

BHARATHIAR UNIVERSITY,COIMBATORE-641 046

**B.B.M - Retail Management**

(For the students admitted during the academic year 2010-11 and onwards)

**SCHEME OF EXAMINATIONS : CBCS PATTERN**

Part	Study Components	Course Title	Ins. hrs / week	Examinations				Credits
				CIA	Dur. Hrs	Mar ks	Total	
<b>SEMESTER -I</b>								
I	Language-I		6	3	25	75	100	4
II	English-I		6	3	25	75	100	4
III	Core I – Management Process		5	3	25	75	100	4
III	Core II – Financial Accounting		5	3	25	75	100	4
III	Allied Paper I - Mathematics for Management-I		6	3	25	75	100	4
IV	Environmental Studies #		2	3	-	50	50	2
<b>SEMESTER –II</b>								
I	Language-II		6	3	25	75	100	4
II	English-II		6	3	25	75	100	4
III	Core III –Organisational Behaviour		5	3	20	55	75	3
III	Core IV – Economics for Executives		5	3	25	75	100	4
III	Allied Paper II – Mathematics for Management-II		6	3	25	75	100	4
IV	Value Education – Human Rights #		2	-	-	50	50	2
<b>SEMESTER –III</b>								
III	Core V – Business Communication		4	3	20	55	75	3
III	Core VI– Production and Materials Management		5	3	25	75	100	4
III	Core VII – Marketing Management		5	3	25	75	100	4
III	Core VIII – Retail Operations, Systems and Inventory		5	3	25	75	100	4
III	Allied : III - Taxation Law and Practice		5	3	25	75	100	4
IV	Skill based Subject 1 : Entrepreneurship Development		4	3	20	55	75	3
IV	Tamil @ /Advanced Tamil # (or) Non-major elective-I : Yoga for Human Excellence # / Women’s Rights # Constitution of India #		2	3	3	50	50	2
<b>SEMESTER –IV</b>								
III	Core IX – Human Resource Management for Retail Organization		5	3	25	75	100	4
III	Core X – Financial Management in Retailing		5	3	25	75	100	4
III	Core XI – Management Information System and Retail Business		5	3	25	75	100	4
III	CORE XII– PC Software (MS Office) Theory		5	3	10	40	50	2
III	CORE XII– PC Software (MS Office) Programming Laboratory		5	3	20	30	50	2
III	Allied : IV - Business Law		5	3	25	75	100	4
IV	Skill based Subject-2 : Entrepreneurial Finance		3	3	20	55	75	3
IV	Tamil @ / Adanced Tamil # (or) Non-major elective -II : General Awareness #		2	3	3	50	50	2

<b>SEMESTER –V</b>							
III	Core XII – Cost and Management Accounting	5	3	25	75	100	4
III	Core XIII – Marketing Research	5	3	25	75	100	4
III	Core XIV – Retail Supply Chain Management	5	3	25	75	100	4
III	Core XV – Visual Basic (Theory)	4	3	10	40	50	2
III	Core XVI – Visual Basic (Practical)	3	3	20	30	50	2
III	Elective –I :	5	3	25	75	100	4
IV	Skill based Subject-3 : Small Business Management	3	3	20	55	75	3
<b>SEMESTER –VI</b>							
III	Core XVI – Global Business Management	5	3	25	75	100	4
III	Core XVII – Retail Advertising and Promotion	6	3	25	75	100	4
III	Core XVIII – Channel Management	5	3	25	75	100	4
III	Elective –II :	5	3	25	75	100	4
III	Elective –III :	5	3	25	75	100	4
IV	Skill based Subject 4 : Business Environment	4	3	20	55	75	3
V	Extension Activities @	-	-	-	-	50	2
<b>Total</b>						<b>3500</b>	<b>140</b>

\$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.

@ No University Examinations. Only Continuous Internal Assessment (CIA)

# No Continuous Internal Assessment (CIA). Only University Examinations.

<b>List of Elective papers (Colleges can choose any one of the paper as electives)</b>		
Elective – I	<b>A</b>	Insurance Principles and Practice
	<b>B</b>	Customer Relationship Management
	<b>C</b>	Brand Management
Elective – II	<b>A</b>	Strategic Management
	<b>B</b>	Industrial Relations and Labour Laws
	<b>C</b>	Consumer Behaviour
Elective - III	<b>A</b>	E-Commerce
	<b>B</b>	HRD (Human Resource Development)
	<b>C</b>	Merchandising Management

## SEMESTER - I

### MANAGEMENT PROCESS

**Goal:** To enable the students to learn principles, concepts and functions of management.

**Objective:** On successful completion of this course, the students should have understood

- ✓ The nature and types of business organizations
- ✓ Principles & functions of Management
- ✓ Process of decision making
- ✓ Modern trends in management process.

#### UNIT -I

Business - meaning -business and profession, requirements of a successful business- Organisation - meaning - importance of business organisation. Forms of business Organisation-Sole traders, partnership, Joint Hindu family firm - Joint Stock Companies - Cooperative Organisations - Public Utilities and Public Enterprises.

#### UNIT -II

Nature and Scope of Management process – Definitions of Management – Management: a science or an art? - Scientific Management - Managerial functions and roles – The evolution of Management Theory.

#### UNIT -III

Planning: meaning and purpose of planning - steps in planning - types of planning. Objectives and Policies - Decision making: Process of Decision making - types of Decisions.

#### UNIT -IV

Organising: Types of organisation - Organisational structure - span of control - use of staff units and committees. Delegation: Delegation and centralisation - Line and Staff relationship. Staffing: Sources of recruitment - Selection process - training.

#### UNIT - V

Directing: Nature and purpose of Directing. Controlling: Need for co-ordination - meaning and importance of controls - control process - Budgetary and non-Budgetary controls - Modern trends in Management Process - case studies.

#### REFERENCE BOOKS

1. Business Organisation - Bhushan Y.K.
2. Principles of Management – L.M. Prasad
3. Business Management – Dinkar Pagare
4. Principles of Business organisation and Management – P.N. REDDY

## FINANCIAL ACCOUNTING

**Goal:** To enable the students to acquire knowledge of Accounting principles and practice

**Objective:** On successful completion of this course, the students should have understood

- ✓ The basic accounting concepts
- ✓ Double entry book keeping system and various books of accounts
- ✓ Preparation of final accounts, etc.

### UNIT - I

Basic Accounting concepts - Kinds of Accounts – Financial Accounting vs. Cost Accounting - Financial Accounting vs. Management Accounting -Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal and Ledger Accounts- problems - Subsidiary books - cash book – types of cash book - problems - purchase book - sales book - sales return and purchase return books.

### UNIT - II

Trial balance - Errors – types of errors - Rectification of errors – problems - Bank reconciliation statement – problems.

### UNIT - III

Manufacturing - Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments.

### UNIT - IV

Accounting for non-trading institutions-Income & Expenditure Account- Receipts and Payment Accounts and Balance sheet - Accounting for depreciation – methods of depreciation – problems (straight line method and written down value method only)

### UNIT - V

Preparation of accounts from incomplete records.

(Theory and problems may be in the ratio of 20% and 80% respectively)

### REFERENCE BOOKS

1. Grewal, T.S. : Double Entry Book Keeping
2. Jain and Narang : Advanced Accountancy
3. Shukla and Grewal : Advanced Accountancy
4. Gupta and Radhaswamy : Advanced Accountancy
5. Gupta R.L. : Advanced Accountancy

## MATHEMATICS FOR MANAGEMENT- I

**Goal:** To enable the students to acquire knowledge of mathematics & statistics and their use in business decision making.

**Objective:** On successful completion of this course, the students should have understood

- ✓ Set operations, matrix and Mathematics of Finance
- ✓ Statistical tools and their applications

### UNIT - I

Sets and set operation - Venn Diagrams - Elements of Co-ordinate system. Matrices, Fundamental ideas about matrices and their operational rules – Matrix multiplication - Inversion of square matrices of not more than 3rd order- solving system of simultaneous linear equations.

