

HSNC University, Mumbai

(The Cluster University established by Government of Maharashtra vide notification dated 30th October, 2019 under section 3(6) of Maharashtra Public Universities Act)



Ordinances and Regulations

With Respect to

Choice Based Credit System (CBCS)

For the

Programmes

Under

The Faculty of Commerce & Management

With effect from the

Academic year 2020-21



HSNC UNIVERSITY, MUMBAI

Board of Studies in Faculties of Commerce & Management

Board of Studies in Vocational Studies (Retail)

1.) Name of Chairperson/Co-Chairperson/Coordinator:-

Dr Rita Khatri , Associate Professor, H.R College of Commerce and

Economics. Mob: 9324016060 Email Id: ritankhatri@gmail.com.

2.) Two to five teachers each having minimum five years teaching experience amongst the full time teachers of the Departments, in the relevant subject.

a) Ms Kanu Priya Sharma, Assistant Professor ,H.R College

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b) Ms. Shweta Singh, Assistant Professor , H.R College

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c) Mr Rahul Mishra, Assistant Professor, H.R College of Commerce and

Economics, Email : carahul101@gmail.com Mob: 8108588601.

3.) One Professor / Associate Professor from other Universities or professor / Associate Professor from colleges managed by Parent Body; nominated by Parent Body;-

Dr Ketan Vira , Dean and Associate Professor at GNVS Institute of

Management, Mumbai. Email id: ketanvira@rediffmail.com

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4.) Four external experts from Industry / Research / eminent scholar in the field relevant to the subject nominated by the Parent Body;

a) Mr Rajiv Kalwani , Vice President- Reliance Retail Ltd

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b) Mr Avinash Jhangiani , Founder and CEO play2Transform Group

Email: avi@play2transform.com Mob : 7498284435

c) Ms Shilpa Dhanuka , Visiting Faculty, H,R College

Email id : Mob : sd1275@yahoo.com Mob 9867727729

d) Mr Piyush Dhoka , Visiting Faculty , sSnior manager Transunion CIBIL

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5.) Top rankers of the Final Year Graduate and Final Year Post Graduate examination of previous year of the concerned subject as invitee members for discussions on framing or revision of syllabus of that subject or group of subjects for one year.

a.) Karan Jain - Email id: karanjain603@gmail.com Mob:9167746405

b) Heer Shah – Email id: shahheery@gmail.com Mob: 8080093168

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Ordinances and Regulations

With Respect to

Choice Based Credit System (CBCS)

For the

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Under

The Faculty of Arts and Commerce

With effect from the

Academic year 2020-21

Part I (Section A)

R. ** : The Definitions Of The Key Terms Used In The Choice Based Credit System And Grading System Introduced From The Academic Year 2020-2021 Are As Under:**

Outline of the Choice Based Credit System as outlined by the University Grants Commission:

1. **Core Course:** A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.
2. **Elective Course:** Generally, a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/subject of study or which provides an extended scope or which enables exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course.

2.1 Discipline Specific Elective (DSE) Course: Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/Institute may also offer discipline related Elective courses of **interdisciplinary** nature (to be offered by main discipline/subject of study).

2.2 Dissertation/Project: An elective course designed to acquire Special/advanced knowledge, such as supplement study/support study to project work, and a candidate studies such a course on his own with advisory support by a teacher/faculty member is called dissertation/project. A Project / Dissertation work would be of 6 credits. A Project / Dissertation work may be given in place of a discipline-specific elective paper.

2.3 Generic Elective (GE) Course: An elective course chosen generally from an unrelated discipline/subject, to seek exposure is called a Generic Elective.

Note: A core course offered in a discipline/subject may be treated as an elective by another discipline/subject and vice versa and such electives may also be referred to as Generic Elective.

3. **Ability Enhancement Courses (AEC):** The Ability Enhancement (AE) Courses may be of two kinds: Ability Enhancement Compulsory Courses (AECC) and Skill Enhancement Courses (SEC). "AECC" courses are the courses based upon the content that leads to Knowledge enhancement; SEC courses are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc.

4. Choice Based Credit System (CBCS)

CBCS allows students to choose inter-disciplinary, intra-disciplinary courses, skill-oriented papers (even from other disciplines according to their learning needs, interests and aptitude) and more flexibility for students.

5. Honours Program

To enhance employability and entrepreneurship abilities among the learners, through aligning Inter-Disciplinary / Intra Disciplinary courses with Degree Program. Honours Program will have 40 additional credits to be undertaken by the learner across three years essentially in Inter / Intra Disciplinary course.

A learner who joins Regular Undergraduate Program will have to opt for the Honours Program in the first year of the Program. However, the credits for honours, though divided across three years can be completed within three years to become eligible for award of Honours Degree.

6. Program:

A Program is a set of course that are linked together in an academically meaningful way and generally ends with the award of a Degree Certificate depending on the level of knowledge attained and the total duration of the study.

7. Course:

A 'course' is essentially a constituent of a 'program' and may be conceived of as a composite of several learning topics taken from a certain knowledge domain, at a certain level. All the learning topics included in a course must necessarily have academic coherence, i.e. there must be a common thread linking the various components of a course. Several linked courses considered together are in practice, a 'program'.

8. Bridge Course:

Bridge course is visualized as Pre semester preparation by the learner before the commencement of regular lectures. For each semester the topics, whose knowledge is considered as essential for effective and seamless learning of topics of the Semester, will be specified. The Bridge Course can be conducted in online mode. Online content can be created for the Bridge Course Topics.

9. Module and Unit:

A course which is generally an independent entity having its own separate identity is also often referred to as a 'Module' in today's parlance, especially when we refer to a 'modular curricular structure'. A module may be studied in conjunction with other learning modules or studied independently. A topic within a course is treated as a Unit.

10. Self-Learning:

20% of the topics will be marked for Self-Learning. Topics for Self-Learning are to be learned independently by the student, in a time-bound manner, using online and offline resources including online lectures, videos, library, discussion forums, fieldwork, internships etc.

Evaluative sessions (physical/online), equivalent to the credit allocation of the Self Learning topics, shall be conducted, preferably, every week for each course. Learners are to be evaluated in real-time during evaluative sessions. The purpose of evaluative sessions is to assess the level of the students' learning achieved in the topics earmarked for Self-Learning.

The teacher's role in these evaluative sessions will be that of a Moderator and Mentor, who will guide and navigate the discussions in the sessions, and offer concluding remarks, with proper reasoning on the aspects which may have been missed by the students, in the course of the Self-Learning process.

The modes to evaluate self-learning can be a combination of the various methods such as written reports, handouts with gaps and MCQs, objective tests, case studies and Peer learning. Groups can be formed to present self-learning topics to peer groups, followed by Question and Answer sessions and open discussion. The marking scheme for Self Learning will be defined under Examination and Teaching.

The topics stipulated for self-learning can be increased or reduced as per the recommendations of the Board of Studies and Academic Council from time to time. All decisions regarding evaluation need to be taken and communicated to the stakeholders preferably before the commencement of a semester. Some exceptions may be made in exigencies, like the current situation arising from the lockdown, but such ad hoc decisions are to be kept to the minimum possible.

11. Credit Point:

Credit Point refers to the 'Workload' of a learner and is an index of the number of learning hours deemed for a certain segment of learning. These learning hours may include a variety of learning activities like reading, reflecting, discussing, attending lectures/counselling sessions, watching especially prepared videos, writing assignments, preparing for examinations, etc. Credits assigned for a single course always pay attention to how many hours it would take for a learner to complete a single course successfully.

12. Credit Completion and Credit Accumulation:

Credit completion or Credit acquisition shall be considered to take place after the learner has successfully cleared all the evaluation criteria concerning a single course. Learner level of performance above the minimum prescribed level (viz. grades/marks obtained) has no bearing on the number of credits collected or acquired. A learner keeps on adding more and more credits as he completes successfully more and more courses. Thus the learner 'accumulates' course wise credits.

13. Credit Bank:

A Credit Bank in simple terms refers to stored and dynamically updated information regarding the number of Credits obtained by any given learner along with details regarding the course/s for which Credit has been given, the course-level, nature, etc. Also, all the information regarding the number of Credits transferred to different programs or credit exemptions given may be stored with the individual's history.

14. Credit Transfer:

(Performance transfer) When a learner completes a program, he/she is allowed to transfer his/her past performance to another academic program having some common courses and Performance transfer is said to have taken place.

15. Course Exemption:

Occasionally, when two academic programs offered by a single university or by more than one university, may have some common or equivalent course-content, the learner who has already completed one of these academic programs is allowed to skip these 'equivalent' courses while registering for the new program. The Learner is 'exempted' from 'relearning' the common or equivalent content area and from re-appearing for the concerned examinations. It is thus taken for granted that the learner has already collected in the past the credits corresponding to the exempted courses.

