

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

SYLLABUS UNDER CBCS CURRICULUM OF
B.COM (RETAIL MANAGEMENT)
HONOURS (SELF FINANCING) PROGRAMME
w.e.f. Academic Year - 2025 - 26

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



✓ *Shankar* *Brijendra* *Praveen*
Suraj *Mr. Mohan* *Praveen*
Pranav *Kaluttra* *R. Singh* *Pradeep*
R. K. Datta *Mr.*



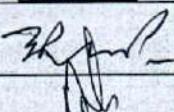
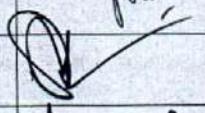
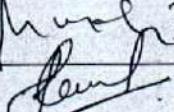
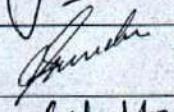
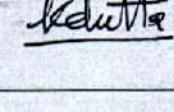
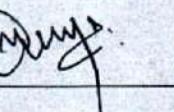
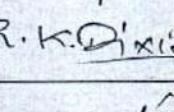
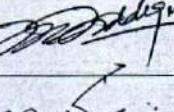
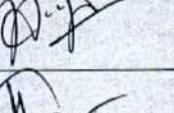
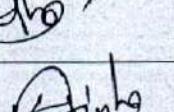
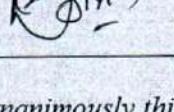
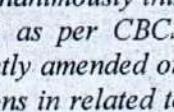
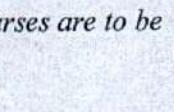
Department of Commerce Self Financing & Vocational Studies
St. Xavier's College, Ranchi

(An Autonomous College Affiliated to Ranchi University, Ranchi)

Ref. No.: RM/2025

Date: 8th November 2025

The meeting of the Board of Studies held today i.e. 8th November 2025 at 11.30 am at the Conference Hall of the Department to finalize the syllabus of three years undergraduate programme of B.Com. (Retail Management) Honors under the new CBCS Credit System which is effective from academic session of 2025 - 28 as per the directions of Ranchi University, Ranchi

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

Minutes of the Meeting:

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

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Mission & Vision of B.Com. (Retail Management) Honors Programme

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

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

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

Programme Outcomes (PO) of B.Com. (Retail Management) Honors Programme

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Programme Pedagogy for B. Com (Retail Management) Honors

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

COURSES OF STUDY FOR B. COM (RETAIL MANAGEMENT) HONORS PROGRAMME

Subjects Combination for B. Com (Retail Management) Programme (164 Credits)

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

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

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

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

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

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

End Semester Examination (ESE):

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

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

RETAIL BUSINESS ENVIRONMENT

Theory: 60 Lectures; Tutorial: 10 Lectures

Objectives: This course provides the knowledge about the retail environment with its nature, functions and scopes.

Course Learning Outcomes:

After the completion of this course students will able to:

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

Unit I: Introduction to the Retail Environment:

Lectures: 14

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

Unit II: Functions of Retailing: Retail Industry in India and other countries, Structure of Indian retailing, Drivers of growth, and challenges of retailing industry, Global scenario of retailing, Retailing in US and Asia, European retailing, Retail Formats, Successful Retailing, Context of Retail Business Planning. **Lectures: 10**

Unit III: Structural Change in the Retail Environment: Changes in the Retail Environment - Socio-Demographic Change - Technology and Economic Change - Socio-economic Changes - Impact on the Retail Industry **Lectures: 10**

Unit IV: Market Structure & Control: Retailing Structures-Environment and Competition -The Competitive Environment in Different Retail Sectors - Government Policy, Competition and Consumer Demand - Retail Development and Competition –Additional Theories of Conflict and Development. **Lectures: 08**

Unit V: Managing in Good Times and Bad: Dealing with Booms and Slumps - The Mood of the Nation - Maintaining the Balance in the Economy -Government Macroeconomic Policy -The Impact of Economic Fluctuations on the Retailing Industry -Managing Fluctuations **Lectures: 08**

Unit VI: International Retailing, Internationalization and Globalization: International Retailing- Push factors, pull factors, Cross Border trends in Europe, Cross border strategy and guidelines - Shopping at World Stores - Internationalization and Globalization - Going International - The Internationalization Process - Culture, Business and International Management **Lectures: 10**

Recommended Books:

1. Retailing an Introduction-Roger Cox and Paul Brittain

Note: Latest edition of text books may be used

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

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

End Semester Examination (ESE):

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

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

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

Objectives: This provides an insight to the students regarding various issue associated with the store operation which include manpower planning, techniques of fund allocation and the role of information technology in current business era.

Course Learning Outcomes:

After the completion of this course students will able to:

- Understand function of retailing, different operations and its measurements in the retail business.
- Understand about HRM, Financial management, working capital management for retail business.
- Incorporate the application of IT in retail business

Unit I: Introduction to Retailing: Definition & Basic Concept of retailing, Functions of retailing, Importance of retailing, Retail Industry in India, Retail formats and types, Planning location of retail institution, trading area analysis, choosing and evaluating a particular site, Emerging trends in retailing **Lectures: 12**

Unit II: Human Resource Management in Retailing: Definition, significance of HRM in Retail, Major Function of HRM in Retailing, Strategic framework of HRM in Retailing, trends and challenges in HRM in Retailing, Future of HRM in Retailing. **Lectures: 10**

Unit III: Financial Management in Retailing: Concept, Role and source of finance for Retailer, Budgeting-Meaning Types and budgetary control. Measuring and Evaluation and Operational performance: financial statement (Trading, Profit & Loss A/c and Balance sheet), Breakeven analysis, financial Ratio's with reference to DIPSTIC Parameters (Customer transaction, Stock, Space and Staff Productivity): Customer Conversion Ration. Transaction per hour, Sales per transaction, Sales Return to Net Sales, Average Stock Investment Period, Sales to Stock Ration, return on Stock Investment, shrinkage to Net Sales, Product Category Ratio, Sales through Analysis, Sales per Sq. Feet, Percentage of Space for Each Department, sales per Employee, Space Covered per Employee and Staff Productivity. **Lectures: 18**

Unit IV: Working capital management in retailing: Concept, Estimation, Working Capital Cycle, Cash management, Credit Management and Inventory Valuation: FIFO, FIFO, Inventory Management: ABC, EOQ Analysis. **Lectures: 10**

Unit V: IT in Retail Market: Role of IT in Retail, Parameters for use of IT in retailing, IT for competitive Advantage, Computing and Transmitting Data at the Point of sale, Data Base Marketing, Data Mining and Business Intelligence. **Lectures: 10**

Recommended Books

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

Note: Latest edition of textbooks may be used

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

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

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

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

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

Course Learning Outcome:**After the completion of this course students will able to:**

- Understand basic principles and concepts of accounting and able to prepare financial statements.
- Gain expertise in recording financial transactions accurately and systematically using double-entry book keeping principles.
- Develop capability to analyze and interpret financial statements to assess the financial performance and position of a business entity.

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

Lectures: 20

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

Lectures: 15

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

Lectures: 10

Unit IV: Cash Flow Statement- Meaning, Objectives, Importance, Components of cash flow, Preparation of Cash flow statement- Direct method- Indirect method- Analysis and interpretation of Operating, Investing and financing activities.

Lectures: 10

Unit V: Financial Statements: Meaning- Nature- Objectives – Types- Characteristics- Use – Importance - Limitations Financial Statement Analysis and Types-External Analysis – Internal Analysis- Horizontal – Vertical analysis.

Lectures: 10

Unit VI: Ratio Analysis: Meaning — Nature- Guidelines or precautions for use of ratios- Uses and significance of ratio analysis- Limitations of ratio analysis- Types of Ratios.

Lectures: 10**Recommended Books**

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

Note: Latest edition of textbooks may be used

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

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

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

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

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

Course Learning Outcomes:

After the completion of this course students will able to:

- Understand different concepts of marketing and their use in managerial decision.
- Understand regarding Consumer Behavior, Marketing Mix, Market Segmentation.
- Understand concepts of emerging trends in marketing.

Unit I: Marketing: Concept, Nature, Functions & Importance. Selling vs. Marketing, Marketing Environment: Nature, Types & Strategies to deal with internal and external (Micro and Macro) Marketing Environment, Ethical and Social Responsibilities of Marketing. **Lectures: 15**

Unit II: Marketing System, Types of Marketing, Marketing Information System; Definition and Components, Marketing Research-Definition Objective, Process & Significance **Lectures: 14**

Unit III: Consumer Behavior: Factors influencing the Consumer Behavior, Consumer Buying Process, Buying Motives, and Consumer Market in India. **Lectures: 08**

Unit IV: Market Segmentation: Concept, Importance and basis, Target Market Selection, Market Positioning: Concept & Importance. Market Repositioning, Product Differentiation vs. Market Segmentation, Contemporary issues in Marketing **Lectures: 08**

Unit V: Marketing Mix: Definition, Importance & Factors determining Marketing Mix, Meaning and Nature of Products, Concept of Product Mix, Product Planning and New Product Development, Product Life Cycle, Product Packaging: Definition, Functions and requisite of good packaging, Branding and Labeling. **Lectures: 12**

Unit VI: Pricing: Concept, Objectives & Importance of Channels of Distribution of Consumer Goods, Types of Channels of Distribution, Factors affecting choice of distribution channels, Logistics: Meaning, Importance, Objectives, Marketing Logistics Task, Approaches of Logistics (Total Cost & Total System Approach) **Lectures: 10**

Unit VII: Promotion: Meaning, Nature & Importance, Types of Promotion, Concept of Promotion Mix and Factors affecting Promotion Mix, Emerging trends in marketing. **Lectures: 08**

Recommended Books:

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

Note: Latest edition of textbooks may be used

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

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

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

ENGLISH COMMUNICATION**Theory: 30 Lectures**

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

Course Learning Outcome:**After the completion of this course students will able to:**

- Write clear, concise, and grammatically correct documents, including emails, memos, reports, and other business correspondence.
- Speak confidently and articulately in English, including public speaking, presentations, and participating in meetings and discussions.
- Communicate effectively in one-on-one or small group settings, including active listening, empathy, and conflict resolution skills.

