

**An Apprenticeship Embedded Degree Program (AEDP)**

**Course Curriculum**

**For**

**Bachelor of Commerce (B. Com) in**

**Retail Operations Management**

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



**(Faculty of Commerce)**

**Semester I, II (2025-26)**

**Semester III, IV (2026-27)**

**Semester V, VI (2027-28)**



**MAHARAJA GANGA SINGH UNIVERSITY**

**BIKANER, RAJASTHAN**

## Program Overview

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

B. Com in Retail Operations Management is a Apprenticeship Embedded Degree Program designed by Retailers Association's Skill Council of India (RASCI). The program is a judicious mix of professional education in the form of apprenticeship along with General and Retail Operations Management education on the principles of dual learning methodology.

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

**B. Com in Retail Operations Management****Curriculum Structure (Academic Year 2025-26)**

| I Semester               |  |      |   |   |   |               |                |                |             |                           |
|--------------------------|--|------|---|---|---|---------------|----------------|----------------|-------------|---------------------------|
| Paper Code               | Paper Name                                       | Code | L | T | P | Total Credits | Maximum Marks  |                | Total Marks | Minimum Passing Marks (%) |
|                          |  |      |   |   |   |               | Internal Marks | External Marks |             |                           |
| BCR4.5AECT11             | Environment Studies                              | AEC  | 2 | 0 | 0 | 2             | -              | 50             | 50          | 36                        |
| BCR 4.5DCCT12            | Introduction to Retail Operations                | DCC  | 6 | 0 | 0 | 6             | 30             | 120            | 150         | 36                        |
| BCR 4.5DCCT13            | In Store Cashiering and Merchandising            | DCC  | 6 | 0 | 0 | 6             | 30             | 120            | 150         | 36                        |
| BCR 4.5DCCT14            | Business Communication and Business Organization | DCC  | 6 | 0 | 0 | 6             | 30             | 120            | 150         | 36                        |
| <b>Total Credits: 20</b> |  |      |   |   |   |               |                |                |             | <b>Total Marks: 500</b>   |

| II Semester              |   |      |   |   |   |               |                |                |             |                           |
|--------------------------|---|------|---|---|---|---------------|----------------|----------------|-------------|---------------------------|
| Paper Code               | Paper Name                                      | Code | L | T | P | Total Credits | Maximum Marks  |                | Total Marks | Minimum Passing Marks (%) |
|                          |   |      |   |   |   |               | Internal Marks | External Marks |             |                           |
| BCR4.5AECT21             | General English or Hindi                        | AEC  | 2 | 0 | 0 | 2             | -              | 50             | 50          | 36                        |
| BCR 4.5DCCT22            | Customer Relationship Management                | DCC  | 6 | 0 | 0 | 6             | 30             | 120            | 150         | 36                        |
| BCR 4.5DCCT23            | Principles of Marketing                         | DCC  | 6 | 0 | 0 | 6             | 30             | 120            | 150         | 36                        |
| BCR 4.5DCCT24            | Business Environment and Social Media Marketing | DCC  | 6 | 0 | 0 | 6             | 30             | 120            | 150         | 36                        |
| <b>Total Credits: 20</b> |   |      |   |   |   |               |                |                |             | <b>Total Marks: 500</b>   |

| III Semester             |   |      |   |   |   |               |                |                |             |                           |
|--------------------------|---|------|---|---|---|---------------|----------------|----------------|-------------|---------------------------|
| Paper Code               | Paper Name  | Code | L | T | P | Total Credits | Maximum Marks  |                | Total Marks | Minimum Passing Marks (%) |
|                          |   |      |   |   |   |               | Internal Marks | External Marks |             |                           |
| BCR5AECT31               | Elementary Computer   | SDC  | 2 | 0 | 0 | 2             | -              | 50             | 50          | 36                        |
| BCR5DCCT32               | Retail Sales Management and E-Commerce                        | DCC  | 6 | 0 | 0 | 6             | 30             | 120            | 150         | 36                        |
| BCR5DCCT33               | Fundamentals of Managerial Economics and Financial Accounting | DCC  | 6 | 0 | 0 | 6             | 30             | 120            | 150         | 36                        |
| BCR5DCCT34               | Introduction to FMCG/ FMCD Sales & Distribution               | DCC  | 6 | 0 | 0 | 6             | 30             | 120            | 150         | 36                        |
| <b>Total Credits: 20</b> |   |      |   |   |   |               |                |                |             | <b>Total Marks: 500</b>   |

| IV Semester       |  |      |   |   |   |               |                |                |             |                           |
|-------------------|--|------|---|---|---|---------------|----------------|----------------|-------------|---------------------------|
| Paper Code        | Paper Name   | Code | L | T | P | Total Credits | Maximum Marks  |                | Total Marks | Minimum Passing Marks (%) |
|                   |  |      |   |   |   |               | Internal Marks | External Marks |             |                           |
| BCR5AECT41        | Indian Knowledge System  | VAC  | 2 | 0 | 0 | 2             | 50             | 0              | 50          | 36                        |
| BCR5DCCT42        | Retail Entrepreneurship  | DCC  | 6 | 0 | 0 | 6             | 30             | 120            | 150         | 36                        |
| BCR5DCCT43        | Logistics and Supply Chain Management  | DCC  | 6 | 0 | 0 | 6             | 30             | 120            | 150         | 36                        |
| BCR5DCCT44        | Enterprise Resource Planning and Legal framework for Retail Business Enterprises | DCC  | 6 | 0 | 0 | 6             | 30             | 120            | 150         | 36                        |
| Total Credits: 20 |  |      |   |   |   |               |                |                |             | Total Marks: 500          |

| V Semester        |                      |      |   |   |    |               |                |                |             |                           |
|-------------------|----------------------|------|---|---|----|---------------|----------------|----------------|-------------|---------------------------|
| Paper Code        | Paper Name           | Code | L | T | P  | Total Credits | Maximum Marks  |                | Total Marks | Minimum Passing Marks (%) |
|                   |                      |      |   |   |    |               | Internal Marks | External Marks |             |                           |
| BCR5.5AECT51      | Communication Skills | SDC  | 2 | 0 | 0  | 2             | 50             | 0              | 50          | 36                        |
| BCR5.5DCCT52      | Apprenticeship       | OJT  | 0 | 2 | 32 | 18            | 30*            | 120**          | 150         | 36                        |
| Total Credits: 20 |                      |      |   |   |    |               |                |                |             | Total Marks: 500          |

