

Learning Outcomes-Based Curriculum Framework (LOCF)



Scheme and Syllabus of **B. Voc. (RETAIL AND LOGISTICS MANAGEMENT)** (Three-Year Bachelor's Degree Programme)

w.e.f. 2022-23

**DEPARTMENT of VOCATIONAL Studies and
Skill Development**

School of Life-long Learning

**Central University of Haryana
Mahendergarh, Haryana**

BACKGROUND

Considering the curricular reforms as instrumental for desired learning outcomes, all the academic departments of Central University of Haryana made a rigorous attempt to revise the curriculum of undergraduate and postgraduate programmes in alignment with National Education Policy-2020 and UGC Quality Mandate for Higher Education Institutions-2021. The process of revising the curriculum could be prompted with the adoption of “Comprehensive Roadmap for Implementation of NEP-2020” in the 32nd meeting of the Academic Council of the University held on April 23, 2021. The roadmap identified the key features of the Policy and elucidated the Action Plan with well-defined responsibilities and indicative timeline for major academic reforms.

The process of revamping the curriculum started with the series of webinars and discussions conducted by the University to orient the teachers about the key features of the Policy, enabling them to revise the curriculum in sync with the Policy. Proper orientation of the faculty about the vision and provisions of NEP-2020 made it easier for them to appreciate and incorporate the vital aspects of the Policy in the revised curriculum focused on ‘creating holistic, thoughtful, creative and well-rounded individuals equipped with the key 21st century skills’ for the ‘development of an enlightened, socially conscious, knowledgeable, and skilled nation’.

With NEP-2020 in background, the revised curricula articulate the spirit of the policy by emphasizing upon— integrated approach to learning; innovative pedagogies and assessment strategies; multidisciplinary and cross-disciplinary education; creative and critical thinking; ethical and Constitutional values through value-based courses; 21st century capabilities across the range of disciplines through life skills, entrepreneurial and professional skills; community and constructive public engagement; social, moral and environmental awareness;

Organic Living and Global Citizenship Education (GCED); holistic, inquiry-based, discovery-based, discussion-based, and analysis-based learning; exposure to Indian knowledge system, cultural traditions and classical literature through relevant courses offering 'Knowledge of India'; fine blend of modern pedagogies with indigenous and traditional ways of learning; flexibility in course choices; student-centric participatory learning; imaginative and flexible curricular structures to enable creative combination of disciplines for study; offering multiple entry and exit points initially in undergraduate programmes; alignment of Vocational courses with the International Standard Classification of Occupations; breaking the silos of disciplines; integration of extra-curricular and curricular aspects; exploring internships with industry and businesses; closer collaborations between industry and higher education institutions for technical, vocational and science programmes; and formative assessment tools to be aligned with the learning outcomes, capabilities, and dispositions as specified for each course.

In case of UG programmes in Engineering and Vocational Studies, it was decided that the departments shall incorporate pertinent NEP recommendations while complying with AICTE, NBA, NSQF, International Standard Classification of Occupations, Sector Skill Council, Industry and other relevant agencies/sources. The University has also developed consensus on adoption of Blended Learning with 40% component of online teaching and 60% face to face classes for each programme.

The revised curricula of B.Voc. Retail and Logistics Management programme has been devised with concerted efforts of the faculty, Coordinator of the programme/ department and Industry experts. Curriculum is aligned with National Skill Qualification Framework (NSQF) and has adopted job roles corresponding to NSQF level-4 to NSQF level-7. The draft prepared by each department was discussed in series of discussion sessions conducted at Department, School and the University level. The leadership of the University has

been a driving force behind the entire exercise of developing the uniform template and structure for the revised curriculum. The Vice Chancellor of the University conducted series of meetings with Heads and Deans to deliberate upon the vital parameters of the revised curriculum to formulate a uniform template. The experts of various Boards of Studies and School Boards contributed to a large extent in giving the final shape to the revised curriculum of each programme.

To ensure the implementation of curricular reforms envisioned in NEP-2020, the University has decided to implement various provisions in a phased manner. Accordingly, the curriculum may be reviewed annually.

PROGRAMME OUTCOMES (POs):

The overall aims of the programme may be achieved by addressing its various components that are incorporated into the curriculum as described below. Each of these components is designed to lead to specific outcomes that are desired after the successful completion of the programme.

| PO- No. | Component | Outcomes |
|----------------|---|---|
| PO-1 | Basic Knowledge | Capable of delivering basic disciplinary knowledge gained during the programme. |
| PO-2 | In-depth Knowledge | Capable of describing advanced knowledge gained during the programme. |
| PO-3 | Critical thinking and Problem-Solving abilities | Capable of analysing the results critically and applying acquired knowledge to solve the problems. |
| PO-4 | Creativity and innovation | Capable to identify, formulate, investigate and analyze the problems innovatively to take decisions and solutions in real life problems. |
| PO-5 | Research aptitude and global competency | Ability to develop a research aptitude and apply knowledge to find the solution of burning research problems in the concerned and associated fields at global level. |
| PO-6 | Holistic and multidisciplinary education | Ability to gain knowledge with the holistic and multidisciplinary approach across the fields. |
| PO-7 | Skills enhancement | Learn specific sets of disciplinary or multidisciplinary skills and advanced techniques and apply them for betterment of mankind. |
| PO-8 | Leadership and Teamwork abilities | Ability to learn and work in a group and capable of leading a team even. |
| PO-9 | Reflective and Independent thinking | Learn to engage in reflective and independent thinking by understanding the concepts in every area of entrepreneurship development, retail, logistics and business. |
| PO-10 | Ethical thinking and social awareness | Inculcate the professional and ethical attitude and ability to relate with social problems. |
| PO-11 | Communication | Communicate effectively on complex activities with the team members and with the society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions. |
| PO-12 | Life-long learning skills and Entrepreneurship | Ability to learn lifelong learning skills which are important to provide better opportunities and improve quality of life. Capable to establish independent startup/innovation center etc. |

PROGRAMME SPECIFIC OUTCOMES (PSOs) for General Education Component

The graduates shall be able to realise the following specific outcomes by the end of program studies:

| Number | Programme Specific Outcomes |
|--------|---|
| PSO-1 | To acquire a thorough knowledge about basic theoretical concepts and skill enhancement practical exercises of entrepreneurship development, retail, logistics and business. |
| PSO-2 | To fully develop the skills for using the earned knowledge related to entrepreneurship development, retail, logistics and business. |
| PSO-3 | To develop the attitude for identifying and solving problems. |
| PSO-4 | To develop the capability to search, acquire and apply recent developments in research field of entrepreneurship development, retail, logistics and business. |
| PSO-5 | To develop an overview of the role of entrepreneurship, retail, logistics and business in sustaining civilization. |
| PSO-6 | To develop the skill to adopt the learned principles in various settings and innovate with the importance of sustainability in mind, if necessary. |

PROGRAMME SPECIFIC OUTCOMES (PSOs) for Skill Education Component

The graduates shall be able to realise the following specific outcomes by the end of program studies:

| Number | Programme Specific Outcomes |
|--------|--|
| PSO-1 | Demonstrate judicious mix of skills relating to a profession and appropriate content of business management. |
| PSO-2 | Locate themselves as skilled manpower for industries at various white-collar positions. |
| PSO-3 | Exhibit the ability to work as a professional and to develop entrepreneurial, conceptual, leadership and human skills. |
| PSO-4 | Develop creative and critical insights to handle various challenges of corporate world. |
| PSO-5 | Identify business opportunities, design and implement innovations in work space. |
| PSO-6 | Coordinate with supervisors and colleagues within and outside the department. |
| PSO-7 | Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings. |
| PSO-8 | Equip with communication and presentation skills to deal with critical business situations. |
| PSO-9 | Engage in independent and life-long learning. |
| PSO-10 | Listen effectively and orally communicate information accurately. |

LEARNING OUTCOME INDEX:

Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

| PSOs→ | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|--------------|-------------|-------------|-------------|-------------|-------------|-------------|
| POs↓ | √ | √ | X | X | X | X |
| PO1 | √ | √ | X | X | X | X |
| PO2 | √ | √ | √ | √ | X | √ |
| PO3 | √ | √ | √ | √ | √ | √ |
| PO4 | √ | √ | √ | √ | √ | √ |
| PO5 | √ | √ | √ | √ | √ | √ |
| PO6 | X | √ | √ | √ | √ | √ |
| PO7 | X | √ | X | √ | √ | √ |
| PO8 | √ | √ | √ | √ | √ | √ |
| PO9 | √ | X | √ | √ | √ | √ |
| PO10 | X | √ | √ | √ | √ | √ |
| PO11 | X | √ | √ | √ | X | √ |
| PO12 | X | √ | √ | √ | √ | √ |

General education component courses with PSOs

| PSOs→ | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|----------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Core Course Number↓ | | | | | | |
| CC-1 | √ | √ | √ | X | √ | √ |
| CC-2 | √ | √ | √ | X | √ | √ |
| CC-3 | √ | √ | √ | X | X | √ |
| CC-4 | √ | √ | √ | √ | √ | √ |
| CC-5 | √ | √ | √ | √ | √ | √ |
| CC-6 | √ | √ | √ | √ | √ | √ |
| CC-7 | √ | √ | √ | X | X | √ |
| CC-8 | √ | √ | √ | √ | √ | √ |
| CC-9 | √ | X | √ | √ | √ | √ |
| CC-10 | √ | √ | √ | X | √ | √ |
| CC-11 | √ | √ | √ | √ | √ | √ |
| CC-12 | √ | √ | √ | √ | √ | √ |