Unit 1: Introduction to communication- Meaning and process, types of verbal and non- verbal communication, barriers to communication, 7'C of effective communication. **Lectures: 05**

Unit 2: Comprehending and summarizing- comprehension, note making and summarizing. **Lectures: 03**

Unit 3: Writing for specific purposes: notices, advertisements - copywriting, minutes of meeting. **Lectures: 04**

Unit 4: Reading and listening skills: types of listening, listening process, types of reading and their importance. **Lectures: 04**

Unit 5: Professional communication: job application (resume and cover letter), business letter, resignation letter, orders & replies, invitation & replies, Emails. **Lectures: 06**

Unit 6: Presentation skills, Interview skills, GD & Soft Skills. **Lectures: 05**

Unit 7: Vocabulary building: One-word substitution, synonyms and antonyms, idioms and phrases. **Lectures: 03**

Recommended Books:

1. Essential English for better communication- Raj Kumar Sharma and Nidhi Singh
2. Effective Business Communication, Asha Kaul
3. Developing Communication Skills, Krishnamohan
4. Functional Grammar and Spoken and Written Communication in English, Bikram K. Das, Orient Blackswan
5. Precis, Paraphrase and Summary, P.N. Gopalkrishnan, Authors Press
6. Communication Skills, Sanjay Kumar and Pushplata, Oxford Publication

Note: Latest edition of textbooks may be used

-----END OF SEM -I-----

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

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

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

End Semester Examination (ESE):

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

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

RETAIL CONSUMER BUYING BEHAVIOR

Theory: 60 Lectures; Tutorial: 10 Lectures

Objectives: To provide knowledge regarding the consumer behavioral perception about various products traded under the retail system.

Course Learning Outcomes:

After the completion of this course students will able to:

- Understand consumer behavioral perception about various products.
- Understand individual determinants of consumer behavior, socio cultural and environmental factors retail consumer decision making process.
- Understand e-buyer's behaviors in the retail market and knowledge of different consumer behavior models.

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

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

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

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

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

Unit VI: Introduction to Consumer Behavior Model: **Lectures: 09**

- a) Howard Sheth Model,
- b) Engel Blackwell Model,
- c) Jagdish Sheth Model.

Recommended Books

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

Note: Latest edition of textbooks may be used

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

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

End Semester Examination (ESE):

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

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

DIGITAL ADVERTISING & MARKETING**Theory: 60 Lectures; Tutorial: 10 Lectures**

Objectives: This course is to equip learners with the knowledge and practical skills to effectively plan, execute, and analyze online marketing strategies that drive brand awareness, engagement, and business growth.

Course Learning Outcome:

After the completion of this course students will able to:

- Understand digital media channels. Capability to create and manage various types of digital content.
- Expertise in core digital marketing concepts, such as search engine optimization (SEO), search engine marketing (SEM), social media marketing (SMM), email marketing, content marketing, and online advertising, mobile marketing trends and strategies, pay-per-click (PPC) advertising.
- Understand social media platforms, their features, and best practices for managing and engaging audiences on platforms. Knowledge of digital marketing analytics tools and techniques to track and measure the performance of digital marketing campaigns.

Unit I: Introduction to Digital Marketing: Definition, Importance, Difference between traditional and digital marketing, recent trends and current scenario of the industry, digital marketing been a tool of success for companies, use digital marketing to increase sales, Case studies on digital marketing strategies. **Lectures: 04**

Unit II: Website Planning & Creation: Understanding the functionality of WordPress, develop a website, incorporate different design elements into your website, add content, Install and activate plugins, The functionality of different plugins. **Lectures: 04**

Unit III: Search Engine Optimization (SEO): Introduction to Search Engine Optimization, Working of Search Engine, On-page SEO – concepts like content research, keyword research, meta tags, Off-page SEO – link building, Keyword Research, Factors affecting the rank of a webpage. **Lectures: 07**

Unit IV: Search Engine Marketing (SEM): Introduction, Features of the Google Ads platform, creating campaigns, Search volume, Google AdWords, Ad Creation, Site & Keyword Targeting, Demographic Targeting, Google Keyword Planner. **Lectures: 07**

Unit V: Social Media Marketing (SMM): Introduction, how SMM work & how businesses leverage social platforms, Targeting Demographics through social media, Metrics like cost-per-click (CPC), cost-per-view (CPV), cost-per-impression (CPM), Social Media Analytics, Social Media Advertising. **Lectures: 07**

Unit VI: Web Analytics: Google Analytics, Concepts of bounce rate, page view, session time, optimally use Google Analytics, Behavior and acquisition reports. **Lectures: 07**

Unit VII: Digital Media Planning & Buying: Concept of Media buying and its types, Concepts of cost-per-install (CPI), cost-per-order (CPO), cost-per-acquisition (CPA), click-through-rate (CTR), etc. **Lectures: 04**

Unit VIII: Web Remarketing: Basics of remarketing, create a remarketing list, create remarketing lists on Google Ads, use Google Ads tag and on Facebook using their Facebook Pixel code. **Lectures: 04**

Unit IX: Email Marketing: build the right subscriber list, build a database by segmenting based on demographics, mode of acquisition, target group, finessing email marketing tools and software, designing email copies & automating emails, Extracting information from email campaign analytics. **Lectures: 04**

Unit X: Mobile Marketing: How to increase an app's engagement through in-app advertising, In-app messaging, Push notifications, creating copies, App store optimization, analyses app metrics, increase app installations, Strategizing and planning to increase app installations and promotions **Lectures: 04**

Unit XI: Online Reputation Management (ORM): Concept of Online Reputation Management, Methods of handling negative reviews, Crisis management **Lectures: 04**

Unit XII: AdSense, Blogging & Affiliate Marketing: Concept of Google AdSense and YouTube AdSense, Methods of generate revenue from websites and blogs, write creative content which is SEO-friendly. **Lectures: 04**

Recommended Books:

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

Note: Latest edition of textbooks may be used

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

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

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

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

Objectives: Students should be aware about the communication and its importance in the fields of marketing by describing various mix and models of communication.

Course Learning Outcome:**After the completion of this course students will able to:**

- Create effective marketing communication materials.
- Measure and evaluate marketing performance using key performance indicators (KPIs) and metrics to assess the effectiveness of marketing strategies and tactics.
- Develop comprehensive marketing plans that align with organizational objectives and address market opportunities and challenges.

Unit 1: Understanding Integrated Marketing Communication.**Lectures: 10**

- a. Introduction: Meaning, Features of IMC, Evolution of IMC, Reasons for growth of IMC, Promotional Tools for IMC, IMC Planning Process/Model, Marketing and Promotion process model. Social Media and IMC.
- b. Communication Response Models: Basic Model of Communication. Traditional Response Hierarchy Model AIDA, Hierarchy of Effect, Innovation Adoption Model. Alternative Response Hierarchy Models. Levels of Audience Aggregation.
- c. Establishing objectives and Budgeting for promotional programs: Determining IMC objectives, Marketing v/s Sales v/s Communication Objectives, DAGMAR, Problems in setting objectives, Budget approaches for promotion communication.

Unit II: Elements of IMC (PART A)**Lectures: 13**

- a. Advertising: Meaning and Features, Evolution, Limitation, Classification of Advertising, Special Purpose Advertising- Green Advertising, Pro bono Advertising, Rural Advertising. Advertising Regulation-ASCI, Doordarshan Code.
- b. Sales Promotion: Meaning, Reasons for growth, Limitations, Sales Promotion Abuse, Major Techniques of Sales Promotion at different level- Consumer, Dealer, Sales force.
- c. Direct Marketing: Meaning, Role of Direct Marketing in IMC, Advantages and Disadvantages, Direct Marketing Techniques.

Unit III: Elements of IMC (Part B)**Lectures: 14**

- a. Public Relations and Publicity: PR-Meaning, Marketing Public Relation (MPR) and its importance in Integrated Marketing Program, Advantages and Disadvantages, Process, Tools of PR. Publicity-Meaning, Characteristics, Sources of Publicity, Importance, Dealing with various public/Stakes holder relationship.
- b. Personal Selling: Meaning, Types of Sales Persons, Personal selling responsibility, skill set required for effective selling.
- c. Sponsorship: Meaning, Criteria for Sponsorship, Limitation, Event Sponsorship, Cause Sponsorship, Ambush Marketing-Concept, Impact.

Unit IV: Creative Aspects, Ethics and Evaluation in Marketing Communication**Lectures 15**

- a. Creative Aspects in Marketing Communication: Concept and Importance of Creativity, Visualization-Techniques, Buying Motives- Types, Selling Points-Types, Appeals-Types, USP.
- b. Ethics in Marketing Communication: Targeting vulnerable group, Stereotyping, Portrayal of women, Unethical practices in marketing communication, Social and cultural consequences.

c. Evaluation in Marketing Communication: Evaluation process of IMC, Testing of Advertising Effectiveness-Post Tests, copy testing – emotional reaction test, cognitive neuroscience – online evaluation, Behavioral Evaluation – sales and response rate, POPAI, Toll free numbers, QR codes and Facebook likes, response cards, Internet responses, redemption rate Measuring effectiveness of sales promotion, Non-Traditional Media, Personal Selling, Sponsorship and other IMC program elements

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

Lectures: 08

Recommended Books:

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

Note: Latest edition of textbooks may be used

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

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

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

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

Objectives: To acquaint the students with basic concepts used in cost and management accounting and various methods involved in cost ascertainment system.

