OUTLINES OF TESTS SYLLABI AND COURSES OF READING

FOR

B.Voc. (Retail Management)

for the session 2014-15
DIFFERENT LEVELS OF B.VOC (Retail Management)

<table>
<thead>
<tr>
<th>Year</th>
<th>NSQF LEVEL</th>
<th>CREDITS (SKILL COMPONENT)</th>
<th>CREDITS (GENERAL EDUCATION CREDITS)</th>
<th>MINIMUM QUALIFICATION REQUIRED</th>
<th>EXIT POINTS/ AWARDS</th>
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B.Voc.(Retail Management)

Scheme of Examinations and Syllabus for the Session 2014-15

Note:

1  **Instruction for paper setter:** There will be two units in each subject. The question paper of each subject covering entire course shall be divided into three sections:

   **Section A (20 marks)**

   This section will have six short answer questions from the entire syllabus. Students are required to attempt any four questions from this section. Each Question will carry five marks.(4x5=20)

   **Section B (30 marks)**

   Students are required to attempt any two questions out of the three questions from syllabus (Unit-I) from this section. Each Question will carry fifteen marks.(2x15=30)

   **Section C (30 marks)**

   Students are required to attempt any two questions out of the three questions from syllabus (Unit-II) from this section. Each Question will carry fifteen marks.(2x15=30)

2  Examination in each subject will be of 3 hours duration.

3  Maximum Marks for External/written examination is 80 Marks and internal assessment is 20 marks except for Viva-voce examination.

**N.B** Use of non-programmable calculators by the students in the Examination Hall is allowed. The Calculator will not be provided by the university.
<table>
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<th>S.NO</th>
<th>Code No.</th>
<th>PAPER TITLE</th>
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**4th SEMESTER**

**Part A : General Foundation Course**

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<th>Managing Behavior at Work Place</th>
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**Part B : Skilled Courses**

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**5th Semester**

**Part A : General Foundation Course**

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DETAILED SYLLABUS FOR B.VOC (RETAIL MANAGEMENT)

SEMESTER I

Paper GFC 101: COMMUNICATION SKILLS

Objective: The objective of this course is to develop communication skills, discover what business communication is all about and learn how to adapt the communication experiences in life and to the business world.

Unit-I

Communication Concept; Communication Process; Principles of Communication; Types of Communication - Interpersonal Communication - Gateway to effective interpersonal Communication; Barriers to Communication- Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers; Importance of Communication.

Organizational Communication; Communication Problems of the organization; Informal Communication system; Approaches to Organizational Communication; Non-verbal Communication - Written Communication - Processes - Business Letters - Memos - E-Mail - Agenda - Technological Aids.

Unit-II

Report Writing - Business and Academic Report writing, Methodology, Procedure, Bibliography, Communication Networks - Intranet, Internet, SMS, Teleconferencing, Videoconferencing; Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports.

Business Correspondence- Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence.

Practical: Writing correspondence to vendors, dealers or customers for relation building, conducting video conferencing.

References:
2. *Management* - Rocky W. Griffin, Biztantra Publication
5. *Communication Skills* - Sanjay Kumar & PushpLata, Oxford University Press
Paper GFC 102: COMPUTER FUNDAMENTALS

Objective: The course provides students a fundamental understanding of information systems concepts and their role in contemporary business.

Unit-I


Unit-II


Overview of Computer Applications in Public Services and Business: Office Automation applications - Word Processor (MS -Word), Spreadsheet (MS -Excel), Graphics & Presentation (MS Æ Power Point), Computerized Accounting -Basics of Tally.

Practical: Lab Sessions on specific topics of syllabus.

References:

1. Foundation of computing, Sinha, P.K., Priti Sinha, BPB Publications.
2. Introduction to Information Technology, Turban, Rainer and Potter, John Wiley and sons.
Paper BIR 101: RETAIL CONCEPTS – THEORY

Objective: To understand the basics of retailing, evolution of retailing, retailing strategy and global retail markets.

