

B. Voc.- Retail Marketing Syllabus Structure

First Year: Semester-I

Subj. Code	Subject Name	No. of Credits	Marks
General Components			
RM 101	Communication Skills - I		
RM102	Information & Communication Technology -I		
Skill Components			
RM 103	Marketing Management		
RM 104	Retail Marketing - I		
RM 105	Computer Applications in Retail		
RM 106	Internship - I		

First Year: Semester-II

Subj. Code	Subject Name	No. of Credits	Marks
General Components			
RM 201	Communication Skills - II		
RM 202	Information & Communication Technology -II		
Skill Components			
RM 203	Supply Chain Management		
RM 204	Retail Marketing -ii		
RM 205	Stores Layout & Design		
RM 206	Internship - II		

Second Year: Semester –III

Subj. Code	Subject Name	No. of Credits	Marks
General Components			
RM 301	Human Values & Professional Ethics		
RM 302	Office Automation		
Skill Components			
RM 303	E-Retailing		
RM 304	Retail Logistics Management		
RM 305	Sales & Distribution Management		
RM 306	Internship - III		

Second Year: Semester –VI

Subj. Code	Subject Name	No. of Credits	Marks
General Components			
RM 401	Business Economics		
RM 402	Environmental Science		
Skill Components			
RM 403	Human Resource Management in Retail		
RM 404	Customer Relationship Management		
RM 405	Advertising & Sales Promotion		
RM 406	Internship - IV		

Third Year: Semester -V

Subj. Code	Subject Name	No. of Credits	Marks
General Components			
RM 501	Design Thinking		
RM 502	Web Technology		
Skill Components			
RM 503	Retail Operations Management		
RM 504	Python Programming		
RM 505	Merchandising Management		
RM 506	Internship - V		

Third Year: Semester -VI

Subj. Code	Subject Name	No. of Credits	Marks
General Components			
RM 601	Project Management		
RM 602	Management & Organizational Behavior		
Skill Components			
RM 603	Stores Display and Visual Merchandising		
RM 604	Materials Planning & Control		

RM 605	Warehouse Management		
RM 606	Internship - VI		

First Year Semester I

RM 101: Communication Skills - I

Unit I: Vocabulary Building

- a. Prefixes and Suffixes
 - b. Conversion
 - c. Compounding
 - d. Analogy
2. One-Word Substitutes
 3. Words Often Confused
 4. Synonyms and Antonyms
 5. Phrasal Verbs

Unit II: Grammar - 1

Types of Verbs
Subject-Verb Agreement

Unit III: Grammar - 2

Meanings of Modals
Tense (Present and Past) and Aspect
The Several Possibilities for Denoting Future Time
Articles and Prepositions

Unit IV: Listening Skills

The Importance of Listening
Types of Listening
Barriers/Obstacles to Effective Listening
Strategies for Effective Listening

Unit V: Reading Skills

Skimming
Scanning
Intensive Reading and Extensive Reading
Comprehension

RM 102:: Information & Communication Technology-I

Unit-I: Basics of Computers :Definition of a Computer - Characteristics and Applications of Computers – Block Diagram of a Digital Computer – Classification of Computers based on size and working – Central Processing Unit – I/O Devices.

Unit-II: Primary, Auxiliary and Cache Memory – Memory Devices. Software, Hardware, Firmware and People ware – Definition and Types of Operating System – Functions of an Operating System – MS-DOS – MS Windows – Desktop, Computer, Documents, Pictures, Music, Videos, Recycle Bin, Task Bar – Control Pane.

Unit-III: MS-Word: Features of MS-Word – MS-Word Window Components – Creating, Editing, Formatting and Printing of Documents – Headers and Footers – Insert/Draw Tables, Table Auto format – Page Borders and Shading – Inserting Symbols, Shapes, Word Art, Page Numbers, Equations – Spelling and Grammar – Thesaurus – Mail Merge

Unit-IV: MS-PowerPoint: Features of PowerPoint – Creating a Blank Presentation - Creating a Presentation using a Template - Inserting and Deleting Slides in a Presentation – Adding Clip Art/Pictures -Inserting Other Objects, Audio, Video - Resizing and Scaling of an Object – Slide Transition – Custom Animation

Unit-V: MS-Excel: Overview of Excel features – Creating a new worksheet, Selecting cells, Entering and editing Text, Numbers, Formulae, Referencing cells – Inserting Rows/Columns –Changing column widths and row heights - Auto format - Changing font sizes – Colors - Shading.

Reference Books:

1. ReemaThareja, Fundamentals of Computers, Oxford University Press, India
2. V.Raja Raman, Fundamentals of Computers, Prentice Hall of India.
3. John Walkenbach, Herb Tyson, Michael R.Groh and Faithe Wempen, Microsoft Office 2010 Bible Wiley Publishers

RM 103::Marketing Management

Unit-I: Concept of Marketing - Market – Marketing - Marketer - Selling concept, marketing concept, Social marketing concept - Need of marketing in Business Sector - Non-profit sector and Government sector - Marketing environment - Identifying market segments.