Scheme and Syllabus of B. Voc. (RETAIL AND LOGISTICS MANAGEMENT) w.e.f. 2022-23

| | | | | | | | |
|--------------|---|---|---|----------|---|---|---|
| CC-13 | √ | √ | √ | √ | √ | √ | √ |
| CC-14 | √ | √ | √ | √ | √ | √ | √ |
| CC-15 | √ | √ | √ | √ | √ | √ | √ |
| CC-16 | √ | √ | √ | √ | √ | √ | √ |
| CC-17 | √ | √ | √ | √ | √ | √ | √ |
| CC-18 | √ | √ | √ | √ | √ | √ | √ |
| CC-19 | √ | √ | √ | √ | √ | √ | √ |
| CC-20 | √ | √ | √ | √ | √ | √ | √ |
| CC-21 | √ | √ | √ | √ | √ | √ | √ |
| CC-22 | √ | √ | √ | X | √ | √ | √ |
| CC-23 | √ | √ | √ | √ | √ | √ | √ |

Skill education component courses with PSOs

| PSOs→ | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 | PSO 6 | PSO 7 | PSO 8 | PSO 9 | PSO 10 |
|--|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-------------------|
| Skill Course Number ↓ | | | | | | | | | | |
| SC-1 | √ | √ | X | √ | √ | √ | √ | X | √ | √ |
| SC-2 | √ | √ | X | √ | √ | √ | √ | √ | √ | √ |
| SC-3 | X | X | √ | X | √ | √ | √ | √ | √ | √ |
| SC-4 | √ | √ | X | √ | √ | √ | √ | √ | √ | √ |

TEACHING LEARNING OUTCOME

METHODOLOGIES

Learning based curriculum designed for various courses under B. Voc. (Retail and Logistics Management) Programme aim for dissemination of up-to-date knowledge, development of student's capability to use ideas and information, and their ability to test those ideas and evidence. The courses also aim for facilitating the personal development and capacity of students to plan and manage their own learning. Instead of using traditional teaching methods, new teaching methods and pedagogical tools are required to ensure the achievement of desired learning outcomes for each of the courses. In view of the programme outcomes, following teaching methodologies will be used:

- Class room lectures;
- Use of up-to-date textbooks, other learning resources;
- Use of internet to support and explore the knowledge;
- Use of case studies;
- Practical exercises for each course to augment the learning;
- Work experience through internship and fieldwork;
- Projects;
- Demonstrations;
- Group working;
- Simulations (e.g. computer based);
- Problem solving;
- Discussion and debate;
- Role play;
- Quizzes;
- Seminar presentations;
- Class presentations;
- Tutorials;
- Examination papers

ASSESSMENT OUTCOME MEASUREMENT METHODS

Methods of measuring student learning are often characterized as summative or formative assessments:

Summative assessments: It includes case study analysis, assessment and evaluation of internship reports, project report evaluation, tests, quizzes, and other graded course activities that are used to measure the performance of learner. These assessments are cumulative and often reveal what students have learned at the end of a unit or the end of a course. Within a course, summative assessment includes the system for calculating individual student grades.

Formative assessment: It includes any means by which students receive input and guiding feedback on their relative performance to help them improve. It can be provided face-to-face in office hours, in written comments on assignments.

An array of direct and indirect methods should be used based upon the above-mentioned methodologies and assessment tools to assess the level of learning outcome(s) under each course with more weightage on 'Formative Assessment' to ensure that the learner improves during the teaching learning process. Direct measures require a learner to present or demonstrate their learning or produce work so that observers can assess how well students' work or responses fit institution-or program-level expectations of outcomes. It includes examinations, field experience, internship, lab reports, case studies, etc. as mentioned under Teaching Learning Outcome Methodologies and Summative Assessment. Through the indirect measures, the observer would be able to infer student abilities, knowledge, and values based on an analysis of reported perceptions about student mastery of outcomes using the indirect measures.

BLENDED LEARNING

B.Voc. Retail and Logistics Management is focused to provide quality skill education. Success of skill education requires direct interaction of students with the industrial experts and hands-on-industrial training. Learning at B.Voc. Retail and Logistics Management program in CUH involves regular expert lectures of the industrial experts. With the online classes being the option in NEP-2020, department will try to conduct online expert classes from the industry for the skill enhancement of the students.

SCHEME AND SYLLABUS

Bachelor of Vocation (B.Voc.) in Retail and Logistics Management



**DEPARTMENT of VOCATIONAL Studies
and Skill Development
School of Life-long Learning**

**Central University of Haryana
Mahendergarh, Haryana**

CENTRAL UNIVERSITY OF HARYANA**School of Life-long Learning****Department of Vocational Studies and Skill Development****B. Voc. (RETAIL AND LOGISTICS MANAGEMENT)****(Three-Year Degree Programme)****(Semester-wise Course Structure)****(w.e.f. 2022-23)****B. Voc. (RETAIL AND LOGISTICS MANAGEMENT)****SEMESTER – I**

| GENERAL EDUCATION COMPONENT | | | | | | | |
|------------------------------------|--|--|----------|----------|----------|---------------|--------------|
| Type of Course | Course Code | Course Name | L | T | P | Credit | Marks |
| CC-1 | SLLL RLM 11 01 C 2103 | Principles and Practices of Management | 2 | 1 | 0 | 3 | 75 |
| CC-2 | SLLL RLM 11 02 C 2103 | Fundamentals of Retailing | 2 | 1 | 0 | 3 | 75 |
| CC-3 | SLLL RLM 11 03 C 2103 | Business Environment | 2 | 1 | 0 | 3 | 75 |
| CC-4 | SLLL RLM 11 04 C 2103 | Business Communication | 2 | 1 | 0 | 3 | 75 |
| Total | | | | | | 12 | 300 |
| SKILL EDUCATION COMPONENT | | | | | | | |
| SC-1 | 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 | | | | | | | |
|------------------------------------|--|--------------------------------------|----------|----------|----------|---------------|--------------|
| Type of Course | Course Code | Course Name | L | T | P | Credit | Marks |
| CC-5 | SLLL RLM 12 01 C 2103 | Principles of Marketing | 2 | 1 | 0 | 3 | 75 |
| CC-6 | SLLL RLM 12 02 C 2103 | Introduction to Logistics Management | 2 | 1 | 0 | 3 | 75 |
| CC-7 | SLLL RLM 12 03 C 2103 | Organizational Behaviour | 2 | 1 | 0 | 3 | 75 |
| CC-8 | SLLL RLM 12 04 C 2103 | Business Economics | 2 | 1 | 0 | 3 | 75 |
| Total | | | | | | 12 | 300 |
| SKILL EDUCATION COMPONENT | | | | | | | |
| SC-2 | 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 | | | | | | | |
|------------------------------------|--|--|----------|----------|----------|---------------|--------------|
| Type of Course | Course Code | Course Name | L | T | P | Credit | Marks |
| CC-9 | SLLL RLM 23 01 C 2103 | Strategic Planning in Retail Management | 2 | 1 | 0 | 3 | 75 |
| CC-10 | SLLL RLM 23 02 C 2103 | Accounting for Managers | 2 | 1 | 0 | 3 | 75 |
| CC-11 | SLLL RLM 23 03 C 2103 | Environmental Studies | 2 | 1 | 0 | 3 | 75 |
| CC-12 | SLLL RLM 23 04 C 2103 | Business Ethics and Corporate Governance | 2 | 1 | 0 | 3 | 75 |
| Total | | | | | | 12 | 300 |
| SKILL EDUCATION COMPONENT | | | | | | | |
| SC-3 | 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 | | | | | | | |
|------------------------------------|--|------------------------------|----------|----------|----------|---------------|--------------|
| Type of Course | Course Code | Course Name | L | T | P | Credit | Marks |
| CC-13 | SLLL RLM 24 01 C 2103 | Entrepreneurship Development | 2 | 1 | 0 | 3 | 75 |
| CC-14 | SLLL RLM 24 02 C 2103 | Business Laws | 2 | 1 | 0 | 3 | 75 |
| CC-15 | SLLL RLM 24 03 C 2103 | Human Resource Management | 2 | 1 | 0 | 3 | 75 |
| CC-16 | SLLL RLM 24 04 C 2103 | E-Commerce | 2 | 1 | 0 | 3 | 75 |
| Total | | | | | | 12 | 300 |
| SKILL EDUCATION COMPONENT | | | | | | | |
| SC-3 | 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 | | | | | | | |
|------------------------------------|--|---------------------------------------|----------|----------|----------|---------------|--------------|
| Type of Course | Course Code | Course Name | L | T | P | Credit | Marks |
| CC-17 | SLLL RLM 35 01 C 2103 | Advertisement and Sales Promotion | 2 | 1 | 0 | 3 | 75 |
| CC-18 | SLLL RLM 35 02 C 2103 | New Venture Planning and Management | 2 | 1 | 0 | 3 | 75 |
| CC-19 | SLLL RLM 35 03 C 2103 | Introductory Statistics for Business | 2 | 1 | 0 | 3 | 75 |
| CC-20 | SLLL RLM 35 04 C 2103 | Soft Skills & Personality Development | 2 | 1 | 0 | 3 | 75 |
| Total | | | | | | 12 | 300 |
| SKILL EDUCATION COMPONENT | | | | | | | |
| SC-4 | 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 | | | | | | | |
|------------------------------------|--|----------------------|----------|----------|----------|---------------|--------------|
| Type of Course | Course Code | Course Name | L | T | P | Credit | Marks |
| CC-21 | SLLL RLM 36 01 C 2103 | Digital Marketing | 2 | 1 | 0 | 3 | 75 |
| CC-22 | SLLL RLM 36 02 C 2103 | Warehouse Management | 2 | 1 | 0 | 3 | 75 |
| | | | L | T | D | Credit | |
| CC-23 | SLLL RLM 36 03 C 0336 | Project Report | 0 | 3 | 3 | 6 | 150 |
| Total | | | | | | 12 | 300 |
| SKILL EDUCATION COMPONENT | | | | | | | |
| SC-4 | Specific Job Role defined by SSCs as per the guidelines of NSQF. | | | | | 18 | |
| Total Credits | | | | | | 30 | |

