

# Mahatma Gandhi University



**B.Voc Degree Programme in**

## **Retail Management and Information Technology**

**Regulation, Scheme and Syllabus**

**w.e.f 2014 admissions**

## **Scheme and syllabus for B.Voc Retail Management and IT (To be introduced from 2014 admissions)**

The University Grants Commission (UGC) has launched a scheme on skills development based higher education as part of college/university education, leading to Bachelor of Vocation (B.Voc.) Degree with multiple exits such as Diploma/Advanced Diploma under the NSQF (National skill Qualifications framework). The B.Voc. programme is focused on universities and colleges providing undergraduate studies which would also incorporate specific job roles along with broad based general education. This would enable the graduates completing B.Voc. to make a meaningful participation in accelerating India's economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge

The proposed vocational programme in Retail Management and IT will be a judicious mix of skills, professional education related to Retail and also appropriate content of general education. It is designed with the objective of equipping the students to cope with the emerging trends and challenges in the Retail environment

### **ELIGIBILITY FOR ADMISSION**

Admission to B. Voc (Retail Management and IT) Degree programme shall be open to the following candidates.

- (A) Those who have passed the plus two or equivalent examination recognised by this university with book-keeping and Accountancy and any two of the following subjects, viz (1) Commerce (2) Commercial correspondence and Commercial Geography (3) Economics (4) Life insurance with Salesman ship (5) Banking with secretarial P{Practice s (6) Business Studies (7) Mathematic (8) Computer Science/Computer Applications (9) Informatics Practice and Management, (19) Informatics Practice (11) Management (12) Accountancy as Optional under part III of the Examination, OR
- (B) Those who have passed plus two or equivalent examination recognised by this university with other subjects under part III optional subjects provided they have secured 45% of the aggregate marks.

For SC/ST applicants only a pass minimum is required and for SEBC and OEC applicants 3% and 5% relaxation of marks respectively are allowed.

### **CURRICULUM**

The curriculum in each of the years of the programme would be a suitable mix of general education and skill development components.

## DURATION

The duration of the B. Voc Retail Management and IT shall be three years consisting of six semesters. The duration of each semester shall be five months inclusive of the days of examinations. There shall be at least 90 working days in a semester.

## Eligibility for Higher Studies

Those who pass B.Voc (Retail Management and IT) Degree are eligible for admission to higher studies. While applying for higher studies, B. Voc (Retail Management and IT) is considered equivalent to B.Com of M.G. University.

## PROGRAMME STRUCTURE

The B.Voc Retail Management and IT shall include:

- General Education Components
- Skill Components
- Project
- Internship
- Industrial Training
- Familiarisation Trips
- Soft Skills and Personality Development Programmes

## CREDIT CALCULATION

The following formula is used for conversion of time into credit hours.

- One Credit would mean equivalent of 15 periods of 60 minutes each, for theory, workshops/labs and tutorials;
- For internship/field work, the credit weightage for equivalent hours shall be 50% of that for lectures/workshops;

## COURSE STRUCTURE

NSQF Level	Skill Component Credits	General Education Credits	Normal calendar duration	Exit Points / Awards
Year 3	36	24	Six Semesters	B.Voc.
Year 2	36	24	Four semesters	Advanced Diploma
Year 1	36	24	Two semesters	Diploma
<b>TOTAL</b>	<b>108</b>	<b>108 72</b>		<b>72</b>

As per the UGC guidelines, there are multiple exit point for a candidate admitted in this course. If he/she is completing all the six credits successfully, he/she will get B. Voc degree in Retail Management and IT. If he is completing the first four semesters successfully, he/she will get an advanced diploma in Retail Management and IT. If he/she is completing the first two credits he/she will get a diploma in Retail Management and IT. B Voc Degree holder is expected to acquire the skills needed for a Retail manager.

## PROGRAMME STRUCTURE

Sem	code	Subject	General/Skill	Credit	Marks
one	1.1	<b>Communication Skills in English</b>	General	6	ESA - 80 ISA - 20
	1.2	<b>Principles of Management</b>	General	6	ESA - 80 ISA - 20
	1.3	<b>Basics of Marketing</b>	Skill	6	ESA - 80 ISA - 20
	1.4R	<b>Introduction to Retailing</b>	Skill	6	ESA - 80 ISA - 20
	1.5R	<b>Basics of Retail Management</b>	Skill	6	ESA - 80 ISA - 20
Two	2.1	<b>IT for Business</b>	General	6	ESA - 80 (T60+P20) ISA - 20
	2.2	<b>E-Commerce &amp; General Informatics</b>	General	6	ESA - 80 ISA - 20
	2.3	<b>Basic Business Communication Skills</b>	Skill	6	ESA - 80 ISA - 20
	2.4R	<b>Retail Institutional Framework</b>	Skill	6	ESA - 80 ISA - 20
	2.5R	<b>Vocational Training and Report</b>	Skill	6	ESA-100 (Tr-50, R-30, Pre-20)
Three	3.1	<b>Financial Accounting</b>	General	6	ESA - 80 ISA - 20
	3.2	<b>Basics of MIS</b>	General	6	ESA - 80 ISA - 20
	3.3	<b>Retail Marketing</b>	Skill	6	ESA - 80 ISA - 20
	3.4R	<b>Retail Planning</b>	Skill	6	ESA - 80 ISA - 20
	3.5	<b>Retail &amp; distribution management</b>	Skill	6	ESA - 80 ISA - 20
Four	4.1	<b>IT for Office</b>	General	6	ESA - 80 (T60+P20) ISA - 20
	4.2R	<b>Retail Stores &amp; Operations Management</b>	Skill	6	ESA - 80 ISA - 20
	4.3R	<b>Retail Shopper Behavior</b>	Skill	6	ESA - 80 ISA - 20
	4.4R	<b>Mall Management</b>	General	6	ESA - 80 ISA - 20
	4.5R	<b>Industry Training &amp; Report</b>	Skill	6	ESA-100 (Tr-50, R-30 Vi-20)

<b>Five</b>	<b>5.1</b>	<b>Store keeping &amp; Warehousing</b>	General	6	ESA - 80 ISA – 20
	<b>5.2</b>	<b>Conference &amp; Event Mgt.</b>	General	6	ESA - 80 ISA – 20
	<b>5.3R</b>	<b>Merchandise Management</b>	Skill	6	ESA - 80 ISA – 20
	<b>5.4R</b>	<b>Retail Sales Techniques &amp; Promotion.</b>	Skill	6	ESA - 80 ISA – 20
	<b>5.5R</b>	<b>Retail Environment</b>	General	6	ESA - 80 ISA – 20
<b>Six</b>	<b>6.1</b>	<b>Computerised Accounting</b>	General	6	ESA – 80 (T60+P20) ISA – 20
	<b>6.2R</b>	<b>Retail Targets &amp; Locations</b>	Skill	6	ESA - 80 ISA – 20
	<b>6.3R</b>	<b>Retail Advertising &amp; Sales Promotion</b>	Skill	6	ESA - 80 ISA – 20
	<b>6.4R</b>	<b>International Retailing</b>	Skill	6	ESA - 80 ISA – 20
	<b>6.5R</b>	<b>Field work and Project</b>	Skill	6	ESA-100 (F-50, R-30, Vi-20)

ESA – End semester assessment

ISA – Internal semester assessment

T – Theory

P – Practical

Tr – Training

R – Report

Pre – Presentation

F – Field work

Vi – Viva

## **SOCIAL SERVICE/ EXTENSION ACTIVITIES**

Students are to participate in Extension/ NSS/ NCC or other specified social service, sports, literary and cultural activities during 3rd/ 4th semester. These activities have to be carried out outside the instructional hours and will fetch the required one credit extra over and above the minimum prescribed 180 credits

## **ATTENDANCE**

The minimum number of hours of lectures, tutorials, seminars or practical which a student shall be required to attend for eligibility to appear at the end semester examination shall not be less than 75 per cent of the total number of lectures, tutorials, seminars or practical sessions. Internships, study tours and soft skill and personality development programmes are part of the course and students must attend in these activities to complete a semester.

