

Type of Course	Course Code	Course Credits	Course Title	Course Type	No of Papers	Total Credits
<b>Semester I</b>					<b>6</b>	<b>20</b>
Core - Discipline Specific Course (DSC)	DSC 1	3	Introduction to Retail Operations	Skill Course	1	<b>20</b>
Core - Discipline Specific Course (DSC)	DSC 2	3	In Store Cashiering and Merchandising Operations	Skill Course	2	
Minor Course (MC)	MC 1	6	Financial Accounting	Core Course	3	
Multidisciplinary Course (MDC)	MDC 1	3	Ancient Trade and Principles of Chanakya's Management	Core Course	4	
Skill Enhancement Course (SEC)	SEC 1	3	Business Communication & Basic Office IT Applications	General Course	5	
Ability Enhancement Course (AEC)	AEC 1	2	General Hindi	General Course	6	
<b>Semester II</b>					<b>6</b>	<b>20</b>
Core - Discipline Specific Course (DSC)	DSC 3	3	Customer Relationship Management	Skill Course	1	<b>20</b>
Core - Discipline Specific Course (DSC)	DSC 4	3	Introduction to FMCG/ FMCD Sales & Distribution	Skill Course	2	
Minor Course (MC)	MC2	6	Business Statistics	Core Course	3	
Multidisciplinary Course (MDC)	MDC 2	3	Principles of Marketing	Core Course	4	
Skill Enhancement Course (SEC)	SEC 2	3	Social Media Marketing and Advertising	General Course	5	
Ability Enhancement Course (AEC)	AEC 2	2	General English	General Course	6	
<b>Semester III</b>					<b>6</b>	<b>20</b>
Core - Discipline Specific Course (DSC)	DSC 5	3	Retail Sales Management	Skill Course	1	<b>20</b>
Core - Discipline Specific Course (DSC)	DSC 6	3	E-Commerce & Omni Channel Retailing	Skill Course	2	
Minor Course (MC)	MC 3	6	Cost Accounting	Core Course	3	
Multidisciplinary Course	MDC 3	3	Managerial	Core	4	

(MDC)			Economics	Course		
Skill Enhancement Course (SEC)	SEC 3	3	Strategic Productivity Management	General Course	5	
Ability Enhancement Course (AEC)	AEC 3	2	Communicative English	General Course	6	
<b>Semester IV</b>					<b>7</b>	<b>20</b>
Core - Discipline Specific Course (DSC)	DSC 7	3	Retail Team Management	Skill Course	1	<b>20</b>
Core - Discipline Specific Course (DSC)	DSC 8	3	Inventory and Budget Management	Skill Course	2	
Minor Course (MC)	MC 4	6	Income Tax	Core Course	3	
Ability Enhancement Course (AEC)	AEC 4	2	Retail Entrepreneurship	General Course	4	
Value Added Course (VAC)	VAC 1	2	Introduction to Statutory and Legal framework for Retail Business Enterprises	General Course	5	
Value Added Course (VAC)	VAC 2	2	Workplace Health and Safety	General Course	6	
Value Added Course (VAC)	VAC 3	2	Indian Knowledge System (IKS) and Culture	General Course	7	
<b>Semester V</b>						
		20	Apprenticeship			<b>20</b>
<b>Semester VI</b>						
		20	Apprenticeship			<b>20</b>
<b>Grand Total</b>					<b>25</b>	<b>120</b>

<b>B.Com in Retail Operations Management</b>	
<b>First Year</b>	
<b>First Semester</b>	
<b>Code of Course</b>	
<b>Title of the Course</b>	Introduction to Retail Operations
<b>Credit of the course</b>	3
<b>Type of the course</b>	
<b>Delivery type of the course</b>	Lecture, 30 Hours. The 30 lectures for content delivery.
<b>Prerequisites</b>	None
<b>Co-requisites</b>	None
<b>Objectives of the course</b>	<ul style="list-style-type: none"> <li>• To familiarize with retail store operations</li> <li>• To evaluate the processes followed for servicing customer sat Point of Sale (POS)</li> <li>• To identify the processes and best practices to ensure security at retail stores</li> </ul>
<b>Learning outcomes</b>	<ul style="list-style-type: none"> <li>• The learners will be able to comprehend various functions under store operation processes.</li> <li>• The Learners will be able to explain the processes related to customer service at POS</li> <li>• The students will be able to identify the systems &amp; protocols followed to ensures to re security.</li> </ul>
<b>SYLLABUS</b>	
<b>UNIT – I</b>	<b>Introduction to Retail Store Operations</b> Evolution of Retail, Retail -Traditional and Modern Retail in India - Traditional Retail Formats -Modern Retail Formats, organogram of a Modern Retail organization under all sub-sectors of retail, different departments in retail store and their functions, different roles in store and their roles and responsibilities,
<b>UNIT - II</b>	<b>Retail Supply Chain</b> Introduction to store operations: store opening process, post store opening process, day end activities, roles and responsibilities of staff during opening-during the day-day end/ closing, product categories: important product categories (food, apparel & general merchandise), business impact of product categories, Goods receipt and storage process: Receiving goods at the store, unloading, material inward process, storage process, Processes to minimizing loss of stock quality and quantity.

<b>UNIT – III</b>	<b>Servicing at Cash Point/POS (Point of Sale)</b> Cash Points/POS-Purpose of POS-Cash points POS setup-Counterfeit payments-Different types of credit and debit cards that are accepted in the stores - Process of handling credit and debit card transactions -Process of handling other cash equivalents, discounts, refunds, fractions and currency conversions - Procedure of authorizing payments -Cash point security procedures -Process of resolving the problems that can occur in routine cash point operation sand transactions -Procedure soft handling customer sand complaint sat the POS.
<b>UNIT - IV</b>	<b>Age Restricted Products</b> Meaning of age restricted products - Policies and procedures to be followed while selling age restricted products - Policies and procedures for refusing sale of age-restricted products-Documents that can be accepted as proof of age-Impact of not collecting prescribed proof of age-Impact of selling age restricted products to under-aged customer
<b>UNIT – V</b>	<b>Maintaining Store Security</b> The various types of security risks at the store - Identify and report the security risks to the concerned higher authorities-appropriate methods to handle the security risks that fall within the purview of self-authority - the impact of not following statutory guidelines with respect to store safety and security. Types of security risk that can arise in your workplace -the authority and responsibility while dealing with security risks, including legal rights and duties-the approved procedure and techniques for protecting personal safety when security risks arise. Electronic Article Surveillance Systems (EAS) other security and safety equipment used in the store– such as soft tags, hard tags, RFID along with its uses and applications.
<b>Suggested Readings:</b>	<ul style="list-style-type: none"> <li>• Retail Trainee Associate by RAS CI publication</li> <li>• Retail Cashier RAS CI publication</li> <li>• Retail Management – Functional Principles &amp; Practices 5<sup>th</sup> edition by Dr. Gibson Vedamani Published by Pearson</li> <li>• K.V.S.Madaan, (409) Fundamental of Retailing,TataMCGraw Hill.</li> <li>• MichaelLevy, BartonWeitz, Ajay Pandit(447) Retailing Management, Tata McGraw Hill</li> </ul>

B.Com in Retail Operations Management	
First Year	
First Semester	
<b>Code of Course</b>	
<b>Title of the Course</b>	Ancient Trade and Chanakya's Management

<b>Credit of the course</b>	2
<b>Type of the course</b>	
<b>Delivery type of the course</b>	Lecture, 30 Hours. The 30 lectures for content delivery.
<b>Prerequisites</b>	None
<b>Co-requisites</b>	None
<b>Objectives of the course</b>	<ul style="list-style-type: none"> <li>To enable the familiarize with the practices followed in trade and education systems during the ancient times</li> <li>To familiarize the learners with the concepts of Chanakya's management principles</li> </ul>
<b>Learning outcomes</b>	<ul style="list-style-type: none"> <li>The learner will be able to explain the practices followed in ancient Indian trade</li> <li>The learner will be able to Summarise the Chanakya's principles of management</li> </ul>
<b>SYLLABUS</b>	
<b>UNIT – I</b>	<b>Indian Ethos in Ancient Times</b> Indian Ethos: Meaning, Features, Need & History, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices,
<b>UNIT – II</b>	Gurukul System of Learning: Meaning, Features, Advantages, Disadvantages. Modern System of Learning: Meanings, Features, Advantages, Disadvantages, Personal growth and Lessons from Ancient Indian Education System, Personality Development-Meaning, Determinants, Indian Ethos and Personality Development
<b>UNIT – III</b>	<b>Principles of Chanakya's Management</b> Chanakya- Strategist, Philosopher, Economics, Ethics and values laid down by Chanakya. Chanakya's Concept of Leadership: Qualities of a leader, functions and role of a leader, motivation and communication, what a leader should not do, Identifying Potential Leaders, Decision Making, Advice to entrepreneurs, Turning Managers into leaders.
<b>UNIT- IV</b>	Employee Management: Recruitment Process, Training guidelines by Chanakya, Team work Management, Safety and Security, Selecting Right Managers. Organizational Planning, Time Management, Disaster Management, A concept of stable organization, Managing Multiple Project
<b>UNIT - V</b>	Seven Pillars of Business, Power Management at work place, Art of punishment,

	Three Aspects of success.
<b>Suggested Readings :</b>	<ul style="list-style-type: none"> <li>• Moti Chandra, Trade and Trade routes in ancient India, Abhinav Publication, 1997</li> <li>• Arun Kumar Mishra, trading Communities in ancient India, Anamika Prakashan, 1994</li> <li>• Radha Krishnan Pillai, 40<sup>th</sup> Edition 1994, Corporate Chanakya, 1994</li> <li>• Ashok R. Garde, Chanakya on Management, Jaico Publishing House, 1996</li> <li>• CA Rajeev K Garg, Chanakya of Modern Business Governance &amp; Time Management, Notion press publication, 1994</li> </ul>

B.Com in Retail Operations Management	
First Year	
First Semester	
<b>Code of Course</b>	
<b>Title of the Course</b>	Financial Accounting
<b>Credit of the course</b>	2
<b>Type of the course</b>	
<b>Delivery type of the course</b>	Lecture, 30 Hours. The 30 lectures for content delivery.
<b>Prerequisites</b>	None
<b>Co-requisites</b>	None
<b>Objectives of the course</b>	
<b>Learning outcomes</b>	
SYLLABUS	
<b>UNIT – I</b>	Meaning and Scope of Accounting – Need for Accounting – Development of Accounting – Nature and objectives – Book keeping and Accounting - Accounting Principles – Accounting Concepts and Conventions – Accounting Standards – International Accounting Standards.