L: Lectures T: Tutorial P: Practical

CC: Core Course SC: Skill Course



Semester I



Semester I

Course Title- PRINCIPLES & PRACTICES OF MANAGEMENT

Course Code- SLLL RLM 11 01 C 2103

Credit- 3

Course Objective- *The objective of this course is to develop competencies and knowledge of students to become effective professionals and to orient students on recent changes and development in the field of management.*

Learning Outcomes- After completion of the course, students will be able to:

1. Work effectively in organization with proper understanding of various aspects of management.
2. Explain principles and functions of management implemented in the organization.
3. Analyse the concept of delegation of authority and control.
4. Apply the knowledge about management in the real-life business situation.
5. Enhance their managerial ability and professional skills.
6. Comprehend and practice contemporary issues in management.

Course Contents-

Unit-I:- Management - Meaning, nature, functional areas of management; Management as a science, art or profession; Contributions of F.W.Taylor and Henry Fayol; Levels of Management; Managerial skills & roles. Planning - Meaning, nature, objectives, significance, and types of plans; Process of Strategic Planning; Management by Objective (MBO). Process and Techniques of Decision Making; Types of decisions - Programmed and non-programmed decisions; Case studies.

Unit-II:- Organizing - Meaning, Nature, Process and Principles of organization. Organisation structure - Determinants and Forms of organization structure - Line, Functional and Line & Staff, project, matrix, committees, Formal and informal organization. Delegation and Decentralization: Delegation– Meaning, Process, Principles. Centralisation and Decentralisation - Meaning, Degree of decentralization, Difference between delegation and decentralization; Case studies.

Unit-III:- Staffing & Directing - Meaning, nature, functions, and Factors affecting staffing; need and process of staffing; Case studies. Directing - Meaning and Principles of directing. Motivation - Meaning, Nature, Importance, Types of motivation, and Need Hierarchy Theory. Leadership - Meaning, Nature, Styles, Managerial grid; Case studies.

Unit-IV:- Controlling - Meaning, Nature, Importance, functions and process of controlling; Scope of Control in the organization - Strategic, Tactical, and Operational control; limitations, Techniques of controlling - traditional and modern; Factors in control effectiveness. Span of Control- Meaning, nature, significance and Factors influencing. Ethics in the contemporary management and corporate social responsibility; Contemporary Issues and Challenges in Management of 21st century; Case studies.

Skill Enhancement Practical Exercises-

The learners are required to:

1. Participate in role play activity for describing the various levels of management and the ways the principles of management are used in defining the policies of the chosen organisation.
2. Participate in simulation activity wherein each learner is asked to prepare plans with respect to increasing the effectiveness in their respective organisation.
3. Participate in simulation activity wherein learners are asked to draft roles and responsibilities of members in the chosen organisation.

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.
5. Mukherjee, Principles of Management and Organisational behaviour, Tata McGraw Hill.

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

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

Semester I

Course Title - FUNDAMENTALS OF RETAILING

Course Code- SLLL RLM 11 02 C 2103

Credit-3

Course Objective - *The students will be introduced to the fundamental concepts of Retail Management and the career opportunities available in this field. This course provides an insight to the students regarding various issues associated with store operation, retail planning and development, consumer handling and the way of communicating with the consumer.*

Learning Outcomes- After completion of this Course, the student would be able:

1. To understand the fundamental concepts of retailing.
2. To understand the functions of retail business and various retail formats and retailing environment.
3. To develop understanding about retail consumers.
4. To integrate various points which help in developing brand image in retailing.
5. To recognize and understand the operations-oriented policies, methods, and procedures used by successful retailers in today's global economy.

Course Contents-

Unit-I:- Overview of Retailing - Concept, characteristics, scope, functions and importance of retailing; Driving forces of retailing; Economic impact of retailing; Factors influencing retailing; Challenges and opportunities in retailing. Formats of retail Institutions - Retail institutions by ownership, Retail institutions by store based strategy mix, Web and non-store based retailing, other forms of non-traditional retailing, Multichannel retailing.

Unit-II:- Market Structure – Scope, Current scenario and Size of retailing in India; Structure of retail competition; Challenges of retail development in India; Structural changes required for growth of Indian retail; Trends in Indian retailing structure.

Unit-III:- Consumer and Retail Business - Consumer behaviour in retailing, Buying Decisions of consumers, Buying roles of consumers; Mapping out society; External- Internal Variables influencing retail shopping behaviour; Modelling consumer behaviour.

Unit-IV:- Communicating with Customers - Establishing and Maintaining Retail Store Image; Steps in Building Retail Brand Image; Retail Image Dimensions; Retail Store Image Mix; Challenges in Building and Managing Retail Image. Methods of Promotion with customers; Planning process of retail promotion; Retail promotion Mix - Retail promotion programme, retail advertising media, promotional budget. Customer services, services quality gaps, service recovery.

Skill Enhancement Practical Exercises-

The learners are required to:

1. Visit retail stores to explore different areas of retail and acquaint knowledge regarding various opportunities and concepts in retail sector.
2. Interact with employees of some stores to find out issues and challenges.
3. Prepare checklist for integrating various points which help in developing brand image in retailing.

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. 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.

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

Semester I

Course Title- BUSINESS ENVIRONMENT

Course Code- SLLL RLM 11 03 C 2103

Credit- 3

Course Objective- *The objective of the course is to develop understanding and provide knowledge about the issues of Indian business environment.*

Learning Outcomes- After completion of the course, students will be able to:

1. Develop understanding and fundamental knowledge about business environment.
2. Develop basic understanding of Indian Financial system.
3. Analyze cases of socio-cultural and technological environments for arriving at conclusions facilitating business decisions.
4. Develop understanding on the concepts of international business strategy.

Course Contents-

Unit-I:- Introduction to Business Environment - Concept, Nature, Significance, and Components of business environment. Environmental Scanning - nature, scope and process of environmental scanning; Techniques of Environment scanning. Economic environment of business - basic nature of Indian economic system and its impact on environment; social responsibility of business; Latest economic policy (Broad Features).

Unit-II:- Indian Financial System - Monetary Policy and Fiscal Policy; Stock Exchange of India; stock exchanges and business environment; Role of regulatory institutions in Indian financial system - RBI and SEBI; guidelines of SEBI relating to fresh issues of companies.

Unit-III:- Socio-Cultural Environment - Critical elements of socio-cultural environment; Social responsibility of business. Technological Environment - impact of technology; management of technology and competitive advantage. Liberalisation, Privatization and Disinvestments. Special Economic Zone. Competition Act 2002.

Unit-IV:- Introduction to Globalization - Globalization and its Impact on Indian economy; Factors facilitating globalization in India; globalization strategies and business environment. EXIM policy and role of EXIM bank. Foreign direct investment Policy (FDI) Policy. Multinational Corporations (MNCs), Challenges and opportunities for MNCs.

Skill Enhancement Practical Exercises-

The learners are required to:

1. Analyze economic environment of selected organizations.
2. Study the impact of technological environmental on selected organizations.
3. Visit Special Economic Zones of nearby area to identify major incentives and facilities available for them.
4. Identify critical elements of socio-cultural environment of selected organizations.
5. Visit website of SEBI to find out the guidelines of SEBI relating to fresh issues of companies.

Suggested Readings-

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

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

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

Semester I

Course Title- BUSINESS COMMUNICATION

Course Code- SLLL RLM 11 04 C 2103

Credit-3

Course Objective- *To understand business communication strategies and principles for effective communication in domestic and international business situations.*

Learning Outcomes- After completion of the course, students will be able to:

1. Know various forms of communication, and communication barriers.
2. Comprehend a variety of business correspondence and respond appropriately.
3. Communicate in writing for various business purposes.
4. Use appropriate grammatical constructions and vocabulary to communicate effectively.
5. Use business language and presentation skills.

Course Contents-

Unit-I:- Introduction - Definition and classification of communication; purpose of communication; process of communication; characteristics of successful communication; importance of communication in management; communication structure in organization; barriers and gateway in communication; 7 C's of effective communication; Case Studies.