\*Skill test to be conducted by the College

\*\*Apprenticeship Assessment conducted by Industry, college and RASCI

| VI Semester       |                             |      |   |   |    |               |                |                |             |                           |
|-------------------|-----------------------------|------|---|---|----|---------------|----------------|----------------|-------------|---------------------------|
| Paper Code        | Paper Name                  | Code | L | T | P  | Total Credits | Maximum Marks  |                | Total Marks | Minimum Passing Marks (%) |
|                   |                             |      |   |   |    |               | Internal Marks | External Marks |             |                           |
| BCR5.5AECT61      | Dissertation Project Report | SDC  | 0 | 2 | 0  | 2             | 50             | 0              | 50          | 36                        |
| BCR5.5DCCT62      | Apprenticeship              | OJT  | 0 | 2 | 32 | 18            | 30*            | 120**          | 150         | 36                        |
| Total Credits: 20 |                             |      |   |   |    |               |                |                |             | Total Marks: 500          |

\*Skill test to be conducted by the College

\*\*Apprenticeship Assessment conducted by Industry, college and RASCI

**Semester I****BCR4.5AECT11: Environment Studies**

Common Curriculum for all Under Graduate Students

**BCR4.5DCCT12: Introduction to Retail Operations**

| <b>Sr. No.</b>  | <b>Course Objectives</b>   |
|-----------------|--|
| <b>1</b>        | To familiarize with retail store operations  |
| <b>2</b>        | To evaluate the processes followed for servicing customers at Point of Sale (POS)  |
| <b>3</b>        | To identify the processes and best practices to ensure security at retail stores   |
| <b>Sr. No.</b>  | <b>Course Outcomes</b>   |
| <b>1</b>        | The learners will be able to comprehend various functions under store operation processes.   |
| <b>2</b>        | The Learners will be able to explain the processes related to customer service at POS  |
| <b>3</b>        | The students will be able to identify the systems & protocols followed to ensure store security.   |
| <b>Unit 1</b>   | <b>Introduction to Retail Store Operations</b>   |
|                 | Evolution of Retail, Retail -Traditional and Modern Retail in India - Traditional Retail Formats - Modern Retail Formats, organogram of a Modern Retail organisation under all sub-sectors of retail, different departments in retail store and their functions, different roles in store and their roles and responsibilities, Retail Supply Chain.   |
| <b>Unit II</b>  | <b>Store Operations</b>  |
|                 | Introduction to store operations: store opening process, post store opening process, day end activities, roles and responsibilities of staff during opening-during the day-day end/ closing, product categories: important product categories (food, apparel & general merchandise), business impact of product categories, Goods receipt and storage process: Receiving goods at the store, unloading, material inward process, storage process, processes to minimizing loss of stock quality and quantity.  |
| <b>Unit III</b> | <b>Servicing at Cash Point/ POS (Point of Sale)</b>  |
|                 | 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.   |
| <b>Unit-IV</b>  | <b>Maintaining Store Security</b>  |
|                 | The various types of security risks at the store - Identify and report the security risks to the concerned higher authorities - appropriate methods to handle the security risks that fall within the purview of self-authority - the impact of not following statutory guidelines with respect to store safety and security. Types of security risk that can arise in your workplace -the authority and responsibility while dealing with security risks, including legal rights and duties - the approved procedure and techniques for protecting personal safety when security risks arise. Electronic Article Surveillance Systems (EAS) other security and safety equipment used in the stores such as soft tags, hard tags, RFID along with its uses and applications. |
| <b>Unit-V</b>   | <b>Age restricted products and Policies</b>  |
|                 | 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.  |

**Reference Book:**

1. Retail Trainee Associate by RASCI publication
2. Retail Cashier RASCI publication
3. Retail Management – Functional Principles & Practices 5<sup>th</sup> edition by Dr Gibson Vedamani Published by Pearson
4. K.V.S. Madaan, (2009) Fundamental of Retailing, Tata MC Graw Hill.
5. Michael Levy, Barton Weitz, Ajay Pandit (2017) Retailing Management, Tata McGraw Hill.

**BCR 4.5DCCT13: In Store Cashiering and Merchandising**

| Sr. No. | Course Objectives   |
|---------|---|
| 1       | To learn the best practices of displaying products for sale and provide basic assistance to customers in the stores               |
| 2       | To comprehend the processes associated with processing customer orders and exchanges  |
| 3       | To identify the processes related to processing customer payments and goods return  |
| Sr. No. | Course Outcomes   |
| 1       | The learners will be able to explain the best practices used to display products for sale   |
| 2       | The learners will be able to explain the process associated with fulfilling customer orders, processing payments and goods return |

| Unit-I   | 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 Customer Associate and Various Customer Styles, concepts and principles of visual merchandising, applications of visual merchandising in increasing sale and profits, Customer Complaint Handling Process - Modes and Sources of Customer Complaints, Promoting Loyalty Memberships: Loyalty Scheme Basics - Building Loyalty Memberships.   |
| Unit-II  | Processing Customer Orders  |
|          | 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   |
| Unit-III | Exchanges Process   |
|          | Process part exchange of goods/ products for the customers. Processing Part Exchange Sale Transactions: Need for a Customer to Part Exchange the Products Need for a customer to part exchange the products- Terms and conditions of sale for items that the store exchanges -Process of checking ownership of the items produced for part exchange Consequences of not checking the ownership of the items.  |
| Unit-IV  | Processing Customer Payments  |
|          | 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. 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 |

| Unit-V | Goods Return  |
|--------|---|
|        | 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. |

**Reference Books:**

1. Introduction of Retail operations by RASCI publication
2. In store cashier and Merchandising by RASCI publication
3. Retail Management – Functional Principles & Practices 5th edition by Dr Gibson Vedamani Published by Pearson
4. Swati Bhalla & Anuraag Singha, Visual Merchandising
5. Robert Colborne, Visual Merchandising: The Business of Merchandise Presentation
6. Paul J. Russell, Field Visual Merchandising Strategy: Developing a National In-store Strategy Using a Merchandising Service Organization