Unit- I

Retailing- Meaning, Nature, Classification, Scope and Importance

Factors influencing Retailing, Functions under Retailing, Retailing as a career

Developing and applying Retail Strategy, Strategic Retail Planning Process, Retail Organization, The changing structure of retail, Classification of Retail Units, Retail Formats: Corporate chains, Retailer Corporative and Voluntary system, Departmental Stores, Discount Stores, Super Markets, Warehouse Clubs.

Unit - II

Merchandising Mix, Retail Models and Theory of Retail Development, Business Models in Retail, Concept of Life cycle Retail. Emergence of Organized Retailing, Traditional and Modern Retail Formats in India, Retailing in Rural India, Environment and Legislation for Retailing, FDI in Retailing.

Practical: Discussion of Case Study on Retail Industry

Compulsory Training: On-the-Job Training for a period of 40 hours where student will take assistance with Retail Store as Sales Assistance.

References:
1. Swapana Pradhan- Retailing Management
2. Dravid Gilbert- Retail Marketing
4. A. J. Lamba- The Art of Retailing
5. Barry Berman, Joel R Evans- Retail Management- A Strategic Approach
Paper BIR 102: MANAGEMENT PROCESS

Objective: To understand the principles & functions of Management, Process of decision making and modern trends in management process.

Unit-I

Management: its Evolution, Nature and Scope; Process of Management; Principles of Management; Management as a science or as an art; Scientific Management; Managerial functions and its roles. Business - its meaning and concept; Business and Profession; Requirements of a successful business; Forms of Business Organization-Sole traders, partnership, Joint Hindu family firm - Joint Stock Companies -Cooperative Organizations -Public Utilities and Public Enterprises.

Unit-II

Planning: meaning and purpose of planning - steps in planning, types of planning. Objectives and Policies; Decision making: Process of decision making - types of Decisions; Delegation: Delegation and Centralization; Staffing: Sources of recruitment, Selection process -training. Directing: Nature and purpose of Directing; Controlling: Need for co-ordination, meaning and importance of controls, control process, Budgetary and non-Budgetary controls


References:

1. Business Organisation ï Bhushan Y.K.
2. Principles of Management ï L.M. Prasad
3. Business Management ï Dinkar Pagare
4. Principles of Business Organisation and Management ï P.N. REDDY
Paper BIR 103: CONSUMER BEHAVIOR

Objective: To understood the consumer learning, attitude, decision-making, motivation and perception.

Unit-I

Consumer Behaviour ñ definition, scope of Consumer Behaviour; Discipline of consumer behavior; Customer Value Satisfaction ñ Retention ñ Marketing ethics; Consumer research ñ Paradigms ñ The process of consumer research ñ consumer motivation ñ dynamics ñ types ñ measurement of motives ñ consumer perception.

Unit-II


Practical: Making consumer profile for any Retail Organization.

References:
3. Barry Berman and Joel R Evans ñ Retail Management ñ A Strategic Approach- PrenticeHall of India, Tenth Edition
SEMINSTER II

Paper GFC 103: FUNCTIONAL ENGLISH FOR EXECUTIVES

Objective: To develop the language and communication skills of the students.

UNIT-I
Speech basic grammar rules in English; Enhancing the reading ability of students (at a speed of minimum 150 words per minute with appropriate stress, voice modulation and correct pronunciation). Practice of reading newspapers viz., The Hindu, Indian Express, Business Line, Economic Times., etc. and magazines like business world etc.; Enhancing the spontaneous writing skill writing articles on simple topics given, preparing speeches - preparing reports on various events / functions; Writing letters assuming various capacities and various situations.

UNIT-II
Enhancing the spontaneous speaking skills self introduction at various forums and during interviews Effective Public Speaking (EPS) Role playing. Mock interviews for recruitment mock press meets; enhancing the presentation skills of the students Individual seminar presentation and Group seminar presentation. Enhancing the interpersonal communication skill, Reading ability of students.