Unit-II: Product and Product lines - Product hierarchy, Product classification, Product mix decisions - Product line decisions - product attribute decisions, Branding and Brand decisions, packing and labeling decision - Product life cycle

Unit-III: Pricing: Setting the price - pricing process - pricing methods: Adapting price - Geographical pricing - price discounts and allowances - promotional pricing-discriminatory pricing - product mix pricing.

Unit-IV: Marketing channels: Definition – Types of channels - Channel design decisions - Channel management decisions; Channel Conflict: Types - Causes and managing the conflict.

Unit-V: Promotion mix Advertisement: Meaning, Objectives - Types of Media - Sales Promotion - Objectives and Tools - Public relation - Meaning and Tools - Personal selling -Process.

Reference Books

- 1) Philip Kotler and Armstrong, Principles of Marketing, PHI
- 2) Philip Kotler, Marketing Management, PHI
- 3) V.S Ramaswamy and S. Namakuari, Marketing Management.
- 4) J.P.Gupta and Joyti Rana, Principles of Marketing Management, R. Chand & Co. New Delhi.

RM 104::Retail Marketing - I

Unit - I : Introduction to retailing: Definition and scope - Evolution of retailing - Types of retailing - Benefits of retailing - Retailing environment - Trends in retailing industry.

Unit - II : Retail purchasing and pricing: Purchase management: Merchandise purchasing - open to buy - Open to buy planning - Analyzing the merchandise performance; Pricing strategies: every day pricing - competitive based pricing - price skimming - market-oriented pricing

Unit - III : Information system in retailing: Acquiring and using information strategies - Technology in retail - Information sources - Retail information system.

Unit - IV : Retailing in India: Evolution and trends in organised retailing - Indian organised retail market - FDI in Indian organized retail sector - Retail scenario in India - future trends of retail in India

Unit - V : Ethical and legal issues in Retailing: Dealing with ethical issues - Social responsibility - Environmental orientation -Waste reduction at retail stores.

Reference Books

1. Retail Marketing Management 2014 Edition by GILBERT, PEARSON INDIA
2. Retail Marketing Management by David Gilbert (PEARSON)
3. Retail Marketing Management: The 5 Es of Retailing Book by Dhruv Grewal

RM 105::Computer Applications In Retail

Unit I : Introduction to Information Technology: Evolution of IT Management - basics of information system - Types of information System - Internet based Business Systems - Electronic Point of Sales-Hardware - Value Chain Reconstruction for E-Business.

Unit II: IT Management Challenges and Issues: Database Management System - network and telecommunications - Electronic Point Of Sales (EPOS) - Approaches to EPOS - modern electronic payment methods - Smart Cards - EPOS Products and Suppliers - Managing Retail through Technology.

Unit III: Enterprise Resource Planning (ERP): information systems for supply chain management - Knowledge Management - Data Warehousing -Data Mining.

Unit IV : Customers Relationship Management applications: e-tailing - Emerging retail technology - retail IT products and vendors - E-Business - E-Business Expectations and Customer Satisfaction.

Unit-V: Training and Management Development: Meaning of Training - Area of Training - Methods of Training - Concept of Management Development - Management Development Methods - Differences Between Training and Development.

Reference Books

1. Information Technology for Retail, Girdhar Joshi, Oxford Printing Press
2. Henry C.lucas.Jr., Information Technology-Strategic Decision Making for Managers, John Wiley and Sons Private Limited, Singapore
3. Swapana Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company.

First Year Semester - II

RM 201: Communication Skills - II

Unit I: Pronunciation-1

The Sounds of English

Unit II: Pronunciation-2

1. Word Accent
2. Intonation

Unit III: Speaking Skills-1

1. Conversation Skills
2. Interview Skills
3. Presentation Skills
4. Public Speaking

Unit IV: Speaking Skills-2

1. Role Play
2. Debate
3. Group Discussion

Unit V: Writing Skills

1. Spelling
2. Punctuation
3. Information Transfer
 - o Tables
 - o Bar Diagrams
 - o Line Graphs
 - o Pie Diagrams
 - o Flow Charts
 - o Tree Diagrams
 - o Pictures

RM 202: Information & Communication Technology-2

Unit-I: Fundamentals of Internet : Networking Concepts, Data Communication – Types of Networking, Internet and its Services, Internet Addressing – Internet Applications – Computer Viruses and its types – Browser –Types of Browsers.

Unit-II: Internet Applications: Using Internet Explorer - Standard Internet Explorer Buttons - Entering a Web Site Address - Searching the Internet – Introduction to Social Networking: Twitter – Tumblr – LinkedIn – Facebook – Flickr – Skype – Yelp – Vimeo - Yahoo!, Google+, Youtube – WhatsApp.

Unit-III: E-Mail :Definition of E-mail - Advantages and Disadvantages – User IDs – Passwords - Email Addresses - Domain Names – Mailers - Message Components - Message Composition - Mail Management - Email Inner Workings.

Unit IV: WWW- Web Applications - Web Terminologies - Web Browsers - URL – Components of URL - Searching WWW – Search Engines and Examples.

Unit-V: Basic HTML: Web Terminology – Structure of a HTML Document – HTML, Head and Body tags – Semantic and Syntactic Tags – HR, Heading, Font, Image and Anchor Tags –Different types of Lists using tags – Table Tags - Image formats – Creation of simple HTML Documents.

