



# **St. Xavier's College, Ranchi**

***(NAAC Accredited 'A' Grade College)  
(An Autonomous College of Ranchi University)***

## **Syllabus**

**(Under Choice Based Credit System)**

**Department of Vocational Studies**

**&**

**Management Studies**

**Management Honours Programme**

- ***Bachelor in Retail Management (BRM)***  
***w.e.f. Academic year 2015-16***

### Course Curriculum

<u>Sem</u>	<u>Course Status &amp; No</u>	<u>Title of the Course</u>	<u>Marks</u>	<u>Credit (Th &amp; Tu)+Pr</u>
I	Core-1	Retail Business Environment	100	5+1
	Core-2	Retail Store Operation	100	5+1
	AECC-1	English Communication	100	2
	GE-1(a)	Financial Accounts	100	5+1
	GE-1(b)	Integrated Marketing Communication	100	5+1
	GE-1(c)	Marketing Management	100	5+1
	GE-1(d)	Principle & Practice of Management	100	5+1
II	Core-3	Retail Consumer Buying Behavior	100	5+1
	Core-4	Retail Strategy	100	5+1
	AECC-2	Environmental Science	100	2
	GE-2(a)	Media & Digital Marketing	100	5+1
	GE-2(b)	Cost & Management Accounting	100	5+1
	GE-2(c)	Office Administration & Management	100	5+1
	GE-2(d)	Organizational Behavior	100	5+1
III	Core-5	Specialty Retail	100	5+1
	Core-6	Fashion & Life Style Retail	100	5+1
	Core-7	Food & Grocery Retail	100	5+1
	SEC-1	Research Methodology Quantitative Technique in Retail	100	2
	GE-3(a)	Human Resource Management	100	5+1
	GE-3(b)	Consumer Behavior	100	5+1
	GE-3(c)	Public Relationship Management	100	5+1
IV	GE-3(d)	International Marketing	100	5+1
	Core-8	Retail Store Planning, Design & Layout	100	5+1
	Core-9	Retail Visual Merchandising	100	5+1
	Core-10	Retail Franchising	100	5+1
	SEC-2	Business Economics	100	2
	GE-4(a)	Management Information System	100	5+1
	GE-4(b)	Service Marketing	100	5+1
V	GE-4(c)	Counseling & Negotiation Management	100	5+1
	GE-4(d)	Sales Management	100	5+1
	Core-11	Retail Supply Chain Mgt & Warehousing	100	5+1
	Core-12	Mall Management	100	5+1
	DSE-1(a)	Retail Information Technology	100	5+1
	DSE-1(b)	Strategic Management	100	5+1
	DSE-1(c)	Microsoft Office (Word, Excel, PowerPoint)	100	5+1
	DSE-1(d)	Product & Brand Management	100	5+1
	DSE-2(a)	E-Retailing	100	5+1
	DSE-2(b)	Customer Relationship Management	100	5+1
VI	DSE-2(c)	ERP Finance	100	5+1
	DSE-2(d)	Rural Marketing	100	5+1
	Core-13	Retail Customer Service Management	100	5+1
	Core-14	Retail Legislation	100	5+1
	DSE-3	Entrepreneurship Development Programme	100	5+1
	DSE-4	Project & Viva voce	100	1+5

- ❖ *Marks are based on 30:70 systems. 30 marks is allotted for the Mid-Semester Examination and 70 marks is allotted for the End-Semester Examination.*
- ❖ *Pass marks for each course is 45 (Total Combined marks of mid semester examination, internal assignment, attendance and End Semester Examination).*
- ❖ *1 Credit = 15 Learning Hours, Th=Theory, Tu=Tutorial, Pr=Practical*
- ❖ *Core Course: A course, which should compulsorily be studied by a candidate as a core requirement is termed as a core course.*
- ❖ *Generic Elective (GE): An elective course chosen generally from an unrelated discipline/subject with an intention to seek exposure to other discipline. There are 4 subjects offered to the students and they have to select one subject among these.*
- ❖ *Ability Enhancement Compulsory Course (AECC): These courses based upon the content that leads to knowledge enhancement.*
- ❖ *Skill Enhancement Course (SEC): These courses designed to provide value based and/or skill-based knowledge.*
- ❖ *Discipline Specific Elective (DSE): These elective courses may be offered by the main discipline/subject of study. There are 4 subjects offered to the students and they have to select one subject among these at Semester-V.*



**Semester-I-Bachelor in Retail Management (BRM)**

**Core I- Retail Business Environment**

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

**1. Introduction to the Retail Environment:**

**(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.*

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

**3. 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*

**4. Market Structure and 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.*

**5. 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*

**6. 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*

**Recommended Books:**

**1. Retailing an Introduction-Roger Cox and Paul Brittain**

**Semester-I-Bachelor in Retail Management (BRM)**

**Core II-Retail Store Operation**

**Objectives:** To give student practical understanding of the different operations related to retail.

**Unit-I**

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

**Unit-II**

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

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

**Unit-III**

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

**Unit-IV**

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

**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
4. Retail Business Management—Yoginder Singh
5. Retail Business—V. D. Dudeja

**Semester-I-Bachelor in Retail Management (BRM)**

**AECC I- English Communication**

**Objective:** *The purpose of this course is to introduce students to the theory, fundamentals and tools of communication and to develop in them vital communication skills which should be integral to personal, social and professional interactions. One of the critical links among human being and an important thread that binds society together is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal. In the context of rapid globalization and increasing recognition of social and cultural pluralities, the significant of clear and effective communication has substantially enhanced.*

*The present course hopes to address some of these aspects through an interactive mode of teaching-learning process and by focusing on various dimensions of communication skills. Some of these are:*

*Language of communication, various speaking skills such as personal communication, social interactions and communication in professional situation such as interviews, group discussion and office environments, important reading skills as well as writing skills such as report writing, note-taking etc.*

*While, to an extent, the art of communication is natural to all living beings, in today's world of complexities, it has been acquired some elements of science. It is hoped that after studying this course, student will find a difference in their personal and professional interactions.*

*The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various suits/topics given below. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books.*

1. *Introduction: Theory of communication, Types and modes of communication.*
2. *Language of Communication: Verbal and non-verbal (Spoken and Written), Personal, Social and Business, Barriers and Strategies, Intra-personal, Inter-personal and Group communication.*
3. *Speaking Skills: Monologue, Dialogue, Group discussion, Effective Communication / Miscommunication, Interview, Public Speech.*
4. *Reading and Understanding: Close reading, Comprehension, Summery Paraphrasing, Analysis and Interpretation, Translation (from Indian language to English and vice-versa), Literary/Knowledge Texts.*
5. *Writing Skills: Documentation, Report Writing, Making notes, Letter writing.*

**Recommended Books:**

1. *Fluency in English-Part- II, Oxford University Press 2006.*
2. *Business English, Pearson, 2008*
3. *Language, Literature and Creativity, Orient Blackswan, 2013*
4. *Language through Literature (forthcoming) ed. Dr. Gauri Mishra, Dr.Ranjan Kaul, Dr.Brati Biswas*

**Semester-I-Bachelor in Retail Management (BRM)**

**GE 1(a) -Financial Accounting**

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

**Unit-I**

**Financial Accounting:** Nature and scope, Limitations of financial accounting. Basic concepts and Conventions, Accounting Standards: Meaning, Significance, Generally Accepted Accounting Principles (GAAP). Accounting Process: Form recording of transactions to preparation of final accounts. Rectifications of errors and Bank Reconciliation Statements.

**Unit-II**

(i) Consignments: Features, Account treatment in the books of consignor and consignee. (ii) Joint Ventures: Memorandum Joint Venture Account, Accounting procedures: Joint Bank Accounts, Records maintained by co-ventures of (a) all transactions (b) only his own transactions. (iii) Inland Branches: Dependent branches only and ascertainment of Profit by Debtors method and Stock and Debtors method.

**Unit-III**

**Depreciation Accounting:** Meaning of depreciation, causes, objects of providing depreciation, factors affecting depreciation, accounting treatment including provision for depreciation accounting. Methods of depreciation: straight line method and diminishing balance method. Accounting for Hire Purchase Transactions, Journal entries and ledger accounts in the books of Hire Vendors and Hire Purchaser for large value items including default and repossession.

**Unit-IV**

**Partnership:** Admission, Retirement, Dissolution of partnership firms: legal position, Accounting for simple dissolution.

**Unit-V**

**Analysis of financial statements,** Common size balance sheet, Ratio Analysis, Cash Flow Statement.

**Recommended Books**

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

Semester-I-Bachelor in Retail Management (BRM)

GE 1(b) - Integrated Marketing Communication

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

1. *Meaning & Nature of Advertising.*
2. *Origin & Growth of Advertising.*
3. *Role of Advertising in Indian Scenario.*
4. *Several Supportive and Critical views of advertising.*
5. *Advertising vs. Publicity.*
6. *Fundamentals of Advertising.*
7. *Advertising in Marketing Mix.*
8. *Advertising & Marketing Strategies.*
9. *The Role of Ad Manager in an Ad Agency.*
10. *Advertising Agencies Organizational Structure and its Functioning System.*
11. *Advertising budgeting—Process, Influencing Factors and Methods of Ad Budgeting.*
12. *Approach to Copy Writing, Illustration, Layout, Use of Colour Model.*
13. *Creative Strategy—Creative Process, Appeal Creation and Excretion Style.*
14. *Features of different Advertisement—Consumer Goods Ad, Industrial Goods Ad, Service Products Ad, Co-operative Sectors Ad, Social Ad, Financial Ad*
15. *Production & Implementation of Advertising.*
16. *The Process of Creation of Print Ads.*
17. *Different Types of Print Ad—Classified & Display, Classified-Display, Colour & Non Colour Display.*
18. *The Process of creation of TV & Multimedia Ads—Practical Aspects*

**Recommended Books:**

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



Semester-I-Bachelor in Retail Management (BRM)

GE 1(c) - Marketing Management

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

1. *Introduction to Marketing.*
2. *Nature, Scope and Significance of Marketing.*
3. *Marketing Process & Planning.*
4. *Marketing Strategy—Segmentation, Targeting & Positioning.*
5. *Marketing Strategies and Product Life Cycle.*
6. *Marketing Mix—Nature & Significance of Marketing Mix.*
7. *Product Decision.*
8. *Pricing Decision.*
9. *Promotional Mix—types of promotional mix, need-utility & Strategies.*
10. *Place Decision—Supply Chain Management.*
11. *Different Forms of Marketing.*
12. *Evaluation & Control of Marketing Functions.*

**Recommended Books:**

1. *Marketing Management—Philip Kotler*
2. *Principles of Marketing—Philip Kotler & Gary Armstrong*
3. *Marketing Management-Planning, Control—V. S. Ramaswamy & S. Namakumari*
4. *Modern Marketing Management—Rustom S. Davar*
5. *Case Study solutions in Marketing—H. Kaushal*
6. *Marketing Management—S. K. Sarangi*

**Semester-I-Bachelor in Retail Management (BRM)**

**GE 1(d) – Principle & Practice of Management**

***Objectives: It provides the knowledge of Management and its different theories considered to be the back bone of every organization. Management functional system is also described for proper understanding of the management working system at the every level.***