Part II (Section B)

Note: The Ordinances and Regulations given below apply to Under Graduate Programmes of the University.

O*****

The minimum duration of the Under Graduate Programme will be of 3 years in the Semester pattern i.e. from Sem. I to Sem. VI.

The degree will be awarded to a learner who completes 120 credits of the programme in a period of 3 to 6 years from the year of enrolment to semester VI.

If a learner does not earn 120 credits in 12 semesters from the year of enrolment to semester I, he/she may at his/her option transfer his/her performance in the existing/new program after establishing an equivalence between old and new syllabus. Such a performance transfer will be decided by the Board of Studies / Ad-hoc Board / Ad hoc Committee of the concerned subject. The admission to the program will be governed by the existing rules

O*** The fees for the transfer of credits or performance will be based on the number of credits that a learner has to complete for the award of the degree.**

R** Credits earned at one institution for one or more courses under a given program will be accepted under another program either by the same institution or another institution either through Direct Performance Transfer or Course exemption.**

R*** The Scheme of Teaching and Examination:**

The Scheme of Teaching and Examination shall be divided into **TWO** components, **internal assessment and External assessment** (semester-end examination) for each course of the program.

The performance of the learners shall be evaluated in two components: Internal Assessment with 40% marks by way of continuous evaluation and by Semester End Examination with 60% marks by conducting the theory examination.

Internal Assessment: - It is defined as the assessment of the learners based on continuous evaluation as envisaged in the credit-based system by way of participation of learners in various academic and correlated activities in the given semester of the programme.

A). Internal Assessment – 40%

40 marks

1. For Theory Courses

Sr. No.	Particulars	Marks
1	ONE class test / online examination to be conducted in the given semester	15 Marks
2	One assignment based on curriculum (to be assessed by the teacher Concerned)	10 Marks
3	Self-Learning Evaluation	10 Marks
4	Active participation in routine class instructional deliveries	05 Marks

2. For Practical Courses

Sr. No.	Particulars	Marks	
1	Semester End Practical Examination	15 Marks	
	Journal		05 Marks
	Viva		05 Marks
	Laboratory Work		05 Marks
2.	One assignment/project with the class presentation to be assessed by teacher concerned	10 Marks	
	Presentation		05 Marks
	Written Document		05 Marks
3	Self-Learning Evaluation	10 Marks	
4	Active participation in routine class / Laboratory instructional deliveries	05 Marks	

➤ **Project and Assignment:**

- Project or Assignment, which can in the following forms
 - Case Studies
 - Videos
 - Blogs
 - Research paper (Presented in Seminar/Conference)
 - Field Visit Report
 - Presentations related to the subject (Moot Court, Youth Parliament, etc.)
 - Internships (Exposition of theory into practice)
 - Open Book Test
 - Any other innovative methods

➤ **Self-Learning Evaluation**

- 20% of the topics of the curriculum are learned by the student through self-learning using online/offline academic resource specified in the curriculum. hence 20% of the lectures shall be allocated for evaluation of students on self-learning topics.
- The identified topics in the syllabus shall be learnt independently by the students in a time-bound manner preferably from online resources. Evaluative sessions shall be conducted by the teachers and will carry 10 Marks.

- The self-learning topics can be evaluated into 3-4 student groups on the topics,
- Prescribe time duration (in days) for completion of each group of the topic and earmark self-learning evaluation lectures in the timetable. hence each group of the topic can be assigned 3 regular lectures for this evaluation for the entire class.

3 Sub Topics

Each evaluative session shall carry 3 Marks (3 x 3 Units = 9 Marks). Students who participate in all evaluative sessions shall be awarded 1 additional Mark.

4 Sub Topics

Each evaluative session shall carry 2.5 Marks (2.5 x 4 Units = 10 Marks).

- Evaluation of self-learning topics can commence in regular lectures assigned for self-learning evaluation in the timetable
- All students will actively participate in the presentation of each of the sub-topics.
- SUGGESTIVE Methods for Evaluation of Self-learning topics in Lectures:
 - Seminars/presentation (PPT or poster), followed by Q&A
 - Objective questions /Quiz / Framing of MCQ questions.
 - Debates
 - Group discussion
 - You-Tube videos (Marks shall be based on the quality and viewership)
 - Improvisation of videos
 - Role Play followed by question-answers
 - Viva Voce
 - Any other innovative method

Student can be evaluated based on the quality of presentation, quality of Question and Answer, the framing of the quiz, conduct of quiz, performance in debate etc

- Teachers can frame other methods of evaluation also provided that the method, duly approved by the college examination committee, is notified to the students at least 7 days before the commencement of the evaluation session and is forwarded for information and necessary action at least 3 days before the commencement of the evaluation session.

SEMESTER END EXAMINATION: - It is defined as the examination of the learners based on performance in the semester-end theory / written examinations.

B. Semester End Examination- 60 %

60 Marks

- 1) Duration – These examinations shall be of 2 hours duration.
- 2) Question Paper Pattern: -
 - i. There shall be four questions each of 15 marks.
 - ii .All questions shall be compulsory with internal choice within the questions.
 - iii The question may be sub-divided into sub-questions a, b, c, d & e only and the allocation of marks depends on the weightage of the topic.

The marks of the internal assessment should not be disclosed to the students till the results of the corresponding semester is declared by the university.



HSNC University Mumbai

(2020-2021)

Ordinances and Regulations

With Respect to

Choice Based Credit System

(CBCS)

For the Programmes Under

The Faculty of Commerce and Management

For the programme

Bachelors of Vocation (BVoc) in

Retail Management

Curriculum – First Year: Semester-I and Semester-II

INDEX

Semester I

- 1. Principles of Management**
- 2. Managerial Economics**
- 3. Business Communication and Language Lab**
- 4. Introduction to Retailing**
- 5. Store Operation**
- 6. E- learning**
- 7. Experiential Learning**

Semester II

- 1. Financial Management Accounting**
- 2. Principles of Marketing**
- 3. Computer Application in Business**
- 4. Consumer and Shopping Buying Behavior**
- 5. Category Management**
- 6. E-Learning**
- 7. Experiential Learning**
- 8. Yearend Internship/Project work**

Section C

Bachelors of Vocation (BVoc) in Retail Management

Part 1- Preamble

Education has been changing to accommodate the needs of the industry. With this larger parlance in mind, it has been a constant endeavour of institutions in the country to create curriculum to train, create and skill the learners and nurture them towards employability. The Government of India, in pursuance of the decision of Cabinet Committee on Skill Development in its meeting held on 19th December, 2013 issued a notification for National Skills Qualifications Framework (NSQF) formation. Under the National Skills Development Corporation, many Sector Skill Councils representing respective industries have been established. One of the mandates of Sector Skill Councils is to develop Qualification Packs (QPs) / National Occupational Standards (NOSs) for various job roles in their respective sectors. This course is mandated for the students of Retail Management Vocational Program. The need has been to rework on the industry specific needs, the skill based needs and the educational needs of the current times. Furthermore, the University Grants Commission (UGC) has launched a scheme on 27 February, 2014 for skills development based higher education as part of college/university education, leading to Bachelor of Vocation (B. Voc.) degree with multiple entry and exit points which has been further revised in the year 2015. The chief objective of the course is to provide undergraduate studies which would also incorporate specific job roles and their NOSs along with broad based general education. The course would enable the learners to be informed and trained graduates with a profound sense of responsibility towards the society.

1. Course Objectives:

Semester I

UV-FRM-101 Principles of Management:

- To enlighten the students as how management has evolved over period of time.
- To make students learn about the essential elements of management and its use in the practical way
- To provide clarity to the students about organization's vision, mission, objectives and goals.
- To help students in understanding the integration of individual goals with the organizational goals.
- To update students with the kind of skills and organization structure and their role in creating a sustainable business.

UV-FRM-102 Managerial Economics:

- Students will be able to identify and explain economic concepts and theories related to the behaviour of economic agents, markets, industry and firm structures, legal institutions, social norms, and government policies at the micro level.
- Students will be able to integrate theoretical knowledge with quantitative and qualitative evidence in order to explain past economic events and to formulate predictions on future ones.
- Students will be able to evaluate the consequences of economic activities and institutions for individual and social welfare.
- Students will be able to identify the basic features of alternative representations of human behaviour in economics.

