ACADEMIC PROGRAMME GUIDE

BACHELOR IN BUSINESS ADMINISTRATION (BBA)

Based on Choice Based Credit System (CBCS)

CHITKARA
UNIVERSITY

HIMACHAL PRADESH
NAAC ACCREDITED

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1. General Information

Chitkara University, Himachal Pradesh has been nominated by the Ministry of Human Resource Development (MHRD), Government of India, as one of the few institutions in India to offer BBA (Retail Operations) programme. The 3-Year BBA (Retail Operations) is a degree apprenticeship programme which will run in collaboration and support of Retailers Association's Skill Council of India (RASCI) and Reliance Retail Limited. It is launched under the scheme of University Grants Commission (UGC) on skill development based on higher education. The programme curriculum has been designed as per the Model Curriculum released by RASCI including general education and skill development components with extensive practical and On-the-Job exposure culminating into a hybrid curriculum. The emphasis is on skill-based education to develop competencies required in preparing the supervisory cadre for the retail sector. The students enrolled in this programme will be registered as apprentices with Reliance Retail Limited (industry partner).

The programme is a thoughtful mix of professional education/skill development and general education adopting Model Curriculum released by RASCI and following Choice Based Credit System (CBCS) as per UGC guidelines.

1.1 Programme Educational Objectives (PEO)

The program aims to develop a solid understanding of business and management, whilst building the key intellectual and vocational skills that will enable students to succeed in any business environment. It focuses on enhancing the ability to communicate, analyze situations and take decisions to solve complex business problems and to develop a holistic view of the different functional areas. Specifically, the BBA (Retail Operations) Programme is designed to provide an opportunity:

PEO 1 To understand and learn management and business concepts particularly related to retail.

PEO 2 To learn about key functional areas, approaches and principles of retailing.

PEO 3 To gain comprehensive knowledge and practical exposure of the dynamic retail sector with an understanding of the impact of retail solutions on environment.

PEO 4 To acquaint with different technology tools for effective management and growth of business prospects.

PEO 5 To acquire ability for work ethics, professionalism and decision making.

PEO 6 To understand the roles and responsibilities at different hierarchical level in the retail industry and develop skills and competencies required as per the career prospects.

PEO 7 To nurture the spirit of entrepreneurship among the students that propagates the business world.

1.2 Programme Outcomes (PO)

On completion of Bachelor in Business Administration (BBA) programme, the students will be able to:

PO1: Critical Thinking Skills: Students are able to define, analyze, and devise solutions for structured and unstructured business problems and issues using cohesive and logical reasoning patterns for evaluating information, materials, and data.

PO2: Communication Skills: Students are able to conceptualize a complex issue into a coherent written statement and oral presentation.

PO3: Technology Skills: Students are competent in the uses of technology in modern organizational operations.

PO4: Entrepreneurship and Innovation: Students can demonstrate the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.

PO5: Business Knowledge: Students can demonstrate technical competence in domestic and global business through the study of major disciplines within the fields of business.

PO6: Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the Management practice.

PO7: Environment and sustainability: Students can understand the impact of the professional solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

PO8: Individual and team work: Students can function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

PO9: Project management and finance: Demonstrate knowledge and understanding of the management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

PO10: Life-long learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

1.3 University Vision and Mission

Vision

To be a globally recognized organization promoting academic excellence through interdisciplinary applied research and to expand realms of knowledge through innovation.

Mission:

M1. To carry out the academic processes in accordance with global standards through active teacher-student-industry participation.

M2. To promote research, innovation and entrepreneurship in collaboration with industry, research laboratories and academic institutions of global repute.

M3. To inculcate high moral, ethical and professional values amongst our students, faculty & staff.

M4. To contribute in building skillful society.

1.4 Mapping of PEO with PO:

	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6	PE07
PO1			L		M		
PO2						L	
PO3				H		L	
PO4							H
PO5	H	H	M				
PO6					H		
PO7			M				
PO8					M		

PO9			H			M	
PO10						L	

1.4.1 Mapping of PEO with Mission

	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6	PEO7
M1	H	H	M				
M2			H				H
M3					H		
M4			M	M	M	H	M

2. **Eligibility for Admission**

The minimum eligibility criterion for seeking admission in BBA (Retail Operations) programme is a pass in XII/12th (any stream) with minimum 50% marks from a recognized education board followed by personal interview. The admission is based purely on merit. During admission process, the University follows reservation policy as decided by the State Government.

3. **Programme Duration**

The BBA (Retail Operations) programme is an apprenticeship blended degree programme offering direct gateway to industry with mandatory practical exposure in retail stores and employee retention design. The course places immense value to On-the-Job Training (OJT) component with an objective to allow students to have comprehensive knowledge of the dynamic retail environment in India.

The duration of the BBA (Retail Operations) Programme is a period of three years consisting of six semesters. The duration of the programme is enlisted below against the job roles in alignment to the National Skills Qualifications Framework (NSQF).

Year	NSQF Levels	Semester	Job Role / Qualification Pack (QP)
1	2 & 3	I & II	Retail Cashier + Retail Trainee Associate
2	4	III & IV	Retail Sales Associate + Distributor Salesman + Seller Activation Executive
3	5	V & VI	Retail Team Leader

Since, the eligibility for a degree is on the basis of number of courses completed and credits earned for general and skill components, the maximum duration permissible for completion of the programme is three years.

4. Pedagogical Aspects

The curriculum includes General (Theory) Component and Skill Component (OJT). The structural layout of the General Component courses requires that each course be divided into lecture, tutorial and practical sessions wherein the formula C=L+T+P is applicable, where C is the number of credits, L is the number of lecture hours per week, T is the number of tutorial hours per week and P is the number of practical/laboratory hours per week (for P, two hours per week reflects 1 credit).

Lecture Sessions: Lectures are delivered by traditional – chalk board method, supplemented by modern Information Communication technology (ICT) methods and latest pedagogical tools. The students are encouraged to ask questions and involve in group discussion to the extent allowed by the teacher.

Tutorial Sessions: The tutorial sessions are small groups of students interacting with the teacher, solving application oriented problems. The tutorial sessions are very interactive and inculcate problem solving skills in the students.

Lab/Practical Sessions: During lab/practical sessions, the students work on a prescribed list of practical assignments and apply their learning of lecture/tutorial sessions.

For General Component Courses, *Case Study* and *Simulation-based Methodology* will be adopted besides conventional teaching wherein the lectures and tutorials will be supplemented with discussions on case studies, role plays, simulation-based activities, individual and group presentations to enable students apply and implement conceptual learning and experience real-time situations. Almost every course will provide an opportunity to the students to do *Integrated Group Projects*. These projects will be designed by the faculty keeping in mind the requirement and application of the particular course and the courses studied so far. Thus, the project statements are made such a way

that the students while working on these projects apply the concepts learned so far and the deliverables are multi-faceted.

For Skill Component, the students will be undergoing *On-the-Job Training* at the allotted retail store of the industry partner to gain real-life practical experience and retail industry exposure while fulfilling the necessary requirements of the programme.

5. **Programme Structure**

The courses in the programme have been classified into the following course categories as prescribed by UGC under CBCS, an internationally acknowledged credit system which not only offers opportunities and avenues to learn core subjects but also to explore additional interdisciplinary avenues of learning for holistic development of an individual.

Core Courses: the foundation courses that compulsorily be studied by a candidate as a core requirement are termed as Discipline Specific Core Courses (DSCC).

Elective Courses: are courses to be chosen from a pool of courses and are specific or specialized or advanced or supportive to the discipline/subject of study or provides an extended scope or enables exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill are called Elective Courses.

Discipline Specific Elective Courses: The elective courses offered by the main discipline/subject of study are referred as Discipline Specific Elective Courses (DSEC). The University may also offer discipline related elective courses of interdisciplinary nature.

Generic Elective Courses: The elective courses chosen from an unrelated discipline/subject, with an intention to seek exposure are called as Generic Elective Courses (GEC).

Ability Enhancement Courses: The Ability Enhancement Courses are further classified as:

Ability Enhancement Compulsory Courses: The courses based upon the content that leads to knowledge enhancement and are mandatory in nature are referred as Ability Enhancement Compulsory Courses (AECC).

Skill Enhancement Courses: The value-based and/or skill-based courses that are aimed at providing hands-on-training, competencies, skills, etc. are called Skill Enhancement Courses (SEC). All the courses are aligned to outcome based education (OBE), where the CLOs are mapped to the various POs.

The course category-wise credit classification is given below.

Course Category-wise Credit Distribution					
Semester	DSCC	DSEC	GEC	AECC	SEC	Total Credits
I	10	-	-	4	18	32
II	10	-	-	-	18	28
III	8	4	-	-	18	30
IV	5	7	-	2	18	32
V	8	4	-	-	18	30
VI	-	-	2^*	-	30	$30+2^*$
Total Credits	41	15	2^*	6	120	$\mathbf{182+2^*}$

* 2 credits will be added for NSS/NCC elective if opted by students.

Course Category-wise Credit Distribution
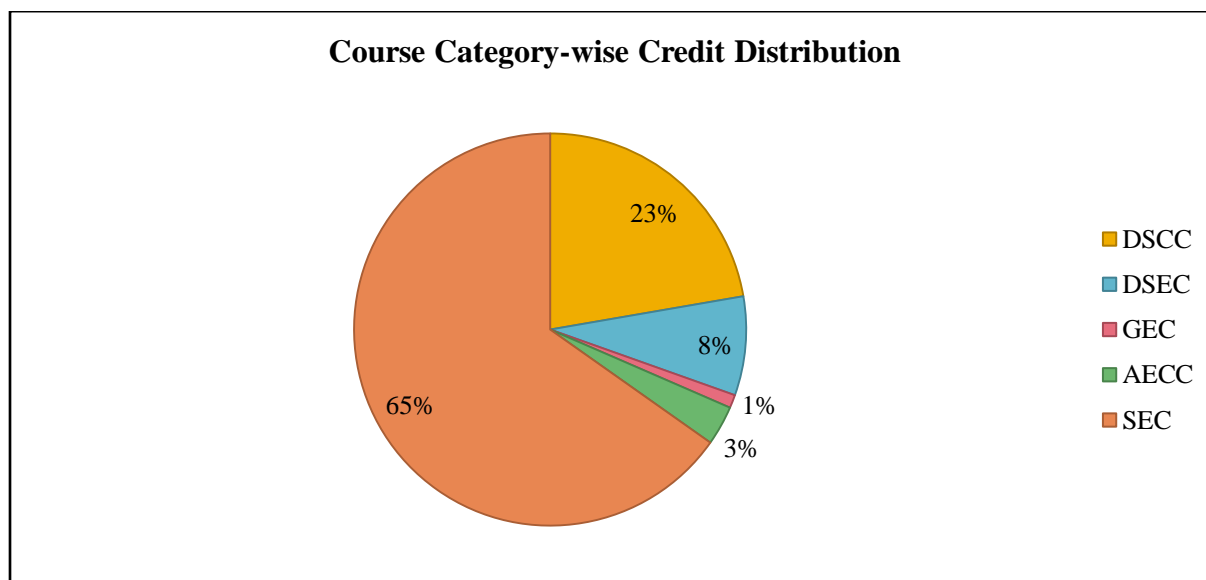
Credit Allocation

The BBA (Retail Operations) programme is distributed across General (Theory) Component and Skill (OJT) Component in each semester following the curriculum guidelines of RASCI and UGC. The detail of semester-wise distribution of credits is given as under.

Semester-Wise Credit Distribution			
Semester	**Theory Credit**	**OJT Credit**	**Total Credit**
I	14	18	32
II	10	18	28
III	12	18	30
IV	14	18	32
V	12	18	30
VI	0	30	30+2[*]
Total	**62**	**120**	**182+2***

[*] 2 credits will be added for NSS/NCC Elective if opted by students.

The credit calculation is in alignment with the UGC Guidelines. The below norms are used for computation of credit hours:

General Component (Theory): 1 Credit = 15 hours of teaching

Skill Component (OJT): 1 Credit = 30 hours of training

The programme structure to be followed for BBA (Retail Operations) is given below

Year – 1				
Semester – I				
Course Category	**Course Code**	**Title of Course**	**L-T-P**	**Credits**
DSCC	BR101	Introduction to Retail Operations	4-0-0	4
DSCC	BR102	Sales and Marketing	2-0-0	2
DSCC	BR103	In-Store Merchandising Operations	4-0-0	4
AECC	BR104	Communication Skills	2-0-0	2
AECC	BR105	Fundamentals in Technology (Computer Skills)	1-1-0	2
SEC	OJT100	On-the-Job Training – 1		18
Total Semester Credits				**32**
Semester – II				
Course Category	**Course Code**	**Title of Course**	**L-T-P**	**Credits**
DSCC	BR201	Fundamentals in Accounting	1-1-0	2
DSCC	BR202	Sales and Customer Relationship Management-1	4-0-0	4
DSCC	BR203	Business Communication and Professional Skills	4-0-0	4
SEC	OJT200	On-the-Job Training – 2		18

Total Semester Credits	28
Year 1 Total Credits	60

		Year – 2		
		Semester – III		
Course Category	**Course Code**	**Title of Course**	**L-T-P**	**Credits**
DSCC	BR301	Sales and Customer Relationship Management-2	4-0-0	4
DSCC	BR303	In-Store Cashiering Operations	4-0-0	4
DSEC	BR302	Customer Redressal System	4-0-0	4
DSEC	BR304	Services Marketing	4-0-0	4
SEC	OJT300	On-the-Job Training – 3		18
Total Semester Credits				**30**
		Semester – IV		
Course Category	**Course Code**	**Title of Course**	**L-T-P**	**Credits**
DSCC	BR401	Sales Management	5-0-0	5
DSEC	BR402	Distribution Management	3-0-0	3
DSEC	BR404	Materials Management	3-0-0	3
DSEC	BR403	Non- Store Retailing	4-0-0	4
DSEC	BR405	Retail Banking	4-0-0	4
AECC	BS201	Environmental Science	2-0-0	2
AECC	BS202	Human Rights and Values		0
AECC	BS401	Cyber Security		0
SEC	OJT400	On-the-Job Training – 4		18
Total Semester Credits				**32**
Year 2 Total Credits				**62**

Note: DSCC = Department Specific Core Course, DSEC = Department Specific Elective Course, AECC = Ability Enhancement Compulsory Course, SEC = Skill Enhancement Course

Year – 3				
Semester – V				
Course Category	Course Code	Title of Course	L-T-P	Credits
DSCC	BR501	Team Management-1	4-0-0	4
DSCC	BR502	Team Management-2	4-0-0	4
DSEC	BR503	Operations of a Team Leader at the Store	4-0-0	4
DSEC	BR504	Mall Management	4-0-0	4
AECC	BS501	Disaster Management		0
SEC	OJT500	On-the-Job Training – 5		18
Total Semester Credits				**30**
Semester – VI				
Course Category	Course Code	Title of Course	L-T-P	Credits
SEC	OJT600	On-the-Job Training – 6		30
Total Semester Credits				**30**
Year 3 Total Credits				**60**

Note: DSCC = Department Specific Core Course, DSEC = Department Specific Elective Course, AECC = Ability Enhancement Compulsory Course, SEC = Skill Enhancement Course

Manadatory Generic Elective Courses			
Course Category	Course Code	Title of Course	Credits
GEC	NC101	National Cadet Corps (NCC)	2
GEC	NS101	National Service Scheme (NSS)	

Note: As per UGC guidelines, NCC and NSS will be offered compulsorily as general elective. If either of the elective courses is opted by students, Credit and Grade earned will be reflected only once in final year/ semester mark sheets.

