

Syllabus

B. Voc. (RETAIL AND LOGISTICS MANAGEMENT)

(w.e.f. 2017-18)



**Department of Vocational Studies and Skill
Development**

**Central University of Haryana
Mahendergarh, Haryana**

CENTRAL UNIVERSITY OF HARYANA

Department of Vocational Studies and Skill Development

B. Voc. (RETAIL AND LOGISTICS MANAGEMENT)

(Semester-wise Course Structure)

(w.e.f. 2017-18)

B. Voc. (RETAIL AND LOGISTICS MANAGEMENT)

SEMESTER – I

GENERAL EDUCATION COMPONENT							
S.No.	Course Code	Course Name	L	T	P	Credit	Marks
1.	RLM-101	Principles and Practices of Management	2	1	0	3	75
2.	RLM-102	Retail Management-I	2	1	0	3	75
3.	RLM-103	Business Statistics	2	1	0	3	75
4.	RLM-104	Speaking and Writing Skills in English	2	1	0	3	75
Total						12	300
SKILL COMPONENT							
Specific Job Role defined by SSCs as per the guidelines of NSQF.						18	
Total Credits						30	

B. Voc. (RETAIL AND LOGISTICS MANAGEMENT)

SEMESTER – II

GENERAL EDUCATION COMPONENT							
S.No.	Course Code	Course Name	L	T	P	Credit	Marks
1.	RLM-201	Supply Chain and Logistics Management	2	1	0	3	75
2.	RLM-202	Business Economics	2	1	0	3	75
3.	RLM-203	Organisational Behaviour	2	1	0	3	75
4.	RLM-204	Business Communication-I	2	1	0	3	75

Total						12	300
SKILL COMPONENT							
Specific Job Role defined by SSCs as per the guidelines of NSQF.						18	
Total Credits						30	

B. Voc. (RETAIL AND LOGISTICS MANAGEMENT)

SEMESTER – III

GENERAL EDUCATION COMPONENT							
S.No.	Course Code	Course Name	L	T	P	Credit	Marks
1.	RLM-301	Retail Management-II	2	1	0	3	75
2.	RLM-302	Principles of Marketing	2	1	0	3	75
3.	RLM-303	Environmental Studies	2	1	0	3	75
4.	RLM-304	Business Communication-II	2	1	0	3	75
Total						12	300
SKILL COMPONENT							
Specific Job Role defined by SSCs as per the guidelines of NSQF.						18	
Total Credits						30	

B. Voc. (RETAIL AND LOGISTICS MANAGEMENT)

SEMESTER – IV

GENERAL EDUCATION COMPONENT							
S.No.	Course Code	Course Name	L	T	P	Credit	Marks
1.	RLM-401	Consumer Behaviour	2	1	0	3	75
2.	RLM-402	Cost Accounting	2	1	0	3	75
3.	RLM-403	Business Environment	2	1	0	3	75
4.	RLM-404	Human Resource Management	2	1	0	3	75
Total						12	300
SKILL COMPONENT							

	Specific Job Role defined by SSCs as per the guidelines of NSQF.	18
Total Credits		30

B. Voc. (RETAIL AND LOGISTICS MANAGEMENT)

SEMESTER – V

GENERAL EDUCATION COMPONENT							
S.No.	Course Code	Course Name	L	T	P	Credit	Marks
1.	RLM-501	Advertisement and Sales Promotion	2	1	0	3	75
2.	RLM-502	Values and Ethics in Business	2	1	0	3	75
3.	RLM-503	Essentials of E-Commerce	2	1	0	3	75
4.	RLM-504	Soft Skills & Personality Development	2	1	0	3	75
Total						12	300
SKILL COMPONENT							
	Specific Job Role defined by SSCs as per the guidelines of NSQF.						18
Total Credits						30	

B. Voc. (RETAIL AND LOGISTICS MANAGEMENT)

SEMESTER – VI

GENERAL EDUCATION COMPONENT							
S.No.	Course Code	Course Name	L	T	P	Credit	Marks
1.	RLM-601	Entrepreneurship Development	2	1	0	3	75
2.	RLM-602	Customer Relationship Management	2	1	0	3	75
			L	T	D	Credit	
3.	RLM-603	Project Report	0	2	4	6	150
Total						12	300
SKILL COMPONENT							
	Specific Job Role defined by SSCs as per the guidelines of NSQF.						18
Total Credits						30	

L: Lectures T: Tutorial P: Practical

B. Voc. (RETAIL AND LOGISTICS MANAGEMENT)

SEMESTER – I

Course- PRINCIPLES & PRACTICES OF MANAGEMENT

Course Code- RLM-101

Credit- 3

Objective-

The objective of this course is to acquaint the students with basic principles of Management and how a manager takes decisions.

Contents-

Unit-I:- Planning: Meaning, Significance, Types of plans, Nature, Objectives, Policies, Procedure, Strategy, Decision Making.

Unit-II:- Organizing: Meaning, Nature and Purpose of organization, Theories of organization, principles of organization; Forms of organization: Line, Functional and Line & Staff, Formal and informal organization; Delegation and Decentralization.

Unit-III:- Staffing: Meaning, nature and functions, Factors affecting staffing, need and process of staffing; Directing: Motivation- Meaning, Nature, Importance, Types; Leadership- Meaning, Nature, Styles, Managerial grid.

Unit-IV:- Managerial Control: Concept and process, Scope of Control in the organization: Strategic, Tactical, Operational control; Techniques of control: traditional and modern, Factors in control effectiveness.

Suggested Readings-

1. Koontz, H., & Weihrich, H. Essentials of Management: International and Leader Perspective. New Delhi: Tata McGraw Hill.
2. Pareek, U., & Khanna, S. Understanding organizational Behaviour. USA: Oxford.
3. Robbins, S. P., DeCenzo, D., Agarwal, M. N., & Bhattacharyya, S. Essentials of Management. New Delhi: Pearson Education.
4. Robbins, S. P., Judge, T., & Vohra, N. Organizational Behavior. New Delhi: Pearson Education.