<b>UNIT- II</b>	Books of Accounts: Double Entry System of Book keeping - Journal – Ledger posting — Trial Balance – Final Accounts – Preparation of Trading Account – Profit and Loss Account – Balance Sheet – Adjustments – closing stock, depreciation, bad debts and provision for bad debts, outstanding and prepaid expenses, advance and accrued income.
<b>UNIT-III</b>	Income and Expenditure Account & Receipts and Payments Account: – Nature – Preparation of Receipt and Payment Account and Income and Expenditure Account.
<b>UNIT-IV</b>	Depreciation Accounting: Meaning – causes – objectives – factors - Methods of Depreciation Accounting – Straight Line Method – Written Down Value Method – Sinking Fund Method – Annuity Method – Insurance Policy Method - Reserves and Provisions
<b>UNIT-V</b>	Branch and Departmental Accounts: Meaning of Branches and Departments – Accounts of various types of branches – Departmental Accounts.
<b>Suggested Readings :</b>	<ul style="list-style-type: none"> <li>• Arulanandam M.A.&amp; Raman K.S., Advanced Accounting</li> <li>• Gupta R.L. &amp; Gupta V.K., Advanced Accounting,</li> <li>• Reddy &amp; Murthy T.S., Financial Accounting</li> <li>• Tulsian P.C., Financial Accounting</li> </ul>

B.Com in Retail Operations Management	
First Year	
First Semester	
<b>Code of Course</b>	
<b>Title of the Course</b>	Business Communication Skill & Basic IT Applications
<b>Credit of the course</b>	4
<b>Type of the course</b>	
<b>Delivery type of the course</b>	Lecture, 60 Hours. The 60 lectures for content delivery.
<b>Prerequisites</b>	None
<b>Co-requisites</b>	None

<b>Objectives of the course</b>	<ul style="list-style-type: none"> <li>To Identify the role of business communication skills to excel in profession and workplace environment</li> <li>To explain various elements and methods of effective business communication.</li> <li>To augment business communication skills and IT applications seamlessly at workplace</li> </ul>
<b>Learning outcomes</b>	<ul style="list-style-type: none"> <li>The learner will be able to apply business communication skills to achieve proficiency in communication with different stakeholders at workplace.</li> </ul>
<b>SYLLABUS</b>	
<b>UNIT – I</b>	<p><b>Theory of Communication</b>  Definition and purpose of communication, methods of communication (verbal &amp; non-verbal) and when to use them, Principles &amp; characteristics of effective communication, the reasons for barriers in communication- the solutions to typical communication barriers- Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to overcome these, Barriers.  Impact of technological advancements on Communication Types- Internet, Blogs, E-mails, Moodle, social media (Facebook, Tweeter &amp; WhatsApp), Advantages and Disadvantages</p>
<b>UNIT – II</b>	<p><b>Workplace Communication</b>  The need for business communication- the methods to practice Business communication skills at workplace. Channels-- Formal and Informal—Vertical, Horizontal, Diagonal, Grapevine  Methods: Verbal and Nonverbal. Characteristics of verbal and Non-verbal Communication.  <b>Verbal communication:</b> elements of verbal communication- voice, pitch, tone, intonation semantics. <b>Non-verbal:</b> the right usage of body language, expression, eye contact.  Importance of effective listening skills-Importance of Listening Skills, Obstacles to listening, cultivating good Listening Skills</p>
<b>UNIT – III</b>	<p><b>Business Correspondence</b>  Theory of Business Letter Writing -- Parts, Structure, Layouts—Full Block, Modified Block, Semi – Block, Effective Letter Writing, effective Email Writing, Resume &amp; job application writing, email writing, letters of communication to different stakeholders / inter departments, preparing proposals and quotations, raising complaints, replies to complaints, Letter of Acceptance of Job Offer, Letter of Resignation</p>
<b>UNIT – IV</b>	<p><b>Meetings &amp; Report Writing</b>  Meetings – Plan, Prepare, Organise, Conduct &amp; Report. (Online &amp; Physical meetings)  Report writing - business reports, project reports-Reading Skills: -Report Reading - analyze business reports, writing proposals, Presentations, Group Discussion, Practice Sessions: Mock Interviews, Mock Meetings / Conferences, Book Reviews/Summarization, Reading Comprehension, Oral Communication - one to</p>



	one, one to many, delivering business presentations, listening comprehension.
<b>UNIT – V</b>	<p><b>Basic IT Applications for Office Management</b></p> <p><b>Introduction to Basic Computer Skills:</b> Overview of the course objectives and expectation Introduction to computer hardware and software components, Basic computer operations Powering on/off, using the mouse and keyboard, navigating the desktop.</p> <p><b>Introduction to Microsoft Windows:</b> Introduction to the Windows operating system, File management basics: Creating, renaming, moving, and deleting files and folders, Customizing the Windows desktop, and settings.</p> <p><b>Microsoft Word Basics:</b> Introduction to Microsoft Word, Creating and formatting documents: Text formatting, paragraph formatting, page layout, working with tables and images, Saving, printing and sharing documents</p> <p><b>Microsoft Excel Basics:</b> Introduction to Microsoft Excel, Creating and formatting spreadsheets Entering data, formatting cells, using basic formulas, Working with rows, columns, and sheets</p> <p>Saving, printing, and sharing spreadsheets</p>
<b>Suggested Readings:</b>	<ul style="list-style-type: none"> <li>• The Idea ITeam Player by Patrick M. Lencioni</li> <li>• The Power of a Positive Team by Jon Gordon</li> <li>• You Can Win: A Step-by-Step Tool for Top Achievers "by Shiv Khera</li> <li>• The Tatas: How a Family Built a Business and a Nation "by Girish Kuber</li> <li>• The Leader in You "by Dale Carnegie Training India</li> <li>• You Are the Key: Unlocking Doors Through Social Selling" by Apurva Chamaria and Gaurav Kakkar</li> <li>• Corporate Chanakya on Management" by Radha Krishnan Pillai</li> </ul>

B.Com in Retail Operations Management	
First Year	
First Semester	
<b>Code of Course</b>	
<b>Title of the Course</b>	<b>General Hindi</b>

se	
<b>Cred it of the cour se</b>	4
<b>Type of the cour se</b>	
<b>Deliv ery type of the cour se</b>	Lecture, 60 Hours. The 60 lectures for content delivery.
<b>Prer equis ites</b>	None
<b>Co- requ isites</b>	None
<b>Obje ctive s of the cour se</b>	<ul style="list-style-type: none"> <li>भाषाकेउद्भवएवंविकासकीप्रक्रियातथाव्याकरणकेसिद्धांतोंकाज्ञानकराना।विद्यार्थियोंमेंहिन्दीभाषाकेप्रतिरुचिऔरसकारात्मकदृष्टिकोणविकसितकरना।विद्यार्थियोंकोहिन्दीव्याकरणकेआधारभूतज्ञानसेपरिचितकरानाताकिवेभाषाकाशुद्धऔरप्रभावीप्रयोगकरसकें।</li> </ul>
<b>Lear ning outc omes</b>	<p>विद्यार्थीभाषाकेउद्भवऔरविकासकीप्रक्रियाकोसमझसकेंगे। विद्यार्थियोंमेंहिन्दीभाषाकेप्रतिरुचिऔरजागरूकताविकसितहोगी,तथावेआर्यभाषाओंकेविकासऔरउनकीविशेषताओंकाज्ञानप्राप्तकरेंगे।</p> <ul style="list-style-type: none"> <li>विद्यार्थीहिन्दीव्याकरणकेआधारभूतज्ञानसेपरिचितहोकर, भाषाकेशुद्धएवंउपयुक्तप्रयोगमेंदक्षहोसकेंगे।</li> </ul>
<b>SYLLABUS</b>	
<b>UNI T – I</b>	<p>हिन्दीभाषाकाविकास</p> <ul style="list-style-type: none"> <li>भाषाकीपरिभाषाएवंविशेषताएँ।</li> <li>प्राचीनभारतीयआर्यभाषाएँ।</li> <li>मध्यकालीनआर्यभाषाएँ।</li> <li>आधुनिकआर्यभाषाकाविकासएवंविशेषताएँ।</li> <li>हिन्दीकीउपभाषाएँएवंबोलियाँ।</li> </ul>

<b>UNIT - II</b>	शब्दभंडार विकारीशब्द <ul style="list-style-type: none"> <li>संज्ञा,सर्वनाम, विशेषणक्रिया।</li> </ul> अविकारीशब्द क्रियाविशेषणसंबंधबोधकसमुच्चयबोधकविस्मयादिबोधकतथानिपात।
<b>UNIT - III</b>	लिंग,वचन,कारक,काल।
<b>UNIT - IV</b>	संधि,समास,उपसर्ग,प्रत्यय।
<b>UNIT - V</b>	पर्यायवाचीशब्द। विलोमशब्द। एकशब्दमेंअनेकवाक्य। शब्द-युग्म। अनेकार्थकशब्द।
<b>Suggested Reading s:</b>	1. सुकान्तकुमारत्रिपाठी – भाषाविज्ञान, पुस्तकभवन, इलाहाबाद। 2. डा. हरिदत्तचतुर्वेदी – हिन्दी: शब्द अर्थ प्रयोग, अभिव्यक्तिप्रकाशन, इलाहाबाद। 3. डा. वासुदेवआनंदशुक्ल – आधुनिकहिन्दीव्याकरणऔररचना, भारतीयभवन, पटना। 4. डा. रामसंज्ञासिन्हा – सामान्यहिन्दी, राजस्थानहिन्दीग्रन्थअकादमी, जयपुर। श्यामचन्द्रद्विवेदी – व्यावहारिकहिन्दीव्याकरण, प्रभाकरप्रकाशन, नईदिल्ली।

B.Com in Retail Operations Management	
First Year	
First Semester	
<b>Code of Course</b>	DCC404/BRM5000T
<b>Title of the Course</b>	Customer Relationship Management
<b>Credit of the course</b>	4
<b>Type of the course</b>	Discipline Centric Course (DCC) in Business Administration

<b>Delivery type of the course</b>	Lecture, 60 Hours. The 60 lectures for content delivery.
<b>Prerequisites</b>	None
<b>Co-requisites</b>	None
<b>Objectives of the course</b>	<ul style="list-style-type: none"> <li>The course focuses on helping in recognizing the key elements need to be addressed and reflects the need to create an integrated cross-functional focus - one that emphasizes retaining as well as winning customers</li> </ul>
<b>Learning outcomes</b>	<ul style="list-style-type: none"> <li>To be aware of the nuances of customer relationship.</li> <li>To analyze the CRM link with the other aspects of marketing.</li> <li>To impart the basic knowledge of the Role of CRM in increasing the sales of the company.</li> <li>To make the students aware of the different CRM models in service industry.</li> <li>To make the students aware and analyze the different issues in CRM</li> </ul>
<b>SYLLABUS</b>	
<b>UNIT – I</b>	<b>Evolution of Customer Relationship</b> CRM- Definition, Emergence of CRM Practice, Factors responsible for CRM growth, CRM process, framework of CRM, Benefits of CRM, Types of CRM, Scope of CRM, Customer Profitability, Features Trends in CRM , CRM and Cost-Benefit Analysis, CRM and Relationship Marketing.
<b>UNIT – II</b>	<b>CRM Concepts</b> Customer Value, Customer Expectation, Customer Satisfaction, Customer Centricity, Customer Acquisition, Customer Retention, Customer Loyalty, Customer Lifetime Value. Customer Experience Management, Customer Profitability, Enterprise Marketing Management, Customer Satisfaction Measurements, Web based Customer Support
<b>UNIT – III</b>	<b>Planning for CRM</b> Steps in Planning-Building Customer Centricity, Setting CRM Objectives, Defining Data Requirements, Planning Desired Outputs, Relevant issues while planning the Outputs, Elements of CRM plan, CRM Strategy: The Strategy Development Process, Customer Strategy Grid.
<b>UNIT – IV</b>	<b>CRM and Marketing Strategy</b> CRM Marketing Initiatives, Sales Force Automation, Campaign Management, Call Centres. Practice of CRM: CRM in Consumer Markets, CRM in Services Sector, CRM in Mass Markets, CRM in Manufacturing Sector
<b>UNIT – V</b>	<b>CRM Planning and Implementation Issues and Problems in implementing CRM, Information Technology tools in CRM, Challenges of CRM Implementation. CRM Implementation Roadmap, Road Map (RM) Performance: Measuring CRM performance, CRM Metrics</b>
<b>Suggested Readings:</b>	<ul style="list-style-type: none"> <li>Jagdish N.Sheth, Atul Parvatiyar&amp;G.Shainesh, “Customer Relationship Management”, Emerging Concepts, Tools and</li> </ul>