### UNIT-II

Mathematics of Finance and series simple and compound interest - Arithmetic progression - Geometric progression (Simple problems only).

### UNIT-III

Meaning and Definitions of Statistics - Scope and Limitations. Statistical enquiries - Scope of the problem - Methods to be employed types of enquiries - Presentation of data by Diagrammatic and Graphical Method - Formation of Frequency Distribution.

### UNIT-IV

Measures of Central tendency - Arithmetic Mean, Median, Mode, Geometric and Harmonic mean, Measures of variation and standard, mean and quartile deviations - Skewness and Kurtosis Lorenz curve, Simple Correlation - Scatter diagram - Karl Pearson's Co-efficient of correlation – Rank correlation - Regression lines.

### UNIT-V

Analysis of Time Series: Methods of Measuring - Trend and Seasonal variations - Index number - Unweighted indices - Consumers price and cost of living indices.

\* Questions in theory and problems carry 30% and 70% marks respectively

### REFERENCE BOOKS

1. Sundaresan and Jayaseelan - An Introduction to Business Mathematics and Statistical Methods
2. Gupta S.P. - Statistical Methods
3. Navaneethan P. - Business Mathematics
4. Statistics - R.S.N. Pillai, Mrs. Bhagavathi
5. P.R. Vittal - Business Mathematics and Statistics

## **ORGANISATIONAL BEHAVIOUR**

**Goal:** To enable the students to acquire knowledge of organisational behaviour

**Objective:** On successful completion of this course, the students should have understood Personality, Perception, Motivation, Job-satisfaction, morale, Group dynamics, Leadership traits, Counselling and guidance, etc.

### **UNIT - I**

Importance and scope of organisational psychology – Individual differences - Intelligence tests - Measurement of intelligence - Personality tests - nature, types and uses.

### **UNIT - II**

Perception - Factors affecting perception - Motivation - theories - financial and non-financial motivation - techniques of motivation - Transactional Analysis - Brain storming.

### **UNIT - III**

Job satisfaction - meaning - factors - theories - Management of job satisfaction - Morale - importance - Employee attitude and behaviour and their significance to employee productivity - job enrichment - job enlargement.

### **UNIT – IV**

Hawthorne Experiment - importance - Group Dynamics - Cohesiveness – Co-operation - competition - conflict - Types of Conflict – Resolution of conflict - Sociometry - Group norms - Role - Status – supervision style - Training for supervisions.

### **UNIT - V**

Leadership - types - theories – Trait, Managerial Grid, Fiedler's contingency - Organisational climate - organisational effectiveness – organisational development - counselling and guidance - Importance of counsellor - types of counselling - merits of counselling.

### **REFERENCE BOOKS**

1. Keith Davis - Human Behaviour at Work
2. Ghos - Industrial Psychology
3. Fred Luthans - Organisational Behaviour
4. L.M. Prasad - Organisational Behaviour
5. Hippo - Organisational Behaviour

## **ECONOMICS FOR EXECUTIVES**

**Goal:** To enable the students to learn principles and concepts of Business Economics

**Objective:** On successful completion of this course, the students should have understood

- ✓ The objectives of business firms
- ✓ Factors of production and BEP Analysis
- ✓ Types of competitions and price administration
- ✓ Government measures to control monopoly

### **UNIT - I**

Objectives of business firms - Profit Maximisation - Social responsibilities - Demand analysis - Law of Demand - Elasticity of demand.

### **UNIT - II**

Production function - Factors of production - Laws of diminishing returns and Law of variable proportions - Economics of Scale – Cost and Revenue Curves - Break - even- point analysis.

### **UNIT - III**

Market structure and prices - Pricing under perfect Competition - Pricing under Monopoly - Price discrimination - Pricing under Monopolistic competition - Oligopoly.

### **UNIT - IV**

Pricing under factors of production; wages - Marginal productivity theory - Interest - Keynes's Liquidity preference theory – Theories of Profit - Dynamic theory of Profit - Risk Theory - Uncertainty theory.

### **UNIT - V**

Government and Business - Performance of public enterprises in India - Price policy in public utilities, Government measures to control Monopoly in India - MRTP Act.

### **REFERENCE BOOKS**

1. Sankaran - Business Economics
2. Markar Et al - Business Economics
3. Sundaram K.P & Sundaram E - Business Economics

## MATHEMATICS FOR MANAGEMENT- II

**Goal:** To enable the students to learn the techniques of Operation Research and their applications in business management.

**Objective:** On successful completion of this course, the students should have understood

- ✓ Operations Research models
- ✓ Game theory, Queuing theory, PERT, CPM, etc.

### UNIT - I

Introduction to Operations Research - Meaning - Scope – Models - Limitation.  
Linear Programming - Formulation – Application in Management decision making  
(Graphical method only)

### UNIT - II

Transportation (Non- degenerate only) - Assignment problems - Simple Problems only

### UNIT - III

Game Theory:- Queuing theory - Graphical Solution –  $m \times 2$  and  $2 \times n$  type. Solving game by Dominance property - fundamentals - Simple problems only. Replacement problem – Replacement of equipment that deteriorates gradually (value of money does not change with time)

### UNIT - IV

CPM - Principles - Construction of Network for projects – Types of Floats – Slack- crash programme.

### UNIT -V

PERT - Time scale analysis - critical path - probability of completion of project - Advantages and Limitations.

Note: Theory and problem shall be distributed at 20% and 80% respectively.

### REFERENCE BOOKS

1. Kanti Swarup, Gupta R.K. - Operations Research
2. P.R. Vittal - Operations Research
3. Gupta S.P. - Statistical Methods.



## SEMESTER III BUSINESS COMMUNICATION

**Goal:** To enable the students to learn the nuances of good communication.

**Objective:** on successful completion of this course, the students should have understood

- ✓ Methods of communication
- ✓ Types of communication and Barriers of communication.

### UNIT-I

Essential and Importance of Business Communication. Methods of Communication – Types – Barriers.

### UNIT – II

Communication through letters – Layout of letters business enquiries – Offers and Quotations – Orders – Execution of Orders – Cancellation of Orders – Claims – Adjustments and settlement of accounts – Letters of complaints – Collection letters – Status enquiries – Bank correspondence – Tenders – Letter to the editor.

### UNIT – III

Correspondence of company secretary with share holders and directors – Agenda – Minutes – Preparation.

### UNIT – IV

Communication through reports: Essentials – Importance – Contents - Reports by individuals – Committees – Annual report – Application for appointment – reference and appointment orders.

### UNIT - V

Internal communication: Short speeches – Memo – Circulars – Notices – Explanations to superiors – Precise writing – Communication media – Merits of various devices – Intercom, Telex and Telephone – Fax – Internet.

### Books for Reference:

1. **Rajendra Pal Korahill**, “Essentials of Business Communication”, Sultan Chand & Sons, New Delhi, 2006.
2. **Ramesh, MS, & C. C Pattanshetti**, “Business Communication”, R.Chand&Co, New Delhi, 2003.
3. **Rodriquez M V**, “Effective Business Communication Concept” Vikas Publishing Company ,2003.

## PRODUCTION AND MATERIALS MANAGEMENT

**Goal:** To enable the students to acquire knowledge of production processes and Materials Management

**Objective:** On successful completion of this course, the students should have understood

- ✓ Principles, functions and process of Production Management
- ✓ Effective management of materials

### UNIT-I

Production Management - Functions - Scope - Plant location - Factors - Site location - Plant layout - Principles - Process - Product layout for Production Planning and control - Principles - Information flow - Routing - Scheduling - Despatching - Control.

### UNIT-II

Materials Handling - Importance - Principles - Criteria for selection of material handling equipments. Maintenance - Types - Breakdown - Preventive - Routine - Methods study - Time study - definition - Motion study - Principles – work measurement.