Course Learning Outcome:

After the completion of this course students will able to:

- Understand cost concepts, methods of cost accumulation and allocation.
- Ability to perform CVP analysis to understand the relationship between costs, volume, and profit, and to make decisions related to pricing, product mix, and sales strategies.
- Understand budgeting principles and techniques.

Unit I: Introduction Meaning, scope, objectives and advantages of cost accounting; Difference between financial and cost accounting. Cost concepts and classifications, Overview of elements of cost and Cost sheet. Role of a cost accountant in an organization. Introduction to Cost Accounting Standards & Cost Accounting Records and Audit Rules **Lectures: 15**

Unit II: Elements of Cost: Material and Labour

- a. Materials: Meaning of material, Element of material cost. Inventory control techniques. Accounting and control of purchases, storage and issue of materials. Physical Verification and control of losses—Wastage, scrap, spoilage and defectives. **Lectures: 10**
- b. Labour: Accounting and Control of Labour cost. Time-keeping and time-booking. Concept and treatment of idle time, over time, Labour turnover and fringe benefits. Methods of wage payment and Incentive schemes - Halsey, Rowan, Taylor's differential piece wage. **Lectures: 10**

Unit III: Elements of Cost: Overheads Classification, allocation, apportionment and absorption of overheads, Under- and over absorption; Capacity Levels and Costs; Treatments of certain items in costing like interest on capital, packing expenses, bad debts, research and development expenses. Activity based costing. **Lectures: 15**

Unit IV: Methods of Costing Unit costing, Job costing, Contract costing, Process costing (including process losses, valuation of work-in-progress, joint and by-products). Service costing (only transport). **Lectures: 15**

Unit V: Cost Accounting Book-Keeping Systems Integral and non-integral systems; Reconciliation of cost accounting records with financial accounts. **Lectures: 10**

Recommended Books:

1. Cost Accounting- M.Y. Khan and P.K Jain
2. Cost Accounting - Ashish Kalra
3. Cost Accounting - M.C. Shukla, T.S Grewal and Dr. M.P Gupta

Note: Latest edition of text books may be used

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

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

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

ENVIRONMENTAL STUDIES**Theory: 30 Lectures**

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

Course Learning Outcome:

After the completion of this course students will able to:

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

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

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

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

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

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

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

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

Unit 8: Field work**Lectures: Equal to 04**

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

Recommended Books:

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

Note: Latest edition of textbooks may be used

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

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

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

End Semester Examination (ESE):

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

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

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

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

Course Learning Outcomes:

After the completion of this course students will able to:

- Apply effective merchandising, branding, and visual display techniques to enhance customer experience in specialty stores.
- Evaluate current trends, challenges, and opportunities in specialty retailing, including sustainability, digitalization, and Omni channel integration.
- Plan, manage, and promote specialty retail formats that cater to specific customer needs while maintaining operational efficiency and brand differentiation.

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

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

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

Unit IV: Home Appliances Retail—Kitchenware and its usefulness and demand of stylish products, Ready to use cookeries and its demand by presentation and price sensitive presentation, Different FMCG goods and other ready to use Electronic Products with its ready to use operation system by way of usefulness and budgeting. **Lectures: 06**

Unit V: High Value Ornamental Retail—Hall Marking Gold and Branded Diamond, Value user system, Seasonal and Non seasonal demand, Price Cutting and other strategical factors of promotion, High demand and Low demand area. **Lectures: 04**

Unit VI: Pharmaceutical Retail—Different category of products, Price orientations and demand, Over the Trade Counter (OTC) Products, Servicing and Demand creations. **Lectures: 04**

Unit VII: High Value Consumer Care Retail—Special discounting and Servicing, Products offering and its value of cost to the customer, Special service at the door step and Customer Relationship Management in profile and operation. **Lectures: 04**

Unit VIII: Footwear Retailing, Eyewear Retailing: Overview of the footwear industry, Types of footwear (formal, casual, sports, orthopaedic, safety, fashion), Market segmentation: gender, age, lifestyle, price range, Major footwear brands and retail chains, Seasonal and fashion trends in footwear. Overview of eyewear industry (optical, sunglasses, fashion eyewear), Major global and local eyewear brands, Structure of eyewear

retail market, Types of eyewear: prescription glasses, sunglasses, contact lenses, display design for eyewear, Inventory management (lens and frame assortments), Pricing, promotions, and warranty policies, After-sales services (repairs, replacements, cleaning).

Lectures: 10

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

Unit X: Food and Grocery Retailing – Grading of food in accordance to law, quality and its shelf life, Package and unpackaged foods in the retailing, Price sensitivity and Retail Strategy, Differentiation between fast moving and slow moving food products and the strategy of Retailing in according to shelf life of the product, Procurement of generic food products and re-packaging for Retailing, Identification of Grocery products by its territorial demand in according to retailing, Bulk retailing of the Grocery products and customer orientation with it, Price war in the Grocery products and other promotional aspects associated with it, Management of Grocery Products as per the food grading and its adulteration.

Lectures: 12

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

Lectures: 02

Recommended Books

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

Note: Latest edition of textbooks may be used

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

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

End Semester Examination (ESE):

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

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

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

Objectives: To provide knowledge regarding business strategy related to retail and its associated functions.

Course Learning Outcomes:

After the completion of this course students will able to:

- Plan, manage, and promote specialty retail formats that cater to specific customer needs while maintaining operational efficiency and brand differentiation.
- Develop retail strategy in relation to market identification with social and economic factors, strategy of product mix, price mix, environmental analysis, retail strategy formulation and its implementation.
- Develop business strategy and different business policies related to retail and its associated functions including the scope of 7P's of business.

RETAIL STRATEGY**Lectures: 25**

Unit I: Basic Concepts of Retail Strategy.

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

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

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

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

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

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

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

BUSINESS POLICIES**Lectures: 35**

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

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

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

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

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

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

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

Recommended Books

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

Note: Latest edition of textbooks may be used

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

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

End Semester Examination (ESE):

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

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

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

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

Course Learning Outcomes:

After the completion of this course students will able to:

- Understand international retailing and their various functions, global marketing mix, international retail organization formats and retail international theories.
- Develop various organizations relating to international business.
- Understand International retail environment, retail logistics, role of technology in global retailing business.

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

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

Unit III: Retail Logistics - Retail Supply Chain Management: Theoretical Perspectives, Differences in logistics 'culture' in International Markets, Consumer Choice and Retail formats, Logistics cost Structures, The Internationalization of Logistics Practice, Strategic sourcing and procurement, Cross docking. **Lectures: 10**

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

Recommended Books

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

Note: Latest edition of textbooks may be used

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

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

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

HUMAN RESOURCE MANAGEMENT IN RETAIL Theory: 75 Lectures; Tutorial: 15 Lectures

Objectives: Provides knowledge about the importance of human resource management with its various applicable systems.

Course Learning Outcomes:

After the completion of this course students will able to:

- Understand Human resource management and strategic HRM in retail.
- Understand group dynamics, organizational culture and employee behavior.
- Gain knowledge about conflict management, counseling and negotiation and employee relations.

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

Lectures: 04

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

Lectures: 05

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

Lectures: 08

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

Lectures: 09

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

Lectures: 08

Unit VI: Leadership- Definition, Importance, Types

Lectures: 04

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

Lectures: 08

Unit VIII: Placement and Induction.

Lectures: 04

Unit IX: Group and Group Dynamics.

Lectures: 04

Unit X: Organizational Culture and Employee Behavior.

Lectures: 07

Unit XI: Conflict Management.

Lectures: 04

Unit XII: Counseling & Negotiation.

Lectures: 04

Unit XIII: Employee Relations—Ethics, Industrial Relations.

Lectures: 04

Recommended Books

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

Note: Latest edition of textbooks may be used

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

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

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

BUSINESS ECONOMICS**Theory: 75 Lectures; Tutorial: 15 Lectures**

Objectives: To provide students with an understanding of economic concepts and analytical tools that help in making effective business decisions and formulating strategies in a dynamic market environment.

Course Learning Outcomes

After the completion of this course students will able to:

- Apply economic principles to analyze business problems and decision-making.
- Evaluate the impact of market structures and economic policies on business operations.
- Interpret demand, supply, cost, and pricing concepts to enhance managerial decisions.

Unit I – Introduction to Managerial Economics: Definition, Nature, and Scope of Managerial Economics, Objectives and importance of Managerial Economics in business decision-making, Goals of Business: Economic Goals, Social Goals, Strategic Goals, Business Ethics and Corporate Social Responsibility, Role of Managerial Economics in the Banking and Insurance Sector, Introduction to Behavioral Economics in Financial Decision-Making.