## **EVALUATION AND GRADING**

The evaluation of each course shall contain two parts:

- (i) Internal or In-Semester Assessment (ISA)
- (ii) External or End-Semester Assessment (ESA)

The ISA and ESA ratio shall be 1:4 for both Courses with or without practical. There shall be a maximum of 80 marks for ESA and maximum of 20 marks for ISA.

### CRITERIA FOR GRADING

For all courses (theory & practical), grades are given on a 07-point scale based on the total percentage of marks. *(ISA+ESA)* as given below

Percentage of Marks	Grade	Grade Point
90 and above	A+ - Outstanding	10
80-89	A - Excellent	9
70-79	B - Very Good	8
60-69	C - Good	7
50-59	D - Satisfactory	6
40-49	E - Adequate	5
Below 40	F - Failure	4

Note: Decimal are to be rounded to the next whole number

*Grades for the different semesters and overall programme are given based on the corresponding CPA as shown below:*

CPA	Grade
<i>Above 9</i>	<i>A+ - Outstanding</i>
<i>Above 8, but below or equal to 9</i>	<i>A - Excellent</i>
<i>Above 7, but below or equal to 8</i>	<i>B - Very Good</i>
<i>Above 6, but below or equal to 7</i>	<i>C - Good</i>
<i>Above 5, but below or equal to 6</i>	<i>D - Satisfactory</i>
<i>Above 4, but below or equal to 5</i>	<i>E - Adequate</i>
<i>4 or below</i>	<i>F - Failure</i>

Note: A separate minimum of 30% marks each for internal and external (for both theory and practical) and aggregate minimum of 40% are required for a pass for a course. For a pass in a programme, a separate minimum of Grade E is required for all the individual courses. If a candidate secures **F** Grade for any one of the courses offered in a Semester/Programme only **F** grade will be awarded for that Semester/Programme until he/she improves this to **E** grade or above within the permitted period. Candidate who secures **E** grade and above will be eligible for higher studies.

## CONTINUOUS EVALUATION (CE)

All records of Continuous Evaluation shall be kept in the Department and shall be made available for verification by the University, if and when necessary

### ATTENDANCE (MAX.MARKS 5):

The allotment of marks for attendance shall be as follows:

Attendance less than 75 %	1 Marks
75 % & less than 80%	2 Marks
80% & less than 85%	3 Marks
85% & less than 90%	4 Marks
90% & above	5 Marks

### MARKS DISTRIBUTION FOR EXTERNAL EXAMINATION AND INTERNAL EVALUATION

The external examination of all semesters shall be conducted by the University at the end of each semester. Internal evaluation is to be done by continuous assessment. Marks distribution for external and internal assessments and the components for internal evaluation with their marks are shown below:

Components of the internal evaluation and their marks are as below.

#### For all courses without practical

- a) Marks of external Examination : 80
- b) Marks of internal evaluation : 20

All the three components of the internal assessment are mandatory. For common course English in I Semester, internal oral examination shall be conducted instead of test paper.

Components of Internal Evaluation	MARKS
Attendance	5
Assignment /Seminar/Viva	5
Test paper(s) (1 or 2) (1x10=10; 2x5=10)	10
<b>Total</b>	<b>20</b>

#### For all courses with practical

- a) Marks of theory –External Examination : 60
- b) Marks of practical –External Examination : 20
- c) Marks of internal evaluation : 20

## ASSIGNMENTS

Assignments are to be done from 1<sup>st</sup> to 6<sup>th</sup> Semesters. At least one assignment should be done in each semester.

## INTERNAL ASSESSMENT TEST PAPERS

At least one internal test-paper is to be attended in each semester for each course. The evaluations of all components are to be published and are to be acknowledged by the candidates. All documents of internal assessments are to be kept in the college for two years and shall be made available for verification by the University. The responsibility of evaluating the internal assessment is vested on the teacher(s), who teach the course.

### Grievance Redressal Mechanism

Internal assessment shall not be used as a tool for personal or other type of vengeance. A student has all rights to know, how the teacher arrived at the marks. In order to address the grievance of students a three-level Grievance Redressal mechanism is envisaged. A student can approach the upper level only if grievance is not addressed at the lower level.

**Level 1:Dept. Level:** The department cell chaired by the Head; and Dept. coordinator and teacher in-charge, as members.

**Level 2: College level:** A committee with the Principal as Chairman, Dept. Coordinator, HOD of concerned Department and a senior teacher nominated by the College council as members.

**Level 3: University Level:** A Committee constituted by the Vice-Chancellor as Chairman and Pro-Vice-Chancellor, Convener - Syndicate sub-committee on Students Discipline and Welfare, Chairman- Board of Examinations as members and the Controller of Examination as member-secretary.

### **Externalexamination**

The external examination of all semesters shall be conducted by the University at the end of each semester.

Students having a minimum of 75% average attendance for all the courses only can register for the examination. Condonation of shortage of attendance to a maximum of 10 days or 50 hours in a semester subject to a maximum of 2 times during the whole period of the programme may be granted by the University on valid grounds. This condonation shall not be counted for internal assessment.

Benefit of attendance may be granted to students attending University/College union/Co-curricular activities by treating them as present for the days of absence, on production of participation/attendance certificates, within one week, from competent authorities and endorsed by the Head of the institution. This is limited to a maximum of 10 days per semester and this benefit shall be considered for internal assessment also.

Those students who are not eligible even with condonation of shortage of attendance shall repeat the course along with the next batch.



## PATTERN OF QUESTIONS

### Pattern of questions for external examination for theory paper without practical.

	Total no. of questions	Number of questions to be answered	Marks of each question	Total marks
	10	10	1	10
	12	8	2	16
	9	6	4	24
	4	2	15	30
<b>TOTAL</b>	<b>35</b>	<b>26</b>	x	<b>80</b>

### Pattern of questions for external examination for theory papers with practical

	Total no. of questions	Number of questions to be answered	Marks of each question	Total marks
	8	8	1	8
	10	6	2	12
	6	4	4	16
	4	2	12	24
<b>TOTAL</b>	<b>28</b>	<b>20</b>	x	<b>60</b>

### **END SEMESTER EVALUATION (ESE):**

End Semester Evaluation of all the Courses in all the semesters shall be conducted by the University. The results of the ESE shall be arranged to be published according to the Examination Calendar prescribed by the University Level Monitoring Committee (ULMC), which shall not exceed 45 days from the last day of the examination.

## **B.Voc – Retail Management and IT**

### Detailed Syllabus

#### **Semester 1**

### **1.1 COMMUNICATION SKILLS IN ENGLISH**

#### **Module 1**

**Speech Sounds:** Phonemic symbols - Vowels - Consonants - Syllables - Word stress - Stress in polysyllabic words – Stress in words used as different parts of speech - Sentence stress – Weak forms and strong forms – Intonation – Awareness of different accents: American, British and Indian – Influence of the mother tongue

#### **Module 2**

**Listening:** Active listening – Barriers to listening – Listening and note taking– Listening to announcements – Listening to news on the radio and television

#### **Module 3**

**Speaking:** Word stress and rhythm – Pauses and sense groups – Falling and rising tones – Fluency and pace of delivery – Art of small talk – Participating in conversations – Making a short formal speech – Describing people, place, events and things – Group discussion skills and telephone skills

#### **Module 4**

**Reading:** Theory and Practice – Scanning - Surveying a textbook using an index - reading with a purpose – making predictions – Understanding text structure – Locating main points – Making inferences - Reading graphics - reading critically – Reading for research

#### **Core Text**

V.Sasikumar, P KiranmaiDutt and GeethaRajeevan, .Communication Skills in English. Cambridge University Press and Mahatma Gandhi University.