Practical: Group Discussion (organized into 4 or 5 groups and the groups may be given a management problem relating to real life experiences of retail industry in the country or the world)

Reference:
1. Functional English, Rachna Sagar
2. The Functional Analysis Of English, Thomas Bloor
Paper GFC 104: BUSINESS ETHICS

Objective: To examine the role and purpose of ethics in business and to present methods of moral reasoning, case analysis and of resolving ethical dilemmas. To present the ethical values considered especially relevant to business activity - respect for human dignity, honesty, fairness, and the development of trust.

UNIT-I

Ethics and Business- Define Business Ethics, Ethical issues in Business- Foundation of Ethical Conflict, Classifications of Ethical Issues, Ethical Issues Related to Participants and Functional Areas of Business, Recognizing an Ethical Issue; Ethics and the market, Shareholder Theory; Social Responsibility- The Economic Dimension, The legal Dimension, The Ethical Dimension, The Philanthropic Dimension; Corporate Social Responsibility: Corporate Culture and Ethical Leadership; Employer/employee rights and duties; Ethical Issues with Consumers- Marketing and Sales, Advertising; Larger Issues- The Environment and Society; Corporate Governance, Accounting and Business.

UNIT-II


Practical: The Role of Business in Society- Case study on Walmart.

Reference:
2. Business Ethics - Concepts, Cases, and Canadian Perspectives, Kissick, W.P.
Paper BIR 104- RETAIL MARKETING & SALES MANAGEMENT

Objective: To understand the concept of Retail Marketing through introduction to the world of retailing, Types and Strategies of retailing and sales management.

UNIT-I

Retail: definition, functions, consumerism, Global retail market — challenges — emergence of new markets; empowered consumer — rise of e-age; Retail as a career — buying and merchandising — marketing — store operations — visual merchandising; Evolution of retail formats; Theories of retail development.

Retail consumer: factors influencing retail shopper — customer decision making process — market research for setting up a retail store; Concept of franchising — evolution — types — advantages and disadvantages of franchising; Organisation structure in retail; Importance of store design — interior and exterior — types of lay out — visual merchandising.

UNIT-II

Sales Management — nature and importance — Objective — process, Strategies and tactics — Emerging Trends — Buying Decision Process — Situations — Role of Marketing and Selling — Sales forecasting techniques — Sales Budgets. Sales quota: Sales Territory — Designing — assigning and managing Sales people; Sales force expenses — Marketing Audit — Sales force Audit — Distribution management — need for distribution channel — channel levels.

Retailing: retailer as salesman — Types of retailers — role of retailer — retailing strategies — store design — franchising — e-retailing — wholesaler — functions — classification — limitations of wholesalers. Channel design factor — ideal structure — Selecting channel partners; Channel design implementations — Channel conflict; Principles of Channel management.

Reference:

1. Krishna K Havaldar and Savant M Cavale, "Sales and Distribution Management, TMH"
Paper BIR 105: STORES OPERATIONS

Objective: To understand the concept of management of stores and its operation.

UNIT-I

Store Planning: Design and Layout, Retail Merchandising, Pricing in Retailing, Importance of Supply Chain Management in Retailing; Setting up Retail organization, Size and space allocation, location strategy, Factors affecting the location of Retail, Retail location Research and Techniques, Objectives of Good store Design. Store Layout and Space planning, Types of Layouts, role of Visual Merchandiser, Visual Merchandising Techniques, Controlling Costs and Reducing Inventories Loss, Exteriors, Interiors.

UNIT-II


Compulsory Training: On-the-Job Training for a period of 40 hours where student will take assistance with Retail Store as Store Assistance.

Reference:
1. Swapana Pradhan-Retailing Management
2. Dravid Gilbert- Retail Marketing
4. A. J. Lamba- The Art of Retailing
5. Barry Berman, Joel R Evans- Retail Management; A Strategic Approach
Paper BIR 106: CUSTOMER RELATIONSHIP MANAGEMENT

Objective: To enable the students to learn the basics of Customer Relationship Management.

