Strategic Management and Project Selection

- Selection Process of Project
- Project Selection and Criteria
- Nature of Project Selection Models
- Types of Project Selection Models
- Analysis under Certainty

Module 4: Project Analysis and Selection

- Project Initiation and Resource Allocation
- Why is Resource Allocation needed?
- Market Analysis and Demand Analysis
- Criteria for a Good Forecasting Method
- Technical Analysis
- Material Inputs and Utilities
- Basis of Government Regulatory Framework
- Project Proposal and Project Portfolio Process

Module 5: Functions of a Project Manager

- Functions of a Project Manager
- Roles and Responsibilities of a Project Manager
- Delegation of Authority
- Building Project Team
- Project Organisation
- Matrix Organisation
- Project Team and Human Factors

➤ **Reference Books:**

- Clements/Gido, Effective Project Management, Thomson
- Clifford F. Gray and Erik W. Larson, Project Management, Tata McGraw Hill
- Dennis Lock, Project Management, Ninth Edition, Gower
- K. Nagarajan, Project Management, Third Edition, New Age International
- P.C.K. Rao, Project Management and Control, Sultan Chand & Sons
- Prasanna Chandra, Projects – Planning, Selection, Financing, Implementation, and Review, Sixth Edition, Tata McGraw Hill
- Vasant Desai, Project Management, Second Revised Edition, Himalaya Publishing House

Course Name: SMALL BUSINESS MANAGEMENT

Course Code:

Course Objectives: To enable the students to know the importance of small scale business in a developing economy like India and motivate the students to start small scale business.

Module 1: Basics of Small Business Enterprise

- Small Business – Definition – Features
- Role of Small Business in Economic Development
- Reasons for Establishing Small Business
- Quality of Small Businessmen
- Advantages and Disadvantages of Small Business
- Reasons for Failures of Small Business
- Characteristics of Successful Small Businessmen
- Different Stages of Small business
- Steps in Setting up a Small Business
- Crisis Management in Business
- Relationships between Small and Large Units
- Small Sector in India
- A note on Family Business.

Module 2: Dynamics of Small Business

- Concepts and Definitions of Small Scale Industries (SSIs)
- Role of SSIs –
- Government Policy and Development of SSIs
- Growth and Performance –SSI
- Reservation of items for SSI
- Problems of SSI
- Sickness of SSI: Causes, Symptoms and Cures

Module 3: Institutions Supporting Small Business

- Central, State and Other Institutional Support for SSI
- Technological Upgradation and Institutional facility for SSI
- Incentives and Subsidies for SSI.

Module 4: Management of Small Business

- Production Management in Small Business Enterprises
- Financial Management in Small Business Enterprises
- Marketing Management in Small Business Enterprises
- Strategic Management in Small Business Enterprises
- Personal Management in Small Business Enterprises
- Office Management in Small Business Enterprises

Module 5: International Small Business

- Preparing to go International
- International Business Plan
- Establishing Business in Another Country
- Exporting & Importing
- Financial Mechanisms for Going International
- The International Challenge

➤ Reference Books:

- Small Business Management Hardcover – 26 September 2013 by Leslie Palich (Author), Frank Hoy (Author), Justin G. Longenecker (Author), J. Petty (Author).

Course Name: DIGITAL MARKETING & E –COMMERCE

Course Code:

Course Objectives: The Course aims to provide an insight into the dynamic and exciting industry that is digital marketing and e-commerce.

Module 1: Introduction to E-commerce

- E-Commerce – Meaning, Features of E-Commerce, Categories of E-Commerce, Advantages and Limitations of E-Commerce, Traditional Commerce and E-Commerce
- E-Commerce Environmental Factors: Economic, Technological, Legal, Cultural and Social
- Factors Responsible for Growth of E-Commerce, Issues in Implementing E-Commerce, Myths of E-Commerce.
- Impact of E-Commerce on Business, E-Commerce in India
- Trends in E-Commerce in Various Sectors: Retail, Banking, Tourism, Government, Education
- Meaning of M-Commerce, Benefits of M-Commerce, Trends in M-Commerce

Module 2: 2 E-Business and Applications

- E-Business: Meaning, Launching an E-Business, Different Phases of Launching an E- Business
- Important Concepts in E-Business: Data Warehouse, Customer Relationship Management, Supply Chain Management, Enterprise Resource Planning.
- Bricks and Clicks Business Models in E-Business: Brick and Mortar, Pure Online, Bricks and Clicks, Advantages of Bricks and Clicks Business Model, Superiority of Bricks and Clicks, E-Business Applications: E-Procurement, E-Communication, E- Delivery, E-Auction, E-Trading.

