BHARATHIAR UNIVERSITY, COIMBATORE - 641 046
B.A. ECONOMICS WITH RETAILING (CBCS PATTERN)
WITH COMPULSORY DIPLOMA IN TRADE ECONOMY AND COMPUTER SYSTEMS
(For the students admitted during the academic year 2008-2009 and onwards)

SCHEME OF EXAMINATIONS

<table>
<thead>
<tr>
<th>Part</th>
<th>Study Components / Course Title</th>
<th>Inst. Hours/ Week</th>
<th>Examination</th>
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<tr>
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<td>III</td>
<td>CORE I – MANAGERIAL ECONOMICS &amp; DECISION MAKING – I</td>
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<td>III</td>
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| Semester II |                                 |                   |           |       |          |       |
| I           | Language-II                     | 6                 | 3         | 25    | 75       | 100   | 3     |
| II          | English-II                      | 6                 | 3         | 25    | 75       | 100   | 3     |
| III         | CORE III – MANAGERIAL ECONOMICS & DECISION MAKING – II | 5 | 3 | 25 | 75 | 100 | 4 |
| III         | CORE IV – RETAIL BUSINESS ORGANISATION THEORIES AND MODELS | 5 | 3 | 25 | 75 | 100 | 4 |
| III         | ALLIED PAPER II COMPUTERISED ACCOUNTING – TALLY | 6 | 3 | 25 | 75 | 100 | 5 |
| IV          | Value Education – Human Rights # | 2                 | 3         | -     | 50       | 50    | 2     |

| Semester III |                                 |                   |           |       |          |       |
| I            | Language-III                    | 6                 | 3         | 25    | 75       | 100   | 3     |
| II           | English-III                     | 6                 | 3         | 25    | 75       | 100   | 3     |
| III          | Core V – MACRO ECONOMICS        | 4                 | 3         | 25    | 75       | 100   | 4     |
| III          | Core VI – MERCHANDISE MANAGEMENT AND RETAIL PRICING | 4 | 3 | 25 | 75 | 100 | 4 |
| III          | Allied : III - STATISTICS      | 5                 | 3         | 25    | 75       | 100   | 4     |
| IV           | Skill based Subject 1 (Diploma) | FINANCIAL ACCOUNTING | 3 | 3 | 25 | 75 | 100 | 3 |
| IV           | Tamil@ / Advanced Tamil# (OR) Non-major elective - I (Yoga for Human Excellence)# / Women's Rights# | 2 | 3 | - | 75 | 75 | 2 |

| Semester IV |                                 |                   |           |       |          |       |
| I           | Language-IV                     | 6                 | 3         | 25    | 75       | 100   | 3     |
| II          | English-IV                      | 6                 | 3         | 25    | 75       | 100   | 3     |
| III         | Core VII – MONETARY ECONOMICS   | 4                 | 3         | 25    | 75       | 100   | 4     |
| III         | Core VIII – INTRODUCTION TO PL/SQL | 4 | 3 | 25 | 75 | 100 | 4 |
### Table of Credits

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<td>Core XII – ENTREPRENEURSHIP DEVELOPMENT</td>
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$ 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.

### List of Elective papers (Colleges can choose any one of the paper as electives)

<table>
<thead>
<tr>
<th>Elective – I</th>
<th>A</th>
<th>Retail Store Planning and Design Layout</th>
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<td>B</td>
<td>Investment Policies and Programme – I</td>
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<tr>
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<td>C</td>
<td>E-commerce</td>
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<td>Elective – II</td>
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<td>Service Retailing</td>
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<tr>
<td></td>
<td>B</td>
<td>Investment Policies and Programme – II</td>
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<td>C</td>
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<td>A</td>
<td>Management Information System</td>
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<tr>
<td></td>
<td>B</td>
<td>Auditing</td>
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<td></td>
<td>C</td>
<td>Tourism</td>
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</table>
B.A. Economics with Retailing
Semester I
Part III – Core Paper I – Managerial Economics and Decision Making I
Total Hours: 90

Preamble:
The Paper aims to

• Equip the students with the fundamental tools of economic analysis
• To acquire skills in applying the tools of economic analysis in forecasting demand and deciding production.

Unit I

(18 Hours)

Unit II

(18 Hours)

Unit III
Demand Analysis And Forecasting: Law Of Demand – Elasticity Of Demand – Types, Measurement, Applications – Demand Function – Demand Forecasting – Types, Objectives And Purpose Of Forecasting – Methods Of Forecasting.

(18 Hours)

Unit IV

(18 Hours)

Unit V

(18 Hours)

Books for Reference:
R. Cauvery and others : Managerial Economics, S.Chand and Company, New Delhi, 2002.
B.A. Economics with Retailing

Semester I

Part III – Core Paper II – Introduction to Retailing

Total Hours: 90

Preamble:
The Paper

• Aims to introduce the subject and practice of retailing through its nature, scope and role in the economy.
• Gives Knowledge of Career opportunities in retailing.

Unit I:

(16 Hours)

Unit II:
Economic significance of Retailing : Retail sales – Employment – Top Indian Retailers -Opportunities in Retailing : Management Opportunities – Entrepreneurial opportunities.