Reference Books

1. Raymond Green Law and Ellen Hepp, Fundamentals of the Internet and the World Wide Web, TMH Publishers.
2. Information and Communication Technologies by van Weert, Tom J., Tatnall, Arthur (Eds.)

Unit I: Supply Chain Management: Introduction and Development - Nature and Importance of Supply Chain - components of supply chain – Need for supply chain - understanding the supply chain management – Participants in supply chain.

Unit II: Integrated SCM & Managing Relationships: Concept - Span and Process of integrated management SCM - Role of relationship marketing in SCM - managing relationships with suppliers -service providers and customers - supplier- retailer collaboration and alliances.

Unit III: Supply Chain and Information Management: Importance of information management, IT and business management systems-MR, DRP, ERP, EIP and CPFR.

Unit IV: Purchasing Process: Strategic role of purchasing in the supply chain - total customer Satisfaction - Purchasing cycle - supplier selection and evaluation.

Unit V: Retail Supply Chain Management in India: Supply Chain Organization Structure - Planning in different retail sectors- food and grocery, consumer durables - Supply chain infrastructure in India.

Reference Books

1. Bowersox, DONALD J. and DAVID J. CLOSS, logistical management : the integrated supply chain-process, tmh, 2003
2. Christopher, Martin, Logistics and Supply Chain Management , Pitman, London 1993
3. Chopra, Sunil and Peter Meindl, Supply Chain Management : strategy, planning and operation, Pearson Education, New Delhi 2007
4. Sahay, B.S., Supply Chain Management for global competitiveness, Macmillan, New Delhi. 2003.

RM 204:: Retail Marketing - II

Unit - 1: Introduction: -Traditional VS. Modern view of marketing - Retailing viewed as case of services marketing - Retail marketing management: An overview.

Unit - 2 : Retailing Environment: Micro environment – Customers, suppliers, competitors and general public's; Michael Porter's five forces structural analysis of market; Macro environment: Socio-cultural, economic, technological, legal and political environments of retailing in Indian contexts.

Unit - 3: Retail Market Selection: Concept of target marketing - Retail market segmentation – Concept - importance and bases of market segmentation - Criteria for effective segmentation; Target market selection; Positioning concept: importance and bases - Retail store positioning and management of its image.

Unit - 4: Retail Product mix: Concept and decisions - Product life-cycle - New product introduction - Innovation diffusion and adoption.

Unit - 5 : Retail Marketing Mix Planning: Concept and planning of marketing mix - Retail product decisions and planning –Product classifications - Product decisions – Product quality, Packaging and labeling, Product support services; Retail Branding – Meaning - significance - types of branding.

Reference Books

1. Kotler, Keller, Koshi and Jha : Marketing Management, PHI, New Delhi
2. Retailing Marketing by Michael Levy, Barton Weitz, Ajay Pandit
3. Retail Marketing Management by David Gilbert

RM 205:: Store Layout And Design

Unit I: Store operations: Importance - responsibility of store operations - store maintenance - merchandising handling and controlling - purchasing store supplies and equipment - store security.

Unit II: Store organization: meaning and importance - principles of effective store organization and management - formal organizational structure - informal organization - objectives policies and procedures.

Unit III: Store location: selecting a city - types of location within a city - trading area analysis - catchment area analysis - site evaluation - terms of occupancy.

Unit IV: Store design and engineering: store design and retailing strategy - store design and facilities planning - store layout and departmentalizing - department space requirement - departmental locations - internal layout of departments.

Unit V: Emerging trends in Store Layout & Design: Changing nature of retailing - Organized retailing - Modern retail formats - e-tailing - Challenges in store layout and design in MNC's.

Reference Books

1. Bermon, Barry and Joel r Evans, retail management, prentice hall of India limited, New Delhi.
2. Abhijeet das, mall management with case studies, taxman.
3. David j Rachman retail strategy and structure : A Management approach, prentice hall of India limited.

Second Year Semester - III

RM 301: Human Values and Professional Ethics

Unit-I : Introduction to Value Education: Value Education, Definition, Concept and Need for Value Education, The Content and Process of Value Education, Self-Exploration as a means of Value Education, Happiness and Prosperity as parts of Value Education.

Unit-II : Harmony in the Human Being: Human Being is more than just the Body, Harmony of the Self ('I') with the Body, Understanding Myself as Co-existence of the Self and the Body, Understanding Needs of the Self and the Needs of the Body.

Unit-III : Harmony in the Family and Society and Harmony in the Nature, Family as a basic unit of Human Interaction and Values in Relationships, The Basics for respect and today's Crisis : Affection, Care, Guidance, Reverence, Glory, Gratitude and Love,
Comprehensive Human Goal : The Five dimensions of Human Endeavour

Unit-IV : Social Ethics: The Basics for Ethical Human conduct, Defects in Ethical Human Conduct, Holistic Alternative and Universal order, Universal Human Order and Ethical Conduct.

Unit-V : Professional Ethics: Value Based Life and Profession, Professional Ethics and Right Understanding, Competence in Professional Ethics, Issues in Professional Ethics – The Current scenario, Vision for Holistic Technologies, Production System and Management Models

Reference Books

1. A.N.Tripaty, Human Values, New Age International Publishers, 2003
2. Bajpai.B.L., Indian Ethos and Modern Management, New Royal Book Co., Lucknow,

2004

3. Bertrand Russell, Human Society in Ethics and Politics
4. Corliss Lamont, Philosophy of Humanism
5. Gaur.R.R., Sangal.R, Bagaria.G.P., A Foundation Course in Value Education, Excel Books.