- Electronic Data Interchange (EDI) in E-Business: Meaning of EDI, Benefits of EDI, Drawbacks of EDI, Applications of EDI.
- Website: Design and Development of Website, Advantages of Website, Principles of Web Design, Life Cycle Approach for Building a Website, Different Ways of Building a Website

Module 3: Payment, Security, Privacy and Legal Issues in E-Commerce

- Issues Relating to Privacy and Security in E-Business.
- Electronic Payment Systems: Features, Different Payment Systems: Debit Card, Credit Card, Smart Card, E-Cash, E-Cheque, E-Wallet, Electronic Fund Transfer.
- Payment Gateway: Introduction, Payment Gateway Process, Payment Gateway Types, Advantages and Disadvantages of Payment Gateway.
- Types of Transaction Security.
- E-Commerce Laws: Need for E-Commerce laws, E-Commerce Laws in India, Legal Issues in E-Commerce in India, IT Act 2000

Module 4: Digital Marketing

- Introduction to Digital Marketing, Advantages and Limitations of Digital Marketing.
- Various Activities of Digital Marketing: Search Engine Optimization, Search Engine Marketing, Content Marketing and Content Influencer Marketing, Campaign Marketing, E-mail Marketing, Display Advertising, Blog Marketing, Viral Marketing, Podcasts and Vodcasts.
- Digital Marketing on Various Social Media Platforms.
- Online Advertisement, Online Marketing Research, Online PR.
- Web Analytics.
- Promoting Web Traffic.
- Latest Developments and Strategies in Digital Marketing.

Module 5: Managing your career

- What do Digital Marketers do?
- Where to work in Digital Marketing : Client-side, Vendor, Agency
- Digital Disciplines
- Preparing for Job in Digital Marketing & E-commerce

Reference Books:

- Risk Management for meeting and events by Julia Rutherford silvers
- Event Risk Management and Safety (The Wiley Event Management Series) by Peter. E. Tarlow

Bachelors for Business Administration in Retail Operations

CURRICULUM & COURSE CONTENT FOR RETAIL

OPERATIONS – Third YEAR

SEM-V

Course Name: FUNDAMENTALS OF RETAILING

Course Code:

Course Objectives: The main objective of the course is as follow:

To provide basic knowledge of retailing and its evolution in India.

Making students understanding of retail planning and operation management, aspects of store layout.

Proficiency retail HRM, retail selling skills. To provide basic knowledge of retail location, merchandising and franchising, outsourcing. Understanding of CRM in retail.

Module I: Introduction to Retail Environment

- Introduction to Retailing
- Evolution of Retailing Environment
- Formats of Retailing
- Theories of Retail

Module II: Retail Planning and Development

- Understanding the Retail Customer
- Research for Retailing
- Strategic Retail Planning Process
- Location Decisions
- Growth Strategies

Module III: Store Operations

- Introduction
- Store Layout
- Store
- Store Procedures
- Store Maintenance

Module IV: Billing, Transport and Delivery

- Introduction
- Billing Procedures
- Elements of Transportation
- Delivery Procedures
- Laws in Record Maintenance

Module V: Security Operations & Housekeeping in Retail

- Introduction
- Security Points in Retail Store

- Role and Functions of Security Personnel
- Material Handling in Housekeeping
- Procedure in Housekeeping

Reference Book:

- Bajaj C, Tuli R. Shrivastava N.V. (2010) Retail Management, Oxford University Press.
- K.V.S. Madaan, (2009) Fundamental of Retailing, Tata MC Graw Hill.
- Michael Levy, Barton Weitz, AjayPandit (2017) Retailing Management, Tata McGraw Hill.
- Piyush Kumar Sinha and Dwarika Prasad Uniyal (2018) Managing Retailing 3rd edition, Oxford University Press (OUP)

Course Name: RETAIL AND VISUAL MERCHANDISING MANAGEMENT

Course Code:

Course Objectives:

To introduce the students to the modern and complex subjects of Visual merchandising. The course deals with the important topic of Visual merchandising which deals with the art and science of tastefully displaying the merchandise to the customers in order to enhance store ambience and at the same time aiding the customer in all stages of the purchase cycle.