	<p>Application”, 2010, TMH.</p> <ul style="list-style-type: none"> <li>• Dilip Soman &amp; Sara N-Marandi,” Managing Customer Value” 1st edition, 2014, Cambridge.</li> <li>• Alok Kumar Rai, “Customer Relationship Management: Concepts and Cases”, 2008, PHI.</li> <li>• Ken Burnett, the Handbook of Key “Customer Relationship Management”, 2010, Pearson Education.</li> <li>• Mukesh Chaturvedi, Abinav Chaturvedi, “Customer Relationship Management- An Indian Perspective”, 2010 Excel Books, 2nd edition</li> </ul>
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B.Com in Retail Operations Management	
First Year	
Second Semester	
<b>Code of Course</b>	
<b>Title of the Course</b>	Introduction to FMCG/FMCD Sales and Distribution
<b>Credit of the course</b>	
<b>Type of the course</b>	
<b>Delivery type of the course</b>	
<b>Prerequisites</b>	None
<b>Co-requisites</b>	None
<b>Objectives of the course</b>	<ul style="list-style-type: none"> <li>• To equip with the knowledge, skills, and strategic mindset required to effectively manage territories and drive sales within the diverse and dynamic Indian FMCG/FMCD market</li> </ul>
<b>Learning outcomes</b>	<ul style="list-style-type: none"> <li>• Learners will be able to demonstrate the ability to strategically analyze the Indian FMCG/FMCD market, effectively plan and manage territories, optimize distribution channels, forecast sales accurately, and adapt to the evolving dynamics of the industry.</li> </ul>
SYLLABUS	
<b>UNIT – I</b>	Introduction to the Indian consumer market: diversity, preferences, and behaviours, Market trends and growth opportunities in various FMCG/FMCD sectors, Regulatory framework governing FMCG/FMCD sales and distribution

	in India, Impact of government policies, taxation, and trade regulations on the industry.
<b>UNIT – II</b>	Product categories in FMCG / FMCD, supply chain system in FMCG /FMCD (Manufacturer, Transportation system, Storage, Distribution & retailing and post-sale services) , Overview of distribution channel structures in India: direct, indirect, and hybrid. Selection and evaluation of distribution partners: distributors, wholesalers, retailers.
<b>UNIT – III</b>	Principles of territory management and its importance in sales strategy, Techniques for defining and segmenting territories in the Indian context. Utilizing market research, data analytics, and GIS tools for territory mapping. Developing territory plans aligned with company objectives and market dynamics. Strategies for efficient route planning, covering urban and rural areas effectively. Roles & responsibilities of stakeholders in FMCG distribution system, importance of influencing people through personal effectiveness, best practices followed in distributor and retailer relationship management.
<b>UNIT – IV</b>	<b>Understanding demand patterns and seasonality in the Indian market. Methods for sales forecasting: qualitative, quantitative, and hybrid approaches. Setting realistic sales targets and quotas based on territory potential and historical data. Roles and responsibilities of a FMCG salesperson (Territory, day to day planning, route &amp; beat plans, target achievement, outlet categories, productivity metrics, merchandising &amp; branding, stock management, order booking), objection handling and negotiation with retailers, process of effective sales calls. Roles &amp; responsibilities of stakeholders in FMCG distribution system.</b>
<b>UNIT – V</b>	<b>Building and maintaining strong relationships with key retailers . Understanding the operations of different retail outlets (modern trade, traditional stores) .Strategies for maximizing sales opportunities at the point of sale .</b>
<b>Suggested Readings:</b>	<ul style="list-style-type: none"> <li>• Distributor Salesman – RASCI Courseware</li> <li>• Sales and Distribution Management in the Indian Context by Pingali Venugopal.</li> </ul>

B.Com in Retail Operations Management	
<b>First Year</b>	
<b>Second Semester</b>	
<b>Code of Course</b>	

<b>Title of the Course</b>	Business Statistics
<b>Credit of the course</b>	4
<b>Type of the course</b>	
<b>Delivery type of the course</b>	
<b>Prerequisites</b>	None
<b>Co-requisites</b>	None
<b>Objectives of the course</b>	•
<b>Learning outcomes</b>	•
<b>SYLLABUS</b>	
<b>UNIT – I</b>	To develop analytical and interpretations skills in students in order to understand the behavior of business data by applying graphic and univariate data analysis techniques. Collection of Data: Primary and Secondary Data, Classification, Frequency Distribution and Tabulation of Data, Data Measurement Scale: Nominal, Ordinal, Interval and Ratio.
<b>UNIT – II</b>	Measures of Central Tendency: Meaning, requisites of ideal average, arithmetic mean, median, mode, geometric mean and harmonic mean, empirical relationship among measures of central tendency.
<b>UNIT – III</b>	Measures of Dispersion: Meaning, Objectives, Types, Methods of Measuring Dispersion: Range, Inter-quartile range, Percentile range, Quartile Deviation, Mean Deviation, Standard Deviation, Lorenz Curve, Other Measures based on Standard Deviation, Mathematical properties of Standard deviation
<b>UNIT – IV</b>	Measures of Skewness: Meaning, Frequency distribution, Test of Skewness, Methods of Measuring Skewness: Karl Pearson's Measure, Bowley's Measures and Kelly's Measures.
<b>UNIT – V</b>	Correlation Analysis: Meaning, Types, Degree and Interpretation of coefficient of correlation, Methods: Graphic, Karl Pearson's Coefficient of correlation (both ungrouped and grouped), Spearman's Rank Difference, concurrent deviation, least square, Coefficient of Determination and Non-Determination, relationship between 'r' and 'r <sup>2</sup> ', Probable Error, standard error, linear relationship.

<b>Suggested Readings:</b>	<ul style="list-style-type: none"> <li>• Levin, R.I. and D.S. Rubin, Statistics for Management, Prentice-Hall of India.</li> <li>• Spiegel, M.R. Theory and Problems of Statistics, Schaum Publishing Company.</li> <li>• Aczel, Amir D., Complete Business Statistics, McGraw Hill, 1999. Kazmeir Leonard J., Norval F. Pohl, Basic Statistics for Business and Economics, McGraw Hill International (2nd ed.)</li> </ul>
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B.Com in Retail Operations Management	
First Year	
Second Semester	
<b>Code of Course</b>	
<b>Title of the Course</b>	Principles of Marketing
<b>Credit of the course</b>	
<b>Type of the course</b>	
<b>Delivery type of the course</b>	
<b>Prerequisites</b>	None
<b>Co-requisites</b>	None
<b>Objectives of the course</b>	<ul style="list-style-type: none"> <li>• The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing</li> </ul>
<b>Learning outcomes</b>	<ul style="list-style-type: none"> <li>•</li> </ul>
SYLLABUS	
<b>UNIT – I</b>	<p>Introduction: Nature, scope and importance of marketing; Selling vs Marketing; Marketing mix, Marketing environment: concept, importance, and components (Economic, Demographic, Technological, Natural, Socio-Cultural and Legal).</p> <p>Consumer Behaviour and Market segmentation: Consumer Behaviour: Nature and Importance, Factors influencing consumer buying behaviour. Market segmentation: concept, importance and bases; Product differentiation vs. market segmentation.</p>



<b>UNIT – II</b>	Product: Concept and importance, Product classifications; Concept of product mix; Branding, packaging and labeling; Product life-cycle; New Product Development Process
<b>UNIT – III</b>	Pricing, Distribution Channels and Physical Distribution Pricing: Significance, Factors affecting price of a product, Pricing policies and strategies, Distribution Channels and Physical Distribution: Channels of distribution - meaning and importance; Types of distribution channels; Factors affecting choice of distribution channel.
<b>UNIT – IV</b>	Promotion and Recent developments in marketing: Promotion: Nature and importance of promotion; Communication process; Types of promotion: advertising, personal selling, public relations & sales promotion, and their distinctive characteristics. Recent developments in marketing: Social Marketing, online marketing, direct marketing, services marketing, green marketing, Rural marketing; Consumerism
<b>UNIT – V</b>	Social, Ethical and Legal Aspects of Marketing; Consumer Protection in India; Services marketing, rural marketing, direct marketing, internet marketing and other marketing developments – Issues, salient features and their applications in India.
<b>Suggested Readings:</b>	<ul style="list-style-type: none"> <li>• Kotler Philip and Kevin Keller Marketing Management, 13th ed., Pearson Prentice – 2008.</li> <li>• Kotler, Philip, and Gary Armstrong, Principles of Marketing, 12th ed., Pearson Prentice-Hall 2008.</li> <li>• Etzel, Michael J., Bruce J. Walker and William J. Stanton, Fundamentals of Marketing, 11th ed., McGraw Hill, 2008.</li> <li>• McCarthy, E. Jerome, Joseph P. Cannon and William D. Perrault, Jr., Basic Marketing: A Managerial Approach, 9th ed., McGraw Hills, 2008.</li> <li>• Keller, Philip, Keller Kevin lane, Koshy Abraham, Jha Mithileshwar, Marketing Management : A South Asian Perspective, 13th Edition, 2008</li> </ul>

B.Com in Retail Operations Management	
<b>First Year</b>	
<b>Second Semester</b>	
<b>Code of Course</b>	
<b>Title of the Course</b>	<b>Social Media Marketing and Advertsing</b>