RM 302:: Office Automation

Unit-I: Office: Features of Modern Office - Environment of an Office - Layout Planning - Interior, Security of the Office, Knowledge of Stationery Items and Maintenance.

Unit-II: Functions of Office: Office Manager - Duties and Responsibilities - Office Management - Scientific Office Management - Work Simplification - Time Schedules - Setting priorities.

Unit-III: Office Systems: Office procedures - Guides and Common charts of Office work simplification - Planning for improving office procedures.

Unit-IV: Forms Design, Control: Types of Forms - Design of Forms - Reproduction of Forms - Office Reproduction Services - Reproduction processes - Control of office reproduction service.

Unit-V: MS-Excel: worksheet – workbook – templates - entering data – formatting & headers – footers - data analysis – charts – names – filters – sort - validation lists – function - macros.

Reference Books

1. James, A.F. Stoner et. al: Management, Englewood Cliffs, N.J Prentice Hall
2. Mahajan, J.P.: Fundamentals of Office Management, Ane Books Pvt. Ltd.

RM 303:: E- Retailing

Unit-I: Foundation of E-Retailing: Meaning – Definition - transition from traditional marketing to E- Marketing - demographics and targeting - adaptability and closed-loop marketing - Advantages and shortcomings of E- Retailing - online brand management.

Unit-II: E-Retailing: current trends: Current trend analysis and measures, current status of online retailing; E-Retailing statistics in India

Unit-III: E-Commerce Procedures and methods: Meaning – Uses - M-Commerce; E-Commerce payment system - E-Payment security and challenges.

Unit-IV: Online pricing and promotions: Factors affecting online pricing - different methods of online pricing - price discrimination in E-retailing - price strategies - dynamics of pricing for E-retailing - Promotional Strategies of E-retail business

Unit-V: Marketing Mix in E-retailing: the roles of cyber intermediaries in E-Retailing - E-Retailing and supply chain management system.

Reference Books

1. Rayport, Jeffery F. and Bemard J. Jaworski, introduction to E- Commerce, Tata Mc- Graw Hill,2003

2. Kalakota, Ravi and Andrew B. Winston , Frontier of e- Commerce , Pearson Education, Mumbai, 2002. 3. Bajaj, kamlesh K. and Debjani Nag. E-Commerce – The cutting edge of Business, Tata Mc-Graw Hill, New Delhi,2002.

RM 304 :: Retail Logistics Management

Unit I : Logistics: Definition - History and Evolution – Objectives - - logistics Interference with marketing - retail logistics - emerging concept in logistics.

Unit II : Retail Logistics Management: Definition - achievement of competitive advantage through logistics framework - role of logistics management in retail.

Unit III : Integrated Logistics Management: Evolution of concept - model and process - Role of IT in logistics - Logistic Service firms and third party logistics.

Unit IV : Retail logistics Network: Design for global operation - information management for global logistics.

Unit V : Integrated Logistics & Quality Customer Service in Retail: Customer service – importance – elements - the order cycle system - distribution channels - Functions performed – Types - designing.

Reference Books

1. David J. Bloomberg, Stephen Lemay and Logistics, Prentice Hall of India Pvt. Joe B. Hanna Ltd. , New Delhi 2003.

2. Donald J. Bowersox and David J. Closs: Logistical Management, Tata Mc Graw Hill Publishing Co., New Delhi, 2004

3. Satish C. Aliawadi and Rakesh Singh: Logistics Management, Prentice Hall of India Pvt. Ltd. , New Delhi, 2000

RM 305 :: Sales & Distribution Management (SDM)

Unit I : Introduction to Sales & Distribution Management: Nature and scope of sales management - personal selling objectives - Types of sales management positions - Theories of personal selling - personal selling strategies - sales forecasting and budgeting decisions - emerging trends in selling - ethical leadership - case analysis.

Unit II : Personal Selling Process, Sales Territories & Quotas: Selling process - relationship selling - Designing Sales Territories - sales quotas and sales organisation structures - case Analysis.

Unit III : Sales Force Management: Recruitment and selection of sales force – Training - motivating - compensating the sales force - controlling the sales force - case analysis.

Unit IV : Distribution Management: Introduction - need and scope of distribution management - marketing channels strategy - levels of channels - institutions for channels - retailing wholesaling - designing channel systems - channel management - case analysis

Unit V : Market logistics and supply chain management: Definition & scope of logistics - Components of logistics - inventory & warehouse management – transportation - channel information systems – distribution - management in international markets - Case analysis.

Reference Books

1. Krishna K. Havaldar, Vasant M. Cavale Sales & Distribution Management Tata McGrawHill
2. Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni Sales Management : Decisions, Strategies & Cases Pearson
3. Panda Tapan K., Sahadev Sunil Sales & Distribution Management Oxford

Second Year Semester IV

BFS 401 ::Business Economics

Unit-1

Introduction: Meaning and Definitions of Business Economics - Nature and scope of Business economics- Micro and Macro Economics and their differences.