### UNIT-III

Organisation of Materials Management - Fundamental Principles - Structure - Integrated materials management - Purchasing – procedure - principles - import substitution and import purchase procedure - Vendor rating - Vendor development .

### UNIT-IV

Function of Inventory - Importance - Tools - ABC, VED, FSN Analysis - EOQ - Reorder point - Safety Stock - Lead time Analysis Store keeping - Objectives - Functions - Store keeper - Duties - Responsibilities - Location of store - Stores Ledger - Bin card.

### UNIT-V

Quality control - Types of Inspection - Centralised and Decentralised. TQM: Meaning - Objectives - elements - Benefits - Bench marking: Meaning - objectives - advantages - ISO: Features - Advantages - Procedure for obtaining ISO.

### TEXT BOOKS:

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1. Banga and Sharma : Production Management
2. O.P. Khanna : Industrial Engineering and Management
3. M.V. Varma : Materials Management

## **MARKETING MANAGEMENT**

### **UNIT 1**

Definition of marketing – marketing management – marketing concepts – meaning, importance – importance of marketing in developing countries – functions of marketing – environmental factors affecting marketing functions.

### **UNIT II**

Product – marketing characteristics – consumer goods – industrial goods- product policy-product life cycle – product mix – modification and elimination-package- developing new products-strategies.

### **UNIT III**

Market segmentation-Bases – marketing strategies-structure-marketing risks- marketing mix.

### **UNIT IV**

Services-importance and characteristics-Services strategy-steps in strategic planning – process-market oriented service strategy-the service triangle-service oriented organization structure – services marketing mix-implementation of service strategy.

### **UNIT V**

Retail pricing – factors affecting retail pricing – price strategies- consumer – government – wholesalers-suppliers-competitors-developing a retail price strategy- objectives- price policy-implementations-price adjustments-retail image- significance, components, creation. maintenance-atmosphere-community relations.

### **TEXT BOOK:**

Rajan Nair – Marketing, Sultan Chand and Sons, 2003.

### **REFERENCE BOOKS:**

R.S.N.Pillai & Bagavathi, Modern-Principles & Practices, S.Chand & Sons, 2005.

K. Ramamohana Rao- Services Marketing, Pearson Education, 2000.

Philip Kotler, Marketing, Management, Prentice Hall, 2005.

**SEMESTER III**  
**RETAIL OPERATIONS, SYSTEMS AND INVENTORY**

**UNIT I**

Choosing a Store Location: Importance of location to a retailer – Trading Area Analysis “Regional Analysis” – Characteristics of the trading areas

**UNIT II**

Site selection: Actual site analysis and selection – Choice of a general location – characteristics of the available site – Retail store layout – the circulation plan – space mix and effective retail space management – Floor space management

**UNIT III**

Operations Management: Operating a retail business – operations Blueprint – store maintenance, Energy management and renovations – Inventory management – store security – Insurance – Credit management – Computerisation – Outsourcing – Crisis Management

**UNIT IV**

Evaluating a retail operation: Store operating parameters – Using the strategic resource model in retailing – designing a performance programme

**UNIT V**

Retail Inventory: Inventory Planning – Return on inventory investments and stock turnover – Inventory Management – Physical and perpetual inventory systems – retail method of inventory valuation.

**TEXT BOOK**

James R Ogden and Denise T Ogden – Integrated Retail Management, Biztantra, 2005

**REFERENCE BOOK**

Barry Berman and Joel R Evans – Retail Management – A strategic Approach, Prentice Hall of India, Tenth edition, 2006

Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing House, Second edition. 2004

Swapna Pradhan – Retailing Management : Text and Cases – Tata McGraw Hill Publishing Company Ltd., 2004

## TAXATION – LAW AND PRACTICE

**Goal:** To enable the students to acquire knowledge of principles of Taxation

**Objective:** On successful completion of this course, the students should have understood

- ✓ Principles of Direct and Indirect Taxes
- ✓ Calculation of Tax, Tax Authorities, Procedures,...

### UNIT – I

General Principles of Taxation, Distinction between direct and Indirect taxes, tax evasion – avoidance – causes - remedies.

### UNIT – II

Direct Taxes : Income Tax Act 1961 – important definitions – basis of charge – residential status – Income exempted from income tax – heads of income – computations of income under salary and house property .(problem be included).

### UNIT – III

Computation of income under profits and gains of business - profession - capital gains – income from other sources - Deductions in the computation of total income - income tax Authorities and their power.(problems be included).

### UNIT – IV

Indirect taxes – selected provisions of VAT– with regard to registration of dealers - procedure and effects of registration -mode of charging VAT – exemption from VAT – authorities and their powers.

### UNIT – V

Role of Excise duties in the total revenue – objectives of excise duty in the total revenue – objectives of excise duty – exempted form duty – customs duties – Levy of import and export duty – distinction between advalorem and specific duties – exemption

Note: Theory and problems shall be distributed at 60% & 40% respectively.

### BOOKS RECOMMENDED

1. Bhagavathi Prasad - Income Tax Law & Practice
2. Mehrotra - Income Tax Law & Practice
3. Gour & Narang - Income Tax Law & Practice
4. Dingare pagare - Income Tax Law & Practice
5. Dingare Pagare - Business Taxation
6. Balasubramanian - Business Taxation



III- Semester  
Skill Based Subject-1: Entrepreneurship Development

**Subject Description**

This course presents the Entrepreneurship Development emphasizing the Students to train in Entrepreneurship.

**Goals:**

To enable the Students to learn the Entrepreneurship Development in order to start new ventures.

**Objectives:**

On successful completion of the course the students should have:

Understood Entrepreneurship Development

Learnt to start new enterprises, opportunity recognition, project formulation.

**Contents:**

**Unit I**

**Entrepreneurship:** Entrepreneur - Types of Entrepreneurs -- Difference between Entrepreneur and Intrapreneur - Entrepreneurship in Economic Growth, Factors Affecting Entrepreneurial Growth.

**Unit II**

**Motivation:** Major Motives Influencing an Entrepreneur - Achievement Motivation Training, self Rating, Business Game, Thematic Apperception Test - Stress management, Entrepreneurship Development Programs - Need, Objectives.

**Unit III**

**Business:** Small Enterprises - Definition, Classification - Characteristics, Ownership Structures - Project Formulation.

Steps involved in setting up a Business - identifying, selecting a Good Business opportunity.

**Unit IV**

Setting up Business Venture: Market Survey and Research, Techno Economic Feasibility Assessment - Preparation of Preliminary Project Reports - Project Appraisal - Sources of Information - Classification of Needs and Agencies.

**Unit V**

**Support to Entrepreneurs:** Government Policy for Small Scale Enterprises - Growth Strategies in small industry - Expansion, Diversification, Joint Venture, Merger and Sub Contracting.

**Reference:**

1. S.S.KHANKA "Entrepreneurial Development" S.Chand & Co. Ltd. Ram Nagar, New Delhi, 1999.
2. Hisrich R D and Peters M P, "Entrepreneurship" 5<sup>th</sup>, Edition Tata McGraw-Hill, 2002.
3. Rabindra N. Kanungo "Entrepreneurship and innovation", Sage Publications, New Delhi, 1998.
4. EDII "Faulty and External Experts - A Hand Book for New Entrepreneurs Publishers: Entrepreneurship Development" Institute of India, Ahmadabad, 1986.

## **SEMESTER IV**

### **HUMAN RESOURCE MANAGEMENT FOR RETAIL ORGANISATION**

#### **UNIT I**

Nature and scope of human resource management-meaning of human resource-nature and importance of HRM-functions of HRM.

#### **UNIT II**

Human Resource Management In Retail – Planning for Human Resources: Task analysis, Long Range and Short Range Analysis- Rechniques for Determining Human Resource Requirements – Measures to Control Quantitative Human Resource Requirements

#### **UNIT III**

Hiring Process: Sources – Screening and Selection. Training: Needs and Objectives – Types and Evaluation of Training Programmes

#### **UNIT IV**

Managing Existing Employees: Teamwork, and Developing Employees, Evaluating employees, Motivating Employees

#### **UNIT V**

Human Resource Compensation: Nature and Role of Incentives – Common Types of Compensation: Individual and organization-wide Inventive Systems – Non-financial Incentives.

