

# BBA RETAIL OPERATIONS BATCH (2024-2025)

## SCHEME OF INSTRUCTION FOR BBA (Retail Operations)

### I YEAR

### SEMESTER-I

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
<b>ELS1</b>	First Languages-I (if Applicable)	4	4	3Hrs	80 U+20I
<b>SLS1</b>	Second Languages (if Applicable)	3	3	3Hrs	80 U+20I
<b>AECC-I</b>	Environmental Studies/ Basic Computer Skills	2	2	2 Hrs	40 U+10I
<b>DSC101</b>	Introduction to Retail Operations	4	4	3Hrs	80 U+20I
<b>DSC102</b>	Merchandising and Cashiering and Operations-I	4	4	3Hrs	80 U+20I
<b>DSC103</b>	Business Communication Skill	4	4	3Hrs	80 U+20I
<b>DSC104</b>	Principles of Management	4	4	3Hrs	80 U+20I
		<b>25</b>	<b>25</b>		

**AA\*Apprenticeship Assessment conduct by Industry SK\***

**Skill Test conduct by college**

### SEMESTER-II

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
<b>ELS2</b>	Languages (if Applicable)	4	4	3Hrs	80 U+20I
<b>SLS2</b>	Second Languages (if Applicable)	3	3	3Hrs	80 U+20I
<b>AECC 2</b>	Environmental Studies /Basic Computer Skills	2	2	2 Hrs	40 U+10I
<b>DSC201</b>	Retail Business Environment	4	4	3Hrs	80 U+20I
<b>DSC 202</b>	Merchandising and Cashiering Operations - II	4	4	3 Hrs	80 U + 20 I
<b>DSC203</b>	Managerial Economics	4	4	3Hrs	80 U+20I
<b>DSE204</b>	Logistics and Supply Chain Management	4	4	3Hrs	80 U+20I
		<b>25</b>	<b>25</b>		

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**Skill Test conduct by college**

**YEAR II -SEMESTER-III**

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
<b>ELS3</b>	Languages (if Applicable)	3	3	3Hrs	80 U+20I
<b>SLS 3</b>	Second Languages (if Applicable)	3	2	3Hrs	80 U+20I
<b>SEC-1</b>	(a)Personality Development-I (b)Advanced Computers	2	2	2 Hrs	40 U+10I
<b>SEC-2</b>	(a) Basic Quality Management (b)Business Policy and Strategy	2	2	2 Hrs	40 U+10I
<b>DSC301</b>	Sales Management	4	4	3Hrs	80 U+20I
<b>DSE 302</b>	Team Management-I	4	4	3Hrs	80 U+20I
<b>DSC 303</b>	Customer Relationship Management	4	4	3 Hrs	80 U + 20 I
<b>DSC 304</b>	Enterprise Resource Planning(ERP)	4	4	3Hrs	80 U+20I
		<b>26</b>	<b>25</b>		

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**Skill test conduct by college**

**SEMESTER-IV**

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
<b>ELS-4</b>	Languages (if Applicable)	3	2	3Hrs	80 U+20I
<b>SLS -4</b>	Second Languages (if Applicable)	3	2	3Hrs	80 U+20I
<b>SEC3</b>	Business Correspondence and Communication Personality Development-II	2	2	2 Hrs	40 U+10I
<b>SEC4</b>	Start Up Management Business Intelligence & Data Visualization	2	2	2 Hrs	40 U+10I
<b>DSE 401</b>	Store Operations Management	4	3	1½Hrs	80U + 20I
<b>DSC 402</b>	Fundamentals of Financial& Cost Accounting	4	3	3Hrs	80 U+20I
<b>DSE 403</b>	Team Management-II	4	3	3Hrs	80 U+20I
<b>DSC 404</b>	FMCG/FMCD Sales &Distribution	4	3	3Hrs	80 U+20I
<b>DSC 405</b>	Non-Store Retailing	4	3	3Hrs	80 U+20I
	<b>Project work:</b>				
<b>OJT-401</b>	Distributor Salesman-Project Work (30Hours)(RAS/Q0604)	-	1		Grade
<b>OJT-402</b>	Seller Activation Executive(30 Hours Project work)RAS/Q0105)	-	1		Grade
		<b>30</b>	<b>25</b>		