Module 1: Introduction to visual merchandising

- Definition Of Visual merchandising
- History of Visual merchandising
- Understanding the current trend in Visual merchandising

Module 2: Display Basics

- Store Exterior & Interiors Element of Display
- AICDS
- The basics Of Visual merchandising

Module 3: Planning for Visual creativity

- Introduction
- Quality and Process
- Experiential Retail
- Seven Requirements for Becoming Customer-centric
- Generation C

Module 4: Store Planning & fixtures, Calendar

- Store Planning & Fixtures
- Circulation plan
- Plano gram

Module 5: Merchandise planning, Window display& Tools

- Merchandise presentation
- Window display
- Visual merchandising hands on

Reference Book:

- Swati Bhalla & AnuraagSingha , Visual Merchandising
- Robert Colborne, Visual Merchandising: The Business of Merchandise Presentation
- Paul J. Russell, Field Visual Merchandising Strategy: Developing a National In-store Strategy Using a Merchandising Service Organization

Course Name: RETAIL RESEARCH METHODOLOGY

Course Code:

Course Objectives: At the end of this course, the students should be able to: • understand some basic

concepts of research and its methodologies • identify appropriate research topics • select and define appropriate research problem and parameters • prepare a project proposal (to undertake a project) • organize and conduct research (advanced project) in a more appropriate manner

Module 1: Introduction of Research Methodology

- Meaning and Scope
- Need for business research
- Steps in Research Process
- Identification of research problem
- Introduction of Review of Literatures
- Importance of Review of Literatures
- Components of Literature Review

Module 2: Variable & Classification of Research

- Variables Types of variables
- Developing hypothesis based on variables.
- Types of Hypotheses

Module 3: Scale & Research Design

- Importance of Measurement
- Types of Scale
- Purpose of Research Designs
- Classification of Research Designs
- Types of Data Sources
- Methods of Data Collection

Module 4: Framing of objectives, Rationale & Sampling

- Purpose of Research Objectives.
- Framing of Research objectives
- Connecting research objectives with data requirement and appropriate research design
- Need for Sampling
- Sampling Plan
- Types of sampling techniques and their application

Module 5: Designing Data Collection Tools

- Questionnaire & its design process
- Designing Focus Groups
- Observations Study
- Interview schedule
- Data Collection, Field Work & its challenges.

Reference Books

- Business Research Methods – Donald Cooper & Pamela Schindler, TMGH, 9th edition
- Business Research Methods – Alan Bryman & Emma Bell, Oxford University Press.

- Research Methodology – C.R.Kothari

Course Name: CUSTOMER RELATIONSHIP MANAGEMENT

Course Code:

Course Objectives: To describe the importance of Customer Relationship Management in Marketing Decision Making. To demonstrate the various CRM strategies adopted by the companies.

Module 1: Introduction to CRM

- Definition and concepts of CRM,
- Components of CRM,
- Understanding the goal of CRM and
- Customer Touch Points.

Module 2: CRM PROCESS

- Introduction and Objectives of a CRM Process;
- an Insight into CRM and eCRTA/online CRM, The CRM cycle i.e. Assessment Phase;
- Planning Phase; The Executive Phase;
- 4C's (Elements) of CRM Process,
- CRM Process for Marketing Organization,
- CRM Affiliation in Retailing Sector

Module 3: Developing CRM Strategy

- Role of CRM in business strategy,
- Understanding Service Quality: Technical, Functional, and dimensions of service quality,
- Managing Customer communications

Module 4: CRM Implementation

- Choosing the right CRM Solution;
- Framework for Implementing CRM: a Step-by-Step Process: Five Phases of CRM Projects
- Development Customizations;
- Beta Test and Data Import; Train and Retain;
- Roll out and System Hand-off

Module 5: Sales Force Automation

- Sales Process,
- Activity, Contact,
- Lead and Knowledge Management
- Field Force Automation.