Unit-II:- Verbal and non-verbal communication - Meaning of verbal communication and its types; principles of various kinds of verbal communications; effective listening. Non-verbal communication - meaning and its types. Written communication - Purpose of writing; pros and cons of written communication; clarity in writing; principles of effective writing; writing technique.

Unit-III:- Business letters and reports - Introduction to business letters; Types of business letter; Layout of business letter. Reports - definition and purpose; types of business reports; reports writing. Presentation skills – meaning, elements and process of presentation; designing a presentation; advanced visual support for business presentation; types of visual aid, appearance and posture; practicing delivery of presentation.

Unit-IV:- Developing Language Fluency - Articles, Parts of Speech, Tenses, synonyms/antonyms, spotting errors in paragraphs and sentences; Work and Job Vocabulary, writing of summaries and reviews of movies and books in English.

Skill Enhancement Practical Exercises-

The students are required to:

1. Interact with employees of some organisation to find out communication issues and challenges.
2. Make a vocabulary of various terms used in business documentation.
3. Collect some samples of business correspondence and documentations and find out their effectiveness.
4. Use verbal and non-verbal communication skills to express their presentation effectively.

Suggested Readings-

1. Lesikar, R. V., & Fiatley, M. E., Business Communication Skills for the Internet Generation. New York: Tata McGraw Hill Education.
2. Herta, M., Herbert, H., & Jane, T., Effective Business Communication. New York: Tata McGraw Hill Education.
3. Bovee, C., & Thill, J., Business Communication Essentials: A Skills-Based Approach, New York: Pearson Education.
4. Guffey, M. E., & Seefer, C. M., Business Learning. Boston: Cengage Learning.
5. Lowe, S., & Pile, L., Business English Language Practice: Grammar and Vocabulary. Delta Publishing.
6. Rani, D. S., Business Communication and Soft Skills Laboratory Manual. New Delhi: Pearson Education.
7. Taylor, S., Communication for Business: A Practical Approach, 4th Edition. Canada: Pearson Education.
8. Young, D. J., Foundations of Business Communication: An integrative Approach. New York: Tata McGraw Hill Education.

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

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



Semester II



Semester II

Course Title- PRINCIPLES OF MARKETING

Course Code- SLLL RLM 12 01 C 2103

Credit-3

Course Objective- *The course aims to equip the learners with the basic knowledge of concepts, principles, tools, and techniques of marketing and to provide knowledge about various developments in the marketing.*

Learning Outcomes- After completion of the course, students will be able to:

1. Develop an understanding of basic concepts of marketing, marketing philosophies and environmental conditions affecting marketing decisions of a firm.
2. Explain the dynamics of consumer behaviour and process of market selection through STP stages.
3. Analyze the process of value creation through marketing decisions involving product development.
4. Analyze the process of value creation through marketing decisions involving product pricing and its distribution.
5. Analyze the process of value creation through marketing decisions involving product promotion and also to equip them with the knowledge of various developments in marketing area that may govern marketing decisions of a firm.

Course Contents-

Unit-I:- Marketing- Meaning, Nature, Objectives, Scope, Importance of marketing; Marketing Concepts; Difference between marketing and selling. Need, and factors of Marketing Environment; Environmental Scanning. Marketing mix- developing marketing mix; role of marketing mix in marketing planning and strategy. An overview of modern concepts and practices of marketing- Social marketing, Social media marketing, Green marketing, Digital marketing, Guerilla marketing.

Unit-II:- Consumer buying decision- Meaning, Stages in Consumer buying decision process; Factors influencing consumer buying decisions. Market Selection- Market Segmentation: Levels and bases of segmenting consumer markets; Market Targeting- concept and criteria; Positioning strategy- concept and types; Case Studies.

Unit-III:- Product decisions- Concept, Classification, Levels of Product; product line decisions; product mix decisions. Branding- functions, strategies, types and qualities of good brand name. Packaging and Labeling decisions- functions, types and ethical aspects. Product Life Cycle- concept and marketing strategies. New Product Development- concept and process. Pricing Decisions- Concept, Objectives, Factors affecting the price of a product; Pricing methods and strategies; Case Studies.

Unit-IV:- Distribution Decisions- Nature, types, functions of distribution channels; factors affecting choice of distribution channel; Distribution strategies. Wholesaling and retailing. Promotion Decisions- Importance of promotion; Factors influencing promotion mix; Decision about Promotion mix tools including advertising, personal selling, sales promotion, public relations, publicity and direct marketing; Case Studies.

Skill Enhancement Practical Exercises-

The learners are required to:

1. Analyze the impact of various environmental forces in the context of a given durable and non-durable product.
2. Analyze the marketing mix strategy of a durable and non-durable product.
3. Select any product and analyze its segmentation strategy in comparison to its immediate competitive product.
4. Analyze the case of product line extension and impact on business performance.
5. Analyze the distribution strategy of a given product.

Suggested Readings-

1. Etzel, M. J., Walker, B. J., Stanton, W. J., & Pandit, A., Marketing. New York: McGraw Hill.
2. Kotler, P., Armstrong, G., & Agnihotri, P., Principles of Marketing. London: Pearson Education.
3. Kotler, P., Keller, K. L., Koshy, A., & Jha, M., Principles of Marketing: A South Asian Perspective. London: Pearson Education.
4. Grewal, D., & Levy, M., Marketing. New York: McGraw Hill Education.
5. McCarthy, E. Jerome, Joseph P. Cannon and William D. Perrault, Jr., Basic Marketing: A Managerial Approach, McGraw Hill.
6. Saxena, R., Marketing Management. Delhi: Tata McGraw Hill Education.

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

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

Semester II

Course Title- INTRODUCTION TO LOGISTICS MANAGEMENT

Course Code- SLLL RLM 12 02 C 2103

Credit-3

Course Objective- *Course aims to enable students to demonstrate an understanding of logistics. Students will develop the ability to evaluate any logistics operations to which they are exposed and determine if it is working effectively. They will also be able to manage demand and customer service for establishing strong customer satisfaction strategy.*

Learning Outcomes- After the completion of this course, the student would be able:

1. To have basic understanding of the concept of logistics.
2. To understand the meaning of integrated logistics and describe the integrated logistics model.
3. To have proficiency in various logistics strategies.
4. To understand how to establish a customer satisfaction strategy.
5. To understand integrated logistics & quality customer service.

Unit I:- Introduction to Logistics - Definition, History and Evolution of Logistics; Objectives, Elements, activities, Importance of logistics; Logistics interface with marketing, Retail logistics; reduction in logistics cost; benefits of efficient Logistics; Principles of Logistics; Technology & Logistics. Listing of sub-sectors of logistics.

Unit II:- Logistics Management - Definition, Evolution of the concept, model, process and activities of Logistics Management. Achievement of competitive advantage through logistics framework; Role of logistics management. Relation to ERP –E – procurement; E - Logistics.

Unit III:- Logistics Strategies - Definition, Strategic role of logistics; Role of logistics managers in strategic decisions; Strategy options- Lean, Agile & other strategies; Designing & implementing logistical strategy; emerging concepts in logistics. Logistics and Customer Service – Definition and Elements of Customer Service; Phases in Customer Service, Customer Retention.

Unit IV:- Global Logistics - Global Supply Chain, Organizing for Global Logistics, Strategic Issues in Global Logistics; Forces driving Globalization; Modes of Transportation in Global

Logistics; Barriers to Global Logistics, Markets and Competition; Financial Issues in Logistics Performance. Integrated Logistics – Need for Integration; Activity centres in Integrated Logistics. Outsourcing Logistics- Role of Third party logistics provider (3PL), Fourth party Logistics providers (4PL).

Skill Enhancement Practical Exercises-

The learners are required to:

1. Visit any logistics company and study its supply process
2. Interact with movers and packers to identify functions, packaging materials and delivery.
3. Study of functions performed by various managers and employee at various logistics companies.
4. Prepare a questionnaire to measure the satisfaction level of customers.

Suggested Readings-

1. David J. Bloomberg, Stephen Lemay, Logistics, Pearson Education.
2. Donald J. Bowersox, David J. Closs, M. Bixby Cooper, Logistical Management Tata McGraw Hill Publishing Co. Ltd, New Delhi.
3. Donald Waters, Logistics, Palgrave Macmillan, New York.
4. Krishnaveni Muthiah, Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai.
5. Satish C. Ailawadi & Rakesh Singh, Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi.
6. Douglas Lambert, James R Stock, Lisa M. Ellram, Fundamentals of Logistics Management, McGraw-hill/Irwin.
7. Vinod V. Sople, Logistic Management, Pearson Limited.

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

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

Semester II

Course Title- ORGANISATIONAL BEHAVIOUR

Course Code- SLLL RLM 12 03 C 2103

Credit- 3

Course Objective- *To understand individual and group behaviour at work place for improving effectiveness of individual and organisation.*

Learning Outcomes- After completion of the course, students will be able to:

1. Differentiate between various types of personality.
2. Appreciate the applicability of decision-making process in real life situations.
3. Comprehend the level of motivation in employees.
4. Learn how to build a supportive organisational culture.
5. Understand individual, group and organizational behavior, which is essential for better management of an organization.
6. Understand various behavioral aspects affecting the operations of an organization.