UNIT-2:

Demand and Supply Analysis: Meaning - Law of Demand - Demand Schedule-Demand Function - Determinants and Distinctions - Demand Estimation - Methods of forecasting for Existing and New Products - Criteria for a Good Forecasting Method; Meaning and Law of Supply - Determinants of Supply.

UNIT-3:

Cost and Production Analysis: Cost Concepts - Cost Output Relationship in Short run and Long run - Cost Control and Reduction; Meaning of Production - Production Function - Laws of

Production - Production Function with One, Two and All Variables Input Factors - Cobb
Douglas Production Function

UNIT-4:

Profit Analysis: Nature of Profit - Kinds of Profit - Theories of Profit - Managerial uses of Cost
Volume Profit Analysis - Profit Planning and Forecasting; Competition - Types of Competition:
Perfect Competition - Imperfect Competition;

Unit – 5:

Price Analysis: Pricing - Concept - Pricing Policies and Strategies - Pricing Methods - Product
Line Pricing - Transfer Pricing - Pricing by Retailers - Export Pricing - Dual Pricing
-Administered Pricing - Price Forecasting

Reference Books

1. S.Sankaran, Business Economics, Margham Publications, Chennai.
2. Business Economics - Kalyani Publications.
3. Business Economics – Himalaya Publishing House.
4. Aryasri and Murthy Business Economics , Tata McGraw Hill.

RM 402:: Environmental Science

Unit-I: Natural Resources: Definition, Scope and importance. Need for public awareness. Brief description of; **Forest resources:** Use and over-exploitation. Deforestation; timber extraction, mining, dams. Effect of deforestation environment and tribal people, **Water resources:** Use and over-utilization. Effects of over utilization of surface and ground water. Floods, drought. **Mineral resources:** Use and exploitation, environmental effects of extracting and using mineral resources. **Food resources:** World food problems, Effects of modern agriculture; fertilizer- pesticide, salinity problems. **Land resources:** Land as resources, land degradation, man induced landslides, soil erosion and desertification

Unit-II : Ecosystems, Biodiversity and its conservation: Concept of an ecosystem
Structure and function of an ecosystem, Producers, consumers and decomposers,

Food chains, food webs and ecological pyramids, Characteristic features of the ecosystems:-Forest ecosystem, Desert ecosystem, Aquatic ecosystem, **Value of biodiversity:** Consumptive use, productive use. Biodiversity in India, Endangered and endemic species of India, Conservation of biodiversity

Unit-III : Environmental Pollution: Definition, Causes, effects and control measures of:- Air pollution, Water pollution, Soil pollution, Noise pollution, Solid waste management; Measures for safe urban and industrial waste disposal, Role of individual in prevention of pollution, **Disaster management:** Drought, floods and cyclones

Unit-IV: Social Issues and the Environment: From Unsustainable to Sustainable development, Water conservation, rain water harvesting, watershed management. Climate change, global warming, ozone layer depletion, Environment protection Act Wildlife Protection Act, Forest Conservation Act

Unit-V: Human Population and the Environment: Population explosion, impact on environment, Family welfare Programme, Environment and human health, Women and Child Welfare, Value Education, Role of Information Technology in Environment and human health.

Reference Books

1. M.Satyanarayana, M.V.R.K.Narasimhacharyulu, G. Rambabu and V.VivekaVardhani, Environmental Studies, Telugu Academy, Hyderabad.
2. R.C.Sharma and Gurbir Sangha, Environmental Studies, Kalyani Publishers.
3. Purnima Smarath, Environmental Studies, Kalyani Publishers.

RM403:: Human Resource Management in Retail

Unit I : Introduction: Human Resources Management (HRM): Meaning, Nature and Scope - HRM functions and objectives - Evolution of HRM environment - external and internal - Human Resource Management in Retailing.

Unit II : Strategic Human Resource Management in Retail: Nature of Strategies and Strategic Management - Strategic Management Process - Environmental Scanning, Strategy Formulation, implementation and evaluation.

Unit III : Human Resources planning in Retail: Definition – purposes - processes and limiting factors; Human Resources Information system (HRIS): HR accounting and audit, Job Analysis -

Job Description, Job Specification in retail - systematic approach to recruitment: recruitment policy, recruitment procedures

Unit IV : Training, Development, Compensation Training and Development in Retail:

Purpose - Methods and issues of training and management development programmes - Performance Appraisal: Definition, Purpose of appraisal, Procedures and Techniques including 360 degree Performance Appraisal; Job Evaluation; Compensation Administration: Nature and Objectives of compensation - components of pay structure in India

Unit V : Recruitment, Discipline and Grievance Handling in Retail:

Recruitment and Selection - - Gender Issues at work place - HRD for Women and Workers in Retail – Mentoring - HR Audit: Audit Methodology, Writing the HRD Report in Retail.

Reference Books

1. AswathappaK(2007) Human Resource and Personnel Management, Tata McGraw Hill, 5th Ed.
2. Rao VSP (2009) Human Resource Management, Text and Cases, Excel Books, 2nd Ed.
3. Ivansevich(2007)- Human Resource Management, Tata McGraw Hill, 10th Ed

RM404 :: Customer Relationship Management in Retail

Unit I : . Introduction to CRM and e-CRM: - Definition - CRM technology components - customer life style - customer interaction - - Features of eCRM- Difference between CRM and e-CRM.