- 1. Development of Management Thought and Approach—Taylor, Fayol, Herbert, Simon, Peter Drucker-Human Behavior Approach, Management Science approach, Contingency or Situational approach.***
- 2. Management Functions and Skills—Different Management Level functions—Board of Directors, Chief executive, Top management, Supervisory Management, Grassroot Management.***
- 3. Planning—Fundamentals, Vision, Missions and Objectives, Strategy and Operational plans, Planning pre-requisites, Forecasting, Decision Making.***
- 4. Organizing—Fundamentals, Design, Forms, Authority, Responsibility, Relationship, Conflict and Co-ordination, Changes in Organization.***
- 5. Staffing—Fundamentals, Recruitment & Selection, Training & Development Performance Appraisal.***
- 6. Directing—Fundamentals, Motivation theories, Application Leadership & Command.***
- 7. Controlling—Fundamentals, Operational Control Techniques.***

**Recommended Books**

- 1. Principles and Practice of Management—L.M. Prasad***
- 2. Management: A Global and Entrepreneurial Perspective—Wehrich, Cannice, H. Koontz***
- 3. New Era of Management—Richard L.***
- 4. Management—James A. F. Stoner, R. Edward Freeman, Daniel R. Gilbert, JR.***
- 5. Principles of Management—P. C. Tripathi & P. N. Reddy***
- 6. Essentials of Management-An International Perspective—H. Koontz, Heinz Wehrich***

**Semester-II-Bachelor in Retail Management (BRM)**

**Core III- Retail Consumer Buying Behavior**

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

1. *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.*
2. *The Individual determinants of consumer behavior, personal factors and psychological factors for the consumer choice in retail buying*
3. *Socio cultural factors and Environmental factors.*
4. *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.*
5. *Introduction to e-Buyer behavior in the retail market, Process of e-Buying in retail, Retail e-Buyers in the world scenario.*
6. *Introduction to Consumer Behavior Model: Howard Sheth Model, Engel Blackwell Model, Jagdish Sheth Model.*

**Recommended Books**

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

**Semester-II-Bachelor in Retail Management (BRM)**

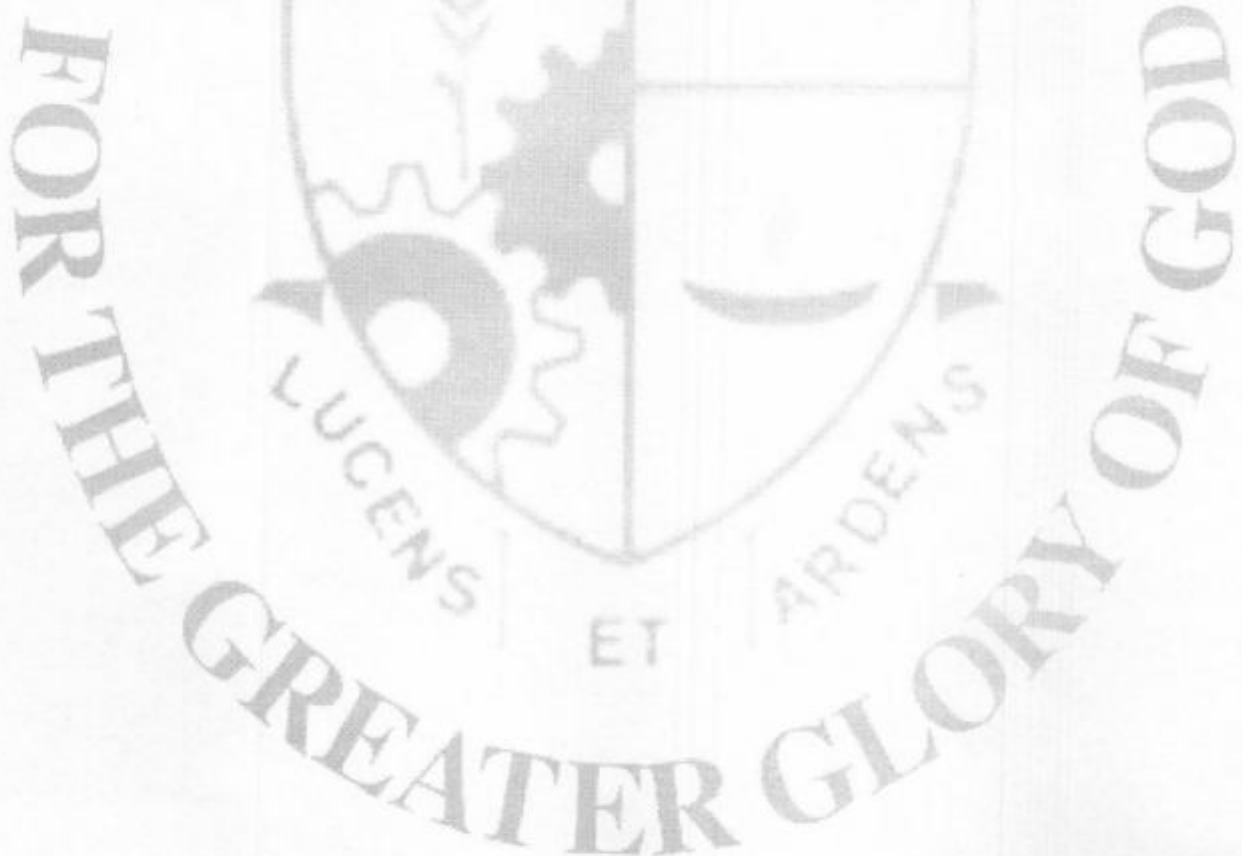
**Core IV-Retail Strategy**

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

1. *Basic Concepts of Retail Strategy.*
2. *Strategies in relation to market identification with social and economic factor.*
3. *Strategy of—Product Mix, Promotion Mix, Price Mix.*
4. *Different Orientation of Strategies—Location, People, Display.*
5. *Environmental Analysis in according to Retail Market Classification.*
6. *Internal Retail Strategy Analysis in relation to various subjective factors.*
7. *Retail Strategy Formulation in according to resource analysis and application.*
8. *Retail Strategy Implementation and its effects on turnover and consumer.*

**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*



## **Semester-II-Bachelor in Retail Management (BRM)**

### **AECC 2-Environmental Science**

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

**Unit-1: Introduction to environmental studies** (2 lectures)

(a) Multidisciplinary nature of environmental studies. (b) Scope and importance; Concept of sustainability and sustainable development.

**Unit-2: Ecosystems** (6 lectures)

What is ecosystem? Structure and functions of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems:

(a) Forest ecosystem (b) Grassland ecosystem (c) Dessert ecosystem (d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

**Unit-3: Natural Resources: Renewable and Non-renewable Resources:** (8 lectures)

(a) Land resources and land use change; land degradation, soil erosion, desertification. (b) Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal population. (c) Water: Use and over exploitation of surface and ground water, floods, droughts, conflicts over water (international and inter-state) (d) Energy resources: Renewable and non-renewable energy source, use of alternate energy sources, growing energy needs Case studies.

**Unit-4: Biodiversity and Conversation** (8 lectures)

(a) Levels of biological diversity: genetic, species and ecosystem diversity, Biographic zones of India, Biodiversity patterns and global biodiversity hot spots. (b) India as a mega-biodiversity nation; Endangered and endemic species of India. (c) Threats to biodiversity: Habitat loss, poaching wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conversation of biodiversity. (d) Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

**Unit-5: Environmental Pollution** (8 lectures)

(a) Environmental pollution: Types, causes, effects and controls of Air, Water, Soil, Noise pollution (b) Nuclear hazards and health risks (c) Solid Wastes Management: Control measures of urban and industrial waste. (d) Pollution case studies

**Unit-6: Environmental Policies & Practices** (7 lectures)

(a) Climate change, global warming, ozone's layer depletion, acid rain and impacts on human communities and agriculture. (b) Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of pollution) Act; Wildlife Protection Act; Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD). (c) Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian contract.

**Unit 7: Human communities and the Environment** (6 lectures)

(a) Human population growth: Impacts on environment, human health and welfare. (b) Resettlement and rehabilitation of project affected persons; case studies. (c) Disaster Management: floods, earthquake, cyclones and landslides. (d) Environmental Ethics: Role of Indian and other religions and cultures in environmental conservation. (e) Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi)

**Unit 8: Field work** (Equal to 5 lectures)

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

#### **Recommended Books:**

1. Carson, R. 2002. *Silent Spring*. Houghton Mifflin Harcourt.
2. Gadgil M., & Guha R. 1993. *This fissured land: An Ecological History of India*, Univ of California Press
3. Gleeson, B. and Low, N.(eds.) 1999. *Global Ethics and Environment*, London, Routledge
4. Gleick, P.H.1993. *Water in Crisis*. Pacific Institute for Studies in Development, Environment & Security
5. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. *Principles of Conservation Biology*.
6. Grumbine, R. Edward, and Pandit, M.K.2013. *Threats from India's Himalaya dams*. *Science*, 339: 36-37.
7. McCully, P. 1996. *Rivers no more: the environmental effects of dams* (pp.29-64). Zed Books.
8. McNeill, John R. *Something New Under the Sun: An Environment History of the Twentieth Century*.
9. Odum, E.P., Odum, H.T. & Andrews, J. 1971. *Fundamentals of Ecology*. Philadelphia Saunders.

**Semester-II-Bachelor in Retail Management (BRM)**

**GE 2(a) –Media & Digital Marketing**

**Objectives:** *To understand the role of media in advertising and marketing with its advantages and disadvantages. The functional aspects are also to be understood for proper application of media in general and digital marketing system.*

**Media Management**

1. **Introduction of Media Management-** *Introduction, Definition & Types of Media, Selection of Media—TRP Rating, Prime Time Demand, Sponsored Events Demand.*
2. **Print Media—***Definition, Growth and Development, Functions, Impact of Mass Media.*
3. **Electronic Media—** *Electronic Invasion, Visual Communications, Visual Aids-Factors for selection and Using Guidelines, Advantages and Disadvantages of it.*
  - (a) *Television-Growth of Television in India, Structure of Television Industry, Forms of Television Commercials with advantages and disadvantages, Sources of Television Revenues, Television Code of the National Association of Broadcasters.*
  - (b) *Radio-Growth of Radio in India, New Policy for Broadcast Media, Present Radio Broadcasting Network of different avenues, Print Media Vs Electronic Media.*
4. **The Press—***Press Registrar, Rights and Responsibilities of the Press, Press Council of India-Objectives and Composition of the Council, Functions of the Council.*
5. **Cinema and Film Media—** *Target audience analysis for Business Films, Sponsored Films, Animated Films, Control of Cinematograph, Central Board of Film Censors—Procedure, Guidelines, Powers, and Appeal, National Film Development Corporation.*

**Digital Marketing**

1. **Introduction to Web Marketing and SEO -***The Significance of Web Marketing, Internal Measures for SEO, Do and Don't for Web Content, Link Building, Introduction to Web Marketing Tools*
2. **Introduction to Ad Words-Online Advertising and Search Engines, Ad Words overview, Creating and Managing Campaigns**
3. **Display Network-Advertising on Display Networks, Image Advertizing, Mobile Advertising, Video Advertising , YouTube Advertising**
4. **Advanced Ad Words-Keyword Planner, Product List Ads**
5. **Social Media Advertising- Creating Effective Content, Do and Don'ts for Social Media Advertising, Analyzing Target Audience.**
6. **E-Mail Marketing-Creating E-mail Campaigns, Effective strategies for E-mail Marketing**
7. **Social Networking Services (SNS)-Common uses for the SNS, the SNS Industry, Facebook Advertising, Introduction to Google Analytics, Tracking performances.**
8. **Search Engine Marketing (SEM)-Campaigns include Google PPC, LinkedIn, YouTube Video, Face book Campaign, Benefits of Ad word compared to other Networks, Ad word setup, Creating, Planning, Deployment, etc.**
9. **Social Media Optimization (SMO)-What is Social Media? How social media help Business? , Establishing your online identity, Engaging your Audience, How to use Groups, Forums, etc.**

