Programme: Third Year Bachelor of Commerce - Retail Management Programme (T.Y.BRM)	Semester : V
Course: Entrepreneurship	Course Code: BH.UBRMFS5.3

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 the qualities required in entrepreneur
- Leaner will be able to plan setting up his/her own business

Course Outcomes:

- Analyse if he/ she has the entrepreneurial qualities
- Plan for the setting up his /her own business organisation

Detailed Syllabus: (per session plan)

Unit	Description	Periods
1	**Foundations of Entrepreneurship Development**:	15
	Foundations of Entrepreneurship Development: Concept and Need of Entrepreneur ship Development, Definition of Entrepreneur , Entrepreneurship, Importance and significance of growth of entrepreneurial activities Characteristics and qualities of entrepreneur.*(Case study Mr Kishore Biyani: future group; Mr. Radhakishan Damani: DMart ; Lalit Agarwal :VMart)* **Theories of Entrepreneurship**: Innovation Theory by Schumpeter &Imitating Theory of High Achievement by McClelland X-Efficiency Theory by Leibenstein Theory of Profit by Knight Theory of Social change by Everett Hagen **External Influences on Entrepreneurship Development**: Socio-Cultural, Political, Economic, Personal. Role of Entrepreneurial culture in Entrepreneurship Development.	
2	Types & Classification Of Entrepreneurs	15
	Intrapreneur –Concept and Development of Intrapreneurship *(Case study V Subramaniam: Reliance Retail Ltd)*	

	Women Entrepreneur – concept, development and problems faced by Women Entrepreneurs, Development of Women Entrepreneur s with reference to Self Help Group *(Case study Jayanti Kathale: Purnabramha)*		
	Social entrepreneurship–concept, development of Social entrepreneurship in India. Importance and Social responsibility of NGO's. *(Case study Sumita Ghose :Rangasutra ;Ajaita Shah Frontier Markets)*		
	Entrepreneurial development Program (EDP)– concept, factor influencing EDP.		
	Option available to Entrepreneur. (Ancillarisation, BPO, Franchise, M&A)		
3	Entrepreneur Project Development &Business Plan	15	
	Retail Innovation, Invention, Creativity, Business Idea, Opportunities through change. •Idea generation–Sources-Development of product /idea,		
	Retail Environmental scanning and SWOT analysis Creating Entrepreneurial Venture- Retail Entrepreneur ship Development Cycle.		
	Retail Business Planning Process-The business plan as an Retail Entrepreneurial tool, scope and value of Retail Business plan.		
	Elements of Retail Business Plan, Objectives, Market and Feasibility Analysis, Marketing, Finance, Organization &Management, Ownership,		
	Retail Critical Risk Contingencies of the proposal, Scheduling and milestones		
4	Retail Venture Development		
	Steps involved in starting of Venture	15	
	Institutional support to an Entrepreneur (SETU: District level Incubation and Accelerator Programme etc		
	Venture funding, requirements of Capital- Fixed &working *(MUDRA BANK, fund for venture capital in MSME sector)*		
	Sources of finance, problem of Venture set-up and prospects		
	Marketing: Methods, Channel of Marketing eg Omni Channel ,		
	Marketing Institutions and Assistance.		
	Total	**60**	

Reference Books:

- NVR Naidu and T.Krishna Rao, " Management and Entrepreneurship", IK Int Pub House, New Delhi
- S Anil Kumar, "Small Business and Entrepreneurship", IK Int Pub House, New Delhi
- Balraj Singh, "Entrepreneurship Development", Wisdom, Delhi
- Timmons and Spinelli, "New Venture Creation: Entrepreneurship for 21st Century", TMH, ND
- Tabarrok – "Entrepreneurial Economics", Oxford University Press.
- C.V. Bakshi, "Entrepreneurship Development", Excel Publications.
- Jain, "Hand Book of Entrepreneurs", Oxford University Press. 8.Vasant Desai, Small Business in Entrepreneurship, Himalaya Publishing House

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

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

(Any Two)　　　15 marks A – Theory Question
　　　　　　　　　　 B – Theory Question
　　　　　　　　　　 C – Case study / Practical problem