Reference Book:

- S.Shanmuga sundaram: "Customer Relationship Management" Prentice Hall of India.
- Jagadish N. Seth, Atul Parvatiyar, G. Sahinsh, Customer Relationship Management, McGraw Hill, 2008.
- Ed Peelen: "Customer Relationship Management" Pearson, Education

Course Name: RETAIL SUPPLY CHAIN MANAGEMENT

Course Code:

Course Objectives:

The purpose of this course is to impart to the students an understanding of management concepts with a view to prepare them to face emerging challenge of managing business supply chain. Understand modern business practices, forms, procedures and functioning of commercial organizations. To know the essential elements in designing a formal supply chain organisation system with an objective of effectiveness and efficiency.

Module 1: 21st Century Supply Chains

- INTRODUCTION AND CONCEPT
- GENERAL SUPPLY CHAIN MODEL
- FINANCIAL SOPHISTICATION OF A SUPPLY CHAIN
- LOGISTICS
- LOGISTICS OF SUPPLY CHAIN
- LOGISTIC OPERATION ARRANGEMENTS
- FLEXIBLE STRUCTURE OF A SUPPLY CHAIN
- THE FIVE STEPS TO ACHIEVE SUPPLY CHAIN SYNCHRONIZATION

Module 2: Inventory Management

- Introduction
- Advantages and Disadvantages of Inventory
- Constituents of Inventory Costs
- Economic Order Quantity (EOQ)
- Selective Control of Inventory
- Inventory Turnover Ratio

Module 3: Transportation

- Introduction, Functions of Transport Department
- Constituents of Transportation Cost
- Modes of Transport
- Transport Documents

Module 4: Packaging

- Introduction
- Functions of Packaging
- Problems of Packaging
- Types of Packaging
- Packaging Machines and Materials
- Labelling and Symbols in Packaging

Module 5: Warehouse

- Introduction
- Economic Benefits,
- Ownership Arrangements
- Owner-operated Warehouses
- Designing a Warehousing System
- Warehouse Decisions
- Integrated Warehouse Management Solution Provides Significant Productivity Increase

Reference Books

- Supply chain management best practices- David Blanchard
- Channel Management and Retail Management – Meenal Dhotre

SEM-VI

Course Name: RETAIL STORE OPERATION AND MALL MANAGEMENT

Course Code:

Course Objectives: To familiarize students with the decisions involved in running a retail firm and the concepts and principles for making those decisions • Provide the students with the understanding of the concepts and the components of Modern Retail Store Operation and as the modules proceed further the student will understand the different activities centered in the store operation.

Module I: Introduction to store operation

- Introduction: An Overview of Retail Operations
- Services of a Retailer
- Stores Organization
- Pre-Store Opening
- Concept of Distribution Centre
- Distribution Channel Selection
- Store Opening and Closing
- Receiving and Inspection
- Storage System

Module II: Functional Areas of a store

- Store Finance and Controls
- **Stock Verification**
- Stock management
- The Customer Service Desk
- HR in Operations

Module III: Store Operational Activities

- Inside a store
- Using RFID for Inventory Control, Stock Security and Quality Management
- Control the Quality of Your Stock
- Stock management
- Retail Arithmetic
- Loss Prevention & Shrinkage Control

Module IV: SOP I

- About SOP for Retail
- What is food safety and hygiene?
- How YRC Can Boost Your Retail Business?
- Standard Operating Procedures (SOP): What, Types and How to Write?
- Why do you Need Standard Operating Procedures (SOP)?
- What an Ideal SOP Document Includes
- Top 4 Tips for Keeping Food Safe in Catering

Module V: SOP II

- SOP for Loss Prevention
- SOP for Inventory & Stock Management
- SOP for Cashiering
- SOP for Customer Handling

Reference Books :

RETAIL STORE OPERATIONS by Iyer ; Publisher : Tata McGraw-Hill Education Mall
Management Paperback – 1 January 2009 by Arif I. Sheikh (Author), Dr. Kaneez Fatima
(Author)

Course Name: RETAIL BRANDING

Course Code:

Course Objectives:

The objective of this course is to develop a understanding in Retail Branding concept Brand Equity, Brand positioning Strategies. How to Manage the Brand Over Time

Module 1: Introduction to Retail Branding

- Branding
- Brand
- Brand Management
- Concept of Retail Branding
- How important is the brand in the retail sector?
- Difference Between Product and Brand
- Definition of Product
- Definition of Brand
- Branding Challenges: The Challenges faced by Brand Managers
- 7 Excellent Branding Opportunities You Have Right Now