**Total Marks -100**

**Internal - 20**

**External - 80**

## Semester 1

### 1.2 - PRINCIPLES OF MANAGEMENT

#### Module 1

**Management:** Introduction - Meaning, nature and characteristics of Management - Scope and functional areas of management - Management as a science art or profession - Management & Administration - Principles of management - Social responsibility of management.- Contributions of F.W.Taylor and Henry Fayol.

#### Module 2

**Planning:** Nature, importance and purpose of planning - Planning process, Objectives - Types of plans MBO-Features-steps.

#### Module 3

**Organising:** Nature and purpose of organisation, Principles of organisation - Types of organization Organisation Chart- Organisation manual-Departmentation, Committees Authority- Delegation of Authority -Responsibility and accountability-Centralisation Vs decentralisation of authority –

#### Module 4

**Staffing:** Nature and importance of staffing - Process of selection & recruitment.

#### Module 5

**Directing and Controlling:** Meaning and nature of directing – Motivation –meaning – importance -Theories of motivation (Maslow's, Herzberg, McGregor s, X & Y theory) - Controlling: Meaning and steps in controlling - Essentials of a sound control system – Methods of establishing control-Control by Exception.

#### Books Recommended

1. Koontz & O Donnell, Management.
2. Appaniah & Reddy, Essentials of Management.
3. L M Prasad, Principles of management.
4. Rustum & Davan, Principles and practice of Management.
5. Srinivasan & Chunawalla, Management Principles and Practice.
6. S V S Murthy, Essentials of Management.
7. B.S.Moshal, Principles of Management.

**Total Marks -100**

**Internal - 20**

**External - 80**

**Semester 1**  
**1.3 - BASICS OF MARKETING**

**Module 1**

**Introduction to Marketing:** Definition & Functions of Marketing. Core concepts of marketing -

- a) Need, Want, Desire, Benefits, Demand, Value, Exchange,
- b) Goods – Service Continuum, Product, Market
- c) Customer Satisfaction, Customer Delight.

**Module 2**

**Approaches to Marketing:** Product – Production – Sales – Marketing – Societal – Relational. Concept of Marketing Myopia- Selling versus marketing

Holistic Marketing Orientation & Customer Value

**Module 3**

**Consumer Behavior:** Concept, Characteristics of consumer and organizational markets, 5 step Buyer decision process.

**Module 4**

**Marketing Environment:** Analyzing needs and trends Macro Environment – Political, economic, Socio-cultural and Technical Environment – PEST analysis. Micro Environment – Industry & Competition. Concept of Market Potential & Market Share

**Module 5**

**Market segmentation and Mix:** Definition, Need & Benefits. Bases for market segmentation of consumer goods, industrial goods and services. Marketing Mix : Definition of each of the Four P's. Components of each P. Extended 7Ps for services.

**Books Recommended**

1. Principles of Marketing 12<sup>th</sup> Edition – Philip Kotler and Gary Armstrong
2. Fundamentals of Marketing – Stanton
3. Marketing Management – Rajansaxena
4. Marketing Management – V.S. Ramaswamy and S. Namakumari
5. Analysis for Marketing Planning – Donald Lehmann & Rusell Winer, 6<sup>th</sup> ed.
6. Case Studies in Marketing – Indian context – R. Srinivas

**Total Marks -100**

**Internal - 20**

**External - 80**

**Semester 1**  
**1.4 R - INTRODUCTION TO RETAILING**

**Module 1**

**Retailing:** Meaning, Nature, Classification, Growing Importance of Retailing, Factors Influencing Retailing,

**Module 2**

**Retail Functions** - Functions of Retailing, Retail as a career

**Module 3**

**Retail strategy:** Developing and applying Retail Strategy, Strategic Retail Planning Process, Retail Organization, The changing Structure of retail, Classification of Retail Units

**Module 4**

**Retail Formats:** Corporate chains, Retailer Corporative and Voluntary system, Departmental Stores, Discount Stores, Super Markets, Warehouse Clubs.

**Module 5**

**Retail Models:** Variety of Merchandising Mix, Retail Models and Theory of Retail Development, Business Models in Retail, Concept of Life cycle Retail.

**Books Recommended**

1. SwapanaPradhan- Retailing Management
2. Dravid Gilbert- Retail Marketing
3. George H, Lucas Jr., Robert P. Bush, Larry G Greshan- Retailing
4. A. J. Lamba- The Art of Retailing
5. Barry Berman, Joel R Evans- Retail Management; A Strategic Approach

**Total Marks -100**

**Internal - 20**

**External - 80**

**Semester 1**  
**1.5 R - BASICS OF RETAIL MANAGEMENT**

**Module 1**

**Introduction to Retailing:** Importance of retailing in economy; Meaning and nature of retailing;  
Career options in retailing; Retailing in India: Growth, present size and nature; Technology induction in retailing - UPC, POS terminals, RFIO, etc. Future of retailing.

**Module 2**

**Types of Retailing:** Stores classified by owners; Stores classified by merchandising categories;  
Wheel of retailing; Traditional retail formats vs. modern retail formats in India; Store and non-store based formats; Cash and carry business - Meaning, nature and scope;

**Module 3**

**Retailing models** – Franchiser franchisee, directly owned; Co-operation and conflict with other retailers; Vertical marketing systems.

**Module 4**

**Retailing Regulations and Laws:** Regulation of retail institutions in India: Shop and Establishment Act, Labour Laws - Factories Act, Workmen Compensation Act;

**Module 5**

**Management of Retailing Operations:** Retailing management and "the total performance model; Functions of retail management; Strategic retail management process: An overview; Retail planning Retail planning - importance and process; Developing retailing strategies, objectives and action plans.

**Books Recommended**

1. Newman, Andrew J. and Peter Cullen, *Retailing Environment and Operations*, Thomson Learning, India, 2007.
2. Larson, Carl M., Robert E. Wegand and John S. Wright, *Basic Retailing*, Prentice Hall, New Jersey, 1982.
3. Davidson, William R., Alton F. Doody and Daniel J. Sweeney, *Retailing Management*, The Ronald Press Company, New York, 4th edition, 1975.
4. Cox, Roger, *Retailing: An Introduction*, Pearson Education, 2007.
5. Gilbert, David, *Retail Marketing Management*, 2M edition, Pearson Education, 2003.
6. Cox, Roger and Paul Brittain, *Retailing: An Introduction*, Pearson Education Ltd., 2004.
7. Gilbert, David, *Retail Marketing Management*, Pearson Education, New Delhi, 2003.

