

UNIVERSITY OF CALICUT



B. Voc. Degree Programme in RETAIL MANAGEMENT

Under the Faculty of

Commerce and Management Studies

SCHEME AND SYLLABUS

For General and Skill Papers

2018 ADMISSION ONWARDS

BOARD OF STUDIES IN COMMERCE AND MANAGEMENT STUDIES (UG)

CALICUT UNIVERSITY

THENHIPALAM, CALICUT UNIVERSITY P.O

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PREAMBLE

The University Grants Commission (UGC) has launched a scheme on skills development based higher education as part of college/university education, leading to Bachelor of Vocation (B.Voc.) Degree with multiple exits such as Diploma/Advanced Diploma under the NSQF. The B.Voc. programme is focused on universities and colleges providing undergraduate studies which would also incorporate specific job roles and their NOSs along with broad based general education. This would enable the graduates completing B.Voc. to make a meaningful participation in accelerating India's economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge.

The B. Voc. Programme is designed to bridge the potential skill gap identified. The curriculum in each of the years of the programme would be a suitable mix of general education and skill development components. The general education component provides emphasis to Communication skill, Presentation skill, Health and Safety, Industrial Psychology, Environmental awareness, Entrepreneurship development and other relevant subjects in the field. General Education Components should not exceed 40% of the curriculum. Skill Development Component should match the skill gap identified at least 50% of Skill Development Component should be allotted to practical and can grow up to 60% based on the nature of the course. The practical component can be carried out in the college and/or the industry partner premises.

Retail management pertains to the task of managing supermarkets and hypermarkets in strict business terms. In India, the retail industry has seen a great upsurge in the past decade. Retail management is the right or rather the best career for those who feel an interest towards commodities, sales markets, market segments, diversification of businesses, advertising and campaigning, and marketing research. There are a lot of opportunities in the retail sector inside and outside of our country.

The units of the syllabus are well defined. The number of contact hours required for each unit is also given. A list of reference books is provided at the end of each course

AIMS

This curriculum has been prepared with the objective of giving sound knowledge regarding retail management to undergraduate students. The goal of the syllabus is to equip students with the potential to contribute to academic and industrial environments. This curriculum will expose students to various fields of retail management and develop interest in related disciplines.

BROAD OBJECTIVE

The B. Voc courses are designed with the following objectives,

- To provide judicious mix of skills relating to a profession and appropriate content of General Education.
- To ensure that the students have adequate knowledge and skills, so that they are work ready at each exit point of the programme.
- To understand basic facts and concepts in retail management
- To develop the ability for applying the principles of commerce in retail management
- To develop skills to receive and store goods in retail operations
- To deliver products to customers
- To create a positive image of self & organisation in the customers mind
- To maintain health and safety in retail stores
- To process cash and credit transactions in retail stores
- To work effectively in a Retail team
- To help keep the store secure
- To provide specialist support to customers facilitating purchases
- To be exposed to the different processes used in industries and their applications.
- To provide flexibility to the students by means of pre-defined entry and multiple exit points.
- To integrate NSQF within the undergraduate level of higher education in order to enhance employability of the graduates and meet industry requirements. Such graduates apart from meeting the needs of local and national industry are also expected to be equipped to become part of the global workforce.

SEMESTER

A term consisting of 90 working days including examination days distributed over a minimum of 18 weeks of 5 working days consisting of six hours. Total credits in a semester: 30 (equivalent to 450 hours).

ELIGIBILITY AND INDEX CALCULATION

The admission to B Voc programme will be as per the rules and regulations laid out by the University of Calicut for UG admissions. Candidates who have passed pre degree or plus two course (HSE/VHSE/Similar) in any stream with not less than 45% marks in aggregate shall be eligible to apply for admission to the B.Voc Retail Management programme. (No age limit)

INDEX MARK CALCULATION

Plus two marks (HSE. out of 1200. Other streams should be converted to this appropriately). Additional marks are as follows:

- +2 /VHSE/CBSE/Diploma/Certificate course level- studied commerce related subjects – 10 marks.
- NSS-10
- NCC- as per the A,B,C certificate(5,10,15)

RESERVATION/QUOTA

A maximum of 50 students can be admitted to one B. Voc programme. The students can be admitted only to the first semester (except for diploma holders). No students are admitted directly to the Third and Fifth semester in any circumstance except for diploma holders. Diploma holders may be permitted to third semester directly as mentioned above. The reservation rules for Government/Aided Colleges are as same as that of the regular UG programmes conducted in colleges affiliated to this university.

LEVELS OF AWARDS

B. Voc is programme with multiple exits. Following table shows the various certificates and their duration.

Awards	Duration
Diploma	2semester
Advanced diploma	4 Semester
B Voc Degree	6 Semester

ASSESSMENT OF STUDENTS

Assessment of students for each subject will be done by internal continuous assessment and Semester-End examinations. This dual mode assessment will be applicable to both Theory and Practical courses except for internship and project. Total marks in theory course reflect 80 marks external and 20 marks internal assessments. The mark division for practical courses is 20 marks internal and 80 marks external. For internship and project, there is no internal assessment

Sl No	Courses	Internal	External
1	Theory	20	80
2.	Practical	20	80
3.	Internship/ Project	0	100

INTERNALEVALUATION

20% of the total marks in each course are for internal evaluation. The colleges shall send only the marks obtained for internal examination to the university

The mark distribution to award internal continuous assessment marks for **theory** subject should be as follows:

Assessment	Mark
Test papers (minimum two, best two out of three is preferred)	10
Assignments (minimum two) such as home work, problem solving, group discussions, quiz, literature survey, seminar, term-project, software exercises, etc.	5
Regularity in the class	5
Total	20

The mark distribution to award internal continuous assessment marks for **practical** subject should be as follows:

Assessment	Mark
Evaluation in the lab and Rough Record	10
End-semester Test	4
Viva	1
Regularity	5
Total	20

Note:

No candidate will be permitted to attend the end-semester practical examination unless he/she produces certified record of the laboratory. Full credit for regularity in the class can be given only if the candidate has secured minimum 90% attendance in the subject. Attendance evaluation for each course is as follows

% of attendance	Marks
Above 90%	5
85-89%	4
80-84%	3
76-79%	2
75%	1

PATTERN OF QUESTIONS FOR SEMESTER-END EXAMINATIONS

The question papers of Semester-End examinations of theory subjects shall be able to perform achievement testing of the students in an effective manner. Duration of Semester-End examinations will be 3 hours. The pattern of questions for theory subjects shall be as follows:

For Theory

Section	Total No.of questions	No.of question to be answered	Marks for each question	Total marks
A:Very short/Objective type	10	10	1	10
B:Shortanswer type	12	8	2	16
C: Short essay type	9	6	4	24
D: Essay type	4	2	15	30
TOTAL				80

For Practical:

Marks Distribution	Total marks
Theory/ Algorithm/Flow diagram	20
Implementation	30
Result/Output	10
Record	10
Viva	10
Total	80

Mark distribution for internship:

Distribution	Marks
Content and relevance or Dissertation	60
Viva	20
Presentation	20

Grading- Indirect Grading System

Indirect Grading System based on a 7 point scale is used to evaluate the performance of students.