#### **TEXT BOOK**

LM Prasad – Human Resource Management. Sultan chand & Sons 2006

#### **REFERENCE BOOK**

R.S.Dwivedi – Managing Human Resources In Indian Enterprises, Galgotia Publishing Company, 2003

Tirupathi PC Human Resource Management Sultanchand & Sons 2004.

Swapna Pradhan – Retailing Management Text & Cases, Tata Mc Graw Hill Publishing Company Ltd., 2004



## **FINANCIAL MANAGEMENT IN RETAILING**

### **UNIT 1**

Financial Management – Definition – Scope- Functions – Objectives – Sources of finance – Long –term – Equity – Preference shares – Debentures- Dept – Short term bank and non-bank sources.

### **UNIT II**

Financing decision – cost of capital – cost of equity – preference – debt – reserves- weighted average cost of capital – operating leverage- financial leverage.

### **UNIT III**

Working capital management – meaning – concepts – importance – determinants working capital – cash management – motives – objectives – strategies of cash management – receivables management objectives – credit – cost and benefits – credit policies- credit terms – collection policies.

### **UNIT IV**

Ratio analysis – liquidity – activity – efficiency – solvency – retail operations ratio – stock holding GMROI – space productivity GMROF – employee productivity GMROL – pragmatic cost sheet towards profitability – strategic resource model in retailing – SRM- sensitive analysis-designing a performance programme.

### **TEXT BOOK:**

Sharma RK and Shashi K Gupta – Financial Management, Kalyan Publishing, 2004.

Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing House, Second edition, 2004.

### **REFERENCE BOOKS:**

Barry Berman and Joel R Evans – Retail Management – A strategic Approach, Prentice Hall of India, Tenth edition, 2006.

SN Maheswari – Management According – Sultan Chand & Sons, 2004.

Swapna Pradhan – Retailing Management: Text and Cases – Tata McGraw Hill Publishing Company Ltd., 2004.

## SEMESTER IV

### MANAGEMENT INFORMATION SYSTEM AND RETAIL BUSINESS

#### UNIT I

Management Information system – Definition – data information and system – objectives of MIS – approaches to information – role of information systems in organization – value of information – steps in implementation needs – challenges of information systems.

#### UNIT II

Management information system and decision making – strategic planning for MIS  
Development of strategic management information system – MIS strategy  
implementation – Barriers to development of SMIS.

#### UNIT III

Data base management system – meaning of data base – data models – hierarchical – network – relational model – components of DBMS – data ware housing – distributed data base – client server architecture – data mining.

#### UNIT IV

Decision support systems – evolution – objectives – classification – characteristics – components – functions – development of DSS – group DSS – Executive Information system – Artificial intelligence – Customer relationship management system – Radio Frequency Identification Device (RFID).

#### Unit V

Information systems in Business – marketing Information system – quality information system – financial accounting information system – research and development information system – geographical information system information flow in retail distribution channel – A void retail strategies based on inadequate information – building and using retail information system – retail DBMS in action.

#### TEXT BOOK

Gupta AK. Management Information System, S.Chand & Company Ltd, 2000.

#### REFERENCE BOOKS

Kenners C Laudon, Jane P. Laudon, Management Information System, Prentice Hall of India Private Limited 2004.

James A O Brien Management Information system Tata McGraw Hill edition – 2002.

Effy OZ, Management Information System Thomson Course Technology 2002.

## IV-Semester PC SOFTWARE (MS OFFICE) - Theory

### **Unit-I**

Windows 2000- working with windows – moving formation within windows arranging Icons- Saving Window settings. MS Office Basics – Creating document – entering text-Selecting text- giving instructions- Using tool bars- Menu commands- Keyboards shortcuts- Saving files- Opening documents – Manipulating Windows – simple Editing- Printing Files.

### **Unit-II**

Word Basics – Using Auto text – Using Auto Correct Word editing technique- finding and replacing text – Checking spelling – using templates- formatting – Formatting with styles creating tables.

### **Unit-III**

Excel Basics- entering data- Selecting Ranges- Editing entries – formatting entries- Simple Calculation- naming cells and Ranges- Data display- printing worksheets –copying entries between workbooks – Moving sheets between workbook-deleting sheets- Creating graphs.

### **Unit-IV**

Power Point basics- Working in outline view- using a design template- Merging presentations in Slider sorter view applying templates – Adding graphs- adding organization Charts.

### **Unit-V**

Access Basics- Creating a table- entering and adding records- Changing a structure- working with records – Creating forms – establishable relationship using queries to extract information.

### **Text Books**

1. Office 2000 Complete Reference by stepher L.Nelson.
2. PC Software for window made simplex by R.K Taxali – Tata McGraw Hill Publishers Pvt. Ltd.,
3. Quick Course in Micro soft Office Joyce Cox, Polly urban –Galgottia Publications.
4. PC Software for Office- Automation by T.Karthikeyan and Dr. C. Muthu-Sultan Chand and Company.

**IV – SEMESTER**  
**PC Software (MS Office)**  
**PROGRAMMING LABORATORY**  
**List of Practicals**

**MS-Word**

1. Type the text, check spelling and grammar bullets and numbering list items, align the text to left, right justify and centre.
2. Prepare a job application letter enclosing your Bio-Data
3. Perform Mail Merger Operation and Preparing labels.
4. Prepare the document in newspaper column layout.

**MS – EXCEL**

5. Worksheet Using Formulas.
6. Working Manipulation for electricity bill preparation.
7. Drawing graphs to illustrate class performance
8. An excel worksheet contains monthly sales details of five companies.

**MS ACCESS**

9. Simple commands perform sorting on name, place and pin code of students database and address printing using label format.
10. Pay rolls processing and prepare report
11. Inventory control.
12. Screen designing for data entry.

**MS POWER POINT**

13. Prepare a PowerPoint presentation with at least three slides for department Inaugural function.
14. Draw an organization chart with minimum three hierarchical levels.
15. Design an advertisement campaign with minimum three slides.
16. Insert an excel chart into a power point slide.

## BUSINESS LAW

**Goal:** To enable the students to acquire knowledge of legal aspects of business

**Objective:** On successful completion of this course, the students should have understood

- ✓ Law of contract, Law of sale of goods
- ✓ Law of Agency, Negotiable Instruments Act,....

### UNIT - I LAW OF CONTRACT

Contracts - Essentials of Contract - Agreements - Void - voidable and illegal contracts - Express and implied Contracts - Executed and Executory Contracts - Absolute and contingent contracts - Offer - Legal rules as to offer as to offer and lapse of offer - Acceptance - and rules as to acceptance - to create legal relation - Capacity of parties to create contract - Consideration - Legal rules as to Consideration - Stranger to a Contract and exceptions - Contract without consideration - Consent - Coercion - undue influence – misrepresentation - fraud - mistake of law and mistake of fact.

### UNIT II

Legality of Object - Unlawful and illegal agreements - Effects of illegality - Wagering Agreements - Agreement opposed to public policy - Agreements in Restraint of trade - Exceptions – void agreements - Restitution - Quasi-contracts - Discharge of contract - Breach of contract - Remedies for breach of Contract.

### UNIT - III LAW OF SALE OF GOODS

Formation of contract of sale - Sale and agreement to sell – Hire purchase agreement - Sale and bailment - Capacity to buy and sell - Subject matter of contract of sale - Effect of destruction of goods - Documents of title to goods - conditions and warranties - Rules of Caveat - Emptor - Exceptions - Transfer of property - Goods sent on approval - FOB, CIF, FOR and Ex-ship contracts of sale - Sale by non - owners - right of lien - termination of lien - right of resale - right of stoppage in transit - Unpaid Vendor's rights.