Value Added Course
Title of Course
Human Values and Rights*
Cyber Security*
Disaster Management*
Sales Communication and Retail Processes#

Note:
- * are mandatory courses to be offered as per UGC and thus, are incorporated in curriculum.
- # are additional value added courses that will be offered during the programme in the relevant semesters flexibly as per the requirement and feasibility.

6. **Assessment and Evaluation**

The evaluation system for BBA (Retail Operations) Programme has been designed to achieve the following:

   • Evaluate the progress of learning of each student.

   • Prescribe and promote certain acceptable and uniform standards of comprehension.

   • Encourage a healthy and constructive competition among the students.

All assessment for General (Theory) Component will come under the purview of the University and all assessment for Skill Component will come under the purview of RASCI.

Keeping this in view, the school follows a system of continuous evaluation General (Theory) Component. Throughout the semester, the student will be tested on his/her ability to understand concepts, learn techniques and apply them to problems in the real world adopting the system of continuous assessment through assignments, activities, presentations, case studies, viva, group projects etc. The final evaluation is done in the form of End Term Examination conducted by the Examination department as per the pre described pattern.

The evaluation criteria of courses will be detailed in the course handout document prepared by the course coordinator with the approval of Dean/Head and will be circulated among students during start of the term.

Evaluation for General (Theory) Component

The weightage assigned to different evaluation elements for General (Theory) Courses is given below.

   • **Evaluation for Course Categories DSCC, DSEC and AECC (with course code assigned as "BR")**

Evaluation Framework	Weightage
Attendance	10%
Internal Evaluation (Assignment/Presentation/Viva/Project etc.)	40%
External Evaluation (End Term Exam)	50%
Total	**100%**

The components and weightage of each component for Internal Evaluation will be decided by the course coordinator with the approval of Dean/Head of the school. The Examination department will assign marks for Attendance based on the attendance intervals created by them and the actual attendance of students uploaded on chalkpad by the faculty.

- **Evaluation Criteria for Course Categories AECC (with course code assigned as "BS")**

Evaluation Framework	Weightage
External Evaluation (End Term Exam)	100%
Total	**100%**

If any theory course of the curriculum is offered in the form MOOC, there will be one evaluation at the end of the course conducted by the University besides the MOOC assessments. The students will be required to successfully complete the MOOC assessments and pass the evaluation conducted by the University. Upon fulfilling these conditions, due credits will be awarded to the students. However, if a value added course (besides the UGC prescribed courses) is offered in the form of MOOC, the students will be only required to successfully complete the MOOC for transfer of benefit.

A student may debar from appearing in the End Term Examinations due to the following reasons:
  i. Disciplinary action taken against him/her.
 ii. Minimum Attendance criteria are not fulfilled.

In case any student, who has been debarred by the University, appears in the examinations by default, his/her result will be treated as null and void.

If any student fails to secure pass grades in any course, he/she shall be allowed to reappear according to the regulations of the Examination department.

Evaluation for Skill Component

The evaluation for Skill Component (course category SEC) will be conducted by RASCI based on the Assessment Framework and Assessment Criteria as described in RASCI Model Curriculum and RASCI Guidelines from time to time. The weightage assigned to different

evaluation elements for Skill Assessment is given below.

Evaluation Framework	Weightage
Written Exam	50%
Viva-Voce	20%

OJT Evaluation
  - Project Guide Rating (70%)
  - Project Report and Presentation (30%)
	30%

Total	**100%**

7. Rules for Attendance

The programme being highly rigorous, all the students are expected to show utmost regularity in attendance. Even a day's absence is detrimental to the student's interest. Therefore, the requirement of University and collaborators in this regard is very stringent. As per University's requirement, 75% attendance (of all held sessions – lectures, tutorials, practical) is compulsory in a course in order to be eligible to appear for final evaluation i.e. end term examination. The students are also encouraged to participate in co-curricular activities organized by the University and other institutions at state/national/international level. Such students would be eligible for grant of special duty leaves (limited by a cap decided by the Vice Chancellor) to cover up attendance requirements. In case of extreme medical emergencies, 10% concession in attendance requirements is possible only at the sole discretion of the Vice Chancellor on the recommendation of Dean/Head of School. Besides this, there is 10% weightage for attendance in the evaluation criteria according to the curriculum guidelines of RASCI. As far as the attendance in OJT is concerned, the students have to mandatorily complete their prescribed OJT credits (number of hours) for successful completion of skill component.

8. Grading System

Cumulative Grade Point Average (CGPA) calculated on a 10 point scale is used to describe the overall performance of a student. The Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA) are calculated as:

$$SGPA_i = \frac{\sum\limits_{j=1}^{n} C_{ij}G_j}{\sum\limits_{j=1}^{n} C_{ij}} \qquad\qquad CGPA = \frac{\sum\limits_{i=1}^{N}\left(SGPA_i * \sum\limits_{j=1}^{n} C_{ij}\right)}{\sum\limits_{i=1}^{N}\left(\sum\limits_{j=1}^{n} C_{ij}\right)}$$

Where n = number of subjects in the Semester; N = number of Semesters; $SGPA_i$ = SGPA for the ith Semester; C_{ij} = number of credits for the jth course in i^{th} Semester; and G_j = Grade point corresponding to the grade obtained in the jth course.

The list of letter and non-letter grades, their applicability and connotation are given below:

(a) Letter Grades

Marks Range	Grade	Qualitative Meaning	Grade point
80 – 100	O	Outstanding	10
70 – 79	A+	Excellent	9
60 – 69	A	Very Good	8
55 – 59	B+	Good	7
50 – 54	B	Above average	6
45 – 49	C	Average	5
40 – 44	P	Pass	4
0 – 39	F	Fail	0
	Ab	Absent	

(b) Non-letter Grades: Value Added Courses will be graded Satisfactory and Unsatisfactory.

9. Promotion and Registration

Promotion Rules

Any bonafide student, who appears for the examination conducted by the University, shall be promoted to the next higher semester and shall carry forward all course(s) / subject(s) in which he/she is declared fail. The student shall have to pass all theory papers, skill assessments and complete On-the-Job Training (OJT) within stipulated maximum duration as prescribed by the University to qualify for the award of degree. Further, any specific condition stipulated for a particular course, by the concerned regulatory body, shall be enforced.

Registration Rules

All students are eligible to register for the next semester irrespective of number of backlogs unless a criterion is specified for any particular course. A student will not be permitted to register in further semester if:

i. He/She has dues outstanding to the University, hostel or any recognized authority or body of the University, or
ii. His/Her grade sheet in his/her immediately preceding term is withheld, or
iii. He/She has been specially debarred or asked to stay away from that term.

Late registration may be granted in case a student fails to register on the stipulated date. Students failing to register on the specified day of registration will be allowed to register only after permission from Dean/Head of School and after paying the stipulated late fee. Any student who has not registered will not be allowed to attend classes.

10. <u>Migration/Credit Transfer Policy</u>

The following procedures will be followed for credit transfer for a student under migration, studied in other Universities in India and Abroad:

"The credits earned by the student from the other universities in India or abroad shall be transferred as such. The Degree shall only be awarded to the candidate subject to the condition that student earned the minimum no. of credit defined by Academic Regulation/APG of the Programme run by the Chitkara University."

In case a student undergoes international exchange programme or internship for 1 semester/ 1 year/ 2 years, then the courses, credits and grades earned by the student in abroad during that period should be reflected on the grade card issued by the Chitkara University. The courses will be marked as (*) on the grade card/transcript. The description of the (*) will be "credits and grades as adopted university/institute name during the international exchange programme.

In case of availability of seats, a student can apply for branch change. The student shall have to pass all papers of the first year and possess minimum CGPA criteria. Preference will be given to high CGPA.

11. Eligibility to Award of Degree

To be eligible for award of BBA (Retail Operations) degree, a student must successfully:

  i. Complete General (Theory) Component and Skill (OJT) Component
 ii. Passed all courses prescribed for the programme
iii. Passed Skill Assessments conducted by RASC
 iv. Earned 182 credits. 2 more credits will be added for NSS/NCC Elective if opted by students (182+2).
  v. Obtained a minimum CGPA of 4.5
 vi. Satisfied all necessary requirements of University, RASCI and industry partner

A student is deemed to have become eligible for the degree if in addition to satisfying the above requirements, he/she has no case of indiscipline or unfair means pending against him/her.

However, in case a student is having outstanding dues against him/her to be paid to the University, Hostel or any other recognized body of the University; his degree will be withheld until the said dues are cleared.

12. Programme Overview

The BBA (Retail Operations) programme is an apprenticeship blended degree programme offering direct gateway to industry with mandatory practical exposure in retail stores and employee retention design. The course places immense value to On-the-Job Training (OJT) component with an objective to allow students to have comprehensive knowledge of the dynamic retail environment in India. The students enrolled in this programme will be registered as apprentices with Reliance Retail Limited (industry partner).The programme is a thoughtful mix of professional education/skill development and general education adopting Model Curriculum released by RASCI and following Choice Based Credit System (CBCS) as per UGC guidelines.

Course Code	Course Name	L-T-P	Credits
BR101	Introduction to Retail Operations	4-0-0	4

Course Learning Outcomes

CLO1: To learn how retail business operates and functions.
CLO2: To be able to formulate operational strategies for different retail formats and become retail employable.
CLO3: To be able to relate supply chain with an effective retail organization.
CLO4: To comprehend the ways retailers use marketing tools and sales techniques to interact with their customers.
CLO5: To understand the retail practices necessary for the smooth functioning of the retail store.

Syllabus

Introduction to Retail: Concept, Scope and Functions of Retailing, Global Retail Scenario, Retailing in India, Retail Environment, Career Prospects in Retail.

Introduction to Supply Chain System: Concept of Supply Chain System, Distribution Channels, Product Categories, Distribution of Products, Retailer's Role in Distribution Channel, Roles and Responsibilities in Retail Organization.

Retail Organization and Store Location: Retail Ownership, Formats of Retailing (Classification of Retailers and Retail Outlets), Store Location Analysis, Site Potential Valuation.

Retail Store Operations: Stages of Store Operations – Pre-Opening, Opening, During and Day End, Retail Selling Process, Equipment and Machineries (used in retail stores), Store Management and Administration, Facilities Management (Health, Hygiene and Safety & Security Practices).

Retail Strategies: Sales and Marketing at Retail Stores, Retail Store and Market Strategies, Customer relationships and its importance in enhancing the value of the business, Accounting practices followed in retail stores – (Calculation of Discounts/Offers/margins/Financial Schemes/Basic Accounting etc.)

Recommended Books

1. J. K Nayak and P.C. Dash, "Retail Management", Cengage Learning, 1st edition, 2017.

2. S. Pradhan, "Retail Management", Mc Graw Hill, 6th edition, 2019.
3. R. Cox and P. Brittain, "Retailing: An Introduction", Pearson Education, 5th edition, 2004.
3. D. Gilbert, "Retail Marketing Management" Pearson Education, 2nd edition, 2003.
4. J. Topps and G. Taylor, "Managing Retail Supply Chain", Kogan page, 1st edition, 2018.
5. R. Ray, "Supply Chain Management for Retailing" McGraw Hill, 1st edition, 2010.
6. S. Bhalla and A. Saini, "Visual Merchandising", McGraw Hill, 1st edition, 2010.

Course Code	Course Name	L-T-P	Credits
BR102	Sales and Marketing	2-0-0	2

Course Learning Outcomes

CLO1: To learn how marketing can be done.

CLO2: To be able to formulate marketing and sales strategies and become industry employable.

CLO3: To be able to relate types of business for the purpose of growth and profit.

CLO4: To be able to utilize information of a firm's external and internal marketing environment to solve business problems.

CLO5: To understand the types and functions of sales organization for effective sales planning in the retail environment.

Syllabus

Business Organization: Characteristics and Objectives of Business, Business Activities, Managerial and Commercial Functions of Business, Types of Business Organizations, Micro Environment of Business Organization (Suppliers, Customers, Competitors, Market Intermediaries etc.)

Marketing: Concept, Scope and Types of Marketing, Marketing Process, Selling v/s Marketing, Types of Markets, Building Customer Value, Selection of Markets: Segmentation, Targeting and Positioning, Marketing Mix: Product, Price, Physical Distribution, Promotion, People, Process and Physical Evidence; Sales Organization: Concept, Factors, Importance, Types and Function of Sales Organization

Recommended Books

1. P. Kotler, "Marketing Management", Pearson Education, 15th edition, 2017.
2. T. N Chhabra, "Business Organization and Management", Sun India Publication, Latest edition, 2017.
3. P. K Ghosh, "Sales Management – Text and Cases", Himalaya Publishing House, 1st edition, 2016.
4. W. L Cron, "Sales Management: Concepts and Cases", Wiley Publishers, 10th edition, 2009.
5. J. M Ivancevich and T.N. Duening, "Business and Management: Principles and Guidelines", Biztanta Publications, 1st edition, 2007.