(16 Hours)

Unit III:

(20 Hours)

Unit IV :
Retailing and consumer behaviour : Need for studying consumer behaviour – factors influencing the retail purchase behaviour – the changing consumer demographics lifestyle changes – the consumer buying process – shopping behaviour, shopping missions and motivations, retail outlet choices – retail segmentation.

(20 Hours)

Unit V :
Careers in retailing: owning business – opportunities as a retail employer – types of positions in retailing – career paths and compensation in retailing – sources and hints to be consulted in searching for career opportunities– hints to prepare for the interview – evaluating retail career opportunities.

(18 Hours)

Books for Reference:


B.A. Economics with Retailing
Semester I
Part III - Allied Paper I – Office Automation Tools

Total Hours: 90

Preamble:
The Papers covers the essential skills for using all the programs separately and as a team

- It equips the students to develop their own application using Graphical user Interface.
- Knowledge of Microsoft Access as Database Management System to organizing Staggering information about personal and business life.
- To learn Power point presentation graphics program.

Unit I:

(18 Hours)

Unit II:

(18 Hours)

Unit III:

(18 Hours)

Unit IV:
MS Power Point: Power Point Basics – Introduction – Toolbars their Icons and commands – Navigating in Power Point – working with PowerPoint (Animation effects, Hyperlink)

(20 Hours)

Unit V:

(16 Hours)

Books for Reference:
Practical I - Office Automation Tools

- Prepare a class timetable using MS Word
- Prepare an application with Bio Data using MS Word (like application for the post of Lecturer in college)
- Prepare a chart for student name versus subject marks using MS Word
- Prepare an information letter about the college reopening date to the student using Mail Merge
- Prepare an information letter to various students about the publication of results using Mail Merge
- Design an advertisement copy in MS Word
- Prepare Students mark sheet using Excel
- Prepare Payroll for employee using Excel
- Draw a chart using Excel with the details: student name and marks of 3 subjects
- Design a sports day invitation and prepare slides describing various events in Power point
- Display various departments and courses offered in our college using Power point
- Prepare the teaching slides using Power Point
- Create a database for employee details and generate a report for pay slip using MS Access
- Create a database maintaining stock in a shop with fields: Serial number (Primary Key), Name of product, Product code, Quantity and Price
- Create a database for customer information and generates a report with the customer name in ascending order.
B.A. Economics with Retailing
Semester II
Part III – Core Paper III – Managerial Economics and Decision Making II
Total Hours: 75

Preamble:
The Paper aims to
• Equip the students with the knowledge of pricing under different market conditions
• Develop the skills in managing capital and profit
• Impart skills in risk management

Unit I
(15 Hours)

Unit II
(15 Hours)

Unit III
(15 Hours)

Unit IV
Capital Management: Capital Budgeting – Cost Of Capital – Project Profitability.
(15 Hours)

Unit V
(15 Hours)

Books for Reference:
R.Cauvery and others: Managerial Economics, S.Chand and Company, New Delhi, 2002.

Preamble:
The Paper aims
• To familiarize the students with the various theories of retail development to have a strong bases
• To acquire knowledge about various organizational arrangements in retailing

Unit I:
Evolution of Retail Formats – Social Development and their impact on retailing – Retailing as a form of business – special characteristics of retailing. (15 Hours)

Unit II:
Theories of Retail Development :- Environment Theory, Cyclical Theory, Conflict Theory. Concepts of Life Cycle in Retail – Phases of Growth of Retail Markets. (15 Hours)

Unit III:
Retail institutions by ownership: Independent chain, Franchise, leased department, vertical marketing system, consumer co-operative – case studies. (15 Hours)

Unit IV:
Store based retail business: Food-oriented retailers, convenience store, conventional super markets, food based superstore, combination store, box store, warehouse store. General merchandise retailers:- Speciality Store, Traditional Department Store, Full Time Discount Store, Off-price Chain, Factory Outlet Membership Club, Flea Market. (15 Hours)

Unit V
Non-Store based retail business, Direct Marketing, Direct Selling, Vending Machines, On-line Retailing, Other Non-traditional retailing - Airport Retailing. (15 Hours)

Books for Reference:


David Gilbert : Retail Marketing Management, Pearson Education, Delhi, 2003
B.A. Economics with Retailing
Semester II
Part III – Allied Paper II – Computerized Accounting - Tally
Total Hours: 90

Preamble:
The objectives of the Paper are

>To familiarize the students with accounting skills using tally software

Unit I
Basics Of Accounting-Accounting Principles – Concepts And Conventions-
Double Entry System- Rules Of Accounting – Mode Of Accounting – Financial
Statements .Accounting On Computers: Accounting System – Benefits Of Accounting
On Computers- Factors Contributing To Change – Challenges Associated With
Accounting On Computers

Unit II
Tally Fundamentals: Introduction To Tally – Features Of Tally – Getting
Functional With Tally – Creation/ Setting Up Of A Company In Tally- F11 Features –
F12 Configure – Value Added Tax In Tally
Processing Transactions In Tally: Ledgers And Groups – Accounting Vouchers –
Contra Voucher – Payment Voucher – Receipt Voucher – Journal Voucher – Sales
Invoice – Duties And Taxes – Recording Transaction Of Sample Data