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**Skill Test conduct by College**

**YEAR III**  
**SEMESTER-V**

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
	<b>Apprenticeship-I</b>				
<b>OJT-501</b>	Retail trainee Associate-I(RAS/Q0103)	12	07	3Hrs	70AA*+ 30SK*
<b>OJT-502</b>	Retail Cashier-I (RAS/Q0102)	12	07	3Hrs	70AA*+ 30SK*
<b>OJT- 503</b>	Retail Sales Associate (RAS/Q0104)	24	10	3Hrs	70AA*+ 30SK*
		<b>48</b>	<b>24</b>		

**AA\* Apprenticeship Assessment conduct by industry**

**SK\* Skill Test conduct by College**

**SEMESTER-VI**

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
	<b>Apprenticeship-II</b>				
<b>OJT-601</b>	Retail Team Leader-(RAS/Q0105)	54	26	1 ½ Hrs	70⊕+30 SK
		<b>54</b>	<b>26</b>		

**AA\* Apprenticeship Assessment conduct by Industry**

**SK\* Skill Test conduct by College**

**ELS:** English Language Skill; **DSC:** Discipline Specific Course; **DSE:** Discipline Specific Elective;  
**GE:** Generic Elective; **T:** Theory; **P:** Practical; **L:** Lab; **I:** Internal Exam; **U:** University Exam; **PR:**  
Project Report; **CV:** Viva-Voce Examination.

**PROPOSED SCHEME FOR CHOICE BASED CREDIT SYSTEMS (CBCS) IN BBA  
PROGRAMME**

Sl. No	Course Category	No. of Courses	Credits Per Course	Credits
1	Languages (If Applicable)	8	$(4*2)+(3*3)+(2*3)$	23
2	Discipline Specific Core-(DSC)	13	$(10*4)+(3*3)$	49
3	Discipline Specific Elective (DSE) Course	4	$(2*4)+(2*3)$	14
4	AECC(Ability Enhancement Compulsory Course)	2	$(2*2)$	04
5	SEC( Skill Enhancement Course)	4	$(4*2)$	08
4	OJT	4	$(2X7) + (1X10) + (1X26)$	50
5	OJT Project	2	$(2*1)$	2
<b>Total</b>				<b>150</b>

**Note:**

1. IT lab 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 under taken 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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## **BBA 1 YEAR SEMESTER -1 –CBCS**

### **ABILITY ENHANCEMENT COMPULSORY COURSE (AECC)**

#### **ENVIRONMENTAL STUDIES**

(2 HRS/WEEK)

CREDITS-2

#### **UNIT – I : ECOSYSTEM , BIODIVERSITY AND NATURAL RESOURCES .**

1. Definition , scope & Importance of Environmental Studies.
2. Structure of Ecosystem – Abiotic & Biotic components Producers , Consumers , Decomposers , Food chain , Food web , Ecological pyramids.
3. Function of an Ecosystem : Energy flow in the Ecosystem (Single channel energy flow model)
4. Definition of Biodiversity , Genetic , Species & Ecosystems diversity , Hot-spots of Biodiversity , Threads to Biodiversity , Conservation of Biodiversity (Insitu & Exsitu)
5. Renewable & Non – renewable resources , Brief account of Forest , Mineral & Energy. (Solar Energy & Geothermal Energy ) resources.
6. Water Conservation , Rain Water harvesting & Watershed management.