**Total Marks -100**

**Internal - 20**

**External - 80**

**Semester 2**  
**2.1 INFORMATION TECHNOLOGY FOR BUSINESS**

**Module 1**

**Introduction to Information Technology:** Information and Communication Technology (ICT)  
Information systems E-World- Computer Architecture: Input Hardware- Processing & Memory  
Hardware Storage Hardware Output Hardware Communication Hardware-

**Module 2**

**Operating Systems:** Concept of operating system WINDOWS, UNIX & LINUX - versions;  
Windows XP: Managing files & folders Windows Explorer - Understanding your computer  
customization configuring screen, mouse, Printer - System Tools- Customizing windows –  
Protecting computer

**Module 3**

**Communications :** Protocols in Computer communications- Wired & Wireless communication  
Future of communications - Satellite Based systems - Beyond 3G to 4G-

**Module 4**

**Network:** Networks-Benefits of networks-types of networks: WANs. MANs, LANs, WLANs  
Types of LANs Intranet, Extranet- Virtual Networks Sharing data and hardware in a LAN  
environment- work group computing & groupware Telecommuting & Virtual offices Network  
security Firewalls

**Module 5**

**HTML & Webpage:** Introduction to HTML- Essentials Static & Dynamic Web pages Structure  
of a Web Page-Designing web pages - HTML Tags Text Formats-working with text presenting  
and arranging text Paragraphs- Tables in HTML- working with Links, lists, Images, Audio &  
Video Forms & Frames- Website Management.

1. Designing a web page for your department
2. Designing a web page for a Retail marketing firm.
3. File Management in Windows (Operations with files & folders)

**Books Recommended**

1. Information Technology for Business, Antony Thomas, Pratibha Publications
  2. Using Information Technology (6th Edition): Williams & Sawyer Tata McGraw Hill  
Company
  3. Operating System Concepts (Windows XP update): AviSilberschatz, Peter Galvin & Greg  
Gagne Willey
- HTML Black Book: Stephen Holzner Dreamtech Press

**Total Marks -100**

**Internal - 20**

**External – 80 (Theory 60 + Practical 20)**

**Semester 2**  
**2.2 E-COMMERCE AND GENERAL INFORMATICS**

**Module 1**

**Overview of Electronic Commerce-** Introduction to E-commerce Concepts, features and functions Operation of e-commerce Infrastructure for Ecommerce Application of E-Commerce in Direct Marketing and Selling, Value Chain Integration, Supply Chain Management, Corporate Purchasing, Financial and Information Services

**Module 2**

**E-Commerce Models and Strategies** -Types of E-commerce: B2B, B2C, C2C C2B- Business Models for E-Commerce- Brokerage Model, Aggregator Model, Info-mediary model, Community Model, Value chain model, Manufacturer model, Advertising Model, Subscription model.

**Module 3**

**E-Commerce Strategies:** Electronic Data Interchange Mobile Commerce and Web Commerce - Introduction to ERP-Components.

**Module 4**

**Electronic Payment Systems** -Overview of Electronic Payment Systems, Cybercash (Customer to Merchant Payments, Peer to Peer Payments, Security).Smart Card (Card Types, Closed or Open Security, Privacy, Card Costs, Non Card Costs), Electronic Banking, Electronic Fund Transfers.

**Module 5**

**E-Commerce Security**-Introduction to Security Passwords Viruses Firewalls - Encryption (PGP, SHTTP, SSL) - digital signature digital certificate - other security measures

**Books Recommended**

1. E-commerce and General Informatics, Antony Thomas, Pratibha Publications
2. E-Commerce: An Indian Perspective, P.T.Joseph, S.J., PHI.
3. Web Commerce Technology handbook: Daniel Minoli and Emma Minoli, TMH
4. Business on the net: An Introduction to the whats and hows of e-commerce: Agarwala and Lal, Macmillan India Ltd.
5. E-Commerce, the Cutting Edge of Business: Kamallesh K Bajaj and Debjani Nag, TMH

**Total Marks -100**

**Internal - 20**

**External - 80**



**Semester 2**  
**2.3 – BASIC BUSINESS COMMUNICATION SKILLS**

**Module 1**

**Communication**-Need-Process-Types-Oral-written-Verbal-Nonverbal-Internal, External-

**Module 2**

**Non-verbal communication**-Body language-Kinesics, Proxemics-Para language-Channels-  
Barriers-Principles of effective communication

**Module 3**

**Job application letters**-Resume-CV-Reference and recommendation letters- Employment  
letters-Online application-Soft skill

**Module 4**

**Business letters**-Parts and layout of business letters-Business enquiry lettersoffers and  
quotation- Orders and execution-grievances and redressals. Sales letters-Follow-up letters-  
Circular letters-Status enquiry-Collection letters-Preparation of partnership deed-power of  
attorney.

**Module 5**

**Impact of IT on communication**-Role of computers-Internet-E-mail-Telephone voice mail-  
SMS- Video conferencing- Teleconferencing.

**Books Recommended**

1. Antony Thomas, Business Communication and MIS, Pratibha Publications
2. Bhatia R.C, Business Communication.
3. SaliniAgarwal Essential communication skill.
4. Reddy P.N, and Apopannia, Essentials of Business Communication.
5. Sharma R.C, KRISHNA Mohan, Business Communication and Report writing.
6. Leod, M.C., Management Information System.
7. Jerome Reuter-Management Information system.

**Total Marks -100**

**Internal - 20**

**External - 80**

**Semester 2**  
**2.4 R - RETAIL INSTITUTIONAL FRAMEWORK**

**Module 1**

**Retail Institution:** Meaning, Characteristics by Ownership: Independent, Chain, Franchising, Leased, Department, Vertical Marketing System, Consumer-Cooperatives,

**Module 2**

**Store Based Strategy-Mix Retail-I:** Considerations in Planning. A Retail Strategy-Mix; Wheel of Retailing Theory, Scrambled-Merchandising, Strategies of Evolving Retail-institutions Mergers, Diversification, Downsizing).

**Module 3**

**Store Based Strategy-Mix Retail-II:** Cost Containment Approach, Food-Oriented Retailers and Their formats; Convenience Store, Conventional Supermarkets, Food Based Superstores, Combination Store, Box / Limited Line Store, Warehouse Store, General Merchandise-Retailers, Specialty Store, Traditional Departmental Store, Full Time Discount Store, Variety Store, Off-Price- Chain, Factory-Outlet, Membership-Club, Flea-Market.

**Module 4**

**Other Non-Traditional Retailing:** Single-Channel and Multi - Channel-Retailing, Direct Marketing: Domain Key to Success, Emerging Trends; Steps in Direct Marketing Strategy; Key issues; Direct Selling; Vending Machines,

**Module 5**

**Electronic Retailing;** Scope, Characteristics; Video Kiosks, Airport Retailing.

**Books Recommended**

1. SwapnaPradhan, "Retailing Management- Text & Cases", Tata McGraw Hill
2. Fleming.P, "Guide To Retail Management" Jaico Publications.
3. Gopal, W, "Retail Management" ICFAI.
4. S.L.Gupta, "Retail Management"
5. Mitra, S.N., "Retail Management", Pointer Publication, Jaipur.
6. Berry Berman & J.R. Evans, "Retail Management – A Strategic approach" Prentice Hall of India, New Delhi.

**Total Marks -100**

**Internal - 20**

**External - 80**

**Semester 2**  
**2.5 R - VOCATIONAL TRAINING AND REPORT**

The student will attach himself with a retail organisation approved by the Department for a period of 4 weeks and study the working of the organisation. He / she should actively participate in the retail operations of the organisation and prepare a report based on his experience in that organisation. The report should contain the organizational structure, nature of business, employees, management, retail operations, strength of the organisation, its weaknesses, etc. The report should be neatly typed in A4 size paper and in bound form having not less than 25 pages. A copy of the report has to be submitted to the Department before the commencement of the third semester classes. The student has to present the report in the class and other students can ask questions.