<b>Credit of the course</b>	4
<b>Type of the course</b>	
<b>Delivery type of the course</b>	
<b>Prerequisites</b>	None
<b>Co-requisites</b>	None
<b>Objectives of the course</b>	<ul style="list-style-type: none"> <li>The Course aims to provide basic knowledge of social media marketing concepts, to enhance skills as social media marketer and start a career in social media marketing and in advertising</li> </ul>
<b>Learning outcomes</b>	<ul style="list-style-type: none"> <li>The learners will be able to acquire proficiency in utilizing social media advertising tools and techniques to create targeted campaigns</li> <li>Evaluate the role of social media in marketing, advertising and public relations.</li> <li>Assess the optimal use of various social media platforms for social media marketing and advertising.</li> <li>Analyse the importance of social media for developing an effective marketing plan and assess the ways to measure its performance.</li> </ul>
<b>SYLLABUS</b>	
<b>UNIT – I</b>	Digital Marketing Foundations& Content Marketing Digital Marketing Strategy - Exploring Digital Marketing - Starting with the Website - Foundations of Analytics - Search Engine Optimization - Search and Display Marketing - Social Media Marketing - Video Marketing. Email marketing tools and setup - Email marketing segmentation, personalization and mobile friendly design Content marketing foundations - Blogs for content marketing - Content marketing for staying relevant - Newsletters for content marketing - Mobile marketing foundations. Introduction to social media advertising platforms (Facebook Ads Manager, Instagram Ads, Twitter Ads, etc.) Overview of advertising formats (carousel ads, video ads, sponsored posts, etc
<b>UNIT – II</b>	Social Media Strategy for Marketing : Social media tools and platforms for marketing, segmenting audience for each different tool and platform, considerations for selecting social media tool/ platform. types of promotional campaigns on social networking sites, reasons to use

	promotional campaigns on social networking sites,
<b>UNIT – III</b>	Definition of digital vouchers, potential uses of digital vouchers, disadvantages of digital vouchers, overcoming the barriers of using digital vouchers for acquisition and retention of customer, methods of managing a digital voucher system, measuring the effectiveness of a digital voucher campaign. factors to consider when creating social networking site adverts, importance of identifying the required outcomes from the social networking advertising campaigns, advantages of running more than one advertising campaign in parallel on the same social networking site, reasons for failure of social networking advertising campaign might fail. methods of monitoring social networking site advertising campaigns, changes that might be required for a social networking advertising campaign based on monitoring r
<b>UNIT – IV</b>	Creating Social Media Marketing and Advertising Campaigns Identifying target customer base, social media guidelines, policies and procedures required to be followed with respect to- Promotional content, providing service to customer, Resolving customer complaints and privacy. policies and procedures for publishing images and any content of others, characteristics of amenable and appealing, principles of positive and professional online communications, approaches to deal negativity, complaints, and conflicts on social media.
<b>UNIT – V</b>	Practical Exercise on: Uploading types of files (pdf, images, videos etc), Insert formatted text, Monitoring activities and comments of prospects/ customers, using alerts and responding to alerts, Responding to comments of customers.
<b>Suggested Readings:</b>	<ul style="list-style-type: none"> <li>• Ahuja V. (2015): Digital Marketing . Oxford University Press</li> <li>• Blanchard, O.(2011). Social Media ROI: Managing and Measuring Social Media Efforts In Your Organization. United Kingdom : Pearson Education.</li> <li>• Gupta, S. (2020) . Digital Marketing . India: McGraw Hill Education (India Private Limited).</li> <li>• Barker, Barker, Bormann, Zahay and Roberts, 2017,) Social Media Marketing: A Strategic Approach (2e).</li> <li>• Tuten and Solomon, 2018, Sage Publications. Social Media Marketing (3e), Singh and Diamond, 2014, Wiley Social Media Marketing for Dummies (3e).</li> </ul>

<b>B.Com in Retail Operations Management</b>	
<b>First Year</b>	
<b>Second Semester</b>	
<b>Code of</b>	

<b>Course</b>	
<b>Title of the Course</b>	General English
<b>Credit of the course</b>	4
<b>Type of the course</b>	
<b>Delivery type of the course</b>	
<b>Prerequisites</b>	None
<b>Co-requisites</b>	None
<b>Objectives of the course</b>	<ul style="list-style-type: none"> <li>To introduce the students to the conceptual framework of English language</li> <li>To enable students to comprehend, and apply the knowledge of grammar.</li> <li>To analyse and synthesize various components of language in a given context</li> </ul>
<b>Learning outcomes</b>	<ul style="list-style-type: none"> <li>Gaining efficiency in reading, comprehending and writing skills in English</li> <li>Proficiency in grammar</li> </ul>
<b>SYLLABUS</b>	
<b>UNIT – I</b>	<b>Basic Sentence Patterns</b>
<b>UNIT – II</b>	Tenses
<b>UNIT – III</b>	Direct-Indirect Speech Active Passive Voice
<b>UNIT – IV</b>	Synonyms- Antonyms Word Formation: Prefix, Suffix, Conversion and Compounding
<b>UNIT – V</b>	<b>Two Unseen Comprehension Passages</b> <b>Precise Writing</b>
<b>Suggested Readings:</b>	<ul style="list-style-type: none"> <li>Allen, S., <i>Living English Structure</i>, Pearson India, 2009</li> <li>Brights.J.S., <i>Improve your Idioms and Phrases</i>. Goodwill Publishing House, 2013</li> <li>Wood, Fredrick.T., <i>A Remedial English Grammar For Foreign Students</i>. OUP, 1969</li> </ul>

B.Com in Retail Operations Management	
Second Year	
Third Semester	
Code of Course	
Title of the Course	Retail Sales Management
Credit of the course	4
Type of the course	
Delivery type of the course	Lecture, 60 Hours. The 60 lectures for content delivery.
Prerequisites	None
Co-requisites	None
Objectives of the course	<ul style="list-style-type: none"> <li>To understand the principles and practices of retail sales management.</li> <li>To develop effective sales strategies for diverse retail environments:</li> <li>To apply the retail selling techniques</li> </ul>
Learning outcomes	<ul style="list-style-type: none"> <li>Learners will be able to demonstrate a solid understanding of the fundamental concepts, theories, and techniques involved in managing sales within the retail industry.</li> <li>Learners will be able to develop and implement sales strategies tailored to various retail formats, including brick-and-mortar stores, e-commerce platforms, and omnichannel retail environments.</li> <li>Learners will be able to demonstrate the use of sales techniques.</li> </ul>
SYLLABUS	
UNIT – I	Introduction to Retail Sales Management: Types of retail formats (e.g., department stores, specialty stores, e-commerce), Global retail trends and market size Importance of sales management in retail: Role of sales in revenue generation and customer satisfaction, Impact of effective sales management on overall retail performance, Evolution of retail sales: Historical development of retail sales practices, Emergence of modern retail concepts and strategies, Trends and challenges in retail sales management: Technological advancements and their impact on retail sales, Changing consumer preferences
UNIT – II	Understanding Consumer Behavior: Consumer psychology and buying behavior, psychological factors influencing consumer decisions (e.g., motivation, perception, attitudes), Social and cultural influences on consumer behavior,

	Factors influencing consumer purchasing decisions: Economic factors (e.g., income, price sensitivity), Personal factors (e.g., lifestyle, personality), Situational factors (e.g., time constraints, urgency), Segmentation, targeting, and positioning in retail sales: Market segmentation strategies based on demographic, psychographic, and behavioral factors, Target market selection and identification of consumer segments: Positioning strategies to differentiate products and attract target consumers
<b>UNIT – III</b>	Sales Planning and Strategy Setting: sales objectives and targets - SMART (Specific, Measurable, Achievable, Relevant, Timebound) objectives, establishing realistic sales targets based on market analysis and business goals. Sales forecasting techniques - Time-series analysis, Regression analysis, Qualitative methods (e.g., expert opinion, market research) Developing sales strategies for different retail formats - Tailoring sales strategies for brick-and-mortar stores, online retail, and omnichannel environments, Promotional strategies (e.g., discounts, loyalty programs) to drive sales and customer engagement
<b>UNIT – IV</b>	Sales Techniques and Skills Personal selling techniques -Building rapport with customers, needs assessment and solution selling, handling objections, and closing sales, Customer Buying Cycle Vs Retail Sales Cycle. Effective communication in sales - Verbal communication skills (e.g., active listening, persuasive language), Non-verbal communication cues (e.g., body language, facial expressions), Written communication skills for email correspondence, proposals, etc. Negotiation and persuasion skills - Principled negotiation techniques, overcoming resistance and objections: types of objection handling techniques, Creating win-win outcomes for both the seller and the customer. Importance of product knowledge - Features, Advantages and Benefits (FAB) of products, use of FABING technique during customer interaction, techniques for product demonstration, upselling & cross selling techniques.
<b>UNIT – V</b>	<b>Case Studies and Presentation Analysis of real-world retail sales management cases • Case studies on successful sales management strategies in retail companies • Discussion of challenges faced, and lessons learned in implementing sales initiatives</b>
<b>Suggested Readings:</b>	<ul style="list-style-type: none"> <li>• Retail Management   Fifth Edition   By Pearson authored by Dr. Gibson Vedamani Hammond, Richard.Smart Retail: Winning ideas and strategies from the most successful retailers in the world. Pearson Education.</li> <li>• Singh, Harjit. Retail Management - A Global Perspective: Text and Cases. S. Chand</li> <li>• Retail Management: A Strategic Approach by Barry Berman and Joel R. Evans</li> <li>• Sales Management: Analysis and Decision Making by Thomas N. Ingram, Raymond W. LaForge, Ramon A. Avila, and Charles H. Schwepker Jr.</li> <li>• The Retail Value Chain: How to Gain Competitive Advantage</li> </ul>

	through Efficient Consumer Response (ECR) Strategies" by Martin Christopher, Helen Peck, and Denise Gammidge
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B.Com in Retail Operations Management	
Second Year	
Third Semester	
Code of Course	
Title of the Course	E-commerce and Omni Channel Retailing
Credit of the course	4
Type of the course	Discipline Centric Course (DCC) in Business Administration
Delivery type of the course	Lecture, 60 Hours. The 60 lectures for content delivery.
Prerequisites	None
Co-requisites	None
Objectives of the course	<ul style="list-style-type: none"> <li>To develop a comprehensive understanding of E-commerce &amp; Omni Channel Retailing, including its principles, technologies, and strategies.</li> <li>Identify the practical skills required to utilize data analytics, customer engagement techniques, and emerging technologies</li> </ul>
Learning outcomes	Learners will be able to apply effective omni channel retailing strategies to enhance customer satisfaction and loyalty across various touchpoints. The Learners will be proficient in leveraging data analytics and emerging technologies to drive innovation and sustainable growth in retail businesses.
SYLLABUS	
UNIT – I	Introduction Of E-commerce. Definition of e-commerce and online retailing, models of online retailing, factors impacting online retailing, pros & cons of online retailing, future of online retailing in India and cross border trade Introduction to E-commerce & Omni Channel Retailing Understanding Omni Channel Retailing: Definition and Evolution, Importance in Modern Retail Key Concepts and Components, Consumer Behaviour in Omni Channel Retailing: Shifting Consumer Expectations, Omnichannel Shopping Journeys, Impact of Technology on Consumer Behaviour. Benefits and Challenges of Omni Channel