Course Code	Course Name	L-T-P	Credits
BR103	In-Store Merchandising Operations	4-0-0	4

Course Learning Outcomes

CLO 1: To be able to manage product mix and merchandise for the retail store.

CLO 2: To be able to understand the role of different elements of store design-layout and use them for the benefit of the retail store.

CLO 3: Develop the skills necessary to adopt the most suitable visual merchandising practices for better display, presentation and optimum use of space and resources.

CLO 4: To obtain a broad understanding of brand and category management and be able to employ effective retail strategies.

CLO5: To understand the basic function of merchandise manager for the effective management of the merchandise in the retail store.

Syllabus

Product Management: Meaning and Types of Product, Product Life Cycle; Brand: Types, Importance, Principles, Brand Management; Merchandise Management: Merchandising, Factors, Functions of Merchandise Manager, Merchandise Planning and Buying, Merchandise Differentiation; Category Management: Process and Components; Store Design: Concept, Requirements, Objective, Elements, Store Exterior Design and Store Interior Design (Concepts and Elements); Store Layout and Circulation Plan: Concept, Factors and Types; Planograms: Concept and Significance, Space Management, Department Location and Image Mix; Visual Merchandising: Concept, Importance; Merchandise Facilitators; Merchandise Presentation: Concept and Techniques; Display and Design: Concept, Types, Methods and Errors; Retail Atmospherics: Importance and Components; Elements of Visual Communication

Recommended Books

1. T. Morgan, "Visual Merchandising", Laurence King Publishing, 2nd edition, 2014.
2. M.M Pegler and A.Kong, "Visual Merchandising and Display", Bloomsbury Academic, 7th edition, 2018.
3. S. Bhalla and A.S.,"Visual Merchandising", Tata McGraw Hill, 1st edition, 2010.
4. C. Ebster and M. Garaus, "Store Design and Visual Merchandising" Business Expert Press, 2nd edition, 2011.
5. S. Seshanna and N.R. Prasad, "Retail Management" McGraw Hill, 1st edition, 2011.

Course Code	Course Name	L-T-P	Credits
BR104	Communication Skills	2-0-0	2

Course Learning Outcomes

CLO 1: To become adept effective communicators.

CLO 2: To be able to hone their communication and listening skills.

CLO3: To be able to demonstrate effective veal communication skills while asking questions, providing and receiving information.

CLO 4: To acquire leadership skills via flipped classrooms.

CLO 5: To get insight of the barriers to communication and identify the ways to reduce them for an effective communication.

Syllabus

Orientation and Introduction, Definition and Importance of Communication via activities, Features of Effective Communication, Communication Process: Source, Message, Encoding, Channel, Decoding, Receiver, Feedback, Context; Barriers to Communication: Physiological Barriers, Physical Barriers, Cultural Barriers, Language Barriers, Gender Barriers, Interpersonal Barriers, Psychological Barriers, Emotional Barriers via Role Plays; Solutions to Typical Communication Barriers, Face to Face Communication: Tone of Voice, Body Language (Non-Veal Communication), Veal Communication; Effective Listening Skills, Basic Listening Skills: Introduction, Self-Awareness, Active Listening, Becoming an Active Listener, Listening in Difficult Situations; Effective Veal Communication Skills: when asking questions, providing and receiving information

Recommended Books

1. K. Davis, "McGraw-Hill 36-Hour Course in Business Writing and Communication", McGraw-Hill Education, 2nd edition, 2010.
2. J. Lazarus, "NLP: The Essential Handbook for Business: Communication Techniques to Build Relationships, Influence Others, and Achieve Your Goals", Career Press, 1st edition, 2014.
3. F. Talbot, "How to Write Effective Business English: The Essential Toolkit for Composing Powerful Letters, E-Mails and More, for Today's Business Needs (Better Business English)", Kogan Page, 1st edition, 2009.
4. M. Guffey & D. Loewy, "Essentials of Business Communication", Cengage Learning, 1st edition, 2016.
5. B.Michael, "Guide to Good Business Communications: How to Write and Speak English Well in Every Business Situation", How to Books, 5th edition. 2009.

Course Code	Course Name	L-T-P	Credits
BR105	Fundamentals in Technology (Computer Skills)	1-1-0	2

Course Learning Outcomes

CLO 1: To be able to explain the fundamentals concepts of computer.

CLO 2: To use operating system software in the windows environment; use Web browsers, search engines and e-mail.

CLO 3: To be able to describe the major components of applications software in the areas of word processing, spreadsheets, database management, presentation graphics, data communications, and Internet.

CLO 4: To use software packages in word processing, spreadsheets and graphics and develop necessary computer skills required in industry.

CLO 5: To be able to understand and practice the functions of presentation graphics, data communications, and Internet in the retail industry.

Syllabus

Computer Fundamentals: What is a Computer? Components of a Computer System, Classification of Computers, Types of Computers, Computer Hardware and Software, Input/Output Devices, Computer Network LAN/MAN/WAN; Introduction to MS-Office and its Integrated Nature, MS Word: Starting Word, New Documents, Entering Text, Changing Text, Aligning, Underlining, and Justifying Text, Use of Tabs; Tables: Creation, Adding Rows and Columns, Splitting, and Combining Cells; Borders, Saving, Closing, Operating Documents; Adding Headers and Footers, Print Preview, Printing A Document; Mail Merge: Creating Main Document and Data Source; MS Power Point (Presentation Software): Basic concept, Standard, Formatting, and Drawing Toolbars in Power Point and their Use, Creating and Opening a Presentation, Creating, Deleting, Opening, Copying Slides, Closing and Saving a Presentation, Use of Slide Sorter, Adding Header/Footer, Use of Master Slides and Colour Box, Use of Animation Features, Inserting Pictures, Resizing Pictures, Inserting Organization Chart, Use of Auto Content Wizard; MS Excel: Concept of Worksheets and Workbooks, Creating, Opening, Closing and Saving Workbooks, Moving, Copying, Inserting, Deleting and Renaming Worksheets, Working With Multiple Worksheets and Multiple Workbooks, Controlling Worksheet Views, Naming Cells Using Name Box, Name Create and Name Define; Formulae and Functions: Understanding Absolute, Relative and Mixed Referencing in Formulas, Referencing Cells in Other Worksheets and Workbooks, Correcting Common Formula Errors, Working with Inbuilt

Function Categories Like Mathematical, Statistical, Text, Lookup, Information, Logical, Date and Time and Basic Financial Functions, Consolidating Worksheets and Workbooks Using Formulae and Data Consolidate Command; Printing and Protecting Worksheets: Adjusting Margins, Creating Headers and Footers, Setting Page Breaks, Changing Orientation, Creating Portable Documents and Printing Data and Formulae; Implementing File Level Security and Protecting Data Within the Worksheet; Creating Charts and Graphics: Choosing a Chart Type, Understanding Data Points and Data Series, Editing and Formatting Chart Elements; Digital Financial Tools, Understanding OTP [One Time Password] and QR [Quick Response] Code UPI [Unified Payment Interface], AEPS [Aadhaar Enabled Payment System], USSD [Unstructured Supplementary Service Data], Card [Credit/Debit], E-Wallet, POS [Point of Sale], Internet Banking, National Electronic Fund Transfer (NEFT), Real Time Gross Settlement (RTGS), Immediate Payment Service (IMPS), Online Bill Payment

Recommended Books

1. P. K Sinha, "Computer Fundamentals", BPB Publishing. 6th edition, 2007
2. V. Rajaraman, "Fundamental of Computers", Prentice Hall India, New Delhi, 4th edition, 2007,
3. P. Norton, "Introductions to Computers", TMH publication, 6th edition, 2017
4. D. House, "Microsoft Word, Excel, and PowerPoint: Just for Beginners", 1st edition, 2015
5. P. Norton, "Introduction to Computers", TMH Ltd, New Delhi, 4th edition, 2017.

Course Code	Course Name	Credits
OJT100	On-the-Job Training – 1	18

Course Learning Outcomes

CLO 1: To hone the <mark>employability</mark> skills by understanding the ways of setting-up and servicing the POS terminal in the retail store.

CLO 2: To be able to process orders and understand the statutory requirements that needs to be followed at POS during the sale.

CLO 3: To be able to plan, prepare and dismantle visual merchandising displays and store equipments.

CLO4: To learn to adhere to the guidelines with respect to dress in-store visual merchandising displays and dress window displays.

CLO 5: To effectively carry out billing and processing of customer orders in retail stores.

Contents

Set-Up and Service the POS Terminal, Carry Out Billing Operations at the POS Terminal, Process Orders of Goods Received from Customers, Follow Statutory Guidelines for Sales of Products and Services, Interpret Design Briefs for Retail Displays, Get hold of Merchandise and Props to be Featured in Retail Displays, Dress In-Store VM Displays Based on Guidelines, Dress Window Displays Based on Guidelines, Improve Retail Displays, Dismantle Retail Displays Store Equipment, Props and Graphics for Retail Displays

Course Code	Course Name	L-T-P	Credits
BR201	Fundamentals in Accounting	1-1-0	2

Course Learning Outcomes

CLO 1: To be able to record daily financial transactions and calculate profit/loss of the business.

CLO 2: To be able to prepare financial statements of the business as per the legal requirements.

CLO 3: To be able to apply accounting concepts and practices for maximizing profitability in the retail organization

CLO 4: To understand the accounting practices adopted in the retail organizations and develop necessary entrepreneurial skills in the sector of retail.

CLO 5: To get an overall knowledge of the accounting principles for the effective functioning of retail organizations.

Syllabus

Theoretical Framework: Introduction to Accounting, Basic Accounting Terms, Accounting Concepts and Conventions, Double Entry System, Accounting Equation; Accounting Process: Recording of Transactions: Classification of Accounts and Journal Entry System, Ledger Posting and Trial Balance; Financial Statements: Calculation of Profits, Preparation of Trading Account, Profit and Loss Account and Balance Sheet, Adjustments in Financial Statements, Rectification of Errors, Bank Reconciliation Statement, Cash Flow Statement; Basic Accounting Practices in Retail Organizations: Accounting for Inventory, Managing Assets, Margins and Profitability, Accounting Ratios, Mark-Ups

Recommended Books

1. N. Ramachandran and R.K Kakani, "Financial Accounting for Management", McGraw Hill, 3rd edition, 2011.
2. B. Chiappetta, K. W. Shaw, J. J. Wild, "Financial Accounting Fundamentals", McGraw-Hill Education, 4th edition, 2017.
3. S. N Maheshwari and S.K Maheshwari, "Accountancy", Vikas Publishing House, 11th edition, 2013.
4. J. K Shim and J.G Siegel, "Schaum's Outlines: Financial Accounting", McGraw Hill. 2nd edition, 2011.

5. P. C. Tulsian, B. Tulsian, "Principles and Practice of Accounting for CA Foundation Course", McGraw-Hill Education, 3rd edition, 2018.

Course Code	Course Name	L-T-P	Credits
BR202	Sales and Customer Relationship Management-1	4-0-0	4

Course Learning Outcomes

CLO 1: To become <mark>employable</mark> by understanding the concept of consumer decision making in context of all types of consumption choices.

CLO 2: To be able to adopt the most suitable retail communication techniques to attract the customers.

CLO 3: To be able to manage effective relationships with customers in a range of business settings.

CLO 4: To understand the role of customer relationship management at various stages of sales cycle

CLO 5: To be adept at recognizing and solving customer problem/expectations by applying the concept of consumer decision making, sales promotion and customer relationship management.

Syllabus

Consumer Behaviour: Concept, Roles, Significance, Levels of Consumer Decision Making; Consumer Decision Making Process: Problem Recognition Process, Information Search, Kinds and Types, Evaluation; Outlet Selection and Purchase, Post Purchase; Motivation: Concept, Need, Motives and Theories; Perception: Elements, Perceptual Selection, Perceptual, Organization, Perceptual Interpretation; Retail Communication: Concept, Role of Marketing in Retail, Retail Marketing Mix; Choosing a communication tool: Long and Short Term Objectives, Retail Communication Mix: Concept and Elements; Advertising: Concepts and Elements; Sales Promotion: Concept and Elements; Personal Selling; Customer Relationship Management (CRM): Concept, Significance and Emergence, Customer Touch Points; Precursors to CRM, CRM Marketing Initiatives: Customer Retention, Customer Acquisition and Others, Customer Relationship Management Process, Role of CRM in Various Stages of the Sales Cycle

Recommended Books

1. S. Kanuk, "Consumer Behavior", Pearson Education, 12th edition, 2019.
2. R..Majumdar, "Consumer Behavior: Insights from the Indian Market", PHI Learning.Private Limited, Easterm Economy 1st edition, 4th printing, 2015
3. S. Pradhan, "Retailing Management", McGraw Hill Education, 5th edition, 2019.
4. J. K Nayak and P. C.Dash, "Retailing Management", Cengage Learning, 1st edition, 2017.

5. P. Kotler, A.Koshy, K.L.Keller and M.Jha, "Marketing Management", Pearson Education, 12th edition,2007.

6. J. N Sheth, A.Parvatiyar and G. Shainesh, "Customer Relationship Management", McGraw Hill Education,1st edition,2018.

7. K. Mukerjee, "Customer Relationship Management – A Strategic Approach to Marketing", PHI Learning, 1st edition, 3rd Printing, 2014.

8. J. W Kincaid, "Customer Relationship Management – Getting it Right", Pearson Education, 1st edition, 2006.

Course Code	Course Name	L-T-P	Credits
BR203	Business Communication and Professional Skills	4-0-0	4

Course Learning Outcomes

CLO 1: To become <mark>skilled</mark> to deliver professional veal presentations.
CLO 2: To be able to write a professional resume.
CLO 3: To become adept at reading skills.
CLO 4: To learn and apply team dynamics via text based group presentations.
CLO 5: To be able to effectively communicate with emphasis on capturing the attention of the audience.