UNIT- I

Overview of Relationship marketing ‒ Types of relationship marketing ‒ customer life cycle; Changing Nature of Marketing and Customer Service, Changing Social Trends ‒ Lesser Government Controls Rising Income Levels ‒ Threats from New Forms ‒ Empowered Customer ‒ Increased Demand ‒ Easy Access to Information ‒ Emerging Trends in Marketing ‒ Shorter Product Life Cycles; Customer Relationship Management ‒ Overview and evolution of the concept ‒ CRM and Relationship marketing ‒ CRM strategy ‒ importance of customer divisibility in CRM; CRM in India.

UNIT-II

Enhancing Value of Products and Services ‒ Customer Satisfaction ‒ CRM and Customer Satisfaction ‒ Delighting the Customer ‒ Measuring Relationship at Risk Effects on Customer Loyalty; The Customer Lifecycle ‒ Role of CRM in Pre-purchase Stage ‒ Role of CRM in Purchase Stage ‒ Role of CRM in Usage Stage - Role of CRM In Re-purchase Stage ‒ Role of CRM in Winning Back Lost Customers; Establishing Customer Relationship on the Internet, Technology Issues in CRM Implementation.

Reference:
1. S. Shajahan ‒ Relationship Marketing ‒ Mc Graw Hill
3. Philip Kotler, Marketing Management, Prentice Hall
4. Barry Berman and Joel R Evans ‒ Retail Management ‒ A Strategic Approach- Prentice
5. Hall India
SEMESTER III

Paper GFC201: SOFT SKILLS AND PERSONALITY DEVELOPMENT

Objective: To expose the students to the concept of 'Human Development' (Personal and interpersonal) with emphasis on the latent resources that every human being possesses. To fulfill the need and importance of creating an awareness of these resources and to maximize the same to enable the students meet the challenges of the modern world.

Unit-I


Unit-II

Introduction to Personality- Basic of Personality, Human growth and Behavior, Theories in Personality, Motivation; Techniques in Personality development- Self-confidence, Mnemonics, Goal setting, Time Management and effective planning, Techniques in Personality Development - Stress Management, Meditation and concentration techniques, Self-hypnotism, Self-acceptance and Self-growth.

Co-ordination while working in a team, Leadership styles, Leader & Team player, Management of conflict, Profiles of great and successful personalities, Role of career planning in personality development, How to face personal interviews and group discussions.

Practical: To evaluate presentation skills and team work of students.

References:

1. Personality Development by Rajiv K. Mishra, Rupa &Co
2. An Approach to Communication Skills by Indrajit Bhattacharya, Delhi : Dhanpat Rai
4. Introduction to Psychology by Atkinson and Hilgard, Edward E. Smith, Susan Nolen-Hoeksema, Barbara Fredrickson, Geoffrey Loftus
5. Communication Today & Tomorrow by Ravi Aggarwal, Sublime Publications, Jaipur

Paper GFC 202-E-COMMERCE

Objective:-This course will provide students an analytical and technical framework to understand the emerging world of e-Business. They also need to acquire knowledge of the underlying technological infrastructure in order to have a clear idea of the business and organizational possibilities inherent in these developments.

UNIT-I

Introduction

Internet and E-Business
Introduction to Internet and its application, Intranet and Extranets. World Wide Web, Internet Architectures, Internet Applications, Business Applications on Internet, E - Shopping, Electronic Data Interchange, Components of Electronic Data Interchange, Creating Web Pages using HTML.

UNIT-II

Electronic Payment System
Concept of Money, Electronic Payment System, Types of Electronic Payment Systems, Smart Cards and Electronic Payment Systems, Infrastructure Issues in EPS, Electronic Fund Transfer

Emerging trends and technologies in E-Business

**Practical: Lab Sessions on specific topics of syllabus**

**References:-**
8. E-commerce Real Issues & Cases, Knapp C. Michel, Thomson Learning

**Paper BIR 201-RETAIL STRATEGY & ENVIRONMENT**

**Objective:** On successful completion of the course the students should have understood the features of retailing, learnt the theories of retail development, learnt retail development in India and global retail markets

**UNIT I**

**UNIT II**
Strategic Planning in Retailing: Situation Analysis ï Objectives ï Need for identifying consumer needs ï Overall strategy, feedback and control ï consumer decision-making process.
Compulsory Training: On-the-Job Training for a period of 40 hours where student will take assistance with Retail Store Supervisor or Store Supervisor.

