## BHARATHIAR UNIVERSITY, COIMBATORE – 641 046

**B.B.M –RM (Retail Management) with Diploma in Entrepreneurship Development**

(For the students admitted during the academic year 2008-2009 and onwards)

**SCHEME OF EXAMINATIONS : CBCS PATTERN**

<table>
<thead>
<tr>
<th>Part</th>
<th>Study Components</th>
<th>Course Title</th>
<th>Ins. hrs / week</th>
<th>Examinations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>CIA Dur. Hrs</td>
</tr>
<tr>
<td>SEMESTER –I</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I</td>
<td>Language-I</td>
<td></td>
<td>6</td>
<td>25</td>
</tr>
<tr>
<td>II</td>
<td>English-I</td>
<td></td>
<td>6</td>
<td>25</td>
</tr>
<tr>
<td>III</td>
<td>Core I – Management Process</td>
<td></td>
<td>5</td>
<td>25</td>
</tr>
<tr>
<td>III</td>
<td>Core II – Financial Accounting</td>
<td></td>
<td>5</td>
<td>25</td>
</tr>
<tr>
<td>III</td>
<td>Allied Paper I - Mathematics for Management-I</td>
<td></td>
<td>6</td>
<td>25</td>
</tr>
<tr>
<td>IV</td>
<td>Environmental Studies #</td>
<td></td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td>SEMESTER –II</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I</td>
<td>Language-II</td>
<td></td>
<td>6</td>
<td>25</td>
</tr>
<tr>
<td>II</td>
<td>English-II</td>
<td></td>
<td>6</td>
<td>25</td>
</tr>
<tr>
<td>III</td>
<td>Core III –Industrial Psychology</td>
<td></td>
<td>5</td>
<td>25</td>
</tr>
<tr>
<td>III</td>
<td>Core IV – Economics for Executives</td>
<td></td>
<td>5</td>
<td>25</td>
</tr>
<tr>
<td>III</td>
<td>Allied Paper II – Mathematics for Management-II</td>
<td></td>
<td>6</td>
<td>25</td>
</tr>
<tr>
<td>IV</td>
<td>Value Education – Human Rights #</td>
<td></td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td>SEMESTER –III</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>III</td>
<td>Core V – Marketing Management</td>
<td></td>
<td>6</td>
<td>25</td>
</tr>
<tr>
<td>III</td>
<td>Core VI– Human Resource Management for Retail Organization</td>
<td></td>
<td>6</td>
<td>25</td>
</tr>
<tr>
<td>III</td>
<td>Core VII – Business Law</td>
<td></td>
<td>6</td>
<td>25</td>
</tr>
<tr>
<td>III</td>
<td>Allied : III - Business Taxation</td>
<td></td>
<td>6</td>
<td>25</td>
</tr>
<tr>
<td>IV</td>
<td>Skill based Subject 1 (Diploma)</td>
<td></td>
<td>4</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>Paper-I : Entrepreneurship Development</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tamil @ /Advanced Tamil # (or) Non-major elective-I : Yoga for Human Excellence # / Women’s Rights #</td>
<td></td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td>SEMESTER –IV</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>III</td>
<td>Core VIII – Financial Management in Retailing</td>
<td></td>
<td>5</td>
<td>25</td>
</tr>
<tr>
<td>III</td>
<td>Core IX – Consumer Behaviour</td>
<td></td>
<td>5</td>
<td>25</td>
</tr>
<tr>
<td>III</td>
<td>Core X – Retail Operations , Systems &amp; Inventory</td>
<td></td>
<td>5</td>
<td>25</td>
</tr>
<tr>
<td>III</td>
<td>CORE XI– Business Ethics &amp; Corporate Responsibility</td>
<td></td>
<td>5</td>
<td>25</td>
</tr>
<tr>
<td>III</td>
<td>Allied : IV - Applications in Retail Business</td>
<td></td>
<td>5</td>
<td>25</td>
</tr>
<tr>
<td>IV</td>
<td>Skill based Subject 2 (Diploma)</td>
<td></td>
<td>3</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>Paper-II : Entrepreneurial Finance</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IV</td>
<td>Tamil @ / Advanced Tamil # (or) Non-major elective -II : General Awareness #</td>
<td></td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td>SEMESTER – V</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------------</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>III Core XII – Fashion Merchandising</td>
<td>6</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>III Core XIII – Strategic Management</td>
<td>6</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>III Core XIV – Customer Relationship Management</td>
<td>6</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>III Core XV – Retail Advertising and Promotion</td>
<td>5</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>III Elective – I</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>III Elective – I</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IV Skill based Subject 3 (Diploma) Paper-III : Small Business Management</td>
<td>3</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>SEMESTER – VI</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>III Core XVI – Brand Management</td>
<td>6</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>III Core XVII – Retail Supply Chain Management</td>
<td>6</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>III Core XVIII – E-Commerce</td>
<td>6</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>III Elective – II</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>III Elective – III</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IV Skill based Subject 4 (Diploma) Business Environment</td>
<td>4</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>V Extension Activities</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