Lectures: 15

Unit II – Demand and Supply Analysis: Law of Demand and Determinants of Demand, Movements vs. Shifts in Demand Curve, Market Demand and Demand Forecasting Techniques, Elasticity of Demand: Price, Income, and Cross Elasticities, Applications of Elasticity in Banking and Insurance Pricing, Law of Supply, Determinants of Supply, and Market Equilibrium, Applications of Demand and Supply: Price Rationing, Price Floors, and Policy Implications

Lectures: 15

Unit III – Consumer Behavior and Decision-Making: Concepts of Utility: Total and Marginal Utility, Law of Diminishing Marginal Utility & Equi-Marginal Principle, Indifference Curve Analysis and Budget Constraints, Price, Income, and Substitution Effects, Consumer and Producer Surplus, Behavioral Biases in Consumer Decisions (anchoring, loss aversion, risk preference)

Lectures: 15

Unit IV – Production, Cost, and Revenue Analysis: Production Function and Short-Run vs. Long-Run Production, Law of Variable Proportions and Returns to Scale, Iso-Quant, Iso-Cost Lines, and Producer's Equilibrium, Short-Run and Long-Run Costs, Revenue and Profit Maximization; Economies and Diseconomies of Scale, Cost-Volume-Profit (CVP) Analysis for Financial Institutions

Lectures: 15

Unit V – Market Structures and Pricing Decisions: Perfect Competition: Short-Run and Long-Run Equilibrium, Monopoly: Price and Output Determination, Price Discrimination and Regulation, Oligopoly: Kinked Demand, Collusive Models, Game Theory Introduction, Monopolistic Competition and Product Differentiation, Pricing Strategies in Banking and Insurance Services

Lectures: 15**Recommended Books:**

1. P.L. Mehta – *Managerial Economics: Analysis, Problems and Cases* (Sultan Chand)
2. D.N. Dwivedi – *Managerial Economics* (Vikas Publishing House)
3. Varshney & Maheshwari – *Managerial Economics* (Sultan Chand & Sons)
4. Peterson, H. Craig & Lewis, W. Chris – *Managerial Economics* (Pearson)
5. Salvatore, Dominick – *Managerial Economics in a Global Economy* (McGraw-Hill)
6. Koutsoyiannis, A. – *Modern Microeconomics* (Macmillan)
7. Pindyck, Robert & Rubinfeld, Daniel – *Microeconomics* (Pearson)
8. Mishra, S.K. & Puri, V.K. – *Indian Economy and Managerial Applications* (Himalaya Publishing)
9. Gupta, Suraj B. – *Managerial Economics for Bankers and Insurers* (New Age International)

Note: Latest edition of textbooks may be used

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

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

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

RESEARCH METHODOLOGY**Theory: 30 Lectures**

Course Objectives: To equip students with the knowledge and skills necessary to design, conduct, analyze, and interpret research effectively for informed decision-making and problem-solving in academic and professional contexts.

Course Learning Outcomes**After the completion of this course students will able to:**

- Understand and apply the fundamental concepts, processes, and types of research.
- Develop research designs, formulate hypotheses, and use appropriate data collection methods.
- Analyse and interpret research data to draw valid conclusions and present findings effectively.

Unit I: Fundamentals of Research: Meaning, Nature, and Scope of Research, Objectives and Significance of Research in Commerce and Management, Types of Research: Pure, Applied, Descriptive, Analytical, Exploratory, Experimental, Qualitative vs Quantitative, Research Process: Steps from Problem Identification to Report Writing, Ethics in Research, Plagiarism, Integrity, and Referencing **Lectures: 03**

Unit II: Research Problem, Hypothesis, and Design: Defining and Selecting a Research Problem, Review of Literature: Sources and Techniques (Journals, Google Scholar, etc.), Hypothesis: Meaning, Types, Formulation, and Testing Logic, Research Design: Exploratory, Descriptive, Diagnostic, Experimental, Sampling: Meaning, Types (Random, Stratified, Systematic, Cluster, Judgmental), Determination of Sample Size **Lectures: 06**

Unit III: Data Collection and Measurement: Sources of Data: Primary & Secondary, Methods: Questionnaire, Schedule, Interview, Observation, Experiment, Scaling & Measurement: Nominal, Ordinal, Interval, Ratio, Attitude Measurement Scales – Likert, Semantic Differential, Thurstone, Reliability and Validity **Lectures: 07**

UNIT IV: Data Processing, Analysis & Interpretation: Editing, Coding, Classification, Tabulation, Introduction to Statistical Analysis (Descriptive Statistics, Charts, Graphs), Hypothesis Testing Basics: t-test, χ^2 -test, ANOVA (Conceptual Level), Use of Excel/SPSS for Data Entry and Summary Statistics. **Lectures: 07**

UNIT V: Report Writing and Presentation: Structure and Layout of Research Report, Bibliography, Footnotes, and Citation Styles, Executive Summary and Abstract, Avoid Plagiarisms, Graphical and Tabular Presentation of Data, Use of PowerPoint / Google Slides for Research Presentation **Lectures: 07**

Recommended Books:

1. Kothari, C.R. & Garg, G. — Research Methodology: Methods & Techniques
2. Uma Sekaran & Roger Bougie — Research Methods for Business
3. Zikmund, W.G. — Business Research Methods
4. Ranjit Kumar — Research Methodology: A Step-by-Step Guide for Beginners
5. Cooper & Schindler — Business Research Methods

Note: Latest edition of textbooks may be used

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

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

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

End Semester Examination (ESE):

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

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

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

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

Course Learning Outcomes:

After the completion of this course students will able to:

- Analyse and develop effective store layouts, floor plans, and space utilization strategies for different types of retail formats.
- Apply visual merchandising, signage, lighting, and fixture design techniques to create an attractive and functional retail environment.
- Evaluate customer flow, ergonomics, and product placement to optimize store performance and operational efficiency.

PLANNING

Lectures: 20

Unit I: Planning - Need and Orientation.

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

Unit III: Budgetary Planning and Application.

Unit IV: Trend Analysis for Demand Forecasting and Planning.

Unit V: Territorial Oriented Planning.

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

Unit VII: Planning for Retail Marketing Mix.

DESIGN

Lectures: 20

Unit VIII: Compact design and its advantages and disadvantages.

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

Unit X: Scattered design with advantages and disadvantages.

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

Unit XII: Design and its relationship with outlay.

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

LAYOUT

Lectures: 20

Unit XIV: (a) Descriptive layout. (b) Comprehensive layout. (c) Categorical layout.

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

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

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

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

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

Recommended Books

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

Note: Latest edition of textbooks may be used

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

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

End Semester Examination (ESE):

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

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

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

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

Course Learning Outcomes:

After the completion of this course students will able to:

- Design and implement effective store displays, window presentations, and in-store layouts to promote products and brand identity.
- Apply techniques of color, lighting, signage, props, and mannequins to create an engaging shopping environment.
- Integrate modern trends such as digital displays, interactive merchandising, and experiential retailing to improve customer engagement and sales performance.

Unit I: Visual Merchandising—Use and Application in the Retail Promotion.

Lectures: 03

Unit II: Different Types of Visual Merchandising and its effects in the Retail promotion.

Lectures: 05

Unit III: Advantages of in store Displays and Visual Merchandising.

Lectures: 05

Unit IV: Effects of Color and Messages in the Visual Merchandising.

Lectures: 05

Unit V: New products launch through visual merchandising.

Lectures: 06

Unit VI: Existing products promotion through visual merchandising.

Lectures: 06

Unit VII: Different factors incorporation in the design of visual merchandising.

Lectures: 06

Unit VIII: Change over time and its various factors to overcome the visual monotonous effects over the consumer

Lectures: 05

Unit IX: Development of the display process in according to 7P's of marketing mix.

Lectures: 06

Unit X: Consumer orientation with the displays in short- and long-term strategy.

Lectures: 05

Unit XI: Application of Visual merchandising in different sectors – Apparel, Footwear, Eyewear, Consumer Durables, Personal Care, Automobiles

Lectures: 06

Unit XII: Neuro effects of VM on consumers with hormonal effects

Lectures: 03**Recommended Books**

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

Note: Latest edition of textbooks may be used

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

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

End Semester Examination (ESE):

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

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

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

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

Course Learning Outcomes:

After the completion of this course students will able to:

- Assess current trends and challenges in retail franchising, including international expansion, digital integration, and franchisee-franchisor relationships.
- Apply strategies for franchise selection, setup, and management to ensure consistent brand standards and operational efficiency.
- Evaluate franchise business models and their suitability for different markets and product categories.

Unit I: Franchising and Business Growth.

Lectures: 04

Unit II: Business promotional tool in the Retail Franchising.

Lectures: 05

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

Lectures: 04

Unit IV: Retail Franchising in the B2B growth.

Lectures: 04

Unit V: Diversification of business through Retail Franchising

Lectures: 05

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

Lectures: 05

Unit VII: Special business orientation through franchising.

Lectures: 04

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

Lectures: 05

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

Lectures: 05

Unit X: Establishing of Micro Outlets through Retail Franchising.

Lectures: 05

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

Lectures: 05

Unit XII: Promoting of Chain Outlets through Retail Franchising.

Lectures: 04

Unit XIII: Case Studies 5

Lectures: 05

Lectures: 05

Recommended Books

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

Note: Latest edition of textbooks may be used

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

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

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

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

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

Course Learning Outcomes:

After the completion of this course students will able to:

- Analyse business processes and information requirements to design and implement effective MIS solutions.
- Apply MIS tools, software, and technologies for data collection, processing, reporting, and decision support in organizations.
- Evaluate the effectiveness of information systems in improving operational efficiency, productivity, and strategic planning.