Unit III
Generating And Printing Of Accounting Reports: Financial Reports In Tally –
Balance Sheet – Profit And Loss Account –Account Books – Group Summary – Group
Vouchers – Generation Of Reports
Inventory In Tally: Stock Groups – Stock Items – Units Of Measure – Inventory.
Vouchers - Recording Simple Inventory Transactions

Unit IV
Purchase And Sales: Cash And Credit Purchases – Cash And Credit Sales –
Purchases Returns – Sales Returns – Bill Of Exchange – Bills Receivable And Bills
Payable – Revenue Recognition Principles – Price Levels
Display And Reports: Introduction – Accounting And Inventory Reports In Tally

Unit V
Accounting Reports: Balance Sheet – Profit And Loss Account – Account Books –
Statement Of Accounts – Day Book
Inventory Reports: Stock Summary – Inventory Books
Printing Reports: Types Of Print Configuration Options – Print Format
B.A. Economics with Retailing
Semester III
PART III – Core Paper V – Macro Economics

Total Hours: 75

Preamble:
The course is designed to
• Make the students aware of the basic, theoretical framework underlying the field of macro economics.
• Expose the students to macro economic aspects in Keynesian and Post-Keynesian economics.

Unit I
Definition, nature and scope of Marco Economics – Circular flow of income

(15 Hours)

Unit II

(15 Hours)

Unit III
Consumption Function – Average and Marginal Propensity to Consume

(15 Hours)

Unit IV
Savings – Types of Saving* - Determinants of Saving – Investment function

(15 Hours)

Unit V

(15 Hours)
Books for Reference
Dr. R. Cauvery and Others : Macro Economics, S. Chand & Company Ltd.,
New Delhi, 2004.
Dr. S. Sankaran : Macro Economics, Margham Publications,
B.A. Economics with Retailing
Semester III
Part III – Core Paper VI – Merchandise Management and Retail Pricing
Total Hours: 60

Preamble:
• To equip the students with the knowledge of procuring and managing the processing of the sale of merchandise
• To acquire the essential knowledge of pricing policies and strategies in the retailing of merchandise

Unit I

(12 Hours)

Unit II

(12 Hours)

Unit III

(12 Hours)

Unit IV

(12 Hours)

Unit V
Developing A Retail Price Strategy: Retail Objectives And Pricing, Overall Objectives And Pricing, Specific Pricing Objectives, Broad Price Policy – Price Strategy, Demand, Cost And Competition Oriented Approaches To Strategy, Integration Of The Approaches To Price Strategy – Price Adjustment.

(12 Hours)
Books for Reference:
Barry Berman and Joel R. Evans: Retail Management, Pearson Education (Singapore), Pvt. Ltd., New Delhi, 2002
Swapna Pradhan: Retailing Management, Text and cases, Tata Mc Graw- Hill Publishing Company Ltd., Delhi, 2006
Gibson G. Vedamani: Retail Management, Jaico Publishing House, Kolkata, 2005
B.A. Economics with Retailing
Semester III
PART III – Allied Paper III – Statistics
Total Hours: 90

Preamble
This course aims at
• Analyzing and interpreting data
• Applying the statistical tools for solving economic problems

Unit I
Definition – importance – functions and limitations of statistics – Primary and Secondary data, census and sampling methods – Collection of data* Frequency distribution – Classification and Tabulation of data – Diagrammatic and Graphical representation – Ogive and Lorenz Curves (20 Hours)

Unit II
Measures of Central Tendencies – Functions of an average – Essentials of an ideal average – Arithmetic mean – Geometric Mean – Median – Mode – Relationship between different averages – Appropriateness of an average. (16 Hours)

Unit III
Measures of Dispersion – Range – Quartile Deviation – Mean Deviation – Standard Deviation – Coefficient of Variation – Skewness – Kurtosis. (17 Hours)

Unit IV
Simple Correlation – Meaning and types – Measurement of Correlation – Karl Pearson’s Coefficient of Correlation – Spearman’s Rank Correlation – Method of Least Square with one independent variable. (18 Hours)

Unit V
Index numbers – Laspeyre’s, Paasche’s, Fisher’s Ideal Index Numbers – Cost of Living numbers – Time Series Analysis – Components and measurements of Time Series limited to moving average and least square methods. (19 Hours)

Note: Theory carries 40 marks and problems carry 60 marks

Books for Reference:
Preamble
The Paper aims at
• Understanding the role of money, theories of Money and how money is managed in Modern economy
• Analyzing the monetary forces, their developmental role and limitations in shaping and influencing the monetary policies

Unit I
Nature and importance of Money – Significance of money – Definition of Money – Functions of Money, Value of Money – Measurement of changes in value of money. (10 Hours)

Unit II
The supply and demand for money. The Supply of Money – Measures of Money Supply (Different approaches – Traditional, monetarist, Gurley-Shaw, Radcliff approach – in brief)
Velocity of circulation of money : Demand for money – classical view – modern view. (14 Hours)

Unit III
Theories of Money – Fisher’s quantity theory of money – Cambridge version of quantity theory – Keynes theory of money and prices – Reformulation – Friedman’s Restatement of quantity theory of money. (14 Hours)