Unit II : Impact of CRM on Marketing Channels in Retail: Meaning - traditional distribution channel - structure support customer relationship - emerging channel trends that impact CRM in Retail.

Unit III : Sales Force Automations (SFA) in Retail: Definition and need of SFA - barriers to successful SFA functionality; Technological aspect of SFA: data synchronization, flexibility and performance, reporting tools.

Unit IV : Technology in Retail-CRM: Call center Meaning - customer interaction - functionality - technological implementation - ACD (Automatic Call Distribution) - IVR (Interactive Voice Response), CTI (Computer Telephony Integration) - web enabling the call center - automated intelligent call routing

Unit V :CRM Implementation in Retail: Implementing CRM Pre implementation - kick off meeting - requirements gathering - prototyping and detailed proposal generation - development of customization - Power use beta test and data import, training, roll out and system hand off.

Reference Books

1. CRM at the speed of light by Paul Greenberg, YMH 2nd edition.
2. Customer Relationship Management by V Kumar, Werner J Reinartz, WILRY India edition.
3. Customer Relationship Management by Kristin Anderson and Carol Kerr, TM.

RM405:: Advertising & Sales Promotion Management

Unit I : Advertising- Definition-History-Role-Functions- Key Players-types-Steps in development of Advertisement

Unit II : Advertising Media-Types of Media – Print - Electronic - Other Media; Merits and Demerits of media; Media Planning – Frequency - Reach and Outcome – Appeals - Setting Advertising Objectives - Advertising Message - Advertising Budget - Evaluation of Advertising Effectiveness .

Unit III : Sales Management-Importance - Types of Selling - Difference Between Selling and Marketing; Sales Activities - Selling Skills - Selling Strategies - Selling Process; Sales Planning Process - Sales Forecasting Methods - Sales Budgeting Process - Sales Force Motivation - Compensation

Unit IV : Sales Promotion-Concepts – Need – Objectives - Personal Selling Vs. Advertising - Types of Sales Promotion - Sales Promotion Strategies – Sales Promotion and Product Life Cycle - Cross Promotion - Surrogate Selling - Bait and Switch Advertising - Ethical and Legal Aspects of Sales Promotion.

Unit V : Sales Distribution- Distribution Channels - Need for Channels - Channel Intermediaries and Functions - Channel Structure - Channel for Consumer Products - Business and Industrial Products - Alternative Channel - Channels for Rural Markets - Channel Strategy Decisions.

Reference Books

1. Advertising and Sales Promotion Management –Himalaya Publications by S.A. Chunawalla
2. Advertising and Sales Promotion Paperback – 30 April 2008 by S. H. H. Kazmi, Satish Batra.
3. Advertising and Sales Promotion Management Paperback – 1 January 2015 by S.A. Chunawalla

Third Year Semester V

RM 501 : Design Thinking

Unit – 1 : Design Thinking: Origin of Design Thinking – Definition - Features – Process - Application across professions.

Unit – 2 : Design Thinking Methods: Design Thinking Vs. Scientific Method – Problem Focused Vs. Solution Focused – Analysis Vs. Synthesis – Divergent Thinking Vs. Convergent Thinking .

Unit – 3: Design Thinking Attributes: Principles of Design Thinking – Challenges – Aha Moment – Use of Analogies.

Unit – 4 : Design Thinking Stages / Phases: Empathize stage – Define stage – Ideate stage – Prototype stage – Test Stage.

Unit – 5 : Design Thinking in Practice: Strategies – IDEO Case – Embrace Baby Warmer Case – Naandi Foundation’s Case - Eric Duncan Case.

Reference Books

1. Designing Experiences by J. Robert Rossman and Mathew D. Duerden
2. Mismatch: How Inclusion Shapes Design by Kat Holmes
3. Inclusive Design for a Digital World: Designing with Accessibility in Mind by Regine Gilbert
4. Writing is Designing: Words and the User Experience by Michael J. Metts and Andy Welfle
5. Microcopy: The Complete Guide by Kinnerest Yifrah

Unit I:HTML: Basic HTML - Document body – Text - Hyper links - adding more formatting – Lists - Tables using images; More HTML: Multimedia objects – Frames - Forms towards interactive - HTML document heading detail.

Unit II : Cascading Style Sheets: Introduction - using Styles - simple examples - your own styles - properties and values in styles - style sheet - formatting blocks of information - layers.

Unit III : Introduction to JavaScript: DHTML – JavaScript – basics – variables - string manipulations - mathematical functions – statements – operators – arrays – functions; Objects in JavaScript: Data and objects in JavaScript - regular expressions - exception handling.

Unit IV : DHTML with JavaScript: Data validation - opening a new window - messages and confirmations - the status bar - different frames - rollover buttons - moving images.

Unit V :XML: defining data for web applications - basic XML - document type definition - presenting XML - document object model - Web Services.

Reference Books

1. Harvey M. Deitel and Paul J. Deitel, “**Internet & World Wide Web How to Program**”, 4/e, Pearson Education.
2. Uttam Kumar Roy, Web Technologies from Oxford University Press
3. Jason Cranford Teague “Visual Quick Start Guide CSS, DHTML & AJAX”, 4e, “Pearson Education.