Unit I: Information Systems Concept & Technologies, Role of information Systems in Business, Influence of Information Systems in Transforming Businesses, Global E-Businesses and Collaborations, Strategic roles of Information Systems, Behavioral, Technical and Socio-technical approaches, Enhancing Business Processes through Information Systems, Types of Business Information Systems: TPS, MIS, DSS, EIS., Organizing the Information Systems function in Business, Ethical and Social issues of Information Systems **Lectures: 20**

Unit II: Implementing information system to Achieve Competitive advantage: Porter's Competitive Forces Model, The Business Value Chain Model, Aligning Information Systems with Business, Decision Making and Information Systems: Types of Decisions and the Decision-Making Process, Business Value of Improved Decision Making, Decision Support for Operational, Middle and Senior Management, Concepts of Database, Database Management System. **Lectures: 20**

Unit III: Functional Information Systems: Marketing, Human Resource, Financial and Operational, Information Systems, Cross Functional Information Systems, Enterprise Systems, Enterprise Systems Components, Supply Chain Management Systems, Customer Relationship Management Systems, Business Value of Enterprise applications and challenges in Implementing. **Lectures: 15**

Unit IV: Implementing Information Systems as Planned Organizational Change, Business Process Reengineering, Systems Analysis and Systems Design, Modeling and Designing Systems: Structured and Object-Oriented Methodologies, Traditional Systems Life Cycle, Prototyping, End-User Development, Application Software Packages and Outsourcing, Implementing Information Systems, Introduction to Change Management. **Lectures: 20**

Recommended Books:

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

Note: Latest edition of textbooks may be used

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

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

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

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

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

Course Outcome:

After the completion of this course students will able to:

- Develop and implement effective sales plans, strategies, and team management techniques. Apply ethical, technological, and analytical tools to enhance sales performance and customer relationships.
- Demonstrate professional selling skills and customer service techniques on the sales floor.
- Perform product presentation, merchandising, and sales transaction activities effectively. Apply communication, teamwork, and ethical practices to ensure customer satisfaction and store success.

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

Lectures: 05

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

Lectures: 04

Unit III: Sales Forecasting—Methods and Significance.

Lectures: 05

Unit IV: Sales Budget-Types, Methods and Procedure.

Lectures: 05

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

Lectures: 16

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

Lectures: 06

Unit VII: Departmental Relations, Distribution-Network Relations.

Lectures: 04

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

Lectures: 05

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

Lectures: 04

Unit X: Introduction to Floor Salesmanship

Lectures: 03

Unit XI: Understanding the customer & Buying Motives

Lectures: 04

Unit XII: Product knowledge and Floor Management

Lectures: 04

Unit XIII: The Selling Process-The Approach, Presentation & Demonstration, overcoming objection, Closing Sales talk.

Lectures: 04

Unit XIV: Sales Promotion and Motivation

Lectures: 03

Unit XV: Emerging Trends in Floor Salesmanship

Lectures: 03

Recommended Books:

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

Note: Latest edition of textbooks may be used

SKILL ENHANCEMENT COURSE (SEC-2)

(Credits: Theory-02)

Marks: =100 (ESE: 3Hrs)=100**Pass Marks Th ESE = 40****Instructions to Question Setter for
End Semester Examination (ESE):**

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

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

QUANTATIVE TECHNIQUES IN BUSINESS**Theory: 30 Lectures**

Course Objectives: To develop students' ability to apply quantitative methods and analytical tools for solving business problems, supporting decision-making, and improving organizational efficiency.

Course Learning Outcomes

After the completion of this course students will able to:

- Understand and apply key quantitative techniques such as statistics, probability, and optimization in business contexts.
- Analyze business data to make informed and effective managerial decisions.
- Use quantitative models and tools to solve real-world business problems and improve operational efficiency.

Unit I: Introduction to Quantitative Techniques: Definition, Nature, and Scope of Quantitative Techniques, Role in Decision-Making and Research, Quantitative Models and their Business Applications, Limitations of Quantitative Approaches **Lectures: 03**

Unit II: Measures of Central Tendency and Dispersion: Mean, Median, Mode, Geometric Mean, Harmonic Mean, Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation, Skewness and Kurtosis – Meaning and Interpretation **Lectures: 06**

Unit III: Correlation and Regression Analysis: Meaning, Importance, and Types of Correlation, Karl Pearson's Coefficient, Spearman's Rank Correlation, Regression: Concept, Equation, Line of Best Fit, Uses, and Limitations, Coefficient of Determination (R^2) and Interpretation **Lectures: 08**

Unit IV: Probability, Index Numbers, and Time Series: Probability: Concepts, Rules, Addition and Multiplication Theorems, Conditional Probability and Bayes' Theorem (Conceptual & Simple Problems), Index Numbers: Types, Methods (Simple & Weighted), Base Shifting, Deflation, Time Series: Components, Trend Analysis (Moving Average, Least Squares), Seasonal Variations **Lectures: 07**

Unit V: Linear Programming & Decision Analysis: Concept, Formulation, and Assumptions of Linear Programming Problem (LPP), Graphical Method of Solving LPP (Two Variables), North west corner method, simplex, Vogals method, Transportation and Assignment Problems (Concept & Formulation), Decision Theory: Decision under Certainty, Risk, and Uncertainty, Game Theory (Pure and Mixed Strategies – Conceptual) **Lectures: 06**

Recommended Books:

1. Vohra, N.D. — Quantitative Techniques in Management
2. S.C. Gupta & Indra Gupta — Business Statistics
3. J.K. Sharma — Business Statistics
4. Anderson, Sweeney & Williams — Statistics for Business & Economics
5. Levin & Rubin — Statistics for Management

Note: Latest edition of textbooks may be used

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

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

End Semester Examination (ESE):

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

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

RETAIL SUPPLY CHAIN MANAGEMENT & WAREHOUSEING**Theory: 60 Lecture; Tutorial: 10 Lectures**

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

Course Learning Outcomes:

After the completion of this course students will able to:

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

Unit I: Retail Supply Chain Management.

Lectures: 04

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

Lectures: 03

Unit III: Modes of Transportation for the Retail Sector.

Lectures: 03

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

Lectures: 06

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

Lectures: 05

Unit VI: Material Handling Procedure in the Retail Sector.

Lectures: 05

Unit VII: Distribution Network designing in Retail Supply Chain.

Lectures: 03

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

Lectures: 06

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

Lectures: 06

Unit X: Advantages and Outsourcing in the Retail Sector.

Lectures: 03

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

Lectures: 04

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

Lectures: 05

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

Lectures: 03**Recommended Books**

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

Note: Latest edition of textbooks may be used

CORE COURSE – C12

(Credit: Theory-05+ Tutorial-01=06)

Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100**Pass Marks (MSE + ESE)=40****Instructions to Question Setter for
Mid Semester Examination (MSE):**

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

End Semester Examination (ESE):

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

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

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

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

Course Learning Outcomes:**After the completion of this course students will able to:**

- Apply effective merchandising, visual display, and branding strategies to enhance customer experience and sales in fashion retail.
- Manage store operations, inventory, and customer relationships in fashion and lifestyle retail environments.
- Evaluate emerging trends, digital retailing, and Omni channel strategies in fashion and lifestyle retail to stay competitive.

Unit I: Introduction to Fashion and Lifestyle goods.

Lectures: 03

Unit II: Category of fashion and lifestyle products.

Lectures: 04

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

Lectures: 04

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

Lectures: 05

Unit V: Promotion and the Lifestyle Retailing.

Lectures: 05

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

Lectures: 04

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

Lectures: 03

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

Lectures: 05

Unit IX: Investment and Lifestyle Retailing.

Lectures: 04

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

Lectures: 04

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

Lectures: 04

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

Lectures: 04

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

Lectures: 06

Unit XIV: Market position of fashion and lifestyle products.

Lectures: 05**Lectures: 04****Recommended Books**

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

Note: Latest edition of textbooks may be used

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

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

End Semester Examination (ESE):

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

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

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

Objective: This course provides the knowledge about shopping mall and its various system of management.

Course Learning Outcomes:

After the completion of this course students will able to:

- Analyze and plan the tenant mix, space allocation, and leasing strategies to maximize mall profitability and customer satisfaction.
- Manage day-to-day mall operations including housekeeping, security, maintenance, and facility management to ensure smooth functioning.
- Evaluate sustainability practices, customer service policies, and safety measures to maintain a positive shopping environment and long-term operational efficiency.

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

Unit II: Mall Management – Introduction, Objective of Mall Management, Scope of Mall Management, Scope of Services Strategy, Areas of Responsibility of mall administration & management. **Lectures: 05**

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

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

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

Unit VI: Safety & Fire Management - Introduction to Safety & Fire Management, Introduction to Fire-Fighting System, Risk Assessment, Fire Safety Plan, Fire Management Team, Responsibilities of Fire Safety Officer and Supervisor, Mock Drill procedure for all Staff, Fire Protection Equipment, Fire Safety Committee, Inventory of Fire Equipment's, Security Inventory, Checklist for Emergency Evacuation Drill **Lectures: 05**

Unit VIII: Services & Amenities Management - Introduction, Service Design Process, Amenities, Responsibilities, Parking Management and different amenities **Lectures: 04**

Unit IX: Feasibility study of Upcoming Malls in the vicinity and its effects in the marketing environment. **Lectures: 02**

Recommended Books

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

Note: Latest edition of textbooks may be used

DISCIPLINE SPECIFIC ELECTIVE (DSE 2)

(Credit: Theory-05+ Tutorial-01=06)

Marks :100 (ESE: 3Hrs)=100**Pass Marks (ESE) =40****Instructions to Question Setter for
Mid Semester Examination (MSE):**

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

End Semester Examination (ESE):

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

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

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

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

Course Learning Outcomes:

After the completion of this course students will able to:

- Conduct digital marketing, website management, and online merchandising techniques to enhance customer engagement and sales.
- Manage logistics, payment systems, and customer service in e-retail operations efficiently and securely.
- Adopt emerging technologies, Omni channel strategies, and legal aspects in e-retailing to ensure competitive advantage and compliance.

