

MANGALORE UNIVERSITY

Scheme of Teaching, Evaluation & Curriculum

to be introduced from the

Academic Year 2025-26

Based on

State Education Policy – 2024

for

Three Year Under-Graduate Program

Bachelor of Commerce (B.COM) –

AEDP RETAIL OPERATIONS DEGREE

(SEP – SEMESTER SCHEME)

A. Regulations

B. Course Matrix

C. Curriculum of Courses

MANGALORE UNIVERSITY

Programme Outcomes (PO) of AEDP BCom (Retail Operations) Degree Programme.

The **Apprentice Embedded Degree programme** (AEDP) Bachelor of Commerce (BCom) programme has the core objective of preparing employable and resourceful graduates. With this positive outlook, the **programme outcomes** of BCom would be as follows:

- a. To provide students with the knowledge, skills, attitudes and values that will help them take decisions for their lives.
- b. Hands on tools to help them in the world of business and commerce with in depth awareness of the contents of different courses under the Programme.
- c. Holistic development of the personality to understand and actively participate in the well-being of the society.
- d. Work collaboratively and productively in teams. Critically evaluate new ideas, research findings, methodologies and theoretical framework in their chosen elective field.
- e. Courses like Introduction to Retail Operations, In store Cashiering and Merchandising, Customer Relationship Management, Retail Team Management and Supply Chain Management will built the Skills required in the field over a period of first four Semesters and Courses like Business and Applied Law, Financial Management, Principles of Marketing, Business Environment, Income Tax, Indirect Taxes, Social Media Marketing and Advertising, Management for Business Decisions etc., will help a student build confidence and knowledge of the corporate world, will strengthen the legal aspects and will help in all round growth of a learner about the working of Retail Sector.

Programme Objectives of BCom Degree

- a. To create Employable and resourceful Graduates ready to seek either fruitful employment or build in confidence to pursue entrepreneurship.
- b. Demonstrate leadership skills in all walks of life, be it personal or professional.
- c. Become academically brilliant and inculcate practical skills to add to the existing stock of knowledge in the public domain.
- d. Create an unfulfilling urge to become enriching global citizens and
- e. Overall, a constructive citizen of our country.

REGULATIONS PERTAINING TO B.COM-Retail Operations -(AEDP)

As per SEP- CBCS Scheme - 2025-26 onwards

1. INTRODUCTION

As per the Government Order No. ED 166 UNE 2023, Bangalore, dated 08.05.2024, all Universities in Karnataka, are required to revise the curriculum of Degree Programs as per the guidelines of the Karnataka State Higher Education Council and State Education Planning Commission, constituted by the government, from the academic year 2024-2025.

B. Com in Retail Operations is an Undergraduate three-year undergraduate apprenticeship embedded program designed by Retailers Association's Skill Council of India (RASCI) consisting of six semesters. The program is a judicious mix of professional education in the form of apprenticeship along with general and Retail operations management education on the principles of dual learning methodology.

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

The student who joins this programme needs to study 2 years that is the first 4 Semesters in college and in the third year that is 5th and 6th Semester, the student will be placed with a suitable firm for Apprenticeship with a monthly stipend for one year. On successful completion of the third year Apprenticeship, the student will be awarded the Undergraduate Degree by the University. All the other Rules/Regulations/ Guidelines which are applicable to Regular graduate Courses of B.Com and BBA of Bengaluru City University will be applicable to this programme as well.

2. PROGRAM OBJECTIVES:

1. To create manpower for global middle level management equipped with core managerial competencies and relevant IT skills.
2. To cater to the requirements of Industries.
3. To prepare students to take up Higher Education to become business scientists, researchers, consultants and teachers, with core competencies.
4. To develop Ethical Managers with Inter-Disciplinary and Holistic approach.
5. To familiarize with retail store operations
6. To evaluate the processes followed for servicing customers at Point of Sale (POS)
7. To identify the processes and best practices to ensure security at retail stores
8. To understand the basic concepts, principles, tools and techniques of marketing.
9. To provide on the Job training in the live retail business environments under the guidance, training and coaching from the managers of various Financial Institutions associated with CRISP.

3. ELIGIBILITY FOR ADMISSION:

Candidates who have completed Two-year Pre-University Course of Karnataka State or 10+2 years of education in Karnataka and other states or its equivalent are eligible for admission into this program. Students who have cleared 2nd PUC Examination directly (through open schooling are also eligible to apply for this programme. Students who have completed Diploma in Commercial Practice are eligible for lateral entry into 3rd Semester B.Com.

4. DURATION OF THE PROGRAMME:

The duration of the programme is three (03) years of Six Semesters. A candidate shall complete his/her degree within six (06) academic years from the date of his/her admission to the first semester. Students successfully completing three (03) years of the course will be awarded Bachelor's Degree in Commerce (ROM) – B.COM- ROM.

5. MEDIUM OF INSTRUCTION

The medium of instruction shall be in English. However, a candidate will be permitted to write the examination completely, either in English or in Kannada.

6. CLASSROOM STRENGTH OF STUDENTS

Maximum number of students in each section shall be 60 or as per University Regulations.

7. ATTENDANCE:

- a. For the purpose of calculating attendance, each semester shall be taken as a Unit.
 - b. A student shall be considered to have satisfied the requirement of attendance for the semester, if he / she has attended not less than 75% in aggregate of the number of working periods in each of the courses compulsorily.
- A student who fails to complete the course in the manner stated above shall not be permitted to take the University examination.

8. TEACHING AND EVALUATION:

M.Com graduates with B. Com, B.B.M, BBA as basic degrees from a recognized University are only eligible to teach and to evaluate the Courses (except Languages & Constitutional Values) mentioned in this regulation. Languages and Constitutional Values shall be taught by the Post-graduates as recognized by the respective Board of Studies.

9. SCHEME OF EXAMINATION:

- a. There shall be a University examination at the end of each semester. The maximum marks for the university examination in each course/paper shall be 80.
- b. Of the 20 marks allotted for Internal Assessment, 10 marks shall be based on average of two tests (20 Marks each). Each test shall be of at least 01hour duration to be held during the semester. The remaining 10 marks of the Internal Assessment shall be based on Attendance and Assignments /skill development exercises of 05 marks each.
- c. The candidates who have passed each course in the semester end examination in the first attempt only shall be eligible for award of ranks. The first ten ranks only shall be notified by the University.