#### **UNIT-II : ENVIRONMENTAL POLLUTION , GLOBAL ISSUES & LEGISLATION.**

1. Causes , Effects & Control measure of Air pollution , Water pollution.
2. Solid Waste Management.
3. Global Warming & Ozone layer depletion.
4. Disaster management – floods , earthquakes & cyclones.
5. III – effects of Fire – works.
6. Environmental legislation :-  
(a) Wild life protection Act (b) Forest Act (c) Water Act (d) Air Act
7. Human Rights
8. Women and child welfare
9. Role of Information technology in environment and human health.

#### **\*Fields Study :**

- **Pond Ecosystem.**
- **Forest Ecosystem.**

#### **REFERENCES :**

- **Environmental Studies : from crisis to cure – by R.Rajagopalan (Third edition) Oxford University Press.**
- **Text book of Environmental Studies by Dr.D.K.Asthana and Dr.Meera Asthana**

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 Outcomes
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.

Unit 1	Introduction to Retail & Product Displays:
	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
Unit II	Preparing Products for Sale & Customer Assistance
	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
Unit III	Resolving Customer Complaints & Promoting Loyalty Memberships
	Customer Complaint Handling Process - Modes and Sources of Customer Complaints  Promoting Loyalty Memberships: Loyalty Scheme Basics - Building Loyalty Memberships
Unit-IV	Maintaining Store Security
	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:**

Introduction of Retail operations by RASCI publication

1. In store cashier and Merchandising by RASCI publication
2. Bajaj C, Tuli R. Shrivastava N.V. (2010) Retail Management, Oxford University Press.
3. K.V.S. Madaan, (2009) Fundamental of Retailing, Tata MC Graw Hill.
4. Michael Levy, Barton Weitz, Ajay Pandit (2017) Retailing Management, Tata McGraw Hill.
5. 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- Processing Part Exchange Sale Transactions: Need for a Customer to Part Exchange the Products</p> <p>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
	<p>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.</p>



**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 with in 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 & characteristics 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-II</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 work place. 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-IV</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 : PRINCIPLES OF MANAGEMENT.**

**Credits: 4**

**Subject Code:**

**Hours: 60**

**Objective :** To acquaint the students with the Principles , Functions and Practices of management .

## **UNIT -1 INTRODUCTION**

Management – Meaning – Characteristics – Administration vs Management – Scope of Management – Importance of Management v- Functions of Management – Levels of Management – Skills of Management – Leader vs Manager – Scientific Management – Meaning – Definition – Objectives – Criticism – Fayol 's 14 Principles of Management.

## **UNIT – II PLANNING**

Meaning – Definition – Characteristics – Types of Plans – Advantages and Disadvantages – approaches to Planning – Management by Objectives (MBO) – Steps in MBO – Benefits – Weakness.

## **UNIT – III ORGANIZING.**

Organizing – Meaning – Definition – Process of Organizing – Principles of Organization – Types of Organization – Formal and Informal Organizations – Line and Staff conflicts – Functional Organization – Span of Management – Meaning Determining span – Factors influencing the Span of Supervision .

## **UNIT – IV DELEGATING AND DECENTRALIZATION**

Authority – Meaning - Delegation – Definition – Characteristics – Elements – Principles – Types of Delegation – Importance of Delegation – Factors influencing Degree of Delegation – Barriers – Guidelines for Making Delegation Effective – Centralization – Meaning – Decentralization – Meaning – nDifference between Delegation and Decentralization.

## **UNIT – V COORDINATION AND CONTROL .**

Meaning –Definition – Principles of Coordination – Importance – Process 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 .

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## Semester-II

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## **BBA. 1 YEAR SEMESTER – II**

### **Basic Computer Skills**

#### **BASICS OF COMPUTERS**

##### **UNIT – 1:**

Introduction to computers what is computer , characteristics of computer , Generation of computers , Classifications of computers , Basic of computer organization , Application of computers , Input and Output Devices : Input devices , Output devices , Softcopy devices , Hard copy devices.. Computer Memory and Processor : Introduction , Memory hierarchy , Processor , Registers Cache memory , primary memory , secondary storage devices , magnetic tapes, floppy disks , hard disks , optical drives , USB flash drivers , Memory cards , Mass storage devices , Basic Processors architecture .

