
KANNUR UNIVERSITY
(Abstract)

BBA(Retail Management)Programme- Scheme, Syllabus and Model Question Papers -
Core/Complementary/Open Courses under Choice Based Credit Semester System-Implemented with
effect from 2013 Admission - Orders issued.

ACADEMIC BRANCH

U.O No. Acad/C1/10442/2014

Dated, Civil Station (PO), 1-09-2014

- Read: 1. U.O.No.Acad/C2/3838/2008 (i) dated 07-07-2009
2. U.O.No.Acad/C2/7101/2009 Dated 15-06-2010
3. Minutes of the meeting of the Board of Studies in Management Studies (Cd) held on
24-07-2014
4. Letter dated 13-08-2014 from the Chairman, Board of Studies in Management Studies
(Cd).

ORDER

1. As per the paper read (1) above, the Regulations for Choice Based Credit Semester System for Under Graduate Programmes were implemented in this university with effect from 2009 admission and certain modifications were effected to the same vide paper read (2) above.

2.As per the paper read (3) above the meeting of the Board of Studies in Management Studies (Cd) approved the Scheme, Syllabus & Model Question Papers for BBA (Retail Management) Programme with effect from 2013 admission.

3.As per the paper read (4) above, the Chairman, Board of Studies in Management Studies (Cd) has forwarded the Scheme, Syllabus & Model Question Papers for BBA (Retail Management) Programme for implementation with effect from 2013 admission

4. The Vice Chancellor after considering the matter in detail and in exercise of the powers of Academic Council conferred under section 11 (1) of Kannur University Act 1996 and all other enabling provisions read together with has accorded sanction to implement Scheme, Syllabus and Model Question Papers (Core/Complementary/Open Courses) for BBA(Retail Management) Programme under Choice Based Credit Semester System with effect from 2013 admission subject to report Academic Council.

5. Orders are, therefore, issued accordingly.

6. The Implemented Scheme, Syllabus and Model Question Papers are appended.

Sd/-
DEPUTY REGISTRAR (Academic)
For REGISTRAR

To

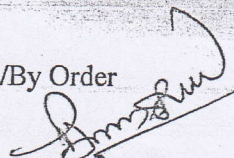
The Principals of Colleges offering BBA(Retail Management) Programme.

Copy to:

1. The Examination Branch (through PA to CE).
2. The Chairman BOS in Management Studies (Cd)
3. PS to VC/PA to R/PA to CE/
4. DR/AR 1 (Acad).
5. SF/DF/FC.



Forwarded /By Order


SECTION OFFICER

For more details; log on www.kannur university .ac

11/9/14

KANNUR UNIVERSITY

(U.O.No.Acad/C1/10442/2014 dated, 1-09-2014)

SCHEME AND SYLLABI OF BACHELOR OF BUSINESS

ADMINISTRATION BBA (RTM)

UNDER CBCSS

PATTERN

(KUCBCSSUG 2013)

2013 ADMISSION

BBA RETAIL MANAGEMENT

SEM I

SI No.	Course Code	Type of the course	Course Title	Hrs/week	Hrs/sem	Credit	Duration of Exam(Hrs)
1	1A01 Eng	Common I	English	5	90	4	3
2	1A02 Eng	Common II	English	4	72	3	3
3	1A07	Common III	Additional language	5	90	4	3
4	1B01 BBA (RTM)	Core I	Perspective & Methodology of Business studies	5	90	3	3
5	1C01BBA (RTM)	Complementary I	Business Statistics	6	108	4	3
Total				25	450	18	

SEM II

SI No.	Course Code	Type of the course	Course Title	Hrs/week	Hrs/sem	Credit	Duration of Exam(Hrs)
1	2A03 Eng	Common IV	English	5	90	4	3
2	2A04 Eng	Common V	English	4	72	3	3
3	2A08	Common VI	Additional language	5	90	4	3
4	2B02 BBA (RTM)	Core II	Business environment	5	90	3	3
5	2C02 BBA (RTM)	Complementary II	Quantitative Techniques for Business Decisions	6	108	4	3
Total				25	450	18	

SEM III

SI No.	Course Code	Type of the course	Course Title	Hrs/week	Hrs/sem	Credit	Duration of Exam (Hrs)
1	3A15COM/BBA/BB A(T)BBA (RTM)	Common VII	Disaster Management	4	72	4	3
2	3A12COM/BBA/BB A(T)BBA (RTM)	Common VIII	Numerical Skills	4	72	4	3
3	3B03BBA(T)BBA (RTM)	Core III	Informatics Skill-Theory & Practical	T	2	36	2
				P	2	36	1
4	3B04 BBA(T)/BBA (RTM)	Core IV	Financial Accounting	5	90	4	3
5	3B05BBA (RTM)	Core V	Fundamentals of Retailing	4	72	4	3
6	3C03BBA (T)/BBA (RTM)	Complementary III	Business Law	4	72	4	3
Total				25	450	23	

SEM IV

Sl. No.	Course Code	Type of the course	Course Title	Hrs/week	Hrs/Sem	Credit	Duration of Exam (Hrs)
1	4A11COM/BBA/BBA (T) BBA (RTM)	Common IX	Entrepreneurship	4	72	4	3
2	4A09COM/BBA/BBA (T) BBA (RTM)	Common X	Environmental Studies	4	72	3	3
3	4BO6 BBA(T)/BBA (RTM)	Core VI	Management Principles	4	72	3	3
4	4BO7 BBA (RTM)	Core VII	Project management	5	90	4	3
5	4B08 BBA (RTM)	Core VIII	Retail Environment	5	72	4	3
6	4C04 BBA (T)/BBA (RTM)	Complementary IV	Corporate Law	4	72	4	3
			Total	25	450	22	

SEM V

Sl. No.	Course Code	Type of the course	Course Title	Hrs/week	Hrs/Sem	Credit	Duration of Exam (Hrs)
1	5B09BBA (T)/ BBA (RTM)	Core IX	Organization Behaviour	4	72	3	3
2	5B10BBA (T)/ BBA (RTM)	Core X	E-Commerce	4	72	3	3
3	5B11BBA (T)/ BBA (RTM)	Core XI	Financial Management	5	90	4	3
4	5B12BBA (RTM)	Core XII	Retail Technology	5	90	4	3
5	5B13BBA (RTM)	Core XIII	Retail Supply Chain Management	5	90	4	3
6	5D01 BBA (RTM)	Open 1	Open Course – Basic Accounting	2	36	2	2
			Total	25	450	20	