**Recommended Books:**

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

**Semester-II-Bachelor in Retail Management (BRM)**

**GE 2(b) - Cost & Management Accounting**

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

1. Introduction to Cost & Management accountancy and its different terms.
2. Introduction to Cost Accounting Standards (CAS).
3. Generally Acceptable Cost Accounting Principles (GACAP)
4. New mechanism of maintaining cost records—The Companies (Cost Accounting Records) Rules 2011 and The Companies (Cost Accounting Reports) Rules 2011.
5. Cost Sheet and its components, absorption costing.
6. Material Cost—accounting, valuation and control.
7. Labour cost.
8. Overheads—allocation, absorption and control.
9. Job, batch and contract costing.
10. Process costing.
11. Cost Benefit analysis—breakeven point analysis, marginal cost and marginal costing, decision making.
12. Budget and budgetary control.
13. Standard costing and variance analysis.
14. Cost ledgers and reconciliation with financial accounts.
15. Joint products and by products.
16. Service and operating costing.
17. Uniform costing—inter firm and intra firm comparison.
18. Activity based costing.
19. Price decisions.
20. Introduction to Cost Audit.
21. New Costing Techniques—target costing, throughout costing, inflation accounting, life cycle accounting, total cost management etc.

**Recommended Books**

1. Accounting for Management—Dr. Ashok Sehgal & Dr. Deepak Sehgal
2. Accounting for Managers—Manish Sharma
3. Accounting for Managers—Anand Kumar Sharma
4. Accounting for Managerial Decision—Ved Prakash
5. Essentials of Financial Management—I.M.Pandey
6. Financial Management—Paresh P. Shah

**Semester-II-Bachelor in Retail Management (BRM)**

**GE 2(c) - Office Administration & Management**

**Objectives:** *This course explains the importance of office administration and its management within the available resources. It also defines the productivity factors relate with the working systems of office.*

1. *Introduction to Office Organization and Management.*
2. *Nature and Types of Organization.*
3. *Principles and Process of Planning.*
4. *Departmentalization and Span of Control*
5. *Delegation and Decentralization*
6. *Office Staff Motivation & Morale*
7. *Direction & Leadership*
8. *Office Supervision & Controlling*
9. *Office System, Routines and Manual.*
10. *Office Accommodation and Layout*
11. *Office Record Management*
12. *Office Furniture, Equipment and Machine*
13. *Office Communication, Correspondence and Mail*
14. *Office Stationary and Control*
15. *Standardization, Standard and Work Measurement.*
16. *Production Control and Quality Control.*
17. *Business Reports.*
18. *Office Manual & Administration*

**Recommended Books:**

1. *Office Procedures—M.N. Mishra*
2. *Office Management—Bajaj & Tuli*
3. *Office Management—R.S.N. Pillai & Bagava*
4. *Office Organization and Management—S. P. Arora*



**Semester-II-Bachelor in Retail Management (BRM)**

**GE 2(d) - Organizational Behaviour**

**Objectives:** *This course provides the knowledge about the behavioral system of human within organization. The effects of the human behaviour in different forms are analyzed for proper understanding with its influential factors.*

1. *Introduction to Organizational Behaviour.*
2. *Basic Human Process—Perception and learning, Understanding and adapting to the work Environment, Individual differences, Personality and abilities, Emotions stress on the job.*
3. *The Individual in the Organization—Work related attitudes, Feeling about jobs, Organizations and people, Motivations in organizations, Career dynamics.*
4. *Group Dynamics—Group processes and work teams, Interpersonal Behaviour, Working with and against others.*
5. *Influencing Others—Influence, Power and politics in the organizations, Leaderships in the organizations, Organizational culture, Creativity and Innovations.*
6. *Organizational Processes—Organizational structures and design, Managing organizational change, Strategic planning and organizational change, Strategic planning and organizational development.*
7. *Conflict Management and Negotiations Skills.*

**Recommended Books**

1. *Organizational Behaviour—M. N. Mishra*
2. *Organizational Development—Dr. Vasu Deva*
3. *Organizational Behaviour—Jit S Chandan*
4. *Organizational Behaviour—Dr. Vipin B. Kumar & Dr. S. Gopinandan*

**Semester-III-Bachelor in Retail Management (BRM)**

**Core V-Specialty Retail**

**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.*

1. **Novelty Retail**—Different items of novelties, Gifts, Price range and its category, Consumer demand and supply in according to choice and display.
2. **Fashion Retail**—Apparel and fashion, Seasonal demand and Demand by Event, Price War in the apparel marketing.
3. **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.
4. **Bulk Retailing**—B2B system of operation, Sub-Dealer system of operation, Commissions and Margin in this operation.
5. **Home Appliances Retail**—Kitchenware and its usefulness and demand of stylish products, Ready to use cooker 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.
6. **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.
7. **Pharmaceutical Retail**—Different category of products, Price orientations and demand, Over the Trade Counter (OTC) Products, Servicing and Demand creations.
8. **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.
9. **Personal Retail**—Special Vacation Packages, Composite and Comprehensive Packages to the customer, Special system of servicing, Value Addition and its real value servicing system.
10. **Retail 'n' Retail**—Concessioner Format.

**Recommended Books**

1. *Marketing Management*—Philip Kotler
2. *Marketing Management*—Kotler, Koller, Jha
3. *Retail Management*—V. D. Dudeja
4. *Marketing Management*—V. S. Ramaswamy & S. Namakumari

**Semester-III-Bachelor in Retail Management (BRM)**

**Core VI-Fashion & Lifestyle Retail**

**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.*

1. *Introduction to Fashion and Lifestyle goods.*
2. *Category of fashion and lifestyle products.*
3. *Value addition of the goods in according to customer orientation.*
4. *Association of Esteem and Pride with the customer and Retail Marketing.*
5. *Promotion and the Lifestyle Retailing.*
6. *Special Orientation of retail store with the life style goods.*
7. *Lighting and Designing in association with the Fashion and Lifestyle Retailing*
8. *Branding and Brand building in association with the Lifestyle Retailing.*
9. *Investment and Lifestyle Retailing.*
10. *Change of Fashion and its effects on Retailing.*
11. *Procurement and display of fashion goods with positioning in Retail Marketing.*
12. *Segmenting the products in according to its value addition.*
13. *Distribution channel and its effectiveness in fashion and lifestyle Retailing.*
14. *Market position of fashion and lifestyle products.*

**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*

**Semester-III-Bachelor in Retail Management (BRM)**

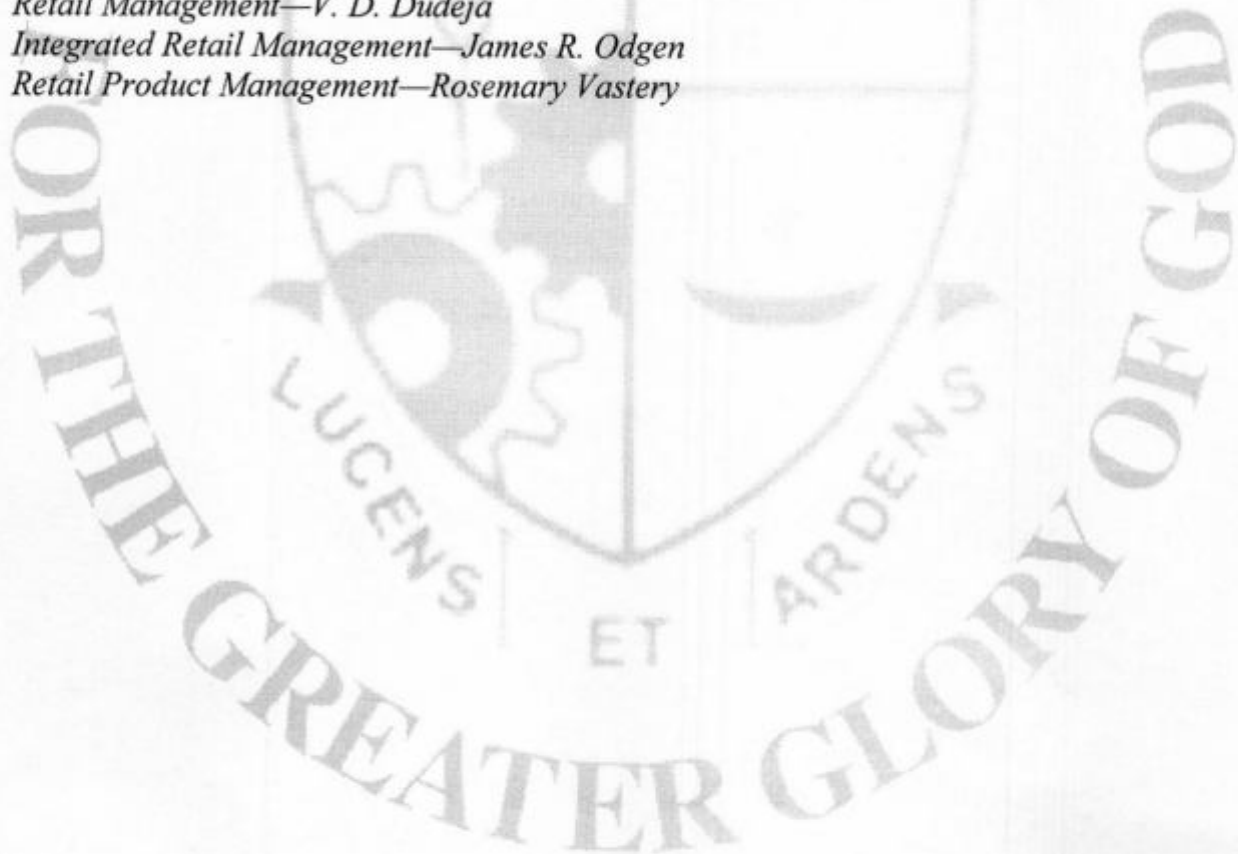
**Core VII-Food & Grocery Retail**

***Objectives: This course develops the knowledge on food and grocery retail business and its processing system, packaging, customer orientation, price differentiation and strategy of marketing in the retail format.***

1. *Introduction to food and grocery retailing.*
2. *Grading of food in accordance to law, quality and its shelf life.*
3. *Package and unpackaged foods in the retailing.*
4. *Price sensitivity and Retail Strategy.*
5. *Differentiation between fast moving and slow moving food products and the strategy of Retailing in according to shelf life of the product.*
6. *Procurement of generic food products and re-packaging for Retailing.*
7. *Identification of Grocery products by its territorial demand in according to retailing.*
8. *Bulk retailing of the Grocery products and customer orientation with it.*
9. *Price war in the Grocery products and other promotional aspects associated with it.*
10. *Management of Grocery Products as per the food grading and adulteration of it.*