	Retailing: Advantages for Retailers and Consumers Operational Challenges and Solutions, Case Studies of Successful Omni Channel Strategies.
<b>UNIT – II</b>	<b>Digital Platforms and Integration:</b> E-commerce Platforms, Mobile Apps and Responsive Websites, CRM Systems and Data Integration Inventory Management Systems: Centralized vs. Decentralized Inventory, Order Fulfilment Processes, Inventory Optimization Techniques Payment and Security Systems: Secure Payment Gateways, Fraud Detection and Prevention, Compliance with Payment Regulation
<b>UNIT – III</b>	Marketing and Customer Engagement Omni Channel Marketing Strategies: Personalization Techniques, Content Marketing Across Channels, Social Media Integration Customer Relationship Management (CRM): Building Customer Profiles, Loyalty Programs and Rewards, Retargeting and Remarketing Strategies Customer Service and Support: Multi-channel Customer Service, Chatbots and AI in Customer Support, Handling Returns and Exchanges.
<b>UNIT – IV</b>	Data Analytics and Insights Data Collection and Analysis: Omni Channel Data Sources, Data Analytics Tools and Techniques, Predictive Analytics for Retail Customer Insights and Segmentation: Customer Journey Mapping, Segmentation Strategies, Behavioural Analytics Performance Measurement and KPIs: Key Performance Indicators (KPIs) in Omni Channel Retailing, Dashboards and Reporting Tools, Continuous Improvement Processes.
<b>UNIT – V</b>	Future Trends and Innovations Introduction to Emerging Technologies in Retail: AI and Machine Learning Applications, Augmented Reality (AR) and Virtual Reality (VR) in Retail, Internet of Things (IoT) in Retail Operations Globalization and Cross-border Retailing: Cross-border E-commerce Trends, Localization Strategies, Regulatory and Legal Considerations
<b>Suggested Readings:</b>	<ul style="list-style-type: none"> <li>• Omni-Channel Retailing: The Complete Guide to Effective Omnichannel Retailing" by Tim Peter and Jennifer Kubal</li> <li>• Omni-Channel Retailing: How to Build Winning Stores in a Digital World" by Chris Adkins and Holger Schmidt</li> <li>• Retail Management: A Strategic Approach" by Swapna Pradhan</li> <li>• E-tailing" by Ashok Kumar Gupta</li> </ul>

B.Com in Retail Operations Management	
<b>Second Year</b>	
<b>Third Semester</b>	
<b>Code of Course</b>	
<b>Title of the Course</b>	



	<b>Cost Accounting</b>
<b>Credit of the course</b>	4
<b>Type of the course</b>	Discipline Centric Course (DCC) in Business Administration
<b>Delivery type of the course</b>	Lecture, 60 Hours. The 60 lectures for content delivery.
<b>Prerequisites</b>	None
<b>Co-requisites</b>	None
<b>Objectives of the course</b>	<ul style="list-style-type: none"> <li>To provide basic knowledge on cost concepts • To impart knowledge on accounting techniques useful in managerial functions.</li> <li>To enable the students to ascertain the cost control methods and the ascertainment of the profitability of activities planned</li> </ul>
<b>Learning outcomes</b>	<ul style="list-style-type: none"> <li>Prepare cost sheet to ascertain total cost and cost/ unit in order to prepare quotation</li> <li>To differentiate methods of calculating material consumption</li> <li>Apply various labor control Techniques for cost reduction and smooth functioning of business.</li> <li>Explain meaning of Overheads. Classify, Allocate, Apportion and Reapportion various overheads to calculate cost.</li> <li>Apply costing methods and costing techniques appropriately</li> </ul>
<b>SYLLABUS</b>	
<b>UNIT – I</b>	INTRODUCTION TO COST ACCOUNTING Cost Accounting -Meaning of Cost, Costing and Cost Accounting. Comparison between Financial Accounts and Cost Accounts-Application of Cost Accounting-Cost Concepts -Cost Unit-Cost Centre-Elements of Costs-Preparation of Cost Sheet.
<b>UNIT – II</b>	MATERIAL COSTING Classification of Materials-Material Control-Purchasing Procedure-Store Keeping-Techniques of Inventory Control-Setting of Stock Levels- EOQ Method of Pricing- Materials Issues - LIFO-FIFO - Weighted Average Method- Simple Average Method.
<b>UNIT – III</b>	LABOUR COSTING Control of Labour Cost -Labour Turnover – Method of wage payments - Remuneration and Incentives - Time Rate System - Piece Rate System - Premium and Bonus Plans.
<b>UNIT – IV</b>	OVERHEAD COST CONTROL L T P C 3 2 0 4 Meaning- Classification- Procedure - Allocation and Apportionment- Principles of Apportionment - Reapportionment, Direct, Step, Reciprocal, Simultaneous Equation Trial and Error.
<b>UNIT – V</b>	TECHNIQUES OF COSTING Unit costing, Job Batch costing, Contract costing, Process Costing-excluding inter process profits.
<b>Suggested</b>	<ul style="list-style-type: none"> <li>R.S.N.Pillai&amp;Bagavathi, Management accounting- S.Chand,</li> </ul>

<b>Readings:</b>	<p>New Delhi.</p> <ul style="list-style-type: none"> <li>• N.P.Srinivasan&amp;M.Sakthivel Murugan, Accounting For Management- S.Chand, New Delhi</li> <li>• S.Pandian, Accounting for Managers, Ane Book Pvt.Ltd, New Delhi S.N. Maheshwari, Studies in Cost Management- Sultan Chand &amp; Sons</li> </ul>
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<b>B.Com in Retail Operations Management</b>	
<b>Second Year</b>	
<b>Third Semester</b>	
<b>Code of Course</b>	
<b>Title of the Course</b>	<b>Managerial Economics</b>
<b>Credit of the course</b>	4
<b>Type of the course</b>	Discipline Centric Course (DCC) in Business Administration
<b>Delivery type of the course</b>	Lecture, 60 Hours. The 60 lectures for content delivery.
<b>Prerequisites</b>	None
<b>Co-requisites</b>	None
<b>Objectives of the course</b>	<ul style="list-style-type: none"> <li>• To understand the concepts and applications of Managerial Economics.</li> <li>• To interpret the cost dimensions in a business venture.</li> <li>• To recognise the role of pricing in markets and market structures</li> </ul>
<b>Learning outcomes</b>	<ul style="list-style-type: none"> <li>• The learners will be able to understand the role of managerial economist in a firm.</li> <li>• The learners will be able to apply the knowledge of costing in decision making.</li> <li>• The learners will be able to identify and analyse market practices and process in real. life.</li> </ul>
<b>SYLLABUS</b>	
<b>UNIT – I</b>	Nature and Scope of Managerial Economics: Objective of a firm; Economic theory and managerial theory; Managerial economist's economic concepts – incremental principle, opportunity cost principle, discounting principle, equi-marginal principle..

<b>UNIT – II</b>	Economics applied to Business Decisions, Theory of firm & industry Demand Analysis – Law of demand, determinants of demand, demand curve, consumer surplus, Elasticity of demand & Demand forecasting.
<b>UNIT – III</b>	Elements of Costs Elements of Cost-Average, Marginal & total cost, Basic cost curves-Relation between production & cost, Break Even Analysis – Break Even point-Managerial use of B.E.P. and its limitation-Factors influencing P/V decisions
<b>UNIT – IV</b>	Elements of Pricing The elements of pricing, profit planning & management-Price output decisions, classification of markets-Structures and their making features, Pricing under Perfect Competition and Monopoly.
<b>UNIT – V</b>	Profit Planning & Management – Types of Profit, some concepts related to profit, factors determining, profit in short- & long-term Dynamics of surplus, Theory & residual claimant theory of Profit
<b>Suggested Readings:</b>	<ul style="list-style-type: none"> <li>• Adhikary M.: Business Economics, Excel Books, New Delhi.</li> <li>• Baumol, William J: Economic Theory and Operations Analysis, Prentice Hall, London.</li> <li>• Baya, Michael R: Managerial Economics and Business Strategy, McGraw Hill Inc. New York.</li> <li>• Chopra, O.P: Managerial Economics, Tata McGraw Hill, Delhi.</li> <li>• Dean, Joel: Managerial Economics, Prentice Hall, Delhi</li> <li>• Dholakia, R.H. and A.L. Oza: Micro Economics for Management Students, Oxford University, Press, New Delhi.</li> <li>• Dwivedi D.N.: Managerial Economics, Vikas Publishing House, New Delhi.</li> <li>• Eaton, B. Curtis and Diane Faton: Micro Economics, Prentice Hall, New Jersey.</li> </ul>

B.Com in Retail Operations Management	
<b>Second Year</b>	
<b>Third Semester</b>	
<b>Code of Course</b>	
<b>Title of the Course</b>	Strategic Productivity Management
<b>Credit of the course</b>	4

<b>Type of the course</b>	Discipline Centric Course (DCC) in Business Administration
<b>Delivery type of the course</b>	Lecture, 60 Hours. The 60 lectures for content delivery.
<b>Prerequisites</b>	None
<b>Co-requisites</b>	None
<b>Objectives of the course</b>	<ul style="list-style-type: none"> <li>To understand Retail Math and performance analysis methods to determine business performance of the store and suggest improvements measures.</li> <li>To acquire work planning, time management skills including lateral thinking ability to stay productive at workplace</li> </ul>
<b>Learning outcomes</b>	<ul style="list-style-type: none"> <li>The learners will be able to apply analytical skills and recommend measures to improve store performance</li> <li>The Learners will be able to apply time management skills and lateral thinking to stay productive at workplace</li> </ul>
<b>SYLLABUS</b>	
<b>UNIT – I</b>	Retail Math Definition of - GMROL / GMROF / GMROI (gross margin return on Labour / gross margin return on selling feet / gross margin on inventory), merchandise intensity & service intensity, conversion rate, average transaction & items per invoice, application of GMROL / GMROF / GMROI to improve the sales in a store, KPIs to monitor and measure store performance, methods and policies to collect KPI data, techniques used to analyse and draw conclusions from data, formats for reporting data analysis.
<b>UNIT – II</b>	Analytical and statistical techniques to analyse the curated data and determine the below: customer behaviour and insights, Store business performance, Trends of data, Impact of internal and external factors on business, Use the findings to prepare a SWOT report and provide recommendations for improvement
<b>UNIT – III</b>	Work Planning and Time Management Concept of Work planning, Planning & Organizing Tools & Practices, work ‘Priority Matrix’, concept of procrastination and reasons for the same, find out your work leisure quotient – Psychometric test, Art of Delegation, of saying professional ‘No’, time lo
<b>UNIT – IV</b>	Lateral Thinking Overview of Lateral Thinking: Definition and principles of lateral thinking, Contrasting lateral thinking with vertical thinking, Importance of lateral thinking in problem-solving and creativity Applying Lateral Thinking in Problem-Solving: The role of perception in problem-solving, Identifying and reframing problem statements, Creative Idea Generation, Brainstorming techniques for generating creative ideas, encouraging divergent thinking and exploring unconventional solutions
<b>UNIT – V</b>	<b>Overcoming Mental Blocks: Identifying and challenging common assumptions Techniques for breaking free from mental models and cognitive biases Creative Problem Exploration, exploring multiple perspectives and</b>

	viewpoints Leveraging analogies, metaphors, and lateral connections. Practical Applications of Lateral Thinking - Case Studies- Analysis of real-world examples where lateral thinking led to innovative solutions, Discussion on the application of lateral thinking in various fields (business, science, arts, etc.), Group activities or scenarios where participants apply lateral thinking techniques to solve complex problems. Feedback and reflection on the effectiveness of lateral thinking approach.
<b>Suggested Readings:</b>	Retail Management: Text and Cases" by Swapna Pradhan Getting Things Done: The Art of Stress-Free Productivity" by David Allen Lateral Thinking: Creativity Step by Step" by Edward de Bono Six Thinking Hats" by Edward de Bono