Syllabus

Orientation and Introduction, Definition and the Importance of Business Communication, Reading Skills- SQ3R technique, Report reading; Oral communication- Dealing with Fears, Planning Your Presentation, Structuring Your Presentation and Delivering Your Presentation, Techniques of Delivery; Writing Skills- Resume and Project Report Writing; Decision Making PPT, Interpersonal Skills PPT, Teamwork Personal Presentation and Grooming Etiquette- Power Dressing PPT Activities

Recommended Books:

1. K. W. Davis, "McGraw-Hill 36-Hour Course in Business Writing and Communication", McGraw-Hill Education, 2nd edition (McGraw-Hill 36-Hour Courses), 2010.
2. J. Lazarus, "NLP: The Essential Handbook for Business: Communication Techniques to Build Relationships, Influence Others, and Achieve Your Goals", Career Press, 1st edition, 2014.
3. F. Talbot, "How to Write Effective Business English: The Essential Toolkit for Composing Powerful Letters, E-Mails and More, for Today's Business Needs (Better Business English)", Kogan Page, 1st edition, 2009.
4. M. E Guffey, "Essentials of Business Communication", Cengage Learning, 5th edition, 2016.
5. J. Laura and D. Klepp, "Technical Communications", Toronto: Longman Publication, 3rd edition, 2017.

Course Code	Course Name	Credit
OJT200	**On-the-Job Training – 2**	**18**

Course Learning Outcomes

CLO 1: To be able to process customer orders, exchange and return transactions at POS.

CLO 2: To be equipped to plan and prepare visual merchandising displays.

CLO 3: To become employable by learning to prepare products and displaying stock to promote sales.

CLO 4: To learn to develop customer relations and provide adequate information and advice to customers for creating positive image of self and organization.

CLO 5: To be able to promote loyalty schemes to customers for sales maximization and customer retention.

CO 6: To apply practices for maintaining health, hygiene and safety and security at retail store.

Contents

Process Orders of Goods Received from Customers at POS, Process Goods Returns And Part Exchanges at POS, Carry Out Bagging /Packing Tasks , Carry Out Transactions at POS - Override, Cancel, Void Transactions, Markup, Markdown, Promotions, Loyalty Cards, Resolve Customer Complaints Raised at POS Counters, Provide Solutions to Customer Service Problems, Follow Statutory Guidelines for Sales of Products & Services, Identify the Branding Guidelines for Product Displays, Identify the Purpose of Different Fixtures in the Store, Carry Out Goods Receipt Operations, Prepare Display Areas and Goods in a Retail Store for Sale, Set Up and Dismantle Displays in a Retail Store, Label Display Stock in a Retail Store, Prepare Products for Selling them to Customers, Enroll Customers into Loyalty Schemes, Provide Information and advice to meet the needs of Customers, Build Effective Rapport with the Customers by using Appropriate Communication Styles & Techniques, Follow Etiquettes of Communication with all the Stake Holders, Follow Health, Safety and Security Guidelines while at Work.

Semester-III Courses

Course Code	Course Name	L-T-P	Credits
BR301	Sales and Customer Relationship Management-2	4-0-0	4

Course Learning Outcomes

CLO 1: To become adept at selling skills by understanding the pre-requisites and importance of selling in order to generate sales and create a customer base.

CLO 2: To comprehend the sales management process and be able to build an effective sales management strategy.

CLO 3: To be able to implement customer relationship management in an effective manner.

CLO 4: To get introduced to the different kinds of sales promotion techniques and be able to apply the knowledge in creating effective sales promotion strategies.

CLO 5: To acquire knowledge about the tools and techniques used in customer relationship management.

Syllabus

Sales Management: Concept, Evolution, Nature, Sales Management Process; Personal Selling; Nature and Types, Types of Selling: Order Takers, Order Creators, Order Getters; Selling Skills: Communication skills, Listening Skills, Conflict Management Skills, Negotiation Skills, Problem Solving Skills; Selling Process: Pre-sale Preparation and Prospecting Methods, Pre-approach Before Selling: SPIN Selling, Sales Presentation: Approaches and Methods; Handling Customer Objections Methods; Closing the Sale: Methods; Follow Up Action, B2B Selling: Approaches in B2B Markets; Customer Relationship Management (CRM): Sales Promotion, Trade Promotion, Business Promotion, Sales Force Promotion, Managing Promotions; Relationship between CRM and Marketing, Loyalty: Ladder of Loyalty and Relationship Marketing Pyramid, Technology for CRM: Campaign Management, Sales Force Automation, Customer Service and Support, Preparing a CRM plan and Choosing CRM tool, CRM Implementation: Formation, Management and Governance, Performance, Evolution, Types of CRM: Operational CRM, Analytical CRM, Collaborative CRM and E-CRM

Recommended Books

1. K. Panda and S.Sahadev, "Sales and Distribution Management", Oxford Higher Education, 3rd edition, 2019.
2. K. K Havaldar, "Sales and Distribution Management", McGraw Hill, 3rd edition, 2018.
3. P. Kotler, A. Koshy, K.L Keller and M.Jha, "Marketing Management", Pearson Education, 14th edition, 2014.
4. J. K Nayak and P.C. Dash, "Retailing Management" Cengage Learning India Pvt. Ltd, 1st edition, 2017.
5. J. N Sheth, A. Parvatiyar and G. Shainesh, "Customer Relationship Management", McGraw Hill Education (India) Private Limited, 1st edition,2018.
6. K. Mukerjee, "Customer Relationship Management- A Strategic Approach to Marketing", PHI Learning Private Limited, 1st edition, 3rd Printing, 2014.
7. J. W. Kincaid, "Customer Relationship Management- Getting it Right", Pearson Education, 1st edition, 2006.

Course Code	Course Name	L-T-P	Credits
BR303	In-Store Cashiering Operations	4-0-0	4

Course Learning Outcomes

CLO 1: To be able to understand the difference between sales and marketing.

CLO 2: To develop the skills by understanding the concept of cashiering operations in the retail store.

CLO 3: To be able to understand the importance of inventory management for a retail store.

CLO 4: To be able to understand how to reduce the wastage in retail store.

CLO 5: To be able to understand the basic calculations required for running profitable retail store.

CLO 6: To be able to understand the waste management process in a retail store.

Syllabus

Retail Sales and Marketing: Basics of Retail Marketing, Sales Process, Marketing – Types and Marketing Mix, Difference between Retail Sales and Marketing, Merchandising – Definition, Types of Merchandise and Category Management, Customer – Customer Types, Customer Awareness and Information, Customer Life Cycle, Buying Habits; Retail Arithmetic: Quantitative Terms related with a Retail Store and its Calculation, Inventory Turn, Increasing Margin, Mark Up, Mark Down, Break Even Point; Inventory: Types of Inventory, Inventory Planning, Inventory Process, Inventory Budgeting and Forecasting, Retail Method of Inventory and Stopping Shrinkage, Role of Inventory Management in Supply Chain Management, Impact of Inventory Management on Cost; Role of Technology in Retail Operations, Warehousing and Transportation; Order Handling and Cashiering, Point-of-Sale: Service Cash Point/POS, POS Procedures for Age-Restricted Products, Processing of Orders: Process Customer Orders for Goods, Processing Customer Transactions at POS – Sale, Promotions, Delivery Orders, Exchanges, Returns, Markups, Markdowns; Process Part Exchange Sale Transactions, Process Payments, Cash and Credit Transactions, Process Returned Goods; Creating Positive Image of Self and Organization in the Customers Mind, Shrinkage: Forms of Shrinkage, Methods and Ways to Reduce Shrinkage, Scrap and Surplus Management; Customer Service Desk: Introduction, Customer Service Job Description, Exchange of Defective Products, Loyalty Programs for a Store, Waste Management

Recommended Books

1. S. Pradhan, "Retailing Management: Text and Cases", McGraw Hill, 5th edition, 2019.
2. S. Seshanna and N. R. Prasad, "Retail Management", McGraw Hill, 1st edition, 2011.
3. R. Potti and S. Saurav, "The A to Z of Retail Management", Eka Publisher, 1st edition, 2013.
4. H. Bhardwaj, "A To Z of Retail Shopping Mall", Pustak Mahal Publishing House, 1st edition, 2013.
5. G.G Vedamani, "Retail Management: A Strategic Approach", Pearson, 13th edition, 2017.

Course Code	Course Name	L-T-P	Credits
BR302	Customer Redressal System	4-0-0	4

Course Learning Outcomes

CLO 1: To be able to learn how to generate customer value, maintain loyalty and retain customers.

CLO 2: To be able to understand and apply the complete process of customer service management to minimize grievances and become industry employable.

CLO 3: To be able to manage and redress customer grievances effectively.

CLO 4: To comprehend the concept of customer value management and use it for generating value to customers.

CLO 5: To get acquainted with the practices adopted as customer redressal practices in the retail sector.

Syllabus

Managing Customers: Retail Customer – Meaning and Types, Customer Segmentation, Customer Information System, Category Management: Process and Components; Customer Value Management (CVM): Concept, Determinants, Importance and Benefits, Economics of Customer Value, Factors of Customer Value Generation, CVM in India; Customer Loyalty and Retention: Customer Relationship Management (CRM) Programmes, Customer Loyalty – Factors, Types, Dimensions, Importance, Stages, Tools-Techniques of Programmes, Building Customer Loyalty, Customer Retention – Concept and Strategies; Customer Service Management: Introduction to Customer Service – Meaning, Importance, Goal, Elements and Features, Customer Service – Classification and Principles, Customer Experience Management – Concept and Importance, Service Quality Management – Meaning, Dimensions, Factors, Models, Determinants, Measurement, Benefits and Issues, Creating Value Perception through Quality, Service Recovery – Importance and Stages, Service Recovery and Customer Value, Potential Areas of Service Failure in Retail, Strategies of Service Recovery; Grievance and Complaint Management System: Reasons for Customer Grievances, Behaviour of Aggravated Customers, Types of Complainers, Complaint Management and its Process, Guidelines for Handling Complaints, Customer Redressal Practices, Consumer Protection Act and Initiatives by Government; Internal Marketing: Employee Training for Customer Service, Creating a Positive Culture, Team Work, Internal Customer Satisfaction

Recommended Books

1. K. Mukherjee, "Customer Relationship Management", PHI Publication, 1st edition, 3rd Printing, 2014.

2. S. Pradhan, "Retailing Management –Text and Cases", McGraw Hill, 5th edition, 2019.

3. J.K Nayak and P. C. Dash., "Retail Management", Cengage Learning, 1st edition, 2017.

4. R. Evenson, "Customer Service Management Training 101: Quick and Easy Techniques That Get Great Results", AMACOM, 18th edition, 2012.

5. M.C Paul, "Consumer Redressal System and Consumer Protection in India", Kalpaz Publications, 1st edition, 2015.

Course Code	Course Name	L-T-P	Credits
BR304	Services Marketing	4-0-0	4

Course Learning Outcomes

CLO 1: To be able to apply the 7 P's of the services marketing mix to develop a positioning strategy for any service organisation.

CLO 2: To gain understanding about "Gaps Model of Service Quality" and its application in professional career.

CLO 3: To be able to develop skills to evaluate the customer experience and service quality of an organization and design solutions to build competitive advantage.

CLO 4: To be able to provide customer delight by gaining an insight about the consumer behaviour in services marketing.

CLO 5: To learn about the emerging issues in service marketing in the retail sector.

Syllabus

Marketing Services: Concept, Classification of Services, Growth of the Service Sector and Service Industries; Services Marketing: Concept, Need and Evolution of Services Marketing, Myths Encountered in Services; Marketing Mix in Service Marketing: The Seven Ps – Product Decision, Pricing, Strategies and Tactics, Promotion of Service and Placing of Distribution Methods for Services, Additional Dimension in Services Marketing – People, Physical Evidence and Process, Perceived Service Quality, Models of Service Marketing; Quality Gaps in Services: Causes Of Service Quality Gaps, Customer Expectations v/s Perceived Service Gap, Quality Standards, Factors and Solutions, Service Performance Gap, Key Factors and Strategies for Closing the Gap; External Communication to the Customers, Promise v/s Delivery Gap, Developing Appropriate and Effective Communication about Service Quality; Consumer Behavior in Services Marketing: Introduction, Customer Expectations in Services, Service Costs Experienced by Consumer, Role of Customer in Service Delivery, Conflict Handling in Services, Customer Responses in Services, Concept of Customer Delight, Customer Defined Service Standards; Emerging Issues in Service Marketing: Introduction, Strategic approach in Services Marketing, Service Marketing in e-Commerce and e-Marketing, Telemarketing Services, Service Marketing Research for Global Markets and Rural Markets.

Recommended Books

1. V.A Zeithaml, M. J Bitner, D. D Gremler, "Services Marketing: Integrating Customer Focus Across the Firm", McGraw-Hill Companies, 7th edition, 2018.
2. D. Kerpen, "Likeable Social Media: How to Delight Your Customers, Create Irresistible Brand and Be Generally Amazing on Facebook (and other social networks)", McGraw-Hill Companies. 1st edition, 2012
3. J. E Bateman and D.Hoffman, "Services Marketing", Cengage Learning, 4th edition, 2011
4. C. Gronoos, "Service Management and Marketing: Customer Management in Service Competition", Wiley India, 3rd edition, 2011.
5. V. Jauhari and K.Dutta, "Services: Marketing, Operations and Management", Oxford University press, 2nd edition, 2017.
6. R. Srinivasan, "Services Marketing: Indian Context", PHI Learning, 3rd Edition, 2012.
7. V. A Zeithaml, Bitner, M.J., Gremler, D. and Pandit, A., "Services Marketing", Tata McGraw-Hill Education, 6th edition, 2008.

Course Code	Course Name	Credit
OJT300	On-the-Job Training – 3	18

Course Learning Outcomes

CLO 1:   To be able to promote retail sales through effective customer handling.

CLO 2:   To be able to help customers choose right products by providing personalized sales and post sales service.

CLO 3:   To become employable by learning to provide specialist support to customers by facilitating up-selling and cross-selling and managing promotions.

