

# **BBA in Retail Operations**

**(A Three-Year Degree Apprenticeship Program)**



**<<Applicable for Colleges in remote locations where the apprenticeship is provided during IV AND OR V and VI Semester>>**

## **Program Overview**

India is going to have the largest working age population in the world by 2030, but gainful employment for general stream students is a major challenge. Improving the employability of these students requires a new vision with curricula support for employment. Apprenticeship has a prominent role to play in equipping students across higher education, with industry relevant skills. This is one of the most effective ways to develop skilled manpower for the country. It provides industry based, practice oriented and outcome-based learning, enabling students to demonstrate professional abilities for potential employment and growth.

BBA in Retail Operations is an Undergraduate three-year undergraduate apprenticeship embedded program designed by Retailers Association's Skill Council of India (RASCI) consisting of six semesters. The program is a judicious mix of professional education in the form of apprenticeship along with general and Retail operations management education on the principles of dual learning methodology.

BBA in Retail Operations is an Apprenticeship Embedded Degree Programme (AEDP) curated in consultation with experts from Industry and Academia. The curriculum is dovetailed with the general management subjects taught under any undergraduate management programme whilst necessary skill training that is required to perform supervisory role in Modern Retail Store Operations is embedded in the form of apprenticeship/ on-the-job training (OJT). On The Job training will be delivered in the live retail business environments under the guidance, training and coaching from the managers of various Retail Industry Partners of RASCI. Thereby, the AEDP programme is designed to achieve hybrid outcomes to pave a well guided path for a fresh graduate to obtain supervisory position after completion of the three-year degree programmewhilst fast tracking her/ his career progression.

# BBA RETAIL OPERATIONS BATCH (2023-2026)

## SCHEME OF INSTRUCTION FOR BBA (Retail Operations)

### I YEAR

#### SEMESTER-I

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
ELS1	Languages (if Applicable)	3	3	3Hrs	80 U+20I
DSC101	Introduction to Retail Operations	4	4	3Hrs	80 U+20I
DSC102	In Store Cashiering and Merchandising Operations-I	4	4	3Hrs	80 U+20I
DSC103	Business Communication Skill	4	4	3Hrs	80 U+20I
DSC104	Retail Business Environment	4	4	3Hrs	80 U+20I
DSC105	In Store Cashiering and Merchandising Operations-II	4	4	3Hrs	80 U+20I
ELS2	English-2	3	3	3Hrs	80 U+20I
		<b>26</b>	<b>26</b>		

**AA \*Apprenticeship Assessment conducted by Industry SK\***  
Skill Test conducted by college

#### SEMESTER-II

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
ELS3	Languages (if Applicable)	3	3	3Hrs	80 U+20I
DSC201	Managerial Economics	4	4	3Hrs	80 U+20I
DSC202	Sales Management	4	4	3Hrs	80 U+20I
DSC 203	Customer Relationship Management	4	4	3 Hrs	80 U + 20 I
ELS4	English-4	3	3	3Hrs	80 U+20I
DSC204	Fundamentals of Financial & Cost Accounting	4	4	3Hrs	80 U+20I
DSE205	Store Operations Management	4	4	1½Hrs	80U + 20I
		<b>26</b>	<b>26</b>		

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**YEAR II**

**SEMESTER-III**

Course Code	CourseTitle	HPW	Credits	Duration ofExaminati on	Maximum Marks
<b>DSC 301</b>	Enterprise Resource Planning(ERP)	4	4	3Hrs	80 U+20I
<b>DSC 302</b>	FMCG/FMCD Sales&Distribution	4	4	3Hrs	80 U+20I
<b>DSC 303</b>	Non-StoreRetailing	4	4	3Hrs	80 U+20I
<b>ELS 5</b>	English(FirstLanguage) –5	3	3	3Hrs	80 U+20I
<b>DSE 304</b>	Logistics and Supply ChainManagement	4	4	3Hrs	80 U +200I
<b>DSE 305</b>	TeamManagement–I	4	4	3Hrs	80 U+20I
<b>ELS 6</b>	English(FirstLanguage) –6	3	3	3Hrs	80 U+20I
<b>DSE 306</b>	TeamManagement–II	4	4	3Hrs	80 U+20I
	<b>Project work:</b>				
<b>OJT-301</b>	DistributorSalesman-ProjectWork (30Hours)(RAS/Q0604)	-	1		Grade
<b>OJT-302</b>	Seller Activation Executive(30 Hours Project work)RAS/Q0105)	-	1		Grade
		<b>30</b>	<b>32</b>		

**AA\*ApprenticeshipAssessmentconductbyIndustrySK\***  
**SkillTest conduct by college**

**SEMESTER-IV**

Course Code	CourseTitle	HPW	Credits	Duration ofExaminati on	MaximumMarks
<b>DSC – 401</b>	Business Organisations and Management	4	4	3Hrs	80 U+20I
<b>DSC – 402</b>	Principles of Marketing	4	4	3Hrs	80 U+20I
<b>DSC – 403</b>	Social Media Marketing and Advertising	4	4	3Hrs	80 U+20I
<b>DSE – 404</b>	Inventory and Budget Management	4	4	3Hrs	80 U+20I
<b>DSE – 405</b>	Retail Entrepreneurship	4	4	3Hrs	80 U+20I
<b>DSE – 406</b>	Sustainable Work Practices in Retail Operations	4	4	3Hrs	80 U+20I
	<b>Total</b>	<b>24</b>	<b>24</b>		

**AA\*ApprenticeshipAssessmentconductbyIndustrySK\***  
**SkillTest conduct by College**

**YEAR III**

**SEMESTER-V**

<b>Course Code</b>	<b>CourseTitle</b>	<b>HPW</b>	<b>Credits</b>	<b>Duration ofExamination</b>	<b>Maximum Marks</b>
<b>OJT-501</b>	Apprenticeship in Store Operations	42	21	3Hrs	70AA*+ 30SK*
		<b>42</b>	<b>21</b>		

**AA\*ApprenticeshipAssessmentconductbyIndustryS**

**K\* SkillTest conduct by College**

**SEMESTER-VI**

<b>Course Code</b>	<b>CourseTitle</b>	<b>HPW</b>	<b>Credits</b>	<b>Duration ofExamination</b>	<b>Maximum Marks</b>
<b>OJT-601</b>	Apprenticeship in Store Operations	42	21	3Hrs	70AA*+ 30SK*
		<b>42</b>	<b>21</b>		

**AA\*ApprenticeshipAssessmentconductbyIndustryS**

**K\* SkillTest conduct by College**

### SYSTEMS(CBCS)IN BBA PROGRAMME

Sl.No	CourseCategory	No. ofCourses	Credits Per Course	Credits
1	Languages (If Applicable)	6	3	18
2	DisciplineSpecificCore-DSC	12	4	48
3	Discipline SpecificElective(DSE)Course	4	4	16
4	OJT	4	(10X2) + (20X1) + (26X1)	66
5	OJTProject	2	1	2
<b>Total</b>				<b>150</b>

**Note:**

1. ITlab will be evaluated through a practical exam.
2. At the end of third year there will be a comprehensive viva-voce on all subjects studied & project undertaken during sixth semester and evaluation of project report.
3. Grades are awarded to both the project viva-voce and project report as per University Norms.
4. Colleges are instructed to have tutorial/ practical for every subject through group/individual student presentations, assignments, mini projects etc. and make the curriculum more student centric as per the latest guidelines of UGC.

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# **Semester-I**

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## DSC 101- Introduction To Retail Operations

**Credits: 4**

**Subject Code:**

**Hours: 60**

Sr.No.	Course Objectives
1	To recognise the structure & functioning of retail sector.
2	To evaluate the process of retail store operations.
3	To infer the processes associated with retail store practices.
Sr.No.	Course Outcome
1	The students will be able to comprehend the process, procedures of Retail Sector.
2	The students will be able to relate the systems & protocols of retail store operations.
3	The students will be able to deconstruct the procedures of retail store practices.