Course Contents-

Unit-I:- Organisational Behaviour (OB)- Concept, Nature, and Importance of Organisational Behaviour; Challenges and opportunities of OB; Contributing disciplines of OB. Personality- Concept, Nature, Determinant, Personality types; Theories and applications; Factors influencing personality. Learning- Concept and theories; Case Studies.

Unit-II:- Perception- Concept, Nature, Importance, Perceptual process, Factors influencing perception; Errors in perception. Values- Concept, types of values- Terminal value and Instrumental Value. Attitude- Meaning, Types, Components, attitude formation and attitude change, job related attitudes; Case Studies.

Unit-III:- Motivation- Concept, Importance; Theories of Motivation- Maslow's, Herzberg's, McClelland's; Contemporary theories- Vroom's Expectancy Theory, Equity Theory, Reinforcement Theory; Motivation and organisational effectiveness. Leadership- Concept, Function, Types of leaders and leadership styles; Traits and qualities of effective leader; Theories of Leadership- Trait, Behavioural and Situational; Case Studies.

Unit-IV:- Group Dynamics- Concept, Stages of Group Development; Group Cohesiveness; Formal and Informal Groups; Group Processes and Decision Making; Importance of team work in organizations; Developing team leadership skills. Stress Management- Individual and organisational factors to stress; Prevention and Management of stress; Case Studies.

Skill Enhancement Practical Exercises-

The learners are required to:

1. Assume a case for decision making in business context, write a report and present how they would proceed step by step to arrive at the final decision.
2. Design a questionnaire to measure the level of motivation.
3. Consider role model of a leader and describe the characteristics of that leader.
4. Practice stress management tools including meditation.

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.

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

Semester II

Course Title- BUSINESS ECONOMICS

Course Code- SLLL RLM 12 04 C 2103

Credit- 3

Course 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.*

Learning Outcomes- After the completion of this course, the student would be able:

1. To understand the concept of various principles of business economics.
2. To understand the demand and supply analysis in business applications.
3. To understand the production and cost structure under different stages of production.
4. To analyse the causes and consequences of different market conditions.
5. To integrate the concept of price and output decisions of firms under various market structure.

Course Contents-

Unit-I:- Basic Concepts- Meaning, Nature, Scope of business economics; Role and Responsibilities of Business Economist. Fundamental principles of Business Economics – Incremental Principle, Marginal Principle, Opportunity Cost Principle, Discounting Principle, Concept of time principle, Equi-Marginal Principle. Utility Analysis - Cardinal Utility and Ordinal Utility.

Unit-II:- Demand and Supply Analysis- Meaning of Demand, Determinants of Demand, Kinds of Demand, Demand Function, Demand Curve, Law of Demand, Shift in Demand Curve. Elasticity of Demand - meaning, types and degrees of elasticity of demand. Supply function- individual supply of a product, market supply of a product, determinants of supply, Law of Supply, Factors affecting Supply, Elasticity of supply.

Unit-III:- Production and Cost Analysis: Production Function- Meaning, Short run and Long run Production Function, Law of variable proportions, Law of Returns to Scale. Cost Concept and Analysis- Introduction, Types of Costs, Cost Function, Cost-Output Relationships in the Short Run and Long Run.

Unit-IV:- Market Structure- Perfect and Imperfect Market Structure; Perfect Competition- Features, Determination of Price under Perfect Competition. Monopoly- Features, Determination of Price under Monopoly Competition. Monopolistic competition- Features, Determination of Price under Monopolistic Competition. Oligopoly- Features, Determination of Price under Oligopoly Competition; Kinked Demand Curve.

Skill Enhancement Practical Exercises-

The learners are required to:

1. Apply concept of demand analysis in real life.
2. Study various effects in changes in demand and supply in consumption.
3. Visit local markets and classify firms into various markets.
4. Prepare a production schedule for a hypothetical product under particular condition of demand supply.

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.

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



Semester III



Semester III

Course- STRATEGIC PLANNING IN RETAIL MANAGEMENT

Course Code- SLLL RLM 23 01 C 2103

Credit-3

Course Objective- *This course will explain the importance of strategic planning in successful retail organization and also explain the tasks that a retailer must perform.*

Learning Outcomes- After the completion of this course, the student would be able:

1. To introduce the concept of strategic planning and apply it in retail.
2. To get brief insight about development of retailing and the various strategies used in retail planning.
3. To target customers and analyze various information for achieving various goals.
4. To create strategy regarding store location and trading area.
5. To take decision regarding store design and layout of retail store.

Course Contents-

Unit-I:- Retail Planning and Development- Development of Retailing, Evolution of Modern Retailing, Theories of Retail Development. Concept of Retail Life Cycle. Strategic Retail Planning, Essentials of Retail Strategy, Steps in developing retail strategy; Factors to be considered for Strategic Retail Planning; Growth strategies for Retailers. Building and sustaining relationship in retailing.

Unit-II:- Targeting Customers and Gathering Information- Identifying and understanding consumers; Implications of customers demographics and lifestyles in retailing; Customer need and desires, Shopping attitudes and behaviour; Retailers actions. Environmental factors affecting customers; Information gathering and processing in retailing.

Unit-III:- Choosing Store Location- Importance of Location in Retail; Types of locations; Location based retail strategy, Selection of retail location; Regional analysis; Trading area analysis; Geographic Information system in trading area analysis; Site selection.

Unit-IV:- Store Design and Layout- Meaning, objective, and elements of store design; Store and its image; Areas covers in Store Design. Store Layout- Layout Planning Process, Types of Store Layout; Layout Selection. Space Management- Space Planning Process, Space Mix.

Visual Merchandising and display- Types and Methods of Display, Tools of Visual Merchandising. Case studies.

Skill Enhancement Practical Exercises-

The learners are required to:

1. Analyze retail strategy at various retail stores.
2. Prepare questionnaire to analyze attitudes and behaviour of customers at various retail stores.
3. Target local area market and create strategy regarding store location and trading area.

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.

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

Semester III

Course Title- ACCOUNTING FOR MANAGERS

Course Code- SLLL RLM 23 02 C 2103

Credit-3

Course Objective- *This course is intended to introduce the basic theory, concepts and practice of financial accounting. It includes the preparation of accounting statements with their uses and limitations.*

Learning Outcomes- After the completion of this course, the student would be able:

1. To understand and apply accounting concepts, principles and conventions for their routine monetary transaction.
2. To prepare final account and various financial reports.
3. To analyze, interpret and communicate the information contained in basic financial statements and explain the limitations of such statements.
4. To understand the basic concepts and importance of working capital management.

Course Contents-

Unit I:- Overview of Accounting- Meaning, Scope, and Users of Accounting, Accounting Concepts, Conventions; Book keeping and Accounting; Principles of Accounting, Basic Accounting terminologies, Accounting Equation. Overview to Depreciation (straight line and diminishing method).

Unit II:- Mechanics of Accounting- Double entry system of accounting. journalizing of transactions. Ledger posting and Trial Balance. Preparation of final accounts- Profit & Loss Account, Profit & Loss Appropriation account, and Balance Sheet.

Unit III:- Analysis of financial statement- Ratio Analysis- solvency ratios, profitability ratios, activity ratios, liquidity ratios, market capitalization ratios. Common Size Statement; Comparative Balance Sheet.

Unit IV:- Working Capital- Concepts, types, and Determinants of working capital; methods of calculating Working Capital, Working Capital Financing. Cash Flow Statement- Various cash and non-cash transactions, flow of cash, difference between cash flow and fund flow, preparation of Cash Flow Statement and its analysis. Software Based Managerial Decision

Making (using spreadsheets and Expert System for managers); Enterprise Resource Planning (ERP) and its applications.

Skill Enhancement Practical Exercises-

The learners are required to:

1. Collect and examine the balance sheets of business organizations to study how these are prepared.
2. Examine the accounting policies and revenue recognition policies by collecting necessary data from small business firms.
3. Prepare Trading, Profit & Loss Account and Balance Sheet by collecting necessary data from small business firms.
4. Prepare financial statements manually and using appropriate software.

Suggested Readings-

- 1) Maheshwari S.N & Maheshwari S.K., A text book of Accounting for Management, Vikas Publications.
- 2) Khan and Jain, Financial Management, Tata McGraw Hill.
- 3) Tulsian P.C., Financial Accounting, Pearson.
- 4) Dhamija, Financial Accounting for managers, Prentice Hall.
- 5) Mukherjee, Financial Accounting for Management, TMH.

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

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

Semester III

Course Title- ENVIRONMENTAL STUDIES

Course Code- SLLL RLM 23 03 C 2103

Credit-3

Course Objective- *This paper is aimed at providing a comprehensive knowledge of mechanism of Ecological System.*

Learning Outcomes- At the end of the course, the students will be able to:

1. Differentiate environment & environmental education and discuss various dimensions of it in terms of human life and society.
2. Critically analyze various issues, concerns and threats to environment and interpret different initiatives taken by government to protect them.

Course 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.

Skill Enhancement Practical Exercises-

The learners are required to:

1. Visit to a local area to document environmental assets:-river, forest grass land/hill/mountain.
2. Visit to a local polluted site: Urban/Rural/Industrial/Agricultural.
3. Study of common plants, insects and birds.
4. 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.