### UNIT - IV

Creation of agency - Classification of agents - relations of principal and agent - delegation of authority - relation of principal with third parties - personal liability of agent - Termination of agency.

### UNIT V

Negotiable Instruments Act 1881-Negotiable Instruments-Characteristics-cheque-Essentials requirements-Endorsements-kinds-crossing-types-Demand draft-Bills of Exchange.

### REFERENCE

1. N.D. Kapoor - Elements of Mercantile Law
2. Shukla M.C. - A Manual of Mercantile Law
3. Venkatesan - Hand Book of Mercantile Law
4. Pandia R. H. - Mercantile La
5. K.P.Kandasami - Banking Law & Practice

## IV Semester Skill Based Subject-2 : Entrepreneurial Finance

### **Subject Description**

This course presents the Entrepreneurial Finance which helps students to know more about the investments and capital market problems.

#### **Goals:**

To familiarize the students with the Entrepreneurial Finance needed to start new ventures.

#### **Objectives:**

On successful completion of the course the students should have: Understood Entrepreneurial Finance. Learnt more about capital market considerations, strategic investments.

### **Contents :**

#### **UNIT I**

Overview of Entrepreneurial Finance: Introduction - Financing choices for start ups -Opportunity Assessment and Creation - Major valuation - risk management and planning concepts Types of investments and funding sources - Tools for analysis -Valuation concepts Business/ financial plans - Capital structures - Sources of funding - Decision horizons

#### **UNIT II**

Project Management - Sources of Business idea, Project classifications - Identifications - Formulation & Design - Feasibility Analysis - Preparation of Project Report and Presentation.

#### **Unit III**

Project Finance : Sources of Finance – Institutional Finance - Role of IFC, IDBI, ICICI, LIC, SFC, SIPCOT, Commercial Bank – Appraisal of bank for loans.

#### **Unit IV**

Institutions Aids for Entrepreneurship Development - Role of DICs, SIDCO, NSICs, IRCI, NIDC, SIDBI, SISI, SIPCOT, Entrepreneurial guidance Bureau - Approaching Institutions for Assistance.

#### **Unit V**

Small Scale Industries - locations - steps in setting SSI unit - problems of entrepreneurs - Sickness in SSI unit – problems of entrepreneurs – Sickness in SSI - Reasons and Remedies - Incentives & subsidies - Evaluating Entrepreneurial performance - Rural Entrepreneurship - Women Entrepreneurship.

#### **Reference :**

1. Vasanth Desai, Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House.
2. N.P.Srinivasan & G.P.Gupta, Entrepreneurial Development, Sultan Chand & Sons.
3. P.Saravanavelu, Entrepreneurship Development, Eskapee Publications.
4. David L.Bodde, International Entrepreneur, Prentice Hall of India, New Delhi.
5. Berger, Allen and Greg Udell, 1998, The Economics of Small Business Finance : Roles of Private Equity and Debt Markets in the Financial Growth Cycle, Journal of Banking and Finance, 22, 613-673.

## SEMESTER - V

### COST AND MANAGEMENT ACCOUNTING

**Goal:** To enable the students to acquire knowledge of Accounting for managerial decisions

**Objective:** On successful completion of this course, the students should have understood

- ✓ Cost sheet, Material issues, Labour cost...
- ✓ Financial statement analysis, Budgeting,...

#### UNIT I (Theory questions only)

Meaning-definition-scope-objectives-function-merits and demerits of Cost and Management Accounting-distinction between cost, management and financial accounting - Elements of cost-cost concepts and costs classification.

#### UNIT II (Problems and theory questions)

Preparation of cost sheet-stores control- ECQ-maximum, minimum, reordering levels-pricing of materials issues-FIFO,LIFO,AVERAGE COST, STANDARD PRICE-methods -labour cost-remuneration and incentives.

#### UNIT III (Problems only)

Financial statement Analysis - preparation of comparative and common size statements - analysis and interpretation. Ratio analysis - classification of ratios-liquidity, profitability, solvency – inter firm comparison.

#### UNIT IV (Problems only)

Fund flow analysis-cash flow analysis (problems only)

#### UNIT V (Problems and theory questions)

Standard costing-variance analysis-material and labour variances Marginal Costing-cost volume profit analysis. Budgeting and preparation of various budgets.

(Theory carries 20 marks and problems carry 80 marks)

#### REFERENCE BOOKS:

1. Jain and Narang - Costing
2. Nigam and Sharma - Cost accounting
3. RK Sharna & K. Gupta - Management Accounting
4. S.N.Maheswari - Management Accounting

## **MARKETING RESEARCH**

### **UNIT -I**

Marketing Research: Meaning, nature and role of marketing research; Organization of marketing research; Marketing research process: Problem identification and definition; Determination of information needs; Developing research proposal.

### **UNIT -II**

Research Design: Types of research Design – Exploratory, descriptive and conclusive researches; Secondary and primary data: Sources of secondary data; Primary data collection instruments – Questionnaire designing and testing; Schedule; Observation methods; Scaling techniques and attitude measurement; Online data sources and research.

### **UNIT -III**

Sample Design: Defining the universe and sampling unit; Sampling frame; Probability and non-probability sampling methods; Sample size determination, Data collection and survey errors.

### **UNIT -IV**

Data Analysis and Interpretation: Data editing and coding; Tabulation and graphic representation; Statistical data analysis including estimation, hypothesis testing, advanced data analysis techniques; Report preparation and presentation.

### **UNIT -V**

Application of Marketing Research : Product research; Advertising research; Market and sales analysis; Marketing research in India; Ethical issues related to marketing research.

### **TEXT BOOKS:**

1. Boyd, Harper W. Jr., Westfall, Ralph and Stasch, Stanley, Marketing Research: Text and Cases, Richard D.Irwin Inc., Homewood, Illinois.
2. Sharma S.S., Marketing Research.



## **RETAIL SUPPLY CHAIN MANAGEMENT**

### **UNIT I :**

Supply chain management-meaning, definition, need and evolution-traditional and modern approaches to SCM-key issues in SCM-phases of SCM-SCM and its relation to other departments in the organization.

### **UNIT II :**

Operations management in SCM: Type of manufacturing systems-lean manufacturing - mass customization - outsourcing-service operations management - managing supply and demand.

### **UNIT III:**

Procurement for supply chain: Type of purchases-inventory models-inventory counting systems-universal bar code-materials requirement planning-just in time and vendor management inventory.

### **UNIT IV:**

Logistics management: Elements of logistics management-supply chain integration-innovations in SCM-retail logistics-distribution management and strategies-transportation management-warehousing and warehouse management systems-packaging for logistics-third party logistics-GPS and GIS technologies.

### **UNIT V:**

Global issues in SCM: Forces behind globalization-world class SCM-world class demand management (WCDM)-world class logistics management (WCLM).

### **TEXT BOOKS:**

Rahul V Alterkar-Supply Chain Management-Concepts and Cases, Prentice Hall of India, 2005.

### **REFERENCE BOOKS:**

David Simchi Levi, Philip Kaminsky and Edith Simchi Levi-Managing the Supply Chain-The Definitive Guide, Tata McGraw Hill, 2004.

Burt, Dobler and Starling-World Class Supply Management-The Key to SCM. Tata-McGraw Hill, Seventh Edition, 2006.

Christopher Ryan, High Performance Interactive Marketing, Viva Books Ltd. 2003.

## SEMESTER V

### VISUAL BASIC (Theory)

**Goal:** To enable the students to learn Visual programming in windows Environment.

**Objective:** On successful completion of this course, the students should have understood

- ❖ VB environment with tool bars, controls and components.
- ❖ Programming steps
- ❖ Declaring variables & arrays
- ❖ Fundamentals of Graphics & Files
- ❖ Data bases & SQL

#### UNIT- I

Getting Started – Visual Basic environment – initial VB screen - single document interface - tool bars and systems control and components - use of file, edit , view , projects , format, Run and Debug, tools, window menu, properties window, procedures, image controls, text boxes, labels, navigating between controls, message controls, message boxes and grids.

