

Programme: First year in Bachelor of Commerce - Retail Management (F.Y.BRM)				Semester : I		
Course: Fundamentals of Retailing				Course Code: BH.UCBRMMAJ101		
Teaching Scheme				Evaluation Scheme(Theory)		
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous internal Assessment (CIA) (Marks - 40) CIA1 CIA2		Semester End Examination (SEE) (Marks: 60)
4	4	4	4	20	20	60
Pre-requisites& Eligibility criteria:						
Course Objectives for each Unit:						
<ol style="list-style-type: none"> 1. Learner will be able to understand the terms in Marketing & Retailing. 2. Learner will be able to distinguish between different operation in retail store. 3. Leaner will be able to execute the instruction given by store operations Manager 4. Learners will be acquainted with new technological changes - in retail 						
Course Outcomes for each unit:						
<ol style="list-style-type: none"> 1. Learners will understand the position of retail sector 2. Students can analyse the format of retail store 3. Identify and imbibe the skills of different operations in retail store. 4. learner can able to use the IT tools in Retail store . 						
Detailed Syllabus: (per session plan)						
Unit	Description					Periods
1	Introduction to Retailing & Marketing					15
	Retailing: Definition of Retailing, Retailing as an activity, growing importance of Retailing, Factors affecting growth of Retail industry, Theory of retailing –(Environmental cyclical Conflictual), wheel of retailing, Marketing strategy adopted by retailers					5
	Marketing Definition, Importance of marketing, Concepts of marketing, difference between marketing and selling, product and service, marketing mix(7P's) , Analysing marketing environment market segmentation , Target marketing .					5
	Retail format – Store formats and non-store formats, factors affecting decisions on type of format, Franchising & FDI in retailing in India					5
2	Retail store operations					15
	Retail store operations: meaning, functions , Stages of store operations in stores, Identify the different categories of product / services that are dealt by retail Business houses ,opening and closing operation of store , roles and responsibilities of trainee associate & cashier at a retail store, Career options					5

	<p>in retailing: Job Prospects in retail sector.</p> <p>Stock Management : Meaning of stock level, Types of stock levels, Need for managing stock level in retail stores Documents for stock receiving, Procedure for checking stock levels, Reporting deviation, use of various types of material handling equipment</p> <p>Health and Hygiene in retail store: Importance of cleanliness to customers & personnel working in the retail organisation. Health and Hygiene standards to maintained as per law in India & globally</p> <p>Case Study</p>	<p>5</p> <p>5</p>
3	Retail Management	13
	<p>Store location: Importance of location to Retailer, Types internal factors affecting pricing of location and location and site evaluation.</p> <p>Pricing strategy: External & internal factors affecting pricing ,Pricing strategy -demand oriented pricing strategy , cost oriented pricing strategy , integrated approach to pricing</p> <p>Customer Relationship : Customer service , classification of service - Basic , extended & Above and beyond , factors affecting customer service ,customer satisfaction & grievance handling managing channel relationship</p> <p>Case Study</p>	<p>4</p> <p>4</p> <p>5</p>
4	Information Technology and E-Commerce	14
	<p>I.T in Retail: Importance of IT in retailing, Advantages and Limitations, Applications of I.T. in Retail: EDI, Bar Coding, RFID Tags, Electronic Surveillance, Electronic Shelf Labels, Virtual Reality</p> <p>IT for Competitive advantage in retailing, data base marketing, capturing data & transmitting data at the point of sale, Business intelligence</p> <p>E-commerce & Recent trends : Meaning, growth of E- Commerce , Voice Commerce, Video Marketing, Loyalty Programme, Influencer Marketing</p> <p>Case Study</p>	<p>4</p> <p>5</p> <p>5</p>
	Total	45

Reference Books: :

1. Richard Hammond, Smart Retailing, Pearsons publication, 2017
2. John Fernie, Leigh Sparks, Logistic and Retail Manangement , Kogan Page, 2014
3. Gilbert Pearson, Retail Marketing Education Asia, 2001
4. Vedamani Gibson, Retail Marketing, Jaici Publishing House, New Delhi, 2000
5. Berman & Evans, Retail Management, Phi, New Delhi, 2001
6. Michael Levy and Barton A Weitz, Retailing Management, Tata Mc Graw Hill, New Delhi, 2001
7. Dr. LNatarajan, Retail Marketing, Margham Publication, Chennai
8. David Gilbert, Retail Marketing Management,, Person Publication, 2001
9. Doug Stephens, The retail Revival,2003

Assessment pattern 60 :40

Passing Criteria. Learner must pass with 40 % marks in each component (Internal and External) separately.