SEM VI

Sl. No.	Course Code	Type of the course	Course Title	Hrs/week	Hrs/Sem	Credit	Duration of Exam (Hrs)
1	6B14BBA (T)/ BBA (RTM)	Core XIV	Cost Accounting	5	90	4	3
2	6B15BBA (T)/ BBA (RTM)	Core XV	Marketing Management	4	72	3	3
3	6B16 BBA (RTM)	Core XVI	Mall Management	5	90	4	3
4	6B17 BBA (RTM)	Core XVII	Retail Store Operation & Management	5	90	4	3
5	6B18 BBA (RTM)	Core XVIII	Project report	4	72	2	-
6	6D01 BBA (RTM)	Open 1	Open Course – Financial System and Service	2	36	2	2
			Total	25	450	19	

**B.COM./ BBA/ BBA(RTM) DEGREE PROGRAMMES
2012 ADMISSION ONWARDS
SEMESTER I**

**1B01 COM/ BBA/BBA(RTM) (CORE:I): PERSPECTIVES AND
METHODOLOGY OF BUSINESS STUDIES**

No.of Credits -3

No.of Contact hours -90

Weightage:30

Aim of the course

The course aims at introducing the student to the work) of business studies and the general methodology of different subjects that come under it.

Objectives of the course

1. to understand business 2nd its role in society
2. to understand entrepreneurship and its heuristics
3. to comprehend tile business environment
4. to enable the student to undertake business activities

Course outline

Module I

Functioning of economic systems-division of labour, innovation, flow of goods and services and accumulation of wealth under different economic systems-capitalism, socialism, communism. mixed economies, planned economies etc; , different sectors of the economy (primary, secondary and tertiary- different tomb of business organization-individual and organized business-family and corporate entities-business for profit. business not for profit – Entrepreneurship-Role of Entrepreneur-Business entities-individuals, cooperatives, trusts, partnerships. undivided families. joint stock companies-Private, Public and joint Venture.

[20 hours]

Module II

Role of business in economic development, Indian development experience- role of public and private sectors in the post-colonial period, experience of liberalization and globalization Different stakeholders of business firms-owners. managers. employees and others. corporate governance and its impact on the industry: the goals of. business. Shareholder value maximization and its alternatives, goals for public sector, co-operatives and non-profit enterprises. Government regulation of business- objectives, methods and problems.

Module III

Financial system and financial markets-money market and capital market-functions and relevance. Functions of banks and other financial institutions.-. role of stock exchanges. Finance for business:

Raising of long term and short term sources of finance-fixed capital and working capital
Need for accounting in business and accounting practices

(20 Hours)

Module IV

Role of trained manpower for enhanced quality at individual, family, organizational and national level. Functioning of organization-the role of Human resources-management problems in small/medium/large organizations-quality of life-production of tangible and intangible products- marketing and its role-market conditions-perfect and imperfect market and their impact on prices and profit
(15 Hours)

Module V

Learning business information- use of reading techniques- listening to lectures by individual and team faculty. and note taking-Data information and knowledge. processing data collected through primary sources and secondary sources, presentation of data and information. Tabular form diagrammatic form, analysis and interpretation of data and information deducting inferences, reporting results and suggesting executive action.
(20 Hours]

References:

- | | | |
|--------------------------------------|---|--|
| Keith Davis and William C.Frederick: | : | Business and Society Management. Public Policy, Ethics; International Student Edition. McGraw Hill Book Co., New Delhi.(Latest edition) |
| Peter F. Drucke | : | Management- Tasks, Responsibilities. Practices: Allied Publishers Pvt. Ltd., (latest reprint) |
| Peter F. Drucker | : | The Practice of Management ; Harper and Row Publishers. Inc.,NY. (Latest reprint)
Business Organisation & Management (Student Edition), Ane Books India. |
| William & Loycks | : | Comparative Economic Systems |
| K.K.Sen | : | Comparative Economic Systems |
| Gordon & Natarajan | : | Financial Markets and Services |

1C01BBA/BBA(RTM) BUSINESS STATISTICS

No.of Credits -4

No.of Contact hours -108

Weightage:30

Objectives :

To familiarize students with the, basic statistical tools used to summaries and analyse quantitative information for decision making.

Module I :

Meaning & Definition -- functions limitations - scope -Data -- types of data -presentation of statistical data - classification and tabulation, frequency distribution, Diagrammatic and graphic representation one dimensional diagrams two dimensional diagram - circular diagram - pie diagram-histogram - frequency curves-ogives. (30 Hours)

Module II :

Measures of central tendency - Arithmetic Mean. Geometric Mean, Harmonic mean - Simple & weighted - Median, Mode - Measures of Dispersion - Range, Quartile Deviation, Mean Deviation, standard Deviation, Lorenz curve- Measures of skewness and kurtosis. (35Hours)

Module III

Correlation Analysis - concept - Types - Measures - Karl Pearson's Method- Spearman Rank Method- Scatter Diagram Method. Regression Analysis - concept - Simple Regression - Regression lines - Regression equations - Relation between Correlation and Regression. (25 hours)

ModuleIV

Time series Analysis - components - Methods of studying secular trend - Freehand curves - Semi Average Method - Moving Average Method - Method of least Squares. (18 Hours)

Reference:

1. S.P. Gupta : Statistical Methods, Sultan Chand & Sons, New Delhi2.
2. Dr. B.N.Gupta : Statistics Theory & Practice, Sahithya Bhavan, Agra
3. D.N. Elhance : Fundamentals of Statistics, Kithab Mahal
4. C.B Gupta & Vijay Gupta : An Introduction to Statistical Methods Ane Books PO td)
- S. SI Aggarwal & St. Bhardwaj : Fundamentals of Business Statistics, Katyani Publishers

2B02BBA/BBA(RTM)BUSINESS ENVIRONMENT

No.of Credits -3

No.of Contact hours -90

Weightage:30

Objective:

To give the students an exposure to the dynamics of business environment and enable them to analyse business priorities in the changing environmental conditions. Module I:

Business Environment - concept - components - importance - Indian Business Environment - Need for environmental analysis - Benefits and Limitations (10 Hours)

Module II :

Social and cultural environment - Interface between business and culture - social responsibilities of business - Political Environment - Economic roles of government -legal environment - the constitutional environment - rationale and extent of state intervention (20 Hours)

Module III :

Economical Environment - nature of economic environment - New Economic Policy 1991 - Privatisation -future -objectives - disinvestment - limitations - Public sector -Objectives -- public sector in India.

(20 Hours)

Module IV :

Ecological Environment - Ecology and business Industrial pollution - pollution agents - ways of preventing industrial pollution - self realisation - Environmental movement -Environment Protection Act,1986 - Incentive for pollution control measuresustainable development - impact of ecological environment on industrial establishments.