Unit IV

Unit V
Commercial banks in Economic Development – credit Creation by Commercial banks – Functions of central banks- Methods of Credit Control.
Money and capital market (a brief idea only) - Monetary policy – its objectives. Financial Intermediaries – their role in India’s Economic Development. (12 Hours)
Books for Reference:

Dr. S. Sankaran : Monetary Economics, Margham Publications, Chennai, 2005


M. L. Jhingan : Monetary Economics, Konark Publishers Pvt. Ltd., Delhi, 1997

T. T. Sethi : Monetary Economics, S. Chand & Co. Ltd., Delhi, 1996
Preamble:
The aim of the paper is
✓ To make the students design and maintain databases.
✓ To store and retrieve information contained in the database.

Unit I

(9 hours)

Unit II
More on SQL – Computations on Table Data – Oracle Functions – Data constraints – Grouping Data from Tables in SQL – Manipulating Dates in SQL – Subqueries – Joins – Using the Union, Intersect and Minus Clause.

(10 hours)

Unit III

(8 hours)

Unit IV
Oracle Transactions – Processing a PL/SQL Block – Cursors.

(9 hours)

Unit V

(9 hours)

Books for Reference:
B.A. Economics with Retailing  
Semester IV  
Part III – Allied Paper IV – Business Mathematics  
Total Hours: 90

Preamble:
The paper helps the students
✓ To gain elementary mathematical knowledge
✓ To know the application of mathematical techniques in Economic theories.

Unit I : Mathematical Economics and Algebra

(16 hours)

Unit II : Number system and equation
Number system – Prime numbers – Integers – Rational numbers – Operations with fractions - Real number system – Properties of real number system Equation – Linear and Quadratic – Solutions to linear and quadratic equations.

(18 hours)

Unit III : Matrix Algebra

(18 hours)

Unit IV : Differentiation

(19 hours)

Unit V : Mathematics of finance

(19 hours)

Note : Theory carries 40 marks and problem carries 60 marks.

Books for Reference:
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<th>Author(s)</th>
<th>Title</th>
<th>Publisher and Location</th>
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<tr>
<td>B.C. Metha and B.C. Madnani</td>
<td>Mathematics for Economists</td>
<td>Sultan Chand &amp; sons, New Delhi</td>
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<td>B. Navaneetham &amp; others</td>
<td>Business Mathematics</td>
<td>Anand Publications, Tiruchirapalli</td>
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<td>Srinath Baruah</td>
<td>Basic Mathematics, Applications in Economics</td>
<td>Macmillan India Ltd, Chennai</td>
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B.A. Economics with Retailing
Semester V
Part III – Core Paper IX – Fiscal Economics
Total Hours: 90

Preamble:
The aim of the Paper is
➢ to enable the students to understand the fundamentals of Public Finance
➢ to impart a thorough understanding of the role and functions of the Government in a modern economy and
➢ to study the impact of financial operations on economic activities

Unit I
(15 Hours)

Unit II
(20 Hours)

Unit III
(20 Hours)

Unit IV
(20 Hours)

Unit V
(15 Hours)

Books for Reference:
Dr.R.Cauvery & others : Public Finance (Fiscal Policy)
S.Chand & Ltd.,Delhi 2005


B.A. Economics with Retailing
Semester V
Part III – Core Paper X – Supply Chain Management and Market Research

Total Hours: 75

Preamble:
The paper aims
✓ To impart basic objectives and functions of SCM necessary to obtain competitive success and profitability by modern organizations.
✓ To provide the knowledge about demand placed on purchasing and supply chain managers by business stakeholders.

Unit I
Basics of SCM: Meaning and Definition of SCM – Types of SCM – Structure and organization of SCM (activities and functions) – Objectives and analysis of SCM – Importance of SCM.

(14 Hours)

Unit II

(14 Hours)

Unit III

(14 Hours)

Unit IV
Information technology in SCM and E-Business – Importance of IT in Retail – Factors affecting the use of technology – Applications of technology – EDI – Database Management, Data warehousing, Data mining – RFID – Bar-coding – Electronic shelf label – E-Commerce or E-tailing – the Scene in India.

(18 Hours)

Unit V
Supply chain research and modeling – conceptualizing and configuring supply chain – forecasting and demand management – Forecasting and replenishment – Advanced planning systems. Determining optimum level of product availability – Applications of Marketing Research.

(15 hours)

Books for Reference:
B.A. Economics with Retailing
Semester V
Part III – Core Paper XI – Retail Business Management
Total Hours: 75

Preamble:
The paper would enable the student
• To know the essential spheres of management
• To understand the ethical aspects of management

Unit I
Nature and significance of Management- Objectives of Management – functions of management – setting up a retail organization – factors to be considered in planning assessing a retail organization

(15 Hours)

Unit II
Human Resources Environment of retailing – Recruiting and selecting retail personnel. Compensating retail personnel, supervision of retail personnel

(14 Hours)

Unit III
Financial Dimensions of operation Management – Profit planning –Asset Management –Budget decisions –preliminary budget decisions and ongoing budgeting process

(14 Hours)

Unit IV
Operational Dimensions – Store security insurance – Credit Management – Computerization – Outsourcing –Risk management

(14 Hours)

Unit V
Ethics in Retail management – Ethical values – Social responsibility, ethical values in relation to customers, community and general public, employees, business partners and share holders – Consumerism.

