

Structure of CBCS for B.Voc (with effect from 2014 – 15)

Paper	GC/SC	Subject	M			Credits	T/P	Hours / week	Hours per semester
			CA	ESE	Total				
Semester I									
Part I	GC	Language I	50	50	100	4	T	4	60
Part II	GC	Communicative skills in English I	50	50	100	4	T	4	60
Part III Major - I	SC	Basics of Retail Management	50	50	100	6	T	5	90
Part III Major - II	SC	Introduction to IT	50	50	100	6	T	5	90
Part III Allied - I	SC	Business Mathematics & Statistics I	50	50	100	6	T	6	90
Part IV (a)	GC	Principles of Management / Business Communication / BT / AT	50	50	100	2	T	2	30
Part IV (d)	GC	Value Education	50	50	100	2	T	2	30
Semester II									
Part I	GC	Language II	50	50	100	4	T	4	60
Part II	GC	Communicative skills in English II	50	50	100	4	T	4	60
Part III Major - III	SC	Accounting for Retailing	50	50	100	6	T	6	90
Part III Major IV	SC	PC Software	50	50	100	6	P	6	90
Part III Allied - II	SC	Business Mathematics & Statistics II	50	50	100	6	T/P	6	90
Part IV (a)	GC	Principles of Management / Business Communication / BT / AT	50	50	100	2	T	2	30
Part IV (d)	GC	Value Education	50	50	100	2	T	2	30
Semester III									
Part IV - I (b)	GC	Personality Development I	50	50	100	2	T/P	2	30
Part III Major V	GC	Accounting Package Tally	50	50	100	6	T	6	90
Part III Major VI	SC	Retail Marketing	50	50	100	6	T	6	90
Part III Major VII	SC	Retail Shopper Behaviour	50	50	100	6	T	6	90
Part III Allied III	SC	Entrepreneurial Development/ Business Economics/ OR – I	50	50	100	6	T	6	90
Part IV (b) ID	GC	Data communication and Networking	50	50	100	4	T	4	60
Semester IV									
Part IV (b)	GC	Personality Development II	50	50	100	2		2	30
Part III Major VIII	GC	Customer Relationship Management	50	50	100	6	T	6	90
Part III Major IX	SC	Retail Advertising & Promotion	50	50	100	6	P	6	90
Part III Major X	SC	Web Designing	50	50	100	6	P	6	90
Part III Allied IV	SC	Legal Aspects of Retail Business/ Business Economics/ OR - II	50	50	100	6	T	6	90
Part IV (c) EVS	GC	Environmental Studies	50	50	100	4	T	4	60

Semester V									
Part III Major XI	GC	Marketing Research	50	50	100	4	T	4	60
Part III Major XII	GC	Business Ethics & Corporate Responsibility	50	50	100	4	T	4	60
Part III Major XIII	SC	Retail Supply Chain Management	50	50	100	6	T	6	90
Part III Major XIV	SC	Merchandising Management	50	50	100	6	T	6	90
Part III Major XV	SC	Data Base Management System	50	50	100	6	T	6	90
Part IV (b) GE	GC	Human Resource Management/ Corporate Finance / Business Taxation / Services Marketing	50	50	100	4	T	4	60
Semester VI									
Part III Major XVI	GC	Retail operations, system and Inventory	50	50	100	5	T	6	90
Part III Major XVII	GC	E- Commerce	50	50	100	6	T	6	90
Part III Major VIII		Internship (students to gain hands-on experience in a retail organisation and submit a report and certificate)	50	50	100	18	P	18	270
Extra Curricular Activity		NSS/NCC/Scrub Society	-	-	-	1	-		
		Total				180			

BASICS OF RETAIL MANAGEMENT

Semester I
Major I

Total hours: 90
Total credits: 6

Objective:

The basic objective of this course is to understand the concepts of retail management.

Unit I

Overview of Retailing Management: Introduction to retailing- concept, Nature, scope- Functions of retailing; Building and sustaining relationships- Retail organization structure- Retail management process-Types of Retail Outlets, Market structure and control-Planning and development.

Unit II

Retail Management Situational Analysis: Retail institutions by ownership-Retail institutions by store-based strategy mix-Web, non-store-based, and other forms of non-traditional retailing –Targeting customers and gathering information – Communicating with customers-Market/competitors-Promotional strategies - Choosing a store location: Trading-area analysis- Site selection-Store design and layout-Display.

Unit III

Managing Retail Business: Retail organization and HRM-Operations management- Financial and operations dimensions- Managing retail services- Service characteristics-Branding: perceptions of service quality-Sales force management.

Unit IV

Delivering the Product: Retail Information Systems-Merchandise management and pricing-Merchandise plan, Merchandise buying and handling-people in retailing.

Unit V

International Retailing: Internationalization and Globalization-Shopping at World stores-Going International – The Internationalization process-Culture, business and international management

Books Recommended:

1. Berman B and Evans J R, Retail Management, Pearson Education, 2002.
2. Michael Levy M and Weitz B W, Retailing Management, Tata McGraw-Hill, 2004.
3. Newman A J and Cullen P, Retailing: Environment and Operations ,Vikas Publication, 2002.
4. Varley R and Rafiq M, Principles of Retail Management, Palgrave, 2004.
5. Lamba, The Art of Retailing, Tata McGraw-Hill, 2001

INTRODUCTION TO INFORMATION TECHNOLOGY

Semester I
Major II

Total hours: 90
Total credits: 6

Objective:

The objective of this course is to understand the basic concepts of computer and its working.

Unit- I

Computer Generation & Classifications: First Generation of Computers, The Second Generation, The Third Generation, The Fourth Generation, The Fifth Generation, Moore's Law, Classification of computers, Distributed Computer System, parallel computers.

Unit- II

Data Representation: Representation of Characters in computers, Representation of Integers, Representation of Fractions, Hexadecimal Representation of Numbers, Decimal to Binary Conversion, Error-detecting codes.

Unit- III

Input & Output Devices: Description of Computer Input Units, Other Input Methods, Computer Output Units(Printers ,Plotters)
Computer Memory: Read Only Memory, Types of ROM - EPROM, EEPROM, EAROM
Storage devices - Magnetic Hard Disk, floppy Disk Drives, Compact Disk Read Only Memory, Magnetic Tape Drives.

Unit- IV

Operating Systems: History and Evolution- Main functions of OS - Multitasking - Multiprocessing- Time Sharing - Real Time OS with Examples.

Unit- V

Uses of communication Technology : The Internet - Connecting to the Internet - Internet address - The World Wide Web - Web browsing - Experiencing multimedia on the web pages.

Books recommended

1. P .K. Sinha ,Fundamentals of Computers, BPB Publications
2. V. Rajaraman, Fundamentals of Computers, 3rd Edition , PHI Publications
3. Peter Norton, Introduction to Computers, Seventh Edition, TMH Publications 2010.
4. O. P. Nagpal, Computer fundamentals, S. Chand , 2004
5. Sanjay Saxena, A first Course in computers, Vikas Publishing House Pvt Ltd.

BUSINESS MATHEMATICS & STATISTICS- I

Semester-I
Allied - I

Total hours: 90
Total credits: 6

Objectives

To make the students learn the basic mathematics used for business purposes

Unit I

Profit and Loss - Cost Price- Selling Price- Marked price- Loss-Trade discount and Cash discount- Commission-Brokerage.