UV-FRM-103 Business Communication and Language Lab:

- To understand the relevance of presenting the messages with an intent of persuading or informing the audience
- To study types of obstacles in communication and the way it hinders the chances of personal and professional success
- To recall the importance of listening effectively and identify the difference between hearing and listening
- To learn Public Speaking and maintain interpersonal relationships with people in the business environment

UV-FRM-104 Introduction to Retailing:

- Student will understand the basics of retailing. They will get to understand the impact of retailing on the economy.
- They will learn about how retailing fits within the broader disciplines of business and marketing.
- It will help the students to explore various forms of multi-channel and Omni channel of retailing.
- It will help the students to understand the various formats, verticals and segments of retailing.
- It will provide clarity to the students about how to develop and sustain a competitive advantage in retail sector.
- It will enlighten the students with the responsibilities of retail personnel in the numerous career positions available in the retail sector

UV-FRM-105 Store Operations:

- To enable understanding of the basics Store Operations & How Store Manager is a critical link to all activities in the store
- To enable learning about the essential elements of management i.e. F S's of Retail store operations.
- To provide clarity to the students about each function of Store Operations from Store administrative, Merchandising to Customer service .
- To help students in understanding the integration of individual goals with the organizational goals.
- To update students with the kind of skills and organization structure and their role in creating a sustainable business.

Semester II**UV-FRM-201 Financial Management Accounting:**

- To enable the students to understand the various process involved in the day today accounting
- To help the students understand various the process of bookkeeping and accounting
- To help the students to understand the importance of financial statements and enable them to prepare the financial statements
- To introduce the concept of Working Capital, it impacts on business and methods of estimating working capital requirement
- To help the students to understand the methods of stock valuation and how value stock
- To enable the students, use the financial statements for the purpose of control management and decision making

UV-FRM-202 Principles of Marketing:

- To introduce the marketing concept and how students can identify, understand and satisfy the needs of customers and markets.
- To analyse companies and competitors and to introduce marketing strategy to increase awareness of the strategic and tactical decisions behind today's top performing brands.

UV-FRM-203 Computer Application in Business:

- At first place we tell the students about practical part of this field
- Then we emphasis on the learning “how to work with computer”
- The art of Professionalism need to be stressed so that when they moved out and step into the world of practicality they are all prepare to implement what they learn
- To acquaint the students with the art of Professionalism which include professional style of making presentation using keyboard shortcuts and presenting the same to a large number of audiences.
- How to use best resources of technology even at time things might not be available and how are they going to adjust them at that stage.
- Documentation is another aspect where we want student to emphasize on how to select the correct format, layers and alignment in the documents,
- We also provide hands on working experience with working with spreadsheet (DATABASE) basic skills in terms of Practical
- As far as theory student must be acquainted with the knowledge of Computer, software
- Students will be able to evaluate the consequences of Database for corporate world and for individual and social welfare.

- Students will be able to identify the basic features of alternative representations of human behavior in the field of Information technology.

UV-FRM-204 Consumer & Shopping Buying Behavior:

- To develop an understanding of the consumer decision making process and its application in marketing functions of firms.
- To equip undergraduate students with basic knowledge about issues and dimensions of Consumer Behaviour.
- To develop the skill of analysing and understanding consumer information and using it to create consumer-oriented marketing strategies.

UV-FRM-205 Category Management:

- To enable students to understand the benefit of operating a Store by categorizing the related products/services and importance of management at SKU ;level
- To make student understand that each category in a store has a different role in the Store
- To enlighten the students as how management has evolved over period of time.
- To provide clarity to the students about organization's vision, mission, objectives and goals.
- To help students think creatively and out of the box to a traditional approach of store management
- To update students with the kind of skills and organization structure and their role in creating

2. Process adopted for curriculum designing:

The members of the syllabus drafting committee developed a draft syllabus after research on the existing curriculum from other Universities, studying the current needs of the industry, analyzing the new trends in the subject and connecting to the sector skill of the discipline. Thereafter, the syllabus was put across to the academicians and industry experts. Their valuable inputs were collected through meetings and thereafter incorporated into the syllabus.

3. Salient features, how it has been made more relevant:

This syllabus has been developed with meticulous detail to identify the newer concepts in the retail scenario. There have been twin focuses on the larger global scenario and a finer Indian aspect which have been covered in detail. All valuable inputs have been adapted into the course. This course also brings into its fold, current industry challenges, solutions, India centric steps taken and future of the subject in technological usage to combat these challenges. In order to be contemporary and relevant, there is extensive use of examples, practical problem solving have introduced.

4. Learning Outcomes:

UV-FRM-101 Principles of Management:

- It will make students better future managers and leaders.
- It will help students to improve their decision-making skills.
- It will create awareness amongst students about the complexities of the business and enable them to better tackle the issues and challenges of the organization .
- Students will be able to design better organizational structure, policies, processes and procedures in order to achieve the organizational objectives.
- Students will not only understand the essentials of management and functioning of the organization but will be also able to judge the needs, wants and motivation levels of their human resources, which will help them to align individual interest with the organizational requirement

UV-FRM-102 Managerial Economics:

Students will learn how markets and other governance structures organize core economic activities, such as production, distribution, and consumption, and the growth of productive resources at the individual or firm level.

UV-FRM-103 Business Communication and Language Lab:

- Understand the importance of effective communication to achieve the desired goals
- Overcome barriers that arise during the communication process
- Understand that genuine listening can build relationships, solve problems, ensure understanding, resolve conflicts, and improve accuracy
- Understand and demonstrate the use of basic and advanced writing techniques

UV-FRM-104 Introduction to Retailing

Students will be able to understand what retailing is and the role played by retailers in society, differentiate between different formats of retail industry in India, understand the impact of changing trends in Retail Industry in India. they will not only understand the in depth as to how a retail business work but will also be able to understand the core issues and challenges involved, the key term and terminologies associated and an appreciation of Indian retail sector.

UV-FRM-105 Store Operations:

- It will make students better future managers and leaders.
- It will help students to improve their decision-making skills. Store management skills
- It will create awareness amongst students about the complexities of the business and enable them to better tackle the issues and challenges of the organization and how effective store operations will lead to increase in efficiency and lead to profitable business model
- Students will be able to design better organizational structure, policies, processes and procedures in order to achieve the organizational objectives.

Semester II

UV-FRM-201 Financial Management Accounting:

- The students will be able to understand the basic of book keeping and accounting.
- The students will gain knowledge of day to day accounting transaction and maintaining of records pertaining to accounts and business.
- The students will be able to understand the qualitative characteristics of accounting such as financial accounting cost accounting and management accounting
- The students will learn the methods of stock valuation. and Estimation of Working Capital requirements
- The students will learn how to do prepare and present Bank Reconciliation statement
- The students will learn the purpose, specimen of trial balance how to prepare trial balance
- The students will learn to prepare the financial statements.

UV-FRM-202 Principles of Marketing:

- Be familiar with the basic elements of the marketing mix and to provide a framework to evaluate marketing decisions and initiatives.
- Analyze marketing factors that contribute to a product's success or failure.
- Analyze principles of ethics and social responsibility in marketing

UV-FRM-203 Computer Application in Business:

- The above objective will help student to be a professional when it comes to working with the corporate.
- There are well equipped with the hands-on skill for the Industry.

- We are making them professional in a way that one can be qualified to be a Literate in the Field of Information technology
- Student will gain basic knowledge of Software and hardware along with Microsoft office Skills
- Today we want our students to be market oriented so we have a module to know more about internet which is self-learning
- After do BVOC they will gain more knowledge to learn other software with self-learning ability as we also emphasis on one self-learning module.
- In today's world one can get job but then to remain in same filed for a long period is difficult so we tell the student's do best to your potential and implement the learn in real life to get more focus, which will help to retain for long period
- With the knowledge of DATA analysis students can do more for the industry as DATA is available in abundance, implantation is nil. These students will able to tap potential customer with the help of DATA available.

UV-FRM-204 Consumer & Shopping Buying Behavior:

- Train to be skilled in the sector of retail with knowledge of consumer shopping behavior
- Focus on problem solving skills through case study, practical discussions, etc.
- Become retail managers with keen understanding of consumer motivation, perception, attitude and behavior.

UV-FRM-205 Category Management:

- It will make students directional thinker with a right approach and lessen down failures
- It will help students to improve their decision-making skills & make them creative in their approach
- It will create awareness amongst students about the complexities of the business and enable them to better tackle the issues and challenges of the organization .

- Students will be able to design better organizational structure, policies, processes and procedures in order to achieve the organizational objectives.

5. Input from stakeholders

For drafting the syllabus, each department has taken inputs from industry experts, parents and notable alumni. The stakeholders have been impressed with the inclusion of e-learning options for the learners provided in the syllabus. They have suggested subsequently to add more practical hands on examples, learning through games and GIS certificate programs. For more advanced related topics, there can be sharing of video lectures and seminars, workshops, short term courses could be organized.