(Any Two)　　　15 marks A – Theory Question
　　　　　　　　　　 B – Theory Question
　　　　　　　　　　 C – Case study / Practical problem

(Any Two)　　　15 marks A – Theory Question
　　　　　　　　　　 B – Theory Question
　　　　　　　　　　 C – Case study / Practical problem

(Any Two)　　　15 marks

A – Theory Question
B – Theory Question

C – Case study / Practical problem

Programme: Third Year Bachelor of Commerce – Retail Management Programme (TYBRM)				Semester : V	
Course: Team Management				Course Code:BH.UBRMTS5.2	
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:

- The learner will understand individual behaviour in organizations, including personality, thinking, learning & perception.
- The learner will understand how teams can be built and managed effectively in retail organization.
- The learner will understand the concept of Team motivation, Team conflict management and change management in retail organization.

Course Outcomes:

- Understand the reasoning behind people's behavior in organizations and their complex nature.
- Identify the mechanisms for effective management of teams.

Detailed Syllabus: (per session plan)

Unit	Description	Periods
1	**Organizational Behaviour**	15
	Introduction Concept and nature of Organizational behaviour; Contributing disciplines to the field of O.B.; O.B. Models; Need to understand human behaviour; Challenges and Opportunities	
2	**Individual & Interpersonal Behaviour**	15
	Biographical Characteristics; Ability; Values; Attitudes-Formation, Theories, Organisation related attitude, Relationship between attitude and behaviour; Personality – determinants and traits; Emotions; Learning Theories and reinforcement schedules, Perception –Process and errors.	

	Interpersonal Behaviour: Johari Window Effective Thinking, Thinking Skills, Thinking Styles, Concept of Six Thinking Hats		
3	**Group Behavior & Team Development**	15	
	Concept of Group, Stages of Group Development, Theories of Group Formation; Team Definition, Team Dynamics Concept of Team Vs. Group; Types of teams; Building and managing effective teams; High Performance Teamin Retail setting (HTP) characteristics of HPT,factors contributing to success of HTPin retail setting		
	Retail Team productivity: Meaning , steps to improve team productivity Measuring team productivity (Plan to Done Ratio; Cycle Time; Attendance ;escaped defects/ customer dissatisfaction)		
	Team leader – Definition, qualities of Retail team leader,Role and functions of retail team leader , Nurturing team member & Cohesiveness, retaining good team members, role of team leader in bring organisational change, importance negotiation skills in team leader		
4	**Motivation, Conflict Management and Change Management**	15	
	Team Motivation; Meaning Theories of Motivation – Maslow's Theory, David McClelland model, Alderfer ERG Theory; Vroom's expectancy model; Team Morale V/S Team Motivation;		
	Team conflict; Meaning Managing Conflict in retail environment – Sources of retail team conflict , types of retail team conflict , process and resolution of conflict; Managing Change in retail organization ; Managing across Cultures, Organizational Change		
	Meaning – Importance of Change- Nature of work change in retail organisation- Planned & Unplanned External change in retail Environment - Lewin's Model, Resistance to Change- Overcoming Resistance to Change		
	Total	**60**	

Reference Books:

- P.S James(2017) "Organisational Behaviour" Pearson
- Paul E smith ; Wendy yellowly Christopher J Mchlachlan " Organisational Behaviour managing people In dynamic organisation " Taylor & Francis
- Dr. C. B. Gupta "Text book Organisational Behaviour" S. Chand & company ltd.
- Rajul Dutta "Organisational Behaviour" Krishna Prakashan Media (P) Ltd

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
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: Third Year Bachelor of Commerce – Retail Management Programme (TYBRM)				Semester : V	
Course: Financial Management				Course Code: BH.UBRMTS5.1	
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)
5			04	40	60

Pre-requisites:

Course Objectives:

1. Learner will be able to understand the terms in financial management.

2. Learner will be able to identify long term &short-term sources of funds

3. Leaner will be able to design good financial Plan

Course Outcomes:

1. Identify long term & short-term sources of funds.

2. Identify sources of risk and select right hedging tools.

3. Design good financial Plan.

Detailed Syllabus: (per session plan)