Unit II

Interest - Concept of present value- Simple Interest- Compound interest- Amount at the end of period- Equated Monthly Instalment (EMI) by reducing and flat interest system.

Unit III

Annuities- Annuity certain- Annuity due- Immediate Annuity- Annuity Contingent- Perpetual Annuity- Deferred Annuity- Present value.

Unit IV

Matrices and Determinants (up to order 3 only) - Definition of a Matrix- Types of Matrix- Finding inverse of a matrix by Adjoint method- Solution of a system of linear equation having unique solution and involving not more than three variables.

Unit V

Linear Programming Problems - Graph of linear equation- Graph of linear inequality- Formulation of LPP- Solution by Graphical method- Problems relating to two variables.

Activity:

Develop an amortization table for Loan amount – EMI Calculation

Books recommended:

1. V.K. Kapoor and Dc. Sancheti, Business Mathematica, Sultan Chand & Sons, 2012
2. Bari. S.A, Practical Business Mathematics, Bombay New Publishing Co.
3. Gupta P.K. and Hira D.S, Problems in OR, S.Chand & Co
4. G. Gopikuttan ,Qualitative Methods and Operation Research,Himalaya Publishing House

PRINCIPLES OF MANAGEMENT

Semester I/II
General course

Total hours: 30
Total Credits: 2

Objective:

To provide an insight into the various functions of a manager and management practices applied in an organization

Unit I

Management-Meaning –Function- Management: Science or an Art or Profession – Contributions by F.W. Taylor, Henry Fayol.

Unit II

Planning – Objectives - Process – Limitations - Types of Plans — MBO – Obstacle to Effective Planning – Forecasting – Techniques – Decision Making.

Unit III

Organizing – Organisation structure – Line and Staff – Delegation & Decentralization – Span of management - Authority and responsibility

Unit IV

Staffing – Recruitment – Sources of Recruitment– Selection - Process – Training – On the job methods – Off the job methods – Promotion .

Unit V

Direction – Principles of direction – Motivation – Theories of Motivation – Maslow, Herzberg. Leadership – Styles – Communication – Types – Barriers – Control – Coordination

Books recommended

1. Koontz&Wehrich, Essentials of Management, Mc GrawHill, 1986
2. Armstrong Michael , Handbook of management techniques, Kogan Page Publishers, 2001
3. S.S Chatterjee, An Introduction to Management, World Press, 1963
4. Peter F. Drucker, The Practice of Management, Harper, 1954
5. L.M. Prasad, Principles and Practice of Management, APH Publishers
6. Hampton, Management, Mc Graw Hill, 1986
7. Robbins, Management, Pearson/Prentice Hall, 2007
8. Ivancevich, Management, Mc Graw Hill, 1997

BUSINESS COMMUNICATION

Semester I/II
General course

Total hours: 30
Total Credits: 2

Objectives

To develop the skills of a student in all dimension of communication

Unit I

Basic communication model- Process of communication- Levels of communication

Types of communication.

Unit II

Public Speaking – Presentation

Unit III

Business Letters- Types

Unit IV

Interview- Group Discussion

Unit V

Report writing – Objectives of a report – Kinds of Reports.

Books recommended:

1. K.K. Sinha - Business Communication Galgotia Publishing Co,2005
- 2.R.K. Madhukar - Business Communication & Customer relations Vikas Publishing House2002
3. Mary Munter-Business Communication Strategy & Skill, Prentice Hall 2004
4. ICMR –Business Communication Text Book, ICMR Publications, 2007

ACCOUNTING FOR RETAILING

Semester II
Major III

Total hours: 90
Total credits: 6

Objective:

Impart knowledge on basic accounting aspects of retailing to the students.

Unit I

Accounting concepts- Conventions- Rules of Double Entry—Types of Accounts – Journal entries- Preparation of ledger accounts. Subsidiary books-Purchase books, Sales returns book- Cash book-Trial balance

Unit II

Capital and Revenue expenditure & receipts- Final Accounts-Manufacturing, trading, profit and loss account-Balance sheet involving simple adjustments.

Unit III

Bank reconciliation statement- Distinction between a cash book and a pass book- Causes of difference- Preparation of the Bank reconciliation statement.

Unit IV

Depreciation-Straight line and Written down value method- Change in the method of depreciation

Rectification of errors: Types of errors- Effect of errors on Trial balance- Classification of errors from rectification point of view.

Unit V

Retail accounting-inventory valuation-cost and retail methods of accounting-merchandise forecasting and budgeting-sales forecasting

Books recommended:

1. S P Jain and Narang- Financial Accounting, Sultan Chand and sons, 2005
2. S.S.Ganesan- Financial Accounting, Kalyani publications,2006
3. K.L.Nagarajan, N.Vinayakam, P.L.Mani, Principles of Accountancy, Eurasia Publishing House(p)Ltd,2006
4. Gibson G Vedamani- Retail management-functional principles and Practice, Jaico Publishing House, Second edition, 2004

80% problems and 20 % theory.

PC SOFTWARE

Semester II
Major IV

Total hours: 90
Total credits: 6

Objective:

The basic objective of this course is to learn working with the Microsoft windows and Microsoft office practically.

Unit-I

Windows Operating System : Windows concepts, Features, Windows Structure, Desktop, Taskbar, Start Menu, My Computer, Recycle Bin, Windows Accessories- Calculator, Notepad, Paint, Wordpad, Character Map, Windows Explorer, Entertainment, Managing Hardware & Software- Installation of Hardware & Software, Using Scanner, System Tools, Communication, Sharing Information between programs.

Unit-II

Word Processing; MS-Word: Features, Creating, Saving and Opening Documents in Word, Interface, Toolbars, Ruler, Menus, Keyboard Shortcut, Editing, Previewing, Printing,& Formatting a Document, Advanced Features of MS Word, Find & Replace, Using Thesaurus, Using Auto- Multiple Functions, Mail Merge, Handling Graphics, Tables & Charts, Converting a word document into various formats like- Text, Rich Text format, Word perfect, HTML etc.

Unit-III

Worksheet- MS-Excel: Worksheet basics, creating worksheet, entering into worksheet, heading information, data, text, dates, alphanumeric values, saving & quitting worksheet, Opening and moving around in an existing worksheet, Toolbars and Menus, Keyboard shortcuts, Working with single and multiple workbook, working with formulae & cell referencing, Auto sum, Coping formulae, Absolute & relative addressing, Worksheet with ranges, formatting of worksheet, Previewing & Printing worksheet, Graphs and charts, Database, Creating and Using macros, Multiple worksheets- concepts, creating and using.

Unit-IV

Lookup Functions – VLOOKUP - Entering Tutorial Data-Opening the VLOOKUP dialog box-The Lookup Value-The Table Array-The Column Index Number-The Range Lookup-Using the VLOOKUP Function- HLOOKUP- Entering Tutorial Data-Starting the HLOOKUP Function-The Lookup Value-The Table Array-The Row Index Number-The Range Lookup-Using HLOOKUP to Retrieve Data.

Working With Dates -Sort by Date, Subtract Dates in Excel-Excel Date Functions.