@ 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) |
|-------------------------------|--------------------------|
| Elective – I A Research Methods for Management |
| Elective – I B Marketing Research |
| Elective – I C Consumer Behaviour |
| Elective – II A Channel Management |
| Elective – II B HRD (Human Resource Development) |
| Elective – II C Financial Services |
| Elective - III A Labour Law |
| Elective - III B Global Business Management |
| Elective - III C Project Work & Viva-Voce |
SEMINETR - I

Subject Title: 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


UNIT –II


UNIT –III


UNIT -IV


UNIT - V


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
Subject Title: 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

UNIT - II

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
Subject Title: 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 liner 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 - Skew ness and Kurtoses Lorenx 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

Subject Title: INDUSTRIAL PSYCHOLOGY
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

UNIT - III

UNIT – IV

UNIT - V
Leadership - types - theories – Trait, Managerial Grid, Fiedder’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
Subject Title: 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


REFERENCE BOOKS

1. Sankaran - Business Economics
2. Markar Et al - Business Economics
Subject Title: 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 – mx2 and 2xn type. Solving game by Dominance property - fundamentals - Simple problems only. Replacement problem – Replacement of equipment that detoriates gradually (value of money does not change with time)

UNIT - IV


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
2. P.R. Vittal - Operations Research
SEMESTER III

MARKETING MANAGEMENT

UNIT I
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

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

TEXT BOOK:

REFERENCE BOOKS:


SEMESTER III

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

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

TEXT BOOK

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


Subject Title: 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 Law
5. K.P. Kandasami - Banking Law & Practice
SEMESTER III

BUSINESS TAXATION

UNIT I
Indian Tax System: Essential Features – Need and Objectives of Taxation – Principles of Taxation – Classification of Taxes – Merits and Demerits

UNIT II
Excise Duties: Meaning, Significance, Types and Procedure, Excise Taxation: Levy and Collection of duty – Valuation of excisable goods

UNIT III
Customs Duties: Meaning, Object, Import and Export Duties – Types of Customs Tariff (First Schedules and Second Schedules to the Customs Tariff Act) – Searches, Seizures and Penalties

UNIT IV
T.N.G.S.T Act: Definitions – Registration of Dealers – Levy of Taxes on Sales or Purchase of Goods – Stage of Levy of Taxes in respect to Imported and Exported goods – Assessment Procedure – Sales Tax Authorities under TNGST

UNIT V
VAT: Meaning of VAT – Necessity of VAT in India – Advantages and Disadvantages of VAT – Items covered in Indian VAT – Impact of VAT

TEXT BOOK

REFERENCE BOOK
Dinkar Pagare – Business Taxation, Sultan Chand & Sons, 2006
DIPLOMA IN ENTREPRENEURSHIP

Subject Title : Entrepreneurship Development - Third Semester

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

Unit II

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

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:
SEMESTER IV
CORE 9:  FINANCIAL MANAGEMENT IN RETAILING

UNIT 1

UNIT II

UNIT III

UNIT IV

TEXT BOOK:


REFERENCE BOOKS:


SEMESTER IV

CORE 10: CONSUMER BEHAVIOUR

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V

TEXT BOOK

REFERENCE BOOKS
SEMESTER IV
CORE 11: 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 Company Ltd., 2004
SEMESTER IV
CORE 12: BUSINESS ETHICS AND CORPORATE RESPONSIBILITY

UNIT I

UNIT II
Ethics in Marketing: Ethics in areas of advertising, new product pricing, product packaging and labeling, personal selling, International marketing, Supply Chain Management – Criticism of ethics in marketing – Establishing ethical standards – Ethics in Retail Business

UNIT III

UNIT IV
Ethics in Production and Operations Management – Ethics in Finance Specific laws that affect retailers

UNIT V
Ethics in global business – Ethical International decision-making methods – Corporate Responsibility and the environment.

TEXT BOOK

REFERENCE BOOKS


SEMESTER IV

ALLIED 4: APPLICATIONS 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

UNIT IV

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 – Avoid retail strategies based on inadequate information – building and using retail information system – retail DBMS in action.

TEXT BOOK

REFERENCE BOOKS


DIPLOMA IN ENTREPRENEURSHIP

Subject Title : Entrepreneurial Finance - Fourth Semester

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

Reference :
SEMESTER V
CORE 13: MERCHANDISING MANAGEMENT

UNIT I

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

UNIT III

UNIT IV

UNIT V

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

Reference Book


SEMESTER V

FASHION MERCHANDISING

UNIT I:
Introduction to textiles-apparels and made ups-classification of apparels-structural changes in apparel industry-introduction to fashion merchandising-definition and concepts-scopes of fashion merchandiser-traits of merchandiser-responsibilities of fashion merchandiser.

UNIT II:
Fashion terminology-fashion cycle-factor affecting fashion-fashion adoption theories-creative process-elements and principles of design-styling direction-product development of knitted and woven garments.

UNIT III:

UNIT IV:
Costing and pricing strategies-pricing policies and decisions-pricing and fashion cycle-costing principles-costing for woven and knit garments.

UNIT V:

TEXT BOOKS:

REFERENCE BOOKS:
SEMESTER V

STRATEGIC MANAGEMENT

UNIT I

UNIT II

UNIT III

UNIT IV


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


SEMESTER V

CUSTOMER RELATIONSHIP MANAGEMENT

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

UNIT II

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

UNIT IV

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

REFERENCE BOOKS


Philip Kotler, Marketing Management, Prentice Hall, 2005
SEMESTER V

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:

REFERENCE BOOKS:


DIPLOMA IN ENTREPRENEURSHIP
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

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

UNIT V

References:
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
5. Small Business Management: Managing People By David Byrne, Jim Richardson, Wilf Bowen.
SEMMESTER VI
CORE 16: \hspace{1cm} BRAND MANAGEMENT

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:
SEMESTER VI
CORE 17: 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:

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

TEXT BOOKS:

REFERENCE BOOKS:


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

UNIT I

UNIT II

UNIT III

UNIT IV
Technologies for e-commerce – web server basics – software – websites and internet utility programs – web server hardware – e locator software – basic and advance functions – media and large companies.

UNIT V

TEXT BOOK

REFERENCE BOOK


Subject Title: Business Environment – Sixth Semester

Subject Description

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

Goals:
To help students understand knowledge 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

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:

2. Francis Cherunila, Business Environment.
3. Pruti S, Economic & Managerial Environment in India.
5. Amarch and D., Govt. Business.
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>Research Methods for Management</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Marketing Research</td>
</tr>
<tr>
<td></td>
<td>C</td>
<td>Consumer Behaviour</td>
</tr>
<tr>
<td>Elective – II</td>
<td>A</td>
<td>Channel Management</td>
</tr>
<tr>
<td></td>
<td>B</td>
<td>HRD (Human Resource Development)</td>
</tr>
<tr>
<td></td>
<td>C</td>
<td>Financial Services</td>
</tr>
<tr>
<td>Elective - III</td>
<td>A</td>
<td>Labour Law</td>
</tr>
<tr>
<td></td>
<td>B</td>
<td>Global Business Management</td>
</tr>
<tr>
<td></td>
<td>C</td>
<td>Project Work &amp; Viva-Voce</td>
</tr>
</tbody>
</table>