[25 Hours)

Module V :

Global Environment - Globalisation - MNCs - Problems with MNCs -- Global entry strategies - measures to promote globalisation - challenges of globalization to Indian Industry - problems.

115Hours]

Reference:

1. Business Environment : C B Gupta
2. Business Environment : Francis Cherunilam
3. Business Environment : Or. P.K Ghosh
4. The International Business Environment : Janet Morrison, Palgrave Macmillan

2C02 BBA(RTM) QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS

No.of Credits -4

No.of Contact hours -108

Weightage:30

Objectives

To acquaint students with the basic statistical tools which have application in business and economic situations.

Module I

Probability : concepts, meaning and definition of probability – classical, relative frequency subjective, Axiomatic approach Laws of probability – Addition theorem, multiplication theorem and Baye's theorem.

(23Hours)

Module II

Probability Distributions – Random variable, Mathematical expectation, Binomial –fitting position - fitting Normal Distribution – Standard. Normal Distribution.

(25 Hours)

Module III

Testing of hypothesis : Concept of hypothesis and hypothesis testing – Type I and Type II errors parametric tests – Z test, t test and f test – [25Hours)

Module IV

Non parametric tests : X_2 , test – uses-Run test-Sign test - Will coxsen test-U test

(20 Hours)

Module V

Analysis of variance – One way analysis of variance – Two way analysis of variance application in business decisions.

(15 Hours) References:

1. C.R.Kothari : Quantitative Techniques
2. S.P.Guptha : Statistical Methods, Sultan Chand & Sons, New Delhi
3. C.B Gupta & Vijay Gupta : An Introduction to Statistical Methods Ane Books Pvt. Ltd.
4. PN Arora & Mrs. S Arora : Quantitative Aptitude Vol. I & II, S. Chand & Co. LTD.
5. St. Aggarwal & St. Bhardwaj : Fundamentals of Business Statistics, Kalyani Publishers

3A15BBA/BBA(RTM) DISASTER MANAGEMENT

No.of Credits -4

No.of Contact hours -72

Weightage:30

Course Objective:

The main objective of the course is to study the emerging approaches in disaster reduction & management.

Module-1

Environmental Hazards, Environmental Disasters and Environmental Stress-Meaning - management of environmental hazards and disasters-different approaches – Landscape approach Ecosystem approach- Perception approach- relation with human ecology.

(12Hours)

Module-II

Types of Environmental Hazards & Disasters Natural Hazards and Disasters- Planetary Hazards/ Disasters: (a) Endogenous Hazards:

Volcanic Eruption–Earthquakes-.Landslides. (b) Exogenous Hazards: Infrequent events - Cyclones – Lightning – Hailstorms Cumulative atmospheric hazards/ disasters: Floods Droughts – Cold waves – Heat waves. Extra Planetary Hazards/ disasters. Man induced Hazards & Disasters: Physical hazards/ Disasters-Soil Erosion – Chemical hazards/ disasters: - Release of toxic chemicals, nuclear explosion-Sedimentation processes.

Biological hazards/ disasters - Population Explosion

(22 Hours)

Module III

Approaches in Disaster Management- Three Stages: 1) Pre-disaster stage (Preparedness)– Preparing hazard zonation maps, Predictability / forecasting and warning- Preparing disaster preparedness plan - I and use zoning - Preparedness through (IEC) Information. education & Communication Pre-disaster stage (mitigation) -1) Disaster resistant house construction - Population reduction in vulnerable areas - Awareness. 2) Emergency stage-Rescue training for search & operation at national & regional level – Immediate relief Assessment surveys.3) Post Disaster stage-Rehabilitation: Political, administrative aspect - social aspect – economic aspect – environmental aspect

(20 Hours)

Module-IV

Natural Disaster Reduction & Management- Provision of immediate relief measures disaster affected people -- Prediction of hazards and disasters-measures of adjustment to natural hazards.

Disaster Mitigation Institutions - Meteorological Observatory Seismological Observatory- Volcano logy Institution- I hydrology laboratory -. Industrial Safety Inspectorate – Institution of Urban & Regional Planners- Chambers of Architects- Engineering Council- National Standards Committee.

Integrated Planning- Contingency management preparedness –Education on disasters – Community involvement I he adjustment of human population to natural hazards & disasters. Rote of Media and International Organisations.

(18 Hours)

References:

1. R.B Singh(Ed) : Disaster Management. Rawat Publications, New Delhi

3A12COM/BBA/BBA(RTM) NUMERICAL SKILLS

No.of Credits -4

No.of Contact hours -72

Weightage:30

Objectives:

• To understand basic concepts in mathematics which are applied in the managerial decision making.

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- To develop an understanding of numeric problems in business and social sciences. and techniques used to model such problems.
- To develop mathematical skills needed to analyse numeric data used in business and social sciences.

Module I

Arithmetic -Average. mixtures - Ratios and proportions-Computation of interest- Simple interest, compound interest. effective yield -Future value, present value -Amortization. depreciation - Continuous compounding (15 Hours)

Module II

Algebra -Real and imaginary number, rational and irrational number-Set theory and simple application of Venn diagram-Truth table and its applications-Indices and surds.

(13 Hours)

Module III

Compound interest-Linear simultaneous equations (3 variables only)-Quadratic equations- Solution of linear inequalities (by geometric method only)

(20Hours)

Module IV

Matrix Algebra :Introduction Definition –Types of Matrix-Matrix operations-

Addition and subtraction-Matrix multiplication- Transpose of a matrix-Determinants of a square matrix-determinants of order two and order three-Inverse of a matrix-Solving simultaneous linear equations

(24 Hours)

(Theory and problems may be in the ratio of 30% and 70% respectively)

References

1. Raymond Barnett, Michael Ziegler : Essentials of College Mathematics for Business. Economics. Life Sciences and Social Sciences
2. Sancheti and V.K.Kapoor :Business Mathematics
3. N.I.Raghavachari :Mathematics for Management

3B03BBA/BBA(RTM) INFORMATICS SKILLS-THEORY AND PRACTICE

No.of Credits -3

No.of Contact hours -72

Weightage:Theory 20, Practical 10

No.of Contact hours -90 (Theory :36 hours; Practical : 36 hours)

Objective: *To update and expand basic informatics skills and attitudes relevant to the emerging knowledge society and also to equip the students to effectively utilize the digital human resources for their chosen courses of study.*

Module I

Overview of information Technology.- Features of Modern Personal Computer and Peripherals Computer Networks - Types of Networks - Components of Networks - Topology - Internet -Uses of Internet. Introduction to Software License guarantee - warranty - overview of operating Systems and Major application software's.