**BCR 4.5DCCT14: Business Communication and Business Organization**

| <b>Sr. No.</b> | <b>Course Objectives</b>   |
|----------------|--|
| <b>1</b>       | To Identify the role of business communication skills to excel in profession and workplace environment. To explain various elements and methods of effective business communication. |
| <b>2</b>       | To augment business communication skills and IT applications seamlessly at workplace   |
| <b>3</b>       | To acquaint the learners with the basics of Commerce & Business concepts, functions and forms of Business Organization and functions of Management.                                  |
| <b>Sr. No.</b> | <b>Course Outcomes</b>   |
| <b>1</b>       | The learner will be able to apply business communication skills to achieve proficiency in communication with different stakeholders at workplace.                                    |
| <b>2</b>       | Learners will be able to comprehend the basics of Commerce and Business concepts and functions, forms of Business Organization and functions of Management                           |
| <b>3</b>       | Learners will be able to apply theories and principles of management at workplace to achieve the desired objectives at workplace   |



|                 |  |
|-----------------|--|
| <b>Unit-I</b>   | <b>Theory of Communication and Workplace Communication</b>   |
|                 | <p>Definition and purpose of communication, methods (verbal &amp; non-verbal) and when to use them, Principles &amp; characteristics of effective communication, the reasons for barriers in communication, Ways to overcome these, Barriers. Impact of technological advancements on Communication Types- Internet, Blogs, E-mails, Moodle, social media (Facebook, Tweeter &amp; WhatsApp), Advantages and Disadvantages. The need for business communication- the methods to practice Business communication skills at workplace. Channels-- Formal and Informal—Vertical, Horizontal, Diagonal, Grapevine</p> <p>Methods: Verbal and Nonverbal. Characteristics of verbal and Non-verbal Communication.</p>  |
| <b>Unit-II</b>  | <b>Business Correspondence and Meetings&amp; Report Writing</b>  |
|                 | <p>Theory of Business Letter Writing -- Parts, Structure, Layouts—Full Block, Modified Block, Semi – Block, Effective Letter Writing, effective Email Writing, Resume &amp; job application writing, email writing, letters of communication to different stakeholders / inter departments, preparing proposals and quotations, raising complaints, replies to complaints, Letter of Acceptance of Job Offer, Letter of Resignation. Meeting– Plan, Prepare, Organize, Conduct &amp; Report. (Online &amp; Physical meetings)</p> <p>Report Meetings writing - business reports, project reports-Reading Skills: -Report Reading - analyze business reports, writing proposals, Presentations, Group Discussion, Practice Sessions: Mock Interviews, Mock Meetings / Conferences, Book Reviews/Summarization, Reading Comprehension, Oral Communication - one to one, one to many, delivering business presentations, listening comprehension.</p>     |
| <b>Unit-III</b> | <b>Basic IT Applications for Office Management</b>   |
|                 | <p>Introduction to Basic Computer Skills: Overview of the course objectives and expectation Introduction to computer hardware and software components, Basic computer operation Powering on/off, using the mouse and keyboard, navigating the desktop.</p> <p>Introduction to Microsoft Windows: Introduction to the Windows operating system, File management basics: Creating, renaming, moving, and deleting files and folders, Customizing the Windows desktop, and settings. Microsoft Word Basics: Introduction to Microsoft Word, Creating and formatting documents The formatting, paragraph formatting, page layout, working with tables and images, Saving, printing and sharing documents. Microsoft Excel Basics: Introduction to Microsoft Excel, Creating and formatting spreadsheet Entering data, formatting cells, using basic formulas, Working with rows, columns, and sheets</p> <p>Saving, printing, and sharing spreadsheets</p> |
| <b>Unit-IV</b>  | <b>Introduction and Forms of Business Organisations and Joint Stock Company</b>  |
|                 | <p>Objectives and functions of Business – Social Responsibility of a business - Forms of Business Organization - Meaning, Characteristics, Advantages and Disadvantages of Sole Proprietorship – Meaning, Characteristics, Advantages and Disadvantages of Partnership -Kinds of Partners - Partnership Deed -Concept of Limited liability partnership – Meaning, Characteristics, Advantages and Disadvantages of Hindu Undivided Family –Meaning, Advantages and Disadvantages of Co-Operative Organization. Joint Stock Company - Meaning - Definition - Characteristics - Advantages and Disadvantages - Kinds of Companies -Promotion - Stages of Promotion - Promoter - Characteristics - Kinds - Preparation of Important Documents - Memorandum of Association - Clauses - Articles of Association - Contents – Prospectus.</p>  |
| <b>Unit- V</b>  | <b>Introduction To Functions of Management</b>   |
|                 | <p>Management - Meaning - Characteristics – Functions, Levels, Skills of Management. Scientific Management - Meaning - Definition - Objectives - Criticism – Fayol’s 14 Principles of Management. Advantages and Disadvantages – Approaches to Planning - Management by Objectives (MBO) Steps in MBO - Benefits –Weaknesses—Definition of Organizing-Organization-Process of Organizing - Principles of Organization - Formal and Informal Organizations - Line, Staff Organizations - Line and Staff Conflicts - Functional Organization - Span of Management – Meaning, Determining Span – Factors influencing the Span of Supervision. Meaning of Authority, Power, responsibility, and accountability - Delegation of Authority - Decentralization of Authority - Definition, importance,</p>   |

|  |  |
|--|--|
|  | process, and principles of Coordination techniques of Effective Coordination - Control - Meaning - Definition – Relationship between planning and control-Steps in Control – Types (post, current and pre-control) - Requirements for effective control. |
|--|--|

**Reference Books:**

1. Bahl, J.C. and Nagamia, S.M. (1974) Modern Business Correspondence and Minute Writing.
2. Balan, K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi.
3. Shwom, B., & Snyder, L. G. (2016). Business communication: Polishing your professional presence (3rd ed.). Boston: Pearson
4. Benjamin, James (1993) Business and Professional Communication Concepts and Practices, Harper
5. Ramaswamy, I. (2011). Principles of Business Management, (8th Ed.), Himalaya Publishing House, New Delhi.
6. Koontz, H, & Weihrich, H (2016). Essentials of Management: An International Perspective (8th ed.), Tata McGraw Hills, New Delhi.
7. Ghuman, K & Aswathapa, K, (2017). Management concepts and Cases (10th ed.), Tata McGraw Hills, New Delhi.
8. Telsan, M.T. (2016). Industrial and Business Management, (4th ed.), S. Chand, New Delhi.
9. Mathur, B. S.: Principles of Management
10. Agarwal R. D.: Organisation and Managemen