B.Com in Retail Operations Management	
Second Year	
Third Semester	
<b>Code of Course</b>	DCC404/BRM5000T
<b>Title of the Course</b>	Communicative English
<b>Credit of the course</b>	4
<b>Type of the course</b>	
<b>Delivery type of the course</b>	Lecture, 60 Hours. The 60 lectures for content delivery.
<b>Prerequisites</b>	None
<b>Co-requisites</b>	None
<b>Objectives of the course</b>	<ul style="list-style-type: none"> <li>To equip the learner with the basic knowledge of the English Language To sharpen the learner's communicative skills- Listening, Speaking, Reading, Writing (LSRW)</li> <li>To combine classroom procedures like individual work, pair work, small group work, and whole class work, to ensure that each student acquires the skills taught</li> </ul>
<b>Learning outcomes</b>	<ul style="list-style-type: none"> <li>Ability to Communicate in English</li> </ul>

	<ul style="list-style-type: none"> <li>• Writing and Speaking correct English</li> <li>• Readiness to take Jobs that require use of English Language</li> </ul>
<b>SYLLABUS</b>	
<b>UNIT – I</b>	Introduction Definition of communication; Verbal and Non-Verbal communication; Barriers to communication; Formal and Informal communication
<b>UNIT – II</b>	Active Listening Definition of active Listening; Understanding other Viewpoints; Suspending Judgement; Listening for hidden meaning; Grasping non-verbal signals; Barriers and filters in listening Activities and Tasks: Listening Comprehension; Quizzes
<b>UNIT – III</b>	Fluent Speaking Understanding Formal and Informal styles of Speech; Removing grammatical errors; Learning fluent speaking, using fillers, pauses Personality Building Activities: Extempore, Just-a-Minute(JAM), Debate, Group Discussion
<b>UNIT – IV</b>	Reading and Writing Reading comprehension; Skimming and Scanning Activities: Reading aloud practice; Comprehension passages with focus on Current Affairs, Social issues, Environmental concerns Writing Skills: Paragraph writing; Precis writing; Writing the title/heading; Writing letters/emails (Invitations/Enquiries/Complaints/Thanks and responding to them)
<b>UNIT – V</b>	<b>Grammar in Context Common errors in grammar and Remedial exercises; Homonyms and Homophones; One-word substitution</b>
<b>Suggested Readings:</b>	<ul style="list-style-type: none"> <li>• Allen, Stannard. Living English Structure. 5th edition, Pearson India, 2009.</li> <li>• Bhatia, H.S. and P.S. Bhatia. Spoken and Communicative English. Ramesh Publishing, 2021.</li> <li>• Bhatnagar, R. P., Rajul Bhargava. English for Competitive Examinations. Macmillan, 2021.</li> <li>• Lee, W.R. English at Home. OUP, 1966.</li> <li>• Leech, Geoffrey and Jan, Swartvik. A Communicative Grammar of English. Routledge, 2002.</li> <li>• Leech, Geoffrey, Margaret Deucher and Robert, Hoogenarad. English Grammar for Today. Springer, 1982.</li> <li>• Mittens et al. Attitude of English Uses. OUP, 1970.</li> <li>• Quirk, Randolph &amp; Sidney Greenbaum. A University Grammar of English. ELBS, 1973.</li> <li>• Sharma, R.C. and Krishna Mohan. Business Correspondence &amp; Report Writing. McGraw Hill, 2017</li> </ul>

B.Com in Retail Operations Management
<b>Second Year</b>

<b>Fourth Semester</b>	
<b>Code of Course</b>	
<b>Title of the Course</b>	Retail Team Management
<b>Credit of the course</b>	4
<b>Type of the course</b>	in Business Administration
<b>Delivery type of the course</b>	Lecture, 60 Hours. The 60 lectures for content delivery.
<b>Prerequisites</b>	None
<b>Co-requisites</b>	None
<b>Objectives of the course</b>	<ul style="list-style-type: none"> <li>• To understand the basics of sales team management</li> <li>• To understand the principles and techniques of setting SMART sales goals, aligning them with organizational objectives, and tracking progress effectively.</li> <li>• To develop skills in designing and delivering effective sales training programs, utilizing methods such as classroom training, on-the-job coaching, and role-playing exercises.</li> <li>• To gain proficiency in conducting performance evaluations, providing constructive feedback, and implementing strategies to enhance sales team performance and productivity.</li> </ul>
<b>Learning outcomes</b>	<ul style="list-style-type: none"> <li>• Learners will be able to analyze sales goals, design training programs, and implement performance evaluation methods to enhance the productivity and effectiveness of retail sales teams.</li> <li>• Learners will be able develop the skills to set SMART sales goals, align them with organizational objectives, and track progress using key performance indicators, fostering a culture of accountability and continuous improvement within sales teams.</li> <li>• Learners will demonstrate the ability to evaluate sales team performance, provide constructive feedback, and implement strategies to optimize individual and team performance, contributing to overall store success in the retail industry.</li> </ul>
<b>SYLLABUS</b>	
<b>UNIT – I</b>	Basics of Sales Team Management Roles and responsibilities of a sales team leader, purpose of retail sales teams, Recruiting, training, and retaining sales personnel: Job analysis and recruitment strategies for sales positions, Training programs for sales staff (product knowledge, sales techniques), Employee

	motivation and engagement strategies to reduce attrition. Motivating and incentivizing sales teams: Incentive compensation plans (e.g., commissions, bonuses), Recognition and rewards programs for top performers, Team-building activities to foster collaboration and camaraderie
<b>UNIT – II</b>	Sales Team Performance Management Introduction to Retail Store Sales Team Performance Management: Importance of effective sales team performance management in retail, impact of sales team performance on overall store success, Introduction to key concepts and principles of sales team performance management, Definition of performance management in the context of retail sales teams, role of key performance indicators (KPIs) for measuring sales team performance.
<b>UNIT – III</b>	Setting Sales Team Goals and Objectives: role of goal setting in sales team performance management, Importance of goal alignment with organizational objectives, SMART (Specific, Measurable, Achievable, Relevant, Time-bound) framework for goal setting, Methods for setting SMART sales goals and objectives, identifying specific sales targets for individuals and teams, Establishing measurable metrics to track progress towards sales goals, Techniques for aligning individual and team goals with organizational objectives, Ensuring clarity and transparency in goal communication, Creating a culture of accountability and ownership among sales team members.
<b>UNIT – IV</b>	Sales Team Training and Development: Identifying training needs and designing sales training programs, conducting training needs assessments to identify skill gaps, designing tailored training programs to address identified needs, Methods for delivering effective sales training. Classroom training: Structured sessions led by trainers covering sales techniques, product knowledge, and customer service skills, On-the-job training: Coaching and mentoring by experienced sales team members, Role-playing exercises: Simulated sales scenarios to practice and reinforce skills, Strategies for ongoing sales team development and skill enhancement. Providing continuous learning opportunities through workshops, seminars, and online training resources Encouraging self-directed learning and skill acquisition through individual development plans.
<b>UNIT – V</b>	<b>Team Performance Review Introduction to performance evaluation techniques for sales teams: Purpose of performance evaluations in identifying strengths, weaknesses, and areas for improvement, Types of performance evaluation methods (e.g., self-assessment, peer assessment, manager assessment) Methods for conducting performance reviews and providing constructive feedback: Establishing clear evaluation criteria aligned with sales goals and objectives, conducting structured performance review meetings to discuss performance metrics and provide feedback Importance of regular performance feedback in driving sales team improvement: Creating a culture of continuous feedback and open communication, Recognizing and rewarding high performers while addressing performance issues promptly and constructively.</b>
<b>Suggested Readings:</b>	<ul style="list-style-type: none"> <li>Retailing Management: Principles and Practices by Gibson G. Vedamani (Recommended)</li> </ul>



	<ul style="list-style-type: none"> <li>• Sales Management: Decisions, Strategies and Cases by P. M. A. Kumar</li> <li>• Retail Management: Text and Cases by Swapna Pradhan</li> <li>• Sales Management: Concepts, Practice and Cases" by T. N. Ramanathan and Tapan K. Panda</li> <li>• Retail Manager's Handbook – Andra Wheeler</li> <li>• The Art of Luxury Selling: How to Engage Sales Teams to Establish a Culture of Service Excellence - Peter Aristodemou</li> <li>• Retail Team Leader – RASCI Course Material</li> <li>• Retail Department Manager – RASCI Course Material</li> <li>• Retail Store Manager – RASCI Course Material</li> </ul>
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B.Com in Retail Operations Management	
Second Year	
Fourth Semester	
<b>Code of Course</b>	
<b>Title of the Course</b>	Investor and Budget Management
<b>Credit of the course</b>	4
<b>Type of the course</b>	Discipline Centric Course (DCC) in Business Administration
<b>Delivery type of the course</b>	Lecture, 60 Hours. The 60 lectures for content delivery.
<b>Prerequisites</b>	None
<b>Co-requisites</b>	None
<b>Objectives of the course</b>	<ul style="list-style-type: none"> <li>• To Understand the principles and techniques of retail inventory management.</li> <li>• To Develop proficiency in inventory turnover analysis, safety stock management, and supply chain integration.</li> <li>• To Gain an understanding of budget planning, forecasting, allocation, and control techniques specific to retail operations</li> <li>• To acquire the skills to analyze financial statements, monitor budget performance, and identify variances.</li> </ul>
<b>Learning</b>	<ul style="list-style-type: none"> <li>• Learners will be able to develop and implement inventory</li> </ul>