Module II

Social Informatics: IT & Society - Issues and Concerns - Digital divide - force software Movement 11 and Industry New opportunities and threats - Cyber ethics - Cyber crimes-Security - Privacy Issues -Cyber laws - Cyber addictions- Information over Load Health Issues - Guide lines for Proper Usage of computer and internet. E Waste Unicode - IT and Regional Language.

Module III

IT Applications : E Governance, Applications at National and State level. IT for national integration – overview of IT Application in Medicine, Health care. Business and Commerce.

Module IV

Programmes for Office Management: Knowledge about common software Packages for word Processing - MS word - window concepts - Menus, tiles. Edit. View. tools, tables. Mail Merge. MS Excel - Spread sheet - operators Arithmetic - Relation Function. - Formulae - Payroll Preparation.

Module V

Computerized Accounting (Using Tally, Software) Meaning, features and advantages of computerized Accounting - Company Creation- Accounts Information-Ledger – Groups – Cost Centres - Accounts with inventory – stock Groups creation – inventory vouchers voucher entry – P/L A/c, B/S, Ratio Analysis, Budgets Reconciliation.

Reference.

V. Rajaraman : Introduction to Information Technology. Prentice Hall

Technology in Action : Pearson.

Alexis Leon & Mathews Leon : Computer Today. Leon Vikas.

A.K.Nandani & K.K Nandani : Tally 6.3

V.K.Jain : Computer Fundamentals

Vijay Kumar Khurana : Management of Information Technology -- B.S.

Jolly & K.S.Jolly; Sunitha Prakasan.

3B04 BBA (T)/BBA (RTM) FINANCIAL ACCOUNTING

No.of Credits -4

No.of Contact hours -90

Weightage:30

Objective :

The objective of this course is to provide knowledge about Accounting Principles and their application in different business situations.

Module I:

Introduction: Accounting - a financial information system - inputs and outputs of accounting system - generally accepted accounting principles, concepts and conventions.

[12Hours)

Module II:

Final Accounts of sole Trading concern - construction of Manufacturing, Trading and profile and loss Account and Balance sheet with adjustments for prepaid and outstanding expenses, unearned and accrued incomes, provision for bad and doubtful debts and provision for discount on debtors and creditors.

[23 Hours]

Module III:

Partnership Accounts: Accounting problems related to admission, retirement and death of a partner. (20Hours)

Module IV:

Company Accounts: Share capital of a company - Types of shares-Accounting entries on issue of shares for cash - forfeiture of shares - Re-issue of forfeited shares. - Issue of preference shares and Debentures.

[20 Hours]

Module V:

Redemption of preference shares - redemption of debentures - underwriting - bonus shares.

(15Hours)

Reference:

1. Advanced Accounting. Shukla & Grewal
2. Advanced Accounting. Jain & Narang
3. Advanced Accounting. RL Gupta
4. Advanced Accounting. S.N Maheshwary

3B05BBA(RTM) FUNDAMENTALS OF RETAILING

No.of Credits -4

No.of Contact hours -72

Weightage:30

Objective;The objective of this course is to provide knowledge about fundamentals of retail management and various retail information system

Course Contents

Module I

Definition, concept and scope and characteristics of Retailing, Evolution of Retailing, growth of Retailing in India and the global scenario, Store Format-super market, Departmental Store, Malls, Hyper Market, Discount Store, Convenience Store, Specialty Store, Kiosks, neighborhood Store, Non Format Store, Direct Selling, Tele Shopping, E-Marketing, Vending Machine Retailing.

Module II

Retail Store Location Planning. location selection decision process, Analysis of Location decision, Factors affecting site selection and location decision, Retail Store, Shopping Centre, Mall Location, Store design and layout, Interior and exterior design components, Space planning, Visual Merchandising.

Module III

Merchandise decision merchandise mix-variety, assortment, branding, quality, Pricing, display. Factors affecting merchandise mix-budget Constraints, space limitations, product turnover rates, stock replenishment, Vendor identification, selection of vendors, Finalization of Vendors.

Module IV

Retail Pricing-Factors affecting Pricing, Retail Pricing Strategy, Pricing Adjustments, Retail Marketing Communication and Advertising, Choice of Media and Media selection Decision, Retail Sales Promotion, Retail Publicity.

Module V

Retail Information System-Nature, Scope and Characteristics of Retail Information System, Role of MIS in Retail Marketing, Data warehousing and Mining, Electronic Data Inter change, Universal Product Code, Point of Sales Terminals, Radio Frequency Identification, Self Regulatory Check out System, familiarity with software Packages like MS Office, MS Windows, LAN, UNIX etc,

Suggested Readings:

1. Retail Management -Bajaj, Tuli & Srivastava
2. Retail Management-A Strategic Approach Berman & Evans

3C03BBA/BBA(RTM)BUSINESS LAW

No.of Credits -4

No.of Contact hours -72

Weightage:30

Objective :

the objective of this course is to familiarize the students with the legal system affecting business in the country.

Module I

Introduction : Definition of law- importance - Sources of Mercantile Law-Definition of Mercantile law. [5 hours]

Module II

Law of contracts : Definition of contract - Essentials of valid contract - classification of contracts - offer - Acceptance - communication of offer, acceptance and revocation - consideration - capacity of parties - consent - mistake - misrepresentation - Fraud -coercion - undue influence - unlawful agreements • void agreements - performance of contract - Discharge and breach of contract - Remedies for breach of contract.

(25 Hours)

Module III

Sale of Goods: Definition - Goods - classification of goods - sale -- Essentials of sale - Agreement to sell - Difference between sale and agreement to sell - Delivery to goods-rules regarding delivery of goods - Rules relating to passing of property in goods - condition and warranty - definition - implied conditions - implied warranty - Distinction between condition and warranty - Rights and Duties of Buyer and seller - unpaid seller -definition - Rights and duties of unpaid seller. [25 Hours]

Module IV

Contract of Agency: Definition- Relations of principal and agent - rules of agency -creation of agency - classification of agents - duties of agent - rights of agent - Co-agent - personal liability of agent - termination of agency.

[17Hour)

Reference:

1. Mercantile law : M.O .Kuchal
2. A Manual of Mercantile Law : M.C. Shukla
3. Handbook of Mercantile law : E. Venkitesan
4. Business law : S.K .Agarwal
5. Elements of Mercantile law : N.D .Kapoor
6. Business & Industrial Law : B.S. Moshal

4A11BBA/BBA(RTM) ENTREPRENEURSHIP

No.of Credits -4

No.of Contact hours -72

Weightage:30

Objective:

To help the students understand the concepts of entrepreneurship and to develop the entrepreneurial skills among them.