**Total Marks 100**

**Marks for active participation in retail operations – 50 (To be awarded by the manager of the retail organisation and communicated to the Department)**

**Marks for the Report – 30 (Valued internally by the Department)**

**Marks for presentation – 20 (Conducted by the Department)**

**Semester 3**  
**3.1 FINANCIAL ACCOUNTING**

**Module 1**

**Basic Accounting concepts** - Kinds of Accounts – Financial Accounting vs. Cost Accounting - Financial Accounting vs. Management Accounting -Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal and Ledger Accounts problems- - Subsidiary books - cash book – types of cash book - problems - purchase book - sales book - sales return and purchase return books.

**Module 2**

**Trial balance** - Errors – types of errors - Rectification of errors – problems – Bank reconciliation statement – problems.

**Module 3**

**Trading - Profit & Loss Account** - Balance sheet. – Problems with simple adjustments.

**Module 4**

**Accounting for non-trading institutions**-Income & Expenditure Account- Receipts and Payment Accounts and Balance sheet -

**Module 5**

**Different forms of Business organizations** – sole proprietorship, partnership, cooperatives, joint stock company (Theory)

**Total Marks -100**

**Internal - 20**

**External - 80**

<b>Semester 3</b> <b>3.2 BASICS OF MIS</b>
-----------------------------------------------

**Module 1**

**Introduction to MIS:** definition – need – benefits – functions - objectives – Characteristics - limitations

**Module 2**

**Role of MIS:** Components - decision making and MIS – approaches to MIS development -

**Module 3**

**Data and information** – meaning – definition – types - difference - data life cycle – data processing methods -

**Module 4**

**MIS for Decision making:** Transaction processing system – decision support system – executive information system

**Module 5**

**Office Information System:** introduction – office automation – office and office systems – types of office automation systems – integrated office.

**Total Marks -100**

**Internal - 20**

**External - 80**

**Semester 3**  
**3.3 RETAIL MARKETING**

**Module 1**

**Introduction:** Nature, scope and importance of marketing; Traditional VS. modern view of marketing; Retailing viewed as case of services marketing; Retail marketing management: An overview.

**Module 2**

**Retailing Environment:** Micro environment - Customers, suppliers, competitors and general publics; Michael Porter's five forces structural analysis of market; Macro environment: Socio-cultural, economic, technological, legal and political environments of retailing in Indian contexts.

**Module 3**

**Market Selection:** Concept of target marketing, Retail market segmentation - Concept, importance and bases of market segmentation; Criteria for effective segmentation; Target market selection; Positioning concept: importance and bases, Retail store positioning and management of its image.

**Module 4**

**Retail Marketing Mix Planning:** Concept and planning of marketing mix; Retail product decisions and planning - Product: Meaning and importance; Product classifications; Product decisions - Product quality, Packaging and labeling, Product support services; Branding - Meaning, significance and types of branding in the context of a retail store; Major retail branding decisions; Customer services decision;

**Module 5**

**Product mix:** Concept and decisions; Product life-cycle; New product introduction; Innovation diffusion and adoption.

**Books Recommended**

Kotler, Keller, Koshi and Jha : Marketing Management, PHI, New Delhi

**Total Marks -100**

**Internal - 20**

**External - 80**

**Semester 3**  
**3.4 R - RETAIL PLANNING**

**Module 1**

**Marketing & Strategic management:** Marketing: Retailing, Role, Relevance & Trends.- Retail Customer-Retail market segmentation & franchising-Relationship marketing in Retailing.-

**Module 2**

**Retailing in Financial sector** - Retailing in banking and other financial services, mutual funds and Insurance

**Module 3**

**Human Resources Management in Retailing** - Human Resources: Retail organization- Laws involved in HR.- Motivation-Customer psychology-Training needs for employee-recruitment Best Practices- How to Avoid Mis Hires– Coaching to fix weakness-Interviews guide- Avoiding Legal Problems: Bulletproof Approach.

**Module 4**

**Legal compliances for a Retail Store** - Legal compliances: License-Contracts & Recovery- Legal Process-PF/ESIC & Exemptions-Food & Restaurants-PPF-IR – Law- Shops & establishments-IPR Patents, Copyright & Trademarks- Inclusion of Service Mark- Procedure and Duration of Registration- Customer Rights- Consumer Protection Acts- -Unfair Trade Practices- -Holding of Contests and Schemes- Correctness of Representation- The Standards of Weights and Measures Act – Procedures applicable for a Retail Store

**Module 5**

**Mall Management** - Mall Management:-Types of Various retail formats-Concepts in mall design-Factors influencing Malls establishments-Aspects in Finance-Aspects in security / accounting -Aspects in HR-Aspects in Quality management-Statistical methods used in measuring mall performance.

**Books Recommended**

1. Retailing Management Text & Cases- SwapnaPradhan- The McGraw Hill Companies
2. Retailing Management -Levy &Weitz- The McGraw Hill Companies
3. Marketing Channel- Bert Rosenbloom- South Western -Thomson
4. Marketing Creating and Keeping Customers in an e-commerce world- Wiiliam G Zikumund& Michael d Amico- South Western –Thomson
5. Retail Management A Strategic Approach – Barry Berman & Joel R.Evans- The Prentice Hall of India, New Delhi
6. Legal Aspects of Business –AkhileshwarPathak- The McGraw Hill Companies
7. Top Grading – How Leading Companies Win by Hiring, Coaching and Keeping the Best People- Bradford D Smart- Viva Books Pvt Ltd.

**Total Marks -100**

**Internal - 20**

**External – 80**

**Semester 3**  
**3.5 RETAIL AND DISTRIBUTION MANAGEMENT**

**Module 1**

**Marketing Channels** : Definition & Importance, Functions of Marketing Channels-Intensive, Selective & Exclusive distribution strategies, Decisions in Channel Management Integrated Marketing Channels

**Module 2**

**Types of Channels:** Channels for Consumer goods, Industrial goods & Services – Horizontal, Vertical, Multichannel Marketing Systems

**Module 3**

**Wholesale and Retail:** Concept, Importance, Functions-Wholesaler Marketing Decisions – Trends in Wholesaling Retailing: Concept, Importance, Functions – Indian Vs. Global Scenario Retail Location: Factors affecting location decision-Site Selection- Location based retail Strategies

**Module 4**

**Store Design:** Interiors and Exteriors – Store layout – Types of layouts - Factors affecting store layout – Store image mix – Store Façade – The Internet Store. Store Administration: Floor space management-Managing store inventories and display

**Module 5**

**Retail Communication Mix** : Planning retail communication – Managing in-store promotions and events.

**Books Recommended**

1. Channel Management-Stern-El-Ansary
2. Retailing Management-SwapnaPradhan
3. Retail Management – Gibson Vedamani
4. Physical Distribution & Logistics Management-Dr. SubhashBhave
5. Channel Management & Retail Management-MeenalDhotre

**Total Marks -100**

**Internal - 20**

**External - 80**



**Semester 4**  
**4.1 INFORMATION TECHNOLOGY FOR OFFICE**

**Module 1**

**Word Processing package:** MS-Word 2007: Introduction; Features- Word User Interface Elements; Creating new Documents; Basic Editing, Saving a Document; Printing a Document; Print Preview, Page Orientation- Viewing Documents; Setting tabs-Page Margins; Indents; Ruler, Formatting Techniques; Font Formatting, Paragraph Formatting; Page Setup; Headers & Footers; Bullets and Numbered List; Borders and Shading; Find and Replace; Page Break& Page Numbers; Mail Merging-Spelling and Grammar Checking; Thesaurus; Automating Documents; Tables;; Formatting Tables;

**Module 2**

**Spreadsheet package:** Ms-Excel 2007 Introduction, Excel User Interface, Working with cell and cell addresses, Selecting a Range, Moving, Cutting, Copying with Paste, Inserting and Deleting cells, Freezing cells, Adding, Deleting and Copying Worksheet within a workbook, Renaming a Worksheet. Cell Formatting Options, Formatting fonts, Aligning, Wrapping and Rotating text, Using Borders, Boxes and Colors, Centering a heading, Changing row/column height / width, Formatting a Worksheet Automatically, Insert Comments, Clear contents in a cell. Using print Preview, Margin and Orientation, Centering a Worksheet, Using header and footer, Inserting page breaks,

**Module 3**

**Advanced Features of Excel:** All Functions in excel, Using Logical Functions, Statistical functions, Mathematical etc. Elements of Excel Charts, Categories, Create a Chart, Choosing chart type, Edit chart axis - Titles, Labels, Data series and legend, Adding a text box, Rotate text in a chart, Saving a chart.