Part 2 - The Scheme of Teaching and Examination is as under:

Semester – I

Summary

Sr. No	Choice Based Credit System	Subject Code	Subject Name
1	General Component	UV-FRM-101	Principles of Management
		UV-FRM-102	Managerial Economics
		UV-FRM- 103	Business Communication and Language Lab
2	Vocational Component	UV-FRM-104	Introduction to Retailing
		UV-FRM-105	Store Operations

First Year Semester I Internal and External Detailed Scheme

Sr. No.	Subject Code	Subject Title	Periods Per Week					Credit	SLE	Internals			SE	Total Marks
			Units	SL	L	T	P			CT	AP	TA		
1	UV-FRM-101	Principles of Management	4	20%	4	0	0	3	10	15	5	10	60	100
2	UV-FRM-102	Managerial Economics	4	20%	4	0	0	4	10	15	5	10	60	100
3	UV-FRM-103	Business Communication and Language Lab	4	20%	4	0	0	4	10	15	5	10	60	100
4	UV-FRM-104	Introduction to Retailing	4	20%	4	0	0	5	10	15	5	10	60	100
5	UV-FRM-105	Store Operations	4	20%	4	0	0	4	10	15	5	10	60	100
6	**UV-FRM-106	E Learning						1						50

7	**UF RM- 107	Experiential Learning						1					50
Total Hours / Credit							22	Total Marks					600

**** Sr no 6,7 will depicted as grades in the marksheet**

SL: Self Learning, L: Lecture, T: Tutorials, P: Practical, SLE- Self learning evaluation,

CT-Commutative Test, SEE- Semester End Examination, TA-Teacher Assessment

First Year Semester – I Units – Topics – Teaching Hours

S. N	Subject Code	Subject Unit Title		Lect ures	Total No. of lectures	Cre dit	Total Marks
1	UV-FRM-101	I	Nature of Management	15	60	3	100 (60+40)
		II	Planning and Decision Making	15			
		III	Organizing and Staffing	15			
		IV	Directing, Leadership, Coordination and Controlling	15			
2	UV-FRM-102	I	Introduction to Micro Economics	15	60	4	100 (60+40)
		II	Demand and Supply analysis	15			
		III	Production decisions, cost of production and revenue	15			
		IV	Market structures, short run and long run equilibrium of the firm and industry	15			
3	UV-FRM-103	I	Theory of Communication	15	60	4	100 (60+40)
		II	Business Writing and Language	15			
		III	Presentation Skills	15			
		IV	Personality Enhancement	15			
4	UV-FRM-104	I	Introduction to Retailing	15	60	5	100 (60+40)
		II	Retail formats, segments, verticals and core processes	15			
		III	Demand drivers and success factors	15			

		IV	Career Opportunities in the Retail sector	15			
5	UV-FRM-105	I	Introduction to retail operations	15	60	4	100 (60+40)
		II	Retail store processes	15			
		III	Introduction to merchandise, forecasting and budgeting	15			
		IV	Store security, regulatory framework & FDI	15			
6	**UV-FRM-106	E learning				1	50
7	**UV-FRM-107	Experiential Learning				1	50
		Total				22	600

**** Sr no 6,7 will depicted as grades in the marksheet**

Lecture Duration – 60 Minutes = 1 Hours. (60 Lectures equivalent to 60 hours)

For 3 Credits subject- 1 credit = 20 hours

For 4 Credits subject- 1 credit= 15 hours

For 5 Credits subject- 1 credit = 12 hours

For 16 Credits subject- 1 credit = 3.75 hours

Part 3 - Detailed Scheme

Curriculum Topics along with Self-Learning topics -To be covered through self-learning mode along with the respective Unit. Evaluation of self-learning topics to be undertaken before the concluding lecture instructions of the respective units .

Course Code: UV-FRM-101

Sr. No.	Modules/ Units	No. of Lectures
1	Nature of Management 1.1 Concept and significance of management 1.2 Nature of management 1.3 Process of Management 1.4 Functional areas of management 1.5 Evolution of management thoughts-contribution of F.W. Taylor, Henry Fayol 1.6 Behavioral Science approach 1.7 Contingency approach 1.8 Management Functions - Planning, Organizing, Staffing, Directing and Controlling.	15
2	Planning and decision making 2.1 Planning – meaning and importance 2.2 Elements of a plan 2.3 Process of planning 2.4 Advantages and limitations of Planning 2.5 Decision making – Concept and Meaning 2.6 Importance of Decision Making 2.7 Process of decision making 2.8 Techniques of decision making.	15

3	Organizing and Staffing 3.1 Meaning and concept of organizing 3.2 Nature and Significance of organizing 3.3 Delegation: Authority and responsibility relationship 3.4 Centralization v/s decentralization 3.5 Meaning of departmentation 3.6 Structure of an organization (formal and informal, line and staff and matrix)	15
4	Directing, leadership, co-ordination and controlling 4.1 Directing: Meaning of Directing 4.2 Process of directing 4.3 Meaning , Concept and significance of motivation 4.4 Theories of Motivation (Maslow, Herzberg, Mc Gregor) 4.3 Meaning and concept of Leadership 4.4 Traits and Qualities of leader 4.5 Styles of Leadership 4.6 Co -ordination – Meaning and elements 4.6 Controlling: Meaning and Concept 4.7 Process of Controlling 4.8 Effective Control System 4.9 Techniques of Controlling (TQM, Quality Circles, Brainstorming , Decision tree)	15

Self-Learning topics (Unit wise)

Unit	Topics
1	1.1 Concept and significance of management
1	1.5 Evolution of management thoughts-contribution of F.W.Taylor, Henry Fayol
2	2.1 Planning – meaning and importance

2	2.2 Elements of a plan
3	3.1 Meaning and concepts of organizing
4	4.3 Meaning of Leadership
4	4.5 Traits of Leader

Online Resources

http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_pg.php/384 - (Select Evolution Theory and Elements of Management from drop down menu)
http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_pg.php/384 (Select Elements of Planning from drop down menu)
http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_pg.php/384 - (Select Organizing Concept from drop down menu)
https://nptel.ac.in/courses/122/105/122105021/ (Introduction to Leadership and Traits of Leader)

Reference Books:

- Principles of Management - P.C. Tripathi& P.N. Reddy.
- Essentials of Management - Wehrich and Koontz.
- Principles of Management - L.M. Prasad
- Principles of Management – DinkarPagare
- Business Management - C.B. Gupta
- Business Management - N. Premavathy
- Principles of Management - J. Jayasanka

Course Code: UV-FRM-102

Sr No	Unit/Modules	No. of Lectu res
I	<p>Introduction to Micro-Economics</p> <p>A. Scope and importance of business</p> <p>B. Basic tools: Opportunity Cost Principle, Incremental and Marginal concepts, Present and Future value, production possibility curve. Basic Economic Relations functional relations use of Marginal Analysis in decision making.</p> <p>C. Difference Between Micro and Macroeconomics</p>	15
II	<p>Demand and Supply Analysis</p> <p>A. Demand function: Meaning, significance determinants types. Variation and change in demand. Measurement of elasticity of demand (price elasticity, income, cross and promotional) Uses of elasticity. Relationship between elasticity of demand and revenue concepts. Consumer surplus</p> <p>B. Supply function Meaning, significance determinants types. Variation and change in supply. Producer Surplus.</p> <p>C. Demand Estimation and forecasting Meaning and Significance methods of demand estimation survey and statistics method (only theory)</p> <p>D. Case Studies and numerical on Elasticity.</p>	15

III	<p>Production decisions, Cost of Production and Revenue</p> <p>A. Production Function: Meaning, types</p> <ul style="list-style-type: none"> a. Short Run Analysis with law of Variable Proportions. b. Isoquants, ridge lines and least cost combination of inputs. c. Long Run Production Function: Law of Returns to scale expansion path. Economies and Diseconomies of scale. Economies of scope. <p>B. Cost Concepts</p> <p>Accounting and economics cost, implicit and explicit cost, fixed and variable cost. Total, average and marginal cost. Cost output relationship in the short run and long run. LAC and learning curve. Break Even Analysis</p> <p>C. Revenue concepts: Types</p> <ul style="list-style-type: none"> a. Average, marginal and total revenue (under perfect and imperfect competition) <p>D. Profit concepts</p> <p>Supernormal, Normal, loss.</p> <p>E. Numericals on output, cost, revenue and profit</p>	15
IV	<p>Market Structure: Short run and Long equilibrium of a complete line firm and of industry</p> <p>A. Monopoly</p> <p>Short run and long equilibrium of the firm. Price Discrimination. Dumping (only theory)</p> <p>B. Monopolistic competition</p> <p>Equilibrium of the firm in short run and long run, role of advertisement</p> <p>C. Oligopoly</p> <p>Features, collusive and Non collusive Oligopoly. Price rigidity, kinked demand curve, cartel and price leadership models.</p> <p>D. Perfect Competition</p> <p>Equilibrium of the firm in short run and long run</p>	15