##### **UNIT – II :**

Number system and Computer Codes: Binary number system, working with binary numbers, octal number system, hexadecimal number system , working with fractions , signed number representation in binary form , BCD code , and other codes , Boolean algebra and logic diagrams and Boolean expressions using karnaugh map. Computer Software : Introduction to computer software , Classification of computer software , system software , application software , firmware middleware , acquiring computer software , design and implementation , of correct , efficient and maintainable programs.

##### **REFERENCES :**

1. V. Rajaraman , 6<sup>th</sup> Edition Fundamentals of Computers , Neeharika Adabala.
2. Anita Goel , Computer Fundamentals.

## DSC 201-Retail Business Environment

**Credits: 4**

**Subject Code:**

**Hours: 60**

Sr.No.	Course 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.	Course 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 202- 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 stores.
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>
	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>
	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>Unit-4</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.

**1. Reference Books:**

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

## DSC 203 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: Vanitha Agrawal, Pearson Education



## DSC 204- Logistics and Supply Chain Management

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

**Subject Code:**

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 Outcomes
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.

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**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

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## **Semester–III**

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**BBA – III Semester -COURSE NO. SEC- 1**

**(a)**

**PERSONALITY DEVELOPMENT – I**

**OBJECTIVE:**

The objective of the course is to provide a proper perspective towards one's personality development.

**UNIT - I: INTRODUCTION TO PERSONALITY**

Introduction to Personality- Basic of Personality, Human Growth and Behavior, Theories in Personality, Motivation; Attitudes: Types of Attitudes, Formation – importance of positive attitudes

– steps in developing positive attitudes

**UNIT - II: COMMUNICATION AND LEADERSHIP SKILL**

Communication Skills – Definition, Significance of communication, disasters of non-communication, communication Gap, process of communication, forms of communication; listening skills, active and attentive listening, benefit of listening; Body Language, Right Posture and its importance – effects of right body language, Inter personal communication and relationships, leadership skills, team building and public speaking.

**SUGGESTED BOOKS :**

1. Personality Development by Rajiv K. Mishra.Rupa & Co.
2. Public Speaking – Collins.
3. Your Personal Pinnacle of Success - D.D. Sharma
4. Self development - Devesh.

(b)

**ADVANCED COMPUTER SKILLS**

**OBJECTIVE:**

The objective the course is to enhance the computer skills and provide onunderstating of the computer technology.

**UNIT – I: COMPUTER NETWORKS AND INTERNET  
CONCEPTS:**

**Introduction to Computer Networks:** Data communication, communication channels (duplex, half- duplex, full-duplex), communication channels (twisted pair, coaxial cable, fiber optic cable, microwave transmission, radio transmission, infrared transmission, satellite communication), Network topologies (bus, ring, star, tree topology).

**Introduction to Internet and Security:** Internet protocol, transmission control protocol, application layer protocol (FTP, TELNET, SMTP, PPP), network connecting devices (repeater, bridge, router, gateway), network security concepts (firewall, cookies, hackers & crackers).

**UNIT -II: INTRODUCTION TO PROGRAMMING  
CONCEPTS AND SPREADSHEETS USING EXCEL**

**Introduction to Programming Concept:** Algorithms, flowchart, low level languages, high level languages, types of high- level languages, generation of programming languages.

**Introduction to Excel:** Creating, naming & saving a worksheet, formatting feature, types of built- in functions, graph and data management tools.