Elective – I A Research Methods for Management

UNIT -I
Research - Definition - Importance - Advantages and Limitations. The research process - problem identification - Design of research - Types of Design - Sampling process and selection - sample types - Sample size and sampling errors.

UNIT -II
Data Collection - methods - tools - Questionnaire – Interview Schedule - Kinds of Data - Attitude measurement of scaling technique - Editing, Coding, Tabulation.

UNIT -III
Statistical Data Analysis - Hypothesis - its sources - formulation and testing of Hypothesis - Z test, T test - Chi-square test (Simple Problems Only)

UNIT -IV
Interpretation and report writing - steps in writing reports - layout of report, types, and principles of report writing - Graphical representation of results.

UNIT -V
Application of research: Product research - Price research - Motivation research - Promotion research – Distribution research - Sales control research - Media research.

TEXT BOOKS:
1. Boyd and Westfall : Marketing Research
2. Gown M.C. : Marketing Research
3. Green Paul and Tall : Marketing Research
4. C.R. Kothari : Research Methodology
Elective – I  B  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:
2. Sharma S.S., Marketing Research.
Elective – I | C | Consumer Behaviour

Objectives:
On successful completion of the course the students should have
• To know the importance of consumer behavior in the application of marketing
• To mould the students to understand the consumer behavior

UNIT -I

UNIT -II

UNIT -III

UNIT -IV

UNIT -V
Culture- Nature - Characteristics - Measurement, Sub-cultures – Nationality, age, geographic, Regional and Sex, Sub-cultural interaction – Cross culture.

REFERENCES:
1. Dr. L.S.Gupta & Sumitra Pal, Consumer Behaviour, Sultan Chand & Sons
2. Kurder, Consumer Behaviour, PHI/Pearson.
Elective – II | A | 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-independe retailers-chain retailers-leased deparments-franchises-integrated and consumer co-operatives.

TEXT BOOKS:

REFERENCE BOOKS:
Christopher Ryan, High Performance Interactive marketing, Viva Books Ltd 2003.
Elective – II  B  HRD (Human Resource Development)

Course Number :
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:
Objectives:
On successful completion of the course the students should have:

- To learn the various financial services provided by NBFCs.
- To understand the modes of raising capital from domestic and foreign market.
- To evaluate feasibility of projects on hire purchase and leasing.
- To study and understand mutual funds, venture capital, merges and appreciation along with other financial services.

UNIT I
Merchant Banking - Functions - Modes of raising capital from Domestic and foreign markets - Raising short term funds -Recent developments in the capital markets - SEBI guidelines on merchant banking in India. NBFCs in India.

UNIT II

UNIT III
Mutual funds - operations performances, regulation - SEBI guidelines for mutual funds.

UNIT IV
Other financial services. Venture Capital - Bill Discounting - Factoring - credit rating - Asset securitization - Depositories.

UNIT V
Mergers and Acquisitions - SEBI code on Take-overs - Business Failures and reorganizations.

REFERENCES:
4. Rajas Parashine and Ashok Kumar, Introduction to Lease Financing.
5. T.Sundar Rajan, Merchant Banking.
6. L.M.Bhole, Financial Institution & Markets.
8. Dr.J.C.Venma, Mutual Funds & Investment Portfolio.
Elective – III A Labour Law

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

UNIT III

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
5. N.D. Kapoor - Mercandile Law - Sultanchand & Sons
Elective  B  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

UNIT -III

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

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

Elective – III  C  Project Work & Viva-Voce

********************************************************************