**SEMESTER – II**

**BCR4.5AECT21: General English or General Hindi**

Common Curriculum for all Under Graduate Students

**BCR4.5DCCT22 Customer Relationship Management**

| <b>Sr. No.</b> | <b>Course Objectives</b>   |
|----------------|--|
| <b>1</b>       | To understand the concepts of consumer behaviour and hence need for customer relationship management                       |
| <b>2</b>       | To identify the elements and their uses in managing customer relationship.   |
| <b>3</b>       | To understand the standard process and practices of providing services to the customers                                    |
| <b>Sr. No.</b> | <b>Course Outcomes</b>   |
| <b>1</b>       | The learners will be able to explain the relationship between the consumer behaviour and customer relationship management. |
| <b>2</b>       | The learners will be able to describe the elements of CRM.   |
| <b>3</b>       | The learner will be able apply the customer relationship management processes to service and retain customer loyalty       |

| <b>Unit-I</b>   | <b>Overview of Consumer Behaviour</b>   |
|-----------------|---|
|                 | Retail market segmentation – Criteria for segmentation – Approach for Segmentation – Composite segmentation approach. Consumer Behaviour – Definition and Scope – Need for studying Consumer Behaviour - Consumer Behaviour and Decision Making – Consumer value, satisfaction and retention.   |
| <b>Unit-II</b>  | <b>Introduction to CRM</b>  |
|                 | Characteristics of customer touch points at the retail store and their significance wrt Sales and Customer Service, customer need identification process, process for identifying buying behavior, benefits of Customer Relationship Management (CRM) and its implication on providing solutions to the customers and Business, Components of CRM, Role of CRM in marketing and sales, Principles of CRM, Customer Relationship Management Strategies, Impact of CRM on business revenues |
| <b>Unit-III</b> | <b>Elements of CRM</b>  |
|                 | Elements of customer service management: Types of customers, complaint handling & resolution, delivery of reliable service, process for continuous customer service improvement, significance of teamwork in meeting the expectations of customers, CRM systems and their uses.   |
| <b>Unit-IV</b>  | <b>Customer Services</b>  |
|                 | Processes and practices of customer engagement, providing customer service in B2C and 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.  |
| <b>Unit -V</b>  | <b>CRM Implementation &amp; Trends</b>  |
|                 | CRM Implementation Roadmap. Common Roadblocks Future.<br>Trends: Social CRM, AI in CRM.   |

**Reference Books**

1. Retail Management – Functional Principles & Practices 5th edition by Dr Gibson Vedamani Published by Pearson
2. Retail Sales Associate & Retail Team Leader – RASCI Course Material

3. Consumer Behaviour: The Indian Context (Concepts and Cases) | Second Edition | By Pearson – S Ramesh Kumar
4. "Retailing: Integrated Retail Management" by Pradip Sinha Publisher: Oxford University Press
5. Retail Management: A Strategic Approach" by Barry Berman, Joel R. Evans, and Patrali Chatterjee, Publisher: Pearson

### BCR 4.5DCCT23: Principles of Marketing

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

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

|                |   |
|----------------|---|
| <b>Unit- V</b> | <b>Recent Marketing Trends</b><br>Generative AI in Marketing, Short- form Video Dominance, Brand Led Marketing, Personalization and Predictive Marketing and Ethical and Sustainable Marketing. |
|----------------|---|

**Reference Books:**

1. Marketing Principles and Management-Sherleker and Pany- Himalaya Publishing House
2. Principles of Marketing. 13th edition. Pearson Education - Kotler, Philip, Gary Armstrong, Prafulla Agnihotri and AhsanUIHaque.
3. Principles of Marketing, Bajaj, Kaur, Kalyani Publishers, New Delhi
4. Sherelakar's Marketing Management – Concepts and Cases – R. Krishnamoorthy – Himalaya Publishing House – 14th Edition – 2019
5. Marketing Management, An Indian Perspective', Second Edition (2015), Published by Biztantra, New Delhi and distributed by Wiley International.

**BCR 4.5DCCT24: Business Environment and Social Media Marketing**

| <b>Sr. No.</b> | <b>Course Objectives</b>   |
|----------------|--|
| <b>1</b>       | To Understand the dynamic interplay of economic, social, and regulatory factors shaping contemporary business landscapes.  |
| <b>2</b>       | To analyze the impact of globalization and technological advancements on business operations and strategic decision-making.  |
|                | To evaluate the ethical, legal, and sustainability dimensions of business practices within the context of local and global environments.                               |
| <b>3</b>       | To understand the principles and practices of social media marketing and advertising. To create marketing and advertising campaigns on social media platforms          |
| <b>Sr. No.</b> | <b>Course Outcomes</b>   |
| <b>1</b>       | The learner will be able to demonstrate a comprehensive understanding of key economic, social, and regulatory drivers influencing business environments.               |
| <b>2</b>       | The learner will be able to assess the implications of globalization and technological advancements on business strategies and operations                              |
| <b>3</b>       | The learner will be able to evaluate ethical, legal, and sustainability considerations in business decision-making processes across diverse local and global contexts. |
| <b>4</b>       | The learners will be able to acquire proficiency in utilizing social media advertising tools and techniques to create targeted campaigns,                              |

| <b>Unit-I</b>  | <b>Introduction to Business Environment</b>   |
|----------------|---|
|                | Business Environment: Meaning, Characteristics, Scope and Significance, Components of Business Environment, Micro and Macro Environment: Definition, Differentiation, Analysis of Business Environment, SWOT Analysis. Introduction to Micro-Environment: Internal Environment: Value system, Mission, Objectives, Organizational, Structure, Organizational Resources, Company Image, Brand Equity. External Environment: Firm, customers, suppliers, distributors, Competitors, Society Introduction to Macro Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal. Retail Business Environment. Contribution of retail to Indian economy. |
| <b>Unit-II</b> | <b>Political, Social and Cultural Environment</b>   |

|                 |   |
|-----------------|---|
|                 | Social and Cultural Environment: Nature, Impact of foreign culture on Business, Traditional Values and their Impact, Social Audit - Meaning and Importance of Corporate Governance and Social Responsibility of Business. Social and cultural factors in retail management, Significance of social and cultural dynamics in shaping consumer behavior and retail trends in India, demographic factors influencing consumer preferences and purchasing behavior in India. Religious and Festive Influences: Analysis of religious festivals and cultural celebrations as drivers of retail demand in India, Retail promotional strategies for leveraging festive seasons and cultural events. Regional Diversity and Market Preferences: Overview of regional diversity in India and its implications for retail market preferences, Localization strategies for retail businesses to cater to regional tastes and preferences.  |
| <b>Unit-III</b> | <b>Technological, Competitive and International Environment</b>   |
|                 | Technological environment and Competitive Environment: Meaning, Features and impact of technology on Business. Globalization: Meaning, Nature and stages of Globalization, features of Globalization, Foreign Market entry strategies, LPG model, MNCs and FDI operation in India. Definition and scope of international retailing, Importance of international retailing in the global economy, Evolution of international retailing, Trends and challenges in international retailing, Cultural, economic, and legal factors impacting international retailing, Understanding consumer behavior in different international markets, Regulatory frameworks and compliance issues in international retailing,   |
| <b>Unit-IV</b>  | <b>Digital Marketing Foundations&amp; Content Marketing</b>   |
|                 | Digital Marketing Strategy - Exploring Digital Marketing - Starting with the Website - Foundations of Analytics - Search Engine Optimization - Search and Display Marketing - Social Media Marketing - Video Marketing. Email marketing tools and setup - Email marketing segmentation, personalization and mobile friendly design. Content marketing foundations - Blogs for content marketing - Content marketing for staying relevant - Newsletters for content marketing - Mobile marketing foundations. Introduction to social media advertising platforms (Facebook Ads Manager, Instagram Ads, Twitter Ads, etc.)<br>Overview of advertising formats (carousel ads, video ads, sponsored posts, etc.)  |
| <b>Unit - V</b> | <b>Social Media Strategy for Marketing and Advertising</b>  |
|                 | Social media tools and platforms for marketing, segmenting audience for each different tool and platform, considerations for selecting social media tool/ platform. types of promotional campaigns on social networking sites, reasons to use promotional campaigns on social networking sites. Digital Vouchers: Advantages, barriers and methods of managing digital voucher. social networking advertising: importance of identifying the required outcomes from the social networking advertising campaigns, advantages of running more than one advertising campaign in parallel on the same social networking site, reasons for failure of social networking advertising campaign might fail. methods of monitoring social networking site advertising campaigns. Identifying target customer base, social media guidelines, policies and procedures required to be followed with respect to- Promotional content, providing service to customer, Resolving customer complaints and privacy.<br><b>Practical Exercise</b> |