<b>Unit 1</b>	<b>Introduction to Retail &amp; Product Displays:</b>
	Retail - Traditional and Modern Retail in India - Retail Formats - Modern Retailing, organogram of a Modern Retail organisation under all sub-sectors of retail - Retail Supply Chain, setting up Product Displays: - Displaying Products on the Shelf - Labelling the product displays
<b>Unit II</b>	<b>Preparing Products for Sale &amp; Customer Assistance</b>
	Different Store layouts - Grid, Angular, Racetrack, Free Flow etc., Fixtures Used in Preparing Products for Sale - Maintenance and Usage of Fixtures - Planogram - Putting Products for Sale - Putting Products Together for Sale Customer Assistance: Qualities Required of a Trainee Associate and Various Customer Styles
<b>Unit III</b>	<b>Resolving Customer Complaints &amp; Promoting Loyalty Memberships</b>
	Customer Complaint Handling Process - Modes and Sources of Customer Complaints Promoting Loyalty Memberships: Loyalty Scheme Basics - Building Loyalty Memberships
<b>Unit-IV</b>	<b>Maintaining Store Security</b>
	The various types of security risks at the store - Identify and report the security risks to the concerned higher authorities - appropriate methods to handle the security risks that fall within the purview of self-authority - the impact of not following statutory guidelines with respect to store safety and security. Types of security risk that can arise in your workplace - the authority and responsibility while dealing with security risks, including legal rights and duties - the approved procedure and techniques for protecting personal safety when security risks arise

### Reference Book:

1. Introduction of Retail operations by RASCI publication
2. In store cashier and Merchandising by RASCI publication
3. Bajaj C, Tuli R. Shrivastava N.V. (2010) Retail Management, Oxford University Press.
4. K.V.S. Madaan, (2009) Fundamental of Retailing, Tata MC Graw Hill.
5. Michael Levy, Barton Weitz, Ajay Pandit (2017) Retailing Management, Tata McGraw Hill.
6. Piyush Kumar Sinha and Dwarika Prasad Uniyal (2018) Managing Retailing 3rd edition, Oxford University Press (OUP)



## DSC 102- In Store Cashiering & Merchandising Operations – I

**Credits: 4**

**Subject Code:**

**Hours: 60**

Sr.No.	Course Objectives
1	To comprehend the sales & marketing practices at retail stores.
2	To identify the system associated with stock management.
3	To interpret the process of merchandising & other auxiliary functions.
Sr.No.	Course Outcomes
1	The Learners will be able to demonstrate prompt practices at retail stores.
2	The learners will be able to assimilate the knowledge into practice of maintaining, inventory, warehousing, etc.
3	The Learners will be able to demonstrate practical knowledge associated with Visual Merchandising.

Unit-I	Service Cash Point/POS
	<p>Cash Points/POS- Purpose of POS- Cash points POS set up-Counterfeit payments- Different types of credit and debit cards that are accepted in the stores - Process of handling credit and debit card transactions -Process of handling other cash equivalents, discounts, refunds, fractions and currency conversions - Procedure of authorizing payments -Cash point security procedures -Process of resolving the problems that can occur in routine cash point operations and transactions -Procedures of handling customers and complaints at the POS.</p> <p>Meaning of age restricted products - Policies and procedures to be followed while selling age restricted products - Policies and procedures for refusing sale of age-restricted products- Documents that can be accepted as proof of age -Impact of not collecting prescribed proof of age - Impact of selling age restricted products to under-aged customer</p>
Unit-II	Processing Customer Orders and Exchanges
	<p>Procedures of processing customer orders - Identify and resolve problems while processing customer orders - - the importance of protecting confidentiality of the customer information - - procedures for validating customer credit limits - Process part exchange of goods/ products for the customers-</p> <p>Processing Part Exchange Sale Transactions: Need for a Customer to Part Exchange the Products Need for a customer to part exchange the products- Terms and conditions of sale for items that the store exchanges -Process of checking ownership of the items produced for part exchange • Consequences of not checking the ownership of the items.</p>
Unit-III	Processing Customer Payments and Goods Return
	<p>Procedures for processing cash and credit transactions - the impact of statutory guidelines and obligations of a retailer in relation to credits - Resolve customer concerns related to pricing of products - the procedures to accept and record the product/ goods returned by the customers.</p> <p>The need to process cash and credit transactions - the risks to the company of offering credit to customers - company guidelines for setting customer credit limits -the process of checking customer accounts effectively -- the process to identify overdue payments and customers who have gone over their credit limits.</p> <p>The reasons customers might have for returning goods - the need to process returned goods - the policies and procedures for replacements and refunds, including proof of purchase - authority of the cashier to agree to replacements and refunds - the charges that apply to the customers if company is not at fault - the steps involved in processing returns of goods - the process to find the replacement goods.</p>
Unit-IV	Health and Safety in Retail Sector

	Identify the importance of health and safety in the store - the safety risks, hazards and the accidents that occur in the store - e the safety practices followed in the store - - the importance of housekeeping - the procedures for dealing with emergencies.
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**Reference Books:**

1. Introduction of Retail operations by RASCI publication
2. In store cashier and Merchandising by RASCI publication
3. Swati Bhalla & AnuraagSingha , Visual Merchandising
4. Robert Colborne, Visual Merchandising: The Business of Merchandise Presentation
5. Paul J. Russell, Field Visual Merchandising Strategy: Developing a National In-store Strategy Using a Merchandising Service Organization

## DSC 103- Business Communication Skill

**Credits: 4**

**Subject Code:**

**Hours: 60**

Sr.No.	Course Objectives
1	To make the learners competent better employment opportunity & also acquire self employment skill.
2	To augment professional skills for the betterment of smooth communication at the workplace.
3	To explain various aspects of effective communication by emphasizing on the concept & theories of communication.
Sr.No.	Course Outcomes
1	The learner will be able to apply communication skills with proficiency.
2	The learners will be well equipped with effective communication skills within a professional skill.
3	The learners will be able to understand various nuances of communication to a greater extent.

<b>Unit-1</b>	<b>Effective Communication</b>
	Principles of effective communication - the reasons for barriers in communication - the solutions to typical communication barriers - the importance of effective listening skills - elements of effective verbal communication skills - when asking questions, providing and receiving information.
<b>Unit-1I</b>	<b>Professional Skills</b>
	The need for professional skills - the elements of professional skills required at the workplace - features and benefits of the elements of professional skills - the methods to practice the professional skills at workplace - Decision Making - Critical thinking - Interpersonal Skills - Personal presentation and grooming etiquette - the importance/significance of communication skills in personal and professional life.
<b>Unit-III</b>	<b>Introduction to Business Communication Skills</b>
	The need for business communication - the methods to practice Business communication skills at the workplace. Writing Skills - Resume & job application writing, email writing, letters of communication to different stakeholders / inter departments, preparing proposals and quotations, raising complaints, replies to complaints.
<b>Unit-1V</b>	<b>Meetings &amp; Report Writing</b>
	Meetings - Plan, Prepare, Organise, Conduct & Report. (Online & Physical meetings) Report writing - business reports, project reports - Reading Skills: - Report Reading - analyze business reports, proposals - Oral Communication - one to one, one to many, delivering business presentations.

### Reference Books:

1. Shwom, B., & Snyder, L. G. (2016). Business communication: Polishing your professional presence (3rd ed.). Boston: Pearson
2. Business Communication, Raman - Prakash, Oxford
3. The Oxford Handbook of Commercial Correspondence, Ashley A, Oxford Business Communication for Managers: An Advanced Approach, Penrose, Thomson
4. Business Communication, Krizan, Thomson, 5. Understanding Human Communication, 9/e, Adler R Oxford

## DSC 104 -Retail Business Environment

**Credits: 4**

**Subject Code:**

**Hours: 60**

Sr.No.	Couse Objectives
1	To help the learners interpret various business environments.
2	To apply the various regulatory framework.
3	To interpret the various sales & marketing aspects of managing retail.
Sr.No.	Couse Outcomes
1	The learners will be able to comprehend know how of the business environment.
2	The learner will be able to operate the framework for effective retailing.
3	The learner will be able to predict various sales & marketing strategy for retail.

Unit-I	Introduction to Business Environment
	Nature and Significance of Business Environment-Types of Business Environment Environmental Analysis-Process, Importance and Limitations- Environmental Factors affecting Business Decisions-Techniques of Environmental analysis- SWOC/SWOT, PESTLE, QUEST-Business organisations and their goals. Retail Marketing Environment in India.
Unit-II	Retail sector in India
	<b>Retail sector in India:</b> Evolution of retail-Factors leading to growth of retail in India -Role of International retailing and international players in retail sector-FDI and its impact on retail sector-Organized & Unorganized retail.
Unit-III	Subsector of retail
	Brick Mortar Stores-FMCG/Dsales & Distribution-E-Commerce/E-retailing-Direct sales- Features of B2B and B2C business models in Retail sector with examples
Unit-IV	Retail Sales & Marketing
	Meaning of marketing & sales-Meaning and concepts of Sales and Marketing- Production concept, Selling-concept, Societal, Marketing concept. Selling Vs marketing, Marketing Mix, -4Ps of Marketing-the various functions of marketing & sales & in a Retail organization and the store-Introduction, Target Market & market segmentation- Gauging Growth Opportunities-Building a Sustainable Competitive Advantage,

### Reference Books:

1. Bajaj, Tuli and Srivastava, Retail Management, New Delhi: Oxford University Press
2. Gibson G. Vedamani, Retail Management, Mumbai: Jaico Publishing House
3. Lewison, D. M. and Delozier, W. M., Retailing, Columbus: Merrill Publishing Co.
4. Newman, A. & Cullen, P., Retailing: Environment and Operations, 9th Indian Reprint 2011, Cengage Learning.
5. Ogden, J.R. and Ogden, D.T, Integrated Retail Management, 1st Edition 2008, Bizantra.
6. Pradhan, S, Retailing Management, 2nd Edition 2007, Tata McGraw Hill.
7. S. L. Gupta & Arun Mittal, International Retailing

## DSC 105 - In Store Cashiering & Merchandising Operations – II

**Credits: 4**

**Subject Code:**

**Hours: 60**

Sr.No.	Course Objectives
1	To be able to identify the basics of POS.
2	To demonstrate planograms at retail stores.
3	To distinguish the organizing the POS.
Sr.No.	Course Outcomes
1	The learners will be able to understand the basics of POS.
2	The learners will be able to distinguish the mechanism of defining products in a retail store.
3	The learners will be able to analyse & interpret various activities linked to sales management.