Module 2: Brand Equity

- Strategic brand management – Process, Importance and Examples
- What is Customer- Based Brand Equity?
- Sources of Brand Equity

Module 3: Brand Positioning and Brand Elements

- Brand Positioning: Definition, Importance, Examples and Strategy Steps
- Elements of Brand
- Benefits of Branding for the Consumer
- Types of Brand Elements with Examples
- Private Labeling in Retail: How It Works, Pros and Cons
- How to order samples from private label manufacturers
- Advantages of private label brands
- Disadvantages of private label brands
- Private Labels: Their growing importance in Retailing
- Private Label is a Winning Strategy for Retail Success
- What Retailers are doing

Module 4: Managing Brand Over Time

- How to Manage Brands over Time
- What is Brand Reinforcement?
- Brand Revitalization
- 9 Strategies to Revive You're Lagging Brand
- It's a Brand Crisis: First Things First
- Food What Now For My Brand?
- A Bump in the Road for Brands

- Above All: Practice, Practice, Practice

Module 5: Sustaining Branding Strategies in Retail Scenario

- What Is Brand Hierarchy?
- Brand Hierarchy Levels
- How To Create A Brand Hierarchy
- Importance Of Brand Hierarchy
- Hybrid Branding (or Endorser Branding)
- House of Brands (Or Family of Brands)
- What Is Brand Extension?
- Brand Extension Advantages And Disadvantages
- BRAND TRANSFER
- REASONS FOR BRAND TRANSFERS
- Case Study: Zara's Entry into Indian Retail Fashion Market:
- Target Market

Reference Book

- Power of Retail Branding, The Hardcover – 10 January 2006 by Visual Reference Publications (Author)
- How to Build Successful Retail Brands in a Changing Marketplace by Ko Floor

Course Name: RURAL RETAILING

Course Code:

Course Objectives: Students will be able to understand: The insights related with Rural Retailing, Rural Marketing Strategies and Study the Existing Rural Retail Player Performance.

Module 1: Introduction to Rural Marketing

- Introduction
- Nature and Characteristics of Rural Market
- Product Promotion in Rural Markets
- Strategic Challenge – Understanding Customers' Needs
- Unique Selling Proposition
- Market Evolution
- Market and Manufacture
- Rural Marketing Environment
- Rural Political Environment
- Features of Indian Rural Markets
- Understanding Rural Markets
- Changing Profile of Rural Marketing

Module 2: Introduction to Rural Retailing

- Retail Management
- Direct Marketing
- Multichannel Retailing
- Types of buying decisions
- Role of retailing
- FDI in Retail

Module 3: Rural Retailing Experiences

- INTRODUCTION
- ITC's CHOUPAL SAGAR:
- TATA KISAN SANSAR (TKS)
- GODREJ - AADHAR AND MANTHAN
- DCM HARIYALI KISSAN BAZARS
- CHALLENGES FACED BY ORGANIZED RURAL RETAIL OUTLETS IN PENETRATING RURAL MARKET
- STRATEGIES FOR SUCCESSFUL RURAL RETAIL

Module 4: Rural Retail Marketing Strategies

- Rural Retail Product Strategies
- Industrial Products
- Individual Product Decisions
- Product Line Strategies
- Rural Retail Pricing Strategies
- Retail Business
- Leasing and Hire Purchase
- Rural Retail Promotion Strategies

Module 5: Future of Rural Retailing

- Rural India, market of the future
- The Future of Rural Retailing
- Rural Development
- Rural Development in India
- Brand Attributes & Decisions
- Schemes for Rural Development launched by Government of India
- How ICTs can be used in Rural Markets?
- **Reference Book**
- Indian Rural Retailing: A Changing Scenario: An Indian Perspective. (Retail Marketing, and Rural Marketing Book Kindle Edition by Dr. Deepaak Kumaar Jain (Author)
- Rural Retailing in India Hardcover – 2011 by Naresh Kumar Yadav (Author), Awadhesh Kumar Singh (Author)

Course Name: RETAIL DATA ANALYTICS

Course Code:

Course Objectives: After completion of course student will be able to reiterate the importance of data analysis in effective retail marketing decision making To enable incumbents to understand the significance of data and pursue data preparation, its. Treatment and analysis to introduce the students to SPSS for efficient conduct of data analysis. To appraise students about various univariate and bivariate data analysis tests. To familiarize students about the contents of report writing.

