

Programme: Second Year Bachelor of Commerce - Retail Management Programme (S.Y.BRM)				Semester : III	
Course: Customer Relationship Management				Course Code: BH.UBRMSS3.1	
Teaching Scheme				Evaluation Scheme(Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutoriall (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)(Marks - 40)	End Semester Examination (ESE) (Marks: 60)
4			03	40	60
Pre-requisites:					
Course Objectives: Learner will be able to understand customer better. Learner will ably handle customer better at touch points					
Course Outcomes: Handle customer better. Understand importance service quality. Plan customer retention strategy.					
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, New and repeat buying behaviour. developing customer-oriented marketing strategy, target marketing, product mix / merchandise, positioning in minds of consumers.</p> <p>Consumer satisfaction: meaning; Theories of consumer satisfaction, measuring consumer satisfaction. reasons for consumer dissatisfaction</p>				15
2	Customer Relation Management				15
	<p>Customer relationship management: meaning, strategic importance, building Customer value, components & steps in developing customer relationship strategy .</p> <p>Implementing customer relationship strategy – operational – analytical, reasons for failure of CRM .</p>				

	Effectiveness of CRM , cost associated with implementation of CRM, Financial benefits. Calculating ROI on customer relationship initiatives.	
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 -Defining superior service and service ,set standards and measurement – training & coaching sales personnel, recognizing performance of sales personnel and rewarding them. 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>	15
4	Service Quality, loyalty program & e CRM	
	<p>CRM and 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 program.</p> <p>E CRM: meaning , benefits of e CRM, Data handling in eCRM ,eCRM applications available in the market</p>	
	Total	60

Reference Books:

- 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.

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 discussion, Survey report & Presentation, publish articles in newspaper & journals , Assignments as deemed fit by teaching faculty

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

Question paper pattern:

Total Marks-60

- | | | |
|-----|------------------------------------|----------|
| Q.1 | (Any Two) | 15 marks |
| | A – Theory Question | |
| | B – Theory Question | |
| | C – Case study / Practical problem | |
| Q.2 | (Any Two) | 15 marks |
| | A – Theory Question | |
| | B – Theory Question | |
| | C – Case study / Practical problem | |
| Q.3 | (Any Two) | 15 marks |
| | A – Theory Question | |
| | 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 (S.Y.BRM)				Semester : III	
Course: E Commerce				Course Code: BH.UBRMSS3.3	
Teaching Scheme				Evaluation Scheme(Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutoriall (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)(Marks - 40)	End Semester Examination (ESE) (Marks: 60)
4			03	40	60
Pre-requisites:					
Course Objectives: Learner will be able to understand terms in E Commerce . Learner will get insight into consumer behaviour in Ecommerce Learner will be develop integrated Ecommerce strategy for Market leadership					
Course Outcomes: Understand consumer behavior in Ecommerce . Develop integrated Ecommerce strategy for Market leadership					
Detailed Syllabus: (per session plan)					
Unit	Description				Periods
1	Introduction to E Commerce				
	<p>The concepts of E-Commerce: E-Business and E- Marketing, Evolution of E-Commerce, E-Commerce Vs Traditional Commerce, Net work infrastructure for E-Commerce, Internet, Extranet. Prospects in India. Electronic Data Interchange (EDI), Prospects in India</p> <p>E-Commerce - Business Models: Business to Business (B2B), Business to Consumer (B2C), Consumer to consumer (C2C), Business to Business to Consumer (B2B2C), B 2 Business to Employees (B2E) Business to Government (B2G)), Government to Government(G2G), Government to employees (G2E) Government to Business(G2B) Government to Citizen (G 2C)</p> <p>E-Commerce – Business organisations: Form of E Commerce Organisations-Brick& Mortar organisation, Click & Mortar organisations , virtual Business , E market place .</p> <p>Ecommerce critical success factors – internal & external; Suitability of Ecommerce for products / service. Ecommerce technology trends , advantages & disadvantages of Ecommerce</p>				15