Unit	Description	Periods
1	**Introduction to Financial Management** Nature, Scope and Objectives of Financial Management, Goals of FM-Profit Maximization Vs Wealth Maximization – Finance Functions – Financial Planning and Forecasting - Role of Financial Manager Analysis of Financial Statements – Vertical Balance Sheet , Vertical Income Statement, Techniques of analysis – Commonsize , Comparative & Trend Analysis	15
2	**Ratio analysis & Cash Flow Statement** Ratio Analysis & Interpretation- Balance Sheet Ratios, Income statement Ratios, Combined Ratios Cash Flow Statement – As per AS 3	15
3	**Investment Decisions- Capital Budgeting Technique** Investment Decision: Nature and Significance of Investment Decision-Estimation of Cash Flows – Capital Budgeting Process – Techniques of	15

	Investment Appraisal: Pay Back Period; Accounting Rate of Return, Time Value of Money- DCF Techniques –Net Present Value, Profitability Index and Internal Rate of Return	
4	**Working Capital Management** Meaning – Classification and Significance of Working Capital – Component of Working Capital, Nature of working capital ,level of current assets ,Liquidity and profitability Financing of working capital: factors affecting financing of working capital& methods of financing working capital. estimating working capital requirement	15
	Total	**60**

Reference Books:

- Brealey,Myers, Allen and Mohanty," Principles of Fin Management", TataMcGraw hill, ND
- Pandey IM –"Financial Management", Vikas, New Delhi
- JC Varshney, "Financial Management", Wisdom, Delhi
- Brigham and Houston," Fundamentals of Financial Management", Cengage, New Delhi
- Banerjee, B., "Fundamentals of Financial Management", PHI, New Delhi Weston & Brigham, Managerial Finance, The Dryden Press, Illinois.
- James C.Van Horne –"Financial Management & Policy", Prentice Hall of India. Khan & Jain - Financial Management, Tata McGraw Hill.
- RM Srivastava: "Financial Management and Policy", Himalaya Publication.
- Robert F Bruner, "Case Studies in Finance: Managing for Corporate Value Creation",TMH, 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.

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

TY BRM   Sem V   On the job Training and evaluation syllabus

BH.UBRMTS5.4 Retail Team Leader (RAS/Q0105) Part I	Credits	Marks
Conformance and management of product display & Roles and responsibilities of a team leader	4	120
Conformance and management of VM displays	2	60
Sales & customer service process management	2	60
Sale & customer service process . Exceptions in sales & service processes	2	60
	10	300

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Programme: Third Year Bachelor of Commerce – Retail Management Programme (TYBRM)				Semester : VI	
Course: Sales and Distribution Management				Course Code: BH.UBRMSS6.1	
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 role & responsibilities of sales personnel. Learner will be able to design channel network					
Course Outcomes: Understand role & responsibilities of sales personnel. Design suitable channel network for product or service					
Detailed Syllabus: (per session plan)					
Unit	Description				Periods
1	introduction to sales				
	Introduction;Difference between Marketing & Selling. Role of modern sales person in a retail organisation, sales force and corporate marketing strategy, sales force and distribution channel, sales force and advertising /sales promotion ,sales force and customer . Attributes of sales personnel, status of sales personnel in the organisation **Selling**: Different types of selling situation, Newtons, McMurray Arnold modern classification of sales types. Buyer and seller dyad, understanding interaction , relationship marketing and relationship selling **Motivation:** meaning of motivation, motivation theories and its relevance to sales force motivation. Ethics and sales: meaning of ethics, ethical issues in sales operations				15
2	**Sales management**				15
	Sales strategy a strategic decision area, Sales forecasting: meaning, sales forecasting methods, measures to improve sales forecast. Sales budgets: meaning, different types of budgeting methods Procedure to prepare sales budget. **Sales territories**: Meaning, defining sales territories, reviewing sales territories assigning sales personnel to territories, managing territorial				