Continuous Internal Assessment: 40 Marks

Details of Continuous Internal Assessment (CIA-1)- 20 Marks - Written Examination

Details of Continuous Internal Assessment (CIA-2)- 20 Marks - Participation in extension activity of department, Survey report & Presentation.

Semester End Examination: Equal weightage should be given to all four modules

Question paper pattern:**Total Marks-60**

Q.1	(Any Two) A – Theory Question B – Theory Question C – Case study / Practical problem	15 marks
Q.2	(Any Two) A – Theory Question B – Theory Question C – Case study / Practical problem	15 marks
Q.3	(Any Two) A – Theory Question B – Theory Question C – Case study / Practical problem	15 marks
Q.4	(Any Two) A – Theory Question B – Theory Question C – Case study / Practical problem	15 marks

Programme: First Year Bachelor of Commerce - Retail Management Programme (F.Y.BRM)				Semester : I	
Course: Principles of Management				Course Code: BH.UCBRM.MIN101	
Teaching Scheme			Evaluation Scheme(Theory)		
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)(Marks - 40)	End Semester Examination (ESE) (Marks: 60)
04		04	04	40	60
Pre-requisites:					
Course Objectives:					
1. Learner will be able to understand the role and concept of management					
2. Learner will be acquainted with functions and theories of management					
3. Learner will able to understand the process of decision making					
4. Learners can able to study the basic concepts of strategic management					
Course Outcomes:					
1. Learner can able to imbibe the managerial skills					
2. Learner can able to manage their work by applying principles					
3. Learner will imbibe decision making skills by applying theories					
Detailed Syllabus: (per session plan)					
Unit	Description				Periods
1	Introduction to Management				15
	Management : Meaning & Concept, Features of Management, Significance of Management, Levels of Management, Difference Between Management and Administration.				05
	Functions of Management : Functional Areas of Management, Managerial Skills, Roles of a Manager, Functions of Management (POSDCORB) Management as a Science, an Art and as a Profession.				05
	Evolution of Management Thoughts: Classical Theory, Neoclassical Theory Scientific Management, Administrative Management (14 Principles), Max Weber Theory				05
2	Planning and Decision Making				15
	Planning : Meaning & Definition, Features and steps of Planning, advantages & disadvantages, Types of Plans, MBO				05
	Decision Making : Meaning, characteristics, Decision-Making Process, Guidelines for Making effective decision, Types of decisions.				04
	Organizing Process : Meaning and Definition, Process, Need & Importance, Span of Management, Organizational Structure- formal and informal, line and				06

	staff ,Matrix, Virtual. Importance, Limitations, Difference between Formal and Informal Organization	
3	Staffing, Directing and Controlling	15
	<p>Staffing – Meaning, Nature, Importance, Staffing Process – Manpower Planning, Recruitment, Selection, Orientation and Placement, Training, Remuneration, Performance Appraisal.</p> <p>Direction and Supervision - Definition, Nature, Need and Importance. Supervision – Role and Functions of a Supervisor, Effective Supervision, Direction and Supervision.</p> <p>Controlling and Co-ordinating :- Meaning, Features, Importance, Control Process ; Co-ordination – Characteristics, Essentials, Types and Techniques</p>	<p>5</p> <p>05</p> <p>04</p>
4	Strategic Management	15
	<p>Strategic Management - Meaning & Definition, Phases, Benefits, Component of strategic management.</p> <p>Environmental Scanning & Industry analysis: Internal Scanning – Organizational Analysis, External Scanning – General Environment,; Competitors Strategy, Formulation, Business Level Strategy, Corporate Level Strategy, International Level Strategy</p> <p>Strategic Implementation –Designing Organizational Structure, Strategic Controls</p>	<p>05</p> <p>06</p> <p>04</p>
<p>Reference :</p> <ol style="list-style-type: none"> 1. Dr. L.M. Prasad ,Principles and Practice of Management, Sultan Chand & Sons,2020 2. Tony Morden, Principles of Management, Taylor & Francis, 2017 3. Prakash Chandra Tripathi, Principles of Management, Tata McGraw Hill Education Private Limited, 2012 4. S Chand, Principles and Practice of Management, 2013 5. Dipak Bhattacharya, Principles of Management: Text and Cases, Pearson Education India, 2012 6. M. Gupta, Principles of Management, PHI Learning, 2009 7. Gupta C.B, Strategic Management, S. Chand Publishing, 2004 		