Self-Learning topics (Unit wise):

Sr. No	Unit	Topic
1	1	Difference between Micro and Macro Economics
2	3	Break even analysis

Online Resources

https://nptel.ac.in/courses/110/105/110105075/
http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_pg.php/720
https://nptel.ac.in/courses/110/105/110105075/

Reference Books:

- Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)
- Hirchey .M., Managerial Economics, Thomson South western (2003)
- Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001)
- Frank Robert.H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill (ed.3)
- Gregory Mankiw., Principles of Economics, Thomson South western (2002 reprint) • Samuelson & Nordhas.: Economics (Tata McGraw Hills, New Delhi, 2002)
- Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi, 2004)

Course Code: UV-FRM-103

Detailed Syllabus

Sr. No.	Modules/Units	No. of Lectures
1.	Theory of communication 1.1 Concept of Communication: Meaning, definition, objectives, process, emergence and impact of technological advancements on communication 1.2 Channels of Communication: formal and informal, vertical, horizontal, diagonal, grapevine 1.3 Methods and Modes of Communication: Verbal and Non- Verbal 1.4 Barriers to Communication: Physical barriers, Language barriers, Socio-Cultural barriers, Psychological barriers 1.5 Listening: Importance of listening skills, cultivating good listening skills	15
2	Business Writing and Language 2.1 Theory of Business Letter Writing: Parts, Structure, Layout of Letters- (Full block, Modified Block, Semi- Modified Block) 2.2 Business Letters - Letter of Job Application, Resume Writing, Resignation Letter, Statement of Purpose 2.3 Summarization: identification of main and supporting points, presenting these in a cohesive manner 2.4 Business Proposals	15
3.	Presentation Skills 3.1 Meaning, Nature and Scope 3.2 Principles of Effective Oral communication 3.3 Techniques of Effective Speech 3.4 Effective Presentation Skills 3.5 Interview Skills and Group Discussion- Strategies to prepare for Selection interview and Group Discussion	15

4.	Personality Enhancement 4.1 The Art of Public Speaking 4.2 Voice Modulation 4.3 Grooming 4.4 Personal Branding	15
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Self Learning Topics

Emergence and impact of technological advancements on communication
Summarization: identification of main and supporting points, presenting these in a cohesive manner
Business Proposals

Online Resources

https://files.eric.ed.gov/fulltext/ED557272.pdf
https://2020science.org/2009/04/07/communication-science-and-technology-in-a-connected-world/
https://nptel.ac.in/content/storage2/courses/121106007/Assignments/Assignment%201.pdf
http://www.laspositascollege.edu/raw/summaries.php
https://www.youtube.com/watch?v=-zgKOguRrRs
https://youtu.be/mozVzcNZMG0

Reference Books:

Sr. No.	Title Author/s Publisher	Edition Year
1	Modem Business Correspondence by Garlside, L.E., McDonald and Evans Ltd., Plymouth	1980
2	Effective Communication Made Simple by Eyre, E.C., Rupa and Co., Calcutta	1985
3	Excellence in Public Relations and Communication Management edited by James E. Grunig, Lawrence Erlbaum Associates Hillsdale, NJ 1992	1992
4	Making Meetings Work by Barkar, Alan, Sterling Publications Pvt. Ltd., New Delhi	1993
5	How to Interview and be Interviewed by Brown, Michele and Gyles Brandreth, Sheldon Press, London	1994
6	The Right Way to Conduct Meetings, Conferences and Discussions by H.M. Taylor and A.G. Mears, Elliot Right Way Books	1994
7	The Essence of Effective Communication by Ludlow, Ron, Prentice, New Delhi	1995
8	Communication in Organisation by Fisher Dalmar, Jaico Publishing House, Delhi	1999
9	<i>Effective Academic Writing</i> by Savage, Alice Oxford: OUP	2005.
10	Business Communication by Ramesh Tiwari, Pointer Publication, Jaipur	2006
11	Business Communication II by Muktha M. Jacob, Chippy S.Bobby, Shefali Naranje, Himalaya Publishing House	2008
12	"What Is Public Relations?" by Roos, Dave, SAGE. New York	2014
13	The Art of the Interview by James Storey, Create Space Publishing	2016

Course Code: UV-FRM-104

Sr No	Unit/Modules	No. of Lectures
I	<p>Introduction to Retailing</p> <p>1.1 Concepts of Retailing</p> <p>1.2 Features of Retailing</p> <p>1.3 Functions of Retailing</p> <p>1.4 Evolution of Indian Retail</p> <p>1.5 Organized vs. Unorganized Retail</p> <p>1.6 Structure of Organized Retail</p> <p>1.7 Importance of Retail to the Economy</p> <p>1.8 Challenges Faced in Organized Retail sector</p> <p>1.9 Growth prospects in Organized Retail sector</p> <p>1.10 Multi-channel and Omni-channels Retailing</p> <p>1.11 Understanding Retail Terminology.</p> <p>1.12 Major Retail Players in India & International</p>	15
II	<p>Retail formats, Segments, Verticals & Core process</p> <p>Retail Formats</p> <p>2.1 Store Formats: Hypermarkets, Supermarkets, Discount Stores, Convenience Stores, Department Stores Specialty Stores, multiple stops, etc.</p> <p>2.2 Non Store Formats: Direct selling, Telemarketing, Online retailing, Automatic Vending, Direct Marketing, etc.</p> <p>2.3 Evolution of Retail Formats</p> <p>Product Retail Segments</p> <p>2.4 Product Retail Segments (Consumer Durables, Home Appliances/equipment's, Health & Beauty Care Services Pharmaceuticals, Food & Grocery, Out-of-Home Food Services, Books, Music & Gifts, Entertainment Footwear, etc.)</p> <p>Core Processes</p>	15

	2.5 Core Processes (Store Operations, Merchandising, Logistics, Marketing, Purchase, Corporate services & Others)	
III	<p>Demand drivers & Success factors and Emerging trends</p> <p>3.1 Demand Drivers: (Demographics, Rise in Purchasing Power, Increasing Participation of Women in the workforce, Penetration of Credit Tools (Debit / Credit Card), Urbanization, etc.)</p> <p>3.2 Success Factors: (Efficient Supply Chains, Ability to penetrate rural market, Leveraging Technology, Customized solutions, Investing in retail brand (store brand), Customer Relationship Management, etc.)</p> <p>3.3 Emerging trends in retail market</p>	15
IV	<p>Career opportunities in the retail sector</p> <p>4.1 Organization Structure</p> <p>4.2 Identify key roles within retail businesses</p> <p>4.3 Understanding requisite skills needed for various retail work profiles. (Sales Associates, Customer Service Representative, Store Manager, Department Manager, Category Manager Retail Manager, Brand Manager, Merchandisers, Store Manager etc)</p> <p>4.4 Challenges faced while working in the retail sector.</p>	15

Self-Learning topics : (Unit Wise)

Sr. No	Unit	Topic

1	1	Functions of Retailing
2	1	Major Retail Players in India & International
3	2	Evolution of Retail formats
4	2	Direct Marketing

Online Resources

https://onlinecourses.swayam2.ac.in/imb20_mg02/preview
http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module Ug.php/220
https://www.edx.org/course/introduction-to-retail-management

Reference Books:

1. Retailing Management – Swapna Pradhan; Tata McGraw-Hill Education, 2011 New Delhi
2. Retail Management – A Strategic approach -Barry Berman & Joel Evan, Patralli Chatterjee Mac Millan Edition 2017
3. Retail Management – Gibson Vedamani; Tata McGraw-Hill Education, 2011 New Delhi
4. Retail Management – Levy & Weitz; Tata Mc graw Hill Education
5. Channel Management & Retail Management – Meenal Dhotre, Himalaya Publishing House 2015
6. Retail Marketing Management – David Gilbert; Pearson Education second edition
8. The Art of Retailing – A.J. Lamba; Tata McGraw-Hill Education Edition 2002
9. Retailing Management Text and cases- U.C Mathur, I k. International Publishing house
10. Retail Management – Analysis, Planning & Control – David Walters;
- 11 Retail Management, Retail Concepts and Practices – R S Tiwari , Himalaya Publishing House.
- 12 Strategic Retail Management: Text and International Cases - [Joachim Zentes](#), [Dirk Morschett](#), [Hanna Schramm-Klein](#) edition 2016.
13. Retail Management A Global Perspective (Text and Cases)- Harjit Singh S.Chand ltd edition 2014