CLO 4:   To attain skills to resolve customer concerns by proposing appropriate solutions/ alternative products and handling objection for building strong customer relations.

CLO 5: To be able to suggest solutions for continuous improvements in customer service and provide post -sales support / services to the customers.

Contents

Plan and Organize the Section/Department for Sale, Receive Customers at the Store, Identify Customer Needs, Demonstrate Products, Propose Solutions and Handle Objections, Up-sell, Cross-Sell, Add on Sales, Resolve Customer Service Concerns, Collect Customer Feedbacks, Use Customer Relationship Management (CRM) Systems to address Customer Service Requirements, Communicate with Customers using Technologies, Conduct Telesales, Provide Personalized Sales Support, Facilitate Customer Purchases on Specialist Products, Facilitate Purchases on Credit, Suggest Solutions for continuous improvements in Customer Service, Provide Post -Sales Support / Services to the Customers.

Course Code	Course Name	L-T-P	Credits
BR401	Sales Management	5-0-0	5

Course Learning Outcomes

CLO 1: To be able to understand various aspects of strategic sales management and sales forecasting.

CLO 2: To adept the roles and responsibilities of a salesperson and become industry employable by learning how to do sales planning, sales budgeting and determining of productivity metrics.

CLO 3: To be able to set up productive and profitable sales territories.

CLO 4: To be able to understand the importance and application of sales quota.

CLO 5: To be able to evaluate sales organization effectiveness.

Syllabus

Managing Sales Information: Strategic sales planning – Concepts, Levels of Strategy at Organizational Levels, Role of Marketing and Sales at Different Levels of Organization, Marketing and Sales Strategy – Types and Importance, Sales Forecasting – Concept and Types, Developing Sales Forecast, Forecasting approaches – Top-down approach and Bottom-up approach, Sales Forecasting Methods – Qualitative Methods (Executive Opinion Method, Delphi Methods, Sales Force Composite, Survey of Buyer's Intentions, Test Marketing) and Quantitative Methods (Moving Averages, Exponential Smoothing, Decomposition, Naïve/Ratio Method, Regression Analysis, Econometric Analysis), Guidelines for Selecting Suitable Sales Forecasting Methods; Sales Budgeting: Concept, Purpose, Methods Used for Allocation of Money, Sales Budget Process; Sales Territory: Concept, Reasons/Benefits for Setting and for not Setting up Sales Territories, Disadvantages, Size of Sales Territory, Allocation of Sales Territories, Designing a Sales Territory – Different Stages, Sales Territory Mapping; Sales Quota: Concept, Importance, Principles, Concept of SMART and Selling by Objective (SBO), Defining Annual Objectives (Regular and Recurring Objectives, Problem Solving Objectives, Creative Objectives), Types of Sales Quota (Sales Volume Quotas, Gross-Margin Quotas, Profit Contribution Quotas, Expense Quotas, Activity Quotas, Combination Quotas), Procedure for Setting Quota, Methods for Setting Sales Quota (Territorial Sales Potential, Past Sales

Experience, Total Market Estimates, Executive Judgement, Salespeople's Estimates, Compensation Plan), Administration of Sales Quota, Problems in Setting Sales Quota; Evaluating and Controlling Salespeople: Concepts, Sales Force Expenses and Expense Plans, Ways of Controlling Expenses, Evaluation of Sales Organization Effectiveness – Marketing Audit, Sales Audit, Sales Analysis, Marketing Cost and Profitability Analysis, Productivity Analysis, Evaluating and Controlling the Performance of Salespeople – Purpose and Procedures.

Recommended Books

1. K. Panda and S.Sahadev, "Sales and Distribution Management", Oxford Higher Education, 3rd edition, 2019.
2. K. K Havaldar, "Sales and Distribution Management", McGraw Hill, 3rd edition, 2018.
3. R. R Still, E.W.Cundiff and A.P.Govoni, "Sales Management", Pearson Education, 6th edition, 2017.
4. J. K Nayak and P.C. Dash, "Retailing Management", Cengage Learning, 1st edition, 2017.
5. P. K Ghosh, "Sales Management – Text and Cases", Himalaya Publishing House. Pvt. Ltd, 1st edition, 2015.
6. B. Bellah "Sales Management", For Dummies (Wiley), 1st edition, 2015.

Course Code	Course Name	L-T-P	Credits
BR402	Distribution Management	3-0-0	3

Course Learning Outcomes

CLO 1: To understand the roles and responsibilities of the distribution system to bring effectiveness in the organization.

CLO 2: To get the knowledge about the marketing/distribution channels and be able to build effective distribution channel strategies.

CLO 3: To develop an understanding of the integration of supply chain system in retail for competitive advantage and increasing the prospects of employability in the retail sector.

CLO 4: To be able to comprehend the importance of warehousing in retail.

CLO 5: To learn about the concepts and modes of transportation used for smooth flow of goods and services across distribution channels.

Syllabus

Distribution Management: Concept, Role, Need for Distribution Channels, Distribution Channel Strategy: Customer Service Levels, Setting Distribution Objectives, Set of Activities, Distribution Organization, Policy and Procedure; Distribution Channels: Concept and Types; Distribution Networks: Consumer Products, Industrial Products, Consumer Durables, Pharmaceutical Products, Automotive and Engineering, Services; Distribution Intensity: Intensive Distribution, Selective Distribution, Exclusive Distribution; Relationship Between Sales Management and Distribution Management; Marketing Channel Concept, Channel Formats – Producer Driven, Seller Driven, Service Driven and Others, Channel Levels – Zero-Level, One-Level and Two-Level, Channel Flows – Concept, Types and Expectations from Channels, Marketing Channel Systems – Vertical Marketing System, Horizontal Marketing System and Multi-Channel Marketing System, Designing Channel Systems, Channel Institutions – Wholesaling (functions and types), Franchising; Market Logistic and Supply Chain Management: Evolution of Logistics and Supply Chain Management, Logistics: Concept, Scope, Key Logistic Activities, Types and Developing Strategy for Logistics, Supply Chain Management: Concept and Need for Supply Chain Review, Supply Chain in FMCG, Impact of Product characteristics in Logistics, Financial Impact Logistics; Warehousing: Principles, Nature, Role, Warehousing Location, Essential Elements, Warehouse Operations, Cost and Space Utilization; Transportation Management:

Concept and Modes of Transport, IT Enabling the Logistic Functions: Use of IT in Managing Supply Chains, Technology in Logistics- EDI, Bar Coding, RFID etc.

Recommended Books

1. J. K Panda,"Sales and Distribution Management", Oxford University Press, 3rd edition, 2019.
2. K. K Havaldar and V. M. Cavale, "Sales and Distribution Management", McGraw Hill, 3rd edition, 2017.
3. A. Nag, "Sales and Distribution Management", McGraw Hill, 1st edition, 2013.
4. P. Kansal and S. K. Kapoor, "Basics of Distribution Management: A Logistical Approach", PHI Learning, 1st edition, 2003.
5. R. Ray, "Supply Chain Management for Retailing", Tata McGraw Hill, 1st edition, 2009.
6. J. Topps and G. Taylor, "Managing Retail Supply Chain", Kogan Page, 1st edition, 2018.
7. J. B Ayers and M.A Odegaard, "Retail Supply Chain Management", Aueach Publications (T&F), 2nd edition, 2017.
8. S. Chopra et.al., "Supply Chain Management", Pearson Education, 6th edition, 2016.
9. R. R Still, E.W.Cundiff and A.P.Govoni, "Sales Management", Pearson Education, 6th edition , 2017.
10. H. D Ballou and S.K Srivastava, "Business Logistics/Supply Chain Management", Pearson Education, 1st edition, 2004.
11. J. Donald, J. Bowersox and J. D. Closs, "Logistical Management", Tata McGraw Hill, 4th edition, 2013.
12. C. Bozarth, "Introduction to Operations and Supply Chain Management", Pearson Education, 5th edition, 2019.
13. A. Rushton, Phil Croucher and P. Baker, "The Handbook of Logistics and Distribution Management", Kogan Page, 4th edition, 2010.

Course Code	Course Name	L-T-P	Credits
BR404	Materials Management	3-0-0	3

Course Learning Outcomes

CLO 1: To become employable by applying material management concepts in retail environment for inventory management and cost minimization.

CLO 2: To attain knowledge about material management linkages with other domains of management, supply chain management and production processes for efficient output.

CLO 3: To be able to plan material requirement, create material budgets, ensure quality controls and material handling effectively in real-life situation.

CLO 4: To analyze the materials in storage, handling, packaging, shipping distributing and standardizing.

CLO 5: To apply the techniques of material management cost into practice.

Syllabus

Introduction to Materials Management: Evolution, Concept, Scope, Functions and Objectives, Internal and External Interfaces, Material Management Linkages with other Functional Areas of Management, Organisation for Material Management, Material Planning and Budgeting: Value Analysis and Value Engineering, Purchase Functions and Procedures, Quality Assurance, Purchase Cycle, Purchasing Methods, Vendor Management, Negotiation and Bargaining, Global Sourcing Stores; Inventory: Types, Methods, and Inventory Control Systems; Material Requirement Planning (MRP) System, Material Forecasting Methods, Material Flow in MRP; Supply Chain Management (SCM): Concept, Production and Distribution System, Role and Management of Flow of Material in SCM; Material Management Cost: Cost Classification and Specific Costs; Material Quality Control Methods; Material Handling and Storage Systems, Equipments and Safety Concerns.

Recommended Books

1. A. K Dutta, "Materials Management: Procedures, Text and cases", Prentice Hall of India Pvt. Ltd., New Delhi, 2nd edition , 2009.
2. P. Gopalakrishnan, and M. Sundareson, ""Materials Management: An Integrated Approach", Prentice Hall of India Pvt. Ltd., 1st edition, 2015.
3. S. C Sharma, "Material Management and Materials Handling", Khanna Publishers, 3rd edition, 2015.
4. R. M Champman and A. Ramakrishnan, ""Introduction to Materials Management", Pearson Education, Inc., 8th edition ,2017.

5. J.   M   Moore, Macmillan   New   York,   "Plant   layout   and   Design",
    Collier Macmillan Ltd, 1st edition, 1962.

Course Code	Course Name	L-T-P	Credits
BR403	Non- Store Retailing	4-0-0	4

Course Learning Outcomes

CLO 1: To develop an understanding of electronic shopping formats and E-Retailing prospects for employability.

CLO 2: To be able to understand the sales and marketing practices in E-Retailing.

CLO 3: To be able to learn technology-aided retail experience enhancers.

CLO 4: To get an insight about customer service in E-Retail and its significance in E-Retail.

CLO 5: To be able to identify, measure and analyze the gaps in service in E-Retailing.

Syllabus

Introduction to Non–Store Retailing Formats: Catalogue Showrooms, Direct Selling, Direct Marketing, Electronic Shopping, Automated Vending/ Kiosks, Airport Retailing etc., Concept and Significance of E-Commerce, Prospects in and Growth of E-Retailing & E-Commerce, Factors considered before entering into E-commerce Business, E-Commerce Drivers and Challenges, Online Retailing: Concept, Advantage and Disadvantage, Indian Online Retailing Industry and its Evolution, E-commerce as a Channel of Retail, Basic E-Commerce Models, E-Commerce Mix; Sales and Marketing Practices in E-Retailing: Selling to Consumers and Business Online, Statutory Guidelines for Sales on E-Commerce Sites, Seller Acquisition Process for E-Commerce Platforms, Stakeholder Management in E-Commerce Environment; Technology Platforms in E-Retailing, Developing an Online Retail Format: Online Store – Brand Management, Distribution Systems for E-Commerce Sites, Factors affecting Online Retail Players, Domination of Digital Retailing Networks over Traditional Networks, Technology-aided Retail Experience Enhancers: Augmented Reality, Virtual Shopping, Mobile Wallets, Clienteling etc.; Customer Service in E-Retail: Concept, Significance in E-Retail, Key factors for using Customer Service as Unique Preposition in E-Retail, Overview of Customer Service Fulfilment Process, Determining Customer Service Levels: Services offered by Competitors, Retailers Characteristics, Cost of Providing the Service, Types of Merchandise Handled, Income of the Target Market, Price Image of Retailer, Competition and Market Information to enhance Business Performance, Cost of Customer Service in E-Commerce, Customer Choice Criteria: no active product choice criteria, vague choice criteria, choice criteria in conflict, criteria choice having explicitly

defined; Gaps in Service: Measuring the Gaps, Analysis of Service Quality in E-Retailing, Significance and Challenges of Product Catalogues on the E-Commerce Website, Basics of Category Management on E-Retailing Platforms

Recommended Books

1. P. T. S. J. Joseph, "E-Commerce: An Indian Perspective", PHI Publishers, 3rd edition, 2008.
2. D. Chaffey, "E-Business and E-Commerce Management: Strategy, Implementation and Practice", Pearson Education India, 4th edition, 2017.
3. D. Whiteley, "E - Commerce: Strategy, Technologies and Applications", Tata McGraw Hill, 1st edition, 2006.
4. K.K Bajaj and D. Nag, "E-Commerce: The Cutting Edge of Business", Tata McGraw Hill, 2nd edition, 2009.
5. K. C Laudon, ""E-Commerce", Pearson Education India, 15th edition, 2019.
6. S. Pradhan, "Retailing Management-Text and Cases", Tata McGraw Hill, 3rd edition, 2011.

Course Code	Course Name	L-T-P	Credits
BR405	Retail Banking	4-0-0	4

Course Learning Outcomes

CLO 1: To develop adequate knowledge about retail banking mechanism in order to make students employable in retail sector.

CLO 2: To learn about the different categories of retail banking products and the ways of marketing them.

CLO 3: To understand the different issues related to retail banking.

CLO 4: To be able to identify retail defaulters and learn how to get the recovery of retail loans done.

CLO 5: To get an overview of the guidelines with respect to the recover agents.