**SUGGESTED BOOKS :**

1. Computer fundamentals, 2e, A. K. Sharma, Universiy press.
2. Introduction to computers , Tata Mc Graw Hill, Alexis Leon & Mathews Leon
3. Introduction to information technology, 2e, John Wiley & sons, Turban, Rainer, Potter
4. Computer fundamentals, Pearson, Anita Goel
5. Fundamentals of computers, Raja Raman, PHI

**BBA – III Semester -COURSE NO. SEC - 2**

**(a)**

**BASIC QUALITY MANAGEMENT**

**OBJECTIVE :**

Quality is the most significant characteristic of product or service in today's world. This course introduces traditional and modern quality perspectives.

**UNIT – I: INTRODUCTION:**

The concept of Quality. Quality Dimensions. Product and Service Quality. Inspection, Statistical Quality Control, Quality Assurance and Total Quality Management. Conventional Quality Management versus Total Quality Management. Evolution of TQM. Historical perspectives of TQM – Deming, Juran, Crosby and Taguchi's Contributions. Customer and supplier focus in TQM. Benefits and Costs of TQM.

**UNIT – II: TOOLS AND TECHNIQUES OF TQM:**

Statistical Tools - Check Sheets, Histograms, Scatter Diagrams, Pareto's Chart, Regression Analysis & Control Charts. Cause and Effect Diagrams, The Five Why's, Five S's, Kaizen, JIT, Quality Circles, Gantt Chart and Balanced Score Card. Dimensions of Service Quality. An overview of TQM in Service Organisations.

**SUGGESTED BOOKS :**

1. Sunil Sharma, "Total Engineering Quality Management", 2003, Macmillan India Ltd.
2. Ron Basu, "Implementing Quality: A Practical Guide to Tools and Techniques", 2016, THOMPSON.
3. Kanishka Bedi, "Quality Management", Oxford University Press.
4. Mujkherjee, PN, "Total Quality Management", 2007, PHI.
5. R. P. Mohanty & R. R. Lakhe, "TQM in the Service Sector", Jaico Books. 2016

## **SEC - 2 (b) BUSINESS POLICY AND STRATEGY**

### **OBJECTIVE:**

To acquaint the students with understanding the business environment and design strategies to meet challenges. It focuses on designing plans and policies.

### **UNIT- I: INTRODUCTION TO BUSINESS POLICY AND STRATEGY:**

Strategy, Strategic Management Process, Establishing Corporate directions – Vision, Mission and Objectives. Crafting and Executing Business Policy and Corporate Planning. Strategic Intent, Strategy decision making

**Environmental Analysis for Business Policy Formulations**-Evaluating a Company's External and Internal Environmental analysis for creating business policy and strategy, Macro Environmental factors; Demographic elements, Political forces, Economic elements, Socio-cultural factors, Technological Issues.

**Strategy Formulation** -Business Level and Functional Level Strategy. Strategy analysis and choices Competitive analysis and advantages: Generic strategies, Choice based strategies, Tailoring Strategy to fit specific industry, Strategy for Leaders, Challengers.

### **UNIT -II: STRATEGY ALTERNATIVE AND STRATEGY IMPLEMENTATION:**

**Strategy Alternatives**-Creating Value through Intensive growth strategies, Integration Strategies, Diversification Strategies, Using Offensive and defensive strategies. Outsourcing Strategies, Growth and Drivers of outsourcing. Market diversification strategies.

**Strategy Implementation:** Strategy of Evaluation and Control - Corporate Culture and Promoting S M A R T governance - Re-Designing Organizational Structure and Controls, Crafting Social Responsibility, Social and Ethical responsibilities of Corporate Organizations.