COURSE MATRIX

B.Com-AEDP (Retail Operations) Course Matrix

Course Type	Particulars	Category of Courses	Total Hours	Hours per week	Credits	Total Credits
I SEMESTER						
Skill Courses	Introduction to Retail Operations.	SC-1	48	4	3	
	In Store Cashiering and Merchandising Operations.	SC-2	48	4	3	
Core Courses	Financial Accounting	DSC-1	48	4	4	
	Management for Business Decision	DSC-2	48	4	4	
	Business Environment	DSC-3	48	4	4	
General Courses	Language I	CC-1	48	4	3	
	Language II	CC-2	48	4	3	
Compulsory	Constitution Values	CC-3	24	2	2	
				30	26	26
II SEMESTER						
Skill Courses	Customer Relationship Management.	SC-1	48	4	3	
	Introduction to FMCG/FMCD Sales and Distribution.	SC-2	48	4	3	
Core Courses	Financial Management	DSC-1	48	4	4	
	Basic Business and Applied Law	DSC-2	48	4	4	
	Principles of Marketing	DSC-3	48	4	4	
General Courses	Language I	CC-1	48	4	3	
	Language II	CC-2	48	4	3	
Compulsory	EVS	CC-3	24	2	2	
				30	26	26

III SEMESTER						
Skill Courses	Retail Sales Management.	SC-1	48	4	3	
	E-Commerce and Omni Channel Retailing.	SC-2	48	3	3	
Core Courses	Customer Loyalty and Retention	DSC-1	48	4	3	
	Business communication and Basic Office IT Applications	DSC-2	48	4	3	
	Social Media Marketing and Advertising	DSC-3	48	4	3	
General Courses	Language I	CC-1	48	4	3	
	Language II	CC-2	48	4	3	
Compulsory	Income Tax-I	CC-3	48	4	3	
				31	24	24
IV SEMESTER						
Skill Courses	Retail Team Management.	SC-1	48	4	3	
	Inventory and Budget Management.	SC-2	48	3	3	
	Logistics and Supply Chain Management.	SC-3	48	4	3	
Core Courses	Cost Accounting	DSC-1	48	4	3	
	GST	DSC-2	48	4	3	
General Courses	Language I	CC-1	48	4	3	
	Language II	CC-2	48	4	3	
Compulsory	Income Tax-II	CC-3	48	4	3	
				31	24	24
V & VI SEMESTER						
V Sem	Apprenticeship					24
VI Sem	Apprenticeship					24
	Total Credits					148

COURSE CURRICULUM:

Name of the Program: Bachelor of Commerce (B. Com) – AEDP – Retail Operations

Name of the Course: INTRODUCTION TO RETAIL OPERATIONS

Course Credits	No. of Hours per week	Total No. of Teaching Hours
3 Credits	4 Hrs	48 Hrs
<u>Course Description</u>		
The Course aims to acquaint the students with the concepts which are helpful in developing a sound retailing policy and in organizing and managing Retail Store Operations		
<u>Course Objectives</u>		
• To familiarize students with retail store operations • To evaluate the processes followed for servicing customers at Point of Sale • To identify the processes and best practices to ensure security at retail stores		
<u>Course Outcomes</u>		
On successful completion of the course, the student will be able to, CO 1: Comprehend various functions under store operation processes CO 2: Explain the processes related to customer service at POS CO 3: Identify the systems & protocols followed to ensure store security		
<u>Pedagogy:</u> Classroom lecture, tutorials, Group discussion, Seminar, Case studies, Lab & field work etc		
Syllabus		
Module:1 - INTRODUCTION TO RETAIL STORE OPERATIONS 10 Hrs		
Evolution of Retail, Retail -Traditional and Modern Retail in India - Traditional Retail Formats - Modern Retail Formats, Organogram of a Modern Retail organisation under all sub-sectors of retail, different departments in retail store and their functions, different roles in store and their roles and responsibilities, Retail Supply Chain, Introduction to store operations: store opening process, post store opening process, day end activities, roles and responsibilities of staff during opening-during the day-day end/ closing, product categories: important product categories(food, apparel & general merchandise), business impact of product categories, Goods receipt and storage process: Receiving goods at the store, unloading, material inward process, storage process, processes to minimizing loss of stock quality and quantity		
Module:2 – SERVICING AT CASH POINT/ POS (POINT OF SALE) 10 Hrs		
Cash Points/POS- Purpose of POS- Cash points POS set up-Counterfeit payments-Different types of credit and debit cards that are accepted in the stores - Process of handling credit and debit card transactions -Process of handling other cash equivalents, discounts, refunds, fractions and currency conversions - Procedure of authorizing payments -Cash point security procedures -Process of resolving the problems that can occur in routine cash point operations and transactions - Procedures of handling customers		

and complaints at the POS.

Meaning of age restricted products - Policies and procedures to be followed while selling age restricted products - Policies and procedures for refusing sale of age- restricted products- Documents that can be accepted as proof of age -Impact of not collecting prescribed proof of age - Impact of selling age restricted products to under- aged customer

Module: 3 – MAINTAINING STORE SECURITY

10 Hrs

The various types of security risks at the store - Identify and report the security risks to the concerned higher authorities - appropriate methods to handle the security risks that fall within the purview of self-authority - the impact of not following statutory guidelines with respect to store safety and security

Types of security risk that can arise in your workplace - the authority and responsibility while dealing with security risks, including legal rights and duties - the approved procedure and techniques for protecting personal safety when security risks arise

Electronic Article Surveillance Systems (EAS), other Security and Safety equipment used in the store – such as soft tags, hard tags, RFID along with its uses and applications.

Module: 4 – CONSUMER BEHAVIOUR IN RETAIL BUSINESS

10

Hrs

Buying Decision Process and its Implication on Retailing-Influence of Group and Individual Factors, Customer Shopping Behaviour, Customer Service and Customer Satisfaction, Retail Planning Process: Factors to consider in preparing a Business Plan.

Module: 5 – RETAIL OPERATIONS

8

Hrs

Factors Influencing location of Store-Market Area Analysis-Trade Area Analysis-Site Evaluation. Retail Operations: Stores Layout and Visual Merchandising, Stores designing, Space Planning, Inventory Management, Merchandising Management.