References:

3. James R. Ogden, Denise Ogden — Integrated, Retail Management — Biztantra
Paper BIR 202-SUPPLY CHAIN MANAGEMENT

Objective:- On successful completion of the course the students should have understanding of the challenges and innovations in supply chain management and concept of inventory management.

UNIT-I

Definition, Scope, Need, Challenges in Supply chain management, Uncertainty and supply chain management, Supply chain Drivers and Obstacles, Supply chain Network, Different types of Supply Chain Networks.

Forecasting- Importance, Different Kind of Forecasting Techniques in Estimating Demand, Methods Used to Determine Accuracy of forecast, Sourcing and vender selection, Routing and Route sequencing.

UNIT-II

Inventory Management, EOQ, Minimum level and safety stock, Reordering level, Maximum level, Rational of Discounts of Bulk Purchase, Uncertainty and Inventory Management, Lead Time Uncertainty and Product availability.


Practical: Vendor and Dealer analysis for building strong strategic relations.

References
1. Supply Chain Management - Strategy, Planning and Operation, Chopra, Sunil and Peter Meindl, Prentice Hall of India
3. Essentials of Supply Chain Management, Mohanty R. P and S. G. Desmukh, Phoenix publishing
8. Operations Management, Mahadevan B., Pearson Education
9. Supply Chain Management - Test and Cases, Janat Shah, Pearson
Objective: To provide basis to the students for understanding the nature, concepts, principles & practices in Human Resource Management.

UNIT - I


UNIT - II


Books Recommended:

2. Personnel Management — C. B. Mamoria

SEMESTER IV

Paper GFC 203: MANAGING BEHAVIOUR AT WORK PLACE

Objective: To give clear understanding of need and importance of organizational behaviour, motivation, leadership, attitudes, values and organizational culture and climate.

UNIT I


UNIT II


Practical: Case Studies on Behavioural Approaches related to Retail Industry

References:
1. Stephen P. Robins, Organisational Behavior, PHI Learning / Pearson Education
6. Hellrigal, Slocum and Woodman, Organisational Behavior, Cengage Learning,
Objective: On successful completion of this course, the students should have understanding of the basic accounting concepts, Double entry book keeping system and various books of accounts and regarding preparation of final accounts, etc.

UNIT – I

Basic Accounting concepts - Kinds of Accounts  
Double Entry Book Keeping  
Rules of Double Entry System  
Preparation of Journal and Ledger Accounts problems - Subsidiary books - cash book  
Trial balance - Errors  
types of errors - Rectification of errors  
problems  
Bank reconciliation statement  
problems.

UNIT – II

Manufacturing - Trading - Profit & Loss Account - Balance sheet.  
Problems with simple adjustments. Financial Statement Analysis Techniques  
Preparation of Cost Statements-Cost Data collection, Cost Sheet formats, Preparation of Cost Sheets (historical cost sheets and estimated cost sheets), Fundamentals of Management Accounting : Marginal Costing and Break-even analysis  
basic knowledge, Application of Marginal Costing for decision-making.  
Practical: Financial Statement Analysis of a retail company.

References:
1. Grewal, T.S. : Double Entry Book Keeping  
2. Jain and Narang : Advanced Accountancy  
3. Shukla and Grewal : Advanced Accountancy  
4. Gupta and Radhaswamy : Advanced Accountancy  
5. Gupta R.L. : Advanced Accountancy  
6. Saxena, V/ Vashist, C: Advanced Cost & Management Accounting  

8. Inamdar, S. M.: Cost & Management Accounting  
Paper BIR 204: IT APPLICATIONS IN RETAIL MANAGEMENT

Objective: To have understanding of role of IT in retail management and use of computer in improving retail business.