Syllabus

Introduction to Retail Banking: History, definition and concept of Retail Banking, Change in banker's perception about Retail banking and acceptance of Retail banking, Importance of Retail banking to Indian Economy, Difference between Retail banking, Private banking and Corporate banking; Retail Banking Activities and Products: Categories of Retail Banking Products, Customer requirements, Products development process, Liabilities and Assets Products, Approval process for retail loans, Credit scoring, Deposit Products, Loans-Personal, Consumer, housing, Educational and Gold etc.; Marketing of Retail Banking Products: Retail Strategies – Tie up with institutions for personal loans/Credit card/Vehicle loan/Educational loan etc, Delivery Channels – Branch, Extension counters, ATM, Internet Banking; Customer Relationship Management in Retail Banking – Role and Impact, Regulations and Compliance for Retail Banking – Static information, Account Opening; Issues Related to Retail Banking: Securitization, Trends in Retailing – Insurance, Demat services, online banking etc., Recovery of Retail loans – Defaults, Rescheduling, recovery process etc., Recovery Agents – I guidelines

Recommended Books

1. J. W Croxford, Hugh et al., ""The Art of Vetter Retail Banking", John Wiley and Sons Inc.Pvt.Lt, 1st edition, 2005.
2. R. Leichtfuss ""Achieving Excellence in Retail Banking", John Wiley and Sons Limited, 1st edition, 2003.
3. A. Ghosh, "Managing Risks in Commercial and Retail Banking", Wiley, 2nd edition, 2015.

4. A. Omarini, "Retail Banking: Business Transformation and Competitive Strategies for the Future", Palgrave Macmillan, 1st edition, 2016.

5. J. Henderson, "Retail and Digital Banking-Principles and Practice", Kogan Page, 1st edition, 2018.

Course Code	Course Name	L-T-P	Credits
BS201	Environmental Science	2-0-0	2

Course Learning Outcome

CLO 1: To be able to describe about all the natural resources, various ecosystems and energy resources, environmental pollution, waste management, biodiversity and human population.

CLO 2: To be able to design, identify and analyze both natural (disasters such as floods and earthquakes) and man-made (industrial pollution and global warming) environmental problems.

CLO 3: To develop the skills to analyse the societal and environmental impacts of energy with respect to meeting the growing energy needs for sustainable growth

CLO 4: To apply the knowledge, as an activity to do various case studies, required to understand the interrelationships of the natural world.

CLO 5: To get an insight of the various environmental policies, practices and laws.

Syllabus

Introduction to Environmental Studies: Multidisciplinary Nature of Environmental Studies, Scope and Importance, Concept of Sustainability and Sustainable Development; Ecosystems: Structure and function of an ecosystem, Producers, consumers and decomposers, energy flow in the ecosystem, food chains, food webs and ecological succession; Introduction, types, characteristic features, and case study of a. Forest ecosystem, b. Grassland ecosystem, c. Desert ecosystem and d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries); Natural Resources: Renewable and non-renewable resources, Land resources and Land use change, land degradation, soil erosion and desertification; Deforestation: Causes and Impacts due to mining, dams building on environment, on forest, biodiversity and tribal populations; Water resources: Use and over exploitation of surface and ground water, floods, drought, conflicts over water (international and inter-state); Energy resources:, renewable and non-renewable energy sources use of alternate energy sources, Growing energy needs, Case studies; Biodiversity and Conservation: Definition, Levels of biological diversity: genetic, species and ecosystem diversity; Bio-geographical classification of India; biodiversity patterns and global biodiversity Hot-sports; India as a mega-biodiversity nation, endangered and endemic species of India; Threats to biodiversity: Habitat loss, poaching of wildlife, man wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ

conservation of biodiversity; Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and informational values; Environmental Pollution: Definition, types, causes, effects and control measures of Air, Water, Soil, and Noise pollution, Nuclear hazards and human health risks; Solid waste Management: control measures of uan and industrial wastes, Pollution case studies; Environmental Policies and Practices: Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture; Environment Laws: Environment Protection Act, Air (Prevention and control of Pollution) Act, Water (Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act; International agreements, Montreal and Kyoto protocols and Conservation on Biological Diversity (CBD); Nature reserves, Tribal Populations and rights, and human wildlife conflicts in Indian context; Human Communities and the Environment, Human Population growth: Impacts on environment, human health and welfare; Resettlement and rehabilitation of project affected persons, case studies; Disaster management; floods, earthquake, cyclones and landslides; Environmental movements; *Chipko*, silent valley, *Bishnois* of Rajasthan; Environmental ethics: Role of Indian and other religions and cultures in environmental conservation; Environmental communication and public awareness, case studies (CNG vehicles in Delhi); Field Work

Recommended Books:

1. E. Bharucha, "Environmental Studies", UGC, New Delhi, 1st edition, 2004.
2. S. Chawla, "Environmental Studies" McGraw Hill Education, 1st edition, 2017.
3. M. Basu and S.J.X Savarimuthu, "Fundamentals of Environmental Studies", Cambridge University Press, 1st edition, 2017.
4. A. Kaushik and C. P Kaushik, "Perspectives In Environmental Studies" New Age International Publishers, 6th edition, 2018.
5. A. Gupta and S. Gupta, "Environmental Studies: Principles and Practices", Sage Pubns Pvt Ltd, 1st edition, 2021.

Course Code	Course Name	Credits
BS202	Human Rights and Values	0

Course Learning Outcomes

CLO 1: To understand the basic concept of human values and value education.

CLO 2: To become adept at skills related to personal development and creation of a positive personality.

CLO 3: To understand the importance of value education towards national and global development.

CLO 4: To identify the constitutional or national values, social, professional, religious and aesthetic values.

CLO 5: To understand about national Integration and international cooperation.

CLO 6: To acquire basic working knowledge of human rights and institutions engaged in protection of these rights.

Syllabus

Concept of human values and value education: Aim of education and value education, Human values, types of values, Components of value education; Personal development: Self analysis, gender equality, physically challenged, intellectually challenged, Respect to - age, experience, maturity, family members, neighbours, co-workers; Character formation towards positive personality: Truthfulness, sacrifice, sincerity, self control, Tolerance; Value education towards national and global development: National Values – Democracy, socialism, secularism, equality, justice, liberty, freedom and fraternity, Social Values – Pity, self control and universal brotherhood, Professional Values – Knowledge thirst, sincerity in profession, ethics, regularity, punctuality and faith, Religious Values - Tolerance, wisdom and character, National Integration and international understanding; Impact of global development on ethics and values, Modern Challenges of Adolescent Emotions and behaviour, Comparison and competition, positive and negative thoughts, Adolescent Emotions: arrogance, anger, selfishness, defiance; Therapeutic measures: Control of the mind through physical exercise, meditation (Objectives, types, effect on body, mind and soul) and Yog-sadhna; Human rights – general: Concept of Human Rights – Indian and International Perspectives, Evolution of Human Rights, Definitions under Indian and International documents, Human rights: Right to Life and Liberty, Right to Equality, Right against Exploitation, Cultural and Educational Rights, Economic Rights, Political Rights, Social Rights; Human rights of women and children: Social Practice and Constitutional

Safeguards, Female Foeticide and Infanticide, Physical assault and harassment, Domestic violence, Conditions of Working Women; Institutions for implementation: Violation by State, Violation by Individuals, Nuclear Weapons and terrorism Safeguards.

Recommended Books

1. R. P Shukla, "Value education and Human Rights", Sarup Book Publisher, 1st edition, 2004.
2. J.D.M Dharmadhikari, "Human Values & Human Rights", Universal Law Publishing, 2nd edition, 2016.
3. J. C Aggarwal, "Education for Values, Environment and Human Rights", Shipra Publications, 1st edition, 2005.
4. I. D.S Nandra, "Human Rights and Value Education", Twenty First Century Publications, 1st edition, 2017.
5. O. Bruun, "Human Rights and Asian Values: Contesting National Identities and Cultural Representations in Asia", Routledge Publisher, 1st edition 2000.

Course Code	Course Name	Credits
BS401	Cyber Security	0

Course Learning Outcomes

CLO 1: To acquire the information about risk models including confidentiality, integrity and availability.

CLO 2: To develop skills to identify cyber threats, attacks and exploit vulnerabilities.

CLO 3: To gain knowledge on cyber security architecture and operations.

CLO 4: To understand the functionality of cryptography.

CLO 5: To get to know about the ethical dimensions of cybercrimes and the intellectual property involved in the cyberspace.

Syllabus

Introduction to Security, Security principles, threats and attack techniques, Basics of Cryptography, Cryptographic mechanisms, Classical Encryption Techniques, Symmetric and Asymmetric cryptography, Introduction to cybercrime, cybercrime and information security, Classifications of cybercrimes, Cybercrime and the Indian ITA 2000, Cyber offenses, Botnets- The fuel for cybercrime, Phishing, Password cracking, key loggers and SQL injection, attacks on wireless networks, Cost of cybercrimes and IPR issues, lessons for organization, web threats for organization, security and privacy implications from cloud computing, social media marketing, security risks and perils for organizations, social computing and the associated challenges for organizations, protecting people's privacy in the organization, organizational guidelines for internet usage, safe computing guidelines and computer usage policy, incident handling, Cyber Forensics, Best practices for organizations, Media and Asset Protection, Importance of endpoint security in organizations, cybercrime and cyber terrorism, Intellectual property in the cyberspace, the ethical dimensions of cybercrimes, the Psychology, mindset and skills of hackers and other cybercriminals, Cybercrime, Illustrations of financial frauds in cyber domain, digital signature related crime scenarios

Recommended Books

1. W.A Coklin, G. White, "Principles of Computer Security: McGrawHill", 4th edition, 2016
2. W. Stallings, "Cryptography and Network Security Principles and Practices", Pearson, 7th edition, 2014.
3. A. S Godbole, "Web Technologies: TCP/IP, Web/Java Programming, and Cloud

Computing", Tata McGraw-Hill Education, 1st education, 2013.

4. C. P. P.Shari Lawrence Pfleeger Jonathan Margulies, "Security in Computing", Pearson Education, 5th edition, 2015.

5. M. Howard and D. LeBlanc, "Writing Secure Code", Pearson Education, 2nd edition. 2002.

Course Code	Course Name	Credits
OJT400	On-the-Job Training – 4	18

Course Learning Outcomes

CLO 1: To be able to perform the roles and responsibilities of a distributor salesperson efficiently by being able to Identify the potential territory and profile retailers' / retail outlets.

CLO 2: To develop skills for handling credit management of an outlet both receivables and payables.

CLO 3: To learn the e-commerce practices for product catalogues, seller acquisition, and product promotions etc.

CLO 4: To be able to analyse and review periodic reports using MIS for future retail planning and control.

CLO 5: To be able to plan for achievement of the target through route and beat plan, effective sales call and merchandising, visual merchandising and branding at the retailer's outlet.

Contents

Territory and Profile Retailers' / Retail Outlets, Plan for Achievement of the Target, Follow Route and Beat Plans, Carry Out Effective Sales Calls, Carry Out Merchandising, Visual Merchandising and Branding at Retailer's Outlet, Carry Out Stock Count, Book Orders, Deliver Products, Collect Outstanding, Manage Credits, Calculate Sales Productivity, Analyse Self-Performance, Create Alternate Plans, Create and Furnish Periodic Reports/Management Information System (MIS); E-Commerce: Identify the Best Practices in Creation of Digital Catalogues, Carry Out Profiling/Prospecting for Enrolment of Sellers, Carry Out Sales Calls to Enrol Sellers, Track and Activate the Inactive Sellers, Create and Furnish Periodic Reports/Management Information System (MIS)

Semester-V Courses

Course Code	Course Name	L-T-P	Credits
BR501	Team Management – 1	4-0-0	4

Course Learning Outcomes

CLO 1: To be able to understand the dynamics of group and its importance in the working environment.

CLO 2: To understand the role and responsibilities of a team leader.

CLO 3: To hone the employability related knowledge, of the process of creating and developing effective teams.

CLO 4: To appreciate the need for understanding the importance of business ethics and values in teams for a successful career in retail.

CLO 5: To become employable by being able to effectively integrate the knowledge of group decision making, teams and leadership in the retail organization.

Syllabus

Concept of Group Dynamics, Group: Concept and Types, Formal groups (Characteristics, Importance, Types – Command Groups, Task Groups, Committees), Informal Groups (Functions, Problems, Types – Interest And Friendship Groups, Cliques, Sub-Cliques), Sayle's Classification Of Groups; Group Development Model, Punctuated Equilibrium Model of Group, Theories of Group Formation, Significance; Group Behaviour and its Model, External Conditions, Group Member Resources, Group Structure – group Composition, Group Size, Roles, Leadership, Group Norms, Group Cohesiveness and Status, Group Processes, Social Facilitation Effect- Synergy in Group, Social Loafing; Group Decision Making: Concept, Positive and Negative Aspects of group decision making, Techniques for improving group decision making –brainstorming, nominal group technique, delphi technique and dialectic decision method, Intergroup Behaviour; Leadership Effectiveness: Personal characteristics of a leader, leadership styles, leadership skills, leadership theories; Work Teams: Characteristics, importance, types, team effectiveness, roles and responsibilities of a team leader, elements of high performance team; Business Ethics: Sources, importance, ethical responsibilities for managers, techniques for managing the ethics, principles, theories; Values: Concept, characteristics, importance, types, sources; Ethical aspect of retailing.

Recommended Books
1. S. P Robbins, T.A. Judge and S. Sanghi, "Organizational Behavior", Pearson Education, 15th edition, 2013.
2. L. M Prasad and S. Sultan, "Organisational Behaviour" Chand & Co., 1st edition, 2019.
3. P. Kotler and A.Koshy, K.L. Keller and M. Jha, "Marketing Management", Pearson Education, 14th edition , 2015.
4. J. K Nayak and P.C Dash, "Retailing Management", Cengage, 1st edition, 2017
5. V.S.P Rao, "Human Resource Management", Excel Books, 3rd edition, 2010.

Course Code	Course Name	L-T-P	Credits
BR502	Team Management – 2	4-0-0	4

Course Learning Outcomes

CLO 1: To know the different ways of staffing.

CLO 2: To become employable by understanding the ways of designing and executing sales training.

CLO 3: To identify the need for compensating the sales force.

CLO 4: To understand the different ways of resolving conflict in different situations in an organization.