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

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

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

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

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

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

Recommended Books

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

Note: Latest edition of textbooks may be used

Semester – VI**4 Papers****CORE COURSE – C13****(Credit: Theory-05+ Tutorial-01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40****Instructions to Question Setter for****Mid Semester Examination (MSE):**

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

End Semester Examination (ESE):

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

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

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

Objectives: This course provides the knowledge about the customers and its oriented services in the benefits of retail management.

Course Learning Outcomes:

After the completion of this course students will able to:

- Design and implement service strategies, feedback mechanisms, and complaint-handling processes to improve overall service quality.
- Analyse customer needs, behaviour, and expectations to deliver personalized and value-added service in retail operations.
- Integrate technology, CRM tools, and service innovations to streamline retail customer service and enhance shopping experiences.

Unit I: Introduction to Retail Customer Service: Concept, Meaning, Need, Scope and importance of customer service, Service quality and customer satisfaction, Relationship between service and retail success, The customer service process. **Lectures: 05**

Unit II: Understanding Retail Customers: Different Types of Services meant for the retail customer, Consumer behavior in retail, Identifying and segmenting retail customers, Customer expectations and perception of value, Emotional intelligence in service delivery, Services and its orientation with the customer, Attitude of loyalty associated with the retail customer. **Lectures: 05**

Unit III: Special Services for the bulk customer: Meaning, Importance, Types, Challenges in managing bulk customer. **Lectures: 03**

Unit IV : Design of different services for the various segments of customers: Introduction, Meaning of service design in retail, basic of customer service in retail, Designing services for retail customer segment – Regular/Individual shopper, Bulk/Institutional Customer, Premium / High-Value Customers, Online / E-Retail Customers, Elderly / Senior Citizen Customers, Youth / Student Customers, Rural / Semi-Urban Customers, Steps in Designing Retail Services for Segments, Benefits of Segment-Specific Service Design in Retail, Services designed as per the economic and social environment of the region. **Lectures: 12**

Unit V: Different scheme offered under the services to the customer: Introduction, objective, Different Schemes and its benefits – Loyalty and Reward Schemes, Discount and Promotional Schemes, Credit and Instalment Schemes, Delivery and Home Service Schemes, Exchange and Return Schemes, After-Sales Service Schemes, Gift and Coupon Schemes, Membership and Privilege Schemes, Online / Digital Service Schemes. **Lectures: 08**

Unit VI: Managing Customer Relationships: Customer Relationship Management (CRM) systems, Building customer loyalty and Customer retention program through services in retail offering, Personalization and customer experience management, Service and Satisfaction Model for the retail customer, Retail customers integration through services. **Lectures: 05**

Unit VII: Service Recovery and Complaint Handling: Causes of customer dissatisfaction, Steps in service recovery, turning complaints into opportunities, Managing difficult customers **Lectures: 04**

Unit VIII: Technology in Retail Service: Digital and online customer service, Chabot's, AI, and Omni channel communication, Data analytics in customer service improvement **Lectures: 05**

Unit IX: Measuring and Improving Service Performance: Maintenance of services as per the standard service manual, Product-related Service approach for the retail customer, Service quality measurement tools (SERVQUAL, NPS, CSAT), Mystery shopping and feedback systems, Continuous improvement in service delivery **Lectures: 10**

Unit X: Customer Service Leadership and Training: Role of managers in service culture, Designing training programs for front-line staff, Motivation and empowerment in customer service teams **Lectures: 03**

Recommended Books

1. Customer Relationship Management—Alok Kumar, Chhabri Sinha & Rakesh Sharma
2. Retailing Management—Swapna Pradhan
3. Retail Management—Dr. Harjit Singh
4. Fundamentals of Retailing—KVS Madaan
5. Customer Service – Lucas
6. Marketing Management – Kotler, P., & Keller, K. L.
7. Retailing Management – Levy, M., Weitz, B., & Grewal, D..
8. Strategic Customer Management – Payne, A., & Frow, P.

Note: Latest edition of textbooks may be used

CORE COURSE – C14

(Credit: Theory-05+ Tutorial-01=06)

Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100**Pass Marks (MSE + ESE)=40****Instructions to Question Setter for
Mid Semester Examination (MSE):**

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

End Semester Examination (ESE):

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

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

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

Objectives: This course providing the knowledge about different applicable laws in the retail sector with its consequences.

Course Learning Outcomes:

After the completion of this course students will able to:

- Understand ethical and legal responsibilities in retailing by ensuring compliance with government policies and consumer rights.
- Apply legal provisions related to pricing, labeling, taxation, packaging, and product standards in retail business operations.
- Identify and resolve ethical and legal issues in retail operations through appropriate compliance and documentation.

Unit I: The Indian Contract Act 1872 – Essential of valid contract, Void agreements. **Lectures: 04**

Unit II: The Negotiable Instrument Act. 1881 – Characteristics of a negotiable instruments, kinds of negotiable instruments. **Lectures: 03**

Unit III: Bureau of Indian Standard Act 2016—Important Definitions, Bureau and its functions, Prohibitions, Grant of License, Appeal, Offences and Penalties. **Lectures: 05**

Unit IV: Carriage of Goods Act—Carriage of Goods by Land, Carriage of Goods by Sea, Carriage of Goods by Air. **Lectures: 04**

Unit V: Consumer Protection Act 2019 — Nature of Protection, Authorities under the Act, Consumer Disputes Redressal Agencies, Procedure of Making Complains, Relief available under the Act, Appeals, Enforcement of Orders, Penalties. **Lectures: 05**

Unit VI: Essential Commodities Act 1955 — About Essential Commodities, Control Orders, and Penal provisions of the Act. **Lectures: 04**

Unit VII: Food Safety & Standard Act 2006 — Definitions, Standards of Quality of Food Articles, Prohibitions and Restrictions, Conditions for Sale of Food Article, Conditions for License, Duties of Vendors and Labeling of Food Packages, Implementation procedure, Offences and Penalties. **Lectures: 06**

Unit VIII: Competition Act 2002 — Features, Governing Body, Remedies under the Act. **Lectures: 04**

Unit IX: Intellectual Property Rights — Procedure for Obtaining a Patent, Trade Mark Act 1999, Copy Right and its Benefits. **Lectures: 05**

Unit X: Sale of Goods Act 1930 — Definitions of various Goods, Documents of Title of Goods, Conditions of Warranties, Doctrine of Caveat Emptor, Performance of a Sale Contract, Rights and Duties of Buyers and Sellers. **Lectures: 05**

Unit XI: Legal Metrology Act 2009 — Features, Rules Applicable to business especially retail business. *The Packaging rules. **Lectures: 05**

Unit XII: Implication of Taxes and Duties — GST, VAT, Excise, Customs Duty. **Lectures: 05**

Unit XIII: Introduction to Bar Code—Procedure and System for availing Govt. Registered Bar Code by GS-1 Form and other local system. Advantage and Facilitation of Bar Code in the goods transaction at the Retail outlets or other sites.

Lectures: 05

Recommended Books

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

Note: Latest edition of textbooks may be used

DISCIPLINE SPECIFIC ELECTIVE (DSE 3)**Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****(Credit: Theory:05 + Tutorials:01=06)****Pass Marks (MSE + ESE) =40****Instructions to Question Setter for
Mid Semester Examination (MSE):**

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

End Semester Examination (ESE):

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

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

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

Objective: To develop an entrepreneurial mindset and equip students with the knowledge, skills, and attitudes necessary to identify business opportunities, create innovative ventures, and manage small and medium enterprises successfully.

Course Learning Outcome:

After completing this course student will be able to:

- Understand the concepts, theories, and process of entrepreneurship and innovation.
- Identify, evaluate, and develop viable business opportunities and plans.
- Demonstrate the skills required for starting, managing, and sustaining entrepreneurial ventures.

Unit I: Entrepreneurial Management: The evolution of the concept of entrepreneurship, John Kao's Model on Entrepreneurship, Idea generation, Identifying opportunities and Evolution, Building the Team/Leadership, Strategic planning for business, Steps in strategic planning, Forms of ownership-Sole proprietorship, partnership, limited liability partnership and corporation form of ownership, advantage/disadvantage, Franchising, advantages/disadvantages of franchising, types of franchise arrangements, franchise contracts, franchise evolution checklist, Financing entrepreneurial ventures, managing growth, Valuation of a new company, Harvesting and Exist strategies, Corporate Entrepreneurship. **Lectures: 10**

Unit II: Application of CPM, PERT in Enterprise Management: Importance of project management in new ventures and MSMEs, Role of planning and scheduling in entrepreneurial success, Overview of project life cycle: conception, planning, execution, and control, Meaning and purpose of network analysis, Comparison between CPM and PERT, Relevance of CPM and PERT in entrepreneurial project planning and control, Steps in CPM analysis - Listing activities and their durations, Drawing the network, Calculating Earliest Start Time (EST), Earliest Finish Time (EFT), Calculating Latest Start Time (LST), Latest Finish Time (LFT), Identifying the Critical Path, Importance of the critical path for entrepreneurs, Applications of CPM in time and cost optimization, Concept of three time estimates - Optimistic time (to), Most likely time (tm), Pessimistic time (tp), Calculation of expected time (te), Variance and standard deviation of project duration, Probability of project completion within a given time, Application of PERT in managing project uncertainty, Using CPM and PERT for - New business setup and product launch planning, Resource allocation and scheduling, Time-cost trade-off decisions, Identifying project bottlenecks and improving efficiency, Role in decision-making, control, and monitoring of entrepreneurial ventures. **Lectures: 15**