Marks scored	Grade	Remarks
90 and Above	A+	Outstanding
80 to 89	A	Excellent
70 to 79	B	Very Good
60 to 69	C	Good
50 to 59	D	Satisfactory
40 to 49	E	Adequate
Below 40	F	Failure

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COURSE STRUCTURE

Credit Distribution

Semester	Common Course		General Component	Skill Component	Total
	English	Additional Language			
Semester I	4	4	4	5+4+4+5=18	30
Semester II	4	4	4	4+5+4+5=18	30
Semester III	4	-	4+4=8	4+5+5+4=18	30
Semester IV	4	-	4+4=8	4+4+5+5=18	30
Semester V	-	-	4+4=8	4+4+4+5+5=22	30
Semester VI	-	-	-	30	30
Total	16	8	32	124	180

SEMESTER I

C.No.	Paper Code	Paper Title	GEN/ SKILL	Credit	Marks			Hours per Week		
					Internal	External	Total	Theory	Practical	Total
1.1	GEC1EG01	Transactions Essential English Language Skills A01	GEN	4	20	80	100	4		4
1.2	GEC1ML02	Malayalam –BashayumSahithyavum-I MAL1A01(2)	GEN	4	20	80	100	4		4
	GEC1AR02	Communication Skills in Arabic ARB1A07(1)								
	GEC1HD02	Prose and One Act Plays A07								
1.3	GEC1EC03	E-Commerce and General Informatics	GEN	4	20	80	100	4		4
1.4	SDC1RM01	Introduction to Retail Store Operations- Health Safety, Security, Team & Organizational Dynamics	SKILL	5	20	80	100	5		5
1.5	SDC1RM02	Basic Business Communication Skills	SKILL	4	20	80	100	4		4
1.6	SDC1RM03(P)	Lab on Business Communication Skills(P)	SKILL	4	20	80	100		4	4
1.7	SDC1RM04(P)	Lab on Retail Selling Skills- I(P)	SKILL	5	20	80	100		5	5
Total				30	140	560	700	21	9	30

Qualifications Pack – RAS/Q0101 Retail Store Operations Assistant

SEMESTER II

C. No.	Paper Code	Paper Title	GEN/ SKILL	Credit	Marks			Hours per Week		
					Internal	External	Total	Theory	Practical	Total
2.1	GEC2EG04	Ways with Words A02	GEN	4	20	80	100	4		4
2.2	GEC2ML05	Malayalam –BashayumSahithyavum-II MAL2A02(2)	GEN	4	20	80	100	4		4
	GEC2AR05	Literature in Arabic ARB2A08(2)								
	GEC2HD05	Poetry and Short Stories A09								
2.3	GEC2FA06	Financial AccountingBC2B02	GEN	4	20	80	100	4		4
2.4	SDC2RM05	Retail Logistics Management	SKILL	4	20	80	100	4		4
2.5	SDC2RM06	Retail Shopper Behavior	SKILL	5	20	80	100	4	1	5
2.6	SDC2RM07(P)	Lab on Retail Selling Skills II (P)	SKILL	4	20	80	100		4	4
2.7	SDC2RM08(Pr)	Internship/Project (Pr)	SKILL	5		100	100		5	5
Total				30	140	560	700	20	10	30

Qualifications Pack – RAS/Q0102

Retail Cashier

SEMESTER III

C. No.	Paper Code	Paper Title	GEN/ SKILL	Credit	Marks			Hours per Week		
					Internal	External	Total	Theory	Practical	Total
3.1	GEC3EG07	Writing for Academics and professional Success A03	GEN	4	20	80	100	4		4
3.2	GEC3PS08	Personality and Soft Skills Development	GEN	4	20	80	100	4		4
3.3	GEC3HR09	Human Resources Management BC3C03	GEN	4	20	80	100	4		4
3.4	SDC3RM09	Retail Stores & Operations Management	SKILL	4	20	80	100	4		4
3.5	SDC3RM10	Store Display and Visual Merchandising	SKILL	5	20	80	100	4	1	5
3.6	SDC3RM11(P)	Computerised Accounting (P)	SKILL	5	20	80	100		5	5
3.7	SDC3RM12(P)	Lab on Store Display and Customer Service(P)	SKILL	4	20	80	100		4	4
Total				30	140	560	700	20	10	30

Qualifications Pack – RAS/Q0103 Retail Trainee Associate

SEMESTER IV

C. No.	Paper Code	Paper Title	GEN/ SKILL	Credit	Marks			Hours per Week		
					Internal	External	Total	Theory	Practical	Total
4.1	GEC4EG10	Zeitgeist: Readings on Contemporary Culture A04	GEN	4	20	80	100	4		4
4.2	GEC4ED11	Entrepreneurship Development BC4A13	GEN	4	20	80	100	4		4
4.3	GEC4QT12	Quantitative Techniques for Business BC4C04	GEN	4	20	80	100	4		4
4.4	SDC4RM13	Elements of Salesmanship	SKILL	4	20	80	100	4		4
4.5	SDC4RM14	Retail Advertising & Sales Promotion	SKILL	4	20	80	100	4		4
4.6	SDC4RM15(P)	Computer Practical -I (MS Office) (P)	SKILL	5	20	80	100		5	5
4.7	SDC4RM16(Pr)	Internship/Project (Pr)	SKILL	5		100	100		5	5
Total				30	140	560	700	20	10	30

Qualifications Pack – RAS/Q0104 Retail Sales Associate

SEMESTER V

C. No.	Paper Code	Paper Title	GEN/ SKILL	Credit	Marks			Hours per Week		
					Internal	External	Total	Theory	Practical	Total
5.1	GEC5EV13	Conference and Event Management	GEN	4	20	80	100	4		4
5.2	GEC5MM14	Mall Management	GEN	4	20	80	100	4		4
5.3	SDC5RM17	Retail Planning	SKILL	4	20	80	100	4		4
5.4	SDC5RM18	Retail Targets & Locations	SKILL	4	20	80	100	4		4
5.5	SDC5RM19	Retail Distribution Management, Stores Layout And Design	SKILL	4	20	80	100	4		4
5.6	SDC5RM20(P)	Computer Practical-II (MS Office) (P)	SKILL	5	20	80	100		5	5
5.7	SDC5RM21(P)	Lab on Advertisement and Sales Promotion(P)	SKILL	5	20	80	100		5	5
Total				30	140	560	700	20	10	30

Qualifications Pack – RAS/Q0202 Business Builder/Retailer

SEMESTER VI

C. No.	Paper Code	Paper Title	GEN/ SKILL	Credit	Marks			Hours per Week		
					Internal	External	Total	Theory	Practical	Total
6.1	SDC6RM22	Internship & Project (900 Hrs.)	GEN	30		700	700		900	4
Total				30			700		900	30

Qualifications Pack – RAS/Q0107 Retail Store Manager

SEMESTER I

1.3: E-COMMERCE AND GENERAL INFORMATICS- GEC1EC03

Total Hours: 60

Hours per week: 4

Credits: 4

Internal: 20, External: 80

Objectives:

- To understand the importance of E-commerce and its applications in the business management
- To familiarize the students with the concepts, models, strategies of E-commerce, Electronic Payment Systems and E-Commerce Security.

Module 1

Overview of Electronic Commerce- Introduction to E-commerce Concepts, features and functions Operation of e-commerce Infrastructure for Ecommerce Application of E Commerce indirect Marketing and Selling, Value Chain Integration, Supply Chain Management, Corporate Purchasing, Financial and Information Services**20 Hours**

Module 2

E-Commerce Models and Strategies -Types of E-commerce: B2B, B2C, C2C C2B- Business Models for E-Commerce- Brokerage Model, Aggregator Model, Info-mediary model, Community Model, Value chain model, Manufacturer model, Advertising Model, Subscription model.

10 Hours

Module 3

E-Commerce Strategies: Electronic Data Interchange Mobile Commerce and Web Commerce- Introduction to ERP-Components.**10 Hours**

Module 4

Electronic Payment Systems -Overview of Electronic Payment Systems, Cybercash(Customer to Merchant Payments, Peer to Peer Payments, Security).Smart Card (Card Types, Closed or Open Security, Privacy, Card Costs, Non Card Costs), Electronic Banking, Electronic Fund Transfers.

10 Hours

Module 5

E-Commerce Security-Introduction to Security Passwords Viruses Firewalls –Encryption (PGP, SHTTP, SSL) - digital signature digital certificate - other security measures

10 Hours

SUGGESTED READINGS:

1. E-commerce and General Informatics, Antony Thomas, Pratibha Publications
2. E-Commerce: An Indian Perspective, P.T.Joseph, S.J., PHI.
3. Business on the net: An Introduction to what and how of e-commerce: Agarwala andLal, Macmillan India Ltd.

1.4: INTRODUCTION TO RETAIL STORE OPERATIONS- HEALTH SAFETY, SECURITY, TEAM & ORGANIZATIONAL DYNAMICS-SDC1RM01

Objectives:

- To familiarize the students with the concept of retail store and its operations
- To identify and developing effective work habits, health, safety and security and risks and their type and organizational dynamics, retail talents of the students.