### **SUGGESTED BOOKS:**

1. Arthur A Thompson Jr, Strickland "Strategic Management- Concepts and Cases" TATA McGraw Hill Company Ltd, Second Reprint 2010, New Delhi.
2. P. Subba Rao, "Business Policy and Strategic Management" HPH, 2017.
3. Fred R. David, "Strategic Management" 2008, 12<sup>th</sup> Edition, PHI Learning Limited, New Delhi.
4. Michael Porter, "Competitive Strategy" 2005 Reprint, Free Press, London.  
R.M.Srivastava, "Management Policy and Strategic Management- Concepts, Skills and Practices" 2014,  
Revised edition, H P H , Hyderabad

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

**Subject Code:**

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

<b>Unit-I</b>	<b>RetailSalesPlanning</b>
	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
<b>Unit-II</b>	<b>RetailSalesManagement</b>
	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
<b>Unit-III</b>	<b>ManagingSales</b>
	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 302 Customer Relationship Management

**Credits: 4**

**Subject Code:**

**Hours: 60**

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 303 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 retail organization.
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 needs 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 organizations (Small, Medium and Large).
3	The learner's 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 Retailing Organization, characteristics and applications of ERP software solutions that are used by Small, medium and large retail organizations, significance of Business Process Re-engineering(BPR) in ERP solutions wrt to business processes of a Retail organization, need for business process management (BPM), fytheco-relation between ERP solution and BPM of an organization, elements of BPM lifecycle, functional module susedinvarious functions &departments of a retail store(Small, Medium & Large), features, advantages and benefits of different functional modules of ERP used by Retail organizations (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

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

## DSC 304 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 Outcomes
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

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# Semester–IV

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**BBA – IV Semester - COURSE NO. SEC - 3 (a)**  
**BUSINESS CORRESPONDENCE AND**  
**COMMUNICATION**

**OBJECTIVES :**

This course is intended to help the students to present themselves properly to the corporate world. It enables them to communicate formally highlighting their strengths.

**UNIT - I: INTRODUCTION TO BUSINESS COMMUNICATION**

**Introduction** - Understanding Workplace Communication, Communicating across cultures, Importance of Business Correspondence, Communication and organizational effectiveness, Perception and conception, Formal and informal communication systems. The role of and process of communication. Barriers to communication Surmounting barriers to communication, Types of communication; Listening process–Elements of good listening– improving listening competence. Importance of feedback – Principles of feedback.

**Non -Verbal Communication:**

Characteristics of non- verbal communication–Types and functions of non verbal communication– Interpreting non- verbal communication;

**UNIT - II: REPORT WRITING, BUSINESS LETTERS, MEETINGS AND AGENDA:**

**Report Writing** - What is a report, Importance of Reports, Types of reports, Characteristic of good report, Structure of Reports.

**Business Letters** - Structure and Format of Business Letter, Types of Business Letters, Writing Cover letters, Letters for enquiry, Offer, Order, Purchase and Complaint.

**Meetings** - Types of Meetings; Importance of Business Meetings; Different Types of Business Meetings -Developing agendas and Writing Minutes.

### **SUGGESTED BOOKS:**

1. Penrose, Rasberry and Myers, “Business Communication for Managers”, Cengage Learning.
2. Lesikar, R.V. and M.E. Flatley, “Basic Business Communication”, 2008 11th Ed. New York, McGraw-Hill.
3. CSG Krishnamacharyalu and L.Ramakrishnan, “Business Communications”, 2019, 1<sup>st</sup> Edition, Himalaya Publishing House.
4. Technical Communication: M.Raman & Sharma, Oxford University Press.

**BBA – IV Semester - COURSE NO. SEC - 3**

**(b)**

**PERSONALITY DEVELOPMENT – II**

**OBJECTIVE:**

The objective of this course to enable a student to understand the importance of Goal setting Time Management and Trustworthiness.

**UNIT – I : GOAL SETTING AND TIME MANAGEMENT :**

Definition, Importance of goal setting, Periodicity of goal setting- Short, Medium and Long term- Methods to achieve set goals – Activity in goal setting – Techniques of time management- Prioritization of activities- Awareness of time wasters and howto avoid them.