Note: Latest and additional good books may be suggested and added from time to time.

Note: The list of cases, references and relevant articles will be provided by the faculty in the class.

Course- RETAIL MANAGEMENT-I

Course Code- RLM-102

Credit-3

Objective-

The objective of this course is to acquaint the students with basic principles of Retailing as a format of business.

Contents-

Unit-I:- Meaning & Nature of Retailing, Functions of Retailing, Importance of Retailing, Retailing Channels, Evolution of retailing in India. Growth factors of Retailing in India.

Unit-II:- Types of Retailing: Ownership based, Store based and Non-store based and Web based; Theories of Retail Development: Cyclical theories and Development Theories.

Unit-III:- Retail Consumer Behaviour, Factors influencing retail consumer, Customer decision making process, Types of decision making, Market research for understanding retail customer.

Unit-IV:- Concept and Importance of retail locations, Types of retail location, Factors determining the location decision, Steps involved in choosing the retail location, Measurement of success of location.

Suggested Readings-

1. Madan K.V.S. Fundamental of Retailing New Delhi: Tata Mcgraw-Hill.
2. Swapna Pradhan. Retailing Management-Text and Cases. Tata Mc Graw Hill.
3. Dunne P.M, Lusch R.F. and David A. Retailing, South-Western. Thomson Learning Inc.
4. Cox, Roger, & Brittan, Paul. Retailing Management – An Introduction. New Delhi: Pearson Education.
5. Aditya Prakash, Tripathi, Noopur Agrawal. Fundamentals of Retailing. Himalaya Publication.
6. Larson, Carl M., Robert E. Wegand and John S. Wright. Basic Retailing. Prentice Hall.

Note: Latest and additional good books may be suggested and added from time to time.

Note: The list of cases, references and relevant articles will be provided by the faculty in the class.

Course- BUSINESS STATISTICS

Course Code- RLM- 103

Credit- 3

Objectives-

To get the students acquainted with the tools and techniques of applied statistics useful in business decision making.

Contents-

Unit-I:- Definition, Scope, Uses and Limitation of Statistics; Collection of Data; Data Classification, Formation of Frequency Distribution; Role of Tabulation, Parts, Types and Construction of Tables; Significance, Types and Construction of Diagrams and Graphs.

Unit-II:- Meaning and objectives of Central Tendency, Measures of Central Tendency- mean, median, mode, partition values- quartiles, deciles, percentiles.

Unit-III:- Measure of Variation: Range, Quartile Deviation, Mean Deviation, Standard Deviation, Co-efficient of Variation and Lorenz Curve.

Unit-IV:- Meaning and Significance of Correlation, Types of Correlation, Properties of Correlation Co-efficient, Methods of Correlation- Karl Pearson's co-efficient of Correlation, Spearman's Rank Correlation, Concurrent Deviation method; Application of computer software in Business statistics with focus on EXCEL.

Suggested Readings-

1. Levin, Richard, David S. Rubin, Sanjay Rastogi, and HM Siddiqui. Statistics for Management. Pearson Education.
2. David M. Levine, Mark L. Berenson, Timothy C. Krehbiel, P. K. Viswanathan. Business Statistics: A First Course. Pearson Education.
3. Gupta, S.P. Statistical Methods. New Delhi : Sultan Chand & Sons.
4. Siegel Andrew F. Practical Business Statistics. McGraw Hill Education.
5. Vohra, N. D. Business Statistics. Tata McGraw Hill Publishing Company, New Delhi.

Note: Latest and additional good books may be suggested and added from time to time.

Note: The list of cases, references and relevant articles will be provided by the faculty in the class.

Course- SPEAKING AND WRITING SKILLS IN ENGLISH

Course Code- RLM-104

Credit- 3

Objective-

The present course attempts to develop and integrate the use of language skills such as speaking and writing. The objective of this course is to make student skilled in speaking as well as writing.

Contents-

Unit-I:- Basic grammar: tenses, articles, parts of speech, Models; Non-verbal communication: introduction, body language and paralinguistic features, Dynamics of Professional presentation- preparing power-point presentation, individual and group presentation.

Unit-II:- Public speaking: introduction, choosing an appropriate pattern, Appropriate methods, how to make speeches interesting, delivering different types of speech; Conversation- purpose of general conversation, features of good conversation; Telephonic Skills: etiquette of telephonic skills, Speaking about one's place, important festivals, Cultures etc.

Unit-III:- Writing: Biographical writing about one place or person, Free writing on any topics (my favourite place/hobbies/school life etc.), Sentence Completion, Autobiographical writing (about one's leisure time activities, hometown etc.).

Unit-IV:- Email Writing: reading the attachment files and sending email with attachment files; Blog writing.

Suggested Readings-

1. Rizvi, M.Ashraf. Effective Technical Communication. New Delhi: Tata McGraw-Hill.
2. Adair, John. Effective Communication. London: Pan Macmillan Ltd.
3. Kumar, Sanjay and Pushp Lata. Communication Skills. New Delhi: Oxford University Press.
4. Pickett, Nell Ann, Ann A. Laster and Katherine E. Staples. Technical English: Writing, Reading and Speaking. New York: Longman.
5. Collins, Patrick. Speak with Power and Confidence. New York: Sterling.

Note: Latest and additional good books may be suggested and added from time to time.

Note: The list of cases, references and relevant articles will be provided by the faculty in the class.

B. Voc. (RETAIL AND LOGISTICS MANAGEMENT)
SEMESTER – II

Course- SUPPLY CHAIN AND LOGISTICS MANAGEMENT

Course Code- RLM-201

Credit-3

Objective-

The objective of this course is to create awareness about the basic concepts of supply chain and activities taken in order to deliver the goods.

Contents-

Unit-I:- Introduction: Basic Concept & Philosophy of Supply Chain Management; Essential features, Various flows (cash, value and information), Key Issues in SCM, benefits and case examples.