3	Consumer Behavior & Ecommerce Strategy	15
	<p>Virtual world for E commerce: characteristics of B2B & B2C consumers online consumer buying behaviour, Aids on online purchasing decisions, Building trust in consumers online , Partnership relation Marketing</p> <p>Building E Commerce Strategy: – defining strategy, Initiation, formulation & implementation, Methods of building E Commerce site</p> <p>E commerce Payment methods: Cash, Electronic payment methods ,Payment cards, Electronic wallets ,Cash on delivery , payment by telephone , Payment gateways , Payment aggregators , electronic checks</p>	15
3	E Marketing & Non-Store (Traditional & Non-traditional Method)	
	<p>Traditional Method :- Direct Selling / Direct Market response (catalogues/ mail order response, Teleshopping, Electronic Retailing), Direct selling and vending machine</p> <p>Non -Traditional Method :-Electronic Shopping, video kiosks, Airport retailing, Mobile Van retailing, Conference/Events/ Party Retailing, Forecourt retailing, Trade Park Retailing</p> <p>Ecommerce Marketing: meaning, 4 Ps of internet Marketing, Online Branding, affiliation Marketing, Internet Marketing Communication, Generating sales through social networking sites</p>	
4	Ecommerce and Issues	
	<p>Customer relationship management in Ecommerce :eCRM, Elements, benefits & limitations, implementing eCRM</p> <p>Security threats in Ecommerce: Computer security, Classification of information Assets, Governance of security issues in organisation</p> <p>Ecommerce Environmental issues: international & Regional cooperation initiatives to promote ecommerce, Role of Government, Dispute resolution& redressal</p>	
	Total	60
Reference Books:		
<ul style="list-style-type: none"> • Amir Manzoor “E commerce: An Introduction “Lap Lambert Publication, Germany • Berry Barman & Joel R Evans Retail Management: A strategic approach (Tenth Edition)Taj Press ,New Delhi 		

- Harjit Singh “Retail Management: A Global Perspective” S. Chand & Company ,New Delhi

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 discussion, Survey report & Presentation, publish articles in newspaper & journals , Assignments as deemed fit by teaching faculty

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: Second year Bachelor of Commerce-Retail Management(S.Y.BMR)				Semester: III		
Course: Business Communication II				CourseCode: BH.UBRMSS3.4		
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) CIA-1 CIA-2	End Semester Examination (ESE) (Marks: 60)	
2	-	-	1	10 10	30	
Pre-requisites& Eligibility criteria: 12th PASS						
Course Objectives for each unit:						
<ol style="list-style-type: none"> 1. To help learner to correspond effectively with clients, dealers & other stake holders 2. To motivate learner to participate successfully in group communication activities. 						
Course Outcomes:						
<ol style="list-style-type: none"> 1. Effectively correspond with clients, dealers & other stake holders. 2. Effectively participate in group communication activities 						
Detailed Syllabus: (per session plan)						
Unit	Description					Periods
1	Group Communication:.					10
	<p>Interview: Meaning, Types, Group Discussion, Preparing for an Interview</p> <p>Meetings: Meaning and Importance of Meeting, Conduct of Meeting and Group Dynamics, Role of the Chairperson and Participants, Drafting of Notice, Agenda and Resolutions.</p> <p>Conference: Meaning and Importance of Conference, Conduct of Conference, Modern Methods of Conferencing: Audio and Video Conferencing (Zoom, Google Meet, WebEx, MS Teams)</p>					

	Public Relations: Meaning, Functions of PR Department, Internal and External Measures of PR, Press Release.	
2	Writing Skills:	10
	Trade letters: Letter of Inquiry, Letter of order, Letter of Credit, Letter of Collection, Letter of Complaints, Claims and Adjustment, Sales Letter, Promotional Leaflets and Fliers, Consumer Grievance Letter Report Writing: Parts, Formats and Types of Useful Reports Summarization: Identification of main and supporting/sub points, Presenting these in a cohesive manner and Writing a suitable title	
	Total	20

Reference Books:

1. Courtland Bovee, & John Thil, (2018). *Business Communication Today*. 14th Edition Pearson.
2. E. H. McGraw, S. J., (4th Edition). *Basic Managerial Skills for All*. Prentice Hall of India Pvt. Ltd., New Delhi.
3. Lesikar, R.V. & Flatley, M.E. (2013). *Basic Business Communication Skills for Empowering the Internet Generation*. Tata McGraw Hill Publishing Company Ltd. New Delhi.
4. Locker & Kaczmarek, (2009). *Business Communication: Building Critical Skills*. TMH 4th Ed.
5. Reuben, Ray (2012). *Communication Today – Understanding Creating Skills*. Himalaya Publishing House.
6. Shirley Taylor, (2018). *Communication for Business: A Practical Approach*. Word Press.
7. Sinha, K. K. (2018). *Business Communication* (4th Edition Rev.). Galgotia & Sons, New Delhi.