CLO 5: To apply the concept of performance appraisal and review in practice.

Syllabus

Interviewing skills and goal setting, Staffing the sales force: Sales force staffing/hiring process – planning, recruiting, selecting, hiring and socialization, Recruiting the sales force: Sources of recruitment, challenges of sales force recruitment, evaluation and selection of recruitment sources, Selecting the sales force: selection process, planning and selecting a team, Hiring stage and socialization, work planning, prioritizing and scheduling; Training: concepts and types/methods in general, Sales Training: Concept, objectives, challenges in sales training, training and platform skills and sales training process, Designing and executing a sales training program: designing, content, sales training methods, selection of appropriate method, when and where should training take place, training aids and instructional material to be used, Evaluation of sales training program, Feedback and coaching, Performance Appraisal and Review; Compensating the sales force: Objective of sales compensation plan, designing an effective compensation plan, types; Job Evaluation of sales force; Conflict Management: Concept, importance, methods of conflict management.

Recommended Books

1. S. Pradhan, "Retailing Management", McGraw Hill, 5th edition, 2019.
2. S.P Robbis, A. Timothy. Judge and Seema Sanghi, "Organizational Behavior", Pearson Education, 13th edition, 2009.
3. V.S.P Rao, "Human Resource Management", Excel Books, 3rd Edition, 2010.
4. K. Panda and S. Sahadev, "Sales and Distribution Management", Oxford Higher Education, 3rd edition, 2019.
5. K. K Havaldar, ""Sales and Distribution Management", McGraw Hill, 3rd edition, 2017.

6. R. R Still, W. Cundiff and A.P Govoni, "Sales Management", Pearson Education, 6th edition, 2017.

Course Code	Course Name	L-T-P	Credits
BR503	Operations of a Team Leader at the Store	4-0-0	4

Course Learning Outcomes

CLO 1: To be able to handle the team for the retail store.

CLO 2: To understand the role of different elements of visual merchandising, store design-layout and hone employability skills at the retail store.

CLO 3: To be able to adopt the changing dynamics of retail industry by utilizing inventory management techniques.

CLO 4: To be able to understand the responsibilities of a store manager and a team leader.

CLO 5: To get an insight of the basics of purchasing and its integration into supply chain management.

Syllabus

Retail Store Operations: Concept, Elements – administration, merchandising, customer etc., Responsibilities of a store manager and a team leader, Key roles in a store environment – customer service, budgeting and planning, personnel, communication, legal compliance etc., Store administration and management of premises, Stock management on the floor, Inventory management and its impact on profit margins, Conformance and management of product display and VM displays, Managing receipts, customer service, managing promotions, events etc., Measuring retail store and space performance, Monitoring performance, The 5S's of Retail Operations – systems, stock, space, staff and standard, Work allocation to team, Sales and customer service process management, Escalation management; Purchasing: Concept, selecting suppliers, price determination, Impact of material requirements planning on purchasing, expansion of purchasing into supply chain management etc., Vendor and supplier relationship management; Conflict: Concept, features, functional conflicts and dysfunctional conflicts, Levels of Conflict – Individual level, interpersonal level, group level and organizational level, Causes of Conflict; Conflict Management: Preventive measures, curative measures – avoidance, competing, collaboration, accommodating, compromise.

Recommended Books

1. C. Ebster and M. Garaus, "Store Design and Visual Merchandising", Business Expert Press, 2nd edition, 2015.
2. S. Seshanna and N. R Prasad, "Retail Management", McGraw Hill, 1st Edition, 2017.
3. R. Lewis, "The New Rules of Retail: Competing in the World's Toughest Marketplace", St. Martin's Press, 1st edition, 2010.
4. P. Fleming, "A Guide to Retail Management", Jaico Publishing House, 1st edition, 2007.
5. S. B Iyer, "Retail Store Operations", Tata McGraw Hill, 1st edition , 2011.

Course Code	Course Name	L-T-P	Credits
BR504	Mall Management	4-0-0	4

Course Learning Outcomes

CLO 1: To be able to apply the concepts of mall management for sales promotion and space utilization.

CLO 2: To be able to understand the different elements of mall architecture/design and management.

CLO 3: To identify the factors important in mall management and become industry employable.

CLO 4: To get to know about the trends, practices and innovations at malls in India.

CLO 5: To be able to make use of technology in mall management.

Syllabus

Mall: Concept, Types and Genesis of Malls, Growth of Malls in India and globally, Future Trends and Projections, Advantages of Mall Over Other Retail Formats; Mall Architecture/Design and Management: Mall design, Factors Influencing Malls' Establishment, Recovery Management, Aspect in finance, human resources, security and accounting, legal compliances and issues, Mall Performance Evaluation; Components of Mall Architecture and its Significance (Facade, Atrium, Parking, Circulation Path etc.); Components of Mall Management: Concept and Tenant-Mix Planning, Lease Management, Marketing and Space Selling, Facilities and Utilities Management, Security and Information Systems, Mall promotion and Events management; Latest Developments, Trends and Practices and Innovations at Malls in India, Use of Technology in Mall Management; Handling a Mall Project: Choosing the Macro and Micro Locations, Identifying the Catchments, Deciding Tenant-mix and Anchor Tenant(s), Concept Planning and Retail Zoning, A Comment on Suitability of Popular Retail Formats as Anchor Tenants like Hyper Markets, Department Stores, Multiplexes and Eating joints.

Recommended Books

1. H. Singh and S.R. Srinivasas, "Mall Management: Operating in Indian Retail Space", Tata McGraw Hill Education Pvt. Ltd, 1st edition, 2012.

2. S. Pradhan, "Retailing Management – Text and Cases", Tata McGraw Hill, 5th edition, 2019.

3. M. Levy & B. Weitz, "Retailing Management", Tata McGraw Hill, Special Indian edition, 2012.

4. B.B.J.R. Evans and P. Chatterjee, "Retail Management – A Strategic Approach", Pearson Education, 13th edition, 2018.
5. Dr. H. Singh and S. R Srinivasan, "Mall Management", Tata McGraw-Hill, 1st edition, 2012.

Course Code	Course Name	Credit
BS501	**Disaster Management**	**0**

Course Learning Outcomes

CLO 1: To understand the classification, causes and impact of disasters.

CLO 2: To gain knowledge and necessary skills related to disaster management, components of disaster cycle and community based approaches of disaster risk reduction.

CLO 3: To be able to classify the hazard and vulnerability profile of India.

CLO 4: To be able to analyze the inter-relationship between disasters and developmental projects and their vulnerabilities.

CLO 5: To understand the enlistment of acts and policies related to disaster management along with the role of institutions.

Syllabus

Introduction to Disasters: Concepts and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks), Impacts (including social, economic, political, environmental, health, psychosocial, etc. Differential impacts- in terms of caste, class, gender, age, location, disability), Classification of hazards/disasters (including Pandemics) and causes; Principles of Disaster Management:- Approaches to Disaster Risk Reduction (DRR): Disaster Cycle – Analysis, Phases, Culture of safety, prevention, mitigation and preparedness, Community based DRR, Components of Disaster Relief: Water, Food, Sanitation, Shelter, and Health

Structural and Non-Structural Measures; Hazard and Vulnerability Profile of India, Institutional Arrangements (Mitigation, Response and Preparedness, Disaster Management Act and Policy, Other related policies, plans, programmes and legislation); Role of Panchayati Raj Institutions/Uan Local Bodies (PRIs/ULBs), states, Centre, and other stake-holders; Inter-relationship between Disasters and Development: Factors affecting Vulnerabilities, impact of Development projects such as dams, embankments, changes in Land-use etc., Uan disasters, Waste Management; Global trends in disasters and Adaptation: Complex emergencies, Climate change and Adaptation, Relevance of indigenous knowledge, appropriate technology and local resources.

Recommended Books

1. T. Bhattacharya, "Disaster Science and Management", McGraw Hill Publication, 2nd edition, 2017.
2. H. K Gupta, "Disaster Management", Universities Press, 1st edition, 2003.
3. R. Subramanian, " Disaster Management", Vikas Publishing House, 1st edition 2010.
4. D. P Coppola, "Introduction to International Disaster Management", Elsevier Science, 1st edition, 2010.
5. M. M Sulphey , "Disaster Management", Prentice Hall India Pvt., Limited edition, 2016.

Course Code	Course Name	Credit
OJT500	On-the-Job Training – 5	18

Course Learning Outcomes

CLO 1: To hone the skills related to maintaining the availability of goods for sale to customers by applying stock management on the floor and become <mark>employable.</mark>

CLO 2: To be able to plan visual merchandising conformance and management of displays.

CLO 3: To be able to provide marketing and promotion program support.

CLO 4: To be able to monitor the stock availability at the store.

CLO 5: To prevent stock outs by ensuring replenishment.

Contents

Co-ordinate Merchandise Displays, Check the Conformance of the Product Displays as per Plan, Provide Resolution for Exceptions and Deviations in Displays, Interpret the design Brief, Plan the Visual Merchandising Display, Guide the Associates to Set Up the Visual Merchandising display, Check the Conformance of the Visual Merchandising display, Monitor the Stock Availability at the Store, Prevent Stock Outs by Ensuring Replenishment, Provide Marketing and Promotion Program Support

Course Code	Course Name	Credit
OJT600	**On-the-Job Training – 6**	**30**

Course Learning Outcomes

CLO 1: To become employable by being able to create and manage teams, leading and supervising teams, monitoring team performance and managing escalations.

CLO 2: To be able to forecast, monitor and attain sales based on analysis by maintaining quality standards, preventing shrinkage and effective customer handling to improve business performance.

CLO 3: To be able to execute the role and responsibilities of a retail team leader effectively.

CLO 4: To be able to build and maintain relations with customers, vendors and other stakeholders

CLO 5: To be able to train the new associates on the daily activities, provide on-the-job training to new recruits, conduct sales meetings and give presentations, set, monitor and attain sales targets and co-ordinate sales performance.

Contents

Create a Plan for Team Selection, Manage Duty Rosters for the Section / Department, Create a Work Schedule and Allocation Plan, Conduct Team Briefings, Carry Out Goal Setting with the Team, Manage Escalations and Complaints of the Team, Negotiate with Individuals and Suggest Solutions, Review Performance of the Team / Individual, Provide Feedback, Train the New Associates on the Daily Activities, On-The-Job Training to New Recruits, Resolve Customer Complaints / Concerns, Conduct Sales Meetings and Give Presentations, Set, Monitor and Attain Sales Targets, Co-Ordinate Sales Performance, Build Sales of Products in Territories, Forecast Sales, Manage the Sales Pipeline, Manage Retail Merchandising, Review the Quality of Customer Service, Implement Customer Feedback, Maintain Office Procedures, Check and Initiate Conformance to Maintain Quality Standards of the Products on Display, Report Exceptions to Department Heads, Carry Out Day-To-Day Reporting Activities, Promote Loyalty Programs, Build Rapport with Customers, Vendors and Suppliers, Negotiate, handle objections and close sales, Prevent Pilferage, Shrinkage and Aging of Inventory.

Appendix A: Mapping of Programme Outcomes (POs) with Course Learning Outcomes (CLOs)

Course Code	Course Name	Course Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
BR101	Introduction to Retail Operations	CLO 1: To learn how retail business operates and functions.					H					L
		CLO 2: To be able to formulate operational strategies for different Retail formats and become Retail employable.	M				H					
		CLO 3: To be able to relate supply chain with an effective retail organization.	L				M					
		CLO4: To comprehend the ways retailers use marketing tools and sales techniques to interact with their customers.					H					
		CLO5: To understand the retail practices necessary for the smooth functioning of the retail store.	M				H					
BR102	Sales and Marketing	CLO 1: To learn how marketing can be done.					H					
		CLO 2: To be able to formulate marketing and sales strategies and become industry employable.	H			M	H				L	M

		CLO 3: To be able to relate types of business for the purpose of growth and profit.	M			M							
		CLO 4: To be able to utilize information of a firm's external and internal marketing to solve business problems.	H			M							M
		CLO 5: To understand the types and functions of sales organization for effective sales planning in the retail environment.	M			H							
BR103	In-Store Merchandising Operations	CLO 1: To be able to manage product mix and merchandise for the retail store.	M			H							
		CLO 2: To be able to understand the role of different elements of store design-layout and use them for the benefit of the retail store.	M			H							
		CLO 3: Develop the employability skills necessary to adopt the most suitable visual merchandising practices for better display, presentation and optimum use of space and resources.	M			H							

Code	Course	CLO										
		CLO 4: To obtain a broad understanding of brand and category management and be able to employ effective retail strategies.	M				H					
		CLO5: To understand the basic function of merchandise manager for the effective management of the merchandise in the retail store.	M							H		
BR104	Communication Skills	CLO 1: To become adept effective communicators.		H								M
		CLO 2: To be able to hone their communication and listening skills.		H								M
		CLO 3: To be able to demonstrate effective veal communication skills while asking questions, providing and receiving information.	M	H								M
		CLO 4: To acquire leadership skills via flipped classrooms.		H						H		M
		CLO 5: To get insight of the barriers to communication and identify the ways to reduce them for an effective communication.	M	H								M
BR105	Fundamentals in Technology	CLO 1: To be able to explain the fundamentals			H							

	(Computer Skills)	concepts of computer.													
		CLO 2: To use operating system software in the windows environment; use Web browsers, search engines and e-mail.			H										
		CLO 3: To be able to describe the major components of applications software in the areas of word processing, spreadsheets, database management, presentation graphics, data communications, and Internet.			H										
		CLO 4: To use software packages in word processing, spreadsheets and graphics and develop necessary computer skills required in industry.			H										
		CLO 5: To be able to understand and practice the functions of presentation graphics, data communications, and internet in the retail industry.			H										
OJT100	On-the-Job Training – 1	CLO 1: To hone the employability skills by understanding the setting-up and servicing of the										M	H	L