Unit-V

Introduction to Power Point: Presentations, Creating, Manipulating & Enhancing Slides, Organizational Charts, Excel Charts, Word Art, Layering art Objects, Animations and Sounds, Inserting Animated Pictures or Accessing through Object, Inserting Recorded Sound Effect or In-Built Sound Effect.

Books recommended:

1. PC Software for Windows – R.K. Taxali Tata McGraw-Hill Education Pvt. Ltd. Second Edition
Tata McGraw-Hill Education Pvt. Ltd.
2. EXCEL 2010 Bible, John walkenbach, John Wiley and Sons,2010 edition
3. Katherine Murray,Microsoft office 2010 plain and simple,Microsoft press,2010
4. Stephen Cpestake ,Microsoft office in easy steps , Comdex Computer publishing.
5. Herbert Schildt, Windows 2000 Programmning from the ground up,Tata McGraw, Edition 2000

BUSINESS MATHEMATICS AND STATISTICS-II

Semester II
Allied II

Total hours: 90
Total Credits: 6

Objective:

The basic purpose of the course is to provide the knowledge about statistical tools and technique to assist the participants in better decision making.

Unit I

Introduction to statistics: Application of inferential statistics in managerial decision-making- Measures of central tendency-Mean, Median and Mode and their implications-Measures of Dispersion-Range, Quartile deviation, Mean deviation, Standard deviation, Skewness and Kurtosis.

Unit II

Time series analysis: Concept, and Secular trend-Seasonal variation- Cyclical variation and Irregular variation-Variou s methods of Time Series analysis- and their applications in business decision-making-Construction of Index Numbers and their managerial application.

Unit III

Correlation and Regression: Meaning and uses-various methods of calculation of coefficients and their analysis and implication.

Unit IV

Application of Z-test- t-test-F-test, Chi-Square test and ANOVA -Techniques of association of Attributes & Testing

Unit V

Data Handling: Data Entering – Variable View – Data View. Chart: Bar – Pie – Histogram Computation of the mean scores.- Hypothesis Testing -Formulation of Hypotheses- Application of Z-test- t-test-F-test and Chi-Square test-Techniques of association of Attributes & Testing. (**Analysis using SPSS**)

Activity :

Collect Height and Weight statistics of students in a class and compute correlation coefficient and also estimate the weight of a person if height is given.

Books Recommended:

1. Beri, G.C., Statistics for Management, Tata McGraw-Hill, 13th edition.

2. Chandran J S, Statistics for Business and Economics, Vikas Publication, 1998.
3. Render and Stair Jr, Quantitative Analysis for Management, Prentice-Hall, 7th edition.
4. Sharma J K, Business Statistics, Pearson Education, 2nd edition.
5. Gupta C B, An Introduction to Statistical Methods Vikas Publication, 9th edition.
6. Earshot L, Essential Quantitative Methods for Business Management and Finance Palgrave, 2001.
7. Levin Rubin, Statistics for Management, Pearson, New Delhi, 2000.

ACCOUNTING PACKAGE TALLY

Semester III
Major V

Total hours-90
Total Credits-6

Objective:

Enable the students to understand the computerized accounting structure

Unit I

Create a new company- Ledgers- Voucher creation- Journal entries in various vouchers.-
Cash and Bank transactions.

Unit II

Purchase and Sales invoices- Debit / Credit notes- Delivery notes- Creation of purchase order
and sales order.

Unit III

Preparation of final accounts- Trading and Profit & Loss account- Balance sheet with simple
adjustments.

Unit IV

Creation of Stock group, Stock category and Stock item- Preparation of Stock registers.

Unit V

Preparation of Bank reconciliation statement.

Books recommended:

1. Nadhani A.K. & Nadhani K.K. , Implementing Tally
2. Nellai Kannan. C, Tally
3. Namarata Agarwal, Financial Accounting on Computers using Tally
4. R.L. Gupta & Radhaswamy, Financial Accounting, Sultan Chand.

RETAIL MARKETING

Semester III
Major VI

Total hours: 90
Total credits: 6

Objective:

Create an understanding among the students about the retail market scenario and environment.

Unit -I

Introduction: Nature, scope and importance of marketing-Traditional VS. Modern view of Marketing-Retailing viewed as case of services marketing-Retail marketing management: An overview.

Unit-II

Retailing Environment: Micro environment - Customers, suppliers, competitors and general public- Michael Porter's five forces structural analysis of market-Macro environment: Socio-cultural, economic, technological, legal and political environments of retailing in Indian context.

Unit -III:

Market Selection: Concept of target marketing- Retail market segmentation - Concept, importance and bases of market segmentation- Criteria for effective segmentation- Target market selection-Positioning concept-importance and bases- Retail store positioning and management of its image.

Unit-IV

Retail Marketing Mix Planning: Concept and planning of marketing mix- Retail product decisions and planning - Product: Meaning and importance-Product classifications -Product decisions - Product quality, Packaging and labeling, Product support services; Branding - Meaning, significance and types of branding in the context of a retail store; Major retail branding decisions; Customer Services decision; Product mix - Concept and decisions; Product life-cycle; New product introduction; Innovation, diffusion and adoption.

Unit V

Retail pricing – factors affecting retail pricing – price strategies- consumer – government–wholesalers-suppliers-competitors-developing a retail price strategy- objectives- price policy implementations- price adjustments-retail image- significance, components, creation. Maintenance- atmosphere- community relations.

Activity:

1. Visit a retail outlet and study the general functioning of the same. Report to be submitted.

2. Conduct an informal interview of a local retail store owner and determine the demographic and socio economic segments the store appears to satisfy. How did the owner select this segment or segments?
3. Conduct formal interview to the managers of three retail clothing stores. Determine the degree to which they believe consumer's personality and self-image are important to the marketing activities of the stores.

Books Recommended:

1. Kotler, Keller, Koshi and Jha : Marketing Management, PHI, New Delhi
2. Rajan Nair – Marketing, Sultan Chand and Sons, 2003.
3. R.S.N.Pillai & Bagavathi, Modern-Principles & Practices, S.Chand & Sons, 2005.
4. K. Ramamohana Rao- Services Marketing, Pearson Education, 2000

RETAIL SHOPPER BEHAVIOUR

Semester III
Major VII

Total hours-90
Total credits-6

Objectives:

Create awareness among the students about the behaviour of consumers in the retail market.

Unit-I

Introduction to Shopper Behaviour: Importance of understanding shopper behavior-Nature and types of shoppers-Buying participants and their roles-changing dynamics of shopping opportunities and ever-changing Indian consumer.

Unit-II

Shopper Decision Making Process: Need/problem recognition-Information search-Outlet selection and purchase-Alternative evaluation in shopping- Shopping behaviour – Post purchase behavior-Factors influencing shopper behavior An overview-Shopper behaviour in Indian environment.

Unit-III

Influence of Socio-Cultural Factors on Shopper Behaviour: Sub-Culture and shopper behavior-Cross-Culture on shopper behavior-Influences of social class on shopper behavior-Groups-Types of groups and influence of groups - opinion leadership-word of mouth communication.