Course Code: UV-FRM-105

Sr.No.	Modules/ Units	No. of Lectures
1	Introduction to Retail Operations 1.1 Understanding key processes in Retail Store 1.2 Managing Relationship with all the stake holders. 1.3 Understanding Critical Daily Functions of a retail store 1.4 Understanding the terminology	15
2	Retail Store Processes 2A Stock Management & Inventory Management 2.1 Stock Management and its significance. 2.2 Meaning of Perpetual Stock and Annual Inventory 2.3 Meaning of Negative Stock 2.4 Causes of Negative Stock 2.5 Importance of Quality Management 2.6 Returns and Defective Stock Management 2.7 Gap Management 2.8 Concept of Deleted Line 2.9 Inbound Logistics 2.10 Product Delivery 2.11 Vendor Management 2B Enterprise Resource Planning 2.12 Need & Significance of ERP 2.13 Integration of ERP in a retail store.	15
3	Introduction to Merchandise Forecasting & Budgeting 3.1 Introduction to Merchandise Forecasting 3.2 Methods of Merchandise Forecasting 3.3 Introduction to Merchandise Budgeting 3.4 Methods of Merchandise Budgeting 3.5 Components of Merchandise Budgets.	15

4	<p>Store Security, Regulatory Frame work & FDI</p> <p>4A Regulatory Frame work in Retail:</p> <p>4.1 Understanding various laws and policies governing retail business</p> <p>4B Store Security</p> <p>4.2 Identify the different security risks at workplace</p> <p>4.3 State the role of a sale associates in maintaining store security</p> <p>4.4 Explain the business processes for preventing security issues</p> <p>4.5 Recall the measures prescribed by the organization to manage security issues</p> <p>4.6 Define the escalation process in case of security breaches</p> <p>4.7 List the important reports maintained in the store as part of store security process</p> <p>4C FDI in Retail</p> <p>4.8 Single Brand Retail Business</p> <p>4.9 Multi Brand Retail Business</p> <p>4.10 Impact Analysis : Indian Economy Pros & Cons</p> <p>4.11 Learning`s from “BRICS” countries</p> <p>4.12 Latest Trends & Practices in Retail Operations.</p>	15
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Self Learning Topics

1.3 Understanding Critical Daily Functions of a retail store
2.1 Stock Management and its significance.
2.14 Returns and Defective Stock Management
3.6 Introduction to Merchandise Forecasting
4.13 Single Brand Retail Business
4.4 Explain the business processes for preventing security issues
4.9 Multi Brand Retail Business

Online Resources

https://onlinecourses.swayam2.ac.in/imb20_mg29/preview
https://nptel.ac.in/courses/110/104/110104070/

Reference Books:

1. Retailing Management – Swapna Pradhan; Tata McGraw-Hill Education, 2011 New Delhi
2. Retail Management – A Strategic approach -Barry Berman & Joel Evan, Patrali Chatterjee Mac Millan Edition 2017
3. Retail Management – Gibson Vedamani; Tata McGraw-Hill Education, 2011 New Delhi
4. Retail Management – Levy & Weitz; Tata Mc graw Hill Education
5. Channel Management & Retail Management – Meenal Dhotre, Himalaya Publishing House 2015
6. Retail Marketing Management – David Gilbert; Pearson Education second edition
8. The Art of Retailing – A.J. Lamba; Tata McGraw-Hill Education Edition 2002
9. Retailing Management Text and cases- U.C Mathur, I k. International Publishing house
10. Retail Management – Analysis, Planning & Control – David Walters;
- 11 Retail Management, Retail Concepts and Practices – R S Tiwari , Himalaya Publishing House.
- 12 Strategic Retail Management: Text and International Cases - [Joachim Zentes](#), [Dirk Morschett](#), [Hanna Schramm-Klein](#) edition 2016.
13. Retail Management A Global Perspective (Text and Cases)- Harjit Singh S.Chand ltd edition 2014

Part 4 - The Scheme of Teaching and Examination

Semester – II

Summary

Sr. No	Choice Based Credit System	Subject Code	Subject Name
1	General Component	UV-FRM-201	Financial Management Accounting
		UV-FRM-202	Principles of Marketing
		UV-FRM- 203	Computer Application in Business
2	Vocational Component	UV-FRM-204	Consumer & Shopping Buying Behaviour
		UV-FRM-205	Category Management

First Year Semester II Internal and External Detailed Scheme

Sr . N o.	Subjec t Code	Subject Title	Periods Per Week					Cred it	SLE	Internals				Tota l Mar ks
			U n i t s	SL	L	T	P			CT	AP	TA	SE E	
1	UV- FRM- 201	Financial Management accounting	4	20% *	4	0	0	4	10	15	5	10	60	100
2	UV- FRM- 202	Principles of Marketing	4	20% *	4	0	0	4	10	15	5	10	60	100
3	UV- FRM- 203	Computer Application in Business	4	20% *	4	0	0	3	10	15	5	10	60	100
4	UV- FRM- 204	Consumer &Shopping Buying Behavior	4	20% *	4	0	0	4	10	15	5	10	60	100
5	UV- FRM- 205	Category Management	4	20% *	4	0	0	5	10	15	5	10	60	100
6	**UV- FRM- 206	E Learning						1						50

7	**UV- FRM- 207	Experiential Learning						1						50
8	**UV- FRM- 208	Year End Internship/ project work						16						200
Total Hours / Credit								38	Total Marks					800

SL: Self Learning, L: Lecture, T: Tutorials, P: Practical, SLE- Self learning evaluation,

CT-Commutative Test, SEE- Semester End Examination, TA-Teacher Assessment

***One to two lectures to be taken for CONTINUOUS self -learning Evaluation.**

**** Sr no 6,7,8 will depicted as grades in the marksheet**

First Year Semester – II Units – Topics – Teaching Hours

S. N	Subject Code	Subject Unit Title		Lect ures	Total No. of lectures	Cre dit	Total Marks
1	UV-FRM-201	I	Stock Valuation	15	60	4	100 (60+40)
		II	Working Capital	15			
		III	Bank Reconciliation Statement, Trial Balance	15			
		IV	Final Accounts	15			
2	UV-FRM-202	I	Introduction to Marketing	15	60	4	100 (60+40)
		II	Segmentation, Targeting, Positioning and Branding	15			
		III	Marketing Mix	15			
		IV	Marketing Services	15			
3	UV-FRM-203	I	Office Productivity Software	15	60	3	100 (60+40)
		II	Microsoft Office Part II	15			
		III	Spreadsheet	15			
		IV	Data Analysis	15			
4	UV-FRM-204	I	Introduction to the Study of Consumer Behaviour	15	60	4	100 (60+40)
		II	The Consumer Decision Making Process.	15			
		III	Factors Influencing Buying Behaviour	15			

		IV	Emerging Trends in Consumer Behaviour	15			
5	UV-FRM-205	I	Introduction to Category management	15	60	5	100 (60+40)
		II	Category Management methods	15			
		III	Promotional aspects of category management	15			
		IV	Category Performance	15			
6	**UV-FRM-206	E learning				1	50
7	**UV-FRM-207	Experiential Learning				1	50
8	**UV-FRM-208	Year End Internship/ Project Work				16	200
		Total				38	800

**** ** Sr no 6,7,8 will depicted as grades in the marksheet**

Lecture Duration – 60 Minutes = 1 Hours. (60 Lectures equivalent to 60 hours)

For 3 Credits subject 1 credit = 20 hours

For 4 Credits subject- 1 credit= 15 hours

For 5 Credits subject- 1 credit = 12 hours

For 16 Credits subject- 1 credit = 3.75 hours

Part 5 - Detailed Scheme

Curriculum Topics along with Self-Learning topics -To be covered, through self-learning mode along with the respective Unit. Evaluation of self-learning topics to be undertaken before the concluding lecture instructions of the respective Unit.

Course Code:UV-FRM-201

Sr No	Units/Modules	No. of Lectures
I	Stock Valuation 1.1) Introduction to Stock Valuation Importance of stock Valuation Stages of Stock Valuation 1.2) Methods of Taking Inventories 1.3) First in First Out (FIFO) Method 1.4) Weighted Average Method	15
II	Working Capital Management 2.1) Introduction ,Definitions ,Elements of Working Capital 2.2) Working Capital Approaches, Role and importance of Working capital , Types of Working Capital 2.3) Factors Determining Working Capital Management Requirements Valuation of various items of Working Capital 2.4) Management of Working Capital ,Maximum Permissible Bank Finance	15
III	Bank Reconciliation Statement(BRS) ,Trial Balance 3.1) Introduction to BRS , Need and Importance Causes of Disagreement between the bank book and pass book	15

	3.2) Specimen of Bank Reconciliation Statement , Preparation of Bank Reconciliation Statement 3.3) Meaning , Purpose and Specimen of Trial Balance 3.4) Preparation of Trial Balance	
IV	Final Accounts	15
	4.1) Preparation of Trading Account, 4.2) Preparation of Profit and Loss Account 4.3) Preparation of Balance sheet	

Self-Learning topics (Unit wise):

Sr. No	Unit	Topic
1	1	Inventory Management
2	3	Trial Balance
3	4	Final Account

Online Resources

http://ugcmooos.inflibnet.ac.in/ugcmooos/view_module_ug.php/249
http://ugcmooos.inflibnet.ac.in/ugcmooos/view_module_ug.php/249
http://ugcmooos.inflibnet.ac.in/ugcmooos/view_module_ug.php/249

Reference Books:

The Essence of Financial Accounting Chadwick, L. PHI, 2nd Edition
Financial & Managerial Accounting Jan Williams, Sue Haka, Mark Bettner, Joseph Carcillo.
Financial and Management Accounting: An Introduction, Bierman, H. MacMillian, New York
Schaum's Financial Accounting, Jae K Shim and Joel G Siegel, Mc Graw Hill Publications, Price Rs. 250 (Approx.)