Total Hours: 75 Hours per week: 5 Credits: 5

Internal: 20, External: 80

Module 1

Introduction to Retail and Retail Store Operations: Overview of Retail Industry, Types of Retail Formats and Store Processes **5 Hours**

Module 2

Process Credit Applications for Purchases: Overview and Need of credit facility, Characteristics and conditions of credit facility, Legal and Company Criteria for providing credit company processes for credit checks and authorization, Prompt solutions to problems in processing credit application forms **20 Hours**

Module 3

Team and Organizational Dynamics: Job responsibilities of a sales associate, Skills of competent sales associate, work effectively in your team, supporting the team in working effectively communication etiquette, Employee's responsibilities toward team, developing effective work habits, work effectively in your organization, working in an organization across team, demonstrating problem solving skills, Evaluating the progress of organizational coordination and health and safety agreement **20 Hours**

Module 4

Security Risks and their types: Help keep the store secure, role, authority, responsibility of employees in handling security risks, policies and procedures of an organization for handling security risks, security risk reporting, following company security policy and procedures

15 Hours

Module 5

Health, Safety and Security: Maintain health and safety, plan and procedures, reporting health and safety concerns, company policy toward health and safety, first aid and medical emergency plan, following emergency and evacuation plan, making work environment safe. **15 Hours**

SUGGESTED READINGS:

1. Swapana Pradhan- Retailing Management
2. George H, Lucas Jr., Robert P. Bush, Larry G Greshan- Retailing
3. A. J. Lamba- The Art of Retailing
4. Barry Berman, Joel R Evans- Retail Management; A Strategic Approach

1.5: BASIC BUSINESS COMMUNICATION SKILLS -SDC1RM02

Objectives:

- To develop necessary skills in verbal and non verbal communication
- To equip the students effectively to acquire required skills to manage business communication as also to use electronic media for business communication.

Total Hours: 60

Hours per week: 4

Credits: 4

Internal: 20, External: 80

Module 1

Communication-Need-Process-Types-Oral-written-Verbal-Nonverbal-Internal, External-

10 Hours

Module 2

Non-verbal communication-Body language-Kinesics, Proxemics-Para language-Channels-
Barriers-Principles of effective communication

10 Hours

Module 3

Job application letters-Resume-CV-Reference and recommendation letters- Employment letters-
Online application-Soft skill

10 Hours

Module 4

Business letters-Parts and layout of business letters-Business enquiry letter offers and quotation-
Orders and execution-grievances and redressals. Sales letters-Follow-up letters Circular letters-
Status enquiry-Collection letters-Preparation of partnership deed-power of attorney.

20 Hours

Module 5

Impact of IT on communication-Role of computers-Internet-E-mail-Telephone voice mail-
SMS- Video conferencing- Teleconferencing.

10 Hours

SUGGESTED READINGS:

1. Antony Thomas, Business Communication and MIS, Pratibha Publications
2. Bhatia R.C, Business Communication.
3. SaliniAgarwal Essential communication skill
4. Reddy P.N, and Apopannia, Essentials of Business Communication.
5. Sharma R.C, KRISHNA Mohan, Business Communication and Report writing.
6. Leod, M.C., Management Information System.
7. Jerome Reuter-Management Information system.

1.6 LAB ON BUSINESS COMMUNICATION SKILLS: PRACTICAL - SDC1RM03 (P)

Objective: The objective of this paper is to help students to acquire basic knowledge of the business communication and professional skills to impart skills for dealing with various kinds of business communications.

Total Hours: 60

Hours per week: 4

Credits: 4

Internal: 20, External: 80

Module 1

Use of Non-verbal communication – Body language-Kinesics, Proxemics-Para language

Activities: self-introduction& replies to General Questions. Verbal (Dramatic) performance (duration-1 minute) extemporespeech.GroupDiscussions. Mock Press Conference (Mock Interview with one student as a famous personality, being interviewed by the whole class as members of the Press) .Group singing/Cookery Demonstration /Sports Commentary. Mock TV news reading.**15 Hours**

Module 2

Preparation of Job application letters-Resume-CV-Reference and recommendation letters-Employment letters **5 Hours**

Module 3

Preparation of Business letters- Business enquiry letters-offers and quotation- Orders and execution-grievances and redressals. Sales letters-Follow-up letters- Circular letters-Status enquiry-Collection letter**15 Hours**

Module 4

Impact of IT on communication-

Prepare an e-mail to your target customers. Role-play on handling customer's complaint over phone. Prepare SMS regarding festival discount sales at your retail shop. **Telephone skills:** Prepare to make a telephone call- Receiving calls-Taking and leaving messages- Asking for and giving repetition - Selling up appointments-Changing appointments- Ending call- Situational dialogs. **Meeting:** What makes a good meeting –Chairing a meeting – Starting and asking for opening- asking for giving clarifications – ending the meeting.**15 Hours**

Module 5

Practice in Free and Fluent thinking and speech

Assignments:

1. A taped interview (audio or CD) with an interesting personality (duration-15 minutes) The written script to be submitted
2. A Mock Viva to be organized among the students themselves with the teacher as the facilitator, (They should be encouraged to grade each other during a viva session in which two or three of them will interview one student and then proceed in the reverse order.) This will definitely increase their confidence to face both the Model and the Final Viva. The student has to keep all the reports and records of all the modules in one single file

10 Hours

1.7: LAB ON RETAIL SELLING SKILLS -SDC1RM04 (P)

Objectives:

- To develop confidence, energy and focus, the students need to become a successful retail sales professional
- To identify essential ingredients to meet successful sales and handle different retail sales situations

Total Hours : 75

Hours per week: 5

Credit 5

Internal: 20, External: 80

Module 1

Practical Training in Lab: Basic Hygiene

- Tips on Basic Hygiene
- Basic Health Care
- How Hygiene affects Customers
- Cleanliness of mind & Body

15 Hours

Module 2

Practical Training in Lab: Basic Communication Skills

- Use of Words
- Use of Signs
- Use of Hands
- Communicating First Time with the Customers

15 Hours

Module 3

Practical Training in Lab: Basic Grooming

- Dress Code
- Decent Dressing
- Hair Styling
- Maintaining Neat & Pleasant Look

15 Hours

Module 4

Practical Training in Lab: Manners &Etiquettes

- Body Language
- Face & Body Expressions
- Self Presentation
- Voice Modulations

15 Hours

Module 5

Practical Training in Lab: Developing Relationships

- Memory Skills
- Feedback from Customers
- Giving Personal Attention

15 Hours

SEMESTER II

2.3: FINANCIAL ACCOUNTING (BC2BO2)–GEC2FA06

Objectives:

- To enable the students to acquire knowledge of preparing financial statements
- To enable the students to acquire knowledge about accounting standards and to understand corporate accounting methods

Total Hours : 60

Hours per week: 4

Credits: 4

Internal: 20, External: 80

Module 1

Preparation of Financial Statements of Non Corporate Entities not covered by IFRS

Convergence: Preparation of Financial Statements of sole trader - Single Entry: Meaning Methods of profit determination - Capital comparison method -Conversion method – Depreciation accounting -**10 Hours**

Module 2

Accounts of Corporate Entities not Covered by IFRS Convergence: Issue of shares and debentures, Forfeiture of shares (An overview) - Preparation of financial statements of Joint stock companies **10 Hours**

Module 3

Accounting For Banking Companies: Bank accounts - Concept of Non-Performing Assets (NPA)-Preparation of Profit and Loss Account - Asset classification - Preparation of Balance Sheet. **10 Hours**

Module 4

Accounting For Insurance Companies: Insurance Accounts – types of insurance accounts-Final accounts of life Insurance - Profit determination of life insurance

10 Hours

Module 5

Accounting Standards for Financial Reporting: Objectives and uses of financial statements for users - Role/objectives of accounting standards - Development of accounting standards in India -Requirements of international accounting standards -International organizations engaged in accounting harmonization - IASB – FASB- Role of IASB in developing IFRS - IFRS adoption or convergence in India -Implementation plan in India - Indian AS - Differences between Indian AS and IFRS -Conceptual framework - Definition of financial elements - Principles of recognition, measurements, presentation and disclosure.

20 Hours

SUGGESTED READINGS:

1. Gupta R.L., Advanced Accounting Vol. I, S. Chand & Sons, New Delhi
2. Grewal T.S. and M.C. Shukla, Advanced Accounting Vol. I, S. Chand & Sons, New Delhi
3. Monga, J.R., Financial Accounting, Margin Paper Bank, New Delhi
4. Maheshwari S.N., Advanced Accounting Vol. I, Vikas Publications

2.4: RETAIL LOGISTICS MANAGEMENT - SDC2RM05

Objectives:

- **To acquaint the students with the basic ideas of logistics management**
- **To develop an understanding of the role of logistics in a market oriented society.**
- **To examine the major functions of logistics and role of IT in logistics**

Total Hours : 60

Hours per week: 4

Credits: 4

Internal: 20, External: 80

Module 1

Logistics Framework: Concept, Objective and Scope, Transportation, Warehousing, Inventory Management, Packing and Unitization, Control and Communication.