<b>Unit-1</b>	<b>Visual Merchandising</b>
	Introduction to Visual Merchandising - Introduction to visual merchandising displays - Planning visual merchandising displays - Role of design brief - Principles to set up visual merchandising displays - Dressing up visual merchandising displays - Health and safety in displays
<b>Unit-2</b>	<b>Creating Positive Image of Self and Organisation in the Minds of Customers</b>
	The importance of creating a positive image in the minds of the customers - Explain the importance of establishing - Discuss the need to communicate accurate information to the customers - how to respond appropriately to the customers
<b>Unit-3</b>	<b>Working Effectively in a Team</b>
	The importance of working effectively in the team - the importance of information, instructions and documentation in retail workplace - the importance of effective work habits - the required etiquette of the workplace - the significance of a positive attitude at the workplace
<b>Joining</b>	<b>Employability &amp; Entrepreneurship Skills</b>
	Personal Strengths & Value Systems - Digital Literacy: A Recap - Money Matters - Preparing for Employment & Self Employment -- Understanding Entrepreneurship - Preparing to be an entrepreneur.

### Reference Books:

1. Introduction of Retail operations by RASCI publication
2. In store cashier and Merchandising by RASCI publication
3. Berman B. Evans J. R., (2004), Retail Management, 9th Edition, Pearson Education Berman, Barry. Evans, Joel R. Mahaffey Tom (2005). Retail Management: A Strategic Approach, Pearson Education
4. Gopal, R. Manjrekar, Pradip (2010), Retail Management, Excel Books, New Delhi Notes
5. Iyer, B. Sriram (2011). Retail Store Operations, Tata Mc Graw Hill
6. Levy IM. and Weitz B.A., (2004), Retailing Management, 5th ed. Tata McGraw Hill
7. Levy, Michale & Barton, Weitz, A (2003), Retailing Management, Tata Mc Graw
8. Hill. 3rd ed.
9. Menon, K. S., (2006), Stores Management, 2nd Ed. Macmillan India
10. Sivakumar, A., (2007), Retail Marketing, Excel Books, New Delhi

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## **Semester–II**

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## DSC 201 Managerial Economics

**Credits: 4**

**Subject Code:**

**Hours: 60**

Sr.No.	Course Objectives
1	To understand the concepts and applications of Managerial Economics.
2	To interpret the cost dimensions in a business venture.
3	To recognise the role of pricing in markets and market structures.
Sr.No.	Course Outcomes
1	The learners will be able to understand the role of managerial economist in a firm.
2	The learners will be able to apply the knowledge of costing in decision making.
3	The learners will be able to identify and analyse market practices and process in real life.

Unit-I	Introduction to Managerial Economics
	The concepts and application of managerial economics - Meaning, Nature - Scope, relationship with other sciences & its Significance. Economics applied to Business Decisions, Theory of firm & industry Demand Analysis – Law of demand, determinants of demand, demand curve, consumer surplus, Elasticity of demand & Demand forecasting.
Unit-II	Elements of Costs
	Elements of Cost - Average, Marginal & total cost, Basic cost curves - Relation between production & cost, Break Even Analysis – Break Even point - Managerial use of B.E.P. and its limitation - Factors influencing P/V decisions.
Unit-III	Elements of Pricing
	The elements of pricing, profit planning & management - Price output decisions, classification of markets - Structures and their making features, Pricing under Perfect Competition and Monopoly. Profit Planning & Management – Types of Profit, some concepts related to profit, factors determining, profit in short- & long-term Dynamics of surplus, Theory & residual claimant theory of Profit.

### Reference Books:

1. Managerial Economics - A Problem Solving Approach, Luke M. Froeb, Brian T. McCann, Michael R. Ward, and Mikhael Shor
2. Managerial Economics and Business Strategy, Michael Baye and Jeff Prince
3. Managerial Economics: Craig H Peterson and Jain, Pearson education
4. Managerial Economics: Vanith Agrawal, Pearson Education

## DSC 202Sales Management

Credits: 4

Subject Code:

Hours: 60

Sr.No.	Course Objectives
1	To understand the concept of managing retail sales and planning for effective sales management
2	To perform Retail Sales process by demonstrating specialist products to the customers
3	To understand the importance of personalized Sales & Post sales Service
4	To identify promotional opportunities and estimate their potential to increase sales.
Sr.No.	Course Outcomes
1	The learner will be able to identify the customer's preferences and buying decisions when making sales.
2	The learner will be able to apply sales techniques to suggest suitable products to customers.
3	The learner will be able to Demonstrate specialist products to customers.
4	The learner will be able to provide personalized sales and post sales service in retail store
5	The learner will be able to identify opportunities to increase sales of products

Unit-I	RetailSalesPlanning
	Importance of planning, organizing schedules, significance of goal setting to achieve sales objectives, components of retail mathematics & its impact on profit & loss, elements of buying cycle for the customer, importance of product knowledge, features and benefits of products.
Unit-II	RetailSalesManagement
	Basics of category management, rudiments of retail department management, retail sales process, demonstration of products & specialist products, proposing solutions by using FABING techniques, how to propose appropriate solutions/alternative products & handling customer objections, closing sale.
Unit-III	MaximizingSales
	Upselling & Cross Selling and its impact on sales revenues, personalized sales & post sales service, process of sales on credit and credit application process management, managing sales promotions in retail stores

### Reference Books

1. Levy, Michael, & Barton Weitz. Retailing Management. McGrawHill Education.
2. Berman, Barry, Joel R Evans & Ritu Srivastava. Retail Management: A Strategic Approach. Pearson Education.
3. Retail Operations - Dr. Satendar Singh
4. Retail Management | Fifth Edition | By Pearson authored by Dr. Gibson Vedamani
5. Hammond, Richard. Smart Retail: Winning ideas and strategies from the most successful retailers in the world. Pearson Education.
6. Singh, Harjit. Retail Management - A Global Perspective: Text and Cases. S. Chand



## DSC 203 Customer Relationship Management

**Credits: 4**  
**Hours: 60**

**Subject Code:**

Sr.No.	Course Objectives
1	To understand the concepts of CRM.
2	To identify the elements of CRM.
3	To understand the process and practices of customer services.
Sr.No.	Course Outcomes
1	The learners will be able to understand the role of Customer Relationship Management.
2	The learners will be able to describe the elements of CRM.
3	The learner will be able to manage customer engagement by providing customer service in B2B retail environment
4	The learners will be able to handle customer service concerns and efficiently resolve them to the satisfaction of the customers.

Unit-I	Introduction to CRM
	Characteristics of customer touch points at the store and their significance wrt Sales and Customer Service, how to identify customer needs and buying behavior, benefits of Customer Relationship Management (CRM) and its implication on Business, Components of CRM, Role of CRM in marketing and sales, Principles of CRM, Customer Relationship Management Strategies, Impact of CRM on business revenues
Unit-II	Elements of CRM
	Elements of customer service management (Types of customers, complaint handling & resolution, delivery of reliable service, process for continuous improvement, significance of teamwork in meeting the expectations of customers, CRM systems and their uses.)
Unit-III	Customer Services
	processes and practices of customer engagement, providing customer service in B2B retail environment, how to handle customer service concerns, best practices followed in resolving customer complaints, decision-making processes in addressing customer service problem, addressing customer grievances, Customer Redressal System & strategies

### Reference Books

1. Consumer Behaviour: The Indian Context (Concepts and Cases) | Second Edition | By Pearson – S Ramesh Kumar
2. Retail Supply Chain Management (Series on Resource Management) - James B. Ayers (Author), Mary Ann Odegaard (Author)
3. e-Retailing Principles and Practice – Himalaya Publishing - by D. P. Sharma
4. Retail Marketing in the Modern Age - Prashant Chaudhary

## DSC 204 Fundamentals of Financial & Cost Accounting

**Credits: 4**  
**Hours: 60**

**Subject Code:**

Sr.No.	Course Objectives
1	To understand the basic concept of accounting practices in retail organization.
2	To recognize the role of cost accountancy and cost management in retail store operations
3	To describe the common practices of accounting in a department of a business organisation
Sr.No.	Course Outcomes
1	The learners will be able to understand basic accounting practices followed in retail environment.
2	The learners will be able to classify cost accountancy and cost management in retail store operations.
3	The learner will be able to perform accounting practices in retail store operations.