**Recommended Books**

1. *Retail Management—V. D. Dudeja*
2. *Integrated Retail Management—James R. Odgen*
3. *Retail Product Management—Rosemary Vastery*



**Semester-III-Bachelor in Retail Management (BRM)**  
**SEC 1-Research Methodology & Quantitative Technique in Retail**

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

**Research Methodology**

1. *Research—meaning, objective & types.*
2. *Research design—meaning, features of a good design.*
3. *Methods of data collections.*
4. *Attitude measurement & Scales.*
5. *Test of Hypothesis-Parametric & Nonparametric Tests.*
6. *Interpretation*
7. *Report writing.*

**Quantitative Technique**

1. *Arithmetic Progression*
2. *Measures of Central Tendency—Arithmetic Mean, Median and Mode.*
3. *Measures of Variations—Range, Quartiles, Mean Deviation and Standard Deviation.*
4. *Correlation & Regression Analysis.*
5. *Time Series.*
6. *Probability Distribution.*
7. *Permutations and Combinations.*
8. *Index Numbers.*
9. *Use of MS Excel in Data analysis.*

**Recommended Books:**

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

**Semester-III-Bachelor in Retail Management (BRM)**

**GE 3(a) -Human Resource Management**

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

1. *Introduction to Human Resource Management in the Retail Sector.*
2. *Strategic Human Resource Management with focus to Retail Sector.*
3. *Recruitment & Placement—Personnel Planning & Recruitment & Selection for the Retail Sector.*
4. *Training & Development—Retail Employees Training System with Evaluation and Development, Performance Management and Appraisal.*
5. *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.*
6. *Conflict Management*
7. *Counseling & Negotiation*
8. *Employee Relations—Ethics, Industrial Relations.*

**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*

Semester-III-Bachelor in Retail Management (BRM)

GE 3(b) - Consumer Behavior

**Objectives:** For providing behavioral aspects of consumers by identifying various elements. It also develops the students' concepts about the application of behavioral tools in the buying process of the consumer.

1. Introduction to Consumer Behavior—Meaning, Definition, Influencing Factors, Advantages & Disadvantages, Scope and Application.
2. Consumer Motivation—Concept and Different Theories of Motivation.
3. Buying Behaviour—Nature, Attitude, Personality, Freudian Theory, Life Style Concept.
4. Consumer Psychographics—Meaning & Definition, Variables and Applications.
5. Group Dynamics & Consumer Reference—Meaning and Nature, Types, Reference Groups-Factors & Applications.
6. Influential Factors—Meaning & Definition, Social and Economic Class, Family and its role-Life Style of Family, Role in the decision making process.
7. Diffusion of Innovations—Meaning & Process, Attributes, Adoption Process, Cultural aspects of different Habitual, Gender and Age Group
8. Organizational Buying Behavior—Meaning & Definition, Models of Industrial Business and Service Sector Buying Behavior.
9. Consumer involvement & Decision making—Definition, Antecedents, Strategic Implications, Consumer Involvement Model.
10. Information Search & Processing—Definition, Factors, Stages.
11. E-Commerce & Consumer behavior—Definition, Operation, Sales and Advertising Methods.
12. Purchase & Results—Methods & Process, Retail Buying, In-home Shopping, Possible Results.
13. Introduction to Consumer Behavior Model: Howard Model, Engel Blackwell Model, Jagdish Sheth Model, Model of Industrial Marketing.

**Recommended Books**

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

**Semester-III-Bachelor in Retail Management (BRM)**

**GE 3(c) - Public Relationship Management**

**Objectives:** Provides knowledge about the importance of public relation by the application of various tools. Different situational focuses are also elaborated for providing knowledge of application of public relationship management.

1. Introduction to Public Relation
2. Corporate interest in Public Relation.
3. Crisis Management Needs.
4. Public Relation Agencies—Growth and Challenges.
5. Process and Practice of Public Relation—Environment Scanning, Target Publics, Right to
6. Information, Create a communication Plan, Communication and Media Strategies, Communication Message and Transmission Strategies, Resistance to Change, Mass Communication, Evaluation the impact of PR Plan and its Process, Public Relation Audit.
7. Negotiation Skills and Public Relation—Process and Conflict.
8. Marketing PR and Integrated Marketing Communication.
9. Customer Relation—Public Relation and Customer satisfaction.
10. Dealer Relations—Objectives of Good Relationship and Communication.
11. Vendor Relations—Objectives and Importance of PR for Vendor.
12. Employee Public Relations—Characteristics and Management Objectives.
13. Media Relations—Networking, Assistance and Norms, Press Conference.
14. CSR and Community Relations—Objectives, Community Networking and Media.
15. Corporate Image & Identity Management—Definition, PR Role and Image Management
16. Process, Identity Mix, Identity and Image Relationship, Legal aspects of Corporate
17. Investors Relations—Introduction, Objective, Role, Responsibility and Communication
18. Event Management—Objective, Types, Classification, Public Relation application in organizing an Event.
19. Crisis Management—Definition, Kinds, Ten Commandants and PR application.
20. Government and PR—Objectives, Agencies, Private and Public Sector, PR problem related with Government.
21. PR and Lobbying—Definition and Nature of Lobbyists, Pressure Group and PR role in lobbying.
22. Corporate Advertising—Advertising Credibility, Objectives, Types, Media Management.
23. Ethics in Public Relation—Legal aspects, Ethical Code, IPR Code for PR, ASCI Code.
24. Public Relation Agency—Definition, Functions, Selection, Structure and Audit

**Recommended Books**

1. Management of Public Relation & Communication—Sailesh Sengupta
2. Public Relations—Shrutika Kasor
3. Public Relations-Principles and Practices—Iqbal S. Sachdeva



**Semester-III-Bachelor in Retail Management (BRM)**

**GE 3(d) - International Marketing**

**Objectives: To provide the basic understanding of the international marketing.**

1. *Meaning, Concept, Nature & Scope of International Marketing.*
2. *Opportunities in International Markets.*
3. *WTO (World Trade Organization) and its implications in the International Marketing and Regional Trade Blocks.*
4. *Decision making process for International Markets.*
5. *Product Strategy for International Markets.*
6. *Building Brands in International Markets.*
7. *Pricing Decision for International Markets.*
8. *International Logistics and Distribution.*
9. *Communication Decision for International Markets.*
10. *International Trade Finance and Risk Management.*
11. *Brief introduction of Export Procedure and Documentation.*
12. *Institutional Infrastructure for Export Promotion.-FICCI,EXIM,ITO,ECGC,EPC*

**Recommended Books:**

1. *International Marketing—Rakesh Mohan Joshi*
2. *Export Marketing—B. S. Rathor & J. S. Rathor*
3. *International Marketing Management—Hamant Wagdre*
4. *Global Management—V. D. Dudeja*
5. *International Marketing Management—M. P. Sirohi*

**Semester-IV-Bachelor in Retail Management (BRM)**

**Core VIII-Retail Store Planning, Design & Layout**

**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.*

**Planning**

1. *Planning—Need and Orientation.*
2. *Pre and Post planning factor—Resources, Manpower, and Strategy Application.*
3. *Budgetary Planning and Application.*
4. *Trend Analysis for Demand Forecasting and Planning.*
5. *Territorial Oriented Planning.*
6. *Planning for Customer retention and to increase the footfalls of customers.*
7. *Planning for Retail Marketing Mix.*

**Design**

1. *Compact design and its advantages and disadvantages.*
2. *Tailor made design in according to carpet area with its advantages & disadvantages.*
3. *Scattered design with advantages and disadvantages.*
4. *Design in according to performance and cost control.*
5. *Design and its relationship with outlay.*
6. *Texture and Colour and its effects on consumers.*

**Layout**

1. *Descriptive layout.*
2. *Comprehensive layout.*
3. *Categorical layout.*
4. *Ultra Modern or State of the Art layout.*
5. *Layout in according to official/corporate guidelines.*
6. *Layout and its uses in the Retail Management.*
7. *Configurable layout in according to design and its advantages.*
8. *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*

**Semester-IV-Bachelor in Retail Management (BRM)**

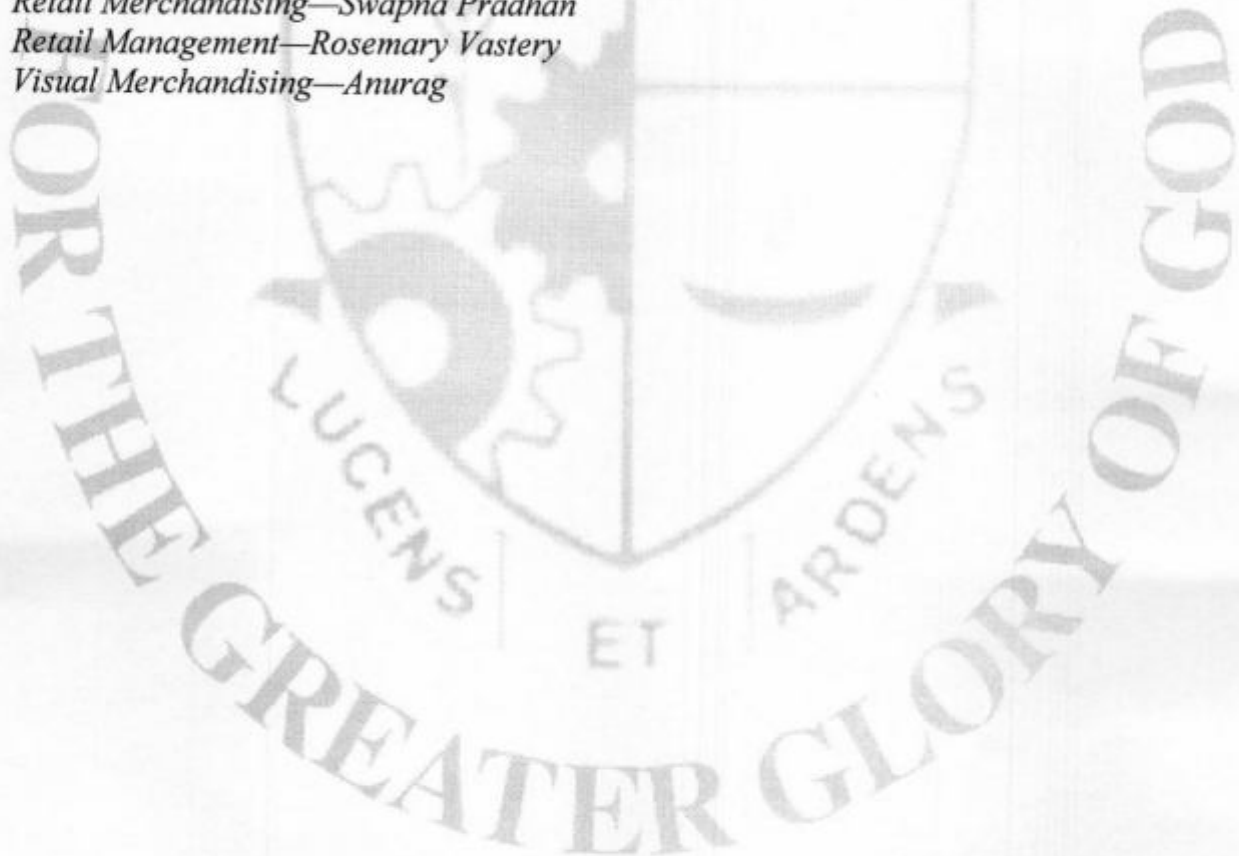
**Core IX-Retail Visual Merchandising**

***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 describes for clear understanding of the students.***

1. *Visual Merchandising—Use and Application in the Retail Promotion.*
2. *Different Types of Visual Merchandising and its effects in the Retail promotion.*
3. *Advantages of in store Displays and Visual Merchandising.*
4. *Effects of Colour and Messages in the Visual Merchandising.*
5. *New products launch through visual merchandising.*
6. *Existing products promotion through visual merchandising.*
7. *Different factors incorporation in the design of visual merchandising.*
8. *Change over time and its various factors to overcome the visual monotonous effects over the consumer.*
9. *Development of the display process in according to 7P's of marketing mix.*
10. *Consumer orientation with the displays in short and long term strategy.*