Module 1: Retail Analytics

- AN INTRODUCTION TO RETAIL DATA ANALYTICS
- What is Retail Analytics?
- What Can I Use Retail Analytics For?
- Types of retail analytics.
- 4 Components of an Analytics Model

- How data & analytics is fueling the retail industry?

Module 2: Data Preparation, Cleaning and Primary Analysis

- What is test marketing?
- Pilot Study
- Data Preparation
- Steps in the data preparation process
- Descriptive Analysis
- Types of Descriptive Analysis
- What is data organization?
- Data organization
- Data cleaning
- Testing Normality of Data using SAS
- Reliability vs Validity: Differences & Examples
- Cross Tabulation

Module 3: Parametric & Non Parametric Test

- PARAMETRIC TEST
- What is a *t*-test?
- What is a Chi-square test?
- What is correlation?
- What is a p-value?
- What is simple linear regression?
- What is one-way ANOVA?
- A one-way ANOVA example

Module 4: Reporting Results

- How are qualitative data displayed?
- Reporting results
- **Reference Book:**
- Retail Analytics: The Secret Weapon (Wiley and SAS Business Series Book 45 Kindle Edition by Emmett Cox)

Course Name: Product & brand Management

Course Code:

Course Objectives:

Understanding the relationship between corporate strategy and product/brand decisions, learning how to develop and manage new and existing products through their lifecycle, and gaining expertise in building and defending a strong brand

Module 1: Product Concepts

- Definition Of 'product'
- What Is a Product?
- Product Mix
- Importance of a Product Mix
- Example of a Product Mix
- Product Market Mix Strategy
- There are three main categories of products, namely -
- Packaging
- Major functions - Packaging
- Importance Of Packaging
- Types of Packaging
- Features Of Good Packaging
- Product Modification
- Some important strategies of product modification are as follows:
- New Product Development
- What are the characteristics of successful new product development?
- 7 Stages Of New Product Development
- Product Innovation
- Models for New Product Development
- Generic Product Development Process
- New Product Development

Module 2: New Product Development

- New Product Introduction
- Here are five examples of a product development strategy:
- Product development strategy examples (Technology)
- Product Portfolio Analysis
- Four rules determine the cash flow of a product.
- The balanced portfolio has:
- Four steps in creating ADL Matrix:
- The ADL matrix has several limitations
- DIMENSIONS OF PRODUCT PORTFOLIO:
- APPROACHES TO PRODUCT PORTFOLIO:
- Idea Challenge
- SCAMPER Technique
- Product Maps
- Market Mapping
- Idea Screening
- Concept Testing & Selection
- What is a new product concept?
- What is concept testing?
- Benefits of concept development and testing
- Design for Manufacturing
- Why is Design for Manufacturing Important?

Module 3: Perceptual Mapping

- Perceptual Map
- Perceptual Mapping Tools You Can Use
- Keller's Brand Equity Model
- Applying the Model
- Flowcharts & Process Diagrams
- Product Planning
- Marketing Analysis Diagram
- Stakeholder Onion Diagrams
- Fire Exit Plan. Building Plan Examples
- Limitations of Diffusions of Innovation Theory
- Adoption Process
- Looking for a Market Gap
- Crowding a Competitor to Gain Market Space
- Repositioning a Competitor
- Adopting a me-too positioning

Module 4 – Brand Management

- Brand Management - Meaning and Important Concepts
- Importance of Brand Management
- Benefits of Branding
- Online Branding
- Brand Attributes & Decisions
- What is brand awareness?
- Strategies and examples of building brand awareness
- Here are the best pieces of brand-building advice
- Brand Personality
- Brand Positioning
- Attribute Positioning
- Price positioning strategies

Module 5 – Brand Equity

- Brand Equity Models
- Brand Asset Valuator
- Brand Resonance Pyramid
- Measuring Brand Equity
- Brand Audit
- Brand Tracking
- Brand Valuation Approaches and Methods
- COST BASED APPROACH
- MARKET BASED APPROACH
- Income Based Approach
- FORMULARY APPROACH
- Brand Reinforcement
- Brand Resonance
- Brand Crisis

- Reference Book:
- Product and Brand Management" by Manish Bansal & Babita Singla