Unit-I	Introduction to Financial Accounting
	Basic accounting practices in retail organisations – meaning, definition, objectives, scope, basic terms, accounting principles in retail business, branches of accounting uses & limitations of Accounting, Concepts & Conventions, Statements of Final Accounts in retail – Meaning, need & objectives, types of Trading Account – Meaning & need, Profit & loss Account – meaning & Need, Balance Sheet- Meaning & need * Meaning of final accounts with adjustment entry, Impact of profit & loss account and balance sheet on business goals of the organisation, markup & mark down practices in retail, impact of mark up and mark down on financial accounting & profits *
Unit-II	Accounting Practices
	Common practices of accounting in a department of a business organisation, Departmental accounting and role of Accountants, Basis of Allocation of Expenses and Incomes / Receipts, Inter Departmental Transfer: At Cost Price and Invoice Price, Stock Reserve, Departmental Trading and Profit and Loss Account and Balance Sheet
Unit-III	Cost Accounting
	Role of cost accountancy and cost management in retail store operations, Definitions: Cost, Costing and Cost Accounting, Classification of Cost on different bases, cost Allocation and Apportionment, Cost management, Cost control.

### Reference Books:

1. Basics of Accounting – Jain & Narang
2. Basics of Accounting – T. S. Grewal

## DSC205 Store Operations Management

**Credits: 4**

**Subject Code:**

**Hours: 60**

Sr.No.	Course Objectives
1	To understand the concept of Inventory management.
2	To organise and manage visual merchandising displays at the retail store.
3	To organise and ensure availability of products for sale on the sales floor
Sr.No.	Course Outcomes
1	The learners will be able to understand the importance of inventory management
2	The learners will be able to explain the process of managing product displays & visual merchandising displays.
3	The learners will be able to explain the importance of ensuring availability of products on the sales floor always.

Unit-I	Inventory Management
	Inventory management and its impact on profit margins, features of valuation of Inventories (Stock), Meaning, Definition, Applicability, Valuation of Inventory (FIFO, WAM), disclosure in Final Account, explanation with Illustrations, process of stock management on the sales floor
Unit-II	Product Display
	Elements in creating an attractive product display, methods of selecting appropriate products to suit the display types, positioning the product labels appropriately while conforming to the legal and operational standards, legal requirements for labeling the products on the shelf, standards of the product display throughout on the shelf, role of Visual merchandising displays in marketing, promotional and sales campaigns, principles of visual merchandising, design brief, role of design brief in creating a Visual merchandising display, merchandiser or buyer consultations for finalization of merchandise and props, potential places to put the display, role of light, colour, texture, shape, and dimension in VM.
Unit-III	Sales Floor Product Management
	Importance of vendor and supplier relationship management, guiding the staff to display the goods for sale, modifying or changing the product displays, organisational procedures for displaying products and aligned records, staff briefing for involvement, legal requirements for displaying descriptions and prices of goods, organisation's standards for putting displays together including standards for cleaning and preparation of shelf, security, health and safety requirements and procedures relating to displaying goods, consumer's legal rights in relation to the display of goods, risks to security or health and safety that arise when evaluating displays, impact of different types of display in achieving sales targets.

### Reference Books

1. Urvasi Makkar & Harindar kumar Makkar "Customer Relationship Management" Tata McGraw hill; Education Private limited, New Delhi
2. Swapna Pradhan; "Retailing Management Text & Cases;" Tata McGraw hill; Education Private limited, New Delhi
3. David Gilbert "Retailing Management"; Pearson Education; New Delhi.
4. Ramanuja Majumdar "Consumer Behaviour: Insights from Indian markets" PHI learning Private Limited, New Delhi.
5. The Art of Luxury Selling: How to Engage Sales Teams to Establish a Culture of Service Excellence - Peter Aristodemou

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# Semester–III

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## DSC301 Enterprise Resource Planning (E R P)

**Credits: 4**

**Subject Code:**

**Hours: 60**

Sr.No.	Course Objectives
1	To outline the overall Framework of an enterprise system.
2	To understand the need for an ERP solution in a retailing organisation.
3	To describe the importance and functions of computer application system.
Sr.No.	Course Outcomes
1	The learners will be able to discuss the features and factors that need to be considered for ERP systems.
2	The learners will be able to describe the features, advantages and benefits of different functional modules of ERP used by Retail organisations (Small, Medium and Large).
3	The learners will be able to carry out accounting and other administrative functions of the job role on a computer.

Unit-I	Introduction to ERP
	Overarching structure of an enterprise system, evolution and utilities of Enterprise Resource Planning (ERP), risks and benefits of an ERP system, features of fundamental technology used in enterprise resource planning, factors that need to be considered in Planning and designing of ERP systems; Implementation of cross functional integrated ERP systems
Unit-II	ERP Solutions and Functional modules
	Need for an ERP solution in a Retailing Organisation, characteristics and applications of ERP software solutions that are used by Small, medium and large retail organisations, significance of Business Process Re-engineering (BPR) in ERP solutions with respect to business processes of a Retail organisation, need for business process management (BPM), the co-relation between ERP solution and BPM of an organisation, elements of BPM lifecycle, functional modules used in various functions & departments of a retail store (Small, Medium & Large), features, advantages and benefits of different functional modules of ERP used by Retail organisations (Small, Medium and Large), the emerging trends in ERP.
Unit-III	Computer Skills
	Software and related skills required to carry out accounting and other administrative functions of the job role on a computer, importance and functions of computer applications - MS Office, Internet applications & email applications, orientation to POS software(s) in retail, Introduction to CRM software

### Reference Books

- Enterprise Resource Planning Concepts: Understanding the Power of ERP for Today's Businesses Second Edition- Dr. Jill A O'Sullivan (Author), Gene Caiola (Author)
- Retail Store Operations A Complete Guide - 2020 Edition -by Gerardus Blokdyk (Author)

## DSC302 FMCG/FMCD Sales & Distribution

**Credits: 4**  
**Hours: 60**

**Subject Code:**

Sr.No.	Course Objectives
1	To explain the concept of FMCG/FMCD.
2	To interpret the roles & responsibilities of stakeholders in FMCG distribution system.
3	To describe the best practices followed in managing distribution team.
Sr.No.	Course Outcome
1	The learners will be able to identify product categories in FMCG/FMCD.
2	The learners will be able to influence people through personal effectiveness.
3	The learners will be able to apply the best practices followed in distributor and retailer relationships.

<b>Unit-I</b>	<b>FMCG &amp; FMCD</b>
	Product categories in FMCG/FMCD, supply chain system in FMCG/FMCD (Manufacturer, Transportation system, Storage, Distribution & retailing and post-sale services)
<b>Unit-II</b>	<b>Distribution System</b>
	Roles & responsibilities of stakeholders in FMCG distribution system, importance of influencing people through personal effectiveness, best practices followed in distributor and retailer relationship management
<b>Unit-III</b>	<b>Sales System</b>
	Importance of data analysis and planning in sales, roles and responsibilities of a distributor salesperson (Territory, day to day planning, route & beat plans, target achievement, outlet categories, productivity metrics, merchandising & branding, stock management, order booking), objection handling and negotiation with retailers, process of effective sales calls

### Reference Books

1. Distributor Salesman – RASCI Courseware
2. Sales and Distribution Management | Sixth Edition | By Pearson

## DSC303 Non-Store Retailing

**Credits: 4**  
**Hours: 60**

**Subject Code:**

Sr.No.	Course Objectives
1	To understand the concepts of non-store retailing/e-commerce.
2	To identify the sales and marketing practices followed in e-retailing.
3	To explain the seller acquisition process for e-commerce platforms.
Sr.No.	Course Outcome
1	The learners will be able to describe the features of non-store retailing/e-commerce formats.
2	The learners will be able to explain the importance of technology platforms in e-Retailing.
3	The learners will be able to perform the seller acquisition process for e-commerce platforms & Customer service fulfilment process.