**Recommended Books**

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



**Semester-IV-Bachelor in Retail Management (BRM)**

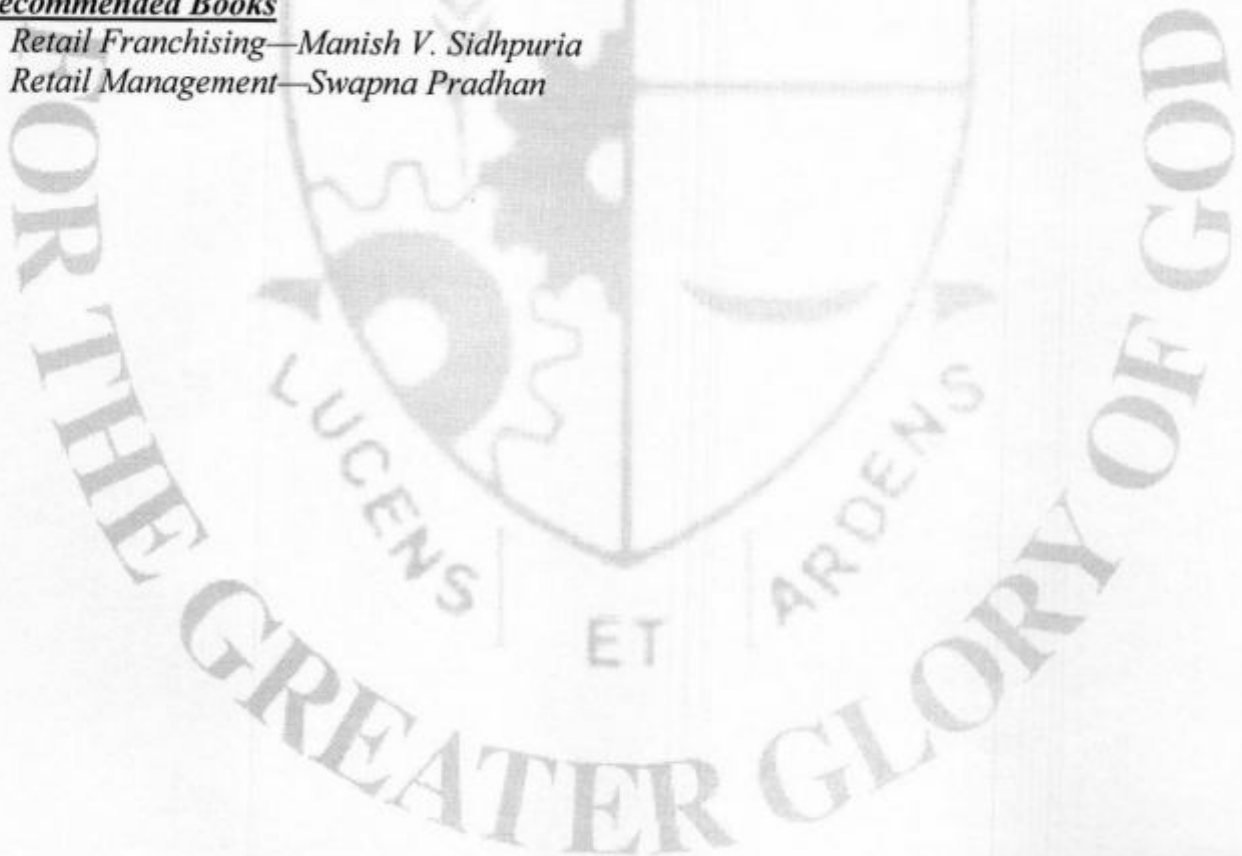
**Core X-Retail Franchising**

***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.***

1. *Franchising and Business Growth.*
2. *Business promotional tool in the Retail Franchising.*
3. *Power of Franchising in the extra distribution network.*
4. *Retail Franchising in the B2B growth.*
5. *Diversification of business through Retail Franchising.*
6. *Effects of Franchising in branding and non-branding.*
7. *Special business orientation through franchising.*
8. *Brand creating and nurturing through the retail franchising.*
9. *Establishment of Kiosks through Retail Franchising at the high footfall area.*
10. *Establishing of Micro Outlets through Retail Franchising.*
11. *Franchising strategy used as a micro penetration tool.*
12. *Promoting of Chain Outlets through Retail Franchising.*

**Recommended Books**

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



**Semester-IV-Bachelor in Retail Management (BRM)**

**SEC 2-Business Economics**

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

**Microeconomics**

**Unit-I-Introduction:** Scarcity, choice, opportunity cost and production possibilities frontier  
**Demand and Supply:** Law of demand, determinants of demand, shifts of demand curve vs movements along a demand curve, market demand, law of supply, determinants of supply, shifts of supply vs movements along a supply curve, market supply, market equilibrium.

**Unit-II-Demand and supply:** Applications of demand and supply, price rationing, price floors, consumer surplus, producer surplus.

**Elasticity:** price elasticity of demand, calculating elasticity, determinants of price elasticity, cross and income elasticity.

**Unit-III-Consumer Theory:** Budget constraints, concepts of utility, diminishing marginal utility, indifference curves, Price income and substitution effects

**Unit-IV-Production and Costs:** Production: production functions, law of variable proportions, return to scale, isoquant and isocost lines, producer equilibrium

**Cost:** costs in the short run, costs in the long run, revenues and profit maximization, economics and diseconomies of scale.

**Unit-V-Market Structure**

**Perfect Competition:** theory of a firm under perfect competition, equilibrium of the firm in the short run and long run.

**Imperfect Competition:** Monopoly: short run and long run equilibrium, comparison of perfect competition and monopoly, price discrimination.

**Macroeconomics**

**Unit-VI-Introduction to Macroeconomics, Basic Concepts and issues of Macroeconomics**

**Unit-VII-National Income Accounting:** Concepts of GDP and National Income, measurement of national income, income and related aggregates, nominal and real income, limitations of the GDP concepts.

**Unit-VIII-Determination of GDP:** consumption and saving functions, investment function, equilibrium GDP, concepts of MPS, APS, MPC, APC, concept of multiplier, fiscal and monetary policies.

**Unit-IX-IS-LM Analysis-Derivations of the IS and LM functions, effects of fiscal and monetary policies on equilibrium of exchange rate.**

**Unit-X-Balance of Payment and Exchange Rate:** Meaning, Factors, current account and capital account, determination of exchange rate.

**Recommended Books**

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

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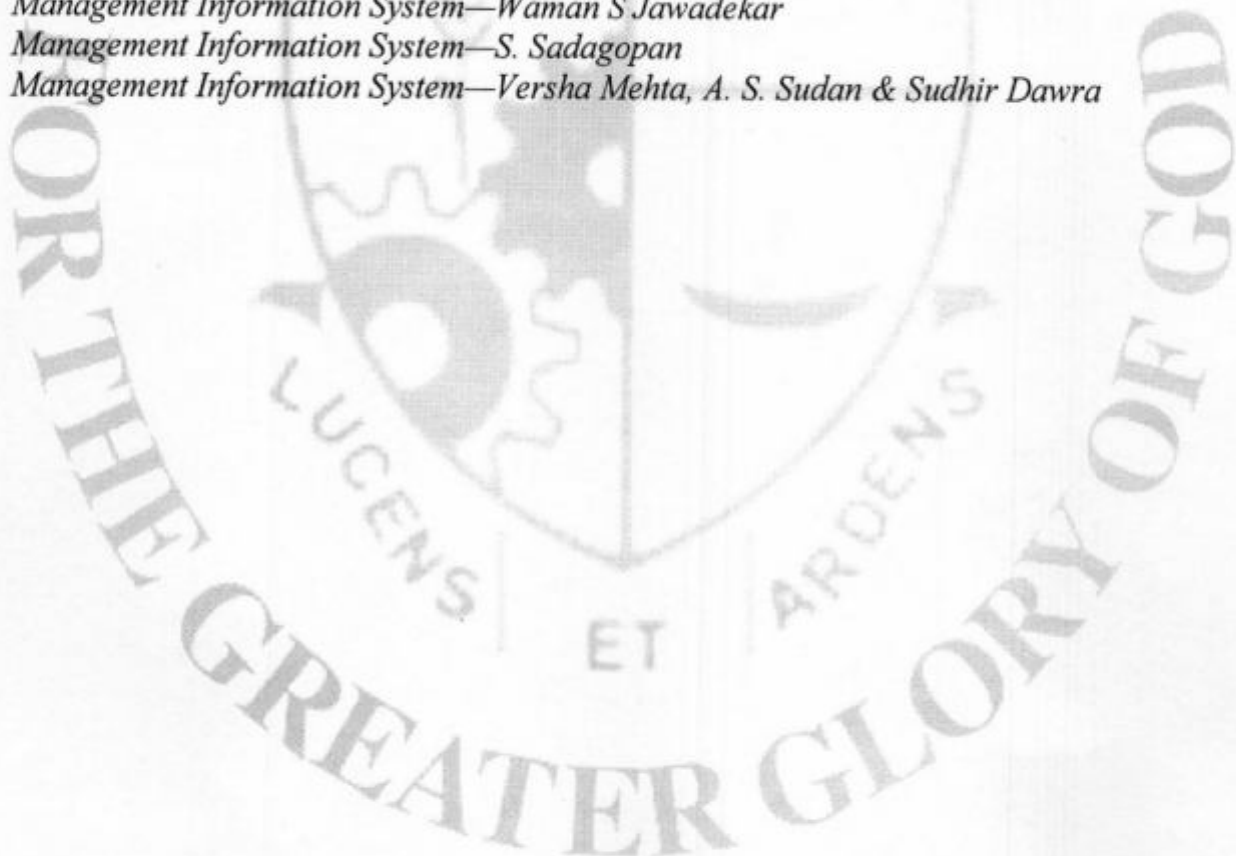
**GE 4(a) -Management Information System**

***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.***

1. *Introduction—Evolution, Structure, Logical Foundations.*
2. *Organizational Systems—Introduction, Nature, Characteristics, Classification of data and Information Systems.*
3. *Organizing Information System, Absorption Process of MIS in the organization.*
4. *Communication Technology—Telecommunications and Computer Networking.*
5. *Database Technology—Database and Enterprise Management, File Processing Systems, Data independence, approach and architecture.*
6. *Decision Support Systems—Introduction, Definition, Evolution, Characteristics, Model Management*
7. *System Analysis & Design—Introduction, Context, Development, Design, Requirement Analysis, Diagramming Technique and Feasibility Analysis.*
8. *Introduction to ERP*