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

Semester III

Course Title- BUSINESS ETHICS & CORPORATE GOVERNANCE

Course Code - SLLL RLM 23 04 C 2103

Credit-3

Course Objective- *The basic objective of this course is to understand the ethical dilemmas in business situations and to find out ways to resolve them. This course is also to gain insight into corporate governance practices.*

Learning Outcomes- After the completion of this course, the student would be able:

- 1) To understand the basic concept of business ethics.
- 2) To learn the issues involved in maintaining ethics and how to deal with such situations.
- 3) To learn scope of business ethics in finance, human resources, marketing, and production.
- 4) To understand the importance of CSR in the day-to-day working of organizations.

Course Contents-

Unit-I:- Business Ethics- Definition, Characteristics and Significance; Values and Value Systems; Ethical Theories and Approaches, Causes of Unethical Behavior, Ethical Principles, Levels and Types of Ethical Dilemmas. Business Ethics in Indian Perspective.

Unit-II:- Managing Business Ethics- Ethical Decision-Making Processes and Guidelines; Building an Ethical Value System in the organization; Role of Laws and Enforcement; Training in Business Ethics; business and ecological/ environmental issues in the Indian context.

Unit-III:- Business Ethics & Society- Ethics in Marketing and Industrial Espionage; Ethics in Intellectual Property; Ethics in Production & Operations. Ethics in Accounting, Finance & Investments. Ethics in HRM; Ethics in Information Technology.

Unit-IV:- Overview of Corporate social responsibility (CSR) and Corporate Governance- Evolution, Need for CSR; theoretical perspectives, Corporate citizenship, business practices, strategies for CSR, challenges and implementation. Evolution of corporate governance; Governance practices and regulation, structure and development of boards; Governance ratings; Good corporate governance.

Skill Enhancement Practical Exercises-

The learners are required to:

- 1) Participate in discussion of decision-making situations by presenting scenarios.
- 2) Prepare a questionnaire to measure the importance of different types of values.
- 3) Measure the level of participation of a select company/organisation/group of individuals regarding social responsibility.
- 4) Assess ethical performance of a selected organisation.

References:

1. Hartman Laura P. & Chatterjee Abha, Perspectives in Business Ethics, McGraw Hill.
2. Velasquez, Manuel G., Business Ethics – Concepts and Cases, PHI Publications.
3. Crane Andrew & Matten Dirk, Business Ethics, Oxford University Press, New Delhi.
4. Weiss Joseph W., Business Ethics – Concepts and Cases, Cengage Learning.
5. K.V. Bhanumurthy and Usha Krishna. Politics, Ethics and Social Responsibility of Business. Pearson Education.

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

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



Semester IV



Semester IV

Course Title- ENTREPRENEURSHIP DEVELOPMENT

Course Code- SLLL RLM 24 01 C 2103

Credit- 3

Course Objective- *This course aims to acquire necessary knowledge and skills required for organizing and carrying out entrepreneurial activities, and to understand business situations in which entrepreneurs act.*

Learning Outcomes- After the completion of this course, the student would be able:

1. To provide basic understanding of entrepreneurship concept, types of entrepreneurs, and problems faced by them in the real world.
2. To impart understanding of basic entrepreneurial skills and knowledge, and acquaint them with special forms of entrepreneurial trends.
3. To familiarize students with operational problems faced by entrepreneurs.
4. To provide insights to students on entrepreneurial opportunities, government support services and government policies.

Course Contents-

Unit-I:- Entrepreneurship- Definition of Entrepreneur, Entrepreneurial motivation and barriers; Internal and external factors, Types of entrepreneurs, Theories of entrepreneurship, Classification of entrepreneurship. Creativity and Innovation- Creative Problems Solving; Creative Thinking, Lateral Thinking, Techniques of creative thinking by individuals and groups.

Unit-II:- Creativity and Entrepreneurial Plan- Idea Generation, Screening and Project Identification; Creative Performance. Feasibility Analysis- Economic, Marketing, Financial and Technical; Project Planning, Evaluation, Monitoring and Control; Segmentation, Targeting and Positioning of Product; Role of SIDBI in Project Management.

Unit-III:- Operation Problems- Incubation and Take-off, Problems encountered; Structural, Financial and Managerial Problems; Types of Uncertainty. Marketing Aspects of New Ventures- Developing a Marketing Plan: Customer Analysis, Geographical Analysis, Economical Analysis, Linguistic Analysis, Sales Analysis and Competition Analysis; Market Research; Sales Forecasting; Evaluation.

Unit-IV:- Institutional Support for New Ventures- Supporting organizations, Incentives and facilities; Financial Institutions and Small-scale Industries; Govt. Policies for SSIs Family and non-family entrepreneurs; Role of Professionals; Professionalism vs family entrepreneurs; Role of Woman entrepreneur; Sick industries- Reasons for Sickness, Remedies for Sickness.

Skill Enhancement Practical Exercises-

The learners are required to:

- 1) Discuss various cases of entrepreneurship and distinguish between different entrepreneurial traits.
- 2) Analyse and interpret case study on business philosophy at Tata Group, Aditya Birla Group, Reliance Industries Limited, and similar organisations.
- 3) Analyse and present the key initiatives of Government of India for promoting entrepreneurship in the country for any one business area.
- 4) Develop a business idea and conduct a feasibility analysis of the same.

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.

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

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

Semester IV

Course Title- BUSINESS LAWS

Course Code- SLLL RLM 24 02 C 2103

Credit- 3

Course Objective- *The course aims to give the learners a broad understanding about important aspects of legal environment of business.*

Learning Outcomes- After the completion of the course, the learners will be able to:

1. Examine various aspects of entering into a contract and implications of different types of contract.
2. Interpret the regulation governing the Contract of Sale of Goods.
3. Discuss the laws governing partnership and legal consequences of their transactions and other actions in relation with the partnership, and examine contractual obligations and provisions governing limited liability partnership.
4. Describe the significant provisions of the Competition Act to prevent practices having adverse effect on competition and provisions of the Consumer Protection Act to protect the interest of the consumers.

Contents-

Unit-I:- Indian Contract Act, 1872; Nature of contract and its essentials, Void, valid and voidable contracts, Consent, consideration and its' impact on contract, Agreements in restraint of trade, Performance, breach, revocation and termination of contract.

Unit-II:- Sale of Goods Act, 1930; Nature of sale, conditions and warranties, Performance of contract of sale and right of unpaid seller.

Unit-III:- Indian Partnership Act, 1932; and Limited Liability Partnership Act, 2008; General nature of Partnership, Rights and duties of Partners, Reconstitution of Firm and Registration and dissolution.

Unit-IV:- Competition Act, 2002: Objectives and basic concepts, Consumer, goods, service, Prohibition of anti-competitive agreements, Prohibition of Abuse of Dominant Position; Consumer Protection Act, 2019: Important definitions, Consumer Disputes Redressal Commission, Measures to Prevent Unfair Trade Practices, Offences and Penalties.

Skill Enhancement Practical Exercises-

The learners are required to:

1. Enlist steps involved in execution of contract.
2. Enlist steps involved in agreement to sale.
3. Enlist steps involved in discharge of contract.
4. Enlist measures to prevent unfair trade practices.

Suggested Readings:

1. Bose, D. C.. Business Law. New Delhi: PHI Limited.
2. Chopra, R. K. . Business Laws. New Delhi: Himalaya Publishing House.
3. Kuchhal, M. C., & Kuchhal, V. Business Laws. New Delhi: Vikas Publishing.
4. Singh, A. . Business Law. Delhi: Eastern Book Company.

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

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

Semester IV

Course Title- HUMAN RESOURCE MANAGEMENT

Course Code- SLLL RLM 24 03 C 2103

Credit- 3

Course Objective- *The course is designed to develop competencies and knowledge of students to become Human resource management professionals.*

Learning Outcomes: After completion of the course, students will be able to:

1. Apply the basic knowledge of human resource management in the real-life situation.
2. Enhance their ability and professional skills.
3. Develop necessary skills to prepare an HR policy to enable the employees to attain work life balance.
4. Have an understanding and use of different kinds of training and development strategies in real life scenarios.
5. Understand various dimensions of performance appraisal and job evaluation.

Course Contents-

Unit-I:- Introduction to Human resource management (HRM)- Concept, Nature, objectives and functions; Difference between HRM and Personnel Management; Role, status and competencies of HR manager; HR policies; Evolution and Emerging challenges of HRM- Workforce diversity, empowerment, downsizing, VRS, work life balance; Case studies.

Unit-II:- Acquisition of Human Resource- Human Resource Planning: Objectives of HR Planning, HR Planning at different Planning Levels, Process of HR Planning. Job analysis- Job description and Job specification. Recruitment- concept, objectives and sources; Problems and factors governing recruitment. Selection- concept and process, methods of selection, Essentials of Selection Procedure; Placement, induction and socialization; Retention; Case studies.

Unit-III:- Training and Development- Concept, purpose, importance, and process of training and development; Role specific and competency-based training; On the Job Training, Off the Job Training; Training process outsourcing. Job changes- Transfers and promotions, Job Rotation. Career Planning & Career Development- Need for Career Planning; Career Development, Suggestions for Effective Career Development; Case studies.