Unit-I	Introduction to E-Retailing
	Features of non-store retailing formats, significance of e-commerce, growth prospects in Retailing & e-commerce
Unit-II	E-Retailing Platform
	Sales and marketing practices in e-Retailing, importance of stakeholder management in e-commerce environment, technology platforms in e-Retailing, customer service/ product fulfilment process in e-commerce
Unit-III	E-Retail Management
	Significance of identifying competition and gathering market information to enhance business performance, significance of product catalogues on the e-commerce website, basics of category management on e-Retailing platforms, statutory guidelines for e-commerce sites, seller acquisition process for e-commerce platforms.

### Reference Books

1. e-Retailing Principles and Practice – Himalaya Publishing - by D. P. Sharma
2. Seller Activation Executive – RASCI course material

## DSC304 Logistics and Supply Chain Management

**Credits: 4**

**Subject Code:**

**Hours: 60**

Sr.No.	Course Objectives
1	To understand the basics of supply chain and logistics.
2	To provide basic knowledge about Key Supply Chain Business Processes.
3	To provide basic knowledge about Purchasing and Supplier Management
	To understand role of IT in supply chain management.
Sr.No.	Course Outcome
1	The learners will be able describe the rudiments of supply chain management system
2	The learners will be able to outline the Key Supply Chain Business Processes.
3	The learners will be able to explain the importance of purchasing operations and supplier management.
4	The learners will be able to outline the role of IT in supply chain

Unit-I	Supply Chain Management and Logistics
	An Introduction – Integrated Logistics Management – Concept – Evolution and Development – Role – Scope – Functions and Importance – The new Manufacturing and Distribution Practices – Local and International Supply Chains – Benefits and Issues – Types of Supply Chains – Strategic, tactical, operational decisions in supply chain – SCM building blocks – Supply Chain Drivers and Obstacles – International Logistics and Supply Chain Management – The Total Cost Concept and Logistics and SCM Trade-Offs.
Unit-II	Key Supply Chain Business Processes
	Planning – Sourcing – Producing – Distributing and Paying – Managing material flow and distribution – Distribution and Planning Strategy – Warehousing and Operations Management – Transportation Management – Inventory Management.
Unit-III	Purchasing and Supplier Management
	Sourcing and Supplies Management, Outsourcing – Global Sourcing – Vendor Identification – Selection – Evaluation – Development – Supplier Relationship Management – Supplier Quality Management – Supply Chain Performance.
Unit-IV	IT in supply chain management
	SCM Relationships – Third Party Logistics and Fourth Party Logistics – SCM Network Design and Facilities Development – SCM Planning and Development Strategies – Supply Chain Uncertainties – Supply Chain Vulnerabilities. Role of IT – IT enabled SCM, Future of SCM.

### Reference Books:

1. Martin Christopher. Logistics and Supply Chain Management
2. Sunil Chopra and Peter Meindal. Supply Chain Management
3. Donald J. Bowersox and David J. Closs. Integrated Logistics Management
4. N. Chandrasekharan, Supply Chain Management



## DSC305 Team Management- I

**Credits: 4**

**Subject Code:**

**Hours: 60**

Sr.No.	Course Objectives
1	To understand the significance of leading a team
2	To Know the importance of work planning and implementation
3	To understand the aspects of team performance management
Sr.No.	Course Outcome
1	The learners will be able to explain the role and responsibilities of a team leader.
2	The learners will be able to explain the rudiments of work planning and work implementation.
3	The learners will be able to explain the elements of team performance management

Unit-I	Leading a Team
	Roles and responsibilities of a team leader, team's purpose, aims and targets, responsibility for contributing to the team's success, importance of sharing work fairly with team members, importance of being a reliable team leader, importance of maintaining team morale, the circumstances when morale is likely to flag, and the kinds of encouragement and support that are likely to be valued by colleagues, importance of following the company's policies and procedures, Handle business communication mediums effectively, Communicating effectively with stakeholders & customers, Developing and sustaining effective working relationships with stakeholders
Unit-II	Work Planning and implementation
	Elements of work planning, prioritizing, and scheduling, elements of high-performance team, importance of planning and selecting a team in alignment with team and business goals, interviewing skills, significance of business ethics and values, basic principles of leadership - main styles of leadership; how own skills and qualities relate to the main features of leadership; building Trust & respect in leadership; Planning & Organizing; Leading change & innovation; Virtual/ remote leadership techniques/ practices
Unit-III	Performance Management
	Principles of effective communication and how to apply them in managing a team, diversity of expertise, knowledge, skills and attitudes required to achieve the team purpose setting SMART (Specific, Measurable, Achievable, Realistic and Timebound) business goals, planning the achievement of store team objectives and the importance of involving team members in this process, co-relation between personal work objectives contributing to achievement of team objectives, coaching and feedback - purpose of coaching; situations when coaching is used; benefits of coaching; coaching styles and techniques

### Reference Books

1. Retail Team Leader – RASCI Course Material
2. Retail Manager's Handbook – Andra Wheeler
3. The Art of Luxury Selling: How to Engage Sales Teams to Establish a Culture of Service Excellence - Peter Aristodemou

## DSC306 Team Management- II

**Credits: 4**

**Subject Code:**

**Hours: 60**

Sr.No.	Course Objectives
1	To understand the concepts of conflict management.
2	To describe the process of conducting performance review.
3	To identify the importance of decision making and problem solving
Sr.No.	Course Outcome
1	The learners will be able to identify the methods and techniques that can be used to manage conflicts in team.
2	The learners will be able to describe the importance of feedback and coaching.
3	The learners will be able to know the importance of decision making and solving problems

Unit-I	Team Conflict Management
	Cause and effect of conflict in the place of work - causes of conflict between individuals, common causes of conflict between groups/teams, effects of conflict on individuals, effects of conflict on a group/team; types of behaviour that are unacceptable in a work situation - acceptable behaviour in the work place, types of behaviour that are unacceptable in a work situation; how conflict in a work situation can be prevented - methods that can be used in a work situation to prevent conflict, employer and team leader responsibilities with reference to conflict in the work place.
Unit-II	Team Performance Review
	Process of conducting performance review - the <b>appraisal</b> process, assess individual/ team performance against expected objectives, goals, constructive feedbacks through reflecting on individual personal strengths and weaknesses, preparing a development plan to support performance improvement, importance of keeping skills and knowledge up to date - how to improve own performance through learning, identify areas for development, produce an action plan for self-development, keeping a record of individual's learning.
Unit-III	Decision making and solving problems
	Importance of decision making; types of decision making and their importance; components of decision making; process of decision making; key leadership styles; types of decision making relating to leadership styles; problem solving process; decision making process to solve problems; making decisions in a crisis; creative decision making when solving problems.

### Reference Books

4. Retail Team Leader – RASCI Course Material
5. Retail Manager's Handbook – Andra Wheeler
6. The Art of Luxury Selling: How to Engage Sales Teams to Establish a Culture of Service Excellence - Peter Aristodemou

## OJT301–Distributor Salesman – Project Work

**Credits: 1**

**Subject Code:**

**Hours: 30**

Objectives:

1. List the different types of FMCG Retail outlets as per their classification A, B and C category outlets.
2. Prepare profile of retailers' / retail outlets (Including category of outlets Viz A, B, C)
3. Explain the significance of preparing a plan for periodic sales target achievement with relevant examples or any case studies.
4. Prepare a sample route & beat plan based on a typical FMCG sales territory of a town/ city with all classification of outlets.
5. Explain the significance of Route and beat Plans.
6. Prepare a presentation on the process of carrying out effective sales call including.
  - Carrying out stock count at retail outlets
  - Identifying stockouts and stocks that need to be replenished.
  - Booking orders
  - Collecting outstanding based on credit ageing
  - Managing credits
7. Explain the following sales productivity parameters(key Terms) with their significance and how they are helpful in determining an FMCG salesperson's Productivity in the below template by referring to the example provided for the Sl. No 1
8. Prepare a sample report template.
  - Daily sales report
  - Weekly sales report
  - Credit ageing report

Sl. No	Key Terms	Meaning/Things to do	Example/How to/Uses
1.	<b>Effective Coverage – ECO</b>	Outlet purchasing at least once a month is called an <b>Outlet ECO</b> .	<p><b>Example:</b> DSR (Distributor Sales Representative) Vijay's total number of outlets = 240 He has built only 200 outlets for the month. ECO % = 200/240 = 83%</p> <p>➤ Effective coverage is one of the most important tools of distribution. It helps us to know if we have placed our products in all the outlets <u>even once</u>.</p>
2.	<b>Line &amp; Total Line Sold – TLS</b>	<p><b>A line</b> is any sku of any product sold in the market by a DSR (Distributor Sales representative).</p> <p>A total of lines of all the outlets in the beat is defined as the <b>TLS</b> of the beat for the day.</p> <p>The sum total of TLS for all days worked in the month will give the <b>TLS</b> for the <b>DSR</b>.</p>	