10 Hours

Module 2

Role of Information Technology in Logistics, Logistics Service Firms and Third Party Logistics

10 Hours

Module 3

Retail Logistics Network Design for Global Operations: Global Logistics Network Configuration, Orienting International Facilities, Considerations and Framework, Trade-offs Associated with each Approach, Mapping the Different Approaches, Capacity Expansion Issues, Information Management for Global Logistics, The Global LIS/LITS, Capabilities and Limitations, Characteristics of Logistics Information and Telecommunications Systems.

20 Hours

Module 4

Performance Measurement and Evaluation in Global Logistics: Operations and Logistics Control, Key Activities Performance Information, Measuring Performance in Functional Integration, Measuring Performance in Sectorial Integration. Organizational Structure for Global Logistics excellence, The Organizational Implications of Sectorial Logistics Co-Operation, The International Factor in Global Organizations

20 Hours

SUGGESTED READINGS:

1. Rushton, A., Oxley, J &Croucher, P (2nd Edition, 2000). Handbook of Logistics and Distribution Management.Kogan Page.
2. Simchi-Levi, David, Kaminsky, Philip, and Simchi-Levi, Edith. (2nd Edition, 2004). Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies. Irwin/McGraw Hill.

2.5: RETAIL SHOPPER BEHAVIOR -SDC2RM06

Objectives:

- To familiarize with models and theories of consumer behaviour and marketing research procedures
- To examine the concepts and techniques involved in understanding retailer shopping behaviour

Total Hours: 75 Hours per week: 5 (Theory 4, Practical 1) Credits: 5

Internal: 20, External: 80

Module 1

Customer Buying Behavior and Retail Sales: Basics of consumer shopping behavior, demonstrate products to customer, preparation of demonstration area, explaining the feature and benefits of products during product demonstration, logical sequencing involved in product demonstration.

15 Hours

Module 2

Help customer choose right products.: Explaining product features and benefits to customer to promote sales and goodwill, Helping customers choose products and handling customer queries, Identifying opportunities for up-selling and cross-selling, Collecting and interpreting customer responses and acknowledging customer buying decision, Techniques of closing sales and bill payment, Legal rights related to returning of unsatisfactory goods

20 Hours

Module 3

Product, Feature and Benefits: Informing customers about specialist products: Features and benefits, displaying products of customer's interest, providing product information and response to customer queries.

10 Hours

Module 4

Product Demonstration: Demonstration of specialist products, performing safe and valuable product demonstration, safety and security of store during demonstration.

10 Hours

Module 5

Maximize sales of goods and services: analyzing features and benefits of products, identifying and reporting promotional opportunities, promoting of products, recording and evaluating promotion results.

10 Hours

Module 6

Practical–(Retail Lab) Understanding consumer buying behavior and retail sales. Demonstrate products to customers. Help customers choose right products. Provide specialist support to customers to facilitate purchase. Help in maximizing product sales and participate in product promotions.

10 Hours

SUGGESTED READINGS:

1. Retail Marketing by A. Siva Kumar.
2. Patronage Behavior & Retail Management by William R. Darden.

3. Retail Marketing by Gary Akchurest.
4. Cases in Retail management by R.K Srivastava.

2.6: LAB ON RETAIL SELLING SKILLS - SDC2RM07 (P)

Objectives:

- To learn how to communicate with customers in a positive manner
- To learn how to deal with a customer to become a buyer
- To give practical training in self-introspection and stress management

Total Hours : 60

Hours per week: 4

Credits: 4

Internal: 20, External: 80

Module 1

Practical Training in Lab: Conversational Skills Development on Phone

- How to make calls
- Answering the Calls
- Representing the Company
- Following the Company's Procedure

15 Hours

Module 2

Practical Training in Lab: Customer Dealing

- How to Build Patience
- Developing Listening Skills
- Humour in Conversation
- Understanding the Customer Needs
- Anger Control

15 Hours

Module 3

Practical Training in Lab: Self Introspection

- Knowing Self
- SWOT Analysis
- Discovering own Personality

10 Hours

Module 4

Practical Training in Lab: Role Playing

- Admiring the Ideal
- Role play
- Real Life Clippings on Retail

10 Hours

Module 5

Practical Training in Lab: Stress Management

- Handling Complaints
- Handling Stress
- Keeping Calm in Stress
- Overcoming Anxiety

10 Hours

2.7: INTERNSHIP/PROJECT - SDC2RM08 (Pr)

STORE OPERATIONS

PRACTICAL TRAINING.

Credits: 5

Total Hours : 60

External Mark: 100

Objectives: The student will attach himself with a Retail organisation approved by the Department for a period of 2 weeks for industry training. The student should actively participate in the operations of the organization and should work like any other employee of that organization. He/ she should do a project work for the organization and the report (not less than 40 pages, A4 size) should be submitted to the organization and the department. The student has to face a viva based on his report

This module explains the different operating processes and their significance in running retail operations smoothly. It also helps develop necessary skills for planning, monitoring and controlling merchandise in a retail store.

Area of Study

- Managing Retail Operations
- What are Store Operations
- Productivity & Operating Efficiency
- Most Common Mistakes of Retailers
- Controls Essential for successful operations
- Measuring Performance
- Stock Turn
- Franchising
- Store Appearance & House Keeping
- Functions of a Store Manager
- Promotion, Planning and Execution Retail Operations

Suggested Instructional Methodology

Store visits have to be organized to get them acquainted them with day to day operations of a store

SUGGESTED READINGS:

1. Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, New Delhi
2. Barry Berman, Joel R. Evans, Retail Management, Pearson Education
3. A. J. Lamba, The Art of Retailing, Tata McGraw Hill Publishing Co. Ltd. New Delhi

SEMESTER III

3.2: PERSONALITY AND SOFT SKILLS DEVELOPMENT- GEC3PS08

Objectives:

- To develop allround personality to function effectively in different circumstances
- To develop effective communication skills and presentation skills
- To make the students self-confident individuals by mastering interpersonal skills, team management skills and leadership skills

Total Hours : 60

Hours per week: 4

Credits: 4

Internal: 20, External: 80

Module 1

Introduction: Concept of Personality, Personality Consciousness, Personality Patterns, Personality Syndrome, Symbols of Self, Clothing Names and Nicknames, Speech, Age, Success, Reputation, Molding the Personality Pattern, Persistence and Change.

15 Hours

Module 2

Personality Determinants: Physical Determinants, Intellectual Determinants, Emotional Determinants, Social Determinants, Aspiration and Achievement, Educational Determinants, Family Determinants.

15 Hours

Module 3

Personality Development: Healthy Personalities, Developing Self Awareness, Managing Personal Stress, Solving Problems Analytically and Creatively, Grooming, Appearance, Dress Sense, Personal Hygiene, Etiquettes and Body Language, Time Management, Public Speaking.

15 Hours

Module 4

Interpersonal and Group Skills: Building Positive Relationship, Strategies for Gaining Power and Influence, Fostering Motivational Environment, Building Effective Teams, Interviewing Skills, Conducting Meetings.

15 Hours

SUGGESTED READINGS:

1. Hurlock, Elizabeth B, Personality Development, Tata McGraw Hill, New Delhi
2. McGrath, E.H., Basic Managerial Skills for All, Prentice Hall of India Pvt. Ltd., New Delhi
3. Wehtten, David A and Kim S Cameron, Developing Managerial Skills, Pearson Education, New Delhi

3.3: HUMAN RESOURCES MANAGEMENT (BC3C03) GEC3HR09

Objectives:

- To familiarize the students with different aspects of managing human resources in an organisation
- To equip the students with basic knowledge and skills required for the acquisition, development and retention of human resources

Total Hours : 60

Hours per week: 4

Credits: 4

Internal: 20, External: 80

Module I

Introduction to Human Resource Management—Importance--scope and objectives of HRM. Evolution of the concept of HRM- Approaches to HRM- Personal management Vs Human Resource Management-HRM and competitive advantage- Traditional Vs Strategic human resource management. **15 Hours**

Module II

Human resource planning, Recruitment and selection—Job analysis---process of job analysis job discretion- job specification-- methods of job analysis-- Conventional Vs strategic planning—job evaluation—Recruitment--source of recruitment-methods. **15 Hours**

Module III

Placement, Induction and Internal mobility of human resource. Training of employees—need for training-objectives- approaches --methods-training environment- areas of training- Training evaluation. **10 Hours**

Module IV

Performance appraisal and career planning. Need and importance- objectives process-methods and problems of performance appraisal- . Concept of career planning –features- methods –uses career development. **10 Hours**

Module V

Compensation management and grievance redressal. Compensation planning objectives- Wage systems- factors influencing wage system-. Grievance redressal procedure- discipline-approaches punishment-essentials of a good discipline system. Labour participation in management.