Unit-II:- Logistics Management: History, Definition, Objectives, Importance, Elements, Activities and Evolution of Logistics Management, Retails logistics; Logistics as part of SCM, Logistics costs, different models, logistics sub-system, inbound and outbound logistics, bullwhip effect in logistics, Distribution and warehousing management.

Unit-III:- Inventory Management: Concept, Objective, Significance of Inventory; Various Costs associated with inventory; ABC, SDE / VED Analysis; Just-In-Time & Kanban System of Inventory management.

Unit-IV:- Recent Issues in SCM: Role of Computer / IT in Supply Chain Management; CRM Vs SCM; Benchmarking- concept, Features and Implementation, Value Addition in SCM-concept of demand chain management.

Suggested Readings-

1. Sarika Kulkarni. Supply Chain Management. Tata McGraw Hill Publishing Co Ltd., New Delhi.
2. Raghuram, G. Logistics and Supply Chain Management. Macmillan.
3. Agarwal, D.K. A Text Book of Logistics and Supply chain management. Macmillan.
4. Satish C. Ailawadi & Rakesh Singh. Logistics Management. Prentice-Hall of India Pvt Ltd., New Delhi.
5. Martin Christopher. Logistics & Supply Chain Management, Prentice Hall Financial Times.

Note: Latest and additional good books may be suggested and added from time to time.

Note: The list of cases, references and relevant articles will be provided by the faculty in the class.

Course- BUSINESS ECONOMICS

Course Code- RLM-202

Credit- 3

Objective-

The objective of this paper is to make the student understand how the business organizations work by applying economic principles in their Business Management.

Contents-

Unit-I:- Business Economics: Meaning, Definitions, Nature and Scope, Role and Responsibilities of Business Economist; Demand function: Meaning, Determinants, Exceptions, Kinds of Demand, Law of Demand, Change in Demand and Importance; Elasticity of Demand: meaning, types and degrees of elasticity of demand.

Unit-II:- Supply function individual supply of a product, market supply of a product, determinants of supply; Theory of Consumer Behavior, Utility Analysis and Indifference Curve Analysis, Price Effect, Income Effect and Substitution Effect, Derivation of Demand Curve.

Unit-III:- Theory of Cost: Type of Costs, Traditional View and Modern View: Short run and Long run; Short Run and Long Run Production Function, Law of variable Proportion.

Unit-IV:- Market Structure: Features & Pricing decisions under different market forms- Perfect competition, Monopoly, Monopolistic Competitions, Oligopoly.

Suggested Readings-

1. Koutsoyiannis, A., Modern micro economics, New Delhi: Palgrave, McMillan.
2. Paul A Samuelson, William D Nordhaus, Microeconomics, McGraw-Hill Education.
3. Maddala G.S. and E. Miller, Microeconomics: Theory and Applications, McGraw-Hill Education.
4. H. Craig Petersen & W. Cris lewis, Managerial Economics, Prentice Hall.
5. N. Gregory mankiw, Principles of Micro Economics, Cengage Learning.
6. Mote V L Peul, S & Gupta G S, Managerial Economics, McGraw-Hill Education.

Note: Latest and additional good books may be suggested and added from time to time.

Note: The list of cases, references and relevant articles will be provided by the faculty in the class.

Course- ORGANISATIONAL BEHAVIOUR

Course Code- RLM-203

Credit- 3

Objective-

To understand individual and group behaviour at work place and to improve the effectiveness of an organisation.

Contents-

Unit-I:- Concept, Nature, and Importance of Organisational Behaviour, Challenges of Organisational Behaviour, Individual Behaviour at Work, Personality- Concept, Nature, Types and Theories of Personality- Psychoanalytic Theory and Trait theory; Learning: Concept and Cognitive Learning Theory.

Unit-II:- Perception and Attribution: Concept, Nature, Process; Attitude: Components, functions and changing attitudes.

Unit-III:- Motivation: Concept and Maslow Need Hierarchy Theory; Leadership: Concept, Function, Style and Theories of Leadership-Trait, Behavioural and Situational Theories.

Unit-IV:- Group Dynamics: Definition, Stages of Group Development, Group Cohesiveness, Formal and Informal Groups, Group Processes and Decision Making, Dysfunctional Groups; Importance of team work in organisations, Developing team leadership skills.

Suggested Readings-

1. Robbins, S. P., & Judge, T.A. Organizational Behaviour. New Delhi: Prentice- Hall of India.
2. Luthans, Fred. Organisational Behaviour. Tata Mc Graw Hill.
3. Davis, Keith. Human Behaviour at Works. Tata Mc Graw Hill, New Delhi.
4. Singh, K. Organizational behaviour: Text and cases. New Delhi: Pearson Education.
5. Newstrom, John W. Organisational Behaviour. Tata Mc Graw Hill.

Note: Latest and additional good books may be suggested and added from time to time.

Note: The list of cases, references and relevant articles will be provided by the faculty in the class.

Course- BUSINESS COMMUNICATION- I

Course Code- RLM-204

Credit-3

Objective-

Communication is probably the most critical skill we need in today's fast-paced business world. The aim of this course is to enhance the basic communication skills of the students and to make them competent enough for effective communication.

Contents-

Unit-I:- Five W's of Communication-What is communication its process and importance, Barriers and facilitators in communication, 7 Cs of effective communication.

Unit-II:- Aspects of Verbal and Non-Verbal (KOPPACT) Communication, LSRW Skills of communication.

Unit-III:- Social Media, Telecommunication, Electronic Mail, Video conferencing, Memos, Reports, Meetings.

Unit-IV:- Functional Grammar- Articles, Parts of Speech, Preposition, Tenses, Work and Job Vocabulary.