Unit-IV

Influence of Personal Factors on Shopper\ Behaviour: Demographics influences-Family life cycle-Shopper needs and motives - Importance, meaning and types-Resolution of need conflict-Motivation theories- Perception - Importance and meaning, Elements of perception- Factors influencing consumer perception- Shopper attitudes: Meaning and elements-Attitude development process-Attitude measurement- Learning - Meaning and importance- Learning process and theories-Shopper's personality and lifestyle influences.

Activity: Analysis of Shopper behavior by circulating a questionnaire, using SPSS to study the data and interpret the results in a report form.

Unit V

Post purchase Behaviour: Consumer satisfaction concept & models-Expectancy Disconfirmation- desires Congruency Model-Equity Theory-Attribution theory-Cognitive dissonance- Consumer Delight-Consumer Complaint Behaviour.

Consumerism- Evolution of Consumer society- Definition of Consumerism-Buyers & Sellers rights, Effects of Consumerism.

Activity:

Demonstration of Interaction with the Customer in a stimulated environment.

Books Recommended:

1. Simon, Paco Underhill and Schuster Paco Underhill, Why we buy - the Science of Shopping, Paco Underhill, Rockefeller Center, New York, 2000.
2. Newman, Andrew J. and Peter Cullen, Retailing Environment and Operations, Thomson Learning BerkshireHuse, London, 2002. .
3. Kumar, S. Ramesh, Conceptual Issues in Consumer Behaviour, Pearson Education, Delhi, India, 2003.
4. Schiffman, L.G., and L.L, Kanuk, Consumer Behaviour, Pearson Education, Delhi, India, 2003.
5. Across the Firm, Tata McGraw Hill, 2005.
6. ICFAI, Retailing Sector, ICFAI Press, Hyderabad, Andhra Pradesh.
7. Gao, Yuan, Web Systems Design and,Online Consumer Behaviour, Idea Group Publishing, 2005.
8. Newman, Andrew J, and Peter Cullen, Retailing Environment and Operations, Thomson Learning, India, 2007.

ENTREPRENEURIAL DEVELOPMENT

Semester III
Allied III

Total hours: 90
Total credits: 6

Objective:

Enable the students to acquire entrepreneurial skills and take up entrepreneurship as a career.

Unit I

Entrepreneurship: Introduction to Entrepreneur, Entrepreneurship and Enterprise - Importance and relevance of the entrepreneur - Factors influencing entrepreneurship - Pros and Cons of being an entrepreneur - Women entrepreneurs, problems and promotion - Types of Entrepreneurs - Characteristics of a successful entrepreneur - Competency requirement for entrepreneurs - Awareness of self competency and its development.

Unit II

Small Scale Industries - Small scale industries/ Tiny industries/Ancillary industries/ Cottage Industries – definition, meaning, product range, capital investment, ownership patterns - Importance and role played by SSI in the development of the Indian economy - Problems faced by SSI's and the steps taken to solve the problems - Policies governing SSI's.

Unit III

Starting a Small Industry -To understand what constitutes a business opportunity, scanning the environment for opportunities, evaluation of alternatives and selection based on personal competencies. An overview of the steps involved in starting a business venture – location, clearances and permits required, formalities, licensing and registration procedures - Assessment of the market for the proposed project - To understand the importance of financial, technical and social feasibility of the project.

Unit IV

Preparing the Business Plan (BP) - Typical BP format - Financial aspects of the BP - Marketing aspects of the BP- Human Resource aspects of the BP- Technical aspects of the BP- Social aspects of the BP - Preparation of BP - Common pitfalls to be avoided in preparation of a BP

Unit V

Implementation of the project - Financial assistance through SFC's , SIDBI, Commercial Banks, IFCI, - Non financial assistance from DIC, MSME, EDI, SIDO- Financial incentives for SSI's, and Tax Concessions –Assistance for obtaining raw material , machinery, land and building and technical assistance - Industrial estates – role and types

Activity:

1. Preparation of a Project report to start a SSI Unit
2. Report from the survey of SSI Units in a selected region
3. Success Stories of entrepreneurs – Group Discussion

Books Recommended:

- 1) Mark. J. Dollinger, Entrepreneurship – Strategies and Resources, Pearson Edition
- 2) Dr. Sudhir Sharma, Balraj Singh & Sandeep Singhal: Entrepreneurship Development, Wisdom Publications, New Delhi.
- 3) Government of India: Report of the Committee on Development of Small and Medium Entrepreneurs, 1975.
- 4) Mark. J. Dollinger: Entrepreneurship, Strategies and Resources, Pearson Edition.
- 5) .P. C. Jain: Handbook for Entrepreneurs, Entrepreneurship Development of India, Oxford Publications.
- 6) Robert D. Hisrich, Michael P. Peters & Dean A. Shepherd: Entrepreneurship, Sixth edition, Tata McGraw Hill Publications.
- 7) S. S. Khanka: Entrepreneurship Development, S. Chand Publications.
- 8) Donald F. Kuratko & Richard M. Hodgetts: Entrepreneurship Theory Process and Practice, Sixth Edition, Thomson South Western Publications.

BUSINESS ECONOMICS AND OPERATIONS RESEARCH I

Semester III
Allied III

Total hours: 90
Total Credits: 6

Objectives:

To give a comprehensive knowledge of Demand Forecasting, Factors of production, Pricing policy and Pricing methods

Unit I

Introduction- Definition – Nature – Scope of economics- Basic assumptions of economics- Usefulness of economics.

Unit II

Demand Analysis- Individual & market demand- utility analysis of demand-Indifference curve analysis of demand- Elasticity of demand- Demand forecasting

Unit III

Factors of production- Land and its characteristics- Labour- Characteristics – Capital – characteristics and formation – Law of returns.

Unit IV

Cost and production analysis- Cost concepts and classification- Cost output relationships

Unit V

Pricing decisions- Pricing under perfect competition - Pricing under imperfect competition and perfect competition, Monopoly, Oligopoly, Duopoly.

Books recommended

1. Varshney & Maheswari -Managerial Economics, Sultan Chand & Sons,2003
2. Habibour Rahman.-Managerial Economics, Himalaya Publishing House 2002
3. Chopra O. D. -Managerial Economics,Tata Macgraw Hill publishing Co. 2004
- 4 Samuelson P. A-Economics , Macgraw Hill-Kgakwsia Co. London, 1999

DATA COMMUNICATIONS AND NETWORKING

**Semester III
ID**

**Total hours: 60
Total credits: 4**

Objective:

Enable the students to learn the concepts of interconnecting systems including the various methods, types and mediums used.

Unit I

Introduction- Data communication – components; networks – Protocols and standards.

Unit II

Basic Concepts- Line configuration –Point-to-Point, Multipoint, Topology – mesh, star, tree, bus, ring, Hybrid technologies; Transmission mode – simplex, half-duplex and full-duplex.

Unit II

Categories of Networks-LAN, WAN, MAN

Signals: Analog and digital– Analog and digital data, Periodic and Aperiodic Signals

Analog Signals-Simple Analog Signals, Amplitude, Period and Frequency.

Time and Frequency Domains, Composite Signals. Digital Signals-Bit Interval and Bit Rate.

Decomposition of a Digital Signal.

Unit IV

Transmission Media- Guided media – Twisted pair cable, Coaxial cable, and Optical fiber.