(18 hours)

Books for Reference:


Preamble:
The aim of the paper is
- To acquire the knowledge regarding characteristics of an entrepreneur
- To develop an interest in entrepreneurial activity and
- To equip them with entrepreneurial skills for self employment

Unit I

Unit II

Unit III

Unit IV
Training and finance objectives of training – phases of EDP – special agencies for training – institutional finance with special emphasis of commercial banks. IDBL IFCI, ICICI, IRBI, SFCS,. SIPCOT, Khadi and Village Industries Commission – Micro Finance –Incentives and Subsidies (a Brief Study)

Unit V

Books for Reference:
R. Saravanakumar, R. Parameswaran & T. Jayalakshmi (V Unit) : A Text Book of Information Technology, S. Chand & Co Ltd., Delhi, 2003
R. S. N. Pillai & Bagavathi : Commercial Correspondence & Office Management, S. Chand & Company, New Delhi, 1996
Preamble:
The Paper enables the students
- To have an essential understanding of various issues of the Indian Economy and
- To have the ability to comprehend & critically appraise the current Indian Economic Problems

Unit I
Characteristics Of Indian Economy As A Developing Economy – Demographic Trends In The Post-Independence Period – Birth Rate, Death Rate, Age Composition, Sex Ratio, Density, Life Expectancy, Literacy, Urbanization And Workforce Participation Rate – Unemployment – Kinds – Government’s Policy Measures To Remove Unemployment – Future Scenario Of Unemployment In India.

(16 Hours)

Unit II
Place Of Agriculture In Indian Economy – Causes For Low Productivity – Credit Needs Of The Indian Farmers – Sources Of Rural Credit – Present System Of Indian Agricultural Marketing – Measures To Improve Agricultural Marketing (In Brief) – New Agricultural Strategy - Green Revolution – Problems Created By Green Revolution – Agricultural Price Policy – Indian Agriculture And WTO – Recent Initiatives In Indian Agriculture.

(18 Hours)

Unit III

(19 Hours)

Unit IV

(18 Hours)

Unit V
Books for Reference:
Ruddar Dutt and K.P.M Sundaram : Indian Economy, S.Chand & Company Ltd., New Delhi, 2004
Ishwar D.Dhingra : Indian Economy, S.Chand & Co., Delhi 1997
Dr.S.Sankaran : Indian Economy, Margham Publications, Chennai, 2004
Preamble:
The paper aims to
- Educate the students about the role of scientific planning in marketing in retail business.
- To impart knowledge about the innovative methods of promotional and marketing strategies.

Unit I
Retail strategies – concept, the retail perspective, steps involved in developing a retail strategy, methods to enter a new market. (15 Hours)

Unit II
Retail Promotion – Meaning And Scope – Elements Of The Retail Promotional Mix – Advertising, Objectives, Advantages And Disadvantages, Advertising Media – Types Of Advertising. (15 Hours)

Unit III
Public Relations – Meaning, Objectives, Advantages And Disadvantages, Types Personal Selling, Meaning, Objectives, Advantages And Disadvantages, Types, Typical Personal Selling Functions. (15 Hours)

Unit IV
Sales Promotion – Meaning, Objectives, Advantages And Disadvantages, Types, Planning A Retail Promotional Strategy, Methods Of Setting The Size Of A Retail Promotional Budget, Selecting, Implementing – Timing Of The Promotional Mix - Reviewing And Revising The Promotional Plan. (15 Hours)

Unit V
Management Of A Retail Brand – Definition Of A Brand, Role Of The Brand, Brand Loyalty, Positional And Personality Of A Brand, Brand Proposition, Brand Image And Identity, Brand Name, Brand Awareness, Managing Brands Over Their Life Cycles, Successful Brands, Brand Updating - Advantages Of Own Brands, Brand Extension Types, Advantages, Disadvantages And Risks. (15 Hours)
Books for Reference:
Gibson G. Vedamani : Retail Management, Jaico Publishing House, Mumbai, 2005
Preamble:
The paper aims to
- Impart information on the growth of retail business in India & World as well as challenges in Global Retail Business
- Educate the students on the market entry methods at Global Level

Unit I
International Retailing: Definitions- concepts – rise and growth – International Retail Structures – measures for retail development – factors to be considered when engaging in Global Retailing.
(15 Hours)

Unit II
(15 Hours)

Unit III
(15 Hours)

Unit IV
Retail in India: The Evolution of Retail in India – Retailing in Agriculture - Reasons behind the retail change in India – The size of retail in India – key sectors in Indian retail – FDI in Indian Retail – Challenges to Retail development in India.
(15 Hours)

Unit V
(15 Hours)

Books for Reference:
Micheal Levy and Barton A Weitz : Retail Management, Tata Mc Graw


III – SEMESTER – PART – IV SKILLS BASED SUBJECT - 1
DIPLOMA - TRADE ECONOMY AND COMPUTER SYSTEM
FINANCIAL ACCOUNTING

SUBJECT DESCRIPTION:

The Course deals with the essential concepts of accounting procedures.