Suggested Readings-

1. Taylor, Shirley. Communication for Business: A Practical Approach. Pearson Longman.
2. Lesikar, Raymond V., & John D. Pettit, Jr. Report Writing for Business. Delhi: McGraw-Hill.
3. Kumar, Sanjay, Pushp Lata. Communication Skills. Oxford University Press.
4. Adair, John. Effective Communication. London: Pan Macmillan Ltd.
5. Guffey, Mary Ellen. Essentials of Business Writing. Ohio: South Western College Pubg.

Note: Latest and additional good books may be suggested and added from time to time.

Note: The list of cases, references and relevant articles will be provided by the faculty in the class.

B. Voc. (RETAIL AND LOGISTICS MANAGEMENT)

SEMESTER – III

Course-RETAIL MANAGEMENT-II

Course Code- RLM-301

Credit-3

Objective-

This paper is aimed at providing students with a comprehensive understanding of the theoretical and applied aspects of retail management.

Contents-

Unit-I:- Retail Strategic Planning and Operation Management, Concepts and types of Merchandise Products, Merchandise Assortment Plan, Definition of Product category and Category Management, Process of Category Management.

Unit-II: - Target Market Selection, Retail Store Design and Layout, Visual Merchandising and Displays, Promotional Strategies used in retailing.

Unit-III: - Delivering the Product: Retail Information Systems, Merchandise Management Retail Pricing, Development and Implementing Plans, People in Retailing.

Unit-IV:- International Retailing: Internationalization and Globalization, Shopping at World Stores, Going International, the Internalization Process, Culture, Business and International Management. Bottleneck's facing the retail industry, Role of Retail in Nation's Economy.

Suggested Readings:

1. Michael Levy, Benton, Ajay Pandit. Retail Management. Tata McGraw Hill.
2. R. Sharma. Retail Management. Tata McGraw Hill.
3. Avjit Ghosh. Retail Management. Thomson Learning.
4. Newman, Andrew J. and Peter Cullen. Retailing Environment and operations. Thomson Learning, India.
5. Barry Berman and Joel R Evans. Retail Management-A Strategic Approach. Prentice Hall of India.
6. L. K. Zha. Retail Management. Himalaya Publication.

Note: Latest and additional good books may be suggested and added from time to time.

Note: The list of cases, references and relevant articles will be provided by the faculty in the class.

Course- PRINCIPLES OF MARKETING

Course Code- RLM-302

Credit-3

Objective-

The objective of this course is to equip the students with knowledge and skills required in marketing management.

Contents-

Unit-I:- Nature, Scope, objectives and Concepts of Marketing, Difference between marketing and selling; Marketing Environment and Environmental Scanning; Concept, elements of marketing mix

Unit-II:- Market Segmentation, Targeting and Positioning; Concept, classification of Product, New Product Development, Concept of Product Life Cycle, Branding and Packaging decisions.

Unit-III:- Concept and Objectives of Pricing, Pricing methods and strategies; Promotion Mix; Channels of distribution and functions of intermediaries.

Unit-IV:- Marketing of Services- Characteristics of Services, Difference between Product and Services Marketing, Services Marketing Mix; Service Marketing System- Service Quality, Understanding Customer Expectations and Zone of Tolerance.

Suggested Readings-

1. Kotler, Philip, and Gary Armstrong. Principles of Marketing. Pearson Prentice-Hall.
2. Philip Kotler, Keller, Kevin Lane; Koshy, Abraham, and Mithileshwar Jha, Marketing Management: A South Asian Perspective. Pearson.
3. Etzel, M., Walker, B., Stanton, W., & Pandit, A. Marketing. New Delhi: Tata McGraw Hill.
4. McCarthy, E. Jerome, Joseph P. Cannon and William D. Perrault, Jr., Basic Marketing: A Managerial Approach, McGraw Hills.
5. Ramaswamy, V.S. and Namakumari, S. Marketing Management: Planning, Control. MacMillan Press, New Delhi.

Note: Latest and additional good books may be suggested and added from time to time.

Note: The list of cases, references and relevant articles will be provided by the faculty in the class.

Course- ENVIRONMENTAL STUDIES

Course Code- RLM-303

Credit-3

Objective-

This paper is aimed at providing a comprehensive knowledge of mechanism of Ecological System.

Contents-

Unit-I:- The multidisciplinary nature of Environmental Studies: Definition, scope and importance, need for public awareness.

Renewable and non-renewable resources: Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people. Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, Case studies.

Unit-II:- Concept of an ecosystem. Structure and function of an ecosystem. Energy flow in the ecosystem. Food chains, food webs and ecological pyramids. Ecological succession. Case studies of the following ecosystems: a) Forest ecosystem, b) Grassland ecosystem, c) Desert ecosystem, d) Aquatic (ponds, streams, lakes, rivers, oceans, estuaries).

Definition: genetic, species and ecosystem diversity. Biogeographical classification of India. Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values. Biodiversity at global, national and local levels. India as a mega-diversity nation. Hot-spots of biodiversity. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. Endangered and endemic species of India. Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

Unit-III:- Definition, Causes, effects and control measures of: (a) Air pollution (b) Water pollution (c) Soil pollution (d) Marine pollution (e) Noise pollution (f) Nuclear hazards. Solid waste management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies.

From Unsustainable to Sustainable development. Climate change, global warming, acid rain, ozone layer depletion. Environment Protection Act. Air (Prevention and Control of Pollution) Act. Water (Prevention and Control of Pollution) Act. Wildlife Protection Act. Forest Conservation Act. Issues involved in enforcement of environmental legislation. Public awareness.

Unit-IV:- Human population growth, Impacts on environment, human health and welfare. Resettlement and rehabilitation of project affected persons; case studies. Environment Movements: Chipko, silent valley, Bishnois of Rajasthan. Environmental ethics: Issues and possible solutions. Role of Information Technology in Environment and human health. Case Studies.

Visit to a local area to document environmental assets:-river, forest grass land/hill/mountain. Visit to a local polluted site: Urban/Rural/Industrial/Agricultural. Study of common plants, insects and birds. Study of simple ecosystems: pond, river, hillslopes etc.