Details of Evaluation Scheme: (60 / 40 Pattern)

Details of Continuous Internal Assessment (CIA): Total 20 Marks

A. Test Marks: Objective Test (CIA-I) – **10 Marks**

B. Term/Project Work Marks (CIA-2): Participation in extension activity of department, Group discussion, Survey report & Presentation, publishing article in newspapers & journals, Assignments as deemed fit by teaching faculty – **10 Marks**

Details of Term work: A team of max. 5 students will work on assignments & Live Project.

Details of End Semester Examination (ESE): Total Marks 30

Q. 1. Module – I:

A – Theory question 8 Marks

B – Application question 7 Marks

OR

C – Theory question 8 Marks

D – Application question 7 Marks

Q. 2. Module – II:

A – Theory question 8 Marks

B – Application question 7 Marks

OR

C – Theory question 8 Marks

D – Application question 7 Marks

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

Any other information :

Programme: Second Year Bachelor of Commerce - Retail Management Programme (SYBRM)				Semester : III	
Course: Computer Accounting in Retailing				Course Code: BH.UBRMSS3.2	
Teaching Scheme				Evaluation Scheme(Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutoriall (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)(Marks - 40)	End Semester Examination (ESE) (Marks: 60)
4			03	40	60
Pre-requisites:					
Course Objectives: Learner will be able to understand how use Tally Learner will be able understand calculation of GST					
Course Outcomes: Use Tally Package for Accounting purpose Calculate GST					
Detailed Syllabus: (per session plan)					
Unit	Description				Periods
1	<p>Introduction to computerised accounting Computerised accounting Vs. Manual accounting- merits of computerised accounting – Tally 9 - Features of Tally – Screen components-Creation of Company- selecting a company – altering/ modifying company creation details – Deleting a company – F 11 Features – F 12 Configuration</p> <p>Accounts and Vouchers –account groups – pre-defined groups – creating single & multiple groups – creation of primary account groups – creating ledger accounts in single & multiple –displaying, altering and deleting account groups and ledgers – Accounting vouchers- entering transactions in accounting vouchers – bill wise details - altering and deleting a voucher entry –creating new voucher types – modifying an existing voucher – duplicating a voucher – optional vouchers – post-dated vouchers – reverse journal – bank reconciliation statement - creating budget - generating reports - configuring reports</p> <p>Final Accounts: balance sheet – profit and loss account – trial balance – day books – account books – statement of accounts – ratio analysis - cash flow - fund flow – list of accounts –exception reports</p>				20
2	<p>Accounts with inventory enabling F 11 and F 12 - stock category – stock group –single/multiple creation of stock category and stock group – creation of units of measurement – creating single/multiple stock items – creating godowns - displaying, altering and deleting stock groups, units, items and godowns – cost categories- cost centres – creating cost categories and cost centres - displaying, altering and deleting cost categories and cost centres – purchase / sales orders - Inventory vouchers - using inventory vouchers – using accounting vouchers with inventory details (invoice mode)</p> <p>Tally Security - Tally vault – Tally audit – advanced security control – back-up and restore – inventory reports – stock summary - inventory books – statement of inventory.</p>				20
3	Accounting with GST				20

	<p>Basic concepts of GST</p> <p>Introduction of Tally ERP 9 Creation of Company & ledgers, Balance Sheet;</p> <p>Various vouchers making (as for example –receipts, payments, contra etc)</p> <p>Activation of GST and making purchase and sales bills; Entries of receipts from debtors and payments to creditors; .Special entries in TALLY ERP 9 TDS, stock transfer & other adjustment entries; .Making GST adjustment entries (IGST, CGST & SGST).Monthly Bank Reconciliation in TALLY;. Various report generation & key functions in TALLY;</p> <p>.Back up & Restore of Data –various report generation in ERP;</p>	
4	<p>Final Accounts – As per Schedule 3</p> <p>Balance sheet & Profit & Loss Account as per Schedule 3</p> <p>(Not full fledged questions to be asked. Students show know the items for analysis purpose)</p>	20
	Total	60

Reference Books:

- Tomy KK, “Computerised Accounting”, Prakash Publications
- Roopa “ Tally for Every one”, Atc Publishing Chennai.
- A.K. Nadhani& K.K. Nadhani “Implementing Tally 9 A Comprehensive Guide to Tally 9” - BPB Publications
- Advanced Accountancy by R.L.Gupta and M. Radhaswamy, S,Chand and Company (P) Ltd., New Delhi
- Modern Accountancy by Murkherjee and Hanif, Tata Mc. Grow Hill and Co. Ltd. Mumbai

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 discussion, Survey report & Presentation, publish articles in newspaper & journals , Assignments as deemed fit by teaching faculty

External Examination of 60 marks - Paper Pattern

Q.1 . Practical Question – 15 marks

Or

Q.1. Practical Question – 15 marks

Q.2 . Practical Question – 15 marks

Or

Q.2. Practical Question – 15 marks

Q.3. Practical Question – 15 marks

Or

Q.3. Practical Question – 15 marks

Q.4 . Practical Question – 8 marks

Practical Question – 7 marks

Or

Q.4. Theory question or Short Questions (Attempt any 3 out of 5) – 15 marks

15 marks question is asked as 1 question **or** paper setter may bifurcate it in 8 marks and 7 marks question **or** 10 marks and 5 marks question

Sem III On the job Training and evaluation syllabus

BH.UBRMSS3.5	Credits	Marks
Retail Sales Associate (RAS/Q0104) Part I Distributor Salesman (RAS/Q0604) Part I Seller Activation Executive (RAS/Q0301) Part I		
To process credit applications for purchases and credit sales	1	35
To help keep the store secure	1	35
To demonstrate products to customers	1	35
To help customers choose right products	1	35
To provide specialist support to customers facilitating purchases	1	35
To maximise sales of goods & services	1	35
To resolve customer concerns	1	35
To organise the delivery of reliable service	1	35
To improve customer relationship	1	35
To monitor and solve service concerns	1	35
	10	350

Retailers Association's Skill Council of India (RASCI)

Chair person, BOS Commerce ,Bhavans College

Programme: Second Year Bachelor of Commerce - Retail Management Programme (S.Y.BRM)				Semester : IV	
Course: Service Marketing				Course Code: BH.UBRMSS4.1	
Teaching Scheme				Evaluation Scheme(Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutoriall (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)(Marks - 40)	End Semester Examination (ESE) (Marks: 60)
4			03	40	60
Pre-requisites:					
Course Objectives:					
<ul style="list-style-type: none"> • Learner will understand distinctive features of services and key elements in services marketing. Learner will gain insights into ways to improve service quality and productivity. • Learner will understand marketing of different services in the Indian context 					
Course Outcomes:					
<ul style="list-style-type: none"> • Develop appropriate marketing mix for services. • Undertake measures to improve productivity 					
Detailed Syllabus: (per session plan)					
Unit	Description				Periods
1	Introduction of Services Marketing				
	Services Marketing Concept and Characteristics of Services, Marketing Challenges of Services Services Marketing Triology Role of Services in Modern Economy Service failure and recovery				15
2	Key Elements of Services Marketing Mix				15
	The Service Product, Pricing Mix, Promotion & Communication Mix, Place/Distribution of Service, People, Physical Evidence. Process-Service Mapping /Flowcharting Managing human element for services				

3	Managing Quality Aspects of Services Marketing	15
	Improving Service Quality and Productivity Service Quality – GAP Model, Benchmarking, Measuring Service Quality -Zone of Tolerance and Improving Service Quality The SERVQUAL Model Demand and Capacity Alignment	15
4	Marketing of Services	
	International and Global Strategies in Services Marketing: Services in the Global Economy- Moving from Domestic to Transnational Marketing Factors Favouring Transnational Strategy Elements of Transnational Strategy Recent Trends in Marketing Of Services in: Tourism, Hospitality, Healthcare, Banking, Insurance, Education, IT and Entertainment Industry Ethics in Services Marketing: Meaning, Importance, Unethical Practices in Service Sector	
	Total	60

Reference Books:

- Christopher Lovelock, JochenWirtz, Jayanta Chatterjee, (2005), Service Marketing:People, Technology, Strategy; World Scientific Publisher
- Valarie A. Zeithaml&Mary Jo Bitner, (2008), Service Marketing, 5th Edition, New Delhi, Tata Mcgraw Hill
- Ramneek Kapoor, Justin Paul &Biplab Halder, (2011), Services Marketing-Concepts And Practices, New Delhi, Tata McGraw Hill.
- Harsh V.Verma., (2007), Services Marketing Text &Cases, 2nd Edition, New Delhi, Pearson Education
- C. Bhattacharjee, (2008), Service Sector Management, Jaico Publishing House, Mumbai,