OBJECTIVES:

1. To make the students to understand the basic concepts of accounting procedures.
2. To encourage the students to learn modern techniques in the accounting field.

UNIT I
Accounting - Definition, objects, functions and importance, classification of accounts - Double Entry System concept; Journal, ledger and Trial Balance.

UNIT II

UNIT III
Preparation of Final Accounts of sole traders - trading and Profit & Loss A/c. and Balance Sheet - with simple adjustment.

UNIT IV
Single Entry System - Statement of Affairs; Conversion into double entry (Simple Problems)

UNIT V

REFERENCE BOOKS


NOTE: Question Papers must contain problems to the extent of 60% of the marks allotted to the subject.
IV – SEMESTER – PART – IV SKILLS BASED SUBJECT - 2

DIPLOMA - TRADE ECONOMY AND COMPUTER SYSTEM
II TRADE DOCUMENTATION

SUBJECT DESCRIPTION:
The subject deals with essential methods of Trade documentation.

OBJECTIVES:
1. To familiarize the students to learn the procedures of foreign trade and documentation methods.
2. To enable the students to gain knowledge regarding Trade documentation.

UNIT I
Avenues of International Trade - Direct exporting - Joint venturing - licensing arrangement, Management contracting, foreign investment - turnkey projects, consulting.

UNIT II
Role of Shipping - Liners, tramps, Bill of lading - Jettison and general average, particular average, warranties and other shipping terminologies - containerization - Air Transport - Multi Model Transport - Cargo Insurance.

UNIT III

UNIT IV
Export, Import Licenses - Letter of Credit Mechanism - Uniform Customs and Practices for Documentary Credit (UCPDC) - Duty drawback procedure.

UNIT V
Packing Methods - Packing List - Quality Control and Inspection - Clearance of Export Cargo - valuation and classification of goods in customs - Warehousing under Customs Act - Post - Shipment Formalities and procedures.

REFERENCE BOOKS
Government of India, Handbook of Import and Export procedures.
Balagopal  Export Management, Himalaya Publishing House, Delhi
SEMESTER - V – PART – IV SKILLS BASED SUBJECT - 3

DIPLOMA - TRADE ECONOMY AND COMPUTER SYSTEM

COMPUTER SYSTEM - I

SUBJECT DESCRIPTION:

The course deals with the basic knowledge on different concepts of computer applications.

OBJECTIVES:

1. To provide knowledge on different concepts of computer applications
2. To enable the students to understand the importance of computer system.

UNIT I

UNIT II

UNIT III

UNIT IV
Tally 7.2 - opening New Company - safety of accounts - password characteristic, Making Ledger accounts - writing voucher - voucher entry - Making different types of vouchers - correction of Sundry Debtors and Sundry Creditors.

UNIT V

REFERENCE BOOKS

Nathari - Tally 7.2, B.P. Publications.
S. Palanivel - Tally Accounting Software - Margham Publications.
Parameswaran - Computer Applications in Business.
SEMESTER - VI– PART – IV SKILLS BASED SUBJECT - 4

DIPLOMA - TRADE ECONOMY AND COMPUTER SYSTEM

COMPUTER SYSTEM - II

SUBJECT DESCRIPTION

The course deals with the different concepts relating to MS. Office and computer system.

OBJECTIVES

1. To understand the significance and basic concepts of computer systems.
2. To provide knowledge of the application of computer system in the field of MS. Office

UNIT I


UNIT II

Word Basics - Using Auto text - using Auto correction - word editing techniques - 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 work sheets - copying entries between work books - moving sheets between work books - deleting sheets - creating graphs.

UNIT IV

Power Point Basics - editing text - adding subordinate points - deleting slides - working outline view - a design template merging presentation in slider sorter view applying templates - adding graphs - adding organisation charts - running an electronic slide - show adding special effects.

UNIT V

Access Basics - creating a table entering and adding records - changing a structure - working with records - creating forms - establishing relationships - using queries to extract information - using report to print information.

REFERENCE BOOKS

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<tr>
<th>No.</th>
<th>Author</th>
<th>Title</th>
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<tbody>
<tr>
<td>3.</td>
<td>Joyce Cox, Polly Urban</td>
<td>Quick Course in Microsoft Office - Galgotial Publications.</td>
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<td>4.</td>
<td>T. Karthikeyan &amp; Dr.C. Muthu</td>
<td>PC Software for Office Automation - Sultan Chand.</td>
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<td>5.</td>
<td>Sanjay Saxena</td>
<td>A first course in Computer</td>
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<td>6.</td>
<td>R. Krishnamoorthi</td>
<td>Computer programming and application</td>
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<td>7.</td>
<td>A.L. Stevens</td>
<td>Teach; your self windows.</td>
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B.A. Economics with Retailing  
Semester V  
Part III – ELECTIVE  I-A Retail Store Planning and Design Layout  
Total Hours: 90

Preamble:
The paper helps
➢ To learn the essential retail strategies
➢ To develop the skill of planning and designing a retail store