UNIT-I
Role of IT in Business, Influencing Parameters for use of IT in Retailing, IT Options Available to Retail, IT Application for Retail, Advantage of IT Application to Retail.
Collection of Data/Efficiency in Operations help in Communication, Computer Awareness and Different Financial Packages, Issues Concerning the Use of Internet and Related Technology to Improve Retail Business.

UNIT-II
Emphasize Analysis of Consumer and Product/Service Types on Online Retailing, Effective Management of Online catalogues, Direct Retailing Methods that Involves Technology such as Interactive TV and Mobile Commerce.
Electronic Data Interchange, Database Management, Data warehousing, Critical Analysis of E-Retailing Strategies, How Firms are using the Internet to expand their Markets, Customer Relationship Management and increase their sales.

Practical: Cost Benefit analysis of using IT in a Retail Organisation.

References:
1. Swapana Pradhan- Retailing Management
2. Dravid Gilbert- Retail Marketing
4. A. J. Lamba- The Art of Retailing
5. Barry Berman, Joel R Evans- Retail Management; A Strategic Approach
Objective: Understand the concept of inventory management-Purchase, plan, manage and control inventories and their links to further areas of the logistics system.

UNIT-I


UNIT-II

Records & Systems- Purpose of Stock Records, Manual Systems, Computerised Systems, Electronic Data Interchange, Current Developments;
Materials & Accounting- The Value of Stores in Stock, Basis of Material Costing, Methods of Pricing Material, Arrangement of Stores Accounts Provisions;

Compulsory Training: On-the-Job Training for a period of 40 hours where student will work in Malls in Inventory Management.

References:

1. Inbound Logistics Management: Storage & Supply of Materials for the Modern Supply Chain - B Crocker, D Jessop & A Morrison (Pearson)
2. Inventory Management Explained: A focus on Forecasting, Lot Sizing, Safety Stock, and Ordering Systems- David J. Piasecki, Ops Publishing.

SEMESTER V

Paper GFC 301: ECONOMICS FOR EXECUTIVES

Objective: To enable the students to learn principles and concepts of Business Economics, the objectives of business firms, actors of production and BEP Analysis, types of competitions and price administration.

UNIT - I

Objectives of business firms - Profit Maximisation - Social responsibilities - Demand analysis - Law of Demand - Elasticity of demand.
Production function - Factors of production - Laws of diminishing returns and Law of variable proportions - Economics of Scale î Cost and Revenue Curves - Break - even- point analysis.

UNIT - II

Market structure and prices - Pricing under perfect Competition - Pricing under Monopoly - Price discrimination - Pricing under Monopolistic competition - Oligopoly.
Pricing under factors of production; wages - Marginal productivity theory - Interest - Keyne's Liquidity preference theory î Theories of Profit - Dynamic theory of Profit - Risk Theory - Uncertainty theory.
Practical: Conducting market structure analysis for Retail Industry.

Reference:
1. Sankaran - Business Economics
2. Markar Et al - Business Economics
Paper GFC 302: FINNCIAL MANAGEMENT

Objective: The objective of this course is to understand the concepts and decisions in financial management.

UNIT-I
Finance function - Scope and Significance, Role of a finance executive, Financial goals- Profit v/s Wealth, How finance functions are organized, Relationship of finance with other business functions; Time Value of Money - Discounting and Compounding; Cost of Capital - Concept, Components, Weighted average cost of capital, Cost of Equity share capital, Retained earnings; Capital Budgeting Techniques - Payback period, NPV, IRR, Accounting Rate of return; Working Capital Management - Nature of working capital, Need for working capital, Estimation of working capital requirement, Financing working capital requirement, Commercial Papers, Management of Cash and Receivables, Factoring.

UNIT-II

References:
1. Financial Management - I.M. Pandey
2. Financial Management - Khan & Jain
3. Financial Management - S.M. Inamdar
4. Financial Management - N.M. Vechlekar
5. Financial Management & Policy - R.M. Shrivastava
6. Financial Management - Prasanna Chandra
Paper BIR 301: INTERNATIONAL RETAILING

Objective: To have better understanding of the concepts relating to retailing with international perspective.