Suggested Readings-

1. Rajagopalan, R. Environmental Studies. Oxford University Press, New Delhi.
2. Kaushik, Anubha, C.P. Kaushik. Perspective in Environmental Studies. New Age International (P) Ltd. Publishers.
3. Joseph, Benny. Environmental Studies. Tata McGraw Hill Publishing Company Ltd. New Delhi.
4. Ubaroi, N.K. Environment Management. Excel Books, New Delhi.

Note: Latest and additional good books may be suggested and added from time to time.

Note: The list of cases, references and relevant articles will be provided by the faculty in the class.

Course- BUSINESS COMMUNICATION- II

Course Code- RLM-304

Credit-3

Objective-

The aim of the course is to develop skills and competencies in participants to be able to communicate effectively through the written and oral medium.

Contents-

Unit-I:- Digital Literacy- Basic computer activities, email communication, office Automation, AIDA approach to write business Letters

Unit-II:- Legal Aspect of Business- Plagiarism, NET etiquette, Global business etiquette, Consumer Rights Act

Unit-III:- Writing for Specific Purposes Scientific writing – business writing – preparation of project proposals–writing of summaries and reviews of movies and books in English/regional languages.

Unit-IV:- Making effective oral Presentations, Negotiation and selling skills, Persuasive Communication and Publicity Materials.

Suggested Readings-

1. Taylor, Shirley. Communication for Business: A Practical Approach. Pearson Longman.
2. Lesikar, Raymond V., & John D. Pettit, Jr. Report Writing for Business. Delhi: McGraw-Hill.
3. McCarthy, Patsy & Caroline Hatcher. Presentation Skills. London: Sage.
4. Guffey, Mary Ellen. Essentials of Business Writing. Ohio: South Western College Pubg.
5. Adair, John. Effective Communication. London: Pan Macmillan Ltd.
6. Kalam, APJ Abdul, Forge. Your Future. New Delhi: Rajpal & Sons.
7. Vujcic, Nick. Life Without Limits: Inspiration for a Ridiculously Good Life. RHUS.

Note: Latest and additional good books may be suggested and added from time to time.

Note: The list of cases, references and relevant articles will be provided by the faculty in the class.

B. Voc. (RETAIL AND LOGISTICS MANAGEMENT)

SEMESTER – IV

Course-CONSUMER BEHAVIOUR

Course Code- RLM- 401

Credit-3

Objective-

The objective of this course is to impart conceptual knowledge about consumer behaviour and its applications in the marketing function of firms.

Contents-

Unit-I:- Introduction: Defining Consumer Behaviour, Reasons for Studying consumer Behaviour, Environmental Influences on Consumer Behaviour: Culture, Subcultures, Social Class, Reference Group and Family Influences

Unit-II :- Understanding Consumer and Market Segments, Factors Affecting consumer Decision Making: Demographic, Psychological, Environment factors & Life style.

Unit-III :- Individual determinants of Consumer Behaviour, Motivation, Personality and Self Concept, Consumer Perception, Consumer Learning, Consumer Attitude Formation and Change.

Unit-IV:- Consumer Decision Process: Problem Recognition, Search and Evaluation, Purchasing Processes, Post Purchase Behaviour, Consumer Behaviour Models.

Suggested Readings-

1. Blythe, J. Consumer Behaviour. Delhi: SAGE Publications.
2. Hawkins, D. I. & Mothersbaugh, D. L. & Mookerjee, A., Consumer Behavior: Building Marketing Strategy, New Delhi: McGraw Hill.
3. Schiffman, L. & Kanuk, L. Consumer Behavior. New Delhi: Pearson.
4. Ashwathappa. Consumer Behaviour. Tata Mc Graw Hill.
5. Solomon, M. R. Consumer Behavior: Buying, Having and Being. New Delhi: PHI Learning.
6. Jayesh Aagga, Ashwini R. Awasthi & Sanjay Jain. Consumer Behaviour and emerging practices in market. Himalaya Publications.

Note: Latest and additional good books may be suggested and added from time to time.

Note: The list of cases, references and relevant articles will be provided by the faculty in the class.

Course- COST ACCOUNTING

Course Code- RLM-402

Credit- 3

Objectives-

To acquaint students with Cost accounting concepts and its application in managerial decision makings.

Contents-

UNIT I:- Cost concepts: Cost, Costing, Classification of Costs, Components of cost, Meaning, Scope, Objectives and Importance of Cost Accounting; Accounting for Material: Pricing of material issues, Treatment of material losses.

UNIT II:- Accounting for Labour: Labour cost control procedure, Labour turnover, Idle time and overtime, Methods of wage payment-time and piece rates; Accounting for Overheads: Classification, Determination of overhead rates, Overhead allocation, Overhead apportionment and Overhead absorption.

UNIT III:- Cost Ascertainment: Cost Unit and Cost Center; Meaning and Importance of Cost Sheet.

UNIT IV:- Budgets and budgetary control: Nature & importance of Budgets and budgetary control, types of budgets and their preparation, process of budgetary control.

Suggested Readings:

1. Horngren, C.T., Foster, G, and Datar, S.M. Cost Accounting: A Managerial Emphasis. Prentice Hall of India Pvt. Ltd., New Delhi.
2. Jawaharlal & Seema Srivastava. Cost Accounting. McGrawhill.
3. Kaplan R.S. and Atkinson A.A. Advanced Management Accounting. Prentice India, New Delhi.
4. Drury Colin. Management and Cost Accounting. Cengage Learning.
5. M.Y. Khan and P.K. Jain. Management Accounting: Text, Problem and Cases. McGraw Hill, New Delhi.

Note: Latest and additional good books may be suggested and added from time to time.

Note: The list of cases, references and relevant articles will be provided by the faculty in the class.

Course- BUSINESS ENVIRONMENT

Course Code- RLM-403

Credit- 3

Objectives-

The objective of the course is to acquaint the students with the issue of Indian business environment and its development after and during reforms.