Unit-IV:- Performance Appraisal- Nature, objectives, process and use of Performance Appraisal; Methods of performance appraisal; Employee counseling. Compensation Management- Concept and policies; Base and supplementary compensation; Individual, group and organization incentive plans; Fringe benefits. Job Evaluation- Process, Techniques and Advantages of Job evaluation; Case studies.

Skill Enhancement Practical Exercises-

The learners are required to:

- 1) Participate in simulation activity on Work Life Balance in class and prepare a report of their analysis.
- 2) Conduct job analysis for any two positions in a select organisation and present the report of the same.
- 3) Design an induction programme and perform role play for select organisations.
- 4) Understand applicability of different kinds of training and development strategies used by various companies in real life scenarios.
- 5) Draft incentive schemes for different job roles in select organization.

Suggested Readings-

1. Dessler, G., & Varkkey, B., Human Resource Management. New Delhi: Pearson Education.
2. Mondy, A. W., & Noe, R. M., Human Resource Management. London: Pearson.
3. Satrapi, K., Human Resource Management. New Delhi: Tata McGraw-Hill.
4. Decenzo, D. A., & Robbins, S. P., Fundamentals of Human Resource Management. New Jersey: Wiley.
5. French, W. L., Human Resource Management. Boston: Houghton Mifflin.

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

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

Semester IV

Course Title- E-COMMERCE

Course Code- SLLL RLM 24 04 C 2103

Credit- 3

Course Objective- *This course helps in enabling students to know the mechanism for conducting business through electronic means.*

Learning Outcomes- After the completion of this course, the student will be able to:

- 1) Understand the basic concepts and terminologies used in the field of E-Commerce.
- 2) Understand the concept of E-Business Model.
- 3) Understand the concepts of E-Marketing and analyse the impact of E-Commerce on markets.
- 4) Understand E-commerce legal framework.
- 5) Be aware of the security issues of electronic payment systems.

Course Contents-

Unit-I:- Fundamentals of E-Commerce- Definition, Features, Need and factors affecting E-Commerce; Interdisciplinary Nature and Benefits, Opportunities, Cautions and Concerns of E-Commerce; E-Business Models- Business to Consumer (B2C), Business to Business (B2B), Consumer to Consumer (C2C), Consumer to Business (C2B).

Unit-II:- E-Marketing- Impact of E-commerce on markets; Marketing issues in E-Marketing; Online Marketing, E-advertising, E-Branding. E-Commerce in Retail Industry; Changing Retail Industry Dynamics, Buying Process in Online Retailing Environment, Some Myths of Online Retailing, Management Challenges in Online Retailing.

Unit-III:- Legal Framework for E-Commerce- Concept of Legal Framework for E-Commerce; Rights and Obligations in the world of E-Commerce; Copyrights, Defamation, Privacy, Contracts, Taxation, Signing a contract Electronically; Domain name and Registration.

Unit-IV:- Electronic Payment Systems- Types, Dimensions, and Security requirements in E-Payment System; Traditional vs E-Payment System; E-Payment Systems and Consumer Empowerment; Desirable Properties of Digital Currency, Managerial Issues in E-Payment Systems, Future of E-Payment Systems.

Skill Enhancement Practical Exercises-

The learners are required to:

- 1) Help aged people and others to learn the use of e-wallet, e-payment, digital signatures.
Prepare a report on the skills used by them to help others learn.
- 2) Use the internet banking facility to buy a product from any online retail store.
- 3) Open internet banking account and operate it.
- 4) Create their own YouTube channel and post one video on benefits of digital payment system in current scenario.

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.

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



Semester V



Semester V

Course Title- ADVERTISEMENT AND SALES PROMOTION

Course Code- SLLL RLM 35 01 C 2103

Credit- 3

Course Objective- *The course aims to teach the basics of advertising and sales promotion as promotional tools in marketing and to develop a customer-oriented attitude for designing advertising and promotional messages.*

Learning Outcomes- After the completion of this course, the student will be able to:

- 1) Identify communication objectives behind advertising and promotions.
- 2) Explain various advertising and media elements in the advertising decisions.
- 3) Identify the ethical and legal issues of advertising.
- 4) Comprehend the importance and role of sales promotion.
- 5) Explain national and international promotion strategies.

Course 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.

Skill Enhancement Practical Exercises-

The learners are required to:

1. Perform a content analysis of various advertising campaigns to:
 - a. Identify objective of an advertisement forming part of an advertising campaign.
 - b. Find out the target audience of a campaign.
 - c. Prepare a report on various media options used in a campaign.
 - d. Prepare a report on message strategy and copy elements used in the campaign.
2. Identify various CRM tools used by the sales people in the context of a given selling situation.

Suggested Readings-

1. Shah, K., & D'Souza, A., Advertising and Promotions: An IMC Perspective. New Delhi: Tata McGraw Hill Publishing Company Limited..
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.

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

Semester V

Course Title- NEW VENTURE PLANNING AND MANAGEMENT

Course Code- SLLL RLM 35 02 C 2103

Credit- 3

Course Objective- *The course aims to give knowledge to learners regarding different aspects of setting up a new business.*

Learning Outcomes- After completion of the course, students will be able to:

1. Generate a business idea using different techniques and describe sources of innovative ideas.
2. Evaluate advantages of acquiring an ongoing venture with a case study.
3. Present a comparative analysis of various government schemes which are suitable for the business idea.
4. Develop a marketing plan for a business idea.
5. Prepare and present a well-conceived business plan.

Course Contents-

Unit-I:- Starting New Ventures- Meaning, and features of New Venture, Opportunity identification, The search for new ideas, Source of innovative ideas, Techniques for generating ideas. The pathways to New Ventures for Entrepreneurs, Creating New Ventures, Acquiring an established Venture- Advantages of acquiring an ongoing Venture, Evaluation of key issues. Franchising- How a Franchise works, Franchise law, Evaluating the franchising opportunities.

Unit-II:- Legal Challenges in Setting up Business- Intellectual Property Protection: Patents, Trademarks, and Copyrights; Requirements and Procedure for filing a Patent, Trademark, and Copyright; Legal acts governing businesses in India; Identifying Form of Organisation and their procedures and compliances.

Unit-III:- Search for Entrepreneurial Capital- Meaning, Venture Capital Market; Criteria for evaluating New Venture Proposals. Financing stages; Alternate Sources of Financing for Indian Entrepreneurs; Bank Funding; Government Policy Packages; State Financial Corporations (SFCs); Business Incubators and Facilitators; Informal risk capital; Angel Investors.

Unit-IV:- Business Plan Preparation for New Ventures- Concept of Business Plan, Pitfalls to Avoid in Business Plan, Benefits of a Business Plan, Developing a Well-Conceived Business Plan; Elements of a Business Plan- Executive Summary. Government schemes for new ventures like: Startup India, Stand Up India, Make in India, etc.

Skill Enhancement Practical Exercises-

The learners are required to:

1. Generate a business idea using different techniques and describe sources of innovative ideas.
2. Evaluate advantages of acquiring an ongoing venture with a case study.
3. Present an idea which can have IPR like patents along with comparative analysis of patents already granted in similar field.
4. Present a comparative analysis of various government schemes which are suitable for the business idea.
5. Prepare and present a well-conceived business plan.

Suggested Readings-

1. Allen, K. R., *Launching New Ventures: An Entrepreneurial Approach*. Boston: Cengage Learning.
2. Barringer, B.R., & Ireland, R.D., *Entrepreneurship: Successfully Launching New Ventures*. London: Pearson.
3. Kuratko, D.F., & Rao, T.V., *Entrepreneurship: A South-Asian Perspective*. Boston: Cengage Learning.

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

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

Semester V

Course Title- INTRODUCTORY STATISTICS FOR BUSINESS

Course Code- SLLL RLM 35 03 C 2103

Credit- 3

Course Objective- *This course aims at aiding the students in reaching a level of increased competence in business statistics and expands understanding of the applications of statistical concepts in business.*

Learning Outcomes- After the completion of this course, the student will be able:

1. To develop basic skills for quantitative application in business situations.
2. To develop ability to deal with numerical and quantitative issues in business.
3. To impart knowledge about statistical tools and its applications to build skills for statistical inference of business data.
4. To interpret the relevance of statistical findings for business problem solving and decision making.

Course Contents-

Unit-I:- Introduction to Statistics- Origin of Statistics, Meaning of Statistics, Types of Statistics, Characteristics of Statistics, Statistics a Science or An Art, Applications of Statistics, Role of Statistics, Importance of Statistics, Limitations of Statistics.

Unit-II:- Measures of Central Tendency- Meaning and definition, Properties of good measures of central tendency; Types of average- Arithmetic Mean, Median, Mode, Quartile, Decile, Percentile. Measures of Dispersion- Meaning and definition; Methods of measuring dispersion- Range, Interquartile Range, Quartile Deviation, Mean Deviation, Standard Deviation, Variance, Coefficient of Variance.

Unit-III:- Simple and Linear Correlation analysis: Meaning, Measurement (Karl Pearson's coefficient and Spearman's Rank correlation) and Properties. Simple and Linear Regression Analysis- Regression equations and estimation; properties of Regression coefficients; Relationship between correlation and regression.

Unit-IV:- Time Series- Components; additive and multiplicative models; Trend analysis moving averages and method of least squares (linear trend). Application of MS EXCEL-

creating a workbook, saving a workbook, editing a workbook, creating a series, use of basic formulae in Excel, use of functions in Excel, sorting data, creating simple charts.