	coverage - routing scheduling- time management of sales personnel and sales managers. **Sales quota**: meaning, objectives of sales quota , Types of quota , methods of setting sales quota .sales force level in retail organisation , determining size of sales force , recruitment and training of sales force. Measures taken to retain sales force, sales force audit.		
3	**Managing Distribution Channels**	15	
	Marketing Channels : Meaning , Channel formats, Channel functions, prominent channel system- Vertical Channel System-Contractual VMS, Horizontal Marketing System- Multi Channel Marketing System **Channel Intermediaries** Retailers (Store & Non store format) , wholesalers , distributors , Channel partners , Factors affect channel structure, Stages in channel design and planning, factors affecting selection of channel members, training & motivating channel members **Evaluating Channel effectiveness**, modifying existing channel network, channel conflict, source of channel conflict, conflict resolution measures	15	
4	**FMCG/FMCD Sector in India**		
	FMCG /FMCD: meaning, characteristics, Growth of FMCG /FMCD, Impact of FMCG /FMCD on Indian economy. **Identify product categories in FMCG / FMCD**. Analyse the growth in the product categories in FMCG / FMCD. **supply chain system** in FMCG /FMCD (Manufacturer, Transportation system, Storage, Distribution & retailing and post-sale services		
	Total	**60**	

Reference Books:

- Bill Donaldson "Sales management Theory and Practice" Second Edition: McMillan Press LTD, London
- Richard R Still: Edward W Cundiff: Norman .A.P Govani "Sales Management: Decision, Strategies and cases" Pearson Education Inc,   New Delhi
- C.L Tyagi: Arun Kumar "Sales Management" Atlantic Publishers & Distributors, New Delhi
- Annekie Brink; Adele Berndt "Relationship marketing & Customer relationship management "Juta & co Ltd

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: Third Year Bachelor of Commerce – Retail Management Programme (TYBRM)				Semester : VI	
Course: Logistic & Supply Chain Management				CourseCode: BH.UBRMTS6.2	
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:

- The learner will understand concepts in logistics and supply chain.
- The learner will be able identify bottle necks in supply chain.
- The learner will ably determine strategy for effective logistic and supply management

Course Outcomes:

- Identify bottle necks in supply chain.
- Determine strategy for effective logistic and supply management

Detailed Syllabus: (per session plan)

Unit	Description	Periods
1	Introduction to logistics Logistics Meaning objective ,scope functions , Customer value chain ,Role of logistic in supply chain , logistics for competitive advantage . in bound logistics outbound logistics reverse logistic, green logistic Logistic information system : meaning ,Need for LIS ,Design logistic information system . evaluating effectiveness of LIS. Information technology in logistics Transport : Backbone of logistics , transport infrastructure , transport next work , freight Management , Routing & containerization Logistical Packing: Packing as unitization, packing material, Packing cost	15

	Warehousing a logistic nightmare, factors affecting selection of warehouse , warehouse design and layout	
2	**Material handling, Inventory, Management of channel member and performance indicators in logistic management**	15
	Material handling & role logistics, Material handling equipment, Material handling guidelines, material handling stage system and principals Inventory management: inventory: Meaning, reasons for carrying inventory, control of inventory levels ,inventory cost . Logistic support to channel members, requirements of channel members& support givento channel Members . logistic support to Ecommerce, e logistic structure and operations. Performance measurement ; meaning ; Need & objectives ,logistic performance levels and logistic audit	
3	**Introduction to supply chain**	15
	Supply chain: Meaning of value chain, types of supply chain :Cost driven V/S supply driven ,Bull whip effect & Supply chain , supply chain relationship , conflict resolution strategies for harmonious relationship Upstream supply chain management: Principles of Fordism, lean management ,P Time and D Time in supply chain , management tools in Push driven supply , management tools Pull supply chain . supply chain management for logistic efficiency Procurement and vendor management: Make or buy decision , ABC analysis , procurement strategies , strategic supplier partnership.	
4	**Recent Trends in Logistics and Supply Chain Management**	15
	Modern Logistics Infrastructure ; Golden Quadrilateral, Logistics Parks, Deep Water Ports, Dedicated Freight Corridor, Inland Container Depots/Container Freight Stations, Maritime Logistics, Double Stack Containers/Unit Trains Green and sustainable supply chain initiatives; factors that drive sustainability initiative of the organization, Role of regulation and green supply chain initiatives.	