**Module 4**

**Presentation Package:** Ms-PowerPoint 2007 Advantages of Presentation Screen layout creating presentation inserting slides adding sounds & videos-formatting slides -slide layout views in presentation -slide transition Custom animation Managing slide shows - using pen Setting slide intervals

**Module 5**

**PageMaker:** Introduction to desktop publishing – PageMaker -tools and palettes – working with objects – type styling options – working with text – formatting options – leading – margins – indents – paragraph formatting.

*Practical Training:*

- a. *Prepare Pay rolls in Excel*
- b. *Cell Formatting Conditional*
- c. *Using of Mailmerging feature of word.*

**Books Recommended**

1. Information Technology for Office, Antony Thomas, Pratibha Publications
2. *Ms-Office 2007: Gini Courter & Annette Marquis BPB Publications*

**Total Marks -100**

**Internal - 20**

**External – 80 (Theory 60 + Practical 20)**

**Semester 4**  
**4.2 R - RETAIL STORES AND OPERATION MANAGEMENT**

**Module 1**

**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.

**Module 2**

**Store Layout and Space planning** - Types of Layouts, role of Visual Merchandiser, Visual Merchandising Techniques, Controlling Costs and Reducing Inventories Loss, Exteriors, Interiors.

**Module 3**

**Store Management-** Responsibilities of Store Manager, Store Security, Parking Space Problem at Retail Centers,

**Module 4**

**Store Record and Accounting System** - Coding System, Material Handling in Stores, Mall Management, Factor influencing Mall establishments.

**Module 5**

**Logistic and Information system** - Improved product availability, Improved assortments, Strategies, Quick Response System.

References-

1. SwapanaPradhan- Retailing Management
2. Dravid Gilbert- Retail Marketing
3. George H, Lucas Jr., Robert P. Bush, Larry G Greshan- Retailing
4. A. J. Lamba- The Art of Retailing
5. Barry Berman, Joel R Evans- Retail Management; A Strategic Approach

**Total Marks -100**

**Internal - 20**

**External - 80**

**Semester 4**  
**4.3 R - RETAIL SHOPPER BEHAVIOUR**

**Module 1**

**Introduction to Shopper Behaviour:** Importance of understanding shopper behaviour; Nature and types of shoppers; Buying participants and their roles; Changing dynamics of shopping opportunities and ever-changing Indian consumer.

**Module 2**

**Shopper Decision Making Process:** Need/problem recognition; Information search; Outlet selection and purchase; Alternative evaluation in shopping; Shopping behaviour - Postpurchase behaviour; Factors influencing shopper behaviour: An overview; Shopper behaviour in Indian environment.

**Module 3**

**Influence of Socio-Cultural Factors:** on Shopper Behaviour: Sub-Culture and shopper behaviour; Cross-Culture on shopper behaviour; Influences of social class on shopper behaviour; Groups Types of groups and influence of groups - opinion leadership, word of mouth communication.

**Module 4**

**Influence of Personal Factors on Shopper Behaviour:** Demographics influences; Family life cycle; Shopper needs and motives - Importance, meaning and types; Resolution of need conflict;

**Module 5**

**Shopper attitudes** - Meaning and elements, Attitude development process, Attitude measurement~;; Learning - Meaning and importance, Learning process and theories; Shopper's personality and lifestyle influences.

**Books Recommended**

1. Simon, Paco Underhill and Schuster Paco Underhill, *Why we buy - the Science of Shopping*, Paco Underhill, Rockefeller Center, New York, 2000.
2. Newman, Andrew J. and Peter Cullen, *Retailing Environment and Operations*, Thomson
4. Schiffman, L.G., and L.L. Kanuk, *Consumer Behaviour*, Pearson Education, Delhi, India, 2003.
5. Zeithaml, Valarie A. & Mary Jo-Bitner, *Services Marketing-Integrating Customer Focus Across the Firm*, Tata McGraw Hill, 2005.
6. ICFAI, Retailing Sector, ICFAI Press, Hyderabad, Andhra Pradesh.
- Gao, Yuan, *Web Systems Design and, Online Consumer Behaviour*, Idea Group Publishing, 2005.
7. Newman, Andrew J, and Peter Cullen, *Retailing Environment and Operations*, Thomson Learning, India, 2007.

**Total Marks -100**

**Internal - 20**

**External - 80**

**Semester 4**  
**4.4 R - MALL MANAGEMENT**

**Module 1**

**Introduction:** Concept of shopping mall, Growth of malls in India, Mall positioning strategies, Strategic planning for malls.

**Module 2**

**Mall Management:** Concepts in mall design, Factors influencing malls' establishment, Recovery management, Aspect in finance, Human resources, Security and accounting, Legal compliances and issues, Measuring mall performance.

**Module 3**

**Mall Operations:** Store allocation, Leasing negotiations, Maintenance and repairs, Security and safety procedures and regulations, Operational activities, Footfalls measurement, Common area management.

**Module 4**

**Tenant Management:** Selection of anchor tenant, Tenant mix, Mall resource allocation, Owner-tenant relationship.

**Module 5**

**Types of retail formats** - Multiplexes, Food courts, Branded stores, Specialty stores, Hypermarkets, Supermarkets,

**Books Recommended**

1. SwapnaPradhan, "Retailing Management- Text & Cases", Tata McGraw Hill
2. Fleming.P, "Guide To Retail Management" Jaico Publications.
3. Gopal, W, "Retail Management" ICFAI.
4. S.L.Gupta, "Retail Management"
5. Mitra, S.N., "Retail Management", Pointer Publication, Jaipur.
6. Berry Berman & J.R. Evans, "Retail Management – A Strategic approach" Prentice Hall of India, New Delhi.

**Total Marks -100**

**Internal - 20**

**External - 80**

**Semester 4**  
**4.5 R – INDUSTRY TRAINING & REPORT**

The student will attach himself with a Retail organisation approved by the Department for a period of 4 weeks for industry training. The student should actively participate in the operations of the organization and should work like any other employee of that organization. He/ she should do a project work for the organization and the report (not less than 40 pages, A4 size) should be submitted to the organization and the department. The student has to face a viva based on his report.