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 discussion, Survey report & Presentation, publish articles in newspaper & journals , Assignments as deemed fit by teaching faculty

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

Question paper pattern:

Total Marks-60

- | | | |
|-----|------------------------------------|----------|
| Q.1 | (Any Two) | 15 marks |
| | A – Theory Question | |
| | B – Theory Question | |
| | C – Case study / Practical problem | |
| Q.2 | (Any Two) | 15 marks |
| | A – Theory Question | |
| | B – Theory Question | |
| | C – Case study / Practical problem | |
| Q.3 | (Any Two) | 15 marks |
| | A – Theory Question | |
| | 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 (S.Y.BRM)				Semester : IV	
Course: Managerial Economics II				Course Code: BH.UBRMSS4.2	
Teaching Scheme				Evaluation Scheme(Theory)	
Lecture (Periods per week)	Practical (Periods per week per batch)	Tutoriall (Periods per week per batch)	Credits (Theory +Practical)	Continuous Internal Assessment (CIA)(Marks - 40)	End Semester Examination (ESE) (Marks: 60)
4			3	40	60
Pre-requisites:					
Course Objectives:					
<ol style="list-style-type: none"> 1. Learner will be able to understand the terms in National Income; Gross Domestic Product & its impact on retail organization 2. Learner will be able to identify suitable monetary and taxation, borrowing & expenditure policies for retail organization 3. Learner will be able to identify suitable methods of pricing for retail organization 4. Learner will be able to analyse the risk and return on investment 					
Course Outcomes:					
<ol style="list-style-type: none"> 1. Understands the relevance of concept of National Income and GDP for the operations of his organization 2. Implement and understand the effect of policies on his organization 3. Forecast the profit for his organization 4. Plan investment for future expansion 					
Detailed Syllabus: (per session plan)					
Unit	Description				Periods
1	National Income & Gross Domestic Product (GDP) National Income; meaning, basic concepts, measurement of national income, methods of measuring national income, measurement of national income in India. Short run economic fluctuations:- Meaning, Features & Phases of Trade Cycles				15
2	Monetary Policy & Fiscal Policy Introduction to Monetary Policy; meaning, scope, instruments-qualitative and quantitative, limitations, monetary policy of India, inflation targeting. Introduction to Fiscal Policy; meaning, objectives, instruments- qualitative and quantitative, fiscal policy of India				15

	Taxation Policy of India; formulation of recent policy, functions, tax reforms, effects of income taxation on business and other retail organisations, Corporate Income Taxation, Business Saving and Investment	
3	<p>Profit Meaning and nature of profit, Profit theory – Rent theory, wage theory , Dynamic theory , innovation theory, uncertain theory , Risk bearing theory</p> <p>Profit planning – Profit Budget, Break even Analysis, Rate of return on investment.</p> <p>Profit forecasting- Spot projection, Break even analysis, environmental analysis</p>	15
4	<p>Investment Analysis Capital Budgeting: meaning , need , importance , steps involved in capital budgeting , forms of capital budgeting . Limitations of capital budgeting</p> <p>Evaluation of capital investment decision: Pay back method , Average return on investment , Net present value method ,Internal rate of return method</p> <p>Sources of capital and cost of capital; Optimum level of capital; Decision to invest under risk and uncertainty</p>	15
	Total	60

Reference Books:

- Yogesh Maheshwari(2013) “ Managerial Economics “ Third Edition PHI learning Private Ltd, New Delhi
- Vinta Agarwal (2013) “ Managerial Economics” Pearson
- E Narayan Nadar ; S . Vijayan“ Managerial Economics” PHI learning Private ltd; New Delhi
- Gitika, Piyali Ghosh, Purba Roy Chaudhary “ Managerial Economics “TATA MC-GRAW Hill Publishing Co Ltd, New Delhi
- Dean,Joel: “Managerial Economics”, PHI., New Delhi
- DN Dwivedi, “Managerial Economics”, Vikas, New Delhi
- .S.G.Gupa, “Macro Economics: , Theory and Applications”, Tata McGraw Hill.
- Dwivedi, D.N. “Macro Economics: Theory and Applications”, Tata McGraw Hill

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 discussion, Survey report & Presentation, publish articles in newspaper & journals , Assignments as deemed fit by teaching faculty