Unit I
Retail Strategic Planning: Generic strategies – operational excellence, product differentiation, customer intimacy, growth strategy – Market expansion strategy.  
(18 Hours)

Unit II
Store planning – Location planning and site selection, store design and retailing image mix, space mix, effective retail space management.  
(18 Hours)

Unit III
Store layout – Floor space management – space audit – Rules for successful space and layout management – the store façade  
(18 Hours)

Unit IV
Visual merchandising and displays – visual merchandising as a communication tool – presentation in visual merchandising – store atmospherics – shop displays – Case Studies  
(18 Hours)

Unit V
Practicals – field visit and designing a store layout.  
(18 Hours)

(Note: Questions must be taken from the First four units only)

Books for Reference:
Gibson G. Vedamani : Retail Management, Jaico Publishing House, Mumbai, 2005
B.A. Economics with Retailing  
Semester V  
Part III – ELECTIVE  I-B Investment Policies and Programme – I

SUBJECT DESCRIPTION  
The subject of the course deals with the importance of investment and the functions of stock exchange market.

OBJECTIVES  
1. Enlighten the students about the investment policies  
2. Understanding and analysing the various issues related to share market.

UNIT I  
Investment - Financial and Economic - meaning of investment - importance of Investment - Features of an Investment programme.

UNIT II  
Security valuation - Scope - elements of investment - Approaches to investment - Basic valuation models.

UNIT III  
Bonds - Types - public Sector Bonds - Zero Bonds - shares - preference shares and Equity Shares - Bonus and Right Shares.

UNIT IV  
Debentures - Non-convertible- partly convertible, Fully convertible debentures.

UNIT V  
Share market - primary market, How to apply for new issues - Basics of allotment - Secondary market - Functions of Stock Exchange.

REFERENCE BOOKS  
1. Ralph Eastman Badger and Harr G. Guthamann - Investment principles and practice  
2. Dougall Herbert - Investments  
3. Preeti Singh - Investment Management  
4. B.S. Grewal and Nah jot Grewal - Successful Stock market Investment  
5. S.S. Grewal and Nah jot Grewal - Profitable Investment in shares  


B.A. Economics with Retailing
Semester V
Part III – ELECTIVE I-C E-commerce
Total Hours: 75

Preamble:
The objectives of the paper are:

- To provide basic knowledge about Electronic Commerce
- To impart knowledge about applications of e-commerce in business.

Unit I

(15 Hours)

Unit II

(14 Hours)

Unit III
E-commerce process and Payment Solutions:

(16 Hours)

Unit IV

(15 Hours)

Unit V

(15 Hours)

Books for Reference:
B. A. Economics with Retailing
Semester VI
Part III – Elective II-A Services Retailing
Total Hours: 90

Preamble:
The paper aims
- To acquaint the students with the area of service retailing.
- To impart the steps involved in retailing of services.

Unit I:

Unit II:

Unit III:

Unit IV:
Common Service Complaints – Methods to solve Complaints – Service Recovery – Ethical and Social Responsibilities of service retailers. (15 Hours)

Unit V:
Emerging job and Business opportunities in key areas – Insurance services – Banking Services (Financial) – Transport Services – Tourism Services – Catering Services – Consultancy Services – Health care Services – Education Services – Entertainment Services – Communication Services – Courier Services – BPO – ITES. (20 Hours)
Books for Reference:
C. Bhattacharjee : Service Sector Management - An Indian Perspective.
B. Balaji : Service Marketing and Management, S. Chand & Sons Company Ltd.
Levy & Weitz : Retail Management, Tata Mc Graw Hill.
B. A. Economics with Retailing
Semester VI

Part III – **Elective II-B** Investment Policies and Programme - II

**SUBJECT DESCRIPTION**

The subject of the course deals with different investment opportunities available in the economy.

**OBJECTIVES**

1. To provide the knowledge of various issues related to portfolio selection.
2. To educate the students about Mutual funds in a modern economy.

**UNIT I**


**UNIT II**


**UNIT III**

Portfolio selection - Scope, type of investors - operation of investment in the stock market - Bulls and Bears - Role of Depositories.

**UNIT IV**

Mutual Funds - Types - Advantages and Disadvantages - Net Asset Value - UTI and other Mutual Funds.

**UNIT V**

Role of Stock Market in the India Economy - Important companies, FERA Companies - SEBI

**REFERENCE BOOKS**

1. Ralph Eastman Badger and Harrg G. Guthamann - Investment principles and practice
2. Dougall Herbert - Investments
3. Preeti Singh - Investment Management
4. B.S. Grewal and Nahjot Grewal - Successful Stock market Investment
5. S.S. Grewal and Nahjot Grewal - Profitable Investment in shares
7. A.N. Shanbhag  
   - In the Wonderland of Investment, 
     Focus Popular Prakasham, 

8. V.K. Bhalla  
   - Investment Management Security 
     Analysis and Portfolio Management, 
     S.Chand & Co, Ltd, 
     New Delhi - 1997.