**Total Marks 100**

**Marks for Training– 50 (To be awarded by the manager of the retail organisation and communicated to the Department)**

**Marks for the Report – 30 (Valued internally by the Department)**

**Marks for viva – 20 (Conducted by the Department)**

**Semester 5**  
**5.1 STOREKEEPING AND WAREHOUSING**

**Module 1**

**Warehousing Management** - Objectives of Stores – Location and Layout – Prevention – Management of Receipts – Issue Control – Stores Documentation

**Module 2**

**Disposal of Obsolete and Scrap items-** Management of SOS – Categorization of Obsolete/Surplus – Reasons for Obsolescence – Control of Obsolescence – Control of Scrap – Responsibility for Disposal – Disposal Methods

**Module 3**

**Insurance:**Risk Management - Buyer's Interest – Marine Insurance – Inland Transit Insurance – Stores Insurance – Contractors All Risk Insurance – Miscellaneous Insurance – A to Z Claims Procedure – Loss Minimization

**Module 4**

**Spare Parts Management-** Salient Features of Spares – Inventory Control of Spares – Categorization of Spares – Provisioning of Spares – Pricing of Spares – Relevance of Maintenance – Maintenance Costs

**Module 5**

**Retail Warehousing:** importance – features

**Books Recommended**

P. Gopalakrishnan – Purchasing and Materials management – Tata McGraw Hill – 23<sup>rd</sup>Edition – 2008.

**Total Marks -100**

**Internal - 20**

**External - 80**

## Semester 5

### 5.2 - CONFERENCE AND EVENT MANAGEMENT

#### Module 1

**Event Management:** Introduction, The Emergence of Events Industry, types Of Events, Definitions of Event management, Importance of Event Management,

#### Module 2

**Event Design:** Event Design And Concept, Role Of Event Management Companies, the Scope of Event Management,

#### Module 3

**Event Marketing:** Introduction, Event Promotion, Promotional Strategies, and five P's of Event Marketing: Product, promotion, price, public relations, and place. Internal versus External Event, marketing, Event Sponsorship, Internet Event Marketing, let us sum up: lesson end activity, keywords, and questions for discussion

#### Module 4

##### Event Planning

Introduction, key Steps for Planning an Event, Out Sourcing, Let Us Sum Up: Lesson end Activity, Keywords and Questions for Discussion.

#### Module 5

**Event Promotion:** Introduction, Promoting an Event, Identifying Promotional Measures, Tools of Promotion, the Promotion Schedule, Promotional Factors.

**Total Marks -100**

**Internal - 20**

**External - 80**

**Semester 5**  
**5.3 R - MERCHANDISE MANAGEMENT**

**Module 1**

**Merchandising** – meaning – concept – factors affecting merchandising function – merchandise manager functions –

**Module 2**

**Merchandise mix** – components of merchandise management – merchandise strategies

**Module 3**

**Merchandise Planning** – steps involved – merchandise control – assortment planning – merchandising stages

**Module 4**

**Merchandise buying** – types – sources of supply – identifying and contracting - evaluating sources- branding strategies – category management

**Module 5**

**Visual Merchandising** – types of display – display planning – methods of display – Window display and interior display – space management – planning lay out

**Books Recommended**

1. Chetan Bajaj and Ranjith – Retail Management – Oxford University Press, Second Edition,
2. Gillespie Hecht and Lebowitz – Retail Business Management ,McGraw Hill Book Company, Third Edition, 2002
3. James R Ogden, Denise T. Ogden – Integrated Retail Management , Wiley Pvt Ltd, 2005
4. Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004

**Total Marks -100**

**Internal - 20**

**External - 80**



## Semester 5

### 5.4 R - RETAIL SALES TECHNIQUE & PROMOTIONS

#### Module 1

**Advertising Communications and Promotions-** Effective Advertising: Understanding When, How, and Why Advertising Works- Marketing Objectives and Positioning- Target Audience Selection and Action Objectives- Communication Objectives- The Creative Strategy and Tactics- Media Strategy: Tracking and Evaluation- Setting the Campaign Budget- Sales Promotions

#### Module 2

**Promotion Impact-** On the Marketing Mix-On the Customer-Promotions and Integrated Marketing- Creating a Customer Relations- Characteristics of an Integrated Programme- Strategic Considerations- Promotions role- Overcoming barriers in Integrated Marketing-.

#### Module 3

**Sales promotion technique-** Off the Self Offers- Joint Promotions- Price Promotions- Premium Promotions- Prize Promotions- How Promotion Affects Sales-Switching, Acceleration, and Deceleration- How Promotion Affects Sales- Acceleration, Repeat Purchasing, Consumption- Trade Dealing

#### Module 4

**Retailer Promotions-**Consumer Promotions (Coupons, Rebates, and Loyalty Programs)- Consumer Promotions (Loyalty Programs, Online, and Special Event Promotions)- Calculating Promotion Profitability-Trade Deals, Retailer Promotions, Coupons, Rebates- Measuring Promotion Effectiveness-

#### Module 5

**Sales Promotion Strategy** – meaning – importance -types

#### Books Recommended

1. Robert C. Blattberg & Scott A. Neslin - *Sales Promotion: Concepts, Methods, and Strategies* -Prentice-Hall
2. Schulz, William A Robinson & Lisa A Peterson - *Sales Promotion Essentials : The 10 Basic Sales Promotion Techniques*
3. Julian Cummins & Ruddy Mullin- *Sales Promotions How to create , Implement and Integrate Campaigns that really work-* Kogan Page
4. Kazmi & Sathish K Batra *Advertising & Sales Promotions-* Excel Books
5. George e Belch & Michael A Belch- *Advertising & Sales Promotions An Integrated Marketing Communications Perspective-* Tata McGraw Hill
6. Steve Smith- *How to Sell More Stuff- Promotional marketing that Really works-* Dearborn Trade Publishing

**Total Marks -100**

**Internal - 20**

**External – 80**

<b>Semester 5</b> <b>5.5 R - RETAIL ENVIRONMENT</b>
--------------------------------------------------------

**Module 1**

**Retail:** Meaning – Functions and special characteristics of a Retailer – Reasons for studying. Retailing – Marketing-Retailer Equation –

**Module 2**

**Retail Marketing** - Marketing concepts applied to retailing – Trends in Retailing.

**Module 3**

**Strategic Planning in Retailing:** Situation Analysis – Objectives – Need for identifying consumer needs – Overall strategy, feedback and control – consumer decision-making process.

**Module 4**

**Retail in India:** Evolution and Size of retail in India – Drivers of retail change in India – Foreign Direct Investment in retail – Challenges to retail developments in India.

**Module 5**

**Global retail markets:** Strategic planning process for global retailing – Challenges facing global retailers – Challenges and Threats in global retailing – Factors affecting the success of a global retailing strategy

**Books Recommended**

1. SwapnaPradhan –Retailing Management – Text and Cases, Tata McGraw Hill – 2nd edition, 2004
2. Barry Berman and Joel R Evans – Retailing Management – A Strategic Approach, Prentice Hall of India, 8th Edition, 2002.
3. James R. Ogden, Denise Ogden – Integrated, Retail Management – Biztantra 2005
4. Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing House, Second edition, 2004.

**Total Marks -100**

**Internal - 20**

**External - 80**

<b>Semester 6</b> <b>6.1 COMPUTERISED ACCOUNTING</b>
---------------------------------------------------------

**Module 1**

**Introduction to computerised accounting:** Computerised accounting Vs. Manual accounting- merits of computerised accounting – Tally 9 - Features of Tally – Screen components- Creation of Company- selecting a company – altering/ modifying company creation details – Deleting a company – F 11 Features – F 12 Configuration.

**Module 2**

**Accounts and Vouchers** – account groups – pre-defined groups – creating single & multiple groups – creation of primary account groups – creating ledger accounts in single & multiple – displaying, altering and deleting account groups and ledgers – Accounting vouchers- entering transactions in accounting vouchers – bill wise details - altering and deleting a voucher entry – creating new voucher types – modifying an existing voucher – duplicating a voucher – optional vouchers – post-dated vouchers – reverse journal – bank reconciliation statement - creating budget - generating reports - configuring reports-

**Module 3**

**Final Accounts:** balance sheet – profit and loss account – trial balance – day books – account books – statement of accounts – ratio analysis - cash flow - fund flow – list of accounts – exception reports.