BOOKS FOR REFERENCE

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

Name of the Course: IN STORE CASHIERING & MERCHANDISING OPERATIONS

Course Credits	No. of Hours per week	Total No. of Teaching Hours
3 Credits	4 Hrs	48 Hrs
<u>Course Description</u>		
The course provides an understanding of basic concepts, theories and techniques in the field of Merchandising management and operations and in-store cashiering		
<u>Course Objectives</u>		
• To learn the best practices of displaying products for sale and provide basic assistance to customers in the stores • To comprehend the processes associated with processing customer orders and exchanges • To identify the processes related to processing customer payments and goods return		
<u>Course Outcomes</u>		
On successful completion of the course, the student will be able to, CO 1: Explain the best practices used to display products for sale CO 2: Explain the process associated with fulfilling customer orders, processing payments and goods return		
<u>Pedagogy</u>		
Classroom lecture, tutorials, Group discussion, Seminar, Case studies, Lab & field work etc		
<u>Syllabus</u>		
Module:1 - PREPARING PRODUCTS FOR SALE & CUSTOMER ASSISTANCE		
10 Hrs Different Store layouts - Grid, Angular, Racetrack, Free Flow etc., Fixtures Used in Preparing Products for Sale -Maintenance and Usage of Fixtures - Planogram - Putting Products for Sale - Putting Products Together for Sale, Customer Assistance: Qualities Required of a Customer Associate and Various Customer Styles, Concepts and Principles of Visual Merchandising, Applications of Visual Merchandising in increasing Sale and Profits, Customer Complaint Handling Process - Modes and Sources of Customer Complaints, Promoting Loyalty Memberships: Loyalty Scheme Basics - Building Loyalty Memberships		
Module:2 – PROCESSING CUSTOMER ORDERS AND EXCHANGES 10 Hrs		
Procedures of processing Customer Orders - Identify and resolve problems while processing customer orders – the importance of protecting confidentiality of the customer information – procedures for validating customer credit limits - Process part exchange of goods/ products for the customers. Processing Part Exchange Sale Transactions: Need for a Customer to Part Exchange the Products - Terms and		

conditions of sale for items that the Store Exchanges – Process of checking ownership of the items produced for part exchange – Consequences of not checking the ownership of the items	
Module: 3 – PROCESSING CUSTOMER PAYMENTS AND GOODS RETURN Hrs Procedures for processing Cash and Credit transactions - Impact of Statutory Guidelines and Obligations of a Retailer in relation to Credits - Resolve Customer concerns related to Pricing of Products - Procedures to accept and record the product/ goods returned by the customers Need to process Cash and Credit transactions - Risks to the company offering Credit to customers - Company Guidelines for setting Customer Credit Limits - Process of checking Customer Accounts effectively - Process to identify Overdue Payments and Customers who have gone over their Credit Limits - Reasons for returning goods - Need to process returned goods - Policies and Procedures for Replacements and Refunds, including Proof of Purchase - Authority of the Cashier to agree to Replacements and Refunds - Charges that apply to the customers if company is not at fault - Steps involved in Processing Returns of goods - Process to find the Replacement Goods	12
Module: 4 – HEALTH AND SAFETY IN RETAIL STORES 8 Hrs Identify the Importance of Health and Safety in the Store - Safety Risks, Hazards and Accidents that occur in the Store - Safety Practices followed in the Store - Importance of Housekeeping - Procedures for dealing with emergencies	
Module-5: MANAGEMENT OF GOODS RETURN	8 Hrs
The reasons customers might have for returning goods - the need to process returned goods - the policies and procedures for replacements and refunds, including proof of purchase - authority of the cashier to agree to replacements and refunds - the charges that apply to the customers if company is not at fault - the steps involved in processing returns of goods - the process to find the replacement goods.	
replacement goods.	
BOOKS FOR REFERENCE 1. Introduction of Retail operations by RASCI publication 2. In store cashier and Merchandising by RASCI publication 3. Retail Management – Functional Principles & Practices 5th edition by Dr Gibson Vedamani Published by Pearson 4. Swati Bhalla & Anuraag Singha, Visual Merchandising 5. Robert Colborne, Visual Merchandising: The Business of Merchandise Presentation 6. Paul J. Russell, Field Visual Merchandising Strategy: Developing a National In-store Strategy Using a Merchandising Service Organization	

Name of the Course: FINANCIAL ACCOUNTING

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4 Hrs	48 Hrs
<u>Course Description</u> The Course enables the students to learn various aspects of accounting right from preparing the final accounts of Sole Trading Concern to the Non-Profit Organisations, as well as to learn special routine accounting entries in case of Departments and Branches		
<u>Course Objectives</u> • Make the student understand the accounting concepts and conventions • Gain the knowledge about the preparation of final accounts • Gain the knowledge on treatment of inter departmental transfers in books of accounts • Understand the operating of Branch businesses and how the accounting entries are made		
<u>Course Outcomes</u> On successful completion of the course, the student will be able to, CO 1: Prepare the final accounts of a Sole Trading Concern CO 2: Raise the Fire Insurance Claim for loss of Stock in the business CO 3: Ascertain the P&L of each department in a Departmental Organisation CO 4: Ascertain the profit or loss from each branch in a Branch Businesses CO 5: Prepare the final accounts of NPOs		
<u>Pedagogy</u> Classroom lecture, tutorials, Group discussion, Seminar, Case studies, Lab & field work etc		
Syllabus		
Module:1 - THEORETICAL FRAMEWORK OF FINANCIAL ACCOUNTING 8 Hrs Accounting: Introduction, Meaning & Definition – Book-Keeping & Accounting – Accounting Principles: Concepts and Conventions – Accounting Process: Journal, Ledger, Trial Balance, Final Accounts – Preparation of Final Accounts of a Sole Trading Concerns – Introduction to Accounting Standards and Indian Accounting Standards (AS & Ind AS - Theory only)		
Module:2 – FIRE INSURANCE CLAIMS		10 Hrs
Insurance Claims: Introduction & Need – Loss of Stock – Steps for ascertaining Fire Insurance Claim – Treatment of Salvage – Average Clause – Treatment of Abnormal Items – Computation of Fire Insurance Claims		
Module: 3 - DEPARTMENTAL ACCOUNTS		10 Hrs

Departmental Accounts: Meaning, Definition, Objectives – Basis of Apportionment of Common Expenses among different Departments – Preparation of Trading and Profit and Loss Account in Columnar Form – Preparation of Balance Sheet in Horizontal Format of Sole Trading Concerns & Partnership Firms (Including Inter Departmental Transfers at Cost Price only)

Module: 4 - BRANCH ACCOUNTS

10 Hrs

Branch Accounts: Introduction, Meaning, Definition, Objectives – Types of Branches – Dependent Branches: Features & Characteristics – Supply of Goods at Cost Price & Invoice Price – Branch Account in the books of Head Office (Debtors System Only)

Module:5-ACCOUNTING FOR NOT-FOR-PROFIT ORGANISATIONS

10 Hrs

Not for Profit Organizations: Meaning, Features – Capital & Revenue: Receipts, Expenditure and Losses, Deferred Revenue Expenditure – Preparation of Receipts and Payments A/c, Income and Expenditure A/c and Closing Balance Sheet (when Opening Balance Sheet is given)