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

Question paper pattern:

Total Marks-60

- Q.1 (Any Two) 15 marks
A – Theory Question
B – Theory Question
C – Case study / Practical problem
- Q.2 (Any Two) 15 marks
A – Theory Question
B – Theory Question
C – Case study / Practical problem
- Q.3 (Any Two) 15 marks
A – Theory Question
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 in Bachelor of Commerce- Retail Management (S.Y.BRM)				Semester: IV	
Course: DATA ANALYTICS PART-I				Course Code: BH.UBRMSS4.3	
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	-	-	3	40	60
Pre- requisites: IT for Management, Statistics					
Course Objectives: <ol style="list-style-type: none"> 1. To understand fundamentals of business analytics in commerce and management. 2. To analyse the datasets with Business Analytics perspectives. 3. To elaborate the basics of an analytical tools in the field of retail management. 					
Course Outcomes: <ol style="list-style-type: none"> 1. Understand key terms, topics and concepts in datasets and business analytics. 2. Understand and discuss analytical concepts to real life situations from consumer and managerial perspectives. 3. Apply the analytical concepts with either open source or other tools for analysis of the datasets. 					
Detailed Syllabus: (per session plan)					
Unit	Description				Periods
1	<ul style="list-style-type: none"> • Need of database and datasets: Definition of database and dataset, goals of collecting and maintaining datasets, challenges in maintaining the data sets, application of datasets. Merits of analyzing the datasets in decision making in business environment with examples of usage of analytics in manufacturing industry, shipping industry etc. Demerits of analyzing the data sets if any. 				15

2	<ul style="list-style-type: none"> • Tools of Analytics: Types of data sets, types of analytical tools, Open source and tools with subscription. Differentiation amongst them with features and specifications, and applications. Eg. MS- Excel, SAS Visual Analytics, Python, R, Tableau, Power BI, KNIME etc. 	15
3	<ul style="list-style-type: none"> • Applications of Tools: Applications can be understood with case studies on any one tool based on case studies on real time datasets of any three to four industry examples like Service industries, Manufacturing industries, Pharmaceutical industries etc. <ol style="list-style-type: none"> 1. Regression Analysis 2. Data Collection with Market Survey (Any Domain) 	15
4	<ul style="list-style-type: none"> • Basics of Tableau: <ol style="list-style-type: none"> 1. Connecting Tableau to several sources 2. Navigating Tableau. 3. Creating Calculated Fields 4. Adding colors 5. Adding Labels and formatting 6. Exporting your worksheet 7. Time Series, Aggregation and Filters 8. Working with Data extracts in Tableau 9. Working with Time Series 10. Understanding Aggregation, Granularity, and level of detail 11. Creating an Area Chart & Learning about Highlighting 12. Adding Filter and Quick Filter 	15
	Total	60

Text Books:

1. “Learning Tableau 2019, Third Edition”, Joshua N. Milligan

2. “Learning Tableau 10”, Joshua N. Milligan

Reference Book:

1. “Practical Tableau: 100 Tips Tips, Tutorials, and Strategies from a Tableau Zen Master”, Ryan Sleeper, O’Reilly

Assessment pattern 60 :40

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

Details of Internal Continuous Assessment (CIA)

Test Marks: 40

Details of Continuous Internal Assessment (CIA-1)

Class test (Internal) 20 marks

Details of Continuous Internal Assessment (CIA-2)

Topic: Practical based (based on tools learned during semester and application of concepts)

Marks Allocation: 10 marks class assignment + 10 marks presentation

Details of End Semester Examination (ESE) (Theory)

Marks: 60 marks Semester end paper

Pattern: 4 Questions with 15 marks each (15 marks * 4 questions = 60 marks)

Each question will be divided into 2 sub-questions (which will be further divided into 2 sub-questions). The student has to attempt either sub-question 1 or sub-question 2.

For e.g.: Q1.

A.

B.

Or

C.

D.