**Module 4**

**Accounts with inventory** – enabling F 11 and F 12 - stock category – stock group – single/multiple creation of stock category and stock group – creation of units of measurement – creating single/multiple stock items – creating godowns - displaying, altering and deleting stock groups, units, items and godowns – cost categories- cost centres – creating cost categories and cost centres - displaying, altering and deleting cost categories and cost centres – purchase / sales orders - Inventory vouchers - using inventory vouchers – using accounting vouchers with inventory details (invoice mode) - Tally Security - Tally vault – Tally audit – advanced security control – back-up and restore – inventory reports – stock summary - inventory books – statement of inventory.

**Module 5**

**Accounting with Tax** – F 11 & F 12 settings for taxation – TDS – ledgers related to TDS – creating TDS voucher types - TDS reports – TCS – service tax - VAT – VAT terminologies – computing VAT – ledgers and vouchers pertaining to VAT – VAT reports – VAT forms – interstate trade and CST.

**Practical Training:**

Prepare final accounts of a Company in Tally with Inventory

**Books Recommended**

Computerised Accounting, Tomy KK, Prakash Publications

Tally for Every one - Roopa, Atc Publishing Chennai.

Implementing Tally 9 A Comprehensive Guide to Tally 9 A.K. Nadhani & K.K. Nadhani - BPB Publications

**Total Marks -100**

**Internal - 20**

**External – 80 (Theory 60 + Practical 20)**

**Semester 6**  
**6.2 R - RETAIL TARGETS AND LOCATIONS**

**Module 1**

**Identifying And Understanding Customers:** Demographics and Lifestyles of customers/consumers with Retailing Implications, Consumer Needs and Desires, Shopping Attitudes and Behaviors, Consumers' Patronage,

**Module 2**

**Consumer Decision Process** - Decision Process and Types of Consumer Decision Making; Impulse Purchases; Customer Loyalty. Environmental Factors Affecting Consumers.

**Module 3**

**Information Flows:** Meaning, Information Gathering and Processing, Retail Information System (RIS): Constructing and Using the RIS, Good Insights for Retailers for RIS, Impact of Negative Customer Service,

**Module 4**

**Choosing a Store Location:** Importance, Trading-Area Analysis, benefits, Geographic information System, Size and Shape of Trading Areas for new Stores, Reilly's Law of Retail Gravitation, Trading Area Research; Characteristics of Trading Areas, Its Population, The Nature of competition and the Level of Saturation.

**Module 5**

**Site-Selection:** Types of Location; Central, Secondary and Neighborhood Business Districts, String; The Planned Regional Community Neighborhood Shopping Centers, The Choice and Evaluation of General Location; Pedestrian Traffic, Parking and Transportation Facilities, Store Composition, Terms of Occupancy

**Books Recommended**

1. SwapnaPradhan, "Retailing Management- Text & Cases", Tata McGraw Hill
2. Fleming.P, "Guide To Retail Management" Jaico Publications.
3. Gopal, W, "Retail Management" ICFAI.
4. S.L.Gupta, "Retail Management"
5. Mitra, S.N., "Retail Management", Pointer Publication, Jaipur.
6. Berry Berman & J.R. Evans, "Retail Management – A Strategic approach" Prentice Hall of India, New Delhi.

**Total Marks -100**

**Internal - 20**

**External - 80**

## Semester 6

### 6.3 R - RETAIL ADVERTISING AND SALES PROMOTION

#### Module 1

**Introduction:** Meaning, nature and purpose of advertising; advertising in the context of retailing; Integrated marketing communication (IMC), Advertising management process - An overview; Setting of retail advertising objectives and budgets. Media Decisions: Media planning - Media mix decisions: Popular media vehicles used in retail sector; Media timing and Scheduling.

#### Module 2

**Copy Writing;** Different types of appeals; Copy layout; Evaluation of retail advertising effectiveness. Advertising Agencies: Features, functions and types; Selection of advertising agency -ethical and legal aspects of retail advertising.

#### Module 3

**Introduction to Sales Promotion:** Meaning, nature and role of sales promotion; Major objectives and limitations of sales promotion; Major types of sales promotion tools and techniques – Manufacturer vs. Retail store sales promotion, Consumer vs. trade sales promotion. Retail Store Sales Promotion: Objectives;

#### Module 4

**Trade promotion:** Meaning and objectives; Major trade promotion schemes – Merchandise allowance, sales contests, point-of-purchase display assistance, trade discount, co-operative advertising.

#### Module 5

**Sales Promotion Planning and Control:** Establishing objectives of sales promotion and selecting consumers for sales promotion; Developing, pre-testing, implementing, controlling and evaluating the -sales promotion programme.

#### References:

1. Newman, Andrew J. and Peter Cullen, *Retailing Environment and Operations*, Thomson Learning, India, 2007. .
  2. Belch, George E. and Michael A. Belch, *Adverlising and Promotion: An Integrated Marketing Communications Perspective*, 61h edition, Tata McGraw Hill Co., 2003.
  3. Batra, Rajeev, John G. Myers and David A. Aakers, *Adverlising Management*, 5th edition, Prentice Hall of India, New Delhi, 2003.
  4. Clow, Kenneth E., *Integrated Adverlising, Promotion and Marketing Communications*, Pearson Education, 2007.
  5. Wells, William, John Burnet and Sandra Mriarty, *Advcrlising Principlc3 and Practicc3*, 51h edition, Pearson Education, 2003.
- Chunnawala, SA, *Advertising, Sales and Promotion Management*, Saujanya Books, Delhi, 2003.
- SACHunnawala, *Advertising, Sales and Promotion Management*, Saujanya Books, Delhi, 2003.

**Total Marks -100**

**Internal - 20**

**External - 80**

<b>Semester 6</b> <b>6.4 R - INTERNATIONAL RETAILING</b>
-------------------------------------------------------------

**Module 1**

**International Marketing-** Concept, Importance, International Marketing Research and Information System, Market Analysis and Foreign Market Entry Strategies, Future of International Marketing,

**Module 2**

**India's Presence in International Marketing**

**Module 3**

**Internationalization of Retailing:** Evolution of International Retailing, Motives of International Retailing, International Retail Environment – Socio-Cultural, Economic, Political, Legal, Technological

**Module 4**

**Selection of Retail Market,** Study and Analysis of Retailing in Global Setting, Methods of International Retailing, Forms of Entry-Joint Ventures, Franchising, Acquisition

**Module 5**

**Competing in Foreign Market,** Multi-country competition and Global Competition, Competitive Advantages in Foreign Market, Cross Market subsidization, Retail Structure, Global Structure.

**Books Recommended**

1. SwapanaPradhan- Retailing Management
2. Dravid Gilbert- Retail Marketing
3. George H, Lucas Jr., Robert P. Bush, Larry G Greshan- Retailing
4. A. J. Lamba- The Art of Retailing
5. Barry Berman, Joel R Evans- Retail Management; A Strategic Approach

**Total Marks -100**

**Internal - 20**

**External - 80**

**Semester 6**  
**6.5 – R –FIELD WORK AND PROJECT**

The student will attach himself with a retail organisation approved by the Department for a period of 4 weeks for field work. The student should actively participate in the operations of the organization and should work like any other employee of that organization. He/ she should do a project work for the organization and the report (not less than 40 pages, A4 size) should be submitted to the organization and the department. The student has to face a viva based on his report.

**Total Marks 100**

**Marks for field work– 50 (To be awarded by the manager of the retail organisation and communicated to the Department)**

**Marks for the Report – 30 (Valued internally by the Department)**

**Marks for viva – 20 (Conducted by the Department)**