#### UNIT – II

Steps in programming – the code window – editing tools – statements in VB – Assignment – and property setting – variable, strings, numbers, constants, displaying information – controlling program flow- repeating operation – making decisions – GOTO – string function – RND functions – data and time functions – financial functions.

#### UNIT – III

Control arrays - lists: one dimensional arrays – array with more than one dimension - using lists functions and procedures – passing by reference /passing by values - code module – global procedure and global variable – documents for users defined types with statements - common dialog box - MDI forms .

#### UNIT – IV

Fundamentals of Graphics and files - screen – the line and shapes – graphics via codes, lines & boxes, Circle, ellipse, pie charts, curves, paint picture method – graph control - file commands - file system controls - sequential files – random access files - binary files .

#### UNIT – V

Clip board, DDE, OLE, Data control – programming with data control – monitoring changes to the data bases – SQL basics – Data Base Objects.

#### REFERENCE BOOK:-

1. Visual Basic 5 from the Ground Up - Gary cornell  
- Tata McGraw hill Publishing

## VISUAL BASIC PRACTICALS

### List of programs

1. Develop a VB project to check user name and password given by user.
2. Develop a VB project to add and remove items from the list box.
3. Develop a VB project to copy all items in a list box to combo box.
4. Develop a VB project to enter and display student information.
5. Develop a VB project to scroll text from left to right using timer.
6. Develop a VB project to display system date and time on screen.
7. Develop a VB project to find day of a week of a given date.
8. Develop a VB project for mini calculator function.
9. Develop a VB project for monthly calendar using flex grid.
10. Develop a VB project to view all image file in your system.
11. Develop a VB project for notepad.
12. Develop a VB project for document typing using MDI forms.

Use Employee information for the following projects.

13. Develop a VB project to search a record in MS-Access database using data control
14. Develop a VB project to delete a record from MS-Access database using data control
15. Develop a VB project to perform the following operation in MS – Access database using DAO
  - a) Move first record
  - b) Move next record
  - c) Move previous record
  - d) Move last record
16. Develop a VB project to insert a record in MS –Access database using ADO.
17. Develop a VB project to modify a record in MS – Access database using ADO.

**SEMESTER V**  
**Skill Based Subject-3 :Small Business Management**

**Subject Description :**

This course incorporates current theory and practice relating to starting and managing small firms. It provides a comprehensive coverage of critical small business issues; numerous real-world examples.

**Goals:**

To help Students understand how to apply the small business management concepts.

**Objectives:**

On successful completion of the course the students should have:

Understood small business management concepts, opportunities recognition, quality and risk management.

**Contents:**

**UNIT I**

The Winning Hand of Entrepreneurship - Strategies That Capture Opportunities – E-Commerce Opportunities - Global Opportunities - Entrepreneurial opportunities - The factors that make the family business unique - The franchising Concept.

**UNIT II**

Startups and Buyouts - Franchising Opportunities - The Family Business - The Role of the Business Plan - Developing the Marketing Plan - Management Teams, Organized Forms, and Strategic Alliances - Define competitive advantage.

**UNIT III**

Selecting a Location and Planning the Facilities - Projecting Financial Requirements - Finding Sources of Financing - Exit Strategies - Develop a comprehensive business plan - the nature of the marketing research process - Identify the factors affecting choice of a business location.

**UNIT IV**

Customer Service, Product, and Distribution Strategies - Pricing and Credit Strategies - Promotional Strategies - Professional Management in the Growing Firm - Managing Human Resources.

**UNIT V**

Quality Management in Small Business - Social and Ethical Issues in Small Business Management - Evaluating Financial Performance – Managing Risk in Small Business Management.

**References :**

1. Small Business Management: An Entrepreneurial Emphasis by Justin G. Longenecker, Carlos W. Moore, and J. William Petty.
2. Small Business Management By And By Megginson and Byrd and Megginson, Megginson Megginson and B, Leon C.
3. Effective Small Business Management By Zimmer Scarborough and, And Zimmer Scarborough and Zimmer
4. Essentials of Entrepreneurship and Small Business Management By Thomas W. Zimmerer, Norman M. Scarborough, Doug Wilson
5. Small Business Management: Managing People By David Byrne, Jim Richardson, Wilf Bowen.

## SEMESTER VI Global Business Management

### UNIT -I

Need and relevance-international trade – current pattern of India’s foreign trade and world trade-India’s trade-trends-composition-volume and direction-traditional and non traditional products-brief background of import trade-future.

### UNIT -II

Indian institutional assistance for export promotion – export policy – features – policy measures – infrastructure set up and aids – export promotion council – commodity boards – board of trade – trade development authority – FIFO, IIFT, Export inspection council, STC, Export houses.

### UNIT -III

Export procedures-offer and receipt of confirmed orders – production – shipping and banking procedure – negotiation-documents for export trade –export incentives.

### UNIT -IV

Export financing – procedure for pre-shipment finance-post shipment finance-terms of payment in international trade-letter of credit-features and types-medium and long term loans – export control regulations - ECGC.

### UNIT -V

International agencies and agreement – IMF-World Bank – functions and features – WTO features-import policy features.

### Recommended Books:

1. TAS Balagopal Export Management
2. Francis Cherunilam International Trade and Export Management
3. S K Varghese Foreign Exchange and Financing of Foreign Trade
4. Y R Ullal Export Management

## **RETAIL ADVERTISING AND PROMOTION**

### **UNIT I :**

Advertising in retailing: Advertising principles-steps in planning a retail advertising campaign-advertising for the retail store.

### **UNIT II :**

Media and copy decisions: Media objectives-planning and budgeting-advertising evaluation-creating and producing copy-copy testing.

### **UNIT III:**

Retail promotional strategy: Promotional objectives, promotional budget, selecting the promotional mix, implementing the promotional mix.

### **UNIT IV:**

Management of sales promotion: Role of sales promotion-types of sales promotion-evaluating sales promotion.

### **UNIT V:**

Personal selling and publicity: Publicity and special events-role of personal selling in retailing-process in personal selling.

### **TEXT BOOKS:**

Drake, Mary Frances and Spooone, Janice Ha-Retail Fashion Promotion and Advertising, Prentice Hall-Pearson, New Delhi, First Edition, 2003.

### **REFERENCE BOOKS:**

Chunawalla Reddy, Appannaiah-An Introduction to Advertising and Marketing Research, Himalaya Publishing House, 2004.

Patrick M Dunne, Robert F. Lusch and David A. Griffith-Retailing, Thomson Asia Pvt. Ltd. 2002.

Gillespie, Hecht and Lebowitz-Retail Business Management, McGraw Hill Book Company, Third Edition, 2002.

## **SEMESTER VI CHANNEL MANAGEMENT**

### **UNIT I :**

Marketing channels-structure, functions and relationships-meaning, need, importance and functions of marketing channels-emergence of marketing channel structure-primary and specialized participants-channel structure.

### **UNIT II :**

Channel strategy and design-enterprise positioning-corporate strategy-customer, competitive and internal environmental analysis-channel objectives-product impact on marketing channel design-transaction cost analysis-analytical tools for evaluating alternative structures-evaluation of channel members-channel strategy-multiple channels.

### **UNIT III:**

Channel development and marketing: Negotiations in marketing-negotiation strategy-channel negotiation process-leadership-vertical marketing system-conflict-types and resolution-macro prospective of channel performance-measuring final performance-measuring customer satisfaction.

### **UNIT IV:**

Issues in retail channel management: Channel dynamics-impact of information age-information systems and channel management-channel change and management-strategic issues in international retailing-need for distribution innovation.

### **UNIT V:**

Channel institutions-retailing-non-store retailing-wholesaling-international distribution channels-channels of distribution for services.

Retail organizations-independent retailers-chain retailers-leased departments-franchises-integrated and consumer co-operatives.

### **TEXT BOOKS:**

Donald J Powerson-Strategic Marketing Channels Management, McGraw Hill, 2002.