### Reference Books:

1. Indian Business Environment" by Francis Cherunilam

2. Business Environment" by K. Aswathappa
3. Indian Economy" by Ramesh Singh.
4. Business Environment and Law" by Abhishek Kumar
5. Business Environment and Policy" by S. K. Misra and V. K. Puri
6. Indian Business Environment: Globalization, Competitiveness, and Challenges" by H. L. Ahuja
7. Newman, A. & Cullen, P., Retailing: Environment and Operations, 9th Indian Reprint 2011, Cengage Learning.
8. S. L. Gupta & Arun Mittal, International Retailing
  
9. Social Media Marketing: Principles and Strategies" by Anmol Madan
10. Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other Social Media" by Laxmi Publications
11. Social Media Marketing: Concepts and Applications" by SAGE Publications India Pvt Ltd

### **SEMESTER – III**

#### **BCR5AECT31: Elementary Computer**

Common Curriculum for all Under Graduate Students



**BCR5DCCT32: Retail Sales Management and E-Commerce**

| <b>Sr. No.</b> | <b>Course Objectives</b>  |
|----------------|---|
| <b>1</b>       | To understand the principles and practices of retail sales management.  |
| <b>2</b>       | To develop effective sales strategies for diverse retail environments. To apply the retail selling techniques   |
| <b>3</b>       | To develop a comprehensive understanding of E-commerce & Omni Channel Retailing, including its principles, technologies, and strategies.  |
| <b>4</b>       | Identify the practical skills required to utilize data analytics, customer engagement techniques, and emerging technologies.  |
| <b>Sr. No.</b> | <b>Course Outcomes</b>  |
| <b>1</b>       | Learners will be able to demonstrate a solid understanding of the fundamental concepts, theories, and techniques involved in managing sales within the retail industry.                           |
| <b>2</b>       | Learners will be able to develop and implement sales strategies tailored to various retail formats, including brick-and-mortar stores, e-commerce platforms, and omnichannel retail environments. |
| <b>3</b>       | Learners will be able to apply effective omni channel retailing strategies to enhance customer satisfaction and loyalty across various touchpoints.   |
| <b>4</b>       | The Learners will be proficient in leveraging data analytics and emerging technologies to drive innovation and sustainable growth in retail businesses.   |

|               |   |
|---------------|---|
| <b>Unit-I</b> | <b>Introduction to Retail Sales Management and Consumer Behaviour</b> |
|---------------|---|

|                 |   |
|-----------------|---|
|                 | Introduction to Retail Sales Management: Types of retail formats. Global retail trends and market size. Importance of sales management in retail: Role of sales in revenue generation and customer satisfaction, Impact of effective sales management on overall retail performance, Evolution of retail sales: Historical development of retail sales practices, Emergence of modern retail concepts and strategies, Trends and challenges in retail sales management: Technological advancements and their impact on retail sales, Changing consumer preferences and shopping behaviors, Competition in the retail industry and strategies for differentiation. Consumer psychology and buying behavior, psychological factors influencing consumer decisions (e.g., motivation, perception, attitudes), Social and cultural influences on consumer behavior, Factors influencing consumer purchasing decisions: Market Segmentation.   |
| <b>Unit-II</b>  | <b>Sales Planning and Strategy</b>  |
|                 | Setting sales objectives and targets - SMART (Specific, Measurable, Achievable, Relevant, Time-bound) objectives, establishing realistic sales targets based on market analysis and business goals. Sales forecasting techniques - Time-series analysis, Regression analysis, Qualitative methods (e.g., expert opinion, market research)<br>Developing sales strategies for different retail formats - Tailoring sales strategies for brick-and-mortar stores, online retail, and omnichannel environments, Promotional strategies (e.g., discounts, loyalty programs) to drive sales and customer engagement.   |
| <b>Unit-III</b> | <b>Sales Techniques and Skills</b>  |
|                 | Personal selling techniques -Building rapport with customers, needs assessment and solution selling, handling objections, and closing sales, Customer Buying Cycle Vs Retail Sales Cycle. Effective communication in sales - Verbal communication skills (e.g., active listening, persuasive language), Non-verbal communication cues (e.g., body language, facial expressions), Written communication skills for email correspondence, proposals, etc. Negotiation and persuasion skills - Principled negotiation techniques, overcoming resistance and objections: types of objections, objection handling techniques, Creating win-win outcomes for both the seller and the customers. Case Studies and Presentation   |
| <b>Unit-IV</b>  | <b>Introduction to E-commerce &amp; Omni Channel Retailing</b>  |
|                 | Definition of e-commerce and online retailing, models of online retailing, factors impacting online retailing, pros & cons of online retailing, future of online retailing in India and cross border trade. Understanding Omni Channel Retailing: Definition and Evolution, Importance in Modern Retail Key Concepts and Components. Consumer Behaviour in Omni Channel Retailing: Shifting Consumer Expectations, Omnichannel Shopping Journeys, Impact of Technology on Consumer Behaviour. Benefits and Challenges of Omni Channel Retailing: Advantages for Retailers and Consumers Operational Challenges and Solutions, Case Studies of Successful Omni Channel Strategies. Digital Platforms and Integration: E-commerce Platforms, Mobile Apps and Responsive Websites, CRM Systems and Data Integration. Inventory Management Systems: Centralized vs. Decentralized Inventory, Order Fulfilment Processes, Inventory Optimization Techniques. Payment and Security Systems: Secure Payment Gateways, Fraud Detection and Prevention, Compliance with Payment Regulations. |