Skill Development Activities

- Write a neat diagram of accounting cycle
- List any 10 Indian Accounting Standards
- State the steps involved in Fire Insurance Claim
- Collection & recording of financial data of Departmental store
- Collection of transactions relating to any branch and preparation of branch account
- Preparation of Departmental Profit & Loss Account and Balance Sheet with Imaginary Figures.
- Any other activities, which are relevant to the course

BOOKS FOR REFERENCE

1. Arulanandam & Raman – Financial Accounting – I, HPH
2. Dr. S Muralidhar, Prof. S A Jagadeesha, Dr. K S Sailaja & Prof. P R Narasappa– Financial Accounting- Kalyani Publishers
3. Anil Kumar, Rajesh Kumar and Mariyappa - Financial Accounting - HPH
4. Prof. Jayaram, Dr. Sairam A, Dr. Vikram K, Dr. Yathiraju K - Advanced Financial Accounting – Phoenix Publishing House
5. Jawaharlal & Seema Srivastava - Financial Accounting - HPH
6. Dr. S.N. Maheswari - Financial Accounting - Vikas Publications
7. S P Jain and K. L. Narang - Financial Accounting- I - Kalyani Publishers
8. Radhaswamy and R.L. Gupta - Advanced Accounting - Sultan Chand
9. Dr. Janardhanan - Financial Accounting - Kalyani Publishers
10. Guruprasad Murthy - Financial Accounting - HPH
11. Soundarrajan & K. Venkataramana - Financial Accounting - SHBP
12. Dr.Venkataraman & others (7 lecturers) - Financial Accounting - VBH

Name of the Course: MANAGEMENT FOR BUSINESS DECISIONS

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4 Hrs	48 Hrs
<u>Course Description</u> Management Dynamics and Applications is a field of management studies, which involves the study of various management concepts and their applicability and enabling students to understand the basic concepts of management such as planning, organizing, directing and controlling and their effect		
<u>Course Objectives</u> 1. To provide knowledge about basic concepts of management 2. To impart knowledge about various theories of the management 3. To impart knowledge and awareness about the applicability of the management concepts 4. To provide knowledge about the factors that influences various management dynamics		
<u>Course Outcomes</u> On successful completion of the course, the student will be able to CO 1: Understand concepts of business management, principles, and its function CO 2: Explain the process of planning and decision making CO 3: Create organization structures based on authority, task and responsibilities CO 4: Analyse the skills, roles and responsibilities of a manager CO 5: Realize the social and ethical responsibilities of business		
<u>Pedagogy</u> Lectures, Videos, Case studies, Role play, Group discussions, field works		
<u>Syllabus</u>		
Module:1 – INTRODUCTION TO MANAGEMENT		6 Hrs
Management: Introduction, Meaning & Definition – Evolution of Management Thoughts: Pre-Scientific Management Era & Modern Management Era – Nature and Characteristics of Management – Scope and Functional Areas of Management – Management as a Science, Art & Profession – Management and Administration – Management Principles: FW Taylor and Henry Fayol		
Module:2 – PLANNING, DECISION MAKING & ORGANIZATION STRUCTURE		12 Hrs
Planning: Meaning and Definition, Features & Importance – Steps in Planning Process – Types of Planning – Types of Plans (Meaning) – Advantages and Disadvantages of Planning - MBO & MBE (Meaning) Decision making: Meaning, Characteristics & Process – Types of Decisions Organization: Nature, Need and Importance – Organization Structure – Types of Organization Structure – Formal and Informal Organization Structures		

**Module:3 – STAFFING, DIRECTING, COMMUNICATION & MOTIVATION
12 Hrs**

Staffing: Introduction, Meaning & Definition – Functions of Staffing – Staffing Process

Directing: Meaning and Nature – Principles of Direction

Communication: Meaning, Definition, Purpose & Process – Barriers to Communication – Steps to Overcome Communication Barriers – Types of Communications

Motivation Theories: Maslow's Need Hierarchy Theory, Herzberg's Two Factor Theory, Mc. Gregor's X and Y theory

Module:4 – LEADERSHIP, CONTROLLING AND CO-ORDINATION 12 Hrs

Leadership – Meaning – Characteristics of Leadership – Leadership styles – Autocratic style – Democratic Style – Participative Style – Laissez Faire - Transition Style – Charismatic Leadership Style

Control – Meaning & Importance – Steps in Controlling – Limitations – Principles of effective control system – Essentials of Effective Control system – Techniques of Control (meaning only)

Co-ordination – Meaning, Importance and Principles

Module:5 – BUSINESS SOCIAL RESPONSIBILITY AND MANAGERIAL ETHICS

6 Hrs

Business Social Responsibility: Meaning, Need & Importance – Green Management: Meaning, Green Management actions – Managerial Ethics: Meaning, Importance of Ethics in Business, Factors that determine Ethical or Unethical Behaviour

SKILL DEVELOPMENT ACTIVITIES

- Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same need to be recorded by the student in the Skill Development Book
- List out recent changes in Management Structure
- Draft chart on Functions of Management
- Prepare a Report on the Application of Artificial Intelligence in Business
- Any other activities, which are relevant to the course

BOOKS FOR REFERENCE

1. Harold Koontz and Heinz Weihrich (2017), Essentials of Management: An International and Leadership Perspective, McGraw Hill Education, 10th Edition
2. Rajkumar. S and Nagarajan. G (2021) Management Principles and Applications, Jayvee International Publications, Bangalore
3. Stephen P Robbins and Madhushree Nanda Agrawal (2009), Fundamentals of Management: Essential Concepts and Applications, Pearson Education, 6th Edition.
4. James H. Donnelly, (1990) Fundamentals of Management, Pearson Education, 7th Edition.
5. B.P. Singh and A.K.Singh (2002), Essentials of Management, Excel Book
6. P N Reddy (2005), Principles of Management, TMH Publications, 3rd Edition.
7. LM Prasad, Principles of management, Sultan Chand and Sons
8. Appanniah and Reddy, Management, HPH