10 Hours

References:

1. Human Resource Management- Text and Cases-- VSP Rao
2. Human Resource Management – Pravin Durai
3. Personal Management and Human Resources—VenkataRatnam .Srivasthava.
4. A Hand Book of Personnel Management Practice—Dale Yolder

3.4: RETAIL STORES AND OPERATION MANAGEMENT- SDC3RM09

Objectives:

- To acquaint the students with setting up a retailing business, its laws and regulations.
- To equip the students with management of retail stores including store accounting system and logistics management

Total Hours : 60

Hours per week: 4

Credits: 4

Internal: 20, External: 80

Module 1

Introduction to Retailing: Importance of retailing in economy; Retailing in India: Growth, present size and nature, **Retailing Regulations and Laws:** Regulation of retail institutions in India: Shop and Establishment Act, Labour Laws - Factories Act, Workmen Compensation Act;

20 Hours

Module 2

Types of Retailing: Stores classified by owners; Stores classified by merchandising categories; Wheel of retailing; Traditional retail formats vs. modern retail formats in India; Store and non-store based formats; Cash and carry business

Retailing models – Franchiser franchisee, directly owned; Co-operation and conflict with other retailers; Vertical marketing systems. **15 Hours**

Module 3

Setting up Retail organization - Size and space allocation, location strategy, factors affecting the location of Retail, Retail location Research and Techniques, Objectives of Good store Design.

5 Hours

Module 4

Store location: selecting a city, types of location within a city; trading area analysis, catchment area analysis; site evaluation, terms of occupancy. **5 Hours**

Module 5

Store Management- Responsibilities of Store Manager, Store Security, Parking Space Problem at Retail Centers,

Store Record and Accounting System - Coding System, Material Handling in Stores, Mall Management, Factor influencing Mall establishments. **10 Hours**

Module 6

Logistic and Information system - Improved product availability, Improved assortments, Strategies, Quick Response System. **5 Hours**

SUGGESTED READINGS:

1. Swapana Pradhan- Retailing Management
2. George H, Lucas Jr., Robert P. Bush, Larry G Greshan- Retailing
3. A. J. Lamba- The Art of Retailing
4. Barry Berman, Joel R Evans- Retail Management; A Strategic Approach

3.5: STORE DISPLAY AND VISUAL MERCHANDISING - SDC3RM10

Objectives:

- To provide the students with the ability to apply the principles of store design, layout and visual merchandising to retail outlets
- To learn to display products for attracting customers and choosing products.

Total Hours : 75Hours per week: 5 (Theory 4, Practical 1) Credits: 5

Internal: 20, External: 80

Module 1

Merchandise Management: Objective, Presentation and Demonstrating Merchandise. Strategies for Creating Good –Looking Retail Stores Displays. Retail Planogram. Prepare product for display, Label product displays, Arrange and maintain products for display**15 Hours**

Module2

Visual Merchandise: Objective and Principle of successful visual Merchandise. Signage: Types and Character, Visual Display. Devising Merchandise Plan: Innovativeness, Assortment. Category Management. **Plan Visual Merchandise.** Interpret Visual Design Briefs for Retail Display. Role of Visual Merchandiser in Improving Store Visual Appeal.**15 Hours**

Module 3

Buyer's Behavior: Factor effecting retailer and shoppers. Attracting and Retaining Customers. Buying a Decision Process. Types of Customers. Elements of Display and Potential Places for Product Display.**15 Hours**

Module 4

Management of Service and Quality in Merchandise Planning, Role of Information Technology in Point-of-Sale System. Electronic Fund Transfer at POS. Data Ware House and Data Mining. General Merchandise Planning Software. Role of props, Equipment and Materials in Display, Updating Stock Records for Merchandise Display. **15 Hours**

Module 5

Practical (Retail- Lab)

Store Display and Visual Merchandising. Prepare to display products. Label displays of products. Arrange and maintain products for display. Interpret design briefs for retail displays. Identify merchandise and props to be featured in retail displays.**15 Hours**

SUGGESTED READINGS:

1. Retail Merchandising: Risch E. H.
2. Merchandise Buying : M Smith Bohlinger
3. Chetan Bajaj and Ranjith – Retail Management – Oxford University Press, Second Edition,
4. Gibson G Vedamani – Retail Management – Functional Principles and Practice, JaicoPublishing House, Second Edition, 2004

3.6: COMPUTERISED ACCOUNTING - SDC3RM11 (P)

Objectives:

- To aid the students in utilizing the computer in maintaining accounting records and making management decisions.
- To develop skills in managing receivables and payables, pay roll and inventory modules.

Total Hours : 75

Hours per week: 5

Credits: 5

Internal: 20, External: 80

Module 1

Introduction to computerised accounting: Computerised accounting Vs. Manual accounting- merits of computerised accounting – Tally 9 - Features of Tally – Screen components-Creation of Company- selecting a company – altering/ modifying company creation details – Deleting a company – F 11 Features – F 12 Configuration

20 Hours

Module 2

Accounts and Vouchers – account groups – pre-defined groups – creating single & multiple groups – creation of primary account groups – creating ledger accounts in single & multiple – displaying, altering and deleting account groups and ledgers – Accounting vouchers- entering transactions in accounting vouchers – bill wise details - altering and deleting a voucher entry – creating new voucher types – modifying an existing voucher – duplicating a voucher –optional vouchers – post-dated vouchers – reverse journal – bank reconciliation statement – creating budget - generating reports - configuring reports-

20 Hours

Module 3

Final Accounts: balance sheet – profit and loss account – trial balance – day books – account books – statement of accounts – ratio analysis - cash flow - fund flow – list of accounts – exception reports.

15 Hours

Module 4

Accounts with inventory – enabling F 11 and F 12 - stock category – stock group – single/multiple creation of stock category and stock group – creation of units of measurement – creating single/multiple stock items – creating go downs - displaying, altering and deleting stock groups, units, items and go downs – cost categories- cost centres – creating cost categories and cost centres - displaying, altering and deleting cost categories and cost centres– purchase / sales orders - Inventory vouchers - using inventory vouchers – using accounting vouchers with inventory details (invoice mode) - Tally Security - Tally vault – Tally audit – advanced security control – back-up and restore – inventory reports – stock summary - inventory books – statement of inventory.

20 Hours

Activities:

1. Create a new company, group, voucher and ledger and record minimum 10 transactions and display the relevant results.
2. Prepare trial balance, Profit and Loss A/c and Balance Sheet (with minimum of any five adjustments).
3. Prepare inventory statement using (Calculate inventory by using all methods)
 - a) FIFO
 - b) LIFO
 - c) Simple Average Method
 - d) Weighted Average Method
 - e) Create an e-mail id and check the mail inbox.
4. Learn how to use search engines and visit yahoo com, rediff.com, hotmail.com and google.com
5. Visit Calicut University and college websites and collect the relevant data

3.7: LAB ON STORE DISPLAY AND CUSTOMER SERVICE - SDC3RM12 (P)

Objectives:

- **To provide in depth exposure in store display and visual merchandising**
- **To aid the students in understanding consumer buying behaviour and sales**
- **To guide the students in dealing with customers and managing customer relationship**

Total Hours : 60

Hours per week: 4

Credits: 4

Internal: 20, External: 80

Module 1

Store Display and Visual Merchandising: Prepare to display products. Label displays of products. Arrange and maintain products for display. Interpret design briefs for retail displays. Identify merchandise and props to be featured in retail displays.

15 Hours

Module 2

Understanding consumer buying behavior and retail sales: Demonstrate products to customers. Help customers choose right products. Provide specialist support to customers to facilitate purchase. Help in maximizing product sales and participate in product promotions.

10 Hours

Module3

Customer Experience Management: Help customers identify the products for purchase. Provide information on variants of products and help customers make buying decisions. Enable customers to make appropriate product choices. Ensure that customers fulfill their purchase process smoothly from start to billing. Apply the elements of effective Communication while interacting with Customers and other stakeholders.