Sl. No	Key Terms	Meaning/Things to do	Example/How to/Uses
3.	<b>Lines Per Productive Call – LPPC</b>	<b>Lines Per Productive Call</b> is the number of SKUs sold per outlet.	
4.	<b>Line Selling: Sales Gain</b>	More SKUs sold per outlet resulting in gain of business.	
5.	<b>Line Selling: Distribution Gain</b>	A product line is a group of related products all marketed under a single brand name that is sold by the same company	
6.	<b>Productivity</b>	Total no. of bills made during a particular day/week/month is your <b>productivity</b> .	
7.	<b>Availability</b>	<ul style="list-style-type: none"> <li>➤ Check / Explore the stock and highest selling SKU in outlet.</li> <li>➤ Competition status in the outlet</li> <li>➤ Evaluate and share the proposed order with outlet.</li> </ul>	
8.	<b>If you can enter the Outlet</b>	<p>Take permission to check the stock.</p> <p><b>Check stocks at:</b></p> <ul style="list-style-type: none"> <li>➤ Shelf/window display</li> <li>➤ Go-down/Warehouse.</li> </ul>	

## **OJT301–Seller Activation Executive- – Project Work**

**Credits: 1**

**Subject Code:**

**Hours: 30**

Objectives:

You are employed as a seller activation executive in XCART, an e-commerce conglomerate is. Your role is to identify prospective sellers who sell products that are high in demand on the e-commerce site and register them as sellers on the website.

**Prepare a report in the form of a presentation on the below:**

1. List the best practices in followed in creating digital catalogues of products.
2. Explain the process of prospecting and short-listing sellers for enrolment on e-tailing platforms.
3. Prepare a sample seller registration form.
4. Demonstrate the steps of sales call to enroll the sellers on the e-tailing platforms and register them on the website by using the sample registration form (Role Play)

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# Semester-IV

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## DSC 401- Business Organisations and Management

**Credits: 4**

**Subject Code: DSC 401**

**Hours: 60**

Sr.No.	Course Objectives
1	To acquaint the learners with the basics of Commerce & Business concepts, functions and forms of Business Organization and functions of Management.
Sr.No.	Course Outcomes
1	Learners will be able to comprehend the basics of Commerce and Business concepts and functions, forms of Business Organization and functions of Management
2	Learners will be able to apply theories and principles of management at workplace to achieve the desired objectives at workplace

<b>Unit-I</b>	<b>Introduction and Forms of Business Organisations</b>
	Concepts of Business, Trade, Industry and Commerce - Objectives and functions of Business – Social Responsibility of a business - Forms of Business Organization - Meaning, Characteristics, Advantages and Disadvantages of Sole Proprietorship –Meaning, Characteristics, Advantages and Disadvantages of Partnership -Kinds of Partners - Partnership Deed -Concept of Limited liability partnership – Meaning, Characteristics, Advantages and Disadvantages of Hindu Undivided Family –Meaning, Advantages and Disadvantages of Co-Operative Organization.
<b>Unit-II</b>	<b>Joint Stock Company</b>
	Joint Stock Company - Meaning - Definition - Characteristics - Advantages and Disadvantages - Kinds of Companies -Promotion - Stages of Promotion - Promoter - Characteristics - Kinds - Preparation of Important Documents - Memorandum of Association - Clauses - Articles of Association - Contents – Prospectus - Contents – Red herring Prospectus- Statement in lieu of Prospectus (As per Companies Act.2013).
<b>Unit-III</b>	<b>Introduction To Functions of Management</b>
	Management - Meaning - Characteristics - Functions of Management - Levels of Management – Skills of Management- Scientific Management - Meaning - Definition - Objectives - Criticism – Fayol’s 14 Principles of Management.
<b>Unit-IV</b>	<b>Planning and Organising</b>
	Advantages and Disadvantages – Approaches to Planning - Management by Objectives (MBO) Steps in MBO - Benefits –Weaknesses—Definition of Organizing-Organization-Process of Organizing - Principles of Organization - Formal and Informal Organizations - Line, Staff Organizations - Line and Staff Conflicts - Functional Organization - Span of Management Meaning - Determining Span – Factors influencing the Span of Supervision.
<b>Unit-V</b>	<b>Authority, Coordination and Control</b>
	Meaning of Authority, Power, responsibility, and accountability - Delegation of Authority - Decentralization of Authority - Definition, importance, process, and principles of Coordination techniques of Effective Coordination - Control - Meaning - Definition – Relationship between planning and control-Steps in Control – Types (post, current and pre-control) - Requirements for effective control.

**Reference Books:**

1. Business Organization & Management: Sharma Shashi K. Gupta, Kalyani Publishers
2. Business Organisation & Management: Patrick Anthony, Himalaya Publishing House

3. Business Organization & Management: Dr. Manish Gupta, PBP.
4. Organization & Management: R. D. Agarwal, McGraw Hill.
5. Modern Business Organization: S.A. Sherlekar, V.S. Sherlekar, Himalaya Publishing House
6. Business Organization & Management: C.R. Basu, Tata McGraw Hill Reference Books:



## DSC 402 – Principles of Marketing

Credits: 4

Subject Code: DSC 402

Hours: 60

Sr.No.	Course Objectives
1	To understand the basic concepts, principles, tools and techniques of marketing.
Sr.No.	Course Outcomes
1	The learners will be able to know the concepts and principles of marketing and align them in the value chain along with the various marketing strategies.

Unit-I	Introduction to Marketing
	Marketing: Definition, Marketing Concept, Features, Importance, Functions, Evolution, Strategic v/s Traditional Marketing, Selling vs. Marketing, Marketing Information System: Concept, Components, Marketing Environment: Micro and Macro, Marketing Research - Concept, Features, Process Market Segmentation: Concept, Benefits, Bases of market segmentation, Customer Relationship Management- Concept, Techniques, Market Targeting - Concept, Five patterns of Target market Selection, Complaint Management
Unit-II	Marketing Essentials
	Marketing Mix: 7P's of mix, Concept, Product- Product Decision Areas, Product Life Cycle- Concept, managing stages of PLC Branding - Concept, Components, Brand Equity- Concept, Factors influencing Brand Equity, Packaging- Concept, Essentials of a good package, Product/Service Positioning- Concept, Strategies of Positioning, Challenges Pricing - Concept, Objectives, Factors influencing Pricing, Pricing Strategies
Unit-III	Marketing and Integrated Marketing Communication (IMC)
	<b>Physical Distribution</b> - Concept, Factors influencing Physical Distribution, Marketing Channels (Traditional & Contemporary Channels) Supply Chain Management-Concept, Components of SCM <b>Integrated Marketing Communication (IMC)</b> - Concepts and elements Importance, Digital Marketing-Concept, trends in Digital Marketing, Experiential Marketing, Contextual Marketing, <b>Sales Management</b> - Concept, Components, USP- concept, importance Emerging trends in selling Personal Selling- Concept, Process of personal selling, Skill Sets required for Effective Selling
Unit-IV	Promotion in marketing
	Promotion: Nature and importance of promotion; Communication process; Types of promotion: advertising, personal selling, public relations & sales promotion, and their distinctive characteristics. Recent developments in marketing: Social Marketing, online marketing, direct marketing, services marketing, green marketing, Rural marketing; Consumerism.

**Reference Books:**

1. Marketing Principles and Management-Sherleker and Pany- Himalaya Publishing House
2. Principles of Marketing. 13th edition. Pearson Education - Kotler, Philip, Gary Armstrong, Prafulla Agnihotri and Ahsan UIHaque.
3. Principles of Marketing, Bajaj, Kaur, Kalyani Publishers, New Delhi

4. Sherelakar's Marketing Management – Concepts and Cases – R. Krishnamoorthy – Himalaya Publishing House – 14th Edition – 2019
5. Marketing Management, An Indian Perspective', Second Edition (2015), Published by Biztantra, New Delhi and distributed by Wiley International.