NAME OF THE COURSE: BUSINESS ENVIRONMENT		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	48 HOURS
<u>Course Description</u> The Course aims to acquaint the students with the concept which are helpful in developing a sound knowledge in understanding the Business Environment in and around which Retail operates. <u>Course Objectives</u> • To familiarize students with business environment • To evaluate the various aspects of social, cultural and technological environment. • To understand FDI, MNC, LPG model and Impact of Globalisation. <u>Course Outcomes:</u> On successful completion of the course, the students will be able to: a) Will be able to demonstrate a comprehensive understanding of key economic, social, and regulatory drivers influencing business environments. b) Will be able to assess the implications of globalization and technological advancements on business strategies and operations c) Will be able to evaluate ethical, legal, and sustainability considerations in business decision- making processes across diverse local and global contexts. <u>Pedagogy:</u> Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.		
SYLLABUS:		HOURS
Unit.1: Introduction to Business Environment		10
Business: Meaning, Definition, Nature & Scope, Types of Business Organizations Business Environment: Meaning, Characteristics, Scope and Significance, Components of Business Environment, Micro and Macro Environment: Definition, Differentiation, Analysis of Business Environment, SWOT Analysis. Introduction to Micro-Environment: Internal Environment: Value system, Mission, Objectives, Organizational, Structure, Organizational Resources, Company Image, Brand Equity External Environment: Firm, customers, suppliers, distributors, Competitors, Society Introduction to Macro Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal)		
Unit.2: Political and Legal Environment		10

Political Framework: Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India. Economic environment: economic system and economic policies. Concept of Capitalism, Socialism and Mixed Economy, Impact of business on Private sector, Public sector and Joint sector, Overview of the Indian economy: growth, sectors, and trends, Contribution of the retail sector to the Indian economy, Challenges of Indian economy. Legal Framework for Retail Businesses: Business laws relevant to retail operations (e.g., contract law, consumer protection laws) Intellectual property rights and their significance in retail management, Compliance requirements for retail businesses in India.	
Unit.3: Social and Cultural Environment	10
Social and Cultural Environment: Nature, Impact of foreign culture on Business, Traditional Values and its Impact, Social Audit - Meaning and Importance of Corporate Governance and Social Responsibility of Business.	
Social and Cultural factors in Retail Management, significance of social and cultural dynamics in shaping consumer behavior and retail trends in India, demographic factors influencing consumer preferences and purchasing behavior in India (e.g., age, gender, income, urbanization), Religious and Festive Influences: Analysis of religious festivals and cultural celebrations as drivers of retail demand in India, Retail promotional strategies for leveraging festive seasons and cultural events. Regional Diversity and Market Preferences: Overview of regional diversity in India and its implications for retail market preferences, Localization strategies for retail businesses to cater to regional tastes and preferences.	
Unit.4: Technological, Competitive and International Environment	8
Technological environment: Features, impact of technology on Business Competitive Environment: Meaning, Michael Porter's Five Forces Analysis, Competitive Strategies	
Unit.5: Globalization	10
Globalization: Meaning, Nature and stages of Globalization, features of Globalization, Foreign Market entry strategies, LPG model. MNCs: Definition, meaning, merits, demerits, MNCs in India, FDI: Meaning, FDI concepts and functions, Need for FDI in developing countries, Factors influencing FDI, FDI operations in India.	
Skill Development Activities: 1. List out the benefits of Technology on businesses. 2. Draft Five Forces Model for an Imaginary business. 3. List out the impact of Globalisation on Indian businesses 4. List out any five Demographic factors affecting businesses	

Books for References:

1. Aswathappa. K, Essentials of Business Environment, HPH
2. Sundaram & Black: The International Business Environment; Prentice Hall
3. Francis Cherunilam, Business Environment- Text and Cases, 8th Edition, HPH
4. Chidambaram: Business Environment; Vikas Publishing
5. Upadhyay, S: Business Environment, Asia Books
6. Chopra, B K: Business Environment in India, Everest Publishing
7. M. Ashikary, Economic Environment of Business.
8. Veena Keshav Pailwar, Business Environment, PHI Learning Pvt. Ltd
9. Vivek Mittal, Business Environment, 1st Edition, Excel Books

II SEMESTER

Name of the Program: Bachelor of Commerce (B. Com) – AEDP – Retail Operations

Name of the Course: CUSTOMER RELATIONSHIP MANAGEMENT

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4 Hrs	48 Hrs
<u>Course Description</u> The course focuses on identifying the significant elements need to be addressed and reflects the need to create an integrated cross-functional focus that emphasizes retaining as well as winning customers		
<u>Course Objectives</u> • To understand the concepts of consumer behaviour and hence need for customer relationship management • To identify the elements and their uses in managing customer relationship. • To understand the standard process and practices of providing services to the customers		
<u>Course Outcomes</u> On successful completion of the course, the student will be able to, CO 1: The learners will be able to explain the relationship between the consumer behaviour and customer relationship management. CO 2: The learners will be able to describe the elements of CRM CO 3: The learner will be able apply the customer relationship management processes to service and retain customer loyalty		
<u>Pedagogy</u> Classroom lecture, tutorials, Group discussion, Seminar, Case studies, Lab & field work etc		
<u>Syllabus</u>		
Module:1 - EVOLUTION OF CUSTOMER RELATIONSHIP		12 Hrs
CRM: Introduction, Definition, Emergence of CRM Practice, Factors responsible for CRM Growth, CRM Process, Framework of CRM, Benefits of CRM, Types of CRM, Scope of CRM, Customer Profitability, Features & Trends in CRM, CRM and Cost-Benefit Analysis, CRM and Relationship Marketing		

Module:2 – CRM CONCEPTS	12 Hrs
Introduction - Customer Value, Customer Expectation, Customer Satisfaction, Customer Centricity, Customer Acquisition, Customer Retention, Customer Loyalty, Customer Lifetime Value. Customer Experience Management, Customer Profitability, Customer Satisfaction Measurements, Web-based Customer Support. Three levels of Service/Sales Profiling, Service Level Agreements (SLA's), Creating and Managing effective SLA's	
Module: 3 – PLANNING FOR CRM	12 Hrs
Introduction -Steps in Planning-Building Customer Centricity, Setting CRM Objectives, Defining Data Requirements, Planning Desired Outputs, Relevant issues while Planning the Outputs, Elements of CRM Plan, CRM Strategy: The Strategy Development Process, Customer Strategy Grid.	
Module: 4 – CRM AND MARKETING STRATEGY	6 Hrs
Introduction - CRM Marketing Initiatives, Automation, Campaign Management, Call Centers. Practice of CRM: CRM in Consumer Markets, CRM in Services Sector, CRM in Mass Markets, CRM in Manufacturing Sector	
Module: 5 – CRM PLANNING AND IMPLEMENTATION	6 Hrs
Introduction - Issues and Challenges in implementing CRM, Information Technology Tools in CRM; CRM Implementation Roadmap; Road Map (RM) Performance: Measuring CRM performance, CRM Metrics.	
BOOKS FOR REFERENCE 1. Jagdish N. Sheth, Atul Parvatiyar & G. Shainesh, "Customer Relationship Management", Emerging Concepts, Tools and Application", 2010, TMH. 2. Dilip Soman & Sara N-Marandi," Managing Customer Value" 1st edition, 2014, Cambridge. 3. Alok Kumar Rai, "Customer Relationship Management: Concepts and Cases", 2008, PHI. 4. Ken Burnett, the Handbook of Key "Customer Relationship Management", 2010, PearsonEducation. 5. Mukesh Chaturvedi, Abinav Chaturvedi, "Customer Relationship Management- An 6. Indian Perspective", 2010 Excel Books, 2nd edition	