Course Code	Course Name	CLO												
		POS terminal.												
		CLO 2: To be able to process orders and understand the statutory requirements that needs to be followed at POS during the sale.	M										H	L
		CLO 3: To be able to plan, prepare and dismantle visual merchandising displays and store equipments.	M										H	L
		CLO4: To learn to adhere to the guidelines with respect to dress in-store visual merchandising displays and dress window displays.											H	L
		CLO 5: To effectively carry out billing and processing of customer orders in retail stores.											H	L
BR201	Fundamentals in Accounting	CLO 1: To be able to record daily financial transactions and calculate profit/loss of the business.	M			M	H							L
		CLO 2: To be able to prepare financial statements of the business as per the legal	M			M	H							L

		requirements.												
		CLO 3: To be able to apply accounting concepts and practices for maximizing profitability in the retail organization	M			H	H							L
		CLO 4: To understand the accounting practices adopted in the retail organizations and develop necessary entrepreneurial skills in the sector of retail.				H	H							L
		CLO 5: To get an overall knowledge of the accounting principles for the effective functioning of retail organizations.				H								L
BR202	Sales and Customer Relationship Management-1	CLO 1: To become employable by understanding the concept of consumer decision making in context of all types of consumption choices.	L			H								L
		CLO 2: To be able to adopt the most suitable retail communication techniques to attract the customers.	M			H								L
		CLO 3: To be able to manage effective	M			H								L

Code	Course	CLO											
		relationships with customers in a range of business settings.											
		CLO 4: To understand the role of customer relationship management at various stages of sales cycle				H							L
		CLO 5: To be adept at recognizing and solving customer problem/expectations by applying the concept of consumer decision making, sales promotion and customer relationship management.	H			H							L
BR203	Business Communication and Professional Skills	CLO 1: To become skilled to deliver professional veal presentations.		H									M
		CLO 2: To be able to write a professional resume.		H									M
		CLO 3: To become adept at reading skills.		H									M
		CLO 4: To learn and apply team dynamics via text based group presentations.		H							M		M
		CLO 5: To be able to effectively communicate with emphasis on capturing the attention of the audience.		H							M		M
OJT200	On-the-Job	CLO 1: To be able to	M									H	L

Training – 2	process customer orders, exchange and return transactions at POS.												
	CLO 2: To be equipped to plan and prepare visual merchandising displays.	M										H	L
	CLO 3: To become employable by learning to prepare products and displaying stock to promote sales.	M										H	L
	CLO 4: To learn to develop customer relations and provide adequate information and advice to customers for creating positive image of self and organization.	M										H	L
	CLO 5: To be able to promote loyalty schemes to customers for sales maximization and customer retention.	M										H	L
	CLO 6: To apply practices for maintaining health, hygiene and safety and security at retail store.	M										H	L
BR301	Sales and Customer Relationship Management-2	CLO 1: To become adept at selling skills by understanding the pre-requisites and importance of selling in order to generate sales and create a	M	L			H							

Code	Course	CLO												
		customer base.												
		CLO 2: To be able to build an effective sales management strategy.	M				H							
		CLO 3: To be able to implement CRM in an effective manner.	M				H							
		CLO 4: To get introduced to the different kinds of sales promotion techniques and be able to create effective sales promotion strategies.	M				H							
		CLO 5: To acquire knowledge about the tools and techniques used in customer relationship management.					H							
BR303	In-Store Cashiering Operations	CLO 1: To be able to understand the difference between sales and marketing.					H							
		CLO 2: To develop the skills by understanding the concept of cashiering operations in the retail store					H					M		
		CLO 3: To be able to understand the importance of inventory management for a retail store.					H							

		CLO 4: To be able to understand how to reduce wastage in retail store.	M				H							
		CLO 5: To be able to understand the basic calculations required for running profitable retail store.					H							
		CLO 6: To be able to understand the waste management process in a retail store.	M				H							
BR302	Customer Redressal System	CLO 1: To be able to learn how to generate customer value, maintain loyalty and retain customers.	M				H							L
		CLO 2: To be able to understand and apply the complete process of customer service management to minimize grievances and become industry employable.	H				H							L
		CLO 3: To be able to manage and redress customer grievances effectively.	H				M							L
		CLO 4: To comprehend the concept of customer value management and use it for generating value to customers.					H							L

Course Code	Course Name	CLO	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10
		CLO 5: To get acquainted with the practices adopted as customer redressal practices in the retail sector.				H						L
BR304	Services Marketing	CLO 1: To be able to apply the 7 P's of the services marketing mix to develop a positioning strategy for any service organisation.	M			H						
		CLO 2: To gain understanding about "Gaps Model of Service Quality" and its application in professional career.	L			H						
		CLO 3: To be able to develop skills to evaluate the customer experience and service quality of an organization and design solutions to build competitive advantage.	M			H						
		CLO 4: To be able to provide customer delight by gaining an insight about the consumer behavior in services marketing.				H						
		CLO 5: To learn about the emerging issues in service marketing in the retail sector.				H						
OJT300	On-the-Job	CLO 1: To be able to								L		L

Training – 3	promote retail sales through effective customer handling.											
	CLO 2: To be able to help customers choose right products by providing personalized sales and post sales service.	L									M	L
	CLO 3: To become employable by learning to provide specialist support to customers by facilitating up-selling and cross-selling and managing promotions.	M									M	L
	CLO 4: To attain skills to resolve customer concerns by proposing appropriate solutions/ alternative products and handling objection for building strong customer relations.	M									M	L
	CLO 4: To attain skills to resolve customer concerns by proposing appropriate solutions/ alternative products and handling objection for building strong customer relations.	M									M	L
	CLO 5: To be able to suggest solutions for continuous improvements	M									M	L

Code	Course	CLO											
		in customer service and provide post -sales support / services to the customers.											
BR401	Sales Management	CLO 1: To be able to understand various aspects of strategic sales management and sales forecasting.					H						
		CLO 2: To become adept at the roles and responsibilities of a salesperson with respect to territory, sales budgeting, day to day planning, productivity metrics and become industry employable.					H			L			
		CLO 3: To be able to set up productive and profitable sales territories.	M				M						
		CLO 4: To be able to understand the importance and application of sales quota.					H						
		CLO 5: To be able to evaluate sales organization effectiveness.	M				H						
BR402	Distribution Management	CLO 1: To understand the roles and responsibilities of the distribution system to bring effectiveness in the organization.					H						
		CLO 2: To develop					H						

		knowledge about various marketing channels.										
		CLO 3: To develop an understanding of the strategic importance of supply chain system for competitive advantage and employability in the market place	L			H						
		CLO 4: To be able to comprehend the importance of warehousing in retail.				H						
		CLO 5: To learn about the concepts and modes of transportation used for smooth flow of goods and services across distribution channels.	L			H						
BR404	Material Management	CLO 1: To become employable by applying material management concepts in retail environment for inventory management and cost minimization.	L			H						
		CLO 2: To attain knowledge about material management linkages with other domains of management, supply chain management and production processes for				H						

		efficient output.												
		CLO 3: To be able to plan material requirement, create material budgets, ensure quality controls and material handling effectively in real-life situation.	L											
		CLO 4: To analyze the materials in storage, handling, packaging, shipping distributing and standardizing.	M				H							
		CLO 5: To apply the techniques of material management cost into practice.												
BR403	Non- Store Retailing	CLO 1: To develop an understanding of electronic shopping formats and E-Retailing prospects for employability.					H							
		CLO 2: To be able to understand the Sales and Marketing Practices in E-Retailing.					H							
		CLO 3: To be able to learn technology-aided retail experience enhancers.				M	H							

BR405	Retail Banking	CLO 4: To get an insight about customer service in E-Retail and its significance in E-Retail.					H					
		CLO 5: To be able to identify, measure and analyze the gaps in service in E-Retailing.	H				H					
		CLO 1: To develop adequate knowledge about retail banking mechanism in order to make students employable in retail sector.					H					
		CLO 2: To learn about the different categories of retail banking products and the ways of marketing them.					M					
		CLO 3: To understand the different issues related to retail banking.					M					
		CLO 4: To be able to identify retail defaulters and learn how to get the recovery of retail loans done.	M				M					
		CLO 5: To get an overview of the I guidelines with respect to the recover agents.					M					

BS201	Environmental Science	CLO 1: To be able to describe about all the natural resources, various ecosystems and energy resources, environmental pollution, waste management, biodiversity and human population.							H			
		CLO 2: To be able to design, identify and analyze both natural (disasters such as floods and earthquakes) and man-made (industrial pollution and global warming) environmental problems.	H						H			
		CLO 3: To develop the skills to analyse the societal and environmental impacts of energy with respect to meeting the growing energy needs for sustainable growth	H						H			
		CLO 4: To apply the knowledge, as an activity to do various case studies, required to understand the interrelationships of the natural world.							H			
		CLO 5: To get an insight of the various environmental policies, practices and laws.							H			

BS202	Human Rights and Values	CLO 1: To understand the basic concept of human values and value education.								M					
		CLO 2: To become adept at skills related to personal development and creation of a positive personality.								M	L				
		CLO 3: To understand the importance of value education towards national and global development.								M					
		CLO 4: To identify the constitutional or national values, social, professional, religious and aesthetic values.								M					
		CLO 5: To understand about national Integration and international cooperation.								M					
		CLO 6: To acquire basic working knowledge of human rights and institutions engaged in protection of these rights.								M					
BS401	Cyber Security	CLO 1: To acquire the information about risk models including confidentiality, integrity and availability.			M										
		CLO 2: To develop skills to identify cyber threats,			H										

Course Code	Course Name	CLO												
		attacks and exploit vulnerabilities.												
		CLO 3: To gain knowledge on Cyber security architecture and operations.			H									
		CLO 4: To understand the functionality of cryptography.			H									
		CLO 5: To get to know about the ethical dimensions of cybercrimes and the intellectual property involved in the cyberspace.			H			H						
OJT400	On-the-Job Training – 4	CLO 1: To be able to perform the roles and responsibilities of a distributor salesperson efficiently.										L	M	L
		CLO 2: To develop skills for handling credit management of an outlet both receivables and payables.	M										H	L
		CLO 3: To learn the e-commerce practices for product catalogues, seller acquisition, and product promotions etc.											H	L
		CLO 4: To be able to analyze and review periodic reports using MIS	M		M								H	L

Code	Course	CLO	1	2	3	4	5	6	7	8	9	10	11
		for future retail planning and control.											
		CLO 5: To be able to analyse and review periodic reports using MIS for future retail planning and control.	M		M							H	L
		CLO 5: To be able to plan for achievement of the target through route and beat plan, effective sales call and merchandising, visual merchandising and branding at the retailer's outlet.										M	L
BR501	Team Management – 1	CLO 1: To be able to understand the dynamics of group.					H		M				
		CLO 2: To understand the role and responsibilities of a team leader.					H		M				
		CLO 3: To hone the employability related knowledge of the process of creating and developing effective teams.					H		H				
		CLO 4: To appreciate the need for understanding the importance of business ethics and values in teams.					M	H					
		CLO 5: To become employable by being able					M		M				

		to effectively integrate the knowledge of group decision making, teams and leadership in the retail organization.														
BR502	Team Management – 2	CLO 1: To know the different ways of staffing.					H								
		CLO 2: To become employable by understanding the ways of designing and executing sales training.	M				H								
		CLO 3: To identify the need for compensating the sales force.	L				H								
		CLO 4: To understand the different ways of resolving conflict in different situations in an organization.	M				H								
		CLO 5: To apply the concept of performance appraisal and review in practice.	M				H								
BR503	Operations of a Team Leader at the Store	CLO 1: To be able to handle the team for the retail store.	M				M								
		CLO 2: To understand the role of different elements of visual merchandising, store design-layout and hone employability skills at the retail store.	M				M								

Course	Name	CLO										
		CLO 3: To be able to adopt the changing dynamics of retail industry by utilizing inventory management techniques.				H						
		CLO 4: To be able to understand the responsibilities of a store manager and a team leader.				M			M			
		CLO 5: To get an insight of the basics of purchasing and its integration into supply chain management.	M			H						
BR504	Mall Management	CLO 1: To be able to apply the concepts of mall management for sales promotion and space utilization.	L			H						
		CLO 2: To be able to understand the different elements of mall architecture/design and management.				H						
		CLO 3: To identify the factors important in mall management and become industry employable.				H						
		CLO 4: To get to know about the trends, practices and innovations at malls in India.				H						
		CLO 5: To be able to			M							

		make use of technology in mall management.													
BS501	Disaster Management	CLO 1: To understand the classification, causes and impact of disasters.	M				L								
		CLO 2: To gain knowledge and necessary skills related to disaster management, components of disaster cycle and community based approaches of disaster risk reduction.	M				L								
		CLO 3: To be able to classify the hazard and vulnerability profile of India, enlistment of Acts and policies related with disaster management along with the role of institutions.	M				L								
		CLO 4: To be able to analyze the inter-relationship between disasters and developmental projects and their vulnerabilities	M											M	
		CLO 5: To understand the enlistment of acts and policies related to disaster management along with the role of institutions.												L	

OJT500	On-the-Job Training – 5	CLO 1: To hone the skills and become employable by learning stock management on the floor and maintain the availability of goods for sale to customers.	M											H	L
		CLO 2: To be able to plan visual merchandising conformance and management of displays.	M											H	L
		CLO 3: To be able to provide marketing and promotion program support	M											H	L
		CLO 4: To be able to monitor the stock availability at the store.	M											H	L
		CLO 5: To prevent stock outs by ensuring replenishment.	M											H	L
OJT600	On-the-Job Training – 6	CLO 1: To become adept at skills related to creating and managing teams, leading and supervising teams, monitoring team performance and managing escalations.	M										M	H	L
		CLO 2: To be able to forecast, monitor and attain sales based on analysis by maintaining quality standards,	M										L	H	L

		preventing shrinkage and effective customer handling to improve business performance.												
		CLO 3: To be able to execute the role and responsibilities of a retail team leader effectively.	M								M	H	L
		CLO 4: To be able to build and maintain relations with customers, vendors and other stakeholders	M									H	L
		CLO 4: To be able to build and maintain relations with customers, vendors and other stakeholders	M									H	L
		CLO 5: To be able to train the new associates on the daily activities, provide on-the-job training to new recruits, conduct sales meetings and give presentations, set, monitor and attain sales targets and co-ordinate sales performance.	M								H	H	L