<b>outcomes</b>	<p>management strategies resulting in enhanced customer satisfaction and increased profitability.</p> <ul style="list-style-type: none"> <li>Learners will be equipped with the knowledge and skills to effectively plan, monitor, and control budgets in retail store operations to achieve financial objectives of the store</li> </ul>
<b>SYLLABUS</b>	
<b>UNIT – I</b>	<p>Inventory Management</p> <p>Importance and objectives of Inventory Management in Retail, Overview of Inventory Costs and Their Impact on Profitability, Methods of Inventory Planning: ABC Analysis, EOQ, JIT, Forecasting Techniques for Demand Prediction, Seasonal Variation and its Impact on Inventory Planning.</p>
<b>UNIT – II</b>	<p>Inventory Control Techniques: Setting Reorder Points and Safety Stock Levels, Economic Order Quantity (EOQ) Calculation and Implementation, Just-in-Time (JIT) Inventory Management and its Benefits. Inventory Classification and Categorization: ABC Analysis: Classification of Inventory Items based on Value and Frequency of Sales, Inventory Segmentation: Differentiating Inventory based on Characteristics such as Perishability and Seasonality, Product Life Cycle Management and its Impact on Inventory Classification. Inventory Reconciliation and Auditing: Regular Physical Inventory Counts and Cycle Counting Techniques, Inventory Reconciliation Processes Importance of Accuracy in Inventory Records.</p>
<b>UNIT – III</b>	<p>Inventory Optimization Strategies Inventory Turnover Ratio and its Significance: Strategies to Reduce Excess Inventory and Dead Stock, Vendor Managed Inventory (VMI) and Consignment Inventory, Inventory Loss Prevention: Causes of Inventory Shrinkage and Losses: Implementing Inventory Security Measures, Training Staff on Inventory Control and Theft Prevention, Week 9: Technology Solutions for Inventory Management: Barcoding and RFID Technology in Inventory Tracking, Benefits of Real-time Inventory Tracking Systems, Cloud-based Inventory Management Software.</p>
<b>UNIT – IV</b>	<p>Managing Retail Store Budgets Introduction to Retail Store Budget Management: Overview and importance of budget management in retail operations, role of budgeting in achieving financial goals and objectives, key budgeting terminology and concepts in retail. Understanding Financial Statements: interpreting income statements (profit and loss statements) in retail, revenue, cost of goods sold (COGS), and operating expenses, balance sheets in retail: assets, liabilities, and equity, cash flow statements in retail, cash inflows, outflows, and net cash flow.</p>
<b>UNIT – V</b>	<p><b>Budget Planning and Preparation: Techniques for forecasting sales in retail stores, Historical data analysis, market trends, and seasonality factors, Identifying expense categories for budgeting- Fixed expenses (e.g., rent, utilities), variable expenses (e.g., payroll, inventory), and discretionary expenses (e.g., marketing, promotions), Creating a sales budget - setting sales targets, incorporating sales forecasts, and considering factors affecting sales performance, Developing an expense budget - Allocating resources to</b></p>

	<p>various expense categories based on historical data and projected needs</p> <p><b>Budget Monitoring and Control:</b> Overview of budget monitoring and control processes, Establishing performance metrics and benchmarks, Methods for tracking actual performance against budgeted targets, Comparing actual sales and expenses to budgeted figures, Variance analysis techniques - Identifying and analyzing budget variances (favorable and unfavorable), Understanding the causes of budget variances and their implications for store operations, Implementing corrective actions- Adjusting spending plans, reallocating resources, and implementing cost-saving measures to address budget variances.</p>
<b>Suggested Readings:</b>	<ul style="list-style-type: none"> <li>• Swapna Pradhan; “Retailing Management Text &amp; Cases;” Tata McGraw hill; Education Private limited, New Delhi</li> <li>• David Gilbert “Retailing Management”; Pearson Education; New Delhi.</li> <li>• Retail Management   Fifth Edition   By Pearson authored by Dr. Gibson Vedamani</li> <li>• Principles of Inventory Management: When You Are Down to Four, Order More! by R. Srinivasan</li> <li>• Inventory Management: Advanced Methods for Managing Inventory within Business Systems" by John Denton</li> <li>• Financial Management for Retailers" by C.B. Gupta</li> </ul>

B.Com in Retail Operations Management	
<b>Second Year</b>	
<b>Fourth Semester</b>	
<b>Code of Course</b>	
<b>Title of the Course</b>	Income Tax
<b>Credit of the course</b>	4
<b>Type of the course</b>	Discipline Centric Course (DCC) in Business Administration
<b>Delivery type of the course</b>	Lecture, 60 Hours. The 60 lectures for content delivery.
<b>Prerequisites</b>	None
<b>Co-requisites</b>	None

<b>Objectives of the course</b>	<ul style="list-style-type: none"> <li>To develop the understanding of basic provisions of Income Tax Act, 1961 relating to different heads of income</li> </ul>
<b>Learning outcomes</b>	<ul style="list-style-type: none"> <li>Understand the basics of income tax.</li> <li>They will be able to determine residential status of an assessee and</li> <li>Compute income under the heads Salaries, House Property, Other Sources and Capital Gains.</li> </ul>
<b>SYLLABUS</b>	
<b>UNIT – I</b>	Basic Concepts of Income Tax Law: Definitions – Previous Year, Assessment Year, Assessee, Person, Gross Total Income, Agricultural Income, Income. Residential Status and Scope of Tax: Determination of the residential status of different persons and the scope of income to be included in their total income based on residential status
<b>UNIT – II</b>	Head of Income: Computation of Income under the head Salaries.
<b>UNIT – III</b>	Head of Income: Computation of Taxable Income under the head Income from House Property
<b>UNIT – IV</b>	Head of Income: Profits and gains of Business or Profession including Depreciation
<b>UNIT – V</b>	<b>Head of Income: Computation of Taxable income under the head Capital gains and Income from other sources</b>
<b>Suggested Readings:</b>	<ul style="list-style-type: none"> <li>Income Tax Act</li> <li>Income Tax Rules.</li> <li>Mehrotra, H.C.: Income Tax Law and Accounts (Sahitya Bhawan), (Hindi/ English)</li> <li>Patel &amp; Choudhary: Income Tax (Choudhary Prakashan), (Hindi/ English)</li> <li>Singhania, VVinod K.: Student guide to Income Tax</li> </ul>

B.Com in Retail Operations Management	
<b>Second Year</b>	
<b>Fourth Semester</b>	
<b>Code of Course</b>	
<b>Title of the Course</b>	Retail Entrepreneurship
<b>Credit of the course</b>	4

<b>Type of the course</b>	Discipline Centric Course (DCC) in Business Administration
<b>Delivery type of the course</b>	Lecture, 60 Hours. The 60 lectures for content delivery.
<b>Prerequisites</b>	None
<b>Co-requisites</b>	None
<b>Objectives of the course</b>	<ul style="list-style-type: none"> <li>To develop a comprehensive understanding of the retail industry in the Indian context and the key factors that contribute to entrepreneurial success within this sector.</li> <li>To knowledge across various aspects of retail entrepreneurship, including business planning, financial management, marketing strategies, and customer relationship management, to launch and sustain a successful retail venture.</li> </ul>
<b>Learning outcomes</b>	<ul style="list-style-type: none"> <li>The learner will demonstrate the ability to develop a viable retail business plan tailored to the Indian market.</li> <li>The Learner will be able to apply effective marketing techniques and customer relationship management strategies to attract and retain customers.</li> </ul>
<b>SYLLABUS</b>	
<b>UNIT – I</b>	Foundations of Entrepreneurship Development Entrepreneurship: Concept and Need of Entrepreneur ship Development, Definition of Entrepreneur, Importance of entrepreneurship in the economy, significance of growth of entrepreneurial activities, Key traits, and characteristics of successful entrepreneurs Differences between entrepreneurs and employees. (Case study Mr Kishore Biyani: future group; Mr. Radhakrishna Damani: DMart
<b>UNIT – II</b>	Theories of Entrepreneurship: Innovation Theory by Schumpeter & Imitating Theory, of High Achievement by McClelland X-Efficiency Theory by Leibenstein External Influences on Entrepreneurship Development: Socio-Cultural, Political, Economic, Personal, Role of Entrepreneurial culture in Entrepreneurship Development, Role of entrepreneurs. Case Studies
<b>UNIT – III</b>	Types & Classification of Retail Entrepreneurs Classification based on Business Model: Independent retailers, Franchisees, Online retail entrepreneurs, Brick-and-mortar store owners. Classification based on Product Focus: Specialty retailers, Convenience store owners, Ecommerce niche entrepreneurs, multi-category retailers Classification based on Scale: Small-scale local retailers, Regional retail chains, National retail brands Women Entrepreneurs – concept, development and problems faced by Women Entrepreneurs, Development of Women Entrepreneurs with reference to Self Help Group (Kiran Mazumdar, Falguni Nair) Social entrepreneurship–concept, development of Social, entrepreneurship in India. Importance and Social responsibility of NGO's. (Case study Sumita Ghose: Rangasutra ;Ajaita Shah Frontier Markets )
<b>UNIT – IV</b>	Business Plan Identifying Business Opportunities: Market research and

	analysis, Identifying niche markets and target customers, SWOT analysis for retail business Legal and Regulatory Framework: Business registration and licenses in India, Understanding GST (Goods and Services Tax), Employment laws and regulations 48 Business Plan Development: Components of a retail business plan, Setting goals and objectives, financial projections, and budgeting. Financial Management: Basics of accounting for retail businesses, Cash flow management, Pricing strategies and profit margins Funding Options for Retail Ventures: Bootstrapping vs. seeking external funding, Bank loans, government schemes, and other sources of financing, Pitching to investors.
<b>UNIT – V</b>	<b>Marketing and Operations Marketing Strategies for Retail: a marketing plan, Digital marketing techniques for retail, Customer segmentation and targeting Customer Relationship Management (CRM): Importance of customer satisfaction, Building customer loyalty programs, Handling customer complaints and feedback Branding and Promotions: Brand building strategies for retail businesses, Promotional campaigns and events, Public relations for retail entrepreneurs. Managing Operations: Training for staff on service excellence and selling techniques, inventory control, supplier selection, managing stock levels, benefits of technology integration, leveraging e-Commerce. Evaluating Performance and Continuous Improvement: Key performance indicators (KPIs) for retail businesses, Monitoring and evaluating business performance, Implementing changes for continuous improvement.</b>
<b>Suggested Readings:</b>	<ul style="list-style-type: none"> <li>• Retail Management: Text and Cases" by Swapna Pradhan</li> <li>• NVR Naidu and T.Krishna Rao, “ Management and Entrepreneurship”, IK Int Pub House, New Delhi, 2014</li> <li>• S Anil Kumar, “Small Business and Entrepreneurship”, IK Int Pub House, New Delhi, 2008</li> <li>• Balraj Singh, “Entrepreneurship Development”, Wisdom, Delhi, 2005</li> <li>• Timmons and Spinelli, “New Venture Creation: Entrepreneurship for 21st Century”, TMH, ND</li> <li>• Newman, Andrew J. and Peter Cullen Retailing Environment and Operations, Thomson</li> </ul>

B.Com in Retail Operations Management	
<b>Second Year</b>	
<b>Fourth Semester</b>	
<b>Code of Course</b>	
<b>Title of the Course</b>	Introduction to Statutory and Legal Framework for Retail