Contents-

Unit-I:- Concept, Nature and Significance of business environment; interaction between internal and external factors of environment; nature, scope and process of environmental scanning, Environment analysis techniques.

Unit-II:- Indian Financial System: Monetary Policy and Fiscal Policy, Stock Exchange of India, Role of regulatory institutions in Indian financial system- RBI and SEBI.

Unit-III:- Competition Act 2002; Liberalisation, Privatization and Disinvestments; Special Economic Zone.

Unit-IV:- Globalization and Impact on Indian economy, EXIM policy and role of EXIM bank, Foreign direct investment Policy (FDI) Policy; Multinational Corporation, Challenges and opportunities for MNCs.

Suggested Readings-

1. Francis Cherunilam. Business Environment. Himalaya Publishing House, Mumbai.
2. Justin Paul. Business Environment. Tata McGraw-Hill Publishing Company Ltd, New Delhi.
3. Mishra & Puri. Indian Economy. Himalaya Publishing House, New Delhi.
4. K. Aswathappa. Essentials of Business Environment. Himalaya Publishing House, Delhi.
5. Shaikh Saleem. Business Environment. Pearson.
6. Suresh Bedi. Business Environment. Excel Book.

Note: Latest and additional good books may be suggested and added from time to time.

Note:The list of cases, references and relevant articles will be provided by the faculty in the class.

Course- HUMAN RESOURCE MANAGEMENT

Course Code- RLM-404

Credit- 3

Objective-

The course is designed to facilitate learning of various concepts and aspects of the human resources management required for development of these resources for organizational functions.

Contents-

Unit-I:- Meaning, Nature and Scope, Difference between HRM and Personnel Management, HRM functions and objectives, Evolution of HRM environment, HRM environment and environmental scanning.

Unit-II:- Job Analysis: Job Description, Job Specification; Hiring Process in Retail Sector: recruitment procedure, sources, modes of recruitment, Problems and factors governing recruitment.

Unit-III:- Selection: procedure, methods; Induction and Placement; Training and Development- purpose, process of training and development, On the Job Training, Off the Job Training, levels of training.

Unit-IV:- Performance Appraisal: Purpose, Methods-360 Degree Appraisal; Job evaluation; Compensation Management: objectives, components; Incentive Payments: meaning, definition, types, scope, fringe benefits.

Suggested Readings-

1. Gary Dessler. A Framework for Human Resource Management. Pearson Education.
2. R. Wayne Mondy. Human Resource Management. Pearson Publication.
3. Ivancevich, John M. Human Resource Management. McGraw Hill.
4. Wreather and Davis. Human Resource Management. Pearson Education.
5. Robert L. Mathis and John H. Jackson. Human Resource Management. Cengage Learning.
6. Biswajeet Patttanayak, Human Resource Management. PHI Learning.

Note: Latest and additional good books may be suggested and added from time to time.

Note: The list of cases, references and relevant articles will be provided by the faculty in the class.

B. Voc. (RETAIL AND LOGISTICS MANAGEMENT)

SEMESTER – V

Course- ADVERTISEMENT AND SALES PROMOTION

Course Code- RLM-501

Credit- 3

Objective-

To make the students understand the importance of advertising and sales promotion.

Contents-

Unit-I:- Advertisement: Meaning, Advertisement Objectives, functions, Need and Importance of Advertisement, classification of advertisement, Social, Economic and Legal aspects of Advertisements; role of Advertising in Promotion Mix, Process of Advertising; AIDA approach; Advertisement Agencies.

Unit-II:- Media Planning & Scheduling: Media Plan, Type and Choice Criteria, Reach and Frequency of Advertisements, Media Strategy and Scheduling; Advertising Budget; Testing Validity and Reliability of Ads, Measuring Impact of Advertisements.

Unit-III:- Design and Execution of Advertisements: Message Development, Layout, Design Appeal, Copy Structure, Advertisement Production, Different Types of Advertisements- Print, Radio. T.V. and Web Advertisements.

Unit-IV:- Sales Promotion: Definition, Importance, Scope and Role of Sale Promotion, Sales Promotion Techniques, Identification & Involvement of Salesmen and Dealers, National and International Promotion Strategies, Online Sales Promotions.

Suggested Readings-

1. E. Betch and Michael. Advertising and Promotion. McGraw Hill.
2. S.H.H.Kazmi, Satish K Batra. Advertising & Sales Promotion. Excel Books, New Delhi.
3. Kenneth Clow. Donald Baack, Integrated Advertisements, Promotion and Marketing Communication. Prentice Hall of India, New Delhi.
4. Hackley, C. Advertising and Promotion- An Integrated Marketing Communications Approach. Sage.
5. Belch, G. E., Belch, M., & Purani, K. Advertising and Promotion: An Integrated Marketing Communications Perspective (SIE). New Delhi: McGraw Hill.

Note: Latest and additional good books may be suggested and added from time to time.

Note: The list of cases, references and relevant articles will be provided by the faculty in the class.

Course- VALUES AND ETHICS IN BUSINESS

Course Code- RLM-502

Credit- 3

Objective-

To familiarize the students with the issues and practices of values and ethics in Indian businesses.

Contents-

Unit-I:- Values impact in Business: Indian Value System and Values, Teaching from scriptures and tradition (Geeta, Ramayana, Mahabharata, Upanishads, Vedas, Bible and Quran).

Unit-II:- Business ethics: Meaning of ethics, Reasons of ethical problems in business, Moral issues in business: Worker's and employee's rights and responsibilities, Business Ethics in Indian Perspective.

Unit-III:- Ethics impact in Business: Ethical Issues in Capitalism and market systems, Ethics and social responsibility, Ethics and marketing, Intellectual property rights like designs, patents, trademarks, copy rights.

Unit-IV:- Corporate Strategy: Competitive Strategy, Benchmarking, Total Quality Management, Brand Building, Corporate Restructuring.