|                |  |
|----------------|--|
| <b>UNIT- V</b> | <b>Customer Engagement, Data Analytics and Future Trends.</b><br>Omni Channel Marketing Strategies: Personalization Techniques, Content Marketing Across Channels, Social Media Integration. Customer Relationship Management (CRM): Building Customer Profiles, Loyalty Programs and Rewards, Retargeting and Remarketing Strategies. Customer Service and Support: Multi-channel Customer Service, Chatbots and AI in Customer Support, Handling Returns and Exchanges. Data Collection and Analysis: Omni Channel Data Sources, Data Analytics Tools and Techniques, Predictive Analytics for Retail. Customer Insights and Segmentation: Customer Journey Mapping, Segmentation Strategies, Behavioral Analytics. Performance Measurement and KPIs: Key Performance Indicators (KPIs) in Omni Channel. Retailing, Dashboards and Reporting Tools, Continuous Improvement Processes. Introduction to Emerging Technologies in Retail: AI and Machine Learning Applications, Augmented Reality (AR) and Virtual Reality (VR) in Retail, Internet of Things (IoT) in Retail Operations. |
|----------------|--|

### Reference Books

1. Retail Management | Fifth Edition | By Pearson authored by Dr. Gibson Vedamani
2. Hammond, Richard. Smart Retail: Winning ideas and strategies from the most successful retailers in the world. Pearson Education.
3. Singh, Harjit. Retail Management - A Global Perspective: Text and Cases. S. Chand
4. Retail Management: A Strategic Approach by Barry Berman and Joel R. Evans
5. Omni-Channel Retailing: The Complete Guide to Effective Omnichannel Retailing" by Tim Peter and Jennifer Kubal
6. Omni-Channel Retailing: How to Build Winning Stores in a Digital World" by Chris Adkins and Holger Schmidt
7. Retail Management: A Strategic Approach" by Swapna Pradhan
8. E-tailing" by Ashok Kumar Gupta.

## BCR5DCCT33: Fundamentals of Managerial Economics and Financial Accounting

| Sr. No. | Course Objectives   |
|---------|---|
| 1       | To understand the basic concept of accounting practices in an organization. To recognize the role of cost accountancy and financial accounting.                                   |
| 2       | To describe the common practices of accounting in a department of a business organization   |
| 3       | To understand the concepts and applications of Managerial Economics.  |
| Sr. No. | Course Outcomes   |
| 1       | The learners will be able to understand basic accounting practices followed in business environment.  |
| 2       | The learners will be able to classify cost accountancy and financial accounting.  |
| 3       | The learner will be able to perform basic accounting practices.   |
| 4       | The learners will be able to understand the role of managerial economist in a firm. The learners will be able to identify and analyse market practices and process in real. life. |

| Unit-I   | Introduction to Financial Accounting   |
|----------|--|
|          | Basic accounting practices in retail organizations – objectives, scope, accounting principles in retail business, branches of accounting.<br>uses & limitations of Accounting, Concepts & Conventions, Statements of Final Accounts – Meaning, need & objectives, types of Trading Account, Profit & loss Account, Balance Sheet<br>Meaning of final accounts with adjustment entry, Impact of profit & loss account and balance sheet on business goals of the organization, markup & mark down practices in retail, impact of mark up and mark down on financial accounting & profits. |
| Unit-II  | Accounting Practices and Cost Accounting   |
|          | Common practices of accounting in a department of a business organisation, Departmental accounting and role of Accountants, Basis of Allocation of Expenses and Incomes / Receipts, Inter Departmental Transfer: At Cost Price and Invoice Price, Stock Reserve, Departmental Trading and Profit and Loss Account and Balance Sheet. 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                |
| Unit-III | Introduction to Managerial Economics   |
|          | The concepts and application of managerial economics-Meaning, Nature-Scope, relationship with other sciences & its Significance.<br>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-IV  | 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-V   | 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.<br>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:**

- a. Basics of Accounting – Jain & Narang
- b. Basic of Accounting – T. S. Grewal
- c. Managerial Economics-A Problem Solving Approach, Luke M. Froeb, Brian T. McCann, Michael R. Ward, and Mikhael Shor
- d. Managerial Economics and Business Strategy, Michael Baye and Jeff Prince
- e. Managerial Economics: Craig H Peterson and Jain, Pearson education
- f. Managerial Economics: Vanitha Rawal, Pearson Education

**BCR5DCCT34: Introduction to FMCG/FMCD Sales & Distribution**

| Sr. No. | Course Objectives  |
|---------|--|
| 1       | Distinguish between FMCG and FMCD sectors in terms of product characteristics, consumer behaviour, and market dynamics.                              |
| 2       | Identify major players, market segments, and regulatory frameworks shaping the industry.   |
| 3       | Understand the structure and management of sales teams, including recruitment, training, and motivation.   |
| Sr. No. | Course Outcomes  |
| 1       | Understand the structure and dynamics of FMCG and FMCD industries. Learn key concepts of sales, channel management, and distribution strategies.     |
| 2       | Analyse real-world practices and challenges in sales and distribution. Develop skills for territory planning, retail execution, and trade marketing. |
| 3       | Explore digital transformation and emerging trends in the sector.  |

| Unit-I   | Introduction of FMCG and FMCD Industries   |
|----------|--|
|          | Definition and characteristics of FMCG and FMCD, Market size, segmentation, and key players<br>Consumer behaviour and buying patterns, Product lifecycle and innovation Regulatory environment and compliance. |
| Unit-II  | Fundamentals of Sales Management   |
|          | Role of sales in FMCG/FMCD organizations, Types of sales: Direct, Indirect, Institutional, Retail<br>Sales planning and forecasting, Sales force structure, recruitment, and training and performance metrics. |
| Unit-III | Channel Management and Distribution Strategy   |
|          | Types of distribution channels, partner selection and onboarding, Distributor and retailer relationship management, Inventory and logistics management and Trade promotions and schemes.                       |
| Unit-IV  | Retail Execution and Territory Management  |
|          | Merchandising and planogram compliance, Route-to-market strategies, design and coverage planning, Secondary sales tracking and reporting and Role of technology in retail execution.                           |
| Unit-V   | Emerging Trends and Strategic Challenges   |
|          | Digital transformation in sales and distribution, Sustainability and ethical practices, Rural marketing strategies, Competitive benchmarking and Case studies from leading companies.                          |

**Reference Books:**

- *Sales and Distribution Management* by Krishna K. Havaladar & Vasant M. Cavale
- *Channels* by Bert Rosenbloom
- Industry reports from Nielsen, McKinsey, and Deloitte
- Case studies from HUL, Nestlé, Samsung, LG, Marico, etc
- Retail Management in India by Dr. Harjit Singh.
- Consumer Behaviour: Insights from Indian Market by Ramanuj Majumdar