Skill Enhancement Practical Exercises-

The learners are required to:

1. Use commonly used statistical packages to apply various statistical tools to a data set available through secondary sources.
2. Make use of computer aided software packages and prepare the practical graphical presentation, frequency charts etc.
3. Prepare a Spreadsheet document with any hypothesized data and perform all the above functions therein.

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. Siegel Andrew F. Practical Business Statistics. McGraw Hill Education.
4. Vohra, N. D. Business Statistics. Tata McGraw Hill Publishing Company, New Delhi.
5. Frye, C. Microsoft Excel 2016 Step by Step: MS Excel 2016 Step by Step, Microsoft Press.

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

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

Semester V

Course Title- SOFT SKILLS & PERSONALITY DEVELOPMENT

Course Code- SLLL RLM 35 04 C 2103

Credit- 3

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

Learning Outcomes- After completion of the course, students will be able to:

1. Know various forms of personality types, interaction skills.
2. Comprehend group discussion techniques with debate and extempore.
3. Make business presentation.
4. Understand various decision-making skills for successful business.
5. Design resume building for job interview.

Course 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, Impromptu Talks. Soft Skills- Concepts and importance of Soft Skills; Determinants of soft skills; Difference between hard and soft skill.

Unit-II:- Business Etiquettes- Meaning, Body language gestures, Etiquette of the written word; Etiquette of the telephone; Handling business meetings, Role play on selected topics with case analysis and real life experiences. Introduction to group discussion techniques with debate and extempore. Audio Video recording and dialogue sessions on current topics related to economy, education system, environment, and politics.

Unit-III:- Making a Business Presentation- Oral Presentation, Importance, Characteristics, Visual aids, Presentation Plan; Power point presentation- making a presentation, various presentation tools along with guidelines of effective presentation, boredom factors in presentation and how to overcome them, interactive presentation & presentation as part of a job interview, art of effective listening. Leadership- quality of a leader, leadership quiz with case study, knowing your skills and abilities.

Unit-IV:- Other Aspects of Personality Development- Problem-solving, Decision-making skills, Character building, Team-work, Time management, Work ethics, Good manners and etiquette, Resume building, Facing the Personal (HR & Technical) Interview, Checklist for preparing for an interview, Mock Interview Sessions.

Skill Enhancement Practical Exercises-

The learners are required to:

1. Participate in group discussion on contemporary topics of society.
2. Role play on selected topics with case analysis and real life experiences.
3. Prepare checklist for preparing for an interview.
4. Leadership quiz with case study.
5. Identify leadership qualities of a leader of selected organizations.

Suggested Readings-

1. Khera, Shiv. You Can Win: A Step by Step Tool For Top Achievers. Macmillan India Limited, New Delhi.
2. Courtland L. Bovee, John V. Thil, Business Communication Today, Pearson.
3. E. H. McGraw, S. J., Basic Managerial Skills for All. Prentice Hall of India Pvt. Ltd., New Delhi.
4. Lesikar, R.V. & Flatley, M.E., Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.
5. Locker and Kaczmarek, Business Communication: Building Critical Skills, Tata McGraw Hill Publishing Company Ltd.

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

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



Semester VI



Semester VI

Course Title- DIGITAL MARKETING

Course Code- SLLL RLM 36 01 C 2103

Credit- 3

Course Objective- *This course aims to provide knowledge about the concepts, tools, techniques, and relevance of digital marketing in the present changing scenario.*

Learning Outcomes- After the completion of this course, the student will be able:

1. To understand the concept of Digital marketing & E-commerce in today's scenario.
2. To understand the importance of SEO and Email Marketing in today's modern world.
3. To understand the functioning and importance of Social Media Marketing via various platforms.
4. To understand various analytics tools of online marketing.

Course Contents-

Unit-I:- Introduction to Digital Marketing & Website and Blog Development- Digital Marketing and its Significance, and Process; Traditional Vs Digital Marketing; The contemporary digital revolution, digital transformation framework. Types of websites, Keywords, Understanding Domain and Webhosting, Building Website/Blog using CMS WordPress, Using WordPress Plug-ins. Blog Creation- Including Headlines, Links, Posts.

Unit-II:- SEO & Email-Marketing- Introduction to SEO; SEO Keyword Planner Tools; On Page SEO Techniques- Indexing and Key Word Placement, Content Planning & Optimization, Display Advertising, Various SEO Plug-in, Off-Page SEO Techniques; Email Marketing- Introduction and Significance, campaigns using Mail Chimp; Email Marketing Strategy and Monitoring.

Unit-III:- SEM & Social Media Marketing- Introduction to SEM, Mobile Marketing, Video Marketing on YouTube. Introduction to Social Media Marketing- Facebook, Instagram, Linked-in, Twitter, Google G Suit and online marketing campaigns on these Social Media platforms. Content Marketing, Content creation process, Influencer marketing.

Unit-IV:- Using Marketing Strategies & Analytics Tools- Understanding Digital marketing Strategies, Using Marketing analytics tools to segment, target, position; Online PR and reputation management, Digital Marketing Strategies and its ROI.

Skill Enhancement Practical Exercises-

The learners are required to:

1. Prepare a report on the difference between the popularity of any brand using both digital advertising as well as traditional advertising tools; versus any one brand still focusing most of funds on traditional advertising tools.
2. Create a hypothetical advertising tools using Google Ads.
3. Prepare a report on all the possible sources of digital marketing like, Facebook, Instagram, etc.

Suggested Readings:

1. Chaffey, D., Chadwick, F. E., Johnston, K., & Mayer, R., Internet Marketing: Strategy, Implementation, and Practice. New Jersey: Pearson Hall.
2. Frost, R. D., Fox, A., & Strauss, J., E- Marketing. Abingdon: Routledge.
3. Gupta, S., Digital Marketing. Delhi: Tata McGraw Hill Education.
4. Charlesworth, A., Digital Marketing: A Practical Approach. Abingdon: Routledge.
5. Tasner, M., Marketing in the Moment: The Digital Marketing Guide to generating more sales and reaching your customer first. London: Pearson.

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

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

Semester VI

Course Title- WAREHOUSE MANAGEMENT

Course Code- SLLL RLM 36 02 C 2103

Credit- 3

Course Objective- *The course aims to give knowledge to learners regarding different aspects of warehouse management systems.*

Learning Outcomes- After completion of the course, students will be able to:

1. Get knowledge of warehousing.
2. Learn overview of warehouse management systems.
3. Learn basic understanding of warehousing operations.
4. Learn an understanding of material handling equipments
5. Achieve proficiency in analyzing performance measures of Material Handling Systems.

Course Contents-

Unit-I:- Introduction to Warehousing- Concept, Need for warehousing, Evolution of warehousing from store to warehouse; warehouse operations, Issues affecting warehousing, Various warehousing facilities, Different types of warehouses, Characteristics of ideal warehouses, process of receiving and put away, principle of storing goods & various storing methods, process of order picking and order creation, significance of packaging, documents required for issuing goods; Case Studies.

Unit-II:- Strategic Warehousing- Meaning & benefits of Strategic Warehousing. Warehouse Design- Elements & Principle of Warehouse Design, factors of warehouse design. Warehouse Location- its benefits & Significance of Warehouse in supply chain management. Warehouse Management Systems- Introduction, and importance, Case Studies.

Unit-III:- Warehousing Operations- inbound process, outbound process; Functions of Warehouse- break-bulk, cross docking, order mixing. Material Handling equipments (MHEs) in warehouse, legal requirements for ensuring a safe workplace; Case Studies.

Unit-IV:- The Principles and Performance Measures of Material Handling Systems- Introduction, Vehicle travel path (time), Handling time, vehicle utilization, congestion, Effective performance systems, Fundamentals of various types of material handling systems,

automated storage and retrieval systems, Bar coding technology and applications RFID technology.

Skill Enhancement Practical Exercises-

The learners are required to:

1. Prepare the list of documents required for issuing goods.
2. Visit a logistics company to understand about the process of order picking and order creation.
3. Identify best warehouse location required for effective supply chain management.
4. Prepare the list of legal requirements for ensuring a safe workplace.
5. Identify different types of RFID and their uses in different organizations.

Suggested Readings-

1. Gopalakrishna, P. and Shandilya M.S., Stores Management and Logistics. S. Chand & Co.
2. Martin Christopher, Logistics – The Strategic Issues, Chapman & Hall.
3. Martin Christopher, Logistics and Supply Chain Management. Pearson education.
4. Raghuram G., Logistics and Supply Chain Management. MacMillan.

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

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

Course Title - PROJECT REPORT

Course Code- SLLL RLM 36 03 C 0336

Credit- 6

Course Objective

1. To prepare a project report on any market/ business related topic.
2. To understand importance and relevance of topic, its feasibilities and detail descriptions.

In sixth semester, the students are required to take one topic related to the market/ business as per his/her interest for study and prepare a project report. The report will be prepared individually. The report will be evaluated by one external examiner appointed by university.

Learning Outcomes- After the completion of the course, the learners will be able to:

1. Gain in depth knowledge on market/ business related topic in form of a project report.
2. Apply innovative idea, its feasibilities and detail descriptions.



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