15 Hours

Module4

Customer Service and Customer Relationship Management

Establish effective rapport with customers, respond appropriately to customers, communicate information's to customers, solve immediate customer service problems, identify repeated customer service problems and options for solving them. Identify appropriate actions that can be taken to avoid the repetition of customer service problems, Plan improvements in customer service based on customer feedback. Provide personalized sales and post sales service support. Review effectiveness of customer service delivery and suggest process improvements.

20 Hours

SEMESTER IV

4.2: ENTREPRENEURSHIP DEVELOPMENT (BC4A13) – GEC4ED11

Objectives:

- To help the students develop and systematically apply an entrepreneurial way of thinking that allow them to identify and create business opportunities that may be commercialized successfully

Total Hours : 60

Hours per week: 4

Credits: 4

Internal: 20, External: 80

Module I

Entrepreneur and Fundamentals of Entrepreneurship: Entrepreneurial competencies –Factors affecting entrepreneurial growth - Role of entrepreneur in economic development -Challenges of women entrepreneurs.

15 Hours

Module II

Micro, Small and Medium Enterprises: Legal Framework - Licenses - Role of promotional institutions with special reference to KINFRA , KITCO ,MSME & DICs -Concessions -Incentives and subsidies.

15 Hours

Module III

Project Management: Feasibility and Viability Analysis-Technical - Financial - Network -Appraisal and evaluation - Project Report preparation.

15 Hours

Module IV

Identification of Business Opportunities in the Context of Kerala: Rate of ED Clubs– Industrial Policies -Skill development for entrepreneurs - Business Incubation: Meaning - Setting up of Business Incubation Centres.

15 Hours

Reference Books:

1. S.S. Kanka , Entrepreneurial Development, Sultan Chand.
2. PrasannaChandra , Project Planning, Analysis, Selection, Implementation and Review, Tata McGraw Hill.
3. Vasantha Desai , Dynamics of Entrepreneurial Development, Himalaya
4. C.B.Gupta& N.P. Sreenivasan , Entrepreneurial Development, Sultan Chand.
5. Nirmal K Gupta, Small Industry-Challenges and Perspectives, Anmol Publications.
6. Vasantha Desai, Small scale Industries and Entrepreneurship, Himalaya.

4.3: QUANTITATIVE TECHNIQUES FOR BUSINESS (BC4C04) - GEC4QT12

Objectives:

- To provide a basic understanding of the value and use of quantitative methods in administrative and operational problem solving and decision making
- To develop an understanding of a variety of statistical and quantitative techniques applicable to a wide range of business situations

Total Hours : 60

Hours per week: 4

Credits: 4

Internal: 20, External: 80

Module I

Quantitative Techniques - Introduction - Meaning and definition - Classification of Q.T QT and other disciplines -Application of QT in business -Limitations. **5 Hours**

Module II

Correlation and Regression Analysis : Meaning and definition of Correlation - Karl Pearson's coefficient of correlation - Rank correlation - Regression - Types -Determination of simple linear regression - Coefficient of determination. **10 Hours**

Module III

Set Theory - Probability: Concept of probability - Meaning and definition - Approaches to probability - Theorems of probability - Addition Theorem - Multiplication Theorem –Conditional probability- Inverse probability- Baye'sTheorem.**10 Hours**

Module IV

Theoretical Distribution: Binomial distribution - Basic assumptions and characteristics -Fitting of binomial distribution - Poisson distribution - characteristics - Fitting of Poisson distribution - Normal distribution - Features and properties - Standard normal curve

15 Hours

Module V

Statistical Inference: Testing of hypothesis - Procedure - Error in testing - Two tail tests and one tail tests - Non parametric tests (Chi-square test only) - Parametric tests - Z test -Test of significance of large samples-Test for two sample means-Small sample mean tests - Students t test - Analysis of Variance - F test - One way ANOVA.**20 Hours**

Reference Books:

1. Richard I. Levin and David S. Rubin, Statistics for Management, Prentice Hall of India, latest edition.
2. S.P.Gupta, Statistical Methods, Sultan Chand, latest edition
3. G.C.Beri, "Statistics For Management", Tata Me Graw Hill, 2003.
4. J.K. Sharma, "Business Statistics:", Pearson, 2004
5. R.P.Hooda, "Statistics for Business", Me Millan.
6. Levine Krebiel&Bevenson, "Business Statistics", Pearson edition, Delhi..

4.4: ELEMENTS OF SALESMANSHIP - SDC4RM13

Objectives:

- To give the students basic idea of salesmanship and career opportunities as a salesman
- To aid the students with techniques of sales presentation and buying behaviour

Total Hours : 60

Hours per week: 4

Credits: 4

Internal: 20, External: 80

Module 1

Introduction: Concept of Salesmanship, Changing Roles and Functions of a Salesman. Importance of Personal Selling In the Context of Competitive Environment. Types of Selling.

5 Hours

Module 2

Salesman Career: Career Counseling & Guidance, Types of Salesman, Retail, Whole Sale, Specialized Sales Man, Duties, Responsibilities, Opportunities and Growth in the Sales Field, Qualities, Physical, Mental, Psychological, Social and Cultural - Rewards in Selling: Financial and Non-Financial (Incentives), Sources of Recruitments of Sales Force, Methods of Training Salesmen. Importance of Complete Product Knowledge-Major Areas of Knowledge-Manufacturers How Used, Life of Products, Guarantee Price, How other Customer Liked it etc. Sources of Product Information: Published Sources and unpublished Sources, Packing, Labeling and other Specification Enclosure etc.

25 Hours

Module 3

Buyer Behaviour: Introduction - Classification of Buyer-Industrial, Government and Ultimate Consumers. Buying Motives- Rational and Emotional Factors Influencing Purchase of a Product. Shopping Behaviour-Frequency, Place and Unit of Purchase. Analysis and Consumer Profile- Age, Sex, Income, Educational, Cultural and Linguistic Background etc. - Methods of Identifying Customer Perceptions Influencing Decision Regarding Purchase of Product - Finding out Customer's Needs, Problems and Potentialities.

15 Hours

Module 4

Sales Presentation: Introduction - Planning for Sales Presentation Setting Objectives for the Sales Planning, Sales Talk, Supporting Evidence etc. - Steps in Sales Presentation - Establishing Report, Introducing Product by Highlighting Benefits and Providing Information Relating to Product Futures and Benefits.

15 Hours

SUGGESTED READINGS:

1. Little Red Book of Selling by Jeffrey Gitomer's
2. Secrets of Closing the Sale, Zig Ziglar
3. How to Sell Anything to Anybody, Joe Girard
4. How to Master the Art of Selling, Tom Hopkins

4.5: RETAIL ADVERTISING AND SALES PROMOTION - SDC4RM14

Objectives:

- To familiarize students with major concepts in advertising and sales promotion.
- To provide the students a basic idea on copywriting
- To acquaint the students with sales promotion and different techniques of sales promotion

Total Hours : 60

Hours per week: 4

Credits: 4

Internal: 20, External: 80

Module 1

Introduction: Meaning, nature and purpose of advertising; advertising in the context of retailing; Integrated marketing communication (IMC), Advertising management process – An overview; Setting of retail advertising objectives and budgets. Media Decisions: Media planning - Media mix decisions: Popular media vehicles used in retail sector; Media timing and Scheduling.

15 Hours

Module 2

Copy Writing:: Different types of appeals; Copy layout; Evaluation of retail advertising effectiveness. Advertising Agencies: Features, functions and types; Selection of advertising agency -ethical and legal aspects of retail advertising. **10 Hours**

Module 3

Introduction to Sales Promotion: Meaning, nature and role of sales promotion; Major objectives and limitations of sales promotion; Major types of sales promotion tools and techniques – Manufacturer vs. Retail store sales promotion, Consumer vs. trade sales promotion. Retail Store Sales Promotion: Objectives

15 Hours

Module 4

Trade promotion: Meaning and objectives; Major trade promotion schemes – Merchandise allowance, sales contests, point-of-purchase display assistance, trade discount, co-operative advertising. **10 Hours**

Module 5

Sales Promotion Planning and Control: Establishing objectives of sales promotion and selecting consumers for sales promotion; Developing, pre-testing, implementing, controlling and evaluating the -sales promotion programme.