## DSC 403 - Social Media Marketing and Advertising

**Credits: 4**

**Subject Code: DSE 403**

**Hours: 60**

Sr.No.	Course Objectives
1	To understand the principles and practices of social media marketing and advertising
2	To create marketing and advertising campaigns on social media platforms
Sr.No.	Course Outcomes
1	The learners will be able to acquire proficiency in utilizing social media advertising tools and techniques to create targeted campaigns,

Unit-I	Digital Marketing Foundations & Content Marketing
	<p>Digital Marketing Strategy - Exploring Digital Marketing - Starting with the Website - Foundations of Analytics - Search Engine Optimization - Search and Display Marketing - Social Media Marketing - Video Marketing.</p> <p>Email marketing tools and setup - Email marketing segmentation, personalization and mobile friendly design</p> <p>Content marketing foundations - Blogs for content marketing - Content marketing for staying relevant - Newsletters for content marketing - Mobile marketing foundations. Introduction to social media advertising platforms (Facebook Ads Manager, Instagram Ads, Twitter Ads, etc.)</p> <p>Overview of advertising formats (carousel ads, video ads, sponsored posts, etc.)</p>
Unit-II	Social Media Strategy for Marketing and Advertising
	<p>Social media tools and platforms for marketing, segmenting audience for each different tool and platform, considerations for selecting social media tool/ platform. types of promotional campaigns on social networking sites, reasons to use promotional campaigns on social networking sites, Definition of digital vouchers, potential uses of digital vouchers, disadvantages of digital vouchers, overcoming the barriers of using digital vouchers for acquisition and retention of customer, methods of managing a digital voucher system, measuring the effectiveness of a digital voucher campaign. factors to consider when creating social networking site adverts, importance of identifying the required outcomes from the social networking advertising campaigns, advantages of running more than one advertising campaign in parallel on the same social networking site, reasons for failure of social networking advertising campaign might fail. methods of monitoring social networking site advertising campaigns, changes that might be required for a social networking advertising campaign based on monitoring results.</p>
Unit-III	Creating Social Media Marketing and Advertising Campaigns
	<p>Identifying target customer base, social media guidelines, policies and procedures required to be followed with respect to- Promotional content, providing service to customer, Resolving customer complaints and privacy.</p> <p>policies and procedures for publishing images and any content of others, characteristics of amenable and appealing, principles of positive and professional online communications, approaches to deal negativity, complaints, and conflicts on social media.</p> <p><b>Practical Exercise on:</b> Uploading types of files (pdf, images, videos etc), Insert formatted text, Monitoring activities and comments of prospects/ customers, using alerts and responding to alerts, Responding to comments of customers.</p>

### Reference Books

1. Social Media Marketing: Principles and Strategies" by Anmol Madan
2. Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other Social Media" by Laxmi Publications
3. Social Media Marketing: Concepts and Applications" by SAGE Publications India Pvt Ltd

## DSE 404 Inventory and Budget Management

Credits: 4

Subject Code: DSE 404

Hours: 60

Sr.No.	Course Objectives
1	To Understand the principles and techniques of retail inventory management.
2	To Develop proficiency in inventory turnover analysis, safety stock management, and supply chain integration.
3	To Gain an understanding of budget planning, forecasting, allocation, and control techniques specific to retail operations
4	To acquire the skills to analyze financial statements, monitor budget performance, and identify variances.
Sr.No.	Course Outcomes
1	Learners will be able to develop and implement inventory management strategies resulting in enhanced customer satisfaction and increased profitability.
2	Learners will be equipped with the knowledge and skills to effectively plan, monitor, and control budgets in retail store operations to achieve financial objectives of the store

Unit-I	Inventory Management
	Importance and objectives of Inventory Management in Retail, Overview of Inventory Costs and Their Impact on Profitability, Methods of Inventory Planning: ABC Analysis, EOQ, JIT, Forecasting Techniques for Demand Prediction, Seasonal Variation and its Impact on Inventory Planning, Inventory Control Techniques: Setting Reorder Points and Safety Stock Levels, Economic Order Quantity (EOQ) Calculation and Implementation, Just-in-Time (JIT) Inventory Management and its Benefits. Inventory Classification and Categorization: ABC Analysis: Classification of Inventory Items based on Value and Frequency of Sales, Inventory Segmentation: Differentiating Inventory based on Characteristics such as Perishability and Seasonality, Product Life Cycle Management and its Impact on Inventory Classification. Inventory Reconciliation and Auditing: Regular Physical Inventory Counts and Cycle Counting Techniques, Inventory Reconciliation Processes Importance of Accuracy in Inventory Records.
Unit -II	Inventory Optimization Strategies
	Inventory Turnover Ratio and its Significance: Strategies to Reduce Excess Inventory and Dead Stock, Vendor Managed Inventory (VMI) and Consignment Inventory, Inventory Loss Prevention: Causes of Inventory Shrinkage and Losses: Implementing Inventory Security Measures, Training Staff on Inventory Control and Theft Prevention, Week 9: Technology Solutions for Inventory Management: Barcoding and RFID Technology in Inventory Tracking, Benefits of Real-time Inventory Tracking Systems, Cloud-based Inventory Management Software.
Unit-III	Managing Retail Store Budgets
	<b>Introduction to Retail Store Budget Management:</b> Overview and importance of budget management in retail operations, role of budgeting in achieving financial goals and objectives, key budgeting terminology and concepts in retail. <b>Understanding Financial Statements:</b> interpreting income statements (profit and loss statements) in retail, revenue, cost of goods sold (COGS), and operating expenses, balance sheets in retail: assets, liabilities, and equity, cash flow statements in retail, cash inflows, outflows, and net cash flow.

**Budget Planning and Preparation:** Techniques for forecasting sales in retail stores, Historical data analysis, market trends, and seasonality factors, Identifying expense categories for budgeting- Fixed expenses (e.g., rent, utilities), variable expenses (e.g., payroll, inventory), and discretionary expenses (e.g., marketing, promotions), Creating a sales budget - setting sales targets, incorporating sales forecasts, and considering factors affecting sales performance, Developing an expense budget - Allocating resources to various expense categories based on historical data and projected needs

**Budget Monitoring and Control:** Overview of budget monitoring and control processes, Establishing performance metrics and benchmarks, Methods for tracking actual performance against budgeted targets, Comparing actual sales and expenses to budgeted figures, Variance analysis techniques -Identifying and analyzing budget variances (favorable and unfavorable), Understanding the causes of budget variances and their implications for store operations, Implementing corrective actions-Adjusting spending plans, reallocating resources, and implementing cost-saving measures to address budget variances

### Reference Books

6. Swapna Pradhan; "Retailing Management Text & Cases;" Tata McGraw hill; Education Private limited, New Delhi
7. David Gilbert "Retailing Management"; Pearson Education; New Delhi.
8. Retail Management | Fifth Edition | By Pearson authored by Dr. Gibson Vedamani
9. Principles of Inventory Management: When You Are Down to Four, Order More! by R. Srinivasan
10. Inventory Management: Advanced Methods for Managing Inventory within Business Systems" by John Denton
11. Financial Management for Retailers" by C.B. Gupta

## DSE 405 Retail Entrepreneurship

**Credits: 4**  
**Hours: 60**

**Subject Code: DSE 405**

Sr.No.	Course Objectives
1	To develop a comprehensive understanding of the retail industry in the Indian context and the key factors that contribute to entrepreneurial success within this sector.
2	To knowledge across various aspects of retail entrepreneurship, including business planning, financial management, marketing strategies, and customer relationship management, to launch and sustain a successful retail venture.
Sr.No.	Course Outcomes
1	The learner will demonstrate the ability to develop a viable retail business plan tailored to the Indian market.
2	The Learner will be able to apply effective marketing techniques and customer relationship management strategies to attract and retain customers.