**SEMESTER – IV**

**BCR5AECT41: Indian Knowledge System**

Common Curriculum for all Under Graduate Students

**BCR5DCCT42: Retail Entrepreneurship**

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

| Unit-I   | Foundations of Entrepreneurship Development  |
|----------|--|
|          | <p>Entrepreneurship: Concept, Need, Importance, Development of entrepreneurship in the economy, significance of growth of entrepreneurial activities, Key traits, and characteristics of successful entrepreneurs Differences between entrepreneurs and employees. (Case study Mr. Kishore Biyani: future group; Mr. Radhakrishna Damani: D Mart)</p> <p>Theories of Entrepreneurship: Innovation Theory by Schumpeter &amp; Imitating Theory, of High Achievement by McClelland X-Efficiency Theory by Leibenstein. External Influences on Entrepreneurship Development: Socio-Cultural, Political, Economic, Personal, Role of Entrepreneurial culture in Entrepreneurship Development, Role of entrepreneurs in innovation and job creation. <b>Case Study.</b></p>   |
| Unit-II  | Types & Classification of Retail Entrepreneurs   |
|          | <p>Classification based on Business Model Independent retailers, Franchisees, Online retail entrepreneurs, Brick-and-mortar store owners.</p> <p>Classification based on Product Focus: Specialty retailers, Convenience store owners, E-commerce niche entrepreneurs, multi-category retailers</p> <p>Classification based on Scale: Small-scale local retailers, regional retail chains, National retail brands. Women Entrepreneurs – concept, development and problems faced by Women Entrepreneurs, Development of Women Entrepreneurs with reference to Self Help Group (Kiran Mazumdar, Falguni Nair)</p> <p>Social entrepreneurship–concept, development of Social, entrepreneurship in India. Importance and Social responsibility of NGOs. (Case study Sumita Ghose: Rangasutra ;Ajaita Shah Frontier Markets)</p> |
| Unit-III | Business Plan  |
|          | <p>Identifying Business Opportunities: Market research and analysis, Identifying niche markets and target customers, SWOT analysis for retail business</p> <p>Legal and Regulatory Framework: Business registration and licenses in India, Understanding GST (Goods and Services Tax), Employment laws and regulations</p> <p>Business Plan Development: Components of a retail business plan, Setting goals and objectives, financial projections, and budgeting. Financial Management: Basics of accounting for retail businesses, Cash flow management, Pricing strategies and profit margins</p> <p>Funding Options for Retail Ventures: Bootstrapping vs. seeking external funding, Bank loans, government schemes, and other sources of financing, Pitching to investors.</p>  |



| Unit-IV | Marketing and Operations   |
|---------|--|
|         | <p>Marketing Strategies for Retail: a marketing plan, Digital marketing techniques for retail, Customer segmentation and targeting.</p> <p>Customer Relationship Management (CRM): Importance of customer satisfaction, Building customer loyalty programs, Handling customer complaints and feedback</p> <p>Branding and Promotions: Brand building strategies for retail businesses, Promotional campaigns and events, public relations for retail entrepreneurs.</p> <p>Managing Operations: Training for staff on service excellence and selling techniques, inventory control, supplier selection, managing stock levels, benefits of technology integration, leveraging e-Commerce. Evaluating Performance and Continuous Improvement: Key performance indicators (KPIs) for retail businesses, Monitoring and evaluating business performance, Implementing changes for continuous improvement.</p> |
| Unit-V  | <p>Recent Trends in Entrepreneurship</p> <p>AI-Driven Innovation, Women-Led and Inclusive Entrepreneurship, Sustainability and Green Business Models, Digital Transformation &amp; E-commerce 2.0, Collaborative Ecosystems and Remote &amp; Hybrid Work Models.</p>   |

### Reference Books

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

**BCR5DCCT43: Logistic and Supply Chain Management**

| <b>Sr. No.</b> | <b>Course Objectives</b>   |
|----------------|--|
| <b>1</b>       | To Understand the fundamental principles and concepts of logistics and supply chain management as they apply to the retail industry.   |
| <b>2</b>       | To Analyze the design and operation of retail supply chains, including transportation, warehousing, and inventory management strategies.   |
| <b>3</b>       | To Evaluate the role of technology, sustainability, and ethical considerations in retail logistics and supply chain management practices.  |
| <b>Sr. No.</b> | <b>Course Outcomes</b>   |
| <b>1</b>       | Learners will be able to define key terms and concepts related to logistics and supply chain management in the context of retail.  |
| <b>2</b>       | Learners will be able to apply theoretical knowledge to analyze and optimize the design and operation of retail supply chains.   |
| <b>3</b>       | Learners will be able to demonstrate critical thinking skills by evaluating the impact of technology, sustainability initiatives, and ethical considerations on retail logistics and supply chain. |

| <b>Unit-I</b>   | <b>Introduction to Supply Chain Management</b>   |
|-----------------|--|
|                 | Concept of Supply Chain Management - Objectives of Retail Supply Chain – Evolution of Supply Chain Management – Issues involved in developing the Supply Chain Management – Supply Chain Integration. Integrated Supply Chain Management: Vendor Management – Value Chain - Innovations in Supply Chain Management: Collaborative Planning Forecasting and Replenishment – Cross Docking.                                    |
| <b>Unit-II</b>  | <b>Inventory Management in Retailing</b>   |
|                 | Retail supply chain network design principles: Factors influencing facility location decisions in retail (proximity to markets, transportation infrastructure, labor availability, etc.)<br>Inventory management strategies in retail: ABC analysis, Economic Order Quantity (EOQ) Just-in-Time (JIT) inventory, Vendor-managed inventory (VMI) and Collaborative Planning, Forecasting, and Replenishment (CPFR) in retail. |
| <b>Unit-III</b> | <b>Transportation Logistics</b>  |
|                 | Modes of transportation in retail logistics: Road transportation, Rail transport, Air transport, Sea transport, Carrier selection criteria and management strategies. Last- mile delivery challenges and solutions: Delivery route optimization, Urban logistic solutions, Transportation cost management techniques and optimization strategies.  |
| <b>Unit-IV</b>  | <b>Warehousing and Distribution in Retail</b>  |
|                 | Types and functions of warehouses in retail: Distribution centers, Fulfillment centers, Cross-docking facilities, Warehouse layout and design considerations for retail operations<br>Warehouse operations: Receiving and put-away, Order picking and packing, Shipping and dispatch.<br>Warehouse automation technologies: Automated storage and retrieval systems (AS/RS) Robotics and automated guided vehicles (AGVs).   |
| <b>Unit-V</b>   | <b>Technology and Green Logistics in Retail</b>  |
|                 | Role of information technology in retail logistics: Warehouse Management Systems (WMS) Transportation Management Systems (TMS), Enterprise Resource Planning (ERP) systems<br>RFID and barcode technologies in retail logistics, Internet of Things (IoT) applications in retail   |

|  |   |
|--|---|
|  | logistics, Emerging technologies in retail logistics: Artificial Intelligence (AI) for demand forecasting and route optimization, Blockchain for supply chain transparency and traceability. Environmental sustainability considerations in retail logistics: Green transportation initiatives Sustainable packaging solutions, Ethical issues in supply chain management: Fair labor practices, Ethical sourcing, Responsible disposal of waste and returns, Corporate Social Responsibility (CSR) initiatives in retail logistics |
|--|---|