10 Hours

References:

1. Newman, Andrew J. and Peter Cullen, Retailing Environment and Operations, ThomsonLearning, India, 2007.
2. Clow, Kenneth E., Integrated Adverlising, Promotion and Marketing Communications, Pearson Education, 2007.
3. Wells, William, John Burnet and Sandra Mriarty, Advertising Principlc3 and Practicc3, 51h edition, Pearson Education, 2003.

4.6: COMPUTER PRACTICAL I (MS OFFICE)SDC4RM15 (P)

Objectives:

- **To familiarize students with basic MS Office applications**
- **To equip the students with typing skills and help them to learn the features and applicability of MS Word**

Total Hours : 75

Hours per week: 5

Credits: 5

Internal: 20, External: 80

I - MS WORD

1. Type Chairman's speech/ Auditor's report / Minutes/ Agenda and perform the following operations: Bold, Underline, Font Size, style, Background color, Text color, Line spacing, Spell Check, Alignment, Header & Footer, Inserting pages and page numbers, Find and Replace.
2. Prepare an invitation for the college function using Text Boxes and Clip Arts.
3. Design an Invoice and Account Sales by using Drawing Tool Bar, Clip Art, Word Art, Symbols, Borders and Shading.
4. Prepare a Class Time Table and perform the following operations: Inserting the Table, Data Entry, Alignment of Rows and Columns, Inserting and Deleting the Rows and Columns and Change of Table Format.
5. Prepare a Shareholders meeting letter for 10 members using mail merge operation.
6. Prepare Bio-Data by using Wizard/ Templates.

II - MS POWERPOINT

1. Design presentation slides for a product of your choice. The slides must include name, brand name, type of product, characteristics, special features, price, special offer etc. Add voice if possible to explain the features of the product. The presentation should work in manual mode.
2. Design presentation slides for organization details for 5 levels of hierarchy of a company by using organization chart.
3. Design slides for the headlines News of a popular TV Channel. The Presentation Should contain the following transactions: Top down, Bottom up, Zoom in and Zoom out - The presentation should work in custom mode.
4. Design presentation slides about an organization and perform frame movement by interesting clip arts to illustrate running of an image automatically.
5. Design presentation slides for the Seminar/Lecture Presentation using animation Effects and perform the following operations: Creation of different slides, changing background color, font color using word art.

SUGGESTED READINGS:

1. Windows Based Computer Courses, Rachhpal Singh &Gurvinder Singh.

4.7: INTERNSHIP/PROJECT – SDC4RM16 (Pr)

FUNDAMENTALS OF VISUAL MERCHANDISING - SDC4RM16 (Pr)

Objectives:

- **To get practical training in visual merchandising concepts and other arrangements inside a store**

Total Hours : 75

Credits: 5

External: 100

Practical Training

This module aims at learning basic visual merchandising concepts and theories essential in the store image, its merchandise, and displays.

Detailed Contents: Introduction to VM

- Other parts of a Store
- Displays
- Design
- Mannequins
- Props & Signage
- Tools and Materials of the Trade
- Fixtures and Lighting
- Store Planning and Layout
- Store Fixturing Plans
- Store Renovation including budgets

Suggested Instructional Methodology

Extensive practical sessions, Visit to various stores and projects, Putting up displays etc.

SUGGESTED READINGS:

1. Dravid Gilbert, Retailing Marketing, Prentice Hall - Pearson Education
2. George H, Lucas Jr, Robert P. Bush, Larry G. Gresham, Retailing, All India Publishers and Distributors, Chennai
3. Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, New Delhi

SEMESTER V

5.1: CONFERENCE AND EVENT MANAGEMENT -GEC5EV13

Objectives:

- To give the students an overview of event management and marketing
- To equip the students with idea of event design, planning and promotion

Total Hours : 60

Hours per week: 4

Credits: 4

Internal: 20, External: 80

Module 1

Event Management: Introduction, The Emergence of Events Industry, types Of Events, Definitions of Event management, Importance of Event Management,

15 Hours

Module 2

Event Design: Event Design and Concept, Role of Event Management Companies, the Scope of Event Management,

10 Hours

Module 3

Event Marketing: Introduction, Event Promotion, Promotional Strategies, and five P's of Event Marketing: Product, promotion, price, public relations, and place. Internal versus External Event, marketing, Event Sponsorship, Internet Event Marketing, let us sum up: lesson end activity, keywords, and questions for discussion

20 Hours

Module 4

Event Planning

Introduction, key Steps for Planning an Event, Out Sourcing, Let Us Sum Up: Lesson end Activity, Keywords and Questions for Discussion

10 Hours

Module 5

Event Promotion: Introduction, Promoting an Event, Identifying

5 Hours

SUGGESTED READINGS:

1. Judy Allen, The Business of Event Planning: Behind-the-Scenes Secrets of Success Special Events
2. Meegan Jones , Sustainable Event Management: A Practical Guide
3. Mike van der Vijver and Eric de Groot, Into the Heart of Meetings: Basic Principles of Meeting Design

5.2: MALL MANAGEMENT - GEC5MM14

Objectives:

- To familiarize the students with the concept of shopping mall and its management
- To get them learn the operations of a mall, resource allocation and types of retail formats inside a shopping mall

Total Hours : 60

Hours per week: 4

Credits: 4

Internal: 20, External: 80

Module 1

Introduction: Concept of shopping mall, Growth of malls in India, Mall positioning strategies, Strategic planning for malls.

15 Hours

Module 2

Mall Management: Concepts in mall design, Factors influencing malls' establishment, Recovery management, Aspect in finance, Human resources, Security and accounting, Legal compliances and issues, measuring mall performance.

15 Hours

Module 3

Mall Operations: Store allocation, Leasing negotiations, Maintenance and repairs, Security and safety procedures and regulations, Operational activities, Footfalls measurement, Common area management

10 Hours

Module 4

Tenant Management: Selection of anchor tenant, Tenant mix, Mall resource allocation, Owner-tenant relationship

10 Hours

Module 5

Types of retail formats - Multiplexes, Food courts, Branded stores, Specialty stores, Hypermarkets, Supermarkets,

10 Hours

SUGGESTED READINGS:

1. SwapnaPradhan, "Retailing Management- Text & Cases", Tata McGraw Hill
2. Fleming.P, "Guide To Retail Management" Jaico Publications.
3. Gopal, W, "Retail Management" ICFAI.
4. S.L.Gupta, "Retail Management"
5. Mitra, S.N., "Retail Management", Pointer Publication, Jaipur.
6. Berry Berman & J.R. Evans, "Retail Management – A Strategic approach" Prentice Hall of India, New Delhi.

5.3: RETAIL PLANNING - SDC5RM17

Objectives:

- To familiarize the students with marketing function in a retail scenario
- To give them idea on the legal compliance of a retail store

Total Hours : 60

Hours per week: 4

Credits: 4

Internal: 20, External: 80

Module 1

Marketing & Strategic management: Marketing: Retailing, Role, Relevance & Trends. - Retail Customer-Retail market segmentation & franchising-Relationship marketing in Retailing.

10 Hours

Module 2

Retailing in Financial sector - Retailing in banking and other financial services, mutual funds and Insurance**5 Hours**

Module 3

Human Resources Management in Retailing - Human Resources: Retail organization-Laws involved in HR.- Motivation-Customer psychology-Training needs for employee recruitment Best Practices- How to Avoid Mis Hires– Coaching to fix weakness-Interviews guide- Avoiding Legal Problems: Bulletproof Approach.**15 Hours**

Module 4

Legal compliances for a Retail Store - Legal compliances: License-Contracts & Recovery-Legal Process-PF/ESIC & Exemptions-Food & Restaurants-PPF-IR – Law- Shops & establishments-IPR Patents, Copyright & Trademarks- Inclusion of Service Mark- Procedure and Duration of Registration- Customer Rights- Consumer Protection Acts- -Unfair Trade Practices- - Holding of Contests and Schemes- Correctness of Representation- The Standards of Weights and Measures Act – Procedures applicable for a Retail Store**20 hours**

Module 5

Mall Management - Mall Management:-Types of Various retail formats-Concepts in mall design-Factors influencing Malls establishments-Aspects in Finance-Aspects in security / accounting -Aspects in HR-Aspects in Quality management-Statistical methods used in measuring mall performance.**10 Hours**

SUGGESTED READINGS:

1. Retailing Management Text & Cases- SwapnaPradhan- The McGraw Hill Companies
2. Retailing Management -Levy &Weitz- The McGraw Hill Companies
3. Legal Aspects of Business –AkhileshwarPathak- The McGraw Hill Companies
4. Top Grading – How Leading Companies Win by Hiring, Coaching and Keeping the BestPeople- Bradford D Smart- Viva Books Pvt Ltd.