RM 503:: Retail Operations Management

Unit -I : Introduction : Nature and Scope of Production and Operation Management
Historical Evolution – Types of Manufacturing Systems – Differences Between
Manufacturing and Service Operations Role of Production and Operation Manager.

Unit-II: Production Planning and Control in Retail: Stages in PPC – Gantt – PPC in Mass,
Batch, and Job Order Manufacturing-Aggregate Planning – Maintenance Management –
Industrial Safety.

Unit-III: Plant Location in Retailing: Facility Location and Layout Planning –Types of
Layouts – Material Handling Equipments – Material Handling Principles – Models Used in
Lay Out Designs.

Unit- IV: Productivity in Retailing: Factors, Affecting Productivity – Job Design – Process
Flow Charts – Methods Study – Work Measurement – Engineering and Behavioral
Approaches.

Unit -V: Material Management in Retailing –Cost Associated with Inventory – Economic
Order Quantity – ABC Analysis - Materials Requirement Planning – Just In Time Production
- Total Quality Management – Acceptance Sampling – Control Charts – Quality Circle.

Reference Books

1. Gaither & Frazier, Operations Management, Cengage, New Delhi
2. Panner Selvem, Production and Operation Management, Prentice Hall of India.
3. Chunnawals, Production & Operation Management Himalaya, Mumbai
4. Kanishka Bedi, Production & Operation Management, University Press

RM 504:: Python Programming

Unit –I : Fundamentals of Python - Introduction to Python - Running Python Programs- Writing Python Code **Working with Data** - Data Types and Variables - Using Numeric Variables - Using String Variables

Unit –II : Input and Output - Printing with Parameters - Getting Input from a User - String Formatting, **Making Decisions** - Logical Expressions -The “if” Statement - Logical Operators - More Complex Expressions

Unit –III : Finding and Fixing Problems - Types of Errors - Troubleshooting Tools - Using the Python Debugger, **Lists and Loops** - Lists and Tuples - List Functions - “For” Loops - “While” Loops

Unit –IV : Numeric and Date Functions - Dates and Times - Advanced Data and Time management - Random Numbers - The Math Library **Working with Strings** - Character Data - String Functions - Input Validation with “try / except”

Unit –V: Functions - Writing and Calling Functions - Function Inputs and Outputs - Local and Global Scope. **Python Classes:** Thinking about Objects - Class Variables and Methods - Managing Class Files

Reference Books

1. Beginning Programming with Python For Dummies, 2ed by John Paul Mueller
2. Learning with Python Paperback – 1 January 2015 by Allen Downey, Jeffrey Elkner, Chris Meyers
3. Python Programming: A Beginner's Guide to Learn Python in 7 Days by Ramsey Hamilton

RM 505:: Merchandising Management

Unit I: Merchandise Management: Meaning – Concept - factors affecting merchandising function -merchandise manager – functions - merchandise hierarchy - merchandise mix - components of merchandise management - merchandise strategies.

Unit II: Merchandise Buying: Types of buying- sources of supply - identifying and contracting evaluating sources - branding strategies - category management.

Unit III: Visual Merchandising: Types of display - Display Planning - Characteristics of effective Display - selling power of display - methods of display- window display and interior display.

Unit IV: Implementing Merchandising Plans (IMP): sequential steps for IMP - logistics with goals - inventory management.

Unit V: Financial Merchandise Management (FMM): Overview - Cost and Retail methods of accounting for FMM - Merchandise Forecasting and Budgeting - Unit Control System (UCS).

Reference Books

1. Swapan Pradhan, “ Retailing Management- text and cases”, Tata Mc Graw Hill.
2. Fleming P, “ Guide to Retail Management” Jaico publications.
3. Gopal, W, “ Retail Management” ICFAI.

Third Year Semester VI

RM 601 :: Project Management

Unit-I: Introduction: Meaning, Scope and Objectives, Types of Projects, Generation and Screening of Ideas, Generation of Ideas, Monitoring the Environment, Preliminary Screening - Problems of Project management.

Unit-II: Analysis of Project Proposal: Markets and Demand Analysis, Technical Analysis, Material Input, Manufacturing Process, Technology-Product Mix- Estimation of Sales and Production.

Unit-III: Project evaluation for Selection:- Methods of evaluation, ROR Net present value method. PERT and CPM techniques, Time estimations, post Project Review.

Unit-IV: Human Aspects of Project Management – Manpower Planning - Human Ergonomics - Estimation - Pre requisites for Successful Project Implementation.

Unit-V: Closing of the Project:- Types of project termination, Termination procedure and evaluation of Termination possibilities.

Reference Books

1.Prasanna Chandra, Project–Planning–Analyses, Selection, Implementation and Review. 'Tata Mc Graw Hill Publishing Co.

2. V.A. Avadhani, Indian Capital Market, Himalaya Publishing.

RM 602 :: Management & Organizational Behavior

Unit - 1: Introduction to Management: Meaning - Importance - Roles and Responsibility of 3 levels of Management- Importance - Functions - Challenges of Management.

Unit - 2 : Functions and Communication in Management: Planning, Organizing, Staffing, Directing, Controlling .