Suggested Readings-

1. K.V. Bhanumurthy and Usha Krishna. Politics, Ethics and Social Responsibility of Business. Pearson Education.
2. N. Balasubramanian. A Casebook on Corporate Governance and Stewardship. McGraw Hill Education.
3. Geeta D. Rani, and R.K. Mishra. Corporate Governance-Theory and Practice. Excel Books, New Delhi.
4. Erik Banks. Corporate Governance: Financial Responsibility, Controls and Ethics. Palgrave Macmillan.
5. Laura P Hartman. Abha Chatterjee. Business Ethics. Tata McGraw Hill.

Note: Latest and additional good books may be suggested and added from time to time.

Note: The list of cases, references and relevant articles will be provided by the faculty in the class.

Course- ESSENTIALS OF E- COMMERCE

Course Code- RLM-503

Credit- 3

Objective-

This paper will make students understand the concept, trends, Channels and application of E-Commerce.

Contents-

Unit-I:- Concept and Features of Electronic Commerce, Origin, Need and factors affecting E-Commerce, Internet as an Electronic Commerce Enabler, Electronic Commerce Framework, E-commerce Applications.

Unit-II:- Electronic Commerce Business Models: Business to consumer (B2C) Business Models, Types of B2C, Business to Business (B2B) Business Models, Types of B2B, Consumer to Consumer (C2C) Business Models, Types of C2C, Peer to Peer Business Models.

Unit-III:- E-Commerce Marketing and Advertising- Strategies, Costs, benefits of Online marketing communications, Online advertising; Online Retailing- Challenges in online retailing.

Unit-IV:- Electronic Payment Systems- types, risk and Security; Security threats in E-commerce-major types of security problems and protection tools; Application of Software Modules.

Suggested Readings-

1. Bharat Bhaskar. Electronic Commerce: Framework, Technology and Application. McGraw Hill Education.
2. PT Joseph. E-Commerce: An Indian Perspective. PHI Learning.
3. Kosiur. Understanding E-Commerce. Prentice Hall of India, New Delhi.
4. Kalakota, Whinston. Frontiers of Electronic Commerce. Addison Wesley.
5. KK Bajaj and Debjani Nag. E-commerce. McGraw Hill Education.
6. Murty, C.V.S. E-Commerce. Himalaya Publications, New Delhi.
7. Kienam. Managing Your E-Commerce business. Prentice Hall of India, New Delhi.

Note: Latest and additional good books may be suggested and added from time to time.

Note: The list of cases, references and relevant articles will be provided by the faculty in the class.

Course- SOFT SKILLS & PERSONALITY DEVELOPMENT

Course Code- RLM-504

Credit- 3

Objective-

The present course attempts to examine the inherent connection between personality and success because the soft skills are essentially people skills.

Contents-

Unit-I:- Personality Development: Meaning and determinants of personality development, Personality types- five factor model; Basic Interaction Skills: Within family, Society Personal and interpersonal, intrapersonal skills; Performance Appraisal, Time Management, Group Discussion, Impromptu Talks.

Unit-II:- Leadership Skills: Working individually and in a team Leadership, Lessons through Literature; Interpersonal skills: Conversation, Feedback, Feed forward, Delegation, Humor, Trust, Expectations, Values, Status, Compatibility and their role in building team.

Unit-III:- Negotiation Skills (To be Taught through Role Plays and Cases): Types of Negotiation, Negotiation Strategies; Selling skills: Selling to customers, Selling to Superiors, Selling to peer groups, team mates & subordinates, Conceptual selling, Strategic selling.

Unit-IV:- Soft Skills: Concepts and importance of Soft Skills, Determinants of soft skills, Difference between hard and soft skill.

Suggested Readings-

1. Herta A Murphy, Herbert W Hildebrandt and Jane P Thomas. Effective Business Communication. McGraw Hill.
2. Khera, Shiv. You Can Win: A Step by Step Tool For Top Achievers. Macmillan India Limited, New Delhi.
3. Reuben & Ray. Communication today–understanding creating skills. Himalaya Publishing House.
4. Kavita Tyagi and Padma Misra. Advanced Technical Communication. PHI.

Note: Latest and additional good books may be suggested and added from time to time.

Note: The list of cases, references and relevant articles will be provided by the faculty in the class.

B. Voc. (RETAIL AND LOGISTICS MANAGEMENT)

SEMESTER – VI

Course- ENTREPRENEURSHIP DEVELOPMENT

Course Code- RLM-601

Credit- 3

Objective-

This Course aims at Instituting Entrepreneurial skills in the students by giving an overview about entrepreneurial competences needed to develop entrepreneurs.

Contents-

Unit-I:- Entrepreneurship: Definition of Entrepreneur, Internal and External Factors, Characteristics of successful Entrepreneur, Development of entrepreneurship; Stages in entrepreneurial process; Concept of Intrapreneurship.

Unit-II:- Creativity and Entrepreneurial Plan: Idea Generation, Screening and Project Identification, Creative Performance; Feasibility Analysis: Economic, Marketing, Financial and Technical.

Unit-III:- Preparing the Business Plan (BP): Typical BP format, Financial Aspects of the BP, and Common Pitfalls to be avoided in Preparation of a BP; An Overview of the Steps Involved in Starting a Business Venture, Location, Clearances and Permits Required, Formalities, Licensing and Registration Procedures, Assessment of the Market for the Proposed Project.

Unit-IV:- Family and Non Family Entrepreneur: Role of Professionals, Professionalism vs family entrepreneurs, Role of Woman entrepreneur; Institutional support for new ventures: Supporting Organizations; Financial Institutions and Small scale Industries, Govt. Policies for SSIs.