Unguided media – Radio Frequency Allocation, Propagation of Radio Waves, Terrestrial Microwave Satellite Communication, Cellular Telephony.

Unit V

Multiplexing- Many To One/One To Many, Frequency-Division Multiplexing (FDM), Wave Division Multiplexing (WDM), Time Division Multiplexing (TDM).

Books recommended:

1. Behrouz, A. Forouzan, Data Communications and Networking, Second Edition, Tata McGraw-Hill publishing company Ltd 2003.
2. Andrew. S. Tannenbaum, Computer Networks, Prentice Hall of India Private Ltd, Third Edition, 2005.
3. Mark Newman Networks: An Introduction, Oxford University Press Inc, Edition, 2010
4. Larry L. Peterson, Bruce S. Davice, Computer Networks, A Systems Approach, The Morgan Kaufmann Publishers, fifth Edition

CUSTOMER RELATIONSHIP MANAGEMENT

Semester IV
Major VIII

Total hours- 90
Total credits- 6

Objective:

The basic objective of this course is to understand the concepts of CRM and their Applications.

Unit I

Introduction: Fundamentals of CRM-Models of key customer behavior such as customer satisfaction- Loyalty-customer defection- Word-of-mouth-key concept such as closed loop marketing (360 degree marketing) and touch point analysis.

Unit II

CRM Strategies: Benefits and difficulties in developing and implementing CRM strategies- Ethical issues arising from the acquisition- Use and sharing of customer data and CRM's role in managing customers as critical assets- Business intelligence and knowledge management-Role of CRM in Marketing.

Unit III

Effective CRM Strategies: Creative and effective CRM strategies and programs- Organizational knowledge- Customization and personalization capabilities.

Unit IV

Marketing Communication Channels: Utilize offline and online channels effectively from an integrated marketing communications perspective- Implementation, monitoring and control issues - Data mining and modelling- Customer lifetime value- Sales force automation- Cross- selling/up selling- Customer Loyalty.

Unit V

CRM Practices: Customers satisfaction,-Creative thinking,-Recognize the basic technological infrastructure and organizations involved in current and emerging CRM practices such as mobile / wireless communications.

Activity:

Role play on different types of customers and modes of efficient customer relationship.

Books Recommended:

1. Levy Weitz, CRM, Tata McGraw-Hill, 2004, 6th edition.
2. Kindle, CRM, Tata McGraw-Hill, 2nd edition

3. Berman B and Evans J R, Retail Management, Pearson Education, 2002.
4. Michael Levy M and Weitz B W, Retailing Management, Tata McGraw-Hill, 2004.

RETAIL ADVERTISING AND PROMOTION

Semester IV
Major IX

Total hours-90
Total credits-6

Objective:

To help students gain knowledge on the advertising and promotional aspects of retailing.

Unit I

Advertising in retailing: Advertising principles-steps in planning a retail advertising campaign- advertising for the retail store.

Unit II

Media and copy decisions: Media objectives-planning and budgeting-advertising evaluation-creating and producing copy-copy testing.

Unit III

Retail promotional strategy: Promotional objectives, promotional budget, selecting the promotional mix, implementing the promotional mix.

Unit IV

Management of sales promotion: Role of sales promotion-types of sales promotion-evaluating sales promotion.

Unit V

Personal selling and publicity: Publicity and special events-role of personal selling in retailing- process in personal selling.

Activity:

1. By selecting an appropriate theme & appeal, create & enact an advertisement for a range of any established products. For this purpose, the class should be divided into groups and formal presentations have to be evaluated.
2. Select two print & electronic media for the purpose of understanding the function of advertising media. Comparative analysis of the same should be done & short reports must be prepared.
3. Get into the exciting world of internet / Net advertising and identify the message content of 10 products / Services of your choice.

Books recommended:

1. Drake, Mary Frances and Spoone, Janice Ha-Retail Fashion Promotion and Advertising, Prentice Hall-Pearson, New Delhi, First Edition, 2003.
2. Chunawalla Reddy, Appannaiah-An Introduction to Advertising and Marketing Research, Himalaya Publishing House, 2004.
3. Patrick M Dunne, Robert F. Lusch and David A. Griffith-Retailing, Thomson Asia Pvt. Ltd. 2002.

4. Gillespie, Hecht and Lebowitz-Retail Business Management, McGraw Hill Book Company, Third Edition, 2002.

WEB DESIGNING

Semester IV
Major X

Total hours: 90
Total credits: 6

Objective:

The basic objective of this course is to know more about internet and designing webpages.

Unit I

Introduction to the Internet: Networking, Internet, E-mail. Internet technologies: Modem, internet addressing, physical connection, telephone lines.

Unit II

Introduction to HTML: History to HTML, HTML generations, HTML documents, anchor tag, hyperlinks. Basics: divisions and paragraphs; headings; Head & Body section: Header section, title, links, colorful web pages, comment lines. Designing the body section: heading printing, aligning the heading, horizontal rule, paragraph, tab settings, images & pictures.

Unit III

Formatted Lists: Unordered lists; ordered lists; usage.
Frames: Frameset definition, Frame definition, Nested framesets.

Unit IV

Table Handling: Tables, Table creation in HTML, width of the tables & cells, Cell spanning multiple rows/columns, coloring cells, column specification.

Unit V

Forms: Action attribute, Method attribute, <form> tag; <input> tag; <button> tag; multiline text areas; drop down list, sample forms. A web page design project:

Books recommended:

1. Musciano, Chuck and Bill Kennedy, HTML the definitive guide, Third Edition, O'Reilly, Shroff Publications and Distributors Pvt. Ltd.
2. Xavier, World Wide Web design with HTML, Tata McGraw Hill, 2000.
3. Thomas Powell The Complete reference HTML, Tata McGraw Hill, third edition
4. Ian Lloyd, The Ultimate HTML Reference, Site Point, 2008

LEGAL ASPECTS OF RETAIL BUSINESS

Semester IV
Allied IV

Total hours: 90
Total credits: 6

Objective:

To introduce the students to various topics in law important to business people and to familiarize the students with common problems.

Unit I

Introduction- Nature of law, meaning and definition of business laws, scope and sources of business laws. Indian Contract Act, 1872: Definition of Contract- Essentials of a valid contract- Classification of contracts- Remedies for breach of contract.

Unit II

Indian Sale of Goods Act, 1930: Definition of contract of sale- essentials of contract of sale- conditions and warranties- rights and duties of buyer- rights of an unpaid seller.

Unit III

Information Technology Act- Introduction to Cyber Law in India- Salient features of IT Act, 2000- Importance of Cyber Law- Digital Signature- Cyber crimes.

Unit IV

The Competition Act, 2002: Objectives of Competition Act, the features of Competition Act, CAT, Offences and penalties under the Act, Competition Commission of India.

Consumer Protection Act, 1986: Definition of the terms consumer, consumer dispute, defect, deficiency, unfair trade practices and services- Rights of the consumer under the Act- Consumer Redressal Agencies – District Forum, State Commission, National Commission.

Unit V

FEMA 1999: Objects of FEMA, salient features of FEMA- Definition of important terms :authorized person- Currency, foreign currency, foreign exchange, foreign security, offences and penalties.