Continuous Internal Assessment: 40 Marks**Details of Continuous Internal Assessment (CIA-1)- 20 Marks - Written Examination****Details of Continuous Internal Assessment (CIA-2)- 20 Marks - Participation in extensionactivity of department, Survey report & Presentation, , Assignments.****Semester End Examination:** Equal weightage should be given to all four modules**Question paper pattern: Total Marks-60**

Q.1 (Any Two) 15
marksA – Theory Question
B – Theory Question
C – Case study / Practical problem

Q.2 (Any Two) 15
marksA – Theory Question
B – Theory Question
C – Case study / Practical problem

Q.3 (Any Two) 15
marksA – Theory Question
B – Theory Question
C – Case study / Practical problem

Q.4 (Any Two) 15
marksA – Theory Question
B – Theory Question
C – Case study / Practical problem

Programme: First Year in Bachelor of commerce in Retail Management		Semester: I	
Course: Ancient Trade and Chanakya's Management		Course Code: BH.UCBRM.IKS101	
Teaching Scheme		Evaluation Scheme (Theory)	
Lecture (Periods per week)	Credits	End Semester Examination (ESE) (Marks: 50)	
02	02	50	
<u>Course Objectives:</u>			
(1) To make the learner understand Indian Management system			
(2) To make the learners acquainted with gurukul system of learning			
(3) To familiarize learner with the Chanakya's management system			
<u>Course Outcomes:</u>			
<u>After completion of the syllabus the learner will be able to:</u>			
(1) Learner will apply the techniques of Indian Management			
(2) Learner can implement Chanakya's management strategies			
(3) Learner can able to imbibe the leaders skills laid down by Chanakya.			
Unit	Description		Periods
I	Trade in Ancient Times		10
	<ul style="list-style-type: none"> • Indian Ethos: Meaning, Features, Need & History, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices 		03
	<ul style="list-style-type: none"> • Gurukul System of Learning : Meaning, Features, Advantages, Disadvantages , Modern System of Learning: Meanings, Features, Advantages, Disadvantages 		04
	<ul style="list-style-type: none"> • Personal growth and Lessons from Ancient Indian Education System, Personality Development- Meaning, Determinants, Indian Ethos and Personality Development 		03
II	Chanakya's Management – I		10
	<ul style="list-style-type: none"> • Chanakya- Strategist, Philosopher, Economics, Ethics and values laid down by Chanakya 		03
	<ul style="list-style-type: none"> • Chanakya's Concept of Leadership: Qualities of a leader, functions and role of a leader, motivation and communication, What a leader should not do 		04
	<ul style="list-style-type: none"> • Identifying Potential Leaders, Decision Making, Advices to entrepreneurs, Turning Managers into leaders 		03