Unit - 3 : Organizational Behavior: Definition - Need - Importance - Nature and scope - Focus - Frame work - Organizational behavior models.

Unit - 4 : Personality & Motivation: Types - Factors influencing personality - Theories - Learning - Types of learners - The learning process - Learning theories - Motivational Theories.

Unit - 5 : Organizational Change & Development: Concept of Change - Levels of Change - Types - Implementing Change - Organizational Development - Concept and Evolution - Interventions.

Reference Books

1. Management and Organisational Behaviour (English, Paperback, Dr. S.C. Saksena, Dr. Gaurav Sankalp)
2. Organisational Behaviour Stephen P. Robbins, Timothy A. Judge, Neharika Vohra
3. Stephen P. Robins, Organizational Behavior, PHI Learning/Pearson Education, 2008.
4. Fred Luthans, Organizational Behavior, McGraw Hill, 2001.

5. Schermerhorn, Hunt and Osborn, Organizational behavior, John Wiley, 9th Edition, 2008.
6. UdaiPareek, Understanding Organizational Behaviour, Oxford Higher Education, 2004.

RM 603 :: Store Display And Visual Merchandising

Unit I: Store Design and Display: Introduction – Objectives - Concept of Store Design and Display - Objectives of store design - Purpose and importance of display - Rules of display planning - Display Settings - Store Design - Exterior of a store - Interior of a store.

Unit II: Store Image & Security: Introduction – Objectives - Concept of Image Mix - Elements of Image Mix – Merchandise – Fixtures - Sound/Music – Visuals – Employees - Elements that Levy Negative Impact on Shoppers - Change of Image - Security Issues.

Unit III: Managing Communication for a Retail Store Offering: Introduction – Objectives - Marketing Communication - Thematic Communication - Methods of Communication – Graphics –Signage - The Loop for Guiding the Shoppers through a Store.

Unit IV: The Merchandise Mix: Introduction – Objectives - Concept of Merchandise Mix - Merchandise line - The Assortment of Products - Assortment strategy - Merchandise Mix of Show Off - Role of a merchandiser - Other Atmospherics in Merchandising.

Unit V: The Present and Future of Visual Merchandising: Introduction – Objectives - Visual Merchandising at Different Stores - Apparel store - Furniture store - Gift store; Future Prospects of Visual Merchandising - Non-Store Merchandising: Introduction, Objectives

Reference Books

1. David Gilbert. (2003) Retail Marketing Management, Dorling Kindersley (India) Pvt. Ltd.
New Delhi.
2. Fleming P (2003) "Guide to Retail Management" Jaico publications.
3. Newman, Andrew J. and Peter Cullen (2007) Retailing Environment and Operations, Thomson Learning, India.

RM 604 :: Materials Planning And Control

UNIT I: Costing for Decision making: Marginal Cost - Fixed and Variable Costs (Period and Product Costs), Marginal Costing System - Marginal Cost Equation - Profit -Volume Ratio - Break Even Analysis - Margin of Safety.

Unit II : Standard Costing: Meaning of standard cost - Standard Costing System - Material Cost Variance Analysis.

UNIT III: Budgeting & Budgetary Control: Meaning of Budget - Types of Budgets - Budgetary Control System - Material Requirement Planning - Principal Budget Factor - Budget Manual - Preparation of Different Types of Budgets Like Sales.

Unit IV: Computers in Material Management: Use of Computers in Material Planning – Purchase – Store - Issue and Inventory Control - Integrated Information System for Material Management.

Unit V: Evaluation of Material Management Function: Meaning and Procedure - Evaluation Tools and Techniques.

Reference Books

1. Arora M.N. (2019) Management Accounting 10th edition Vikas Publishing House Pvt. Ltd.
2. Dutta A.K. (1998) Materials Management: Procedures, Text and cases 2nd edition, Prentice Hall of India Pvt. Ltd., New Delhi.

RM 605 :: Warehouse Management

Unit I: Introduction to Warehousing: Concept - Decision making – Operations - Need for warehousing - Issues affecting warehousing - Various warehousing facilities - Different types of ware houses -Characteristics of ideal ware houses.

UNIT II: Warehouse Management Systems: Introduction - necessity of WMS - Logics of determining locations and sequences - Independent demand systems - Uncertainties in material management systems - Distribution resource planning.

Unit III: Introduction to Inventory Management: Role in supply chain - Role in competitive strategy - Role of inventory - Functions of inventory - Types of inventory - Finished goods inventory.

Unit IV: ABC Inventory Control: Managing inventories by ABC - Multi-echelon inventory systems - Managing inventory in multi echelon networks - Managing inventory in single echelon networks - Various approaches - Distribution approaches - true multi echelon approach.

Unit V: Principles and Performance Measures of Material Handling Systems:

Introduction - Vehicle travel path (time) - Handling time - vehicle utilization - no of loads completed - congestion.

References Books:

1. Gopalakrishna, P. and Shandilya M.S. (2013) Stores Management and Logistics. S.Chand & Co.
2. Martin Christopher (2003) Logistics – The Strategic Issues, Chapman & Hall.
3. Martin Christopher (2016) Logistics and Supply Chain Management. Pearson education.
4. Raghuram G. (2015) Logistics and Supply Chain Management. MacMillan.