Environment Protection Act, 1986: Objects of the Act, definitions of important terms: environment, environment pollutant, environment pollution, hazardous substance and occupier, types of pollution, rules and powers of central government to protect environment in India. .

Activity:

1. Collect leading cybercrime cases and form group in the class room conducting group discussion.
2. Draft a constructive and innovative suggestions note on global warming reduction.

Books recommended:

1. N.D. Kapoor, Business Laws, Sultan chand publications.
2. K.R. Bulchandni, Business Laws, Himalaya Publishing House
3. S.C. Sharma: Business Law I.K. International Publishers
4. K. Aswathappa, Business Laws, Himalaya Publishing House.
5. P.C. Tulsian, Business Law, Tata Mcgraw Hill.
6. S.S Gulsha, G.K. Kapoor, Business Law, New Age International Publishers.

BUSINESS ECONOMICS AND OPERATIONS RESEARCH II

Semester IV
Allied IV

Total hours: 90
Total Credits: 6

Objectives:

To impart knowledge on the application of Operations Research Techniques in business decision making and other related fields

Unit I

Definitions of Operations Research- Characteristics- Necessity of Operations Research in Industry- Scope- Operations Research and decision making- Difficulties in Operations Research- Limitations of Operations Research

Unit II

Linear Programming- Introduction – LPP – Graphical – Simplex Method (Simple Problems only)

Unit III

Game Theory: Decision Making- Conditions of certainty- Uncertainty- Two persons zero sum game with saddle point- Matrix reductions by dominance- Two Person zero sum game without saddle point- Mixed strategies- Graphical method (Simple Problems only)

Unit IV

Transportation- Introduction – Basic feasible solution- North West Corner Rule- Least Cost Method- VAM- Optimality Test – MODI Method (Simple Problems only)

Unit V

Assignment: Introduction – Type of Assignment problem – Hungarian Method (Simple Problems only)

Books recommended:

1. R. Panneerselvam,- Operations Research, PHI (2002).
2. HamdyTaha, -Operations Research – An Introduction, 7th edition PHI (2003)

- 3 SusyPhilipose,- Operations Research, Tata.Mcgraw.Hill. New Delhi.2002
- 4 S. D. Sharma,- Operation Research, Kedarnath and Rannalt Pub.2002
- 5 Hira and Gupta, -Operation Research, S. Chand and Co.2002
- 6 Ackoff R. L. and M. W. Saselni,- Fundamentals of OR, Willey, New York1999

MARKETING RESEARCH

Semester V
Major XI

Total hours: 60
Total credits: 4

Objective:

Help students gain knowledge on the market research and its applications in the retail sector.

Unit I

Market Research and Marketing Research-Types of Market Research-Qualitative Research and Quantitative Research, Decisions that can be guided by Market Research-Importance of Marketing Research- Consumer Insight.

Unit II

The Marketing Research Process-Importance of Marketing Research in Business, Marketing Research and Decision Making-Types of Marketing Research Studies, Stages in the Research Design Process-Divisions of Marketing Research -Market Research, Advertising or Promotion Research-Product Research-Distribution Research-Sales Research-Marketing Research and Marketing Management

Unit III

Qualitative Market Research-Types of Qualitative Market Research-Newer and Emerging Qualitative Researches-Morphological Psychology and Market Research-When to Employ Qualitative Research;-Ethics and Qualitative Market Research

Unit IV

Qualitative Research Employed and It's Suitability,-Types of Observational Research, Advantages and Disadvantages of Observational Research-Ethnography, Explicit – Implicit Triggers, Researching Values – Attitude – Behaviour; Analysis of Information, Outcomes, Research Reports and Presentations

Unit V

Research trends-Behavioural Science Based Approach-Economic and Competitive Pressures Consumer Insight Groups-Quantifying Emotions-Impact of the Social Media-Research ethics-typical research errors-Research and culture;

Activity:

Construct a questionnaire to measure student's attitudes towards the purchase of two - wheelers/ready-made garments/educational service/television programs. Administer the questionnaire developed on selected students (samplesize of 25 students) in the college. Discuss any response related problems encountered. Based on the above survey, carryout the

analysis & interpretation of data. Short report should be submitted for evaluation of acquired skills of marketing research.

Books recommended:

1. Ethnographic Research: A Guide to General Conduct - Ellen R. F, Academic Press, 1987.
2. Essentials of Marketing Research – 4/e, Tony Proctor, PHI, 2005. 114
3. Essentials of Marketing Research – William G. Zikmund, Barry J. Babin, 4/e, Cengage Learning, 2010.
4. Marketing Management – S. K. Sarangi, 2/e, Asian Books Private Limited, 2009.
5. Research Skills for Students: Transferable and Learning Skills - Allison, B, O’Sullivan, T, Owen, A, Rice, J, Rothwell, A and Saunders, C Kogan Page, 1996.
6. The Observational Research Handbook: Understanding How Consumers Live With Your Product - Bill Abrams and American Marketing Association, Mc-Graw Hill Professional.2000.
Rosaline S. Barbour, Marcus Banks, Graham Gibbs, Tim Rapley, Sage, 2007.
7. Marketing: An Introduction - Gary Armstrong, Michael Harker, Philip Kotler, Ross Brennan, Financial Times Prentice Hall. 2009.

BUSINESS ETHICS & CORPORATE RESPONSIBILITY

Semester V
Major XII

Total hours: 60
Total credits: 4

Objective:

Provide an idea on ethical behaviour in the workplace to the students.

Unit I

Ethics: Meaning, Definition, Objectives. Sources, Types – Ethics and Business – Need, Importance, Nature, Scope and Objectives – Myths about Business Ethics – Ethics and the Organisation – Running an ethical business.

Unit II

Ethics in Marketing: Ethics in areas of advertising- New product pricing-Product packaging and labeling- Personal selling-International marketing- Supply Chain Management – Criticism of ethics in marketing – Establishing ethical standards – Ethics in Retail Business.

Unit III

Ethics in HRM: Privacy issues – Psychological expectation model – Restructuring and layoffs – Wages empowerment of the weakest and unquest – Advancement of women in the workforce – Human Quality Development – Sexual harassment – Discrimination – Whistle Blowing Vs. Organisational loyalty – Employer rights and responsibilities.

Unit IV

Ethics in Production and Operations Management – Ethics in Finance Specific laws that affect retailers.

Unit V

Ethics in global business – Ethical International decision-making methods – Corporate Responsibility and the environment.

Books recommended:

1. C S V Murthy – Business Ethics – Text and Cases, Himalaya Publishing House, Second edition, 2006.
2. Joseph W Weiss, Business Ethics – A Stakeholder and Issues Management Approach – Thomson (South – Western), Third edition, 2003
3. SwapnaPradhan, Retailing Management – Text and Cases – Tata McGraw Hill, Second edition, 2004
4. Barry Berman and Joel R Evans – Retail Management – A strategic Approach, Prentice Hall of India, Tenth edition, 2006

RETAIL SUPPLY CHAIN MANAGEMENT

Semester V
Major XIII

Total hours: 90
Total credits: 6

Objective:

Help the students to have an understanding of the concepts of supply chain management in retailing.

Unit I

Supply chain management-meaning- definition, need and evolution-Traditional and modern approaches to SCM-Key issues in SCM-phases of SCM-SCM and its relation to other departments in the organization.