9. Vasant Desai  
   - The Indian Financial System. 
     The system that cares Financial 
     Markets, 
     Institutions & Services, 
     Himalaya Publishing House, 
B. A. Economics with Retailing  
Semester VI  
Part III – Elective II – C Security Analysis

Total Hours - 75

Preamble:
The paper aims to

- study the meaning of security analysis and the approaches to analyse it
- understand technical analysis as an approach in detail
- have clear idea about Capital Market efficiency

Unit I

(15 Hours)

Unit II

(15 Hours)

Unit III
Dow theory-Primary, Intermediate and Short term trends-Support and resistance level- Volume of trade-The trends of the Market- Short sales
Charts-Advantages-Point and Figure Charts-Bar charts-Chart Patterns- ‘V’ formation-Tops and bottoms-Double Top and bottom-Head and Shoulders-Triangles-Flags-Panant

(15 Hours)

Unit IV
Moving Average-Index and Stock price Moving Average-Stock price and Stock Prices’ Moving average-Comparison of the two moving averages-Oscillators-Relative strengths Index-Rate of Change-Identification of over bought and over sold zones

(15 Hours)

Unit V
Efficient Capital Market-Definition-Why should capital market be efficient-Alternative efficient market hypothesis- Weak firm efficient market-hypothesis-Test and result-Semi strong firm efficient market hypothesis-Test and results-Strong firm hypothesis-Test and Result- Efficient Market and Fundamental Analysis- Efficient Market and Technical Analysis
B.A. Economics with Retailing  
Semester VI  
Part III – Elective III-A   Management Information System

Total Hours - 75

Preamble:

The paper is designed to.

- Enable the students to know the fundamental concepts of MIS
- Import basic knowledge of documentation and
- Provide knowledge on the realms of various information systems.

Unit I

(15 Hours)

Unit – II

(15 Hours)

Unit -III

(15 Hours)

Unit – IV

(15 Hours)

Unit – V
Developing and Implementing Application System – Quality Assurance and Evaluation of Information System.

(15 Hours)
Books for References:
Sadagopan - Management Information System
Prentice Hall of India (P) Ltd., 2004 James

A O’Brien Irwin - Management Information System

Dr. Mittal & Agarwal - Management Information System
Sanjeeva Prakashan, Meerut. 2004

W.S. Jawadekar - Management Information System

D.P. Goyal - Management Information System
Macmillan India Ltd., 2005

L.M. Prasad and Usha Prasad - Management Information System
Sultan Chand & Sons, 2004
Preamble:
The objectives of this paper are:
- To impart knowledge about Principles and methods of auditing
- To familiarize the students with the techniques of auditing and its applications

Unit I

(12 hours)

Unit II
Audit procedure – Planning of audit – Audit programme – Audit note book – Audit working papers – Internal control and internal check – Internal check as regards cash, wages, sales, etc., Position of external Auditor as to Internal audit.

(15 hours)

Unit III

(16 hours)

Unit IV
Verification and valuation of assets and liabilities – Auditor’s position – Auditors duty regarding depreciation – Reserves and provisions.

(16 hours)

Unit V
- Audit of Computerized Accounts – e-audit.

(14 hours)

Books for Reference:
B.N.Tandan : A Hand book of Practical Auditing
S.Sudharsanam : S.Chand & Co.Ltd., New Delhi, 2006
S.Sundharabahu
R.G. Saxena : Principles and Practice of Auditing  
Himalaya Publishing House, Mumbai, 2002

R. Sharma : Auditing  
Lakshmi Narain Agarwal Educational Publishers, Agra, 2000
SUBJECT DESCRIPTION
The course aims at equipping the students with the growth and development of tourism and effect on employment generation.

OBJECTIVES
1. Make the students aware of the nature and forms of tourism
2. Expose the students regarding the possibilities of employment potential and the importance of computer technology in tourism.

UNIT I
Tourism concepts - Motivation for Travel - Barriers to Travel - forms of tourism - Travel industry network - Tourism and Tourism product - Meaning & Type - Tourism Planning in India - Government role in planning Tourism - factors influencing tourism development - Pleasure & Religious Travel.

UNIT II
Mass Tourism, Individual Tourism & paid holidays - Growth of modern Tourism - The basic components of tourism - Elements of Tourism - Geographical resources for tourism - Domestic Tourism.

UNIT III

UNIT IV
Economic dimensions of Tourism - Economic significance - Tourism income multiplier - Development of infrastructural development - Employment generation - multiplier - Tourism retailer - Travel agency operation - scope of work of travel agency - the Tour operation - Handling a client.

UNIT V
Role of Communication in travel - modern mass techniques - Computer Technology in Tourism - Railways, Hotels, Reservation, Airlines, Videotext system. Tourism in India - India as a tourist paradise - Growth of tourism in India - Role of TTDC for the growth towards tourism industry.

REFERENCE BOOKS
4. Jagmohan Negi - Travel Agency & Tour operation
5. Pran Nath Sath & Sushma Seth Bhat - An Introduction to Travel and Tourism

6. A.K. Bhatia - Tourism Development - Principles and Practices,

7. R.N. Kaul - Dynamics of Tourism,

8. Pran Nath Seth - Successful Tourism Management,

9. Gulab Nabi - Socio Economic Impact of Tourism,

10. Mukesh Ranga - Tourism Potential in India,