UNIT- I
International Marketing- Concept, Importance, International Marketing Research and Information System, Market Analysis and Foreign Market Entry Strategies, Future of International Marketing, India's Presence in International Marketing Internationalization of Retailing and Evolution of International Retailing, Motives of International Retailing, International Retail Environment - Socio-Cultural, Economic, Political, Legal, Technological

UNIT- II
Selection of Retail Market, Study and Analysis of Retailing in Global Setting, Methods of International Retailing, Forms of Entry-Joint Ventures, Franchising, Acquisition Competing in Foreign Market, Multi-country competition and Global Competition, Competitive Advantages in Foreign Market, Cross Market subsidization, Retail Structure, Global Structure.

Practical: Evaluation of Indian versus International Market.

References:
1. Retailing Management - Swapana Pradhan
2. Retail Marketing - Dravid Gilbert
4. The Art of Retailing - A. J. Lamba
5. Retail Management; A Strategic Approach - Barry Berman, Joel R Evans
Paper BIR 302: BUSINESS LAWS FOR RETAIL INDUSTRY

Objective: To enable the students to acquire knowledge of legal aspects of business.

UNIT – I

LAW OF SALE OF GOODS

Central Sales Tax
Its features, terms, definitions, Principles of Central Sales Tax, Registration of dealers, procedure of assessment, Goods of Special Importance, sales tax authorities- its powers and functions, Appeals, Offences & Penalties, Value Added Tax

UNIT – II

Central Excise Act, 1944

Negotiable Instruments Act 1881

Practical: Filing of forms for registration, returns and assessment.

References:
1. Elements of Mercantile Law - N.D. Kapoor
2. A Manual of Mercantile Law - Shukla M.C.
3. Hand Book of Mercantile Law - Venkatesan
4. Mercantile Law - Pandia R. H.
5. Banking Law & Practice - K.P.Kandasami
Objective: The course aims at making participants understand concepts, philosophies, processes and techniques of managing the marketing operations of a firm with a view to better understand and appreciate the complexities associated with the marketing function.

UNIT - I

Introduction to marketing: meaning, nature and scope of marketing, marketing philosophies, marketing management process, concept of marketing mix, market analysis: understanding marketing environment, consumer and organization buyer behaviour, market measurement and marketing research, market segmentation, targeting and positioning.

Product planning and pricing: product concept, types of products, major product decisions, brand management, product life cycle, new product development process, pricing decisions, determinants of price, pricing process, policies and strategies.

UNIT II

Promotion and distribution decisions: communication process, promotion tools: advertising, personal selling, publicity and sales promotion, distribution channel decisions-types and functions of intermediaries, selection and management of intermediaries.

Marketing organization and control: organizing for marketing, marketing implementation & control, ethics in marketing, emerging trends and issues in marketing: consumerism, rural marketing, societal marketing, direct and online marketing, green marketing, retail marketing, customer relation marketing.

Compulsory Training: On-the-Job Training for a period of 40 hours where student will work with Marketing Department of Retail Organization.

References:
6. Zikmund, A., Marketing, Thomson Learning, Mumbai

SEMESTER VI

PAPER GFC 303: MANAGEMENT INFORMATION SYSTEM

Objective: To enable the students to acquire knowledge of MIS. To understand Computer based information system and MIS support for the functions of management.

UNIT I
Introduction to Information Systems - definition - features - steps in implementation of MIS - need for information, information system for decision making- MIS as competitive advantages - MIS structures.

UNIT II

Practical: Lab Sessions on specific topics of the syllabus.
References
1. Management Information System - Murdick and Ross
3. Management Information System - Gordon B Davis
4. Management Information System - James O brien
5. Computer applications in business - Subramanian K

Paper GFC 304: ENTREPRENEURSHIP DEVELOPMENT PROGRAMME

Objectives: To enable the students to acquire insights into the concept of Entrepreneurship and setting up a business plan.