Name of the Course: INTRODUCTION TO FMCG/FMCD SALES & DISTRIBUTION

Course Credits	No. of Hours per week	Total No. of Teaching Hours
3 Credits	4 Hrs	48 Hrs
<u>Course Description</u>		
This course is meant to make students understand fundamentals of FMCG/FMCD Sales Management and Distribution Management and specialize in sales, business development, retailers, wholesalers and distributors handling. It aims to study basics of personal selling, sales management, distribution dynamics, various channels of distribution etc.		
<u>Course Objectives</u>		
• To understand the concepts of sales management and sales organization • To identify the elements of sales forecasting and budgeting • To understand the various aspects of distribution channels of FMCG		
<u>Course Outcomes:</u>		
On successful completion of the course, the student will be able to,		
CO 1: Understand the basics of sales management with special reference to FMCG		
CO 2: Forecast sales and sales budget		
CO 3: Understand the various Distribution Channels associated with FMCG		
<u>Pedagogy:</u>		
Classroom lecture, tutorials, Group discussion, Seminar, Case studies, Lab & field work etc		
Syllabus		
Module:1 – INTRODUCTION TO FMCG AND FMCD:		8
Hrs		
Meaning and Definition-Understanding Fast Moving Consumer Goods-The Characteristics of Different Kinds of Goods-Types of Fast Moving Consumer Goods-Fast Moving Consumer Goods industries in India-FMCGs-E-Commerce and Changing Consumer Habits.		
Module:2 - BASICS OF SALES MANAGEMENT & SALES ORGANIZATION		
8 Hrs		
Centralized and Decentralized Organizations: Line and Staff Organizations – Types of Sales Force Structure - Salesmanship & Sales Management – Theoretical aspects of Salesmanship, AIDAS Theory of Selling, Prospecting, Closing Sales, Characteristics of Successful Salesmen (Above concepts with special reference to FMCG)		

Module: 3 – FORECASTING SALES AND SALES BUDGET**10 Hrs**

Forecasting Sales: Sales Forecast vital to setting of Sales Objectives – Persons responsible for Sales Forecasting – Role of Chief Sales Executive in Sales Forecasting – Uses of Sales Forecasts – Length of the Sales Forecast Period – Hazards Inherent in Sales Forecasting – Sales Forecasting Methods – Procedural Steps in Forecasting Sales Budget & Cost Analysis: Purposes of the Sales Budget – Sales Budget – Form and Content – Budgetary Procedure – Estimating the Costs of Distribution – Marketing Cost Analysis (Above concepts with special reference to FMCG)

Module: 4 – DISTRIBUTION MANAGEMENT**10 Hrs**

Marketing Logistics, Marketing Channels, Channel Management
Channel Control : Performance Measures in Marketing Channels, Models to Diagnose Channel Profitability, Appraisal of Channel Members' Contribution, Result of Channel Performance, Sources of Conflict, Types of Conflicts, Conflict Management Techniques, Channel Leadership, Elements of Channel Information Systems, Impact of Information Systems on Channel Flow

Module:5- WHOLESALING AND RETAILING:**12 Hrs**

Wholesaling and its Importance, Types of Wholesalers, Strategic Issues in Wholesaling, Trends Shaping Wholesale Distribution, Impact of Information Technology on Wholesaling, Challenges in Wholesaling, Wholesaling in India, Future of Wholesaling, Retailing and its Importance, Evolution of Retailing, Classification of Retailers, Strategic Issues in Retailing, Trends in Retailing, Future of Retailing
(Above concepts with special reference to FMCG)

BOOKS FOR REFERENCE

1. Sales and Distribution Management, Dr. Pooja Bhatia, Ms. Samiksha Gupta, Ms. Ragini Dixit, Ms. Priyanka Singh
2. Sales Distribution Management & Decisions, Strategies & Cases, Richard R. Still Edward W. Cundiff Norman A. P. Govoni Sandeep Puri
3. Sales & Distribution Management, N G Kale & M Ahmed

Name of the Course: FINANCIAL MANAGEMENT

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4 Hrs.	48 Hrs
<u>Course Description</u> The Course focuses on four basic decisions of Finance, i.e. Investment, Financing, Working Capital and Dividend Decision. The course focuses on foundation in finance principles and the related mathematical tools that are necessary for students to understand how financial decisions are made.		
<u>Course Objectives</u> The objective of this course is to explore concepts, approaches to financial management and its applicability in the corporate finance. This course is extended to the learning with case studies		
<u>Course Outcomes</u> On successful completion of the module students will be able to CO 1: Provide an in-depth view of the process in financial management of the firm CO 2: Develop knowledge on the allocation, management and funding of financial resources CO 3: Understand the time value of money concept and the role of a financial manager in the current competitive business scenario CO 4: Enhance ability in dealing with working capital decision, capital budgeting decisions and also raising long-term finance		
<u>Pedagogy</u> Classroom lecture, tutorials, Group discussion, Seminar, Case studies, Lab & field work etc		
Syllabus		
Module:1 – INTRODUCTION TO FINANCIAL MANAGEMENT		8 Hrs
Finance: Introduction, Meaning, Objectives; Financial Management: Meaning, Definition, Goals, Functions, Role of Finance Manager Financial Planning: Meaning, Need, Importance, Steps in Financial Planning – Principles of a Sound Financial Plan and Factors affecting Financial Plan Financial Management: Meaning, Definition and Objectives of Financial Management - Role and Responsibilities of Financial Managers		
Module: 2 – TIME VALUE OF MONEY		10 Hrs
Time Value of Money: Introduction, Meaning, Time Preference of Money - Techniques of Time Value of Money: Compounding Technique & Discounting Technique – Compounding Technique: Future Value of Single flow, Multiple flow and Annuity - Discounting Technique: Present Value of Single flow, Multiple flow Doubling Period- Thumb Rules 69 and 72		