	Popular supply chain analytics Demand analytics, inventory and lost sales analytics, lead time analytics, supply cost befit analysis Outsourcing logistics meaning & importance, third party logistics and fourth party logistics, selection of service provider and contract with service provider, issues in outsourcing	
	Total	**60**

Reference Books:

- David J. Bloomberg, Stephen Le May & Joe B. Hanna (2008)" Logistics". Prentice-Hall of India Pvt Ltd., New Delhi.
- Donald J. Bowersox & David J. Closs (2007) "Logistical Management". Tata McGraw Hill Publishing Co. Ltd, New Delhi.
- Donald Waters. (2004) "Logistics". Palgrave Macmillan, New York.
- Krishnaveni Muthiah (1999) "Logistics Management & World Sea borne Trade". Himalaya Publishing House, Mumbai.
- Satish C. Ailawadi & Rakesh Singh (2005) "Logistics Management". Prentice-Hall of India Pvt Ltd., New Delh
- Sunil Chopra and Peter M, "SCM-Strategy, Planning & Operation", PHI
- Rahul VAttekar, SCM-Concepts & Cases, PHI
- Mohanty RP, & Deshmukh SG, Essentials of SCM, Jaico
- Mentzer, John T., "Fundamentals of SCM-Twelve Drivers of Competitive Advantage", Sage
- Agarwal DK, "Logistics & SCM", Mac Millan, India
-

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
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: : Third year in Bachelor of Commerce - Retail Management (**T.Y.BRM**)				**Semester: VI**	
Course: **DATA ANALYTICS PART-II**				**Course Code: BH.UBRMTS6.3**	
Teaching Scheme				**Evaluation Scheme (Theory)**	
Lecture (Periods per week)	**Practical (Periods per week per batch)**	**Tutorial (Periods per week per batch)**	**Credits (Theory + Practical)**	**Internal Continuous Assessment (ICA) (Marks – 40)**	**Term End Examination (TEE)** **(Marks: 60)**
05	-	-	4	40	60

Pre- requisites:

Statistics

Course Objectives:

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:

1. Understand key terms, topics and concepts in data analysis 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.

4. Analyse the data sets to conclude the results which will be helpful for decision making.

Detailed Syllabus: (per session plan)		
Unit	**Description**	**Periods**
1	**Basics of Python:** • Explore data science and its various process models • Perform data manipulation using NumPy and pandas for aggregating, cleaning, and handling missing values • Create interactive visualizations using Matplotlib, Seaborn, and Bokeh	15
2	**Manipulation on Dataset:** • Retrieve, process, and store data in a wide range of formats	15

	• Understand data pre-processing and feature engineering using pandas and scikit-learn • Perform time series analysis and signal processing using sunspot cycle data	
3	**Data Analytics:** • Basics of analysis of textual data • Basics of analysis of image data to perform advanced analysis • Perform parallel computing using Dask **Basics of Statistical Testing: Introduction of Tests** • ANNOVA Test • Statistical Hypothesis Testing like T-test, Chi square test, Pearson's Correlation, Fisher's Exact Test. • Normality tests- Parametric and Non-Parametric Tests.	15
4	**Analytics in Retail Management:** • Need of analysis in retail management • Applications of analytical tools in retail management with example • Case Studies on recent topics • Mini Project on Visual Data Analysis with any one tool, on recent topics and data collected in market survey to solve real time problem though decision making.	15
	Total	**60**

Text Books:

1. "Python Data Science Handbook", By Jake Vander Plas

2. "Learning Python", Mark Lutz, O'Reilly, 5th Edition updated for 3.3

Reference Book:
1. "Python Crash Course A HANDS ON, Project Based Introduction to Programming", Eric Mathees, No Strach Press

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.

TY BRM   Sem VI   On the job Training and evaluation syllabus

BH.UBRMTS6.4 Retail Team Leader (RAS/Q0105) Part II	Credits	Marks
Stock management on the floor	2	60
To allocate and check work in progress of team members	3	90
To monitor and solve customer service problems	2	60
To communicate effectively with stake- holders	3	90
	10	300

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