III	Chanakya's Management – II	10
	<ul style="list-style-type: none"> • Employee Management : Recruitment Process, Training guidelines by Chanakya, Team Work Management , Safety and Security, Selecting Right Managers. 4 • Organisational Planning, Time Management, Disaster Management, A concept of stable organization, Managing Multiple Project 3 • Seven Pillars of Business, Power Management at workplace, Art of punishment, Three Aspects of success. 3 	
	Total No of Lectures	30
	<u>Reference Books / Text Books</u> <ol style="list-style-type: none"> 1. Moti Chandra, Trade and Trade routes in ancient India, Abhinav Publication, 1997 2. Arun kumar Mishra, trading communities in ancient India, Anamika Prakashan, 1992 3. Radhakrishnan Pillai, 10 th Edition 2021, Corporate Chanakya, 2010 4. Ashok R. Garde, Chanakya on Management, Jaico Publishing House, 2006 5. CA Rajeev k Garg, Chanakya of Modern Business Governance & Time Management, Notion press publication, 2021 	
	<p>End Semester Examination (ESE): Each module Carries equal weightage Question paper pattern: Total Marks-50</p> <p>Q1. (Any Two) 15 marks A – Theory Question B – Theory Question C – Theory Questions</p> <p>Q2. (Any Two) 15 marks A – Theory Question B – Theory Question C – Theory Questions</p> <p>Q3. (Any Two) 15 marks A – Theory Question B – Theory Question C – Theory Questions</p> <p>Q4. Objective Questions - 5 Marks A – Theory Question B – Theory Question C – Theory Questions</p>	

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FY BRM Sem I On the job Training and evaluation syllabus

Course Code: BH.UCBRM.VEC101

BH.UCBRM.AEC101

	Credits	Marks
Retail Cashier(RAS/Q0102) Part I Retail Trainee Associate (RAS/Q0103) Part I		
To service cash point / POS Customer service requirements at POS Process of handling different tenders through POS machine Customer service requirements at POS	2	70
To follow point-of-sale procedures for age-restricted products Statutory requirements that need to be followed at POS during the sale	1	35
To process customer orders for goods Processing customer transactions at Point of sale – Sale, Promotions, delivery orders, exchanges, returns, markups, markdowns	1	35
To process part exchange sale transactions Processing customer transactions at Point of sale – Sale, Promotions, delivery orders, exchanges, returns, markups, markdowns	1	35
To process payments Process of handling different tenders through POS machine	1	35
To maintain health and safety Handling Equipment and machineries used in retail stores. Health, hygiene and safety & security practices	1	35
To create a positive image of self & organization in the customer's mind	1	35
	8	280

Programme: First year in Bachelor of Commerce - Retail Management FY BRM		SEMESTER I	
Course: Retail Store Management		Course Code: BH.UCRMMAJ201	
Teaching Scheme		Evaluation Scheme(Theory)	
Lecturer (Periods per week)	Practical (Periods per week per batch)	Continuous internal Assessment (CIA) (Marks - 40)	Semester End Examination (SEE) (Marks: 60)
		CIA1 CIA2	
3	3	20 20	60
Pre-requisites& Eligibility criteria:			
Course Objectives for each unit :			
<ol style="list-style-type: none"> 1. Learner will be able to understand the terms in Retailing inventory management. 2. Learner will be able to identify the best method to control inventory and cash flow 3. Learner will be able to make merchandise plan 4. Learner identify risk involved in business and plan security measures accordingly 			
Course Outcomes for each unit :			
<ol style="list-style-type: none"> 1. Learner will be able to understand the accounting methods 2. Identify the best method to control inventory and cash flow. 3. Make merchandise plan and it's implementation 4. Identify risk involved in business and plan security measures accordingly 			
Detailed Syllabus: (per session plan)			
Unit	Description	Periods	
1	Inventory and Cash Management	14	
	<p>Inventory meaning, Importance steps in inventory management in retail business forecasting methods, Inventory Ordering techniques , Inventory Accounting methods, Technology in stock management</p> <p>Importance of cash Management in retailing, Role of Cashier, mode of Payment , Problems face while managing cash , Procedure to be followed, authorisation of cheques , Credit cards & Debit card</p> <p>Store Audit : Meaning, Process & Types of Store audit, Importance of Audit for store and brands,</p>	5	4