Module I

Concept of Entrepreneurship - importance — definition of entrepreneur — characteristics of an entrepreneur — Distinction between an entrepreneur and a manager — functions of an entrepreneur Types of entrepreneur — entrepreneur — theories of entrepreneurship — practices to entrepreneurship development — concept of women *entrepreneurship* - problems of women entrepreneurs. [15 Hours]

Module II

Factors affecting Entrepreneurial growth — Rural entrepreneurship — Role of entrepreneurs in economic development- (4 Hours)

Module III

Entrepreneurial motivation — Motivating factors — Achievement Motivation • Entrepreneurial competencies - major entrepreneurial competencies — Developing competencies - Institutional efforts and role of Government in developing entrepreneurship - Entrepreneurship Development Programmes (EDPs) — Need - Objectives -- course contents and curriculum of EDPs - phases of EDPs. (20 hours)

Module IV

Small Scale Business / Industry — characteristics - objectives — importance — small business as a seed bed of entrepreneurship — problems of small scale industries— incentives and subsidies — taxation benefits to small scale industry - Institutional Finance to entrepreneurs — (meaning of project report). (15 Hours)

Module V:

Institutional support to Entrepreneurs Need for institutional support to small entrepreneurs — National small Industries Corporation Ltd (NSIC) — Small Industries Development Organization (SIDO) Small Scale Industries Board (SSIB) — State Small Industries Development Corporations (SSICs) — Small Industries Services Institution (SISI) — District Industries Centres (DICs) — Industrial Estates — Specialized Institutions — Technical Constancy Organizations (TCOs) (18 Hours)

Reference:

1. Entrepreneurial Development : P. Savavaravel
2. Entrepreneurial Development : Gupta C B & Sreenivasan N.P
3. A completes guide to successful Entrepreneurship : G.N Panday
4. Business and Society : Davis Keith & William C Fredarick
5. Project Evaluation and Management : Singh and Mahadev
6. Entrepreneurship Development : S.S Khark

4A09BBA/BBA(RTM) ENVIRONMENTAL STUDIES

No.of Credits -4

No.of Contact hours -72

Weightage:30

Objective:

The objective of the course is to give a general awareness to the students about the environment and sociology, and environmental pollutions.

Module I

Brief discussion on the components of the environment, Effect of environmental degradation with example and effect on population. Brief outline of the Environment (Protection) Act 1986 should be discussed including effect on companies, contravention, penalties and return requirement. Relevance of environment legislation to Business Enterprise- legislation vs. Social obligation of business.- Role of NGOs like green peace in Environmental protection.

(20Hours)

Module II

Ecology : Brief outline on Elements of Ecology; Brief discussion on Ecological balance and consequences of change, principles of environmental impact assessment. Environmental Impact Assessment report (LIA) and requirement of EIA for startup manufacturing enterprise.

(10 Hours]

Module III

Air Pollution and Control : Brief Outline of Atmospheric composition, Brief understanding of energy balance, climate, weather, dispersion. Sources and effects of pollutants in the industrial context- primary and secondary pollutants- acid rain, green house effect, depletion of ozone layer, global warming, standards and control measures required by industry in compliance to The Air (Prevention and Control of Pollution) Act 1989.

(15Hours)

Module IV

Water Pollution and Control : Brief Discussion on Hydrosphere, natural water, pollutants: their origin and effects, river/lake/ ground water pollution, The financial implication of water pollution control and steps required to be taken by industry e.g. Sewerage treatment plant- water treatment plant- Standards and control in relation to the effect of legislation by Central and State Boards for prevention and control of Water Pollution.

(15Hours)

Module V

Land Pollution : Brief understanding of lithosphere, Pollutants (municipal, industrial. commercial, agricultural, hazardous solid waste); their original effects, collection and disposal of solid waste, recovery & conversion methods in relation to an industrial enterprise with discussion about the financial implication in a business enterprise. (12Hours)

Reference:

1. Environmental Science : Cunnigham, TMH
2. Environmental Studies : A.K.De & A.K.De, New Age International
3. Environmental Pollution Control Engineering : C.S.Rao, New Age International
4. Environmental Management : N.K. Oberoi, EXCEL BOOKS
5. Ecosystem Principles
& Sustainable Agriculture : Sithamparanathan, Scitech.

4B06BBA/BBA(RTM) MANAGEMENT PRINCIPLES

No.of Credits -4

No.of Contact hours -72

Weightage:30

Objectives:

After completing the course, the students should be able to understand the evolution of management concept, familiarize with management principles and functions and effectively carryout various management functions in organizations.

Module I

Introduction - concept, nature characteristics, process and significance of management - managerial roles (Mintzberg) - Evolution of management thought - classical, neo classical, behavioral, quantitative, decision theory, empirical, systems, contingency and operational approaches -- levels of management - Management as art and science -- Management as profession.

(15 Hours)

Module II

Planning - concept, nature, characteristics and importance - Steps in planning - Type of plans - Forecasting and decision making - concept and process - Management by objectives - Corporate planning - Strategy formulation.

(12 Hours)

Module III

Organizing - concept , nature, principles, process and significance - Organization charts end manuals Organization structure - types - Departmentalization - importance, basis, factors - span of management - concept, factors - Delegation of authority - concept, process - Centralization and decentralization.

(15 Hours)

Module IV

Directing -concept- features - importance- principles - techniques -- Supervision- concept - functions of a supervisor- qualities of a supervisor - requirements - Leadership -concept - leadership styles - qualities of a leader -Motivation -- concept and process of motivation.

(15 Hours)

Module V

Coordination - concept, objectives, nature and characteristics - Coordination and cooperation types - techniques and requirements of effective coordination.

Controlling - concept, characteristics, significance and limitations - control process- requirements of good control system - Techniques of control - traditional and modern. (15 Hours)

Reference:

1. Peter F Drucker : Management challenges for the 21st Century; Butterworth Heinemann, Oxford
2. Wehrich and Knoontz, et al : Essentials of Management; TataMcGraw Hill, New Delhi
3. P.C. Tripathi & P.N. Reddy, : Principles of Management Tata McGraw II:11, New Delhi
4. L M Prasad : Principles & Practices of Management;
5. TN Chabra : Principles and Practice of Management;

4B07BBA/BBA(RTM) PROJECT MANAGEMENT

No.of Credits -4

No.of Contact hours -72

Weightage:30

Objective:

The course aims of enabling the students to learn the process and issues relating to preparation, appraisal, review and monitoring of projects.