Financial accounting: an international introduction David Alexander, Christopher Nobes

Financial accounting: an integrated statements approach Jonathan E. Duchac, James M.

Reeve, Carl S. Warren

Financial Accounting: An Introduction to Concepts, Methods and Uses Clyde P. Stickney,

Roman L. Weil, Katherine Schipper

Financial Accounting: An Introduction to Concepts, Methods, and Uses, Clyde P. Stickney,

Roman L. Weil, South-Western College

Financial Accounting: Tools for Business Decision Making Paul D. Kimmel, Jerry J.

Weygandt, Donald E. Kieso Wiley

Financial and Managerial Accounting Carl S. Warren, James M. Reeves, Philip E. Fess,

James M. Reeve South-Western College

Financial Accounting Rick Antle, Stanley J. Garstka, This book covers Questions,

Exercises, Problems, Case Problems, Cases and Thomson Analytics

Jamshed R Batliboi, Advance Accounting a practical manual of advanced accounting for

Indian students, accountants, book-keepers and businessmen, Wadhwa and Company,

Nagpur ,32nd Edition 1997

Maheshwari.S.N., Management Accounting and Financial Contro, Sultan Chand and Sons,

New Delhi, 2008 Edition

Mahajan Mukesh, —Fundamentals of Accountancy\ Abhishek Publication Chandigarh, 2006

Edition. Patel

D.R., Accounting and Financial Management, Atul Prakashan, Ahmedabad, 2006 Edition.

Prasuna D.G., New Vistas in Accounting ICFAI University Press, Hederabad, 2008 Edition.

Rao P.M, and Pramanik Alok

Bhatt B.R., Accounting and Financial Policies, Practices, Standards and Reporting Snow

White House, Mumbai, 2004 Edition.

Course Code: UV-FRM-202

Sr No	Units/Modules	No. of Lectures
I	Introduction to Marketing 1.1 Introduction to Marketing: Definition, features, advantages and scope of marketing. 1.2 7 Ps and 4Cs of marketing. Marketing as an activity, function, and philosophy. 1.3 Concepts of Marketing: Needs, wants and demands; transactions, transfers & exchanges 1.4 Orientation of a firm: Production concept; product concept; selling concept: and marketing concept, Societal concept and relationship marketing concept. 1.5 New Trends in Marketing: E-Marketing, Internet Marketing and Marketing using social networks, Societal Marketing/Relationship Marketing, Interactive marketing	15
II	Segmentation, Targeting and Positioning (STP) & Branding 2.1 Segmentation variables for consumer markets & industrial markets 2.2 Targeting (Undifferentiated marketing; single segment and multi segment structures; guidelines for selecting target markets) 2.3 Positioning (Identifying frame of reference; points of parity and points of difference; choosing category membership; product and brand differentiation for identifying of position) 2.4 Branding: Role and importance, Brand equity; branding decisions; brand extensions; brand portfolios , Brand Personality, Brand re-call	15

<p>III</p>	<p>Marketing Mix</p> <p>3.1 Product: Products: core, tangible and augmented products Product mixed decisions: product line decisions; strategic filling, line modernization decisions, New product development process, product life cycle, failure of new product, levels of product</p> <p>3.2 Pricing Decisions: Pricing objectives; factors influencing pricing decisions, Types of pricing, responding to competitors, action through price and non-price variables, Impact of the products stage in the PLC on pricing decisions</p> <p>3.3 Place/ Distribution: meaning, factors influencing selection of distribution channel, types of distribution channel, recent trend in distribution, components of logistics</p> <p>3.4 Promotion mix:-Advertising: Importance and scope, Sales promotion: objectives; consumer promotions, PR and publicity, Personal Selling: recruitment, selection, training, motivation and evaluation of sales reps. Integrated Marketing Communication (Definition of target audience; determining communication objectives; designing communication and selection of channels)</p> <p>3.5 Packaging – Meaning – Importance/uses- Packaging strategies</p> <p>3.6 Positioning -Meaning, Importance- Elements</p> <p>3.7 People-Meaning and Importance.</p>	<p>15</p>
<p>IV</p>	<p>Marketing Services:</p> <p>4.1 meaning and features of Service</p> <p>4.2 Managing Service Quality</p> <p>4.3 ways of improving services</p> <p>4.3 Ethics in marketing</p> <p>4.4 Unethical practices in marketing</p> <p>4.5 Role of ASCI (Advertising standard Council of India)</p> <p>4.6 Challenges in Marketing Services</p>	<p>15</p>

Self-Learning topics (Unit wise):

Sr. No	Unit	Topic
1	1	Introduction to Marketing: Definition, features, advantages & scope of marketing
2	2	Branding: Role and Importance
2	3	Advertising: Scope and Importance

Online Resources

http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/221
http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/221
https://nptel.ac.in/courses/110/104/110104068/

Reference Books:

Ayantunji Gbadamosi, . B. (2013). Principles of Marketing: A Value-Based Approach. Palgrave Macmillan.

J.P Mahajan, A. M. (2015). Principles of Marketing. Vikas Publishing House Pvt Ltd.

John F. Tanner, M. A. (2014). Principles of Marketing 2.0. Flat World Knowledge.

Kotler, P. (2009). Marketing Management. Pearson Prentice Hall.

M. C. Cant, . W. (2009). Marketing Management. Juta & Company Ltd.

Philip Kotler, G. A. (2010). Principles of Marketing. Pearson.

Philip T. Kotler, G. A. (2017). Principles of Marketing, Global Edition. Pearson Education Limited.

Sharma, A. K. Marketing Management. Atlantic Publishers and Distributors.

Course Code: UV-FRM-203

Sr No	Units/Modules	No. of Lectures
I	<p style="text-align: center;">Office Productivity Software:</p> <p>Basic Elements</p> <ul style="list-style-type: none">Computers and its typesWorking of computersHardware and softwareTypes of input devices and Output devicesSoftware and its typesoperating system . <p>Microsoft Word :</p> <ul style="list-style-type: none">Creating, editing, saving and printing text documentsFont and paragraph formattingSimple character formattingInserting tables, smart art, page breaksUsing lists and stylesWorking with imagesUsing Spelling and Grammar checkUnderstanding document propertiesMail Merge	15
II	<p>Microsoft PowerPoint</p> <ul style="list-style-type: none">Opening, viewing, creating, and printing slidesApplying auto layoutsMaster slide conceptAdding custom animationUsing slide transitionsIntroduction to latest presentation software's.	15

	<p>Insert and edit animations and slide transitions</p> <p>Insert and modify table and charts</p> <p>Add sound and video to a slide presentation</p> <p>Insert clip art images and shapes to slides</p> <p>How to create a puzzle in PowerPoint</p> <p>Internet Technology:</p> <p>Introduction to Internet</p> <p>Types of internet connections</p> <p>Surfing the World Wide Web</p> <p>Using search engines</p> <p>Sending and receiving email</p> <p>Attaching and downloading Attached files</p> <p>Protocol used</p>	
III	<p>Spread Sheet:</p> <p>Spreadsheet basics</p> <p>Creating, editing, saving and printing spreadsheets</p> <p>Working with functions & formulas</p> <p>Modifying worksheets with color & auto formats</p> <p>Graphically representing data: Charts & Graphs</p> <p>Speeding data entry: Using Data Forms</p> <p>Analyzing data: Data Menu, Subtotal, Filtering Data</p> <p>Formatting worksheets</p> <p>Securing & Protecting spreadsheets</p> <p>Formulas & Macros Formulas:</p> <p>Use the Function Wizard, Common functions (AVERAGE, MIN, MAX, COUNT, COUNTA, ROUND, INT)</p> <p>Nested functions, Name cells /ranges /constants</p> <p>Relative, Absolute, Mixed cell references: >,<>= operators</p> <p>Logical functions using IF, AND, OR, NOT</p> <p>The LOOKUP function, Date and time functions, Annotating formulas</p>	15
IV	<p>DATA Analysis:</p> <p>Sub Total Reports, Auto Filter</p>	15