Unit II

Operations management in SCM: Type of manufacturing systems-Lean manufacturing - Mass customization - Outsourcing-service operations management - Managing supply and demand.

Unit III

Inventory counting systems- Universal bar code-Materials requirement planning-Just in time and vendor management inventory.

Unit IV

Logistics management: Elements of logistics management-Integration innovations in SCM-Retail logistics- Distribution management and strategies- Transportation management - Warehousing and warehouse management systems- Packaging for logistics –Third party logistics-GPS and GIS technologies.

Unit V

Global issues in SCM: Forces behind globalization-World class SCM- World class demand Management WCDM)-World Class Logistics management (WCLM).

Activity:

Prepare a chart for distribution network for different products

Books recommended:

1. Rahul V Alterkar-Supply Chain Management-Concepts and Cases, Prentice Hall of India, 2005.
2. David Simchi Levi, Philip Kaminsky and Edith Simchi Levi-Managing the Supply Chain-The Definitive Guide, Tata McGraw Hill, 2004.
3. Burt, Dobler and Starling-World Class Supply Management-The Key to SCM. Tata-McGraw Hill, Seventh Edition, 2006.

MERCHANDISING MANAGEMENT

Semester V
Major XIV

Total hours: 90
Total Credits: 6

Objective:

To enable the students to have a clear understanding of the importance of merchandising in retailing.

Unit I

Merchandising – Meaning – Concept – Factors affecting merchandising function – Merchandise manager-functions – Merchandise hierarchy – Merchandise mix – Components of merchandise management – Merchandise strategies.

Unit II

Merchandise planning-steps involved – Merchandise control – The open to buy – Assortment planning – Steps involved – Merchandising stages- Merchandise budgets and forecasting.

Unit III

Merchandise buying – Types of buying – Sources of supply- Identifying and contracting – Evaluating sources – Branding strategies – Category management – Components of category management – Category management and business process – Role of category captain.

Unit IV

Merchandise performance – Retail pricing – Elements – Merchandise allocation – Analysing merchandise performance – Methods – Integrating dollar and unit concept – Gross margin return on investment – Mark ups and downs – Shrinkage in retail management.

Unit V

Visual merchandising – Types of display – Display planning – Characteristics of effective display – Selling power of display – Methods of display – Window display and interior display – Space management – Planning layout.

Books Recommended:

1. Chetan Bajaj And Ranjith – Retail Management – Oxford University Press, second edition 2005
2. Gillespie. Hecht and Lebowitz – Retail Business Management, McGraw Hill Book company, Third edition 2002
3. Gibson G. V edamani – Retail Management: Functional Principles and Practices, Jaico Publishing House, Second Edition 2004
4. James R. Ogden. Denise T.Ogden – Integrated Retail Management, Wiley Pvt Ltd, 2

DATABASE MANAGEMENT SYSTEM

Semester V
Major XV

Total hours: 90
Total credits: 6

Unit I

Introduction to Databases: What is database system, purpose of database system, view of data, relational databases, database architecture

Unit II

Data Models: The importance of data models, Basic building blocks, Business rules, Evolution of data models, Degrees of data abstraction.

Unit III

Database Design and ER- Diagram: Database design and ER Model: overview, ER-Model, Constraints, ER-Diagrams, Schemas -Relational database model: Logical view of data, keys, integrity rules. Relational Database design: features of good relational database design, atomic domain

Unit IV

Constraints, Views and SQL: What constraints, types are of constraints, Integrity constraints, Views: Introduction to views, data independence, view updates, comparison between tables and views -SQL: data definition, aggregate function, Null Values, nested sub queries, Joined relations

Unit V

Simple Practical Sessions on MS-ACCESS: Creating tables and data types using MS-Access for bank and college database -Creating parameter queries using Access SQL. Writing different records using MS-Access for the Bank and College Database

Books recommended:

1. A Silberschatz, H Korth, S Sudarshan, "Database System and Concepts", Fourth Edition, McGraw-Hill, 2002
2. Ramakrishnan, Raghu and Gehrke, Johannes, Database Management Systems, Third edition, McGraw-Hill 2003

HUMAN RESOURCE MANAGEMENT

Semester V
Gen elective

Total hours: 60
Total Credits: 4

Objective:

To examine the current state of the HR practices.

Unit I

Introduction – Evolution-Objectives- Nature and Scope- Functions of HRM- Differences between HRM and Personnel Management- Changing role of HR Managers– HRM in a changing environment.

Unit II

Human Resource Planning: Job analysis – Job Description – Job Specification- Recruitment and Selection: Strategies – Methods and Procedures– Training and Development: Purpose- Methods & Issues of Training- Management Development Program- Mentoring & Coaching

Unit III

Job Evaluation: Definition- Purpose and Techniques- Performance Appraisal: Concept- Methods and Types.

Job Enrichment: Promotion- Transfer& Separation- Promotion- Purpose- Types. Transfer: Reason- Types. Separation: Lay-off- Resignation- Dismissal- Retrenchment- VRS

Unit IV

Maintenance of Human resource: Compensation – Reasons for fixing different types- Types- Perks & Fringe Benefits- Rewards – Physical Benefits- Current trends in HR compensation.

Unit V

Quality of Work Life: Employee Welfare – Steps for ensuring employee welfare – Grievance Machinery – Participative management.- Recent trends in employee welfare measures in India.

Activity:

1. Visit any organization and list out the duties and responsibilities of HR Manager.
2. Draft control charts for different industry / business groups.

Books recommended:

1. P.C.Tripathi, Personnel Management and Industrial Relations, Sultan Chand 2004

2. V S P Rao, Human Resource Management, Excel Books, 2nd Edition
3. Aswathappa, Human Resource and Personnel Management, Tata Mc Graw Hill, 3rd Edition
4. L M Prasad, Human Resource Management, Sultan Chand
5. C B Gupta, Human Resource Management, Sultan Chand

CORPORATE FINANCE

Semester V
Gen elective

Total hours: 60
Total Credits: 4

Objective:

Provide an insight to students on the basics of corporate finance and its importance.

Unit I

Corporate Finance - Nature and Importance – Objectives – Functions of Finance Manager – Sources of raising finance - Long term – short term.

Unit II

Corporate Financial Planning – Importance - need – Problems in Corporate Financial Planning - Overtrading – Undertrading – Over and Under Capitalisation.

Unit III

Capital Markets - Primary Markets – Secondary Market – Functions - SEBI Guidelines relating to Capital markets – Recent trend in Capital market.

Unit IV

Industrial Financial Institutions – IFCI – SFC – IDBI – ICICI – IRCI – Credit Guarantee Corporation – Challenges of financing Corporate growth – Public corporations – Private Corporation – Government Policies on Industrial Finance.

Unit V

Corporate Governance – Meaning – Objectives – Shareholding Structure – Management Structure and Processes – Stakeholders relationship - Transparency and disclosures – Financial Disciplines. .