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

Unit IV: Social Entrepreneurship: Introduction to social entrepreneurship, Characteristics and role of social entrepreneurs, Innovation and Entrepreneurship in a social Context, Start-Up and early stage venture issues in creating and sustaining a Non-profits organization, Financing and Risks, Business Strategies and Scaling up. **Lectures: 06**

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

Lectures: 07

Unit VI: Entrepreneurship management for MSME: Concept, nature, characteristics and types of entrepreneurs, Role and importance of MSMEs in the economy, Classification and features of MSMEs (as per latest MSME Act), Challenges and opportunities in the MSME sector, Sources of finance, Financial planning and working capital management for MSMEs, Cost control, budgeting, and pricing decisions, Succession planning and professionalization of MSMEs, Managing risk and uncertainty in small businesses, Sustainability and CSR in MSMEs, Establishing MSMEs, Case studies of successful MSMEs and entrepreneurs

Lectures: 10

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

Lectures: 06

Recommended Books:

1. Entrepreneurship Development and Management – Vasant Desai
2. Entrepreneurship Development and Small Business Enterprises – Poornima M. Charantimath
3. Entrepreneurship and Small Business Management – C.B. Gupta & S.S. Khanka
4. Entrepreneurship Development – S. Anil Kumar, Poornima, K. Abraham, & Jayashree
5. Small Business Management and Entrepreneurship – David Stokes & Nicholas Wilson
6. MSME Policy and Management – R.K. Mishra & K. Goyal

Note: Latest edition of textbooks may be used

DISCIPLINE SPECIFIC ELECTIVE (DSE 4)

(Credits: Theory-01, Tutorial-05)

Marks: 50 (Internal Evaluation)+50 (External Evaluation)=100 Pass Marks (Internal + External)=40

ON JOB TRAINING

Objectives: To provide basic and hand on understanding of the industry.

On the Job Works for six to eight weeks at the Designated Organization recommended by the college

Guidelines to Examiners for End Semester Examination (ESE Pr):

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

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

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

PROJECT WORK

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

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

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

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

Academic Credits for training shall be based on following:

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

Marks will be awarded on this presentation and documents submitted to the faculty coordinator at the institute.

Students have to submit the following on completion of industrial training to the concern faculty at the college:

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

- f) Preface
- g) Table of content/index
- h) Objective of the project
- i) Scope of the Project
- j) Project guidelines (These points are mandatory)
 - 1. Introduction with Company profile.
 - 2. Vision, mission & objective.
 - 3. SWOT Analysis.
 - 4. Chronology of Achievements.
 - 5. Topic introduction & discussion.
 - 6. Its relevance & implication in company.
 - 7. Findings.
 - 8. Conclusion
 - 9. Further enhancement (Suggestion).
- 10. Bibliography
- 11. Reference Website
- 12. CD (Compact Disc/Soft copy)

k) The file should be Book Binding. One Project Report for office copy and each candidate must have its own copy.

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

End of Syllabi-B. Com (Retail Management)

ANNEXURE-I

**DISTRIBUTION OF CREDITS SEMESTER WISE FOR
B. COM (RETAIL MANAGEMENT) HONORS PROGRAMME
SEMESTER WISE DISTRIBUTION OF 164 CREDITS**

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

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

ANNEXURE-II

MARKS DISTRIBUTION FOR EXAMINATIONS AND FORMAT OF QUESTION PAPERS

Marks distribution of Theory Examinations of Mid Semester:

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

Marks distribution of Theory Examinations of End Semester

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

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

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

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

Marks distribution of Practical Examinations of End Semester

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

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

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

ANNEXURE-III

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



St. Xavier's College, Ranchi

Mid Semester No. _____

Exam Year _____

F.M. = 25

Subject/Code _____

Time = 1Hr.

General Instructions:

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

Group A [5x1=5]

1.
2.
3.
4.
5.

Group B [5x4=20]

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

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

ANNEXURE-IV

**FORMAT OF QUESTION PAPER FOR END SEM EXAMINATION OF
SUBJECTS WITHOUT PRACTICAL****St. Xavier's College, Ranchi**

Mid Sem No. _____

Exam Year _____

F.M. =75

Subject/Code _____

P.M. =40 (Including Mid Sem)

Time = 3Hrs.

General Instructions:

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

Group A

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

Group B

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

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

ANNEXURE-V

**FORMAT OF QUESTION PAPER FOR END SEM EXAMINATION OF
GE, SEC & AECC PAPERS****St. Xavier's College, Ranchi**

End Sem No. _____

Exam Year _____

Subject/Code _____

F.M. = 100

P.M. = 40

Time=3 Hrs.

General Instructions:

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

Group A

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

Group B

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

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

ANNEXURE-VI

**FORMAT OF INTERNAL EXAMINATION FOR
ON THE JOB TRAINING ASSESSMENT**



St. Xavier's College, Ranchi

Internal Exam No. _____

Exam Year _____

Subject/Code _____

F.M. = 50

General Instructions:

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

ANNEXURE-VII

**FORMAT OF EXTERNAL EXAMINATION FOR
ON THE JOB TRAINING ASSESSMENT**



St. Xavier's College, Ranchi

External Exam No. _____

Exam Year _____

Subject/Code _____

F.M = 50

P.M = 40 (Internal + External)

General Instructions:

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

ANNEXURE-VIII

SEMESTER WISE PAPER ALONG WITH THEIR CREDIT SYSTEM:

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

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

Credit Point = Gr. Pt. (GrP)x Cr

Semester Grade Point Average (SGPA)

$$SGPA = \frac{C(GrP \times Cr)}{\sum Cr} = \frac{\sum Crp}{\sum Cr}$$

Cumulative Grade Point Average (CGPA)

$$CGPA = \frac{\sum_{s=1}^n (Crp)_s}{\sum_{s=1}^n (Cr)_s}$$

Grade and Grade Point Table

Marks in %	Grade	Grade Point
91-100	O	10
81-90	A+	9
71-80	A	8
61-70	B+	7
51-60	B	6
46-50	C	5
40-45	P	4
< 40	F	0
Absent	X	0

ANNEXURE-IX

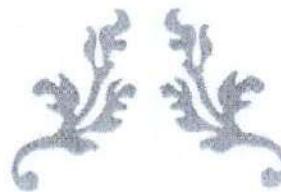
SAMPLE CALCULATION FOR SGPA & CGPA FOR B. COM (RETAIL MANAGEMENT)Sample Calculation for SGPA:

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

Sample Calculation for CGPA:

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

Thus, CGPA = $(26 \times 6.92 + 26 \times 6.76 + 32 \times 8.75 + 32 \times 7.31 + 24 \times 7.75 + 24 \times 8.0) / 164 = 7.6$



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

**Names of Question Setters
&
Answer Book Evaluators
for the Programme of
B. Com (Retail Management)
For the Academic Year - 2025 - 26**

FOR UNDERGRADUATE COMMERCE SELF FINANCING PROGRAMME AS PER RANCHI UNIVERSITY REGULATION



Name of Question Setters & Answer Book Evaluator for B. Com (Retail Management)
for the Academic Year 2025 - 26

Course	Course Title	Name of Question Setter	Name of Evaluator
Semester - I			
Core 1/ C101	Retail Business Environment	Prof. Nikita Mukherjee (Visiting Faculty)	Prof. Awesh Rawani--79912855, MBA dept., Yogda Satsang Mahavidyalaya, Ranchi
		Prof. Gautam Rudra	Dr. Prachi Prasad - 8002326564, Asst. Professor, MBA dept., Marwari college, Ranchi
Core 2/ C102	Retailing & Retail Store Operation	Prof. (Dr.) Kaushik Dutta	Prof. Dr. Subroto Ghosh, Faculty, Loyola Training Center, Ranchi
		Prof. Archana Jha (Visiting Faculty)	Prof. Tauseef Ali Ahsan-9572862285, Asst. Prof., MBA Dept., Marwari College, Ranchi
GE 1 (A) / GE01A	Financial Accounting	Prof. Ashok Kumar (Visiting Faculty)	Prof. Ekta Arya – 9334348060, Dept of Commerce self-finance & Vocational studies, Ranchi
		Prof. Hussain Ahmed	Prof. Santosh Kumar Yadav- 9608391769, Asst. Professor, Marwari College, Ranchi
GE 1 (B) / GE01B	Marketing Management	Prof. (Dr.) Shakil Anwar Siddique,	Dr. Mrinash Jha, Asst. Professor., ICFAI University, Ranchi
		Prof. Manisha Jain (Visiting Faculty)	Dr. Rajeev Narayan- 9835557635, Asst. Professor, MBA dept., Marwari College, Ranchi
AECC 1/ AEC01	English Communication	Prof. Shubham Kumar (Visiting Faculty)	Prof. Kaushik Banerjee, Faculty, Dept. of English, Loyola Training Center, Ranchi
		Prof. Nidhi Arya	Prof. Radheshyam Dey-9162170226, Asst. Prof., MBA dept., Marwari College, Ranchi
Semester - II			
Core 3/ C203	Retail Consumer Buying Behavior	Prof. (Dr.) Kaushik Dutta	Prof. Tauseef Ali Ahsan-9572862285, Asst. Prof., MBA Dept., Marwari College, Ranchi
		Prof. Manisha Jain (Visiting Faculty)	Prof. Archana Jha (Visiting Faculty)
Core 4/ C204	Digital Advertising & Marketing	Prof. (Dr.) Shakil Anwar Siddiqui	Dr. Mrinal Gaurav--943159372, MBA dept., Yogda Satsang Mahavidyalaya, Ranchi
		Prof. Nikita Mukherjee (Visiting Faculty)	Prof. (Dr.) Manisha Kumari- 9534646758, Assistant Professor, MBA Dept., Ranchi University, Ranchi
GE 2 (A)/ GE02A	Integrated Marketing Communication	Prof. Nidhi Arya	Prof. Nikita Mukherjee (Visiting Faculty)
		Prof. Gautam Rudra	Dr. Prachi Prasad - 8002326564, Asst. Professor, MBA dept., Marwari college, Ranchi
GE 2 (B)/ GE02B	Cost Accounting	Prof. Hussain Ahmed	Prof. Vivek Kumar Sharma, (Visiting Faculty)
		Prof. Ekta Arya	Prof. Anirban Biswas-825250213, BBA dept., St. Xavier college, Ranchi
AECC 2/ AEC02	Environmental Studies	Prof. Dr. Deepender Kumar Sinha,	Dr. Ranjay Kamal--9939011543, MBA Dept., Marwari College, Ranchi
		Prof. Pipas Kumar, Dept. of Environmental Science, SXC, Ranchi	Dr. Anil Kumar--9431330199, Asst. Prof., NIFFT, Ranchi