UNIT- I

Factors affecting entrepreneur growth, economic and non-economic. Entrepreneurship development programmes Ī need, objectives, phases and evaluation. Institutional support to entrepreneurs.

UNIT- II

Finance Management in current operations and expansion of capital.

Practical: Analysis of skill sets for an entrepreneur in retail industry.
References:
1. Entrepreneurship Development Small Business Enterprises- Charantimath, Pearson
2. Entrepreneurial Development- C.B.Gupta & N.P. Srinivasan
3. Entrepreneurship in the new Millennium- Kuratko & Hodgetts, Cengage
4. Entrepreneurship & New Venture Creation- Sahay & Sharma, EB
5. Entrepreneurial Development- Dr.S.S. Kharka, S. Chand

Paper BIR 304: PROJECT MANAGEMENT
Objective: To identify how business regularly uses Project Management to accomplish unique outcomes with limited resources under critical constraints.

UNIT- I
Functional Manager vs. Project Manager ï Project Responsibilities ï Demands on the Project Manager ï Project Manger Selection ï Culture and the Project impact of Institutional Environments ï Need for Multi-cultural Communications.

UNIT- II
Project Organization ï Pure Project Organization ï Matrix ï Mixed Organizational Systems ï choosing a Firm ï Risk Management ï Project Management Office ï The Project Team ï Human Factors and the Project Team ï Sources of Conflict.
Project Planning and Coordination ï Systems Integration ï Action Plan ï Work Breakdown Structure ï Partnering - Chartering ï Categories of Conflict ï Principles of Negotiation ï Top Down and Bottom Up Budgeting ï Activity vs. Program Budgeting. Network

Practical: Feasibility Analysis of starting a new venture.

References:
2. Project Management : S.Choudhury
3. Project Management : Denis Lock

Paper BIR 305: MARKETING RESEARCH

Objectives: To provide students with hands on knowledge of conducting a research study and writing a research report. The contents include details regarding research problem formulation, choice of research design, methods of data collection and its analysis through fundamental statistical techniques

UNIT- I
Introduction: Conceptual framework, Significance of Marketing Research (MR), the MR Industry, MR and Marketing Information System, An overview of the Marketing Research Process

UNIT- II
Attitude Measurement: Types of scales, Nominal, Ordinal, Interval, Ratio Scales, Thurstone, Likert, Depth Interview and Focus Group Interview, Disguised and Unstructured Methods, Projective Techniques. Processing Raw Data: Editing, Coding, and Tabulation.

Data Analysis: Statistical Estimation, use of percentages and Measures of Central tendency, overview of $ \bar{z} $ & $ t $ tests, Chi-square Analysis, Analysis of Variance in marketing. Report Writing: The contents and characteristics of a good report.

Practical: Conducting a primary market survey.
Compulsory Training: On-the-Job Training for a period of 40 hours where student will assist Retail organization in finding out assessment of customers.

References:
1. Marketing Research: Text & Cases- Boyd, Westfall & Stasch, R D Irwin
2. Research For Marketing Decisions- Green & Tull, Prentice Hall
4. Marketing Research -G C Beri, Tata Mcgraw Hill
5. Marketing Research- Debashish Pati, Universal Press
6. Marketing Research: Text & cases- R Nargundkar, Tata Mcgraw Hill
7. Marketing Research: An Application Orientation- Naresh K Malhotra, Pearson
Objective: The basic objective of this course is to understand the concepts of total quality management.

UNIT-I

Introduction: Definition of Quality, Dimensions of Quality, Quality Planning, Quality costs Analysis of Quality Costs, Basic concepts of Total Quality Management, Historical Review, Principles of TQM, Leadership Concepts, Quality Council, Quality Statements, Strategic Planning, Deming Philosophy, Barriers to TQM Implementation, Quality Awards.


UNIT-II


Practical: Need assessment of Quality Systems in a Retail Industry.

Reference:
5. Evans James R.- Total Quality Management, Cengage Learning