Books recommended:

1. S.C. Kucghal , Corporate Finance – Chaitaya Publishing House
2. P.V. Kulkarni , Corporation Finance Principles – Himalaya Publishing House
3. M.Y. Khan and P.J. Jain , Financial Mangement
4. Dr. S. Gurusamy , Financial Services - Tata McGraw Hill

BUSINESS TAXATION

Semester V

Total hours: 60

Gen elective

Total Credits: 4

Objective:

Enable the students to acquire basic knowledge on Indirect Taxes in India

Unit I

Objectives of Taxation – Canons of Taxation – Tax system in India – Direct and Indirect Taxes – Meaning and Types.

Unit II

Central Excise Duty – Classification – Levy and Collection of Excise duty – Clearance of excisable goods- Exemption from excise duty – Excise and Small Scale Industries – Excise and Exports – Demand, Refund, Rebate of Central Excise duty – Offences and Penalties – Settlement – Appellate Provisions.

Unit III

The Customs duty – Levy and Collection of customs duty – Organisation of the customs department – Officers of the customs – Powers – Appellate machinery – Infringement of the law – offences and penalties – Exemption from duty – customs duty drawback – duties free zones.

Unit IV

Central Sales Tax Act – Levy and Collection of CST -Important Definitions - Sales Purchase in the course of export or import- Liability of Tax – Registration of dealers – Goods of Special Importance – Offences and penalties.

Unit V

Value added tax – objectives – Levy of VAT – Arguments in favour of VAT – Difficulties in administering VAT – Set off / Input Tax credit – Carrying over of Tax credit – Registration – TIN – Returns – Assessment of VAT Liability – Declaration form – Service Tax – Tax on different services – Rate of Service Tax.

Books recommended:

1. Jain R.K – Central Excise Manual, Central Publications, New Delhi
2. Bhatnagar S.P – Customs Law and Procedure, Centax Publications, New Delhi
3. Donakia – Central Sales Tax, Bharat Law Book House, New Delhi
4. Datey V.S – Indirect Taxes , Taxmann Publications, New Delhi
5. Arvid P Dattar – Central Excise Law and practice, Wadwa Publications, New Delhi

SERVICES MARKETING

Semester V

Total hours: 60

Gen elective

Total Credits: 4

Objective:

To impart knowledge on services marketing concepts to the students.

Unit I

Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service designing of the service, blueprinting using technology, developing human resources, building service aspirations.

Unit II

Marketing Mix In Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing- people, physical evidence and process.

Unit III

Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy.

Unit IV

Delivering Quality Service: Causes of service - quality gaps. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions - the service performance gap - key factors and strategies for closing the gap. External communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality.

Unit V

Marketing of Service With Special Reference To:1.Financial services, 2.Health services, 3.Hospitality services including travel, hotels and tourism, 4.Professional service, 5.Public utility service, 6.Educational services.

Books recommended:

1. S.M. Jha, Services marketing, Himalaya Publishers, India

- 2.Sinha.P.K and Sahoo.S.C., 1994,Services Marketing Text and Reading, Himalaya Publishers House,India
- 3 Dr. L. Natarajan Services Marketing, Margham Publications, Chennai.
4. Thakur .G.S. Sandhu supreet & Dogra Babzan , Services marketing , kalyanni Publishers, Ludhianna .
- 5.Dr. B. Balaji , Services Marketing and Management ,S. Chand & Co , New Delhi

RETAIL OPERATIONS, SYSTEMS AND INVENTORY

Semester VI
Major XVI

Total hours 90
Total credits 6

Objective:

Provide a detailed understanding to students on the retail operations.

Unit I

Choosing a Store Location: Importance of location to a retailer – Trading Area Analysis “Regional Analysis” – Characteristics of the trading areas.

Unit II

Site selection: Actual site analysis and selection – Choice of a general location – Characteristics of the available site – Retail store layout – The circulation plan – Space mix and effective retail space management – Floor space management.

Unit III

Operations Management: Operating a retail business – Operations Blueprint – Store Maintenance, Energy management and renovations – Inventory management – Store security – Insurance – Credit management – Computerisation – Outsourcing – Crisis Management.

Unit IV

Evaluating a retail operation: Store operating parameters – Using the strategic resource model in retailing – Designing a performance programme

Unit V

Retail Inventory: Inventory Planning – Return on inventory investments and stock turnover – Inventory Management – Physical and perpetual inventory systems – Retail method of inventory valuation.

Books Recommended:

1. James R Ogden and Denise T Ogden – Integrated Retail Management, Biztantra, 2005
2. Barry Berman and Joel R Evans – Retail Management – A strategic Approach, PrenticeHall of India, Tenth edition, 2006
3. Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing House, Second edition. 2004
4. SwapnaPradhanRetailing Management : Text and Cases – Tata McGraw Hill Publishing Company Ltd., 2004

E-COMMERCE

**Semester VI
Major XVII**

**Total hours: 90
Total credits: 6**

Objective:

Provide a detailed understanding of business activity on web or via any other electronic means.

Unit I

What is e-commerce? – E-Commerce is not E-Business – the drivers – Myths You Should know – Advantages and Issues in E-Commerce – Benefits and Limitations of the Internet– Role of E-Strategy.

Unit II

Integrating E-commerce – E-Commerce Business Models –Management Implications. Mobile-Commerce-The Business of Time: What is M-Commerce? Wireless LAN – Wireless Application Protocol -Implications for Management.

Unit III

Business-to-Business E-Commerce: What is B2B E-Commerce? – Supply chain Management and B2B – B2B Models – B2B Tools-EDI.

Unit IV

E-Security: Security in Cyberspace – Designing for Security – How much risk you Afford? – The VIRUS – Security Protection and Recovery – Role of Biometrics - How to secure Your system? – Security and Terrorism.

Unit V

Getting the money: Real World Cash – Electronic Money – Requirements for Internet-Based Payments – How would you like to pay? – B2B and E-Payment – M-Commerce
And M-Payment – General Guide to E-Payment.

Books recommended:

1. Elias M. Awad, Electronic Commerce from Vision to Fulfillment , 3rd edition, PHI.2004 (Chapters: 1, 6, 11, 13 &15)
2. David Whiteley, E-Commerce Strategy, Technologies and Applications , 2001, TMH.
3. Jeffrey F. Rayport, Bernard J. Jaworski, Introduction To E-Commerce , 2001
4. Marilyn Greenstein & Todd M. Feinman, Electronic Commerce, Tata McGraw Hill, 2000
5. Gary P. Schneider & James T. Perry, Electronic Commerce
6. Pete Loshin & Paul A. Murphy, Electronic Commerce
7. Ananthi Sheshasaayee & Sheshasaayee, Computer Application in Business and Management
8. Awad, Electronic Commerce, Prentice hall of India

INTERNSHIP/ INSTITUTIONAL TRAINING

Semester VI

Total hours: 90

Major

Total credits: 6

Internship shall be an integral part of B. Voc (Retail Management & IT) degree course. It is designed to bridge the gap between theory and practice and create a natural interest in the practical aspects of the course to enable the students to face the challenges of retail industry.

The training should be under the joint supervision and guidance of the Training Officer of the Institution and the Faculty member of the course. The details of the training underwent by the students should be clearly documented in the form of a report.

The duration of the training will be for 60 days and relate to Retail Industry.

The report shall be around 50 typed pages, excluding tables, figures, bibliography and appendices. The External Examiner in consultation with the Internal Examiner should conduct Viva-Voce and evaluate the report for 100 marks.