**Recommended Books:**

1. *Management Information System—Waman S Jawadekar*
2. *Management Information System—S. Sadagopan*
3. *Management Information System—Versha Mehta, A. S. Sudan & Sudhir Dawra*



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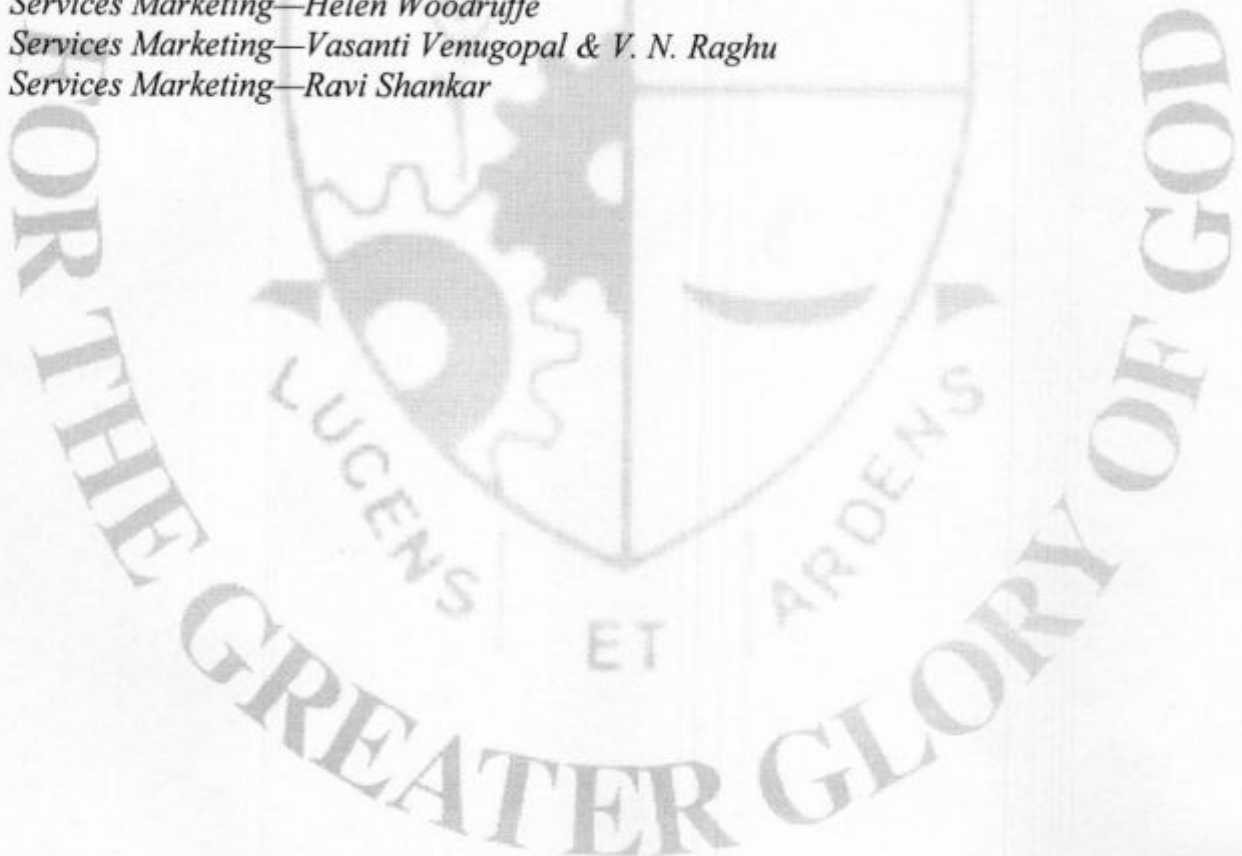
**GE 4(b) - Service Marketing**

**Objective:** *This subject provides the knowledge on the services and its different elements on the different aspects of services. It also provides the knowledge on different factors of services which is the crucial factors of service marketing.*

1. *Introduction to Services Marketing—Need, Scope, Classification of Services, Introduction to Service Marketing Management.*
2. *Service Marketing Mix—(a) Product (b) Price (c) Promotion (d) Place (e) People (f) Process (g) Physical Evidence.*
3. *Organization for Services Marketing—Role, Understanding, Planning and Management, Internal Marketing, Relationship Marketing and Service Quality.*
4. *Special Aspects of Services Marketing—No Profit Service Marketing, Charities Marketing, Professional Services Marketing, Hospital Marketing, and Education Marketing, Social Marketing, and Religious Services Marketing.*
5. *The Internationalization of Services.*
6. *The Importance of After Sales Services in the Services Marketing.*

**Recommended Books:**

1. *Services Marketing—S. M. Jha*
2. *Services Marketing—Helen Woodruffe*
3. *Services Marketing—Vasanti Venugopal & V. N. Raghu*
4. *Services Marketing—Ravi Shankar*



**Semester-IV-Bachelor in Retail Management (BRM)**

**GE 4(c) - Counseling & Negotiation Management**

***Objectives: It provides the knowledge of counseling and negotiation with its importance for the different organizations. The situational aspects are also described for proper practical understanding.***

**Counseling**

1. Introduction to Counseling.
2. Approaches to Counseling
3. Goals of Counseling.
4. Process and Procedure of Counseling.
5. Counseling skills and its role in conflict management.
6. Changing Behaviour through Counseling.
7. Organizational Application of Counseling Skills.
8. Dealing with subordinates' problem.
9. Performance Management.
10. Behaviour abuse and counseling management.
11. Ethics in counseling.

**Negotiation**

1. Introduction to Negotiation
2. Rule of Negotiation
3. Negotiation Style and Tactics.
4. Salary Negotiation.
5. Cross Cultural Negotiation.
6. Negotiation and Ethics.

**Recommended Books**

1. Counseling Skills for Managers—Kavita Singh
2. Negotiation Tool Kit—Roger J. Volkema



**Semester-IV-Bachelor in Retail Management (BRM)**

**GE 4(d) - Sales Management**

***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 describe for the practical knowledge enhancement.***

1. *Introduction to Sales Management concept, the role of the Sale manager.*
2. *Sales Planning—Process, Types and Control.*
3. *Sales Forecasting—Methods and Significance.*
4. *Sales Budget-Types, Methods and Procedure*
5. *Sales Force Management—Functions of Sales Manager-Recruitment, Selection, Training, Deployment, Compensation, Planning, Motivation, Control, Performance Appraisal.*
6. *Different forms of Sales Organization—Line, Line & Staff, Functional, Product based, Geography wise, Sales*
7. *Departmental Relations, Distribution-Network Relations.*
8. *Controlling and Sales efforts—, Quotas, Sales Control and Cost Analysis.*
9. *Sales Territories – Meaning, Significance, Consideration in Territory Management.*

**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*

**Semester-V-Bachelor in Retail Management (BRM)**  
**Core XI-Retail Supply Chain Management & Warehouse**

***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.***

1. Retail Supply Chain Management.
2. Role of Transportation in Logistics and Supply Chain Management for Retail.
3. Modes of Transportation for the Retail Sector.
4. Containerization and Multimodal Transport in India with its advantages and disadvantages for the Retail Sector.
5. Distribution Centre designing & Packaging system for the Retail Sector.
6. Material Handling Procedure in the Retail Sector.
7. Distribution Network designing in Retail Supply Chain.
8. Reverse Logistics and Competitive Strategy for the Retail Sector.
9. Logistic Supply Chain Management (LSCM) Alliances 3<sup>rd</sup> Party Logistic (3PL) + 4<sup>th</sup> Party Logistic (4PL) = 7<sup>th</sup> Party Logistic (7PL) Principles.
10. Advantages and Outsourcing in the Retail Sector.
11. Organizing and Planning for LSCM functions in the Retail Sector.
12. Measurement and Improvement of Logistics Service Quality for the Retail Sector.
13. Total Quality Management (TQM) of Supply Chain in the Retail Sector.

**Recommended Books**

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

**Semester-V-Bachelor in Retail Management (BRM)**

**Core XII-Mall Management**

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

- 1. Introduction to Mall Management—Types of Mall, Key success factors, Market Scenario, Risk & Rewards.*
- 2. Process of Mall design—Current planning, Feasibility study, Architects, Sample picture.*
- 3. Leasing & Administration—Tenant mix, Leasing tools, Commercial lease, Leasing documentation, Leasing Practice and Administration.*
- 4. Marketing—Planning, Budgeting, Promotion and Events, Communication, Positioning, Communication and Research.*
- 5. Shopping Mall Management—House keeping services, Security services, Parking management, Hygiene management, financial management, Human Resource Management.*
- 6. Shopping Environment—Relationship with key constructs and satisfaction, important factors, Shopping Centers and Multiplex, Shopping Centre and Food courts, Common Area Kiosks, Regulation and Policies.*

**Recommended Books**

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

**Semester-V-Bachelor in Retail Management (BRM)**

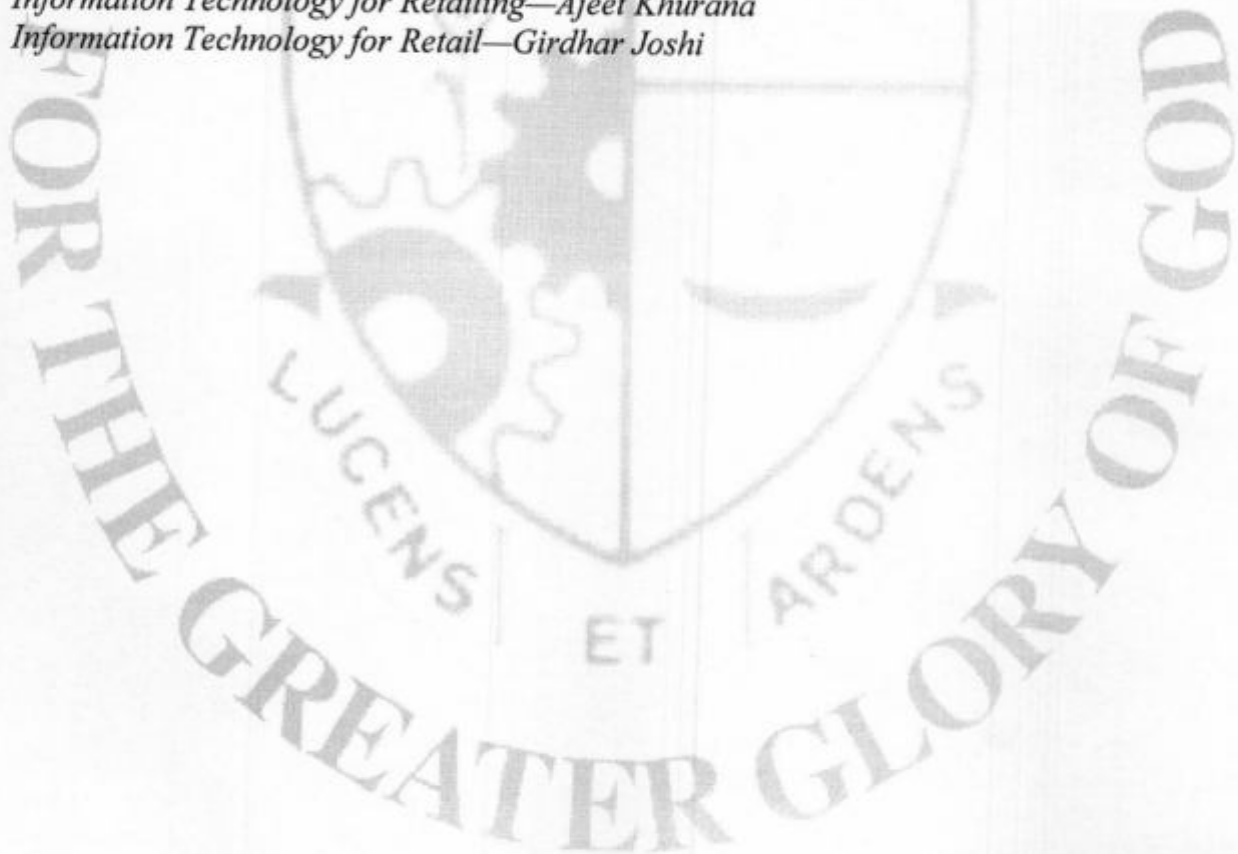
**DSE 1(a) -Retail Information Technology**