Unit-I	Foundations of Entrepreneurship Development
	<p><b>Entrepreneurship:</b> Concept and Need of Entrepreneurship Development, Definition of Entrepreneur, Importance of entrepreneurship in the economy, significance of growth of entrepreneurial activities, Key traits, and characteristics of successful entrepreneurs Differences between entrepreneurs and employees.</p> <p><b>(Case study Mr Kishore Biyani: future group; Mr. Radhakrishna Damani: DMart</b></p> <p><b>Theories of Entrepreneurship:</b> Innovation Theory by Schumpeter &amp; Imitating Theory, of High Achievement by McClelland X-Efficiency Theory by Leibenstein</p> <p><b>External Influences on Entrepreneurship Development:</b> Socio-Cultural, Political, Economic, Personal, Role of Entrepreneurial culture in Entrepreneurship Development, Role of entrepreneurs in innovation and job creation</p> <p><b>Case Study.</b></p>
Unit-II	Types & Classification of Retail Entrepreneurs
	<p><b>Classification based on Business Model:</b> Independent retailers, Franchisees, Online retail entrepreneurs, Brick-and-mortar store owners.</p> <p><b>Classification based on Product Focus:</b> Specialty retailers, Convenience store owners, E-commerce niche entrepreneurs, multi-category retailers</p> <p><b>Classification based on Scale:</b> Small-scale local retailers, Regional retail chains, National retail brands</p> <p>Women Entrepreneurs – concept, development and problems faced by Women Entrepreneurs, Development of Women Entrepreneurs with reference to Self Help Group (Kiran Mazumdar, Falguni Nair)</p> <p>Social entrepreneurship–concept, development of Social, entrepreneurship in India. Importance and Social responsibility of NGO's. (Case study Sumita Ghose: Rangasutra ;Ajaita Shah Frontier Markets )</p>
Unit-III	Business Plan
	<p><b>Identifying Business Opportunities:</b> Market research and analysis, Identifying niche markets and target customers, SWOT analysis for retail business</p> <p><b>Legal and Regulatory Framework:</b> Business registration and licenses in India, Understanding GST (Goods and Services Tax), Employment laws and regulations</p>

	<p><b>Business Plan Development:</b> Components of a retail business plan, Setting goals and objectives, financial projections, and budgeting.</p> <p><b>Financial Management:</b> Basics of accounting for retail businesses, Cash flow management, Pricing strategies and profit margins</p> <p><b>Funding Options for Retail Ventures:</b> Bootstrapping vs. seeking external funding, Bank loans, government schemes, and other sources of financing, Pitching to investors</p>
<b>Unit-IV</b>	<b>Marketing and Operations</b>
	<p><b>Marketing Strategies for Retail:</b> a marketing plan, Digital marketing techniques for retail, Customer segmentation and targeting.</p> <p><b>Customer Relationship Management (CRM):</b> Importance of customer satisfaction, Building customer loyalty programs, Handling customer complaints and feedback</p> <p><b>Branding and Promotions:</b> Brand building strategies for retail businesses, Promotional campaigns and events, Public relations for retail entrepreneurs.</p> <p><b>Managing Operations:</b> Training for staff on service excellence and selling techniques, inventory control, supplier selection, managing stock levels, benefits of technology integration, leveraging e-Commerce.</p> <p><b>Evaluating Performance and Continuous Improvement:</b> Key performance indicators (KPIs) for retail businesses, Monitoring and evaluating business performance, Implementing changes for continuous improvement</p>

#### Reference Books

1. Retail Management: Text and Cases" by Swapna Pradhan
2. NVR Naidu and T.Krishna Rao, " Management and Entrepreneurship", IK Int Pub House, New Delhi, 2014
3. S Anil Kumar, "Small Business and Entrepreneurship", IK Int Pub House, New Delhi, 2008
4. Balraj Singh, "Entrepreneurship Development", Wisdom, Delhi, 2005
5. Timmons and Spinelli, "New Venture Creation: Entrepreneurship for 21st Century", TMH, ND
6. Newman, Andrew J. and Peter Cullen Retailing Environment and Operations, Thomson Learning, India, 2010
7. C.V. Bakshi, "Entrepreneurship Development", Excel Publications



## DSE406 - Sustainable Work Practices in Retail Operations

**Credits: 4**

**Subject Code: DSE406**

**Hours: 60**

Sr.No.	Course Objectives
1	To understand the Principles and Importance of Sustainable Retailing:
2	To analyze Sustainable Practices and Their Implementation in Retail Operations
Sr.No.	Course Outcomes
1	Learners will be able to articulate the concepts and significance of sustainability in the retail sector, demonstrating an understanding of its environmental, social, and economic dimensions.
2	Learners will be able to analyze and evaluate sustainable practices relevant to retail operations, including environmentally friendly sourcing, energy efficiency, fair labor practices, and community engagement

Unit-I	Introduction to Sustainable Retailing
	Definition and significance of sustainability in retail, Overview of environmental, social, and economic dimensions of sustainability, developing a sustainability strategy and action plan for a retail business, Integration of sustainability considerations into business decision-making processes, challenges and barriers to implementing sustainable practices, Case studies highlighting the importance of sustainability in retail operations
Unit-II	Environmental Sustainability in Retail
	Sustainable sourcing and procurement practices, Energy efficiency and waste management in retail operations, Green store design and eco-friendly infrastructure, Emerging technologies and trends driving sustainability in retail, Circular economy principles and opportunities for retailers, Case studies of innovative sustainable retailing initiatives, Communicating sustainability initiatives to consumers Eco-friendly product labeling and packaging, Strategies for educating and engaging customers on sustainable consumption
Unit-III	Social Responsibility and Ethical Practices
	Government policies and incentives for promoting sustainability in retail, Overview of environmental and social regulations affecting retail businesses, Certification standards for sustainable products and practices (e.g., Fair Trade, Organic), Fair labor practices and supply chain transparency, Diversity and inclusion initiatives in retail workforce, Community engagement and philanthropic activities
Unit-IV	Sustainable Supply Chain Management and KPIs
	Sustainable sourcing and supplier partnerships, Logistics optimization and transportation efficiency, Collaboration with suppliers for sustainability improvements, Key performance indicators (KPIs) for assessing sustainability in retail, Sustainability reporting frameworks (e.g., Global Reporting Initiative), Using data and metrics to track progress and drive continuous improvement

**Reference Books:**

1. Sustainability in Retailing: Concepts and Cases" by Jayashree Suresh and Deepa Dixit
2. Sustainable Retailing: Emerging Trends and Best Practices" by Cristina M. Gómez-Cruz, Gloria Estévez-Mejías, and Sandra María Sánchez-Cañizares
3. Sustainable Supply Chains: Models, Methods, and Public Policy Implications" by David L. Olson and Desheng Dash Wu

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# Semester–V

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## OJT 501 – Apprenticeship in Retail Store Operations Management

Credits: 35

Subject Code: OJT 501

Hours: 1050 (44 hours per week)

Sr.No.	Objectives
1	To acquire skills of managing store operations
Sr.No.	Apprenticeship Outcomes
1	The learners will be able to manage retail operations at the store.

Sr.No.	Module
On the Job Training Modules	
1	Organize the display of products at the store
2	Plan visual merchandising
3	Establish and satisfy customer needs
4	Process the sale of products
5	Maintain the availability of goods for sale to customers
6	Allocate and check work in your team
7	Monitor and solve customer service problems
8	Communicate effectively with stakeholders
9	To monitor and manage store performance
10	To provide leadership for your team
11	To build and manage store team
12	To develop individual retail service opportunities
13	To manage department budget
14	Optimize inventory to ensure maximum availability of stocks and minimized losses
15	Implement standard operating procedures, process and policy at the store while ensuring timely and accurate reporting
16	Manage sales and service delivery to increase store profitability
17	Check and confirm adherence to visual merchandising plans
18	Manage overall safety, security and hygiene of the store
19	Implement promotions and special events at the store
20	Manage human resources at the store through manpower planning, recruitment, training and performance management
21	Conduct price benchmarking and market study of competition

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# Semester–VI

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## OJT 601 – Apprenticeship in Retail Store Operations Management

Credits: 35

Subject Code: OJT 601

Hours: 1050 (44 hours per week)

Sr.No.	Objectives
1	To acquire skills of managing store operations
Sr.No.	Apprenticeship Outcomes
1	Thelearners will be able to manage retail operations at the store.

Sr.No.	Module
	<b>On theJobTrainingModules</b>
1	Organize the display of products at the store
2	Plan visual merchandising
3	Establish and satisfy customer needs
4	Process the sale of products
5	Maintain the availability of goods for sale to customers
6	Allocate and check work in your team
7	Monitor and solve customer service problems
8	Communicate effectively with stakeholders
9	To monitor and manage store performance
10	To provide leadership for your team
11	To build and manage store team
12	To develop individual retail service opportunities
13	To manage department budget
14	Optimize inventory to ensure maximum availability of stocks and minimized losses
15	Implement standard operating procedures, process and policy at the store while ensuring timely and accurate reporting
16	Manage sales and service delivery to increase store profitability
17	Check and confirm adherence to visual merchandising plans
18	Manage overall safety, security and hygiene of the store
19	Implement promotions and special events at the store
20	Manage human resources at the store through manpower planning, recruitment, training and performance management
21	Conduct price benchmarking and market study of competition

**MODEL PAPER FOR BBA (CBCS)**

**Code No.**

**I & II SEMESTER EXAMINATION, 2023-2024**

**INTERNAL EXAM**

**(Max Marks-15)**

- |   |   |
|---|---|
| <b>I) Multiple Choice Question 10bits</b> | <b>10x<math>\frac{1}{2}</math>=5Marks</b> |
| <b>II) Fill in the blank</b>              | <b>10x<math>\frac{1}{2}</math>=5Marks</b> |
| <b>III) Short Answer Question</b>         | <b>5x1=5Marks</b>                         |