**UNIT –II : ENHANCING PERSONALITY DEVELOPMENT :**

Maintaining Trust- Being Trusting and Trustworthy, Building Interpersonal Trust, Re-establishing trust after it has been broken, Trusting Appropriately, Trust and Friendship. Managing Anger- Nature of anger, Guidelines for managing anger constructively, dealing with an angry person- Managing Anxiety and Fear- Breathing, Progressive muscle relaxation, Building one’s self esteem, Avoiding self- blame, Taking risks, Tolerating failure, Celebratingsuccess.

**SUGGESTED BOOKS :**

1. Rajiv Mishra, Personality Development, Rupa & Co.
2. Elizabeth B. Hurlok, Personality Development, Tata McGraw Hill, New Delhi.
3. McGrath E.H., Basic Management Skills for All, Prentice Hall of India Pvt. Ltd.
4. Barun K. Mitra, Personality Development and Soft Skills, Oxford University Press
5. Sherfield, R.M., Montgomery, R.J., Moody, P.G., Developing Soft Skills, 4<sup>th</sup> Edition, Pearson, 2010.
6. Robbins, S.P., & Hunsaker, Phillip, L., Training in Interpersonal Skills, Tips for managing people at work, PHI, 5<sup>th</sup> edition.

**BBA – IV Semester - COURSE NO.**

**SEC - 4 (a) STARTUP MANAGEMENT**

**OBJECTIVE:**

It helps the students to acquaint themselves with the special challenges of starting new ventures and introducing new product and service ideas.

**UNIT – I: ENTREPRENEUR AND ENTREPRENEURSHIP :**

Evolution of the Concept of Entrepreneur. Characteristics of an Entrepreneur. Distinction Between an entrepreneur and a Manager. Functions of an Entrepreneur. Traits/ Qualities of Entrepreneurs: Types of Entrepreneurs. Role of Entrepreneurship in Economic Development. Growth of Entrepreneurship in India. Problems and Development of Rural Entrepreneurship.

**UNIT – II: ROLE OF SUPPORT INSTITUTIONS  
& MANAGEMENT OF SMALL ENTERPRISES:**

Entrepreneurship Development Programmes (EDPs) – Phases of EDP's and Evaluation of EDPs. Institutional Finance to Entrepreneurs like Commercial Banks– Other Major Financial Institutions such as IDBI, IFCI, IIBI, LIC, UTI, NABARD, SFCs, SISI, SIDCs, SIDBI, and EXIM Bank and venture capital firms. Role of Small Enterprises in Economic Development. Ownership Structures, MSME act.

**SUGGESTED BOOKS :**

1. Vasanth Desai, “Dynamics of Entrepreneurial Development and Management”, 2007, HPH, Millenium Edition.
2. S.S. Khanka, “Entrepreneurial Development”, 2007, S. Chand & Co. Ltd.
3. Poornima. M Charantimath, “Entrepreneurial Development and Small Business Enterprises” 2006, Pearson Education.
4. David H. Hott, “Entrepreneurship New Venture Creation”, 2004, PHI.
5. P. Narayana Reddy, “Entrepreneurship – Text and Cases”, 2010, 1st Ed. CengageLerning.
6. Longencker, Morge, Mitchell, “Managing Small Business”, Sage South Asia Edition.



**BBA – IV Semester - COURSE NO. SEC- 4**

**(b)**

**BUSINESS INTELLIGENCE & DATA**  
**VISUALIZATION**

**OBJECTIVES:**

The aim in this course is to provide a basic understanding of Business Intelligence and its appreciation through Data Visualization.

**UNIT - I: INTRODUCTION:**

Definition – History and Evolution – Elements of Business Intelligence – Benefits and limitations of Business Intelligence – Real time Business Intelligence – Architecture of Business Intelligence.

**UNIT - II : DATA VISUALIZATION:**

Definition – Importance of Data Visualization – Tools of Data Visualization (Brief discussion on Power BI, Tableau), GIS, GPS, GIS Vs GPS.