Module I

Promotion of a venture -opportunities analysis - external environmental analysis -economic, social, technological - competitive factors - legal requirements for establishing a new unit - project - concept - features - classification - project identification - sources - screening of ideas - project formulation- need - significance -feasibility study - sources of information – report

.(15 Hours)

Module II

Technical analysis - elements - material inputs and utilities - technology - sources -factors - acquisition -transfer-appropriateness of technology - plant capacity- factors-Plant site - measures - factors - factor/ design - importance - factors- benefits - types of factory building - factors influencing - plant location - factors - Ideal location- plant layout - factors influencing - types of layout - product mix - need for considering alternatives. (15Hours)

Module III

Financial analysis -- major cost components - capital cost operating cost - means of financing - planning capital structure- various financing schemes of financial institutions - cost of production - break even analysis - projected profit and loss account, balance sheet and cash flow statement- provisions and considerations for computing taxable income. (15Hours)

Module IV

Appraisal Criteria - methods of appraisal under certainty and under risk and uncertainty - investment appraisal in practice- Payback - ARR - NPV - IRR—process followed by financial institutions - project appraisal techniques - Social cost-benefit analysis-methodology of SCBA- I&M approach and UNIDO approach - SC BA in India . (15 Hours)

Module V

Project report preparation - objectives - functions - contents - project management techniques PERT and C PM techniques critical path - event slacks and activity floats-scheduling - resources allocation - resources smoothing - time and cost overrun -project review - phases of project review - abandonment analysis. (12 Hours)

Reference:

1. Prasanna Chandra : Project preparation, Appraisal and Implementation; Tata McGraw Hill, Delhi
2. IDBI : Manual for Industrial Project analysis in developing countries
3. OECD : (i) Manual for Preparation of Industrial feasibility studies (ii) Guide to practical project appraisal

4. Planning Commission : Manual for Preparation of Feasibility Report
5. Chaudhary 5 : Project Management; Tata Mc Graw Hill, Delhi
6. RL Pitale : Project Appraisal Techniques ; Oxford and IBH
7. Madan Mohan Pant : Project Evaluation

4B08 BBA (RTM) Retail Environment Course Contents

No.of Credits -4

No.of Contact hours -90

Weightage:30

Objectives: To enable the students to gain awareness about various retail environmental factors and the contribution of retail business in Economics.

Module 4

Nature, Scope and Significance of Environment, Economic, Socio-cultural, Political, Legal, Regulatory, Technological and other Forces affecting Retail Marketing Business and its growth, Emerging Indian and Global Retail Business Environment, Demographic and Social order changes and organized Retailing, Branding, Segmentation and target Marketing in retail Business.

Module II

International Environmental Forces driving globalization of Retailing, Impact of WTO on Retailing, impact of emerging economies in new world economic order, Impact of Service sector on Retailing.

Module III

Strategy for Domestic and Global Retail Business, Emerging Business Alliance, Franchising, Licensing, FDI in Retail Business, Cross Boarder Transaction in Retail Business.

Module IV

Contribution of Retail Business in Major Economies, Employment generation, Popular International Retail formats, Study of Major International Retailers, European and US Experience in Retailing.

Module V

Institutional and Legal Aspects of Business Environment with special reference to Retail Business, International sourcing, Multi National Corporation and Indian Business world. Prospects of Retailing in Indian Rural Areas.

Suggested Readings

1. Business Environment -K kshwathappa
2. Business Environment and Policy -Francis Cheru Nilam
3. International Retailing Trend and Strategies -Mcgoldrick & Davies
4. International retailing -Nicholas Alexander
5. Retail Management-A Strategic Approach -Burman & Evans

4CO4 BBA/BBA(RTM) CORPORATE LAW

No.of Credits -4

No.of Contact hours -72

Weightage:30

Objective :

The objective of this course is to familiarize the students with the rules and regulations regarding company formation, raising of capital and corporate governance.

Module I

Introduction: Company legislation in India - Definition and nature of company - characteristics - Types of companies - Private Company - Public Company - Government Company - Companies Limited by shares - Companies Limited by guarantee - unlimited companies -- Deemed public Companies privileges of private Company and public Company.

(15 Hours)

Module II

Formation and Incorporation of Companies : Stages of Formation - Promotion - functions of promoters - Remuneration - Position - Liability - Incorporation procedure - Pre incorporation contracts - Capital subscription - Commencement of Business.

(15 Hours]

Module III

Memorandum, Articles and Prospectus :

Memorandum : Definition - importance - clauses of Memorandum (contents in detail) - Procedure of alteration of Memorandum of Association - Doctrine of ultra vires and its legal consequences. Articles of Association : Definition - Contents procedure of Alteration of Articles of Association - Distinction between Memorandum and Articles - constructive notice of Memorandum and Articles and its legal effect - Table A-Prospectus : Definition - Importance - contents - statement in lieu of prospectus - Deemed Prospectus Misleading Prospectus.

(24 Hours)

Module IV

Company Meetings - Statutory meeting - Statutory Report - Annual General meeting - statutory Report -Annual General meeting - Extra Ordinary General meeting - Notice and its requirements - Quorum - Agenda Proxy - Voting - Resolution - Ordinary -Special - Resolution Requiring special notice. (15 Hours)

Module V

Winding up of Companies : Different Types. (3 Hours)

Reference:

1. Elements of Company Law : N.D.Kapoor
2. Indian Company Law : R.R.Gupta & V.S.Gupta
3. Text book Company law : M.P. Tandon
4. Indian Company Law : Avtar Singh
5. Indian Companies Act, 1956 (With Amendment)

5B09BBA/BBA(RTM)Organizational Behaviour

No.of Credits -3

No.of Contact hours -72

Weightage:30

Objective:

The objective is to develop an understanding of an individual Personality motivational as well their impact on organization. It also aims to develop skill in team building, leadership, managerial effectiveness and conflict resolutions.

Course Contents:

Module I

Organization and Its Analysis, Nature of Organization, Nature, Scope and Significance of Organizational Behaviour, Relevance O.B. in todays Business Environment

Module II

Individual Dimensions of Organizational Behaviour: Nature of Human Behaviour, Perception, Learning and Behaviour Modification, Personality, Attitudes, Motivation, Socio Cultural Factors and Behaviour Dynamics of Groups.

Module III

Interactive Dimension of Organizational Behaviour: International Behaviour Group Dynamics and Behaviour, Power, Authority, and Politics, leadership, Communication, Organizational Conflict, Organizational Climate.