***Objectives: This subject provides the knowledge of information technology applicable in the retail sector. The importance of information technology with various application aspects is also described in this course.***

1. *IT application in the retail sector—Objective, Need and Application.*
2. *Management Information System used in Retail Management—Requirements and real time system, Different aspects of application in the retail sector.*
3. *Retail Marketing Intelligence System—Analysis, Research and Feedback system.*
4. *Introduction to Networking—Local and Wide area network, Link Devices, Creating Database, Different types of connections, System boundaries, Sub systems, Input- Output Interface Environment.*
5. *Evolution of e-Business in Retail, Value Chain Activities and new challenges.*
6. *E-commerce application in Retail.*
7. *Information/data safety system in relation with operation and market research.*
8. *Introduction to the concept of ERP (Enterprise Resource Planning).*

**Recommended Books**

1. *Information Technology for Retailing—Ajeet Khurana*
2. *Information Technology for Retail—Girdhar Joshi*



Semester-V-Bachelor in Retail Management (BRM)

DSE 1(b) - Strategic Management

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

1. *Introduction to Strategic Management—Nature, Characteristics, Strategic Management vs. Operation Management.*
2. *Vision, Mission Objective & goals*
3. *Environmental Analysis—External & Internal*
4. *Six Sigma Business Strategy—Objectives, Technology, Need for the Organization.*
5. *Strategic Planning—Introduction, Steps, Objectives, Planning, Strategy.*
6. *Strategic Analysis—Introduction, Model, Product Sustainability, Decision on Strategic issue, Alternate Option, Market Orientation, Critical Factor, Organizational Competitive Advantages.*
7. *Strategic Thinking—Introduction, Objectives, Process, Elements, Internal Organizational Analysis, Benchmarking.*
8. *Context—Importance, Dimensions, Uniqueness.*
9. *Different Related issue—BCG Matrix, Mc Kinze's 7S Framework, GE Matrix etc.*
10. *Content—Meaning, Composition, Content Documentation,*
11. *Strategic Response and Environment—Introduction, Organizational Restructuring, Elements of Change, Globalization, Liberalization, Technology and Market Change.*
12. *Functional Strategies—Strategic Marketing, Planning Process, Strategy for Customer Satisfaction, Strategy for Competitive Advantage, Strategic Human Resource Management.*
13. *Strategy Formulation, Implementation and Control—SWOT Analysis: Strengths and Weakness, Pest Analysis, Human Resources, Organizational Resources, Physical Resources, Issues is Strategy Formulation.*
14. *Strategic Leadership—Introduction, Modern Leadership, Strategic role of Board of Directors, Learning Organization, Ethical Practices & Value.*
15. *Construction Strategy Map—Relevance of Study, Designing and Building Value Balance Scorecard, Value proposition for Clients.*

**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*

**Semester-V-Bachelor in Retail Management (BRM)**  
**DSE 1(c) - Microsoft Office (Word, Excel, PowerPoint)**

**Objective:** Computer knowledge is the most essential part of today's modern business operations. This subject provides the essential computer knowledge which is very much applicable in corporate office management. Various computer tools are discussing for proper understanding of different text.

**Microsoft Word**

1. Introduction—Working with documents, Saving the file, Formatting the text, Alignment to text, Applying fonts, Spell checking, Consulting thesaurus, Assign character styles, Borders and shading, Closing of the file, Save as option, Printing your document, Editing the document, Editing tools, Auto correct, Auto format, Find and replace, Page numbering, Header and footer, Footnotes and endnotes, Splitting panes, Tiling of the documents, Using mail merge, Opening screen of Microsoft Technology word screen, Home panel, Insert panel, Page layout panel, Page setup, Reference panel, Mailing panel, Review panel, Views, Office button.

2. Working systems—Charts and graphics, Crop a graphic, Sizing a graphic, Wrap text around graphics, Insert a symbol, Insert a word art object, Creating a drawing, Working with charts, Create a graph,

Create a chart from a table, Modify a chart, Working with tables, Inserting rows and columns, Deleting data from a table, Borders and Shading, Converting text to a table, Sort table data, Creating Nested tables, Calculations in a table, Merging cells, Drawing more complex tables, Setting options, Popular options, Display options, Proofing options, Save options, Advanced options, Cut copy and paste, Pasting from other options, Show document content, Display, Print, Save, Preserve fidelity when sharing this document, General, Compatibility options.

**Microsoft Excel**

1. Introduction—Understanding spreadsheets, Creating a worksheet in Excel, Styles, Functions in Excel, Using auto calculate, References, Sum Functions, Average function, Creating charts in Excel, Auditing a workbook, Comments Inserting, Outlines, Worksheet fitting on a page, Function Wizard, Goal seeking, Scenarios manager, Creating a pivot table report, Typing with auto fill, Formatting numbers and labels, Changing the size of rows and columns, Adding and deleting rows and columns, Inserting page breaks, Applying themes, Add or remove a sheet back ground, Convert text to columns, Protect worksheet or workbook elements, Functions in Excel.

2. Working Systems—Introduction to charts, Creating charts in excel, Modifying charts, Available chart types, Display hidden data and empty cells in a chart, Plot data series from worksheet rows or columns, Change the layout or style of a chart, Select a predefined chart style, Change the layout and style of chart elements manually, Save a chart as a chart template, Format chart elements, Prevent Invalid data entry in a worksheet, Create a drop-down list from a range of cells.

**Microsoft Office Power Point**

Creating presentation from template, Creating a new presentation, PowerPoint views, Entering the text, Moving the text, Changing the colour, Adding graphics to a slide, Reordering slides, Duplicating slides, Deleting slides, Adding an animated cartoon to a slide, Adding slide transition, Adding text transition, Viewing a presentation, Making Slide shows, Hiding a slide, Notes handouts and masters for presentation, Packing presentation, Add a caption to a picture in a photo album, Overview of creating a photo album, add a picture to a photo album and change the appearance of a picture in a photo album.

**Recommended Books:**

1. Microsoft Office 2007—Lawpoint
2. Fundamentals of Computers—V. Rajaraman
3. Computer Fundamentals—D. P. Nagpal
4. Information System and Data Processing Management—N. K. Verma

**Semester-V-Bachelor in Retail Management (BRM)**

**DSE 1(d) - Product & Brand Management**

**Objective:** *It develops the knowledge in branding system of different products. The marketing aspects are associated with the product development and branding in association of different elements.*

1. *Introduction to Product & Brand Management—Functions, Significance, Management, Loyalty and Equity.*
2. *Product and Brands Advertising—the Design Theory, Unique Selling Proposition (USP).*
3. *Product & Brands Name Plans—Translation Problems and Hurdles.*
4. *Buying Decision Process—Source of Information and Evaluation.*
5. *Market Segmentation of different Products.*
6. *Freudian Theory and Brand Personality.*
7. *Branding Strategies.*
8. *Product & Brand Value—Scan and Measurement.*
9. *Brand and Stakeholders—Primary and Secondary.*
10. *Brand Equity and Brand Extensions—Projective Type and Technique, Brand Loyalty, Positioning Strategy and Integrated Focused Communications.*
11. *Concepts of Product Basket Mix and its Value Orientation.*
12. *New Product Development—Identification, Orientation and Research.*
13. *Marketing Mix Factors and Brands.*
14. *International Product identification and opportunities.*
15. *Introduction to Laws in Branding.*

**Recommended Books**

1. *Brand Management-Text and Cases—U. C. Mathur*
2. *Brand Management-The Indian Context—Y. L. R. Moorthi*
3. *Product Management and New Product Development—R. K. Srivastava*

**Semester-V-Bachelor in Retail Management (BRM)**

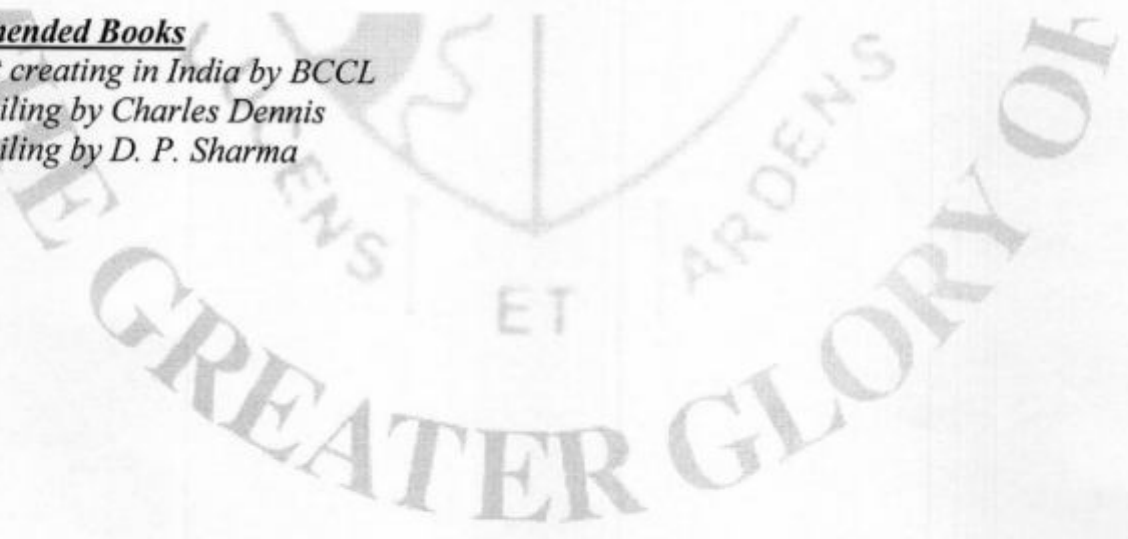
**DSE 2(a) -E-Retailing**

**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.

1. **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
2. **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
3. **Trends in e-retailing:** The Current Trends-Current Trend Analysis and Measures, Current Status of Online Retailing, e-Retailing Statistics
4. **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
5. **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
6. **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.