### Reference Books:

1. Retail Logistics: A Study on Supply Chain Management in Organized Retail Sector in India by R. Srinivasan and K. Chandrasekaran
2. Logistics and Supply Chain Management in Retail by Prakash Chandra Sahu and Sunil Sharma
3. Supply Chain Management: Text and Cases by Janat Shah, M. Rammohan, and G. Raghuram
4. Retail Management: Principles and Practices" by Swapna Pradhan
5. Retail Logistics: A Study on Supply Chain Management in Organized Retail Sector in India by R. Srinivasan and K. Chandrasekaran
6. Logistics and Supply Chain Management in Retail by Prakash Chandra Sahu and Sunil Sharma
7. Supply Chain Management: Text and Cases by Janat Shah, M. Rammohan, and G. Raghuram
8. Retail Management: Principles and Practices" by Swapna Pradhan

## BCR5DCCT44: Enterprise Resource Planning and Legal framework for Retail Business Enterprise

| Sr. No. | Course Objectives   |
|---------|---|
| 1       | To outline the overall Framework of an enterprise system and to understand the need for an ERP solution in a retailing organization.  |
| 2       | To describe the importance and functions of computer application system.  |
| 3       | To understand the foundational legal principles and regulatory requirements governing retail business enterprises   |
| 4       | To evaluate risk factors and devise proactive measures to manage legal liabilities and resolve disputes effectively within a retail business context                        |
| Sr. No. | Course Outcomes   |
| 1       | The learners will be able 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 organisations (Small, Medium and Large).  |
| 3       | Learners will apply legal principles and ethical considerations to resolve practical challenges and mitigate risks within the retail sector.                                |
| 4       | Learners will analyze the impact of statutory regulations on retail business strategies and develop proactive measures to ensure compliance and minimize legal liabilities. |

| Unit-I   | Introduction to ERP   |
|----------|---|
|          | Overarching structure of an enterprise system, evolution and utilities of Enterprise Resource Planning (ERP), risks and benefits of an ERP system, features of fundamental technology used in enterprise resource planning, factors that need to be considered in –Planning and designing of ERP systems; Implementation of cross functional integrated ERP systems   |
| Unit-II  | ERP Solutions and Functional modules  |
|          | Need for an ERP solution in a Retailing Organisation, characteristics and applications. software solutions that are used by small, medium and large retail organisations, e-significance of Business Process, Re-engineering (BPR) in ERP solutions writ to business processes of a Retail organisation, need for business process management (BPM), fy the co-relation between ERP solution and BPM of an organisation, BPM lifecycle and functional modules. The emerging trends in ERP. 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  |
| Unit-III | Legal Foundations   |
|          | Introduction to Legal Framework- Overview of legal systems and sources of law (common law, statutes, regulations), Importance of legal compliance in retail business enterprises, Business Structures and Registrations - Different types of business structures (sole proprietorship, partnership, corporation), Registration requirements and procedures for retail businesses, Pros and cons of each business structure. Contracts and Agreements - Basics of contract law relevant to retail business transactions.<br>Common types of contracts in retail (leases, vendor agreements, employment contracts). Key elements of a valid contract and potential pitfalls - Intellectual Property<br>Overview of intellectual property rights (trademarks, copyrights, patents), Importance of protecting intellectual property in retail businesses, Strategies for safeguarding intellectual property rights. |
| Unit-IV  | Compliance and Regulations  |

|               |   |
|---------------|---|
|               | <p>Employment Law - Employment standards, regulations, and obligations in the retail sector, Worker classifications, wages, working hours, and benefits, Discrimination and harassment laws applicable to retail businesses.</p> <p>Consumer Protection Laws - Overview of consumer rights and responsibilities, Regulations governing product safety, labeling, and advertising, Handling customer complaints and disputes, Health and Safety Regulations - Workplace health and safety requirements for retail establishments, OSHA (Occupational Safety and Health Administration) regulations, Creating a safe environment for employees and customers Environmental Regulations - Environmental considerations in retail operations, Waste management, recycling, and pollution control regulations, Sustainable practices and compliance with environmental laws..</p>  |
| <b>Unit-V</b> | <b>Risk Management and Compliance</b>   |
|               | <p>Data Protection and Privacy - Overview of data protection laws relevant to retail businesses, Handling customer data, privacy policies, and GDPR compliance (if applicable). Taxation and Financial Regulations - Tax obligations for retail businesses (sales tax, income tax), Tax planning strategies and compliance best practices.</p> <p>Licensing and Permits - Types of licenses and permits required for retail operations. Application processes, renewal procedures, and compliance checks, Consequences of operating without necessary licenses or permits, Risk Management and Insurance-Identifying and mitigating risks in retail operations, Types of insurance coverage (liability insurance, property insurance), Importance of risk management strategies for business continuity, Legal Challenges and Dispute Resolution - Common legal issues faced by retail businesses (contract disputes, liability claims), Methods of dispute resolution (litigation, arbitration, mediation)</p> |

### 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)
3. Legal Aspects of Business by Akhileshwar Pathak
4. Business Laws for Retail Managers by K.R. Bulchandani

## **SEMESTER – V**

### **BCR5.5AECT51: Communication Skill**

Common Curriculum for all Under Graduate Students

### **BCR5.5DCCT52: Apprenticeship**

Apprenticeship Assessment will be conducted at internal level and external level. Internal assessment is conducted by department and external assessment is conducted by Industry and RASCI.

## **SEMESTER – VI**

### **BCR5.5AECT61: Dissertation Project Report**

Skill test to be conducted by the college. Topic of dissertation will be allotted by the teacher and after that the department will conduct viva voce and on the basis of this the student will be evaluated.

### **BCR5.5DCCT62: Apprenticeship**

Apprenticeship Assessment will be conducted at internal level and external level. Internal assessment is conducted at department level and external assessment is conducted by Industry and RASCI.