Module IV

Structural Dimensions of Organizational Behaviour: Organization Theory, Determinants of Organization Structure , Designing of Organization Structure, Forms of Organization Structure, Bureaucratic Organization

Module V

Organizational Effectiveness and Change: Organizational effectiveness, Organizational changes and Development. Major Forces of change, Types of change, Resistance to Change, Developing Support for change.

Suggested Readings

1. Korman, Abraham K -Organizational Behaviour
2. Singh and Chhabra -Organization and Behaviour
3. Khanka S S -Organizational Behavior
4. Maslow A H -Motivation and Personality
5. Stephen P Robbins -Organizational Behaviour

5B10BBA/BBA(RTM) E - COMMERCE

No.of Credits -3

No.of Contact hours -72

Weightage:30

Objectives :

To equip the students with the mechanism of conducting business through electronic media.

Module I

Introduction : Meaning, nature, concepts, advantages and disadvantages of [Commerce, categories of &Commerce - Indian readiness for E-Commerce - Planning

Online Business : Nature *and* dynamics of the internet, pure online versus brick and click business; assessing requirement: for an online business designing, developing and deploying the system, one to one enterprise. Technology for Online Business: Internet -

The Internet and India - E-Commerce Opportunities for Industries ..

(15 Hours]

Module II

Business Models for E -commerce : The birth of Portals - E business models B2C - B2BC2C C2B

(14 Hours)

Module III

E- marketing: Traditional Marketing vs. E - Marketing - Web Presence Goals- The Browsing Behaviour Model - Online Marketing - Internet Marketing Trends -E - branding - Marketing Strategies.

(10Hours)

Module IV

E- payment Systems: Online payment mechanism: Digital Token-based E- aayment Systems - Payment Gateways - Plastic Money: Debit Card, Credit Card; E- cash –Using the digital currency - Electronics Cheque - Cryptography - Private key and Public key - Digital Signature - Digital Signature and Indian Websites - Online Financial Services in

India - e- banking - Online Stock Trading - E broking Service - laws Relating to online transactions: Salient Features.

(18 Hours]

Module V

Mobile Commerce : Growth of Mobile Commerce - Wireless Applications -WAP - SMS - General Packet Radio Service (GPRS) - Wireless Technologies - GSM vs. COMA - GSM and COMA in India Future of M' commerce in India.

(10 Hours]

Module VI

E-Security: Security on the Internet - Website Security Risks - Security and E- Mail - The Firewall Concept Benefits of an Internet Firewall - Understanding the Security Framework.

(5 Hours)

Reference:

1. E- commerce : R.Kalakola
2. Basics of e-commerce, legal and security issues : Asoe Ghose (NIIT)
3. Internet in a Nutshell : A Leon
4. E - commerce -the cutting edge of business : Bejanath

5B11BBA/BBA(RTM)FINANCIAL MANAGEMENT

No.of Credits -4

No.of Contact hours -90

Weightage:30

Objective :

To familiarize the students with the fundamental principles of financial management and to equip them with the tools of effectively managing the finance of an enterprise.

Module I

Financial Management: Meaning, Scope and objectives — profit maximization — wealth maximization.

[10 Hours)

Module II

Cost of Capital : Meaning & importance computation of cost of Debt - Cost of Preference Capital - cost of Equity - Weighted Average Cost of Capital.

(20 Hours)

Module III

Management of Working Capital - Definition and concepts of working capital — factors "affecting. Working capital- financial of working capital — Management of cash, receivables and inventory.

[20 hours]

Module IV

Capital Budgeting — Meaning - importance - investment project evaluation techniques-

Pay back period -- Average rate of return - Net Present Value Methods Profitability

Index - I R.R..

[20 hours)

Module V

Capital Structure — Meaning financial structure -overcapitalization — under capitalization - factor affecting Capital structure - EBIT —EPS analysis.

(20 Hours)

Reference:

1. Financial Management : M .Y Khan & P.K Jain
2. Financial Management : I. M Raudey
3. Financial Management : R.K. Sharue & Shakhi K. Gupta
4. Financial Management : Prasanna Chandra.
5. Financial Management : Geoffrey Knott, Ane Books, Pvt Ltd

5B12BBA (RTM) Retail Technology

Course Contents

No.of Credits -4

Weightage:30

No.of Contact hours -90

Objectives: To familiarize the students with use of retail technology

To study the concept and significance of E- Retailing

Module I

Retail Business- its Diversity and Complexity, Need for application of Retail Marketing Technology, Information sharing and Information exchanges, Data Warehousing and Data Mining in Retail Business, Use and application of Internet in retail Business, Retail information system with special reference to rapid response delivery system Module II

Use of Technology in Procurement and supply, vendor identification, Vendor selection, Different channels of sourcing, Techniques of Procurement.

Module III

Technology and store operations and management, Warehousing Management, Display techniques, LPOS terminals, Retail Business Promotion, Customer relationship Management with specific reference to retail business, Security of Retail sores, Accidents and crimes with reference to retail Business.

Module IV

Nature, concept and significance of E-Retailing, Tele shopping, Operation and management of E-store, Strategies for –Retailing, Branding on the web, cross selling, referral services, Permission marketing, Online payment processing, internet payment gateways, Internet security issues.

Module V

Customer care services, Managing service quality, Tools for achieving service quality, Customer perception of service quality, Strategic Advantage and service quality, improving retail service quality pre shopping and after shopping.

Suggesting Readings

1. Service Marketing-Operations,
2. Management and Strategy –Clow & Kurtz
3. Retail Management –Levy and Weitz
4. Retail Management-Strategic Approach –Burman & Evans

5B13 BBA (RTM) Retail Supply Chain Management

Course Contents

No.of Credits -4

No.of Contact hours -90

Weightage:30

Objectives: *To study the concept and significance of supply chain management, inventory management and distribution management.*

Module I

Retail Supply Chain Management- Nature, Concept and significance of supply chain management, Supply chain management in case of Retail Business, Features and components of retail supply chain, Customer focus.

Module II

Nature and concept of value chain and value delivery system, concept and significance of Transportation, Process of Transportation decision, Direct Logistics, Third Party logistic Providers, Multi model transportation, Reverse Logistics, Warehousing and transportation, warehousing operation and cross docking.

Module III

Nature and Significance of Information Technology enabled supply chain management, ERP application, Just in time concept, Quick response delivery system, optimization of supply chain, Outsourcing-nature, significance and benefits of outsourcing, Retailing and Outsourcing, Key considerations in outsourcing, Global volatility of outsourcing.

Module IV

Distribution Net work-Different distribution channels, channel design decision, Channel Management, Distribution Channel strategy.