	<p>Password Protecting Worksheets</p> <p>Linking Multiple Sheets</p> <p>Sheet Referencing</p> <p>Linking Between Word/Excel/Ppt</p> <p>Functions:- LOOKUP, VLOOKUP, HLOOKUP, COUNTIF, SUMIF</p> <p>What-if-analysis, GOAL SEEK</p> <p>Pivot Tables, NESTED IF</p> <p>Reporting Consolidation of Data Data Validation</p> <p><i>Macros</i></p> <p>Definition and use, Record a macro Assign a macro, Run a macro Store a macro, Introduction to VBA Prog.</p> <p><i>Develop the Worksheet:</i></p> <p>Plan a worksheet , Row and Column labels Split worksheet /box /bar, Copy data and formulas</p> <p>Display /move toolbars , Enhance worksheet Appearance</p> <p><i>Special Operations:</i></p> <p>Use multiple windows : Copy/ paste between Worksheets Link worksheets , Consolidate worksheets Import and link from other Applications Use AutoFormat : Create, use and modify styles and templates</p> <p>Print features : Create /edit an outline</p> <p><i>Graphic Operations:</i></p> <p>Create charts , Enhance charts, Drawing toolbar features</p>	
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Self-Learning topics (Unit wise):

Sr. No	Unit	Topic
1	1	Internet Technology

Online Resources

https://www.tutorialspoint.com/internet_technologies/index.htm

https://www.websydney.com/olddoc/websydney_v60/knowledgebase/whitepapers/basicinternettechnology.htm

Reference Books:

1. Introduction to Computers, Peter Norton, Sixth Edition McGraw Hill
2. Introduction to information Technology, V. Rajaraman, Prentice Hall India
3. Computers and Commonsense, Hunt .L Shelley, Prentice Hall of India
4. Fundamentals of Information Technology, A and Leon M. Leon, Vikas 2002
5. A first Course in Computers, Saxena, Sanjay, Vikas Publishing 1998
6. Fundamentals of Information Technology, Bharioke Deepak, Excel Book 2000

Course Code: UV-FRM-204

Sr.No.	Modules/ Units	No. of Lectures
1	<p>Introduction to the Study of Consumer Behaviour</p> <ul style="list-style-type: none"> • Defining Consumer Behaviour. • Scope and Application of Consumer Behaviour. • Why Study Consumer Behaviour. • Evolution of Consumer Behaviour as a Field Of Study and its relationship with Marketing: Behavioural Dimension. • The Interdisciplinary Nature of Consumer Behaviour. 	15
2	<p>The Consumer Decision Making Process.</p> <ul style="list-style-type: none"> • Buying Motives. • Buying Roles. • Consumer Decision Making Process. • Levels of Consumer Decision Making. • Perspectives to Consumer Decision Making. • Consumer Decision Making Process. 	15
3	<p>Factors Influencing Buying Behaviour</p> <p><i>Psychological Influences on Consumer Decision Making:</i> Consumers Needs & Motivation, Emotions and Mood, Consumer Involvement, Consumer Learning, Personality, Self-concept and Self-image.</p> <p>Consumer Perception, Risk and Imagery, Consumer Attitude: Belief, Affect, Attitude and Intention, Attitude Formation and Attitude Change, Consumer Communication.</p> <p><i>Sociological Influences on Consumer Decision Making:</i> Consumer groups.</p>	15

	<p>Consumer reference groups, Family and Life cycle, Social class and mobility, lifestyle analysis.</p> <p>Culture; Sub-Culture, Cross Culture, Interpersonal Communication and influence, Opinion Leadership.</p>	
4	<p>Emerging Trends in Consumer Behaviour</p> <ul style="list-style-type: none"> <i>Consumer Behaviour across segments</i> <p>Clothing & Textiles</p> <p>Online Shopping</p> <p>Jewellery</p> <p>Watches</p> <p>Footwear</p> <p>Health & Beauty Care Service</p> <p>Pharmaceuticals</p> <p>Consumer Durables</p> <p>Furnishings, Utensils, Furniture-Home & Office</p> <p>Food & Grocery</p> <p>Books, Music & Gifts</p> <ul style="list-style-type: none"> Foundations of Behavioural Economics 	15

Self Learning Topics (Unit Wise)

Scope and Application of Consumer Behaviour.
Why Study Consumer Behaviour
Consumer Needs and Motivation Theories- Maslow
Consumer Behaviour across segments- Watches
Consumer Behaviour across segments- Books, Music & Gifts

Online Resources

http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/222
https://nptel.ac.in/courses/110/105/110105029/
https://nptel.ac.in/courses/110/105/110105074/

Reference Books:

- 1. Consumer Behaviour By Schiffman – Kanuk**
- 2. Why We Buy: The Science Of Shopping - by Paco Underhill**
- 3. Consumerology: The Market Research Myth, the Truth about Consumers and the Psychology of Shopping by Philip Graves**

Course code: UV-FRM-205

SR.NO.	Modules/ Units	No. of Lectures
1	Introduction to Category Management: 1.1 Concept – Categories and their definitions 1.2 Need for Category Management 1.3 Beneficiaries of Category Management 1.4 Use of Category Management 1.5 Category Management and Other functions of Retail 1.6 The Reason for Emergence of Category Management	15
2	Category Management Methods & Processes: 2A Merchandise Procurement Planning: 2.1 Merchandise Planning 2.2 Processes of Merchandise Planning 2.3 Merchandise Forecasting & Methods 2.4 Supplier Relationship Management 2B Basics of Store Design & Layout: 2.5 Purpose of Store Design 2.6 Store Design Concepts & Techniques 2.7 Store Design Layout & Methods 2C Category Management Methods: 2.8 Collection & Classification of Data at SKU. 2.9 Organization of Data in Master data & Register Format. 2.10 Data Analysis	15

3	<p>Promotional Aspects of Category Management:</p> <p>3.1 Promotional Schemes & Types</p> <p>3.2 Aspects of Visual Merchandising & Range Planning</p> <p>3.3 Sales Promotion Schemes (Planning & Implementation)</p> <p>Stock Management:</p> <p>3.4 Subcategory percentage & Price range</p> <p>3.5 Managing stock levels in subcategories</p> <p>3.6 Replenishing Stocks</p> <p>3.7 Methods & Procedures for Maintaining stock levels</p>	15
4	<p>Category Performance</p> <p>4.1 Profit Margin analysis</p> <p>4.2 Productivity Techniques (Space Management)</p> <p>4.3 Ratios Analysis (Types of Ratios for measuring Category Performance)</p> <p>4.4 Simplex Programming Usage</p> <p>4.5 Other Aspects of Performance Management</p> <p>4.6 Category Captain: Role & Performance</p> <p>4.7 Category Management Limitations</p>	15

Self Learning Topics

1.2 Need for Category Management
1.6 The Reason for Emergence of Category Management
2.1 Merchandise Planning
2.4 Supplier Relationship Management
3.3 Sales Promotion Schemes (Planning & Implementation)

4.7 Category Management Limitations

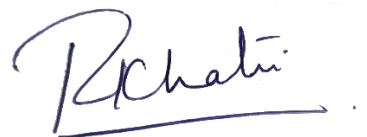
Online Resources

<https://nptel.ac.in/courses/110/104/110104070/>

<https://nios.ac.in/media/documents/Secbuscour/English/chapter-14.pdf>

Reference Books

1. Retailing Management – Swapna Pradhan; Tata McGraw-Hill Education, 2011 New Delhi
2. Retail Management – A Strategic approach -Barry Berman & Joel Evan, Patrali Chatterjee Mac Millan Edition 2017
3. Retail Management – Gibson Vedamani; Tata McGraw-Hill Education, 2011 New Delhi
4. Retail Management – Levy & Weitz; Tata Mc graw Hill Education
5. Channel Management & Retail Management – Meenal Dhotre, Himalaya Publishing House 2015
6. Retail Marketing Management – David Gilbert; Pearson Education second edition
8. The Art of Retailing – A.J. Lamba; Tata McGraw-Hill Education Edition 2002
9. Retailing Management Text and cases- U.C Mathur, I k. International Publishing house
10. Retail Management – Analysis, Planning & Control – David Walters;
- 11 Retail Management, Retail Concepts and Practices – R S Tiwari , Himalaya Publishing House.
- 12 Strategic Retail Management: Text and International Cases - [Joachim Zentes](#), [Dirk Morschett](#), [Hanna Schramm-Klein](#) edition 2016.
13. Retail Management A Global Perspective (Text and Cases)- Harjit Singh S.Chand ltd edition 2014



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