		4
2	Point of sale & Customer service	14
	<p>Point of sale meaning, statutory requirements that need to be followed at point of sale, customer service at point of sale, POS, V/S POP, Different types of POS for retailers ,</p> <p>Customer Service: Identifying customer – Demographics& lifestyle, customer attitude, customer buying decision, Retailer strategy towards target market, Types of customer service , customer service and customer support , customer service and customer experience , customer service and POS ,training staff for better customer service</p> <p>How to process customer transactions at Point of sale – Sale, Promotions, delivery orders, Exchanges Returns, markups, Markdowns terminology in POS, how to set up POS system, how to integrate POS with inventory control</p> <p>Case Study</p>	4 5
3	Merchandising Management	11
	<p>Merchandising ;Meaning of merchandising, factors affecting merchandising, merchandise mix ,Importance of Merchandising role of merchandiser , Difference in Inventory Management and Merchandise Management</p> <p>Merchandising Planning : Meaning, Implications & steps in merchandise planning, Sourcing of merchandise ,Retail pricing methods and evaluating merchandise performance,</p> <p>Category Management: Meaning, reasons for emergence of category management, components & process of category management, Role of Category Captain</p> <p>Case Study</p>	4 4 3
4	Retail store Security & Loss Prevention	12
	<p>Source of risk in retail store – employee deviance, vendor theft, cargo theft, Point of sale theft, other risk</p> <p>Identifying risk- Retail store arithmetic , Different ways to enhance Retail Store Security, Security survey & data analysis, Prevention of risk policies and manuals, Asset’s protection System,</p> <p>Risk Management :Selecting Protection equipment and system, implementing risk management plan & evaluation or audit of the program after implementation</p>	4 4 4

	Case Study	
	Total	60

Reference Books:

1. Max Muller “Essentials of inventory management ‘ Second Edition ,Harper Collin Publishers
2. John Fernie, Leigh Sparks, Logistic and Retail Manangement , Kogan Page, 2014d
3. D Chandra Bose (2006) ” Inventory Management “ ,Printice Hall of India Pvt Ltd
4. John A Goodman (2009)“Strategic Customer Service” AMACOM
5. Read Hayes (2017) “Retail security and loss prevention” second edition Palgrave MacMillan New York,
6. Swapna Pradhan “Retail Management Text & Cases” Third Edition;Tata McGraw Hill Education Private limited ;New Delhi
7. Gilbert (2003)” Retail Marketing Management”Second Edition Pearson Education Ltd
8. Michael Levy and Barton A Weitz, Retailing Management, Tata Mc Graw Hill, New Delhi, 2001
9. Vedamani Gibson, Retail Marketing, Jaici Publishing House, New Delhi, 2000

Website

Point of sales <https://pointofsale.com/pos-white-papers-and-ebooks/>

Assessment pattern 60 :40

Passing Criteria. Learner must pass with 40 % marks in each component (Internal and External) separately.

Continuous Internal Assessment: 40 Marks

Details of Continuous Internal Assessment (CIA-1)- 20 Marks - Written Examination

- **Details of Continuous Internal Assessment (CIA-2)- 20 Marks -** Participation in extension activity of department, Group Survey report & Presentations. Assignment.

Semester End Examination: Equal weightage should be given to all four modules

Question paper pattern: Total Marks-60

- | | | |
|-----|---|----------|
| Q.1 | (Any Two)
A – Theory Question
B – Theory Question
C – Case study / Practical problem | 15 marks |
| Q.2 | (Any Two)
A – Theory Question
B – Theory Question
C – Case study / Practical problem | 15 marks |
| Q.3 | (Any Two)
A – Theory Question | 15 marks |

B – Theory Question
C – Case study / Practical problem

Q.4 (Any Two) 15 marks

A – Theory Question
B – Theory Question
C – Case study / Practical problem

Programme: Second Year Bachelor of Commerce - Retail Management Programme (F.Y.BRM)				Semester : I	
Course: Customer Relationship Management				Course Code: BH.UBRMSS3.1	
Teaching Scheme			Evaluation Scheme(Theory)		
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutorial (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)(Marks - 40)	End Semester Examination (ESE) (Marks: 60)
04			04	40	60
Pre-requisites:					
Course Objectives:					
5. Learner will be able to understand role of seller in Customer Relationship Management					
6. Learner will be acquainted with different customer relationship strategy					
7. Learner will ably handle customer better at touch points.					
8. Understanding the role of Personal Selling in retail store					
Course Outcomes:					
4. Students can able to identify the customer problem and can give appropriate solution					
5. Students can improve the service quality by software					
6. Learner will be using new CRM features.					
7. Learner can effectively practice Personal selling					
Detailed Syllabus: (per session plan)					
Unit	Description				Periods
1	Customer Behaviour				
	<p>Consumer Behaviour: Meaning, theories of Consumer Behaviour, Factors influencing retail consumer, Difference between Organisational buying behaviour & Consumer buying Behaviour: Factors influencing organisational Buying Behaviour, Developments in buying practices; Relationship marketing , Essentials of Relationship Marketing ; Stages in relationship development</p> <p>Post purchase Consumer Behaviour: Meaning, Post Purchase Evaluation, Consequence of post purchase evaluation, Developing Customer-oriented marketing strategy, target marketing, productmix / merchandise, Positioning in minds of consumers.</p> <p>Consumer Satisfaction: Meaning; Theories of consumer satisfaction, measuring consumer satisfaction. Reasons for consumer dissatisfaction and ways to tackle consumer dissatisfaction</p> <p>Case Study (Role Play. Discussion)</p>				15