Module: 3 – FINANCING DECISION**10 Hrs**

Financing Decision: Introduction, Meaning & Importance – Capital Structure: Meaning & Definition, Factors determining the Capital Structure, Concept of Optimum Capital Structure – EBIT-EPS Analysis: Problems - Leverages: Meaning and Definition, Types of Leverages: Operating Leverage, Financial Leverage and Combined Leverages – Problems (Computation & Impact Analysis)

Module: 4 – INVESTMENT DECISION**10 Hrs**

Investment Decision: Introduction, Meaning and Importance – Capital Budgeting: Meaning & Definition, Steps in Capital Budgeting Process – Techniques of Capital Budgeting: Traditional Methods & DCF Methods – Traditional Methods: Pay Back Period, Accounting Rate of Return – DCF Methods: Net Present Value, Internal Rate of Return and Profitability Index

Module: 5 – WORKING CAPITAL MANAGEMENT**10 Hrs**

Working Capital: Introduction, Meaning and Definition, Types of Working Capital, Factors affecting Working Capital, Impact of Excess and Inadequate Working Capital, Sources of Working Capital

Working Capital Management: Introduction, Meaning and Definition, Importance, Operating Cycle Concepts (Problems), Estimation of Working Capital (Problems) Cash Management, Receivable Management, and Inventory Management (Concepts only)

Skill Development Activities

- Visit the Finance Department of any organization and collect and record the Functions and Responsibilities of Finance Manager.
- As a finance manager of a company advice the management in designing an appropriate Capital Structure.
- Evaluate a capital investment proposal by using NPV method with imaginary figures.
- Illustrate with imaginary figures the compounding and discounting techniques of time value of money.
- Estimate working capital requirements of an organization with imaginary figures.
- Any other activities, which are relevant to the course.

BOOKS FOR REFERENCE

1. I M Pandey, Financial management, Vikas publications, New Delhi.
2. Abrish Gupta, Financial management, Pearson.
3. Khan & Jain, Basic Financial Management, TMH, New Delhi.
4. S N Maheshwari, Principles of Financial Management, Sultan Chand & Sons, New Delhi.
5. Chandra & Chandra D Bose, Fundamentals of Financial Management, PHI, New Delhi.
6. B. Mariyappa, Financial Management, Himalaya Publishing House, New Delhi.
7. Ravi M Kishore, Financial Management, Taxman Publications
8. Prasanna Chandra, Financial Management, Theory and Practice, Tata McGraw Hill.

Note: Latest edition of text books may be used

Name of the Course: BASIC BUSINESS & APPLIED LAW

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4 Hrs.	48 Hrs.
<u>Course Description</u> The Course aims to provide a brief idea about the frame work of Indian Business Laws and to orient students, about the legal aspects of business and to familiarize the students with case law studies		
<u>Course Objectives</u> To impart knowledge on the essential elements of a valid contract and to familiarize the students with the special laws in business		
<u>Course Outcomes</u> At the end of the course, the students shall be able to: CO 1: To classify various kinds of contracts, to understand the requisites of a Valid Contract CO 2: To explain various agreements that are opposed to public policy, to identify the various kinds of Quasi- contracts CO 3: To state various modes of creation of Agency contracts, to explain the Duties of a Surety CO 4: To identity various Conditions and Warranties that are implied in a contract of sale CO 5: To list out various kinds of Intellectual Property Rights, to understand the objects of Right to Information Act.		
<u>Pedagogy</u> Classroom lecture, tutorials, Group discussion, Seminar, Case studies, Lab & field work etc		
Syllabus		
Module:1 – INTRODUCTION TO INDIAN BUSINESS LAW 8 Hrs Overview of the Indian legal system – Sources of Indian business law - Importance of legal compliance in Indian business operations - Overview of tort law and its application in business disputes Regulatory Framework for Business in India - Role of regulatory agencies: SEBI, RBI, IRDAI, CCI - Overview of Companies Act, 2013 - Overview of taxation laws: Income Tax Act, GST Act		
Module: 2 – INDIAN CONTRACT ACT, 1872 14 Hrs Contract: Meaning & Definition – Agreement: Meaning & Definition – Promise: Meaning & Definition – Formation and essentials of a valid contract – Types of contracts under Indian law: sale, lease, agency – Performance, breach, and discharge of contracts - Special Contracts: Bailment and pledge, Indemnity and guarantee, Contract of agency		

Module: 3 – COMMERCIAL LAWS**10 Hrs**

Sale of Goods Act, 1930: Introduction & Key Concepts Definitions – Formalities of the contract of sale – Distinction between ‘sale’ and ‘agreement of sell’ – Distinction between sale and hire-purchase agreement – Conditions and Warranties – Transfer of property as between the seller and the buyer – Rights of an unpaid seller

Negotiable Instruments Act, 1881: Meaning and Characteristics of Negotiable Instrument - Operational rules of Evidence – Classification of Negotiable Instruments - Promissory Notes and Bills of Exchange – Essential elements of Promissory Note and Bill of Exchange - Promissory Note v/s Bill of Exchange - Acceptor and Acceptance - Definition of Acceptor - Acceptance for honour - Absolute and qualified or conditional acceptance – Drawer, Drawee, Payee - Cheques, Types of Cheque and Penalties in case of dishonour of certain Cheques, distinguish between Cheque and Bill of exchange

Module: 4 – INTELLECTUAL PROPERTY LAWS & RTI**8 Hrs**

Trademarks: Definition – Procedure for Registration of Trademarks

Patents: Definition, Kinds of Patents – Rights of Patentee

Copyrights: Definition, essential conditions of Copyrights Protection, Rights of Copyrights Owners – Infringement of copyrights

Indian laws on Trade Secrets: Design protection under the Designs Act, 2000
Geographical Indications (GI) protection

Right to Information Act 2005: Introduction, Objectives

Module: 5 – REGULATORY COMPLIANCE AND BUSINESS ETHICS 08 Hrs

Regulatory Compliance for Businesses: Securities Laws and Regulations (SEBI Act) – Competition Law (Competition Act, 2002) – Consumer Protection Laws (Consumer Protection Act, 2019)

Business Ethics and Corporate Social Responsibility (CSR): Legal and ethical responsibilities of businesses - CSR provisions under the Companies Act, 2013 - Compliance and reporting requirements for CSR activities

Skill Development Activities

- Discuss the case of “Carlill vs Carbolic Smoke Ball Company” case
- Discuss the case of “Mohori Bibee v/s Dharmodas Ghose”.
- Discuss any one case law relating to minor
- State the procedure for getting patent for ‘inventions’ and / or ‘non-inventions’
- Any other activities, which are relevant to the course