### **REFERENCE BOOKS:**

Stren, El. Ansary, Cough man and Anderson-Marketing Channels, Prentice Hall of India-Sixth Edition, 2003.

Barry Berman and Joel R Evans-Retail Management-A strategic approach, prentice Hall of India, Tenth Edition, 2006.

Christopher Ryan, High Performance Interactive marketing, Viva Books Ltd 2003.

## VI Semester Skill Based Subject-4 : Business Environment

### **Subject Description**

This course incorporates Current theory and practice of business environment relating to critical business issues.

### **Goals:**

To help Students understand know about business environment.

### **Objectives:**

On Successful completion of the course the students should have: Understood business environment, socio political environment, International Business scenario.

### **UNIT I**

Business environment:- The concept and significance constituents and characteristics of business - environment in India - social responsibility of business.

### **UNIT II**

Socio-political environment Business and society - Business and culture - Labour welfare and social security Indian Constitution and business Government and business - Directive principles of state policy and Legal Environment.

### **UNIT III**

Economic environment - Economic systems - mixed economy - Industrial regulation -curbing monopolies and restrictive trade practices - Foreign exchange regulation.

### **UNIT IV**

Indian Economic environment:- Planning in India - Promotion of Industries - backward, rural industrialization - Banking & credit - Industrial infrastructure - recent developments - Industrial sickness - recent economic policy.

### **UNIT V**

International business scenario:- Globalization - Foreign Investment and collaboration NRI Investment - MNCs - GATT - WTO - Its impact on Indian - Foreign regulation control.

### **Reference :**

1. Adhikan M, Econornic Environment.
2. Francis Cherunila, Business Environment.
3. Pruti S, Economic &, Managerial Environment In India.
4. Davis & Keith William C Fredrick, Business & Society.
5. Amarch and D., Govt. Business.



Elective – I	A	Insurance Principles and Practice
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**Goal:** To enable the students to acquire knowledge of Insurance Business

**Objective:** On successful completion of this course, the students should have understood

- ∞ Principles of Insurance
- ∞ Life Insurance and General Insurance business in India

### UNIT-I

Defining Risk and Uncertainty - Classification of risk - Sources of risk - External and Internal Insurance - Meaning, nature and significance essential requirements and principles of risk insurance; reinsurance; privatisation of insurance business in India; Insurance Regulatory Development Authority – Recent Developments in the Insurance sector.

### UNIT-II

Life Insurance - Law relating to life Insurance; General Principles of Life Insurance Contract; Proposal and policy; assignment and nomination; title and claims; concept of trust in life policy; LIC - Role and functions.

### UNIT-III

General Insurance - Law relating to general insurance; different types of general insurance; general insurance Vs life insurance; nature of fire insurance ; various types of fire policy ; subrogation; double insurance; contribution; proximate cause; claims of recovery. Accident and Motor Insurance - Nature, disclosure, terms and conditions claims and recovery; third party insurance; Compulsory motor vehicle insurance; accident insurance.

### UNIT-IV

Deposit and Credit Insurance - Nature, terms and Conditions, claim, recovery etc., public liability insurance; emergency risk insurance structure and power, function of General Insurance Corporation of India; Deposit Insurance and credit Guarantee Corporation.

### UNIT-V

Marine Insurance - Law relating to marine insurance ; scope and nature; types of policy; insurable interest; disclosure and representation; insured perils; proximity cause; voyage; warranties; measurement; subrogation; contribution; under insurance.

### TEXT BOOKS

1. M.N.Mishra : Insurance Principles and Practices
2. Kothari & Bahl : Principles and Practices of Insurance
3. G.S.Panda : Principles and Practices of Insurance
4. N.D.Kapoor : Elements of Business Law
5. P.Periyasamy : Principles and Practices of Insurance

Elective – I	<b>B</b>	Customer Relationship Management
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## **CUSTOMER RELATIONSHIP MANAGEMENT**

### **UNIT I**

Overview of Relationship Marketing –Basis of Building Relationship – Types of Relationship Marketing – Customer Life Cycle.

### **UNIT II**

CRM – Overview and Evolution of The Concept – CRM and Relationship Marketing – CRM Strategy – Importance of Customer Divisibility In CRM – CRM and place in Business World.

### **UNIT III**

Sales Force Automation – Contact Management – Concept – Enterprise Marketing Management – The Core Beliefs – CRM in India.

### **UNIT IV**

Value Chain – Concept – Integration Business Process Management – Benchmarks and Metrics – Culture Change – Alignment with Customer Ecosystem – Vendor Selection – Implementation Strategy.

### **UNIT V**

Database Marketing – Prospect Database – Data Warehouse and Data Mining – Analysis of Customer Relationship Technologies – Best Practices In Marketing Technology – Indian Scenario.

### **TEXT BOOK**

S.Shajahan – Relationship Marketing McGraw Hill, 1997

### **REFERENCE BOOKS**

Paul Green Berg – CRM, Tata McGraw hill, 2002

Barry Berman and Joel R Evans – Retail Management – A strategic Approach, Prentice Hall of India, Tenth edition, 2006

Philip Kotler, Marketing Management, Prentice Hall, 2005

Elective – I	C	Brand Management
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**UNIT I :**

Brand-history of branding-importance of branding-strategic brand management process-brand image-branding challenges and opportunities.

**UNIT II :**

Brand positioning-brand equity-sources-building a strong brand-brand building implications-identifying brand positioning-positioning guidelines-defining brand values-internal branding.

**UNIT III:**

Planning and implementing brand marketing-choosing brand elements-criteria-options and tactics for brand elements-new perspective on marketing-co-branding-guidelines-licensing guidelines.

**UNIT IV:**

Measuring and interpreting brand performance-brand value chain-brand tracking studies-establishing effective brand equity management systems-capturing market performance-comparative methods.

**UNIT V:**

Implementing brand strategies-brand product matrix-breadth and depth of branding strategy-brand hierarchy-designing a long term brand strategy-brand extensions-advantages and disadvantages-reinforcing brands-adjusting brand portfolios.

**TEXT BOOKS:**

Kelvin Lane Keller-Strategic Brand Management-Prentice Hall India, 2003.

**REFERENCE BOOKS:**

Jean Noel Kapferer-Strategic Brand Management, Prentice Hall, 2004.

Micheal Moon And Dova Millison-Building Brand Loyalty In the Internet Age, Tat McGraw Hill, 2000.

Ajay Kumar-Brand Management Text and Cases-India Book Distributors, 2000.

Elective – II	A	Strategic Management
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#### UNIT I

Introduction-concept of Strategy – Need – Dimensions - Strategic Planning - Process- Benefits – McKinsey’s 7S Model – Strategic vision – Corporate Mission – Objectives – Goals – Social Responsibility – Business ethics – Linking Strategies with ethics – Social audit.

#### UNIT II

Environmental analysis – Need – Scanning – Approaches – Forecasting – Techniques. Internal Analysis – Need – SWOT analysis – Value Chain – Functional Analysis – Grid approach – Criteria for evaluating internal capabilities.

#### UNIT III

Strategic Decision framework – Developing alternatives – Strategy Options – Diversification strategies – Retrenchment Strategy – Factors influencing strategy – generic strategy – cultural context of strategy – comparing alternatives – BCG Model.

#### UNIT IV

Implementation – Role of top management – Process – Matching Structure of strategy – Resource allocation – Planning and Controlling system.

Evaluation – Criteria – Quantitative and Qualitative factors – Feedback and Information – Industry attractiveness – Application of 9 Cell Matrix.

#### UNIT V

Core Competencies – Building core competencies – Building Strategic Supportive Corporate Culture Strategic advantage – Managing Strategic Change – Strategic Change Process – Diagnosing change need.

#### TEXT BOOK

PK Ghosh, Strategic Planning and Management, Sultan Chand & Sons, 2000.