2	Customer Relation Management	
	<p>Customer Relationship management: Meaning, Strategic Importance, Building Customer value, Components & Steps in developing customer relationship strategy .</p> <p>Implementing Customer Relationship Software : Operational – Analytical, Benefits of CRM Software, Application of CRM software available in the market, Reasons for failure of CRM.</p>	

3	Customer Relationship as Retail Strategy	15
	<p>Customer Service: Meaning , Importance of customer service in retailing ,Customer service as Retail Strategy -identifying key customers responding after listening to them. Importance Training & coaching sales personnel, Consumer touch points management</p> <p>Measuring gap in service – , Knowledge Gap, service Gap ,Communication Gap , Standard Gap .Gathering customer information and promoting customer loyalty ,service recovery, grievance handling .customer feedback</p> <p>Personal selling in Retailing : Meaning , Process of personal selling , Personal selling process – Acquiring product / merchandise knowledge , studying customer – approaching customer – presenting merchandise --- overcoming resistance -suggestive selling- closing sale</p> <p>Case Study</p>	<p>5</p> <p>5</p> <p>5</p>

4	Service Quality, Loyalty program & e CRM	
	<p>Service Quality: Meaning of service quality, Service quality capacity Planning, Use queuing theory for service capacity planning, Service Encounters ,Services capes ,Elements of great service</p> <p>Customer Retention & Loyalty program: Meaning, Types of loyalty programs , Planning and managing loyalty program , Reasons for failure of loyalty programmes , Examples</p> <p>Future CRM: Social CRM, Meaning and Strategies, Importance of Social CRM, Use of Artificial Intelligence in CRM</p>	

	CASE STUDY	
	Total	60
Reference Books: <ul style="list-style-type: none"> • Urvasi Makkar & Harindar kumar Makkar “Customer Relationship Management” Tata McGraw hill ; Education Private limited ,New Delhi • Swapna Pradhan; “Retailing Management Text & Cases ;” Tata McGraw hill ; Education Private limited ,New Delhi • David Gilbert “Retailing Management”; Pearson Education; New Delhi. • Ramanuja Majumdar “Consumer Behaviour : Insights from Indian markets” PHI learning Private Limited , New Delhi. 		
Assessment pattern 60 :40 Passing Criteria. Learner must pass with 40 % marks in each component (Internal and External) separately.		

FY BRM Sem II On the job Training and evaluation syllabus

Course Code: BH.UCBRM.VEC101

BH.UCBRM.AEC101

	Credits	Marks
Retail Cashier(RAS/Q0102) Part II Retail Trainee Associate (RAS/Q0103) Part II		
To service cash point / POS Customer service requirements at POS Process of handling different tenders through POS machine Customer service requirements at POS	2	70
To follow point-of-sale procedures for age-restricted products Statutory requirements that need to be followed at POS during the sale	1	35
To process customer orders for goods Processing customer transactions at Point of sale – Sale, Promotions, delivery orders, exchanges, returns, markups, markdowns	1	35
To process part exchange sale transactions Processing customer transactions at Point of sale – Sale, Promotions, delivery orders, exchanges, returns, markups, markdowns	1	35
To process payments Process of handling different tenders through POS machine	1	35
To maintain health and safety Handling Equipment and machineries used in retail stores. Health, hygiene and safety & security practices	1	35
To create a positive image of self & organization in the customer's mind	1	35
	8	280