**SUGGESTED BOOKS :**

1. Business Intelligence – A Managerial Approach – by Turban, Sharada, Delen, King -Pearson  
– Second Edition - 2014
2. Decision Support and Business Intelligence Systems – Turban, Aaronson, Liang, Sharada – Pearson, latest Edition
3. Successful Business Intelligence, Cindi Howson, McGraw Hill Education – Indian Edition.

## DSC 401 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 explain 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, in customers' 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.

## DSC 402 Fundamentals of Financial & Cost Accounting

Credits: 4

Subject Code:

Hours: 60

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
	<p>Basic accounting practices in retail organisations – meaning, definition, objectives, scope, basic terms, accounting principles in retail business, branches of accounting.</p> <p>uses &amp; limitations of Accounting, Concepts &amp; Conventions, Statements of Final Accounts in retail – Meaning, need &amp; objectives, types of Trading Account – Meaning &amp; need, Profit &amp; loss Account – meaning &amp; Need, Balance Sheet- Meaning &amp; need.</p> <p>Meaning of final accounts with adjustment entry, Impact of profit &amp; loss account and balance sheet on business goals of the organization, markup &amp; mark down practices in retail, impact of mark up and mark down on financial accounting &amp; profits.</p>
Unit-II	Accounting Practices
	<p>Common practices of accounting in a department of a business organization, 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</p>
Unit-III	Cost Accounting
	<p>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</p>

### Reference Books:

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

## DSC 403 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 Outcomes
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 individual's self-development, keeping a record of individual's learning, how to allocate work to team, monitoring team performance, escalation matrix and process of escalation management, conflict management, constructive feedback process and its advantages, different ways of communicating effectively with members of a team, work planning and scheduling for the team.
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

1. Retail Team Leader – RASCI Course Material
2. Retail Manager's Handbook – Andra Wheeler

### DSE 404 FMCG/FMCD Sales & Distribution

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

**Subject Code:**

<b>Sr.No.</b>	<b>Course Objectives</b>
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.
<b>Sr.No.</b>	<b>Course Outcomes</b>
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 sales person 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

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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
	<b>On the Job Training Modules</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



<b>15</b>	Implement standard operating procedures, process and policy at the store while ensuring timely and accurate reporting
<b>16</b>	Manage sales and service delivery to increase store profitability
<b>17</b>	Check and confirm adherence to visual merchandising plans
<b>18</b>	Manage overall safety, security and hygiene of the store
<b>19</b>	Implement promotions and special events at the store
<b>20</b>	Manage human resources at the store through manpower planning, recruitment, training and performance management
<b>21</b>	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	The learners will be able to manage retail operations at the store.

Sr.No.	Module
	<b>On the Job Training Modules</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

<b>15</b>	Implement standard operating procedures, process and policy at the store while ensuring timely and accurate reporting
<b>16</b>	Manage sales and service delivery to increase store profitability
<b>17</b>	Check and confirm adherence to visual merchandising plans
<b>18</b>	Manage overall safety, security and hygiene of the store
<b>19</b>	Implement promotions and special events at the store
<b>20</b>	Manage human resources at the store through manpower planning, recruitment, training and performance management
<b>21</b>	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>10x½=5Marks</b> |
| <b>II) Fill in the blank</b>              | <b>10x½=5Marks</b> |
| <b>III) Short Answer Question</b>         | <b>5x1=5Marks</b>  |

**MODEL PAPER FOR BBA (CBCS)**

**I, & II (NEW) EXAMINATION, 2019**

**Time: 3 Hours**

**(Max Marks – 80)**

**SECTION – A**

**Answer any five questions**

**(5X4=20 Marks)**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

**SECTION – B**

**II. Answer the following questions**

**(4X15=60)**

9. a)

OR

b)

10. a)

OR

b)

11. a)

OR

b)

12. a)

OR

b)