5.4: RETAIL TARGETS AND LOCATIONS - SDC5RM18

Objectives:

- To help the students in understanding the procedures involved in choosing store location and site selection
- To equip the students in identifying and understanding customers and consumer decision process

Total Hours : 60

Hours per week: 4

Credits: 4

Internal: 20, External: 80

Module 1

Identifying and Understanding Customers: Demographics and Lifestyles of customers/consumers with Retailing Implications, Consumer Needs and Desires, Shopping Attitudes and Behaviors, Consumers' Patronage.

10 Hours

Module 2

Consumer Decision Process - Decision Process and Types of Consumer Decision Making; Impulse Purchases; Customer Loyalty. Environmental Factors Affecting Consumers

10 Hours

Module 3

Information Flows: Meaning, Information Gathering and Processing, Retail Information System (RIS): Constructing and Using the RIS, Good Insights for Retailers for RIS, Impacted Negative Customer Service

10 Hours

Module 4

Choosing a Store Location: Importance, Trading-Area Analysis, benefits, Geographic information System, Size and Shape of Trading Areas for new Stores, Reilly's Law of Retail Gravitation, Trading Area Research; Characteristics of Trading Areas, Its Population, The Nature of competition and the Level of Saturation. **15 Hours**

Module 5

Site-Selection: Types of Location; Central, Secondary and Neighborhood Business Districts, String; The Planned Regional Community Neighborhood Shopping Centers, The Choice and Evaluation of General Location; Pedestrian Traffic, Parking and Transportation Facilities, Store Composition, Terms of Occupancy **15 Hours**

SUGGESTED READINGS:

1. SwapnaPradhan, "Retailing Management- Text & Cases", Tata McGraw Hill
2. Gopal, W, "Retail Management" ICFAL.
3. S.L.Gupta, "Retail Management"
4. Mitra, S.N., "Retail Management", Pointer Publication, Jaipur.
5. Berry Berman & J.R. Evans, "Retail Management – A Strategic approach" Prentice Hall of India, New Delhi.

5.5: RETAIL DISTRIBUTION MANAGEMENT, STORES LAYOUT & DESIGN- SDC5RM19

Objectives:

- To familiarize the students with the channels of markets and concepts of wholesale and retail
- To help them understand about store design and retail communication mix

Total Hours : 60

Hours per week: 4

Credits: 4

Internal: 20, External: 80

Module 1

Marketing Channels: Definition & Importance, Functions of Marketing Channels Intensive, Selective & Exclusive distribution strategies, Decisions in Channel Management Integrated Marketing Channels **Types of Channels:** Channels for Consumer goods, Industrial goods & Services –Horizontal, Vertical, Multichannel Marketing Systems**20 Hours**

Module 2

Wholesale and Retail: Concept, Importance, Functions-Wholesaler Marketing Decisions – Trends in Wholesaling Retailing: Concept, Importance, Functions – Indian Vs. Global Scenario Retail Location: Factors affecting location decision-Site Selection- Location based retail Strategies**15 Hours**

Module 3

Store Design: Interiors and Exteriors – Store layout – Types of layouts - Factors affecting store layout – Store image mix – Store Façade – The Internet Store. Store Administration: Floor space management-Managing store inventories and display**10 Hours**

Module 4

Store design and engineering: store design and retailing strategy, store design and facilities planning, store layout and departmentalizing, department space requirement, department allocations, internal layout of departments**10 Hours**

Module 5

Retail Communication Mix: Planning retail communication – Managing in-store promotions and events.

5 Hours

SUGGESTED READINGS:

1. Channel Management-Stern-El-Ansary
2. Retailing Management-SwapnaPradhan
3. Physical Distribution & Logistics Management-Dr. SubhashBhave
4. Channel Management & Retail Management-MeenalDhotre
5. David j Rachman retail strategy and structure: A Management approach, prentice hall of India limited.
6. Bermon, Barry and Joel r Evans, retail management, prentice hall of India limited, New Delhi.

5.6:COMPUTER PRACTICAL-II (MS OFFICE)– SDC5RM20 (P)

Objectives:

- To give practical knowledge in simple and advanced spreadsheet
- To equip the students with MS Excel and its features

Total Hours : 75

Hours per week: 5

Credits: 5

Internal: 20, External: 80

Module 1

MS–EXCEL: Introduction to Worksheet/Spreadsheets, Creating a simple Worksheet, Computations in a Worksheet, Printing the Worksheet, Graphs, Data Sorting, Filling, Query, Filtering. Applying Formulas. **15 Hours**

Module 2

ADVANCED EXCEL: Functions and Formulas: Formulas with Multiple Operators, Inserting and Editing a Function, Auto Calculate and Manual Calculation, Defining Names, Using and Managing Defined Names, Displaying and Tracing Formulas, Understanding Formula Errors, Using Logical Functions (IF), Using Financial Functions (PMT), Using Database Functions (DSUM), Using Lookup Functions (VLOOKUP), User Defined and Compatibility Functions, Financial Functions, Date & Time Functions, Math & Trig Functions, Statistical Functions, Database Functions, Text Functions, Logical Functions, Information Functions, Engineering and Cube Functions. **20 Hours**

Module 3

Working with Data Ranges: Sorting by One Column, Sorting by Colors or Icons, Sorting by Multiple Columns, Sorting by a Custom List, Filtering Data, Creating a Custom AutoFilter, Using an Advanced Filter. **Working with PivotTables:** Creating a PivotTable, Specifying PivotTable Data, Changing a PivotTable's Calculation, Filtering and Sorting a PivotTable, Working with PivotTable Layout, Grouping PivotTable Items, Updating a PivotTable, Formatting a PivotTable, Creating a PivotChart, Using Slicers, Sharing Slicers between PivotTables. **Analyzing and Organizing Data:** Creating Scenarios, Creating a Scenario Report, Working with Data Tables.

20 Hours

Module 4

Working with Web and External Data: Inserting a Hyperlink, Importing Data from an Access Database or Text File, Importing Data from the Web and Other Sources, Working with Existing Data Connections. **Customizing Excel:** Customizing the Ribbon, Customizing the Quick Access Toolbar, Using and Customizing AutoCorrect, Changing Excel's Default Options, Creating a Custom AutoFill List, Creating a Custom Number Format. **20 Hours**

SUGGESTED READINGS:

1. Windows Based Computer Courses, Rachhpal Singh & Gurminder Singh.
2. Information Technology, Hardeep Singh & Anshuman Sharma.

5.7: LAB ON ADVERTISEMENT AND SALES PROMOTION - SDC5RM21 (P)

Objectives:

- **To give practical knowledge in making different kinds of advertisements- printed and visual**

Total Hours : 75

Hours per week: 5

Credits: 5

Internal: 20, External: 80

1. Brochure and notice making
2. Logo designing
3. Preparation of collage
4. Advertisement- Print media and Visual Media
5. Make advertisement videos
6. Flash mob
7. Preparation of Blog
8. Online advertisement
9. Demonstration of personal selling
10. Prepare online contests to motivate target groups to try the product or to create awareness among people about the newly started retail shops
11. Preparation of column advertisements
 - a) Product advertisement
 - b) Store advertisement
 - c) Job opportunities
 - d) Buy and sell
 - e) Lost and found

Assignment:

1. Students have to select a particular company and write an assignment on different sales promotion techniques of the company
2. Sort out 10 best Print media and Visual media advertisements and submit the file

The student has to keep all the reports and records of all the modules in one single file

SEMESTER VI

6.1: MAJOR INTERNSHIP-SDC6RM22

Total Hours: 900

Credits: 30

Objective

The major project should be carried out in the any retail store. The major idea for internship is to implement the things learned and to get a real life experience. The Evaluation process follows 100% external assessment. Short-term working experience in retail store will help students better understand the organized retail industry and build a strong network with experts and fellows in the retail industry field, which can positively contribute to future career development. In addition, it will help students to identify if they really enjoy working in industry and help them in choosing a future career the course.

SUGGESTED READINGS:

H. FREDERICK SWEITZER, MARY A. KING: The Successful Internship