Module V

Inventory management-Meaning, nature and significance of Inventory management, Inventory management and retail business, optimization and minimization of inventory, inventory cost, and Economic order quantity.

Suggesting Readings

- Logistics management -Bowersox and Closs
- Managing the supply- A Strategic perspective -Gattomo and waiters
- Supply Chain Management for global competitiveness -**B. S. Sahay**

**5D01BBA (RTM) (Open Course-1): BASIC ACCOUNTING
(2012 ADMISSION ONWARDS)**

No. of Credits: 2

No. of Contact Hours: 36 Objectives:

Weightage:20

To enable the students *to acquire knowledge of accounting principles and practice*

Module- I

Introduction :Basic Accounting concepts - Kinds of Accounts - Double Entry Book Keeping
- Rules of Debit and Credit.

(6 hours)

Module- II

Recording of Transactions: Preparation of Journal and Ledger Accounts- Simple problems.

(8 Hours)

Module-III

Subsidiary books - cash book – types of cash book - problems(single column and two column only) - purchase book - sales book - sales return - purchase return books -Journal proper

[6 hours]

Module IV

Trial balance Meaning and purpose- - Preparation of trial balance

[6 hours]

Module -V

Financial Statements -Trading and Profit & Loss Account - Balance sheet Simple Problems

[10 Hours]

(Theory and problem. may be in the ratio of 30% and 70% respectively)

Reference Books:

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

6B14BBA/BBA(RTM) COST ACCOUNTING

No.of Credits -4

No.of Contact hours -90

Weightage:30

Objective

The objective of this course is to acquaint the students with the basic concepts and tools used in cost Accounting.

Module I

Nature of Cost Accounting: Meaning - scope and Importance of cost accounting cost and cost unit - cost sheet Distinction between cost and Financial Accounting.

[10 Hours]

Module II

Elements of Cost: Materials Accounting for materials. Classification - Purchasing, store keeping, classification and codification, level Rates - Economic Orders Quantity

- Materials issues - material control, methods of pricing issues- specific issues, specific price, FIFO, simple average, weighted average stock valuations - perpetual inventory, Periodic inventory, ABC analysis and VED analysis.

Labour: Definition and classification, computation of labour cost, Treatment of idle time, overtime wages, leave with wages etc. Principal methods of remuneration, various wage systems. Overheads : Definition, importance, classification collection and accumulation of overheads - allocation, apportionment and absorption of overheads.

[30 hours]

Module III

Costing methods Units/Output costing - job costing batch costing - contract costing - treatment of profit in incomplete contracts.

[30 Hours]

Module IV

Process costing: Characteristics of process costing and job order costing -process losses - Normal and abnormal losses.

[20 Hours]

Reference:

1. Cost Accounting S.P.Jain & K L Narang
2. Cost Accounting: Babathosh Banerjee
3. Advanced Cost Accounting V.K.Saxena & C D.Vashit
4. Cost Accounting T. Lucy

6B15BBA/BBA(RTM) MARKETING MANAGEMENT

No.of Credits -3

No.of Contact hours -72

Weightage:30

Objective

To provide the students with basic knowledge about the concepts, principles, tools and techniques of marketing.

Module I

Introduction to marketing: Evolution of marketing concept - traditional & modern concepts -- nature, scope and Importance of marketing - Recent trends In marketing -process of marketing Management, Marketing Management task • segmentation, targeting and positioning - Marketing Mix.

(15 Hours)

Module II

Product Decision: Concept of product, core product and augmented product - product line and product mix decision - Product Life cycle. New product development process-Branding and Packaging' marketing myopia. in Hours]

Module III

Pricing Decision: factors effecting pricing decision - methods of pricing pricing policies and pricing strategies. (15 Hours)

Module IV

Promotion: Nature & importance of Promotion-communication process - Types of Promotion - sales promotion - Public relations . Advertising - Personal selling -Sales promotion tools & techniques - Advertisement media . Advertisement copy - personal selling and sales marketing. (20 Hours]

Module V

Distribution decision: Marketing channels - types of channels - Marketing intermediaries - wholesalers and Retailers - functions - factors affecting choice of a particular channel - Recent trends in channel management. (20 Hours]

Reference:

1. Principles of Marketing - Philip Kotler
2. Fundamentals of marketing - William Stanton
3. Marketing Management . VS Rammwamy & S Namakumari
4. Marketing Management - Rajan Saxena
5. Marketing Management - Sherlakar .S.A.
6. Marketing Management - Raman B.S
7. Services Marketing - S.M. jha
8. An. Essence of Services Marketing - Pay na Adrim
9. Services Marketing -Christopher Lovelock

6B16BBA (RTM) Mall Management

Course Contents

No.of Credits -4

No.of Contact hours -90

Weightage:30

Objectives: *To enable the students to gain awareness about the growth of mall management globally.*

Module I

Nature and Concept of Mall, Genesis and growth of Malls globally, concept and growth of malls in India, Advantages and Disadvantages of Malls, Future trends and Projections of Malls, Malls and other Retail formats, Indian Mall and Western countries Malls.

Module II

Concept and component of Malls, Mall Architecture and its components, Facade, Atrium, Entrance, Circulation, Amenities and Utilities, Path and Parking.

Module III

Mall Location, Situation and location decisions, Catchments area identification, Process of Tenant decision, Tenant mix, Process of Retail zoning and decisions, Suitability of Retail Formats, Hyper Markets, Department Store, Multiplexes, Eating Joints.

Module IV

Components of Mall Management, Tenant mix planning, Space selling, facilities and utilities management, security and information planning and management, Mall promotion and event management.

Module V

Field visits of students for on the spot assessment and study of Mall Management

Suggested Readings

1. Retailing Management -Levy and Weitz
2. Call of the Mall -Paco Underhill, Simon and Schuster
3. Malls in India -Image Multimedia

6B17BBA/BBA(RTM) RETAIL STORE OPERATIONS AND MANAGEMENT

No.of Credits -4

No.of Contact hours -90

Weightage:30

Objective: *To familiarize the students with concept and significance of store operations
To understand retail selling environment and retail salesmanship*

Course Contents

Module I

Nature, Concept and significance of store operations, Process of store management, Management of Retail Productivity and Profitability.

Module II

Product and Merchandise Management, Brand Management and Retailing. Model stock plan, Types of Supplies, Process of Selection of Suppliers, Category management, Process of Merchandize Management

Module III

Store Space management, Store Design Planning and process, Atmospheric components, colour texture, lighting, temperature, music, Roods presentation, Retail image.

Module IV

Retail selling environment, Store design, Store management, Retail Business Human