Programme: Bachelor of Commerce in Retail Management				Semester: IV		
Course: Foundation in Personality Development II				CourseCode: BH.UBRMSS4.4		
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) CIA-1 CIA-2		End Semester Examination (ESE) (Marks: 60)
2	-	-	1	20	20	30
Pre-requisites & Eligibility criteria: 12th PASS						
Course Objectives for each unit:						
<ol style="list-style-type: none"> 1. To help learner to develop leadership skill. 2. To help learner to develop interpersonal skill 3. To create awareness amongst learner the art of handling stress. 						
Course Outcomes:						
<ol style="list-style-type: none"> 1. Develop interpersonal skill. 2. Motivate oneself and others. 3. Handle stress effectively. 						
Detailed Syllabus: (per session plan)						
Unit	Description					Periods
1	<p>Motivation and Self-esteem:</p> <p>Motivation: Concept, Internal and External Motives, Importance of Self-motivation, Factors Leading to De-motivation</p> <p>Self-esteem: Concept, Factors affecting Positive, Negative and Low Self-esteem, How to improve Self-esteem.</p> <p>Leadership development: Meaning of leader, Qualities of leader, Importance of leader Types of leadership styles , Leader V/S Manager, leader and motivation</p>					10

2	<p>Intrapersonal Skills:</p> <p>Interpersonal Relationships: Meaning, Aggressive, Submissive and Assertive Behaviours, how to maintain Interpersonal Relationship.</p> <p>The Concept of Success and Failure: Success – Meaning, Hurdles in Achieving Success, How to overcome these hurdles, Factors Responsible for Success, Failure – Meaning and Causes, SWOT Analysis</p> <p>Stress Management: Meaning of stress , factors causing stress, Negative stress & Positive stress , Effect of stress on body & mind , Techniques to de stress</p>	10
	Total	20

Reference Books:

- Manika Ghosh “ Positivity a way of life” Orient Blackswan Private Ltd
- Swami Vivekananda “Personality development “ Ramakrishna Math & Ramakrishna Mission
- E. H. McGraw, S. J., (4th Edition). *Basic Managerial Skills for All*. Prentice Hall of India Pvt. Ltd., New Delhi..
- Stephen R. Covey (1989). *The Seven Habits of Highly Effective People*. Free Press.
- Heller, Robert (2008). *Effective Leadership - Essential Manager Series*. DK Publishing.
- Hindle, Tim (2008). *Reducing Stress. Essential Manager Series*. Dk Publishing.
- Hurlock, E.B (2006). *Personality Development*, 28th Reprint. New Delhi: Tata McGraw Hill.
- Stephen P. Robbins and Timothy A. Judge (2014). *Organizational Behaviour*. 16th Edition: Prentice Hall.

Details of Evaluation Scheme: (60 / 40 Pattern)

Details of Continuous Internal Assessment (CIA): Total 20 Marks

A. Test Marks: Objective Test (CIA-I) – **10 Marks**

B. Term/Project Work Marks (CIA-2): Participation in extension activity of department, Group discussion, Survey report & Presentation, publishing article in newspapers & journals, Assignments as deemed fit by teaching faculty – **10 Marks**

Details of Term work: A team of max. 5 students will work on assignments & Live Project.

Details of End Semester Examination (ESE): Total Marks 30

Q. 1. Module – I:

- | | |
|--------------------------|---------|
| A – Theory question | 8 Marks |
| B – Application question | 7 Marks |

OR

C – Theory question 8 Marks

D – Application question 7 Marks

Q. 2. Module – II:

A – Theory question 8 Marks

B – Application question 7 Marks

OR

C – Theory question 8 Marks

D – Application question 7 Marks

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

Any other information :

SY BRM Sem IV On the job Training and evaluation syllabus

BH.UBRMSS4.5	Credits	Marks
Retail Sales Associate (RAS/Q0104) Part II Distributor Salesman (RAS/Q0604) Part II Seller Activation Executive (RAS/Q0301) Part II		
TO be updated on knowledge of Products to be sold and merchandising	1	35
To Have thorough understanding of business and productivity targets and measures to achieve the same	1	35
To Learn steps to make an effective sales call	1	35
Develop capability for handling credit management of an outlet both receivables and payables	1	35
Learn to appreciate the benefits of building good personal relationship with trade and means to handle objections & thereby issue resolution	1	35
Conduct profiling and acquisition of sellers based on business requirement	1	35
Update the sellers on product promotions and orient them on operating the technology platform	1	35
Execute daily operational activities to enhance business and improve seller satisfaction	1	35
Build relationships with new sellers and strengthen relationships with existing sellers Maintain good interpersonal relationships with all stakeholders	1	35
Study the market and competition to improve business performance	1	35
	10	350

Retailers Association's Skill Council of India (RASCI)

Chair person, BOS Commerce ,Bhavans College