Semester – III

Core 5/ C305	Specialty Retail	Prof. (Dr.) Kaushik Dutta	Prof. Tauseef Ali Ahsan-9572862285, Asst. Prof., MBA Dept., Marwari College, Ranchi
		Prof. Manisha Jain (Visiting Faculty)	Prof. Dr. Subroto Ghosh, Faculty, Loyola Training Center, Ranchi
Core 6/ C306	Retail Strategy & Business Policies	Prof. Gautam Rudra,	Dr. Mrinal Gaurav--943159372, MBA dept., Yogda Satsang Mahavidyalaya, Ranchi
		Prof. Nikita Mukherjee (Visiting Faculty)	Dr. Rakesh Sinha- 9304220872, Asst. Professor, MBA dept., Marwari college, Ranchi
Core 7/ C307	International Retailing	Prof. (Dr.) Shakil Anwar Siddiqui	Dr. Prachi Prasad - 8002326564, Asst. Professor, MBA dept., Marwari college, Ranchi
		Prof. Archana Jha (Visiting Faculty)	Dr. Ashish Mohan-821038584. Asst. Professor, MBA dept., Marwari College, Ranchi
GE3(A) /GE03A	Human Resource Management in Retail	Prof. Fabian A Tete	Prof. Nidhi Arya
		Prof. Kaushik Banerjee, Faculty, Loyola Training Center, Ranchi	Prof. (Dr.) Manisha Kumari- 9534646758, Assistant Professor, MBA Dept., Ranchi University, Ranchi
GE 3 (B) /GE03B	Business Economics	Prof. Awesh Rawani--79912855, MBA dept., Yogda Satsang Mahavidyalaya, Ranchi	Dr. Mrinal Gaurav--943159372, MBA dept., Yogda Satsang Mahavidyalaya, Ranchi
		Dr. Rajeev Narayan- 9835557635, Asst. Professor, MBA dept., Marwari College, Ranchi	Prof. Dr. Deepender Sinha
SEC 1/ SEC01	Research Methodology	Prof. Dr. Deepender Sinha,	Prof. (Dr.) Shakil Anwar Siddiqui
		Prof. Hussain Ahmed	Dr. Abdullah, 9006746228, Marwari College, Ranchi

Semester – IV

Core 8/ C408	Retail Store Planning Design & Layout	Prof. (Dr.) Shakil Anwar Siddiqui	Prof. Tauseef Ali Ahsan-9572862285, Asst. Prof., MBA Dept., Marwari College, Ranchi
		Prof. Dr. Mrinal Gaurav--943159372, MBA dept., Yogda Satsang Mahavidyalaya, Ranchi	Prof. Nikita Mukherjee (Visiting Faculty)
Core 9/ C409	Retail Visual Merchandising	Prof. Gautam Rudra	Prof. Dr. Prachi Prasad - 8002326564, Asst. Professor, MBA dept., Marwari college, Ranchi
		Prof. Archana Jha (Visiting Faculty)	Prof. Ashish Mohan--821038584, MBA dept, Yogda Satsang Mahavidyalaya
Core 10/ C410	Retail Franchising	Prof. (Dr.) Kaushik Dutta	Dr. Mrinash Jha, Asst. Professor., ICFAI University, Ranchi
		Prof. Manisha Jain (Visiting Faculty)	Prof. Dr. Subroto Ghosh, Faculty, Loyola Training Center, Ranchi
GE 4 (A) /GE04A	Management Information System	Prof. Ritesh Kumar, Asst Professor, Dept of Computer Science, SXC, Ranchi	Dr. Manisha kumari-9524646758, Asst. Professor, MBA dept., IMS, Ranchi University, Ranchi
		Prof. Dr. Kamaldeep, Asst Professor, Dept of Computer Science, SXC, Ranchi	Prof. Awesh Rawani--79912855, MBA dept., Yogda Satsang Mahavidyalaya, Ranchi
GE 4 (B) /GE04B	Sales Management & Floor Salesmanship	Prof. Nikita Mukherjee (Visiting Faculty)	Prof. (Dr.) Kaushik Dutta
		Prof. Manisha Jain (Visiting Faculty)	Dr. Rakesh Sinha- 9304220872
		Prof. Dr. Deepender Sinha	Prof. (Dr.) Shakil Anwar Siddiqui

B.COM (RM)		QUESTION SETTERS & EVALUATORS NAMES		ST.XAVIER'S COLLEGE, RANCHI	
SEC 2/ SEC02	Quantitative Technique in Business	Prof. Hussain Ahmed		Dr. Mrinal Gaurav--943159372, MBA dept., Yogda Satsang Mahavidyalaya, Ranchi	
Semester – V					
Core 11/ C511	Retail Supply Chain Management & Warehousing	Prof. (Dr.) Kaushik Dutta	Dr. Mrinal Gaurav--943159372, MBA dept., Yogda Satsang Mahavidyalaya, Ranchi		
		Dr. Mridanish Jha, Asst Professor, 9304805050, ICFAI University, Ranchi	Prof. Nikita Mukherjee (Visiting Faculty)		
		Prof. Tauseef Ali Ahsan-9572862285, Asst. Prof., MBA Dept., Marwari College, Ranchi	Prof. Awesh Rawani--79912855, MBA dept., Yogda Satsang Mahavidyalaya, Ranchi		
DSE 1/ DSE501	Mall Management	Prof. Gautam Rudra	Prof. Dr. Prachi Prasad - 8002326564, Asst. Professor, MBA dept., Marwari college, Ranchi		
		Prof. Dr. Subroto Ghosh, Faculty, Loyola Training Center, Ranchi	Prof. Manisha Jain (Visiting Faculty)		
DSE 2/ DSE502	E-Retailing	Prof. (Dr.) Shakil Anwar Siddiqui	Dr. Manisha Kumari-9524646758, Asst. Professor, MBA dept., IMS, Ranchi University, Ranchi		
		Prof. Tauseef Ali Ahsan-9572862285, Asst. Prof., MBA Dept., Marwari College, Ranchi	Dr. Mrinal Gaurav--943159372, MBA dept., Yogda Satsang Mahavidyalaya, Ranchi		
Semester – VI					
Core 13/ C613	Retail Customer Service Management	Prof. (Dr.) Kaushik Dutta	Prof. Kaushik Banerjee, Faculty, Loyola Training Center, Ranchi		
		Prof. Manisha Jain (Visiting Faculty)	Prof. (Dr.) Shakil Anwar Siddiqui		
Core 14/ C614	Retail Legislation	Prof. Seema Maroo (Visiting Faculty)	Dr. Sumit Kumar, 9006746228, Marwari College, Ranchi		
		Prof. Dr. Pooja Shukla, Asst Professor, Amity University, Ranchi	Prof. Awesh Rawani--79912855, MBA dept., Yogda Satsang Mahavidyalaya, Ranchi		
DSE 3/ DSE603	Entrepreneurship Development	Prof. Gautam Rudra	Prof. Tauseef Ali Ahsan-9572862285, Asst. Prof., MBA Dept., Marwari College, Ranchi		
		Prof. Fabian A Tete	Prof. (Dr.) Deependra Kumar Sinha,		
DSE 4/ DSE604	On the Job Training	Prof. (Dr.) Kaushik Dutta	Prof. Dr. Subroto Ghosh, Faculty, Loyola Training Center, Ranchi		
		Prof. (Dr.) Shakil Anwar Siddiqui	Prof. Manisha Jain (Visiting Faculty)		
<u>List of Regular Faculties mentioned for as Question setters & Evaluators</u>					
<ol style="list-style-type: none"> 1. Prof. Gautam Rudra 2. Prof. Hussain Ahmed 3. Prof. Nidhi Arya 4. Prof. Ekta Arya 5. Prof. Fabian Tete 6. Prof. Dr. Kaushik Dutta 7. Prof. Dr. Shakil Anwar Siddique 8. Prof. Dr. Deependra Kumar Sinha 9. Prof. Dr. Rakesh Kumar Dixit 					
<u>List of Visiting Faculties of the Department mentioned for as Question setters & Evaluators</u>					
<ol style="list-style-type: none"> 1. Prof. Shubham Kumar 2. Prof. Manisha Jain 3. Prof. Nikita Mukherjee 4. Prof. Archana Jha 5. Prof. Ashok Kumar 6. Prof. Vivek Kumar Sharma 7. Prof. Seema Maroo 					