#### REFERENCE BOOK

VS Ramaswamy & S.Namakumari, Strategic Planning – Formulation of Corporate Strategy, Macmillan Business Books, 2001

John A Pearce, Richard B Robinson, Strategic Management, AITBS Educational Books, 2000

Micheal E Porter, Competitive Strategy, Prentice Hall, 2004.

Elective – II	<b>B</b>	Industrial Relations and Labour Laws
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**Objectives:**

On successful completion of this course, the students should have understood

- Legislations relating to Industrial Disputes and Labour welfare

**UNIT I**

Industrial relations - industrial disputes - causes - handling and settling disputes - employee grievances - steps in grievance handling - causes for poor industrial relations - remedies.

**UNIT II**

Collective Bargaining: - Concept - Principles and forms of collective bargaining - Procedure - conditions for effective collective bargaining - worker's Participation in management.

**UNIT III**

Factories Act 1948 - The Workman's Compensation Act, 1923.

**UNIT IV**

The Industrial Disputes Act 1947 - The Trade Union Act, 1926.

**UNIT V**

The Payment of Wages Act,1936 - The Employee's State Insurance Act, 1948

**REFERENCES:**

1. Personnel Management & Industrial Relation -P.C.Tripathi
2. Dynamics of Personnel Management - C.B.Mamoria
3. Human Resource Management - N.G.Nair & Latha Nair Sultan Chand & Sons.
4. Essentials of Human Resource Management and Industrial Relations – P.SubbaraoHimalaya.
5. N.D. Kapoor - Mercandile Law - Sultanchand & Sons
6. R.Venkatapathy & Assissi Menachery - Industrial Relations & Labour Legislation  
- Aditya Publishers.

Elective – II	C	Consumer Behaviour
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**Subject Description:** This course presents the basics of consumer behaviour

**Goals:** To enable the students to learn the basics of consumer behaviour

**Objectives:** On successful completion of the course the students should have:

Understood consumer motivation and perception

Learnt consumer learning and attitude

Learnt consumer decision making

### UNIT-I

Introduction - Consumer Behaviour — definition - scope of consumer behaviour — Discipline of consumer behaviour — Customer Value Satisfaction — Retention — Marketing ethics.

### UNIT –II

Consumer research — Paradigms — The process of consumer research - consumer motivation — dynamics — types — measurement of motives — consumer perception

### UNIT – III

Consumer Learning — Behavioural learning theories — Measures of consumer learning — Consumer attitude — formation — Strategies for attitude change

### UNIT – IV

Social class Consumer Behaviour — Life style Profiles of consumer classes — Cross Cultural Customers Behaviour Strategies.

### UNIT-V

Consumer Decision Making — Opinion Leadership — Dynamics — Types of consumer decision making — A Model of Consumer Decision Making

### REFERENCE BOOKS:

Leon G. Schiffman and Leslie Lazar Kanuk, Consumer Behaviour, Prentice — Hall of India, Sixth Edition, 1998.

Paul Green Berg-Customer Relationship Management -Tata Mc Graw Hill , 2002

Barry Berman and Joel R Evans — Retail Management — A Strategic Approach-Prentice Hall of India, Tenth Edition, 2006

Gibson G Vedamani — Retail Management — Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004

Elective – III	A	E – Commerce
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#### Unit – I

Foundation of electronic Commerce :- Definition and content of the field – Driving force of EC-Impact of Ec – Managerial Issues- Benefits and Limitations of EC Retailing in EC :- Business models of E – marketing – Aiding comparison shopping - The impact of EC on Traditional Retailing System.

#### UNIT – II

Internet Consumers and market Research: - The consumer behavior model – Personal Characteristics and the Demographics of internet Surfers - Consumer Purchasing Decision making - One – to – One Relationship marketing - Delivering Customer Service in Cyberspace – Marketing research of EC-Intelligent Agents for Consumers – Organizational Buyer Behavior.

#### UNIT – III

Advertisement in EC :- Web Advertising – Advertisement Methods – Advertisement Strategies – Push Technology and Intelligent Agents – Economics and Effectiveness of Advertisement – Online Catalogs. Internet and Extranet :- Architecture of Intranet and External :- Applications of Intranet and Extranet

#### UNIT – IV

Business – to – Business Electronic Commerce : Characteristics of B2B EC- Model– Procurement Management Using the Buyer’s Internal Market Place – Supplier and Buyer Oriented Marketplace – Other B2B Models Auctions – and Service – Integration with back End Information System \_ The Role of S/W Agents in B2B – Electronic Marketing in B2B.

#### UNIT –V

Public Policy : From Legal Issues to Privacy :- Legal, Ethical and Other Public Policy Issues – Protecting Privacy – Free Speech , Internet Indecency Censorship – Taxation and Encryption Policies and Seller Protection in EC.

#### Reference Books :-

EFRAIM TURBUN, JAE LEE, DAVID KING, H. MICHAEL CHUNG

- “ELECTRONIC COMMERCE – A MANAGERIAL
- PERSPECTIVE ,
- Pearson Education Asis – 2000.

Elective – III	<b>B</b>	HRD (Human Resource Development)
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**AIM:** To enable the students to learn the principles and practices of developing human resources.

**UNIT I:**

HRD - Meaning, scope, importance, difference between traditional personnel management and HRD. Role Analysis and HRD-Key performance areas, Critical Attributes, Role Effectiveness, Role analysis methods.

**UNIT II:**

Performance appraisals and performance development - objectives of performance appraisal - The past and the future; Basic considerations in performance appraisal; Development oriented appraisal system. Interpersonal Feedback and performance counseling

**UNIT III:**

Potential Appraisal and Development. Career planning and Development.

**UNIT IV:**

Training - conceptual framework for training; learning principles; Identification of training needs; Determination of training objectives; Training programme design; Training methods and their selection criteria.

**UNIT V:**

Organization Effectiveness - Organisation Culture, HRD climate; Organization Development - characteristics, HRD - OD interface. HRD experiences in India - Emerging trends and perspectives.

**REFERENCES:**

1. Pareek Udai and T.V.Rao, Designing and Managing Human Resource Systems, Oxford & IBH.
2. Rao T.V. performance Appraisal: Theory and Practice. AIMA-Vikas.
3. ILO: An Introductory course in Teaching and Training Methods for Management Development. Sterling Publishers.
4. Rao T.V.et.al.(ed) Alternative Approaches and Strategies of HRD Rewat Publications.
5. Silvera D.M. - Human Resource Development - the Indian Experience New India Publications.
6. Rao VSP, Human Resource Development, Response Books, 2001.
7. Kandula S.R, Strategic Human Resource Development, PHI, 2001.



Elective – III	C	Merchandising Management
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#### UNIT I

Merchandising – meaning – concept – factors affecting merchandising function – merchandise manager-functions – merchandise hierarchy – merchandise mix – components of merchandise management – merchandise strategies

#### Unit II

Merchandise planning-steps involved – merchandise control – the open to buy – assortment planning – steps involved – merchandising stages- merchandise budgets and forecasting

#### UNIT III

Merchandise buying – types of buying – sources of supply-identifying and contracting – evaluating sources – branding strategies – category management – components of category management – category management and business process – role of category captain.

#### UNIT IV

Merchandise performance – retail pricing – elements – merchandise allocation – analysing merchandise performance – methods – integrating dollar and unit concept – gross margin return on investment – mark ups and downs – shrinkage in retail management.

#### UNIT V

Visual merchandising – types of display – display planning – characteristics of effective display – selling power of display – methods of display – window display and interior display – space management – planning layout.

#### Text Book

Chetan Bajaj And Ranjith – Retail Management – Oxford University Press, second edition 2005

#### Reference Book

Gillespie. Hecht and Lebowitz – Retail Business Management, McGraw Hill Book company, Third edition 2002

Gibson G. V edamani – Retail Management: Functional Principles and Practices, Jaico Publishing House, Second Edition 2004

James R. Ogden. Denise T.Ogden – Integrated Retail Management, Wiley Pvt Ltd, 2005

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