	<b>Business Enterprises</b>
<b>Credit of the course</b>	4
<b>Type of the course</b>	Discipline Centric Course (DCC) in Business Administration
<b>Delivery type of the course</b>	Lecture, 60 Hours. The 60 lectures for content delivery.
<b>Prerequisites</b>	None
<b>Co-requisites</b>	None
<b>Objectives of the course</b>	<ul style="list-style-type: none"> <li>• To understand the foundational legal principles and regulatory requirements governing retail business enterprises.</li> <li>• To analyze and apply statutory regulations to ensure legal compliance and ethical business practices in the retail sector.</li> <li>• To evaluate risk factors and devise proactive measures to manage legal liabilities and resolve disputes effectively within a retail business context.</li> </ul>
<b>Learning outcomes</b>	<ul style="list-style-type: none"> <li>• Learners will demonstrate the ability to identify and adhere to legal and regulatory requirements pertinent to retail business operations.</li> <li>• Learners will apply legal principles and ethical considerations to resolve practical challenges and mitigate risks within the retail sector.</li> <li>• Learners will analyze the impact of statutory regulations on retail business strategies and develop proactive measures to ensure compliance and minimize legal liabilities.</li> </ul>
<b>SYLLABUS</b>	
<b>UNIT – I</b>	Legal Foundations Introduction to Legal Framework- Overview of legal systems and sources of law (common law, statutes, regulations), Importance of legal compliance in retail business enterprises, Business Structures and Registrations - Different types of business structures (sole proprietorship, partnership, corporation), Registration requirements and procedures for retail businesses, Pros and cons of each business structure. Contracts and Agreements - Basics of contract law relevant to retail business transactions.
<b>UNIT – II</b>	Common types of contracts in retail (leases, vendor agreements, employment contracts). Key elements of a valid contract and potential pitfalls - Intellectual Property Overview of intellectual property rights (trademarks, copyrights, patents), Importance of protecting intellectual property in retail businesses, Strategies for safeguarding intellectual property rights.
<b>UNIT – III</b>	Compliance and Regulations Employment Law - Employment standards, regulations, and obligations in the retail sector, Worker classifications, wages,

	working hours, and benefits, Discrimination and harassment laws applicable to retail businesses.
<b>UNIT – IV</b>	Consumer Protection Laws - Overview of consumer rights and responsibilities, Regulations governing product safety, labeling, and advertising, Handling customer complaints and disputes, Health and Safety Regulations - Workplace health and safety requirements for retail establishments, OSHA (Occupational Safety and Health Administration) regulations, Creating a safe environment for employees and customers Environmental Regulations - Environmental considerations in retail operations, Waste management, recycling, and pollution control regulations, Sustainable practices and compliance with environmental laws
<b>UNIT – V</b>	<b>Risk Management and Compliance Data Protection and Privacy - Overview of data protection laws relevant to retail businesses, Handling customer data, privacy policies, and GDPR compliance (if applicable). Taxation and Financial Regulations - Tax obligations for retail businesses (sales tax, income tax), Tax planning strategies and compliance best practices. Licensing and Permits - Types of licenses and permits required for retail operations. Application processes, renewal procedures, and compliance checks, Consequences of operating without necessary licenses or permits, Risk Management and Insurance-Identifying and mitigating risks in retail operations, Types of insurance coverage (liability insurance, property insurance), Importance of risk management strategies for business continuity, Legal Challenges and Dispute Resolution - Common legal issues faced by retail businesses (contract disputes, liability claims), Methods of dispute resolution (litigation, arbitration, mediation)</b>
<b>Suggested Readings:</b>	<ul style="list-style-type: none"> <li>• Retail Management: Principles and Practices by Swapna Pradhan</li> <li>• Legal Aspects of Business by Akhileshwar Pathak</li> <li>• Business Laws for Retail Managers by K.R. Bulchandani</li> <li>• Legal Environment of Business in India by Tulsian</li> </ul>

B.Com in Retail Operations Management	
<b>Second Year</b>	
<b>Fourth Semester</b>	
<b>Code of Course</b>	
<b>Title of the Course</b>	Workplace health and Safety
<b>Credit of the course</b>	4
<b>Type of the course</b>	Discipline Centric Course (DCC) in Business Administration



<b>Delivery type of the course</b>	Lecture, 60 Hours. The 60 lectures for content delivery.
<b>Prerequisites</b>	None
<b>Co-requisites</b>	None
<b>Objectives of the course</b>	<ul style="list-style-type: none"> <li>To understand the importance of workplace health and safety in a retail environment and identify common hazards and risks associated with retail operations.</li> </ul>
<b>Learning outcomes</b>	<ul style="list-style-type: none"> <li>Learners will be able to conduct a comprehensive risk assessment of their retail store, identifying potential hazards and proposing practical control measures to mitigate risks and ensure a safe working environment for employees and customers.</li> </ul>
<b>SYLLABUS</b>	
<b>UNIT – I</b>	Introduction to Workplace Health and Safety Overview of workplace health and safety (WHS) regulations and standards in the retail sector Importance of WHS in a retail store environment, Responsibilities of employers, managers, and employees regarding WHS
<b>UNIT – II</b>	Identifying Hazards in and Preventing Accidents in Retail Environments Common hazards in retail stores: slips, trips, and falls; manual handling; hazardous substances; electrical safety; etc. Conducting risk assessments in a retail setting, Recognizing potential hazards specific to your store layout and operations. Strategies for preventing slips, trips, and falls, Safe manual handling techniques for lifting and carrying items, Proper use of equipment and machinery, Handling and storing hazardous substances safely, personal protective equipment and their benefits
<b>UNIT – III</b>	Emergency Preparedness and Response Developing emergency procedures for various scenarios (fire, medical emergencies, etc.) Importance of training employees on emergency protocols, including evacuation routes and assembly points, importance of First aid training and maintaining first aid supplies in the store
<b>UNIT – IV</b>	Workplace Health Promotion and Monitoring and Continuous Improvement Promoting physical and mental well-being among employees, Encouraging healthy lifestyles and stress management techniques, Implementing ergonomic principles to reduce strain and injuries, Establishing systems for regular WHS inspections and audits, Investigating incidents and near misses to identify root causes, Implementing improvements based on feedback and lessons learned.
<b>UNIT – V</b>	Additional Resources and Practical Exercises • Interactive scenarios or case studies to reinforce learning. • Guest speakers or industry experts to provide insights and best practices. • Hands-on demonstrations of safety equipment and procedures.
	<ul style="list-style-type: none"> <li>Retail Management: Text and Cases" by Swapna Pradhan</li> </ul>

	<ul style="list-style-type: none"> <li>Retail Management   Fifth Edition   By Pearson authored by Dr. Gibson Vedamani</li> <li>Retail sales Associate: RASCI Course Material</li> </ul>
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B.Com in Retail Operations Management	
<b>Second Year</b>	
<b>Fourth Semester</b>	
<b>Code of Course</b>	
<b>Title of the Course</b>	Indian Knowledge System and Culture
<b>Credit of the course</b>	4
<b>Type of the course</b>	Discipline Centric Course (DCC) in Business Administration
<b>Delivery type of the course</b>	Lecture, 60 Hours. The 60 lectures for content delivery.
<b>Prerequisites</b>	None
<b>Co-requisites</b>	None
<b>Objectives of the course</b>	<ul style="list-style-type: none"> <li>Examine the concept of Bhartiya concept of spirituality and its various paths.</li> <li>Examine the Bhartiya philosophy of life derived from Shashtras (ancient scriptures) and its implications for the Bhartiya lifestyle.</li> <li>Analyse the concept of Indian Knowledge Systems (IKS) and emphasize its importance in preserving and disseminating the indigenous knowledge</li> </ul>
<b>Learning outcomes</b>	<ul style="list-style-type: none"> <li>Learners will be able understand the importance of Indian Knowledge system and the eminent contributions of IKS to the world and gain Bhartiya wisdom related to life sciences.</li> <li>Recognize and appreciate the significant contributions of IKS to the world, particularly in the fields of mathematics and astronomy, and understand their impact on modern scientific advancements</li> </ul>
<b>SYLLABUS</b>	
<b>UNIT – I</b>	Introduction to Indian Knowledge System (IKS), Definition, Concept and Scope of IKS (4 ) 1.1 Definition, Concept and Scope of IKS 1.2 IKS based approaches on Knowledge Paradigms 1.3 IKS in ancient India and in modern

	India
<b>UNIT – II</b>	: IKS and Indian Scholars, Indian Literature (8) 2.1 Philosophy and Literature (Maharishi Vyas, Manu, Kanad, Pingala, Parasar, Banabhatta, Nagarjuna and Panini) 2.2 Mathematics and Astronomy (Aryabhatta, Mahaviracharya, Bodhayan, Bhashkaracharya, Varahamihira and Brahmgupta) 2.3 Medicine and Yoga (Charak, Susruta, Maharishi Patanjali and Dhanwantri) 2.4 Sahitya (Vedas, Upvedas, Upavedas (Ayurveda, Dhanurveda, Gandharvaveda) Puran and Upnishad) and shad darshan (Vedanta, Nyaya.Vaisheshik, Sankhya, Mimamsa, Yoga, Adhyatma and Meditation) 2.5 Shastra (Nyaya, vyakarana, Krishi, Shilp, Vastu, Natya and Sangeet)
<b>UNIT – III</b>	Indian Traditional/tribal/ethnic communities, their livelihood and local wisdom(6) 3.1 Geophysical aspects, Resources and Vulnerability 3.2 Resource availability, utilization pattern and limitations 3.3 Socio-Cultural linkages with Traditional Knowledge System 3.4 Tangible and intangible cultural heritage
<b>UNIT – IV</b>	Unique Traditional Practices and Applied Traditional Knowledge (8) 4.1 Myths, Rituals, Spirituals, Taboos and Belief System, Folk Stories, Songs, Proverbs, Dance, Play, Acts and Traditional Narratives 4.2 Agriculture, animal husbandry, Forest, Sacred Groves, Water Mills, Sacred Water Bodies, Land, water and Soil Conservation and management Practices, Indigenous Bio-resource Conservation, Utilization Practices and Food Preservation Methods, Handicrafts, Wood Processing and Carving, -Fiber Extraction and Costumes 4.4 Vaidya (traditional health care system), Tantra-Mantra, Amchi Medicine System.
<b>UNIT – V</b>	<b>Protection, preservation, conservation and Management of Indian Knowledge System (4) 5.1 Documentation and Preservation of IKS 5.2 Approaches for conservation and Management of nature and bio-resources 5.3 Approaches and strategies to protection and conservation of IKS</b>
<b>Suggested Readings:</b>	<ul style="list-style-type: none"> <li>• Radhakrishnan, S. (1992). The Hindu View of Life. HarperCollins Publishers.</li> <li>• Singh, A. P., &amp; Yagnik, S. (Eds.). (2019). Indian Knowledge Systems: Understanding the Human Uniqueness. Springer.</li> <li>• Frawley, D., &amp; Ranade, S. (2001). Ayurveda, Nature's Medicine. Lotus Press.</li> <li>• Lad, V., &amp; Frawley, D. (1986). The Yoga of Herbs: An Ayurvedic Guide to Herbal Medicine. Lotus Press.</li> <li>• Dasgupta, S. (1947). A History of Indian Philosophy. Cambridge University Press.</li> <li>• Pollock, S. (2006). The Language of the Gods in the World of Men: Sanskrit, Culture, and Power in Premodern India. University of California Press.</li> <li>• Sarma, K. V. (2008). Indian Astronomy: A Source-Based Approach. National Council of Education Research and Training.</li> <li>• Narlikar, J. V., &amp; Padmanabhan, T. (Eds.). (2016). Development of Physics in India. Springer.</li> <li>• Mahdihassan, S. (1982). Ancient Indian Botany: Its Bearing on Art</li> </ul>

	and Literature. Deccan College Post-Graduate and Research Institute.
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