Suggested Readings-

1. Kuratko and Rao. Entrepreneurship: A South Asian Perspective. Cengage Learning.
2. K. Ramachandran. Entrepreneurship Development. McGraw-Hill Education.
3. Robert, Hisrich, Michael Peters, Dean Shepherd. Entrepreneurship. McGraw-Hill Education.
4. Pareek, Udai and Venkateswara Rao, T. Developing Entrepreneurship-A Handbook on Learning Systems. Delhi; Learning Systems.
5. Desai, Vasant. Dynamics of Entrepreneurial Development and Management. Mumbai, Himalaya Publishing House.
6. Holt, David H. Entrepreneurship: New Venture Creation. Prentice-Hall of India, New Delhi.
7. S.S. Khanka. Entrepreneurial Development. S. Chand & Co, Delhi.

Note: Latest and additional good books may be suggested and added from time to time.

Note: The list of cases, references and relevant articles will be provided by the faculty in the class.

Course-CUSTOMER RELATIONSHIP MANAGEMENT

Course Code- RLM-602

Credit- 3

Objective-

The aim of this course is to acquaint the students with concepts and techniques for developing effective Customer Relationship.

Contents-

Unit-I:- Customer Relationship Management (CRM): Concept, Emergence of CRM Practice, Nature, Scope and Importance of CRM, CRM Cycle; Customer Relationship Marketing: Strategic Issues in Relationship Marketing.

Unit-II:- Planning and implementation of CRM programme: Designing a CRM Model, Sales Force Automation (SFA)-Objectives, Features, Strategic Advantage, Key Factors for Successful SFA; Integrating Customer Data into CRM Strategy.

Unit-III:- Role of IT & Internet in CRM; Customer Care Management using IT, Data Mining and Data Warehousing for CRM; e-CRM: Features, Advantage, Functional Components; Customer Retention strategies; Future of CRM.

Unit-IV:- Application of CRM - Travel, Airline, Health Care, Retail, Telecommunications, Banking & Insurance industry, etc; Application of Softwares of CRM.

Suggested Readings-

1. Rai A. Kumar. Customer Relationship Management. New Delhi; Prentice Hall of India.
2. Makkar Urvashi & Makkar R.K. Customer Relationship Management. New Delhi; Tata McGraw Hill.
3. Seth, Jagdish N. et. al. Customer Relationship Management. New Delhi; Tata McGraw Hill Publishing Co.
4. Paul Green Berg. Customer Relationship Management. Tata Mc Graw Hill.
5. Gosney, John W. and Thomas P. Boehm. Customer Relationship Management Essentials. New Delhi; Prentice Hall.

Note: Latest and additional good books may be suggested and added from time to time.

Note: The list of cases, references and relevant articles will be provided by the faculty in the class.

Skill Education Component

Semester I

Skill Qualification pack

Sector Skill Council: Retailers Association's Skill Council of India

Job Role: Retail Sales Associate

NSQF Level: 4

Qualification pack Code: RAS/Q0104

National Occupation Standards

1. RAS / N0114: To process credit applications for purchases
2. RAS / N0120: To help keep the store secure
3. RAS / N0122: To help maintain healthy and safety
4. RAS / N0125: To demonstrate products to customers
5. RAS / N0126: To help customers choose right products
6. RAS / N0127: To provide specialist support to customers facilitating purchases
7. RAS / N0128: To maximise sales of goods & services
8. RAS / N0129: To provide personalised sales & post-sales service support
9. RAS / N0130: To create a positive image of self & organisation in the customer's mind
10. RAS / N0132: To resolve customer concerns
11. RAS / N0133: To organise the delivery of reliable service
12. RAS / N0134: To improve customer relationship
13. RAS / N0135: To monitor and solve service concerns
14. RAS / N0136: To promote continuous improvement in service
15. RAS / N0137: To work effectively in your team
16. RAS / N0138: To work effectively in your organisation

Semester II

Skill Qualification pack

Sector Skill Council: Retailers Association's Skill Council of India

Job Role: Retail Team Leader

NSQF Level: 5

Qualification pack Code: RAS/Q0105

National Occupation Standards

1. RAS / N0146: To organize the display of products at the store
2. RAS / N0147: To process the sale of products
3. RAS / N0139: To plan visual merchandising
4. RAS / N0140: To establish and satisfy customer needs
5. RAS / N0148: To maintain the availability of goods for sale to customers
6. RAS / N0131: To allocate and check work in your team
7. RAS / N0145: To communicate effectively with stakeholders
8. RAS / N0122: To help maintain healthy and safety
9. RAS / N0150: To monitor and solve customer service problems
10. RAS / N0137: To work effectively in your team
11. RAS / N0138: To work effectively in your organisation

Semester III & IV Skill Qualification pack

Sector Skill Council: Retailers Association's Skill Council of India

Job Role: Retail Departmental Manager

NSQF Level: 6

Qualification pack Code: RAS/Q0106

National Occupation Standards

1. RAS / N0139: To plan visual merchandising
2. RAS / N0140: To establish and satisfy customer needs
3. RAS / N0141: To monitor and manage store performance
4. RAS / N0142: To provide leadership for your team
5. RAS / N0143: To build and manage store team
6. RAS / N0131: To allocate and check work in your team
7. RAS / N0144: To develop individual retail service opportunities
8. RAS / N0145: To communicate effectively with stakeholders
9. RAS / N0122: To help maintain healthy and safety
10. RAS / N0137: To work effectively in your team
11. RAS / N0138: To work effectively in your organisation

Semester V & VI Skill Qualification pack

Sector Skill Council: Retailers Association's Skill Council of India

Job Role: Retail Store Manager

NSQF Level: 7

Qualification pack Code: RAS/Q0107

National Occupation Standards

1. RAS / N0152 Stock optimization to maximize availability of stocks and minimize losses
2. RAS / N0153 Process and policy adherence while ensuring timely and accurate reporting
3. RAS / N0154 Manage sales and service delivery to increase store profitability
4. RAS / N0155 Execution visual merchandising displays as per standards and guidelines
5. RAS / N0156 Ensure overall safety, security and hygiene of the store
6. RAS / N0157 Implement promotions and special events at the store
7. RAS / N0158 Lead and manage the team for developing store capability
8. RAS / N0159 Conduct price benchmarking and market study of competition