**Recommended Books**

1. e-next creating in India by BCCL
2. e-retailing by Charles Dennis
3. e-retailing by D. P. Sharma





**Semester-V-Bachelor in Retail Management (BRM)**  
**DSE 2(b) - Customer Relationship Management**

***Objective: Developing awareness among the students about the importance of customer relationship management and its various applications for the business. By defining various tools of relationship management student is well versed with the application.***

1. *Meaning, Importance, Application in Marketing and Human Resources.*
2. *Measurement System, Market Research Process, Desk Research and Field Survey and Report Preparation.*
3. *Consumer Response and its Importance, Response in different Segments.*
4. *Consumer Satisfaction and its affecting factors, Measurement methodology and Analysis.*
5. *Satisfaction and Consumer Loyalty, Advantages of it, Loyalty breaking and Reclaim of lost consumers, Management of Consumer Loyalty.*
6. *Organizational success factors of CRM.*
7. *Complaint Management System, Classification and Advantages.*
8. *Types of Service Business, Characteristics and Segmentation, Generate Customer Satisfaction through services.*
9. *E-CRM—Need and Application and Performance Enhancement.*
10. *CRM in B2C Commerce*

**Recommended Books:**

1. *Customer Relationship Management—R. K. Sugandhi*
2. *Customer Relationship Management—H. P. Mohamed & A. Sagadevan*
3. *Electronic Customer Relationship Management—J. Fjermestad & N. C. Romano*
4. *Customer Relationship Management—Niranjan Pani & Sarbeswar Mohapatra*

Semester-V-Bachelor in Retail Management (BRM)

DSE 2(c) - ERP Finance

**Objectives:** *In global business environment, ERP is most essential part. Its brief knowledge is compulsory for the business executives. Therefore user level's theoretical and practical knowledge should be provided.*

**1. Enterprise:**

**5 Hours**

*An Overview: Business Functions and Business Processes, importance of Information: Characteristics of information; Types of information, Information System: Components of an information system; Different types of information systems; Management information system, Enterprise Resource Planning: Business modeling; integrated data model*

**2. Introduction to ERP:**

**10 Hours**

*Defining ERP, Origin and Need for an ERP System, Benefits of an ERP System, Reasons for the Growth of ERP Market, Reasons for the Failure of ERP Implementation: Roadmap for successful ERP implementation*

**3. ERP and Related Technologies:**

**10 Hours**

*Business Process Re-engineering, Management Information systems, Decision Support Systems, Executive Information Systems- Advantages of EIS; Disadvantages of EIS, Data Warehousing, Data Mining, On-Line Analytical Processing, Product Life Cycle Management, Supply Chain Management, ERP Security*

**4. ERP Implementation Life Cycle:**

**10 Hours**

*ERP Tools and Software, ERP Selection Methods and Criteria, ERP Selection Process, ERP Vendor Selection, ERP Implementation Lifecycle, Pros and cons of ERP implementation, Factors for the Success of an ERP Implementation*

**5. Introduction of different ERP Modules:**

**5 Hours**

*Finance, Sales and Distribution, Manufacturing and Production Planning, Human Resource and quality control.*

**6. ERP: An Finance Perspective:**

**5 Hours**

*Role of ERP in Finance, Accounting and Finance Processes: Cash management; Capital budgeting, Features of Financial Module, Benefits of ERP Financial Module, Sage Accpac ERP – A Financial ERP Tool*

**Reference Books**

1. *Configuring SAP ERP Financials and Controlling Kindle Edition by Peter Jones , John Burger*
2. *SAP ERP Financial Accounting and Controlling: Configuration and Use Management by Andrew Okungbowa*

**Semester-V-Bachelor in Retail Management (BRM)**

**DSE 2(d) –Rural Marketing**

**Objective: To give basic understanding of different concepts relates to rural marketing and its importance for the modern marketing.**

**Unit-I**

*Concept of Rural, Rural Marketing, Meaning, Concept, Phased Evolution, significance, factors and environment, Structure and Characteristics of the rural Markets, Rural vs. Urban Marketing, Rural Marketing in India.*

**Unit-II**

*Rural Marketing Challenges and Opportunities, Rural Consumer: Characteristics, significance of consumer Behaviour, Factors influencing decision making process of rural consumers, Rural consumers Buying decision Process, shopping habits of rural consumer.*

**Unit-III**

*Rural marketing mix strategies: Need, Types, Product Life Cycle, New Product Development and channel Management. Marketing Mix strategies for Indian Rural markets shift in strategies perspective for Rural Marketing.*

**Unit-IV**

*Emerging issues in marketing: Green marketing, Sports marketing and social marketing.*

**Unit-V**

*Rural Financial Institutions: Regional Rural Banks (RRB), Co-operative Banks, NABARD (National Agricultural Bank for Rural Development).*

**Recommended Books:**

1. *Rural Marketing Management—Sukhpal Singh*
2. *Rural Marketing Environment, Problem and Strategies—T. P.Gopaldaswamy*
3. *Rural Marketing Management—Bir Singh*
4. *Rural marketing-Text and Cases—C.S.G. Krishnamacharyulu, Lalit Ramakrishnan*
5. *Rural Marketing—Pradeep Kashyap and Siddartha Raut*
6. *Rural Marketing—Balram Dogra and Karminder Ghuman*

**Semester-VI-Bachelor in Retail Management (BRM)**

**Core XIII-Retail Customer Service Management**

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

1. *Customer Service—Meaning, Need and Scope.*
2. *Different Types of Services meant for the retail customer.*
3. *Services and its orientation with the customer.*
4. *Attitude of loyalty associated with the retail customer.*
5. *Design of different services for the various segments of customers.*
6. *Special Services for the bulk customer.*
7. *Services designed as per the economic and social environment of the region.*
8. *Maintenance of services as per the standard service manual.*
9. *Different scheme offered under the services to the customer.*
10. *Service and Satisfaction Model for the retail customer.*
11. *Product-related Service approach for the retail customer.*
12. *Customer retention through services in retail offering.*
13. *Retail customers' integration through services.*

**Recommended Books**

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

**Semester-VI-Bachelor in Retail Management (BRM)**

**Core-XIV-Retail Legislation**

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

1. **Bureau of Indian Standard Act**—Important Definitions, Bureau and its functions, Prohibitions, Grant of License, Appeal, Offences and Penalties.
2. **Carriage of Goods Act**—Carriage of Goods by Land, Carriage of Goods by Sea, Carriage of Goods by Air.
3. **Consumer Protection Act**—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.
4. **Essential Commodities Act**—About Essential Commodities, Control Orders, and Penal provisions of the Act.
5. **Food Safety Act**—Important 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.
6. **Monopolistic, Restrictive and Unfair Trade Practices Act**—Governing Body, Remedies under the Act, Competition Act.
7. **Patents, Designs, Trade Marks, 'Passing' off, Copy Rights & Geographical Indication of Goods Act**—Procedure for Obtaining a Patent, Trade Mark Act 1999, Copy Right and its Benefits.
8. **Sale of Goods Act**—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.
9. **Standards of Weights & Measures Act**—Basics of Standards Units in Weights and Measures, Use of Standard Units, Packages for Exports, Price Tags and Stickers.
10. **Implication of Taxes and Duties**—CST, VAT, Excise, Customs Duty.
11. **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.

**Recommended Books**

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

**Semester-VI-Bachelor in Retail Management (BRM)**

**DSE 3-Entrepreneurship Development Programme**

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

**1. Unit-1 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.*

**2. Unit-2 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*

**3. Unit-3 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.*

**4. 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.*

**5. 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.*

**Recommended Books:**

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

**Semester-VI-Bachelor in Retail Management (BRM)**

**DSE 4-On Job Training**

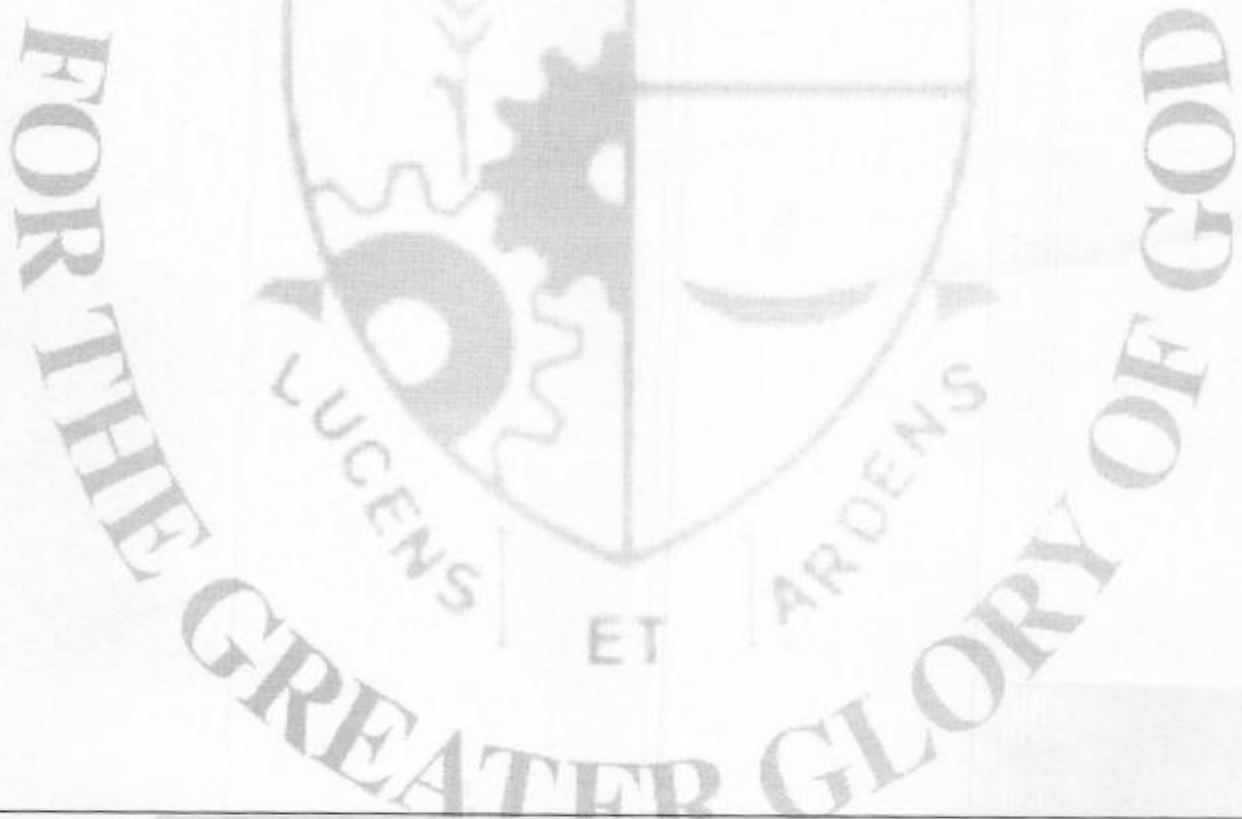
***Objectives: To provide basic and hand on understanding of the industry.***

*Each students of this course shall undergo Practical Internship of four weeks in an approved business/industrial/government/service organization. The objective of this training is to make the student acquainted with the industrial/business working environment. After completion of the training they will have to submit a training report. The internship/project reports will carry 100 marks. It will be evaluated by two examiners (one internal and one external). The training report is part of the sixth semester. It is to be submitted by the date fixed by the college.*

*The students will also have to submit a performance certificate from the company where he/she undertook the training. This report will also be considered while evaluating the training report by examiners.*

*Alternatively if it is not possible to do industrial internship the students will prepare a project report on a topic assigned to him/her by the college. The project report will be evaluated as above.*

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



**End of Syllabus-Bachelor in Retail Management (BRM)**