BOOKS FOR REFERENCE

1. M.C. Kuchhal, and Vivek Kuchhal, Business Law, Vikas Publishing House, New Delhi
2. Avtar Singh, Business Law, Eastern Book Company, Lucknow
3. Ravinder Kumar, Legal Aspects of Business, Cengage Learning

4. SN Maheshwari and SK Maheshwari, Business Law, National Publishing House, New Delhi
5. Aggarwal S K, Business Law, Galgotia Publishers Company, New Delhi
6. Bhushan Kumar Goyal and Jain Kinneri, Business Laws, International Book House
7. Sushma Arora, Business Laws, Taxmann Publications
8. Akhileshwar Pathak, Legal Aspects of Business, McGraw Hill Education, 6th Edition
9. P C Tulsian and Bharat Tulsian, Business Law, McGraw Hill Education
10. Sharma, J.P. and Sunaina Kanojia, Business Laws, Ane Books Pvt. Ltd., New Delhi
11. K. Rama Rao and Ravi S.P., Business Regulatory Framework., HPH
12. N.D. Kapoor, Business Laws, Sultan Chand Publications

Note: Latest edition of textbooks may be used

Name of the Program: BACHELOR OF COMMERCE (Retail Operations)		
Name of the Course: PRINCIPLES OF MARKETING		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	48 HOURS
	<u>Course Description</u> The Course aims to acquaint the students with the concept which are helpful in developing a sound knowledge in understanding the Marketing aspects in Retail operates. <u>Course Objectives</u> - To familiarize students with Marketing related aspects of Retail business - To evaluate the various aspects of consumer behaviour. - To understand the marketing mix related aspects to be known by the retailers.	
	<u>Course Outcomes:</u> On successful completion of the course, the students will be able to: d) Demonstrate a comprehensive understanding of marketing aspects e) Assess the implications of Marketing Environment and segmentation. f) Evaluate ethical, legal, and sustainability considerations in business decision- making processes across diverse local and global contexts. <u>Pedagogy:</u> Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.	
SYLLABUS:		HOURS
Unit-1: Introduction to Marketing		08
Meaning and Definition, Concepts of Marketing, Approaches to Marketing, Functions of Marketing. Recent trends in Marketing-E- business, Tele-marketing, M-Business, Green Marketing, Relationship Marketing, Concept Marketing, Digital Marketing, Social Media Marketing and E-tailing (Meaning only).		
Unit- 2: Marketing Environment		10
Micro Environment – Meaning, Components- The company, suppliers, Marketing Intermediaries, competitors, public and customers; Macro Environment- Meaning, Components- Demographic, Economic, Natural, Technological, Political, Legal, Socio-Cultural Environment.		
Unit-3: Market Segmentation and Consumer Behaviour		10
Market Segmentation -Meaning, Bases of Market Segmentation, Requisites of Sound Market Segmentation;		
Consumer Behavior - Meaning, Factors influencing Consumer Behavior; Buying Decision		

Process.	
Unit- 4: Marketing Mix-Product & Pricing	12
Marketing Mix- Meaning, Elements of Marketing Mix (Four P's) – Product, Price, Place, Promotion. Product-Meaning & features, Product Classification, Product Line & Product Mix decisions; Product Lifecycle – Meaning & stages in PLC; New Product Development- Meaning and steps in NPD; Reasons for Failure of New Product. Pricing – Objectives, Factors influencing Pricing Policy, Methods of Pricing; Pricing Strategies.	
Unit- 5: Place & Promotion	08
Physical Distribution–Meaning and Types of Channels of Distribution, Types of Intermediaries, Factors affecting Channel Selection Promotion – Meaning and Significance of Promotion. Advertising – Meaning and Objectives, Characteristics of an effective Advertisement, Types of Advertisement. Personal Selling- Meaning and Importance, Characteristics of a Successful Salesperson. Sales Promotion- Meaning, Objectives, Promotional Schemes, Limitations of Promotional Schemes.	
Skill Development Activities: 1. Design a Marketing Mix for an imaginary product. 2. Design a logo and tagline for an imaginary product. 3. Develop an advertisement copy for a product. 4. Prepare a chart showing distribution network for any product.	
Books for References: 1. Philip Kotler, Marketing Management, Prentice Hall. 2. Lovelock Christopher, Services Marketing: People, Technology, Strategy, PHI, New Delhi 3. William J. Stanton, Michael J. Etzel, Bruce J Walker, Fundamentals of Marketing, McGraw Hill 4. Bose Biplab, Marketing Management, Himalaya Publishers. 5. J.C. Gandhi, Marketing Management, Tata McGraw Hill. 6. Ramesh and Jayanti Prasad: Marketing Management, I.K. International 7. Sontakki, Marketing Management, Kalyani Publishers. 8. PN Reddy and Appannaiah, Marketing Management 9. Saxena Rajan, (2017) Marketing Management, Tata McGraw - Hill Publishing Company Ltd., New Delhi. Fifth Edition.	

Notes:

1. Semester End Exams will be for 3 hours duration and for 80 marks. In case of Skill based paper the S
2. Two internal Assessment exams of 1 hour duration for 30 marks each must be conducted.
3. Internal Assessment will be for 20 marks. It encompasses 10 marks for two internal assessment exams (5 marks each), 5 marks for Assignment/Projects & 5 marks for Class Test/Course Activity/Quizzes/Workshops, etc.
4. Wherever possible, the teacher must be able to focus more on practical insights rather than just theoretical foundation alone.
5. All the above courses must enhance student productivity and encourage them to take up either fruitful employment or entrepreneurship or higher education of their choice.

Question Paper Pattern
Internal Exams

Total Marks: 30
Time: 1 hour

Section A

Answer any one of the following

$4 * 1 = 4$

1. XXXX
2. XXXX
3. XXXX

Section B

Answer any one of the following

$10 * 1 = 10$

4. XXXX
5. XXXX
6. XXXX

Section C

Answer any one of the following

$16 * 1 = 16$

7. XXXX
8. XXXX

Question Paper Pattern
Semester End Exams (Regular Courses)

Total Marks: 80
Time: 3 hours

Section A

Answer any four of the following

$4 * 4 = 16$

1. XXXX
2. XXXX
3. XXXX
4. XXXX
5. XXXX
6. XXXX

Section B

Answer any four of the following

$8 * 4 = 32$

7. XXXX
8. XXXX
9. XXXX
10. XXXX
11. XXXX
12. XXXX

Section C

Answer any two of the following

$16 * 2 = 32$

13. XXXX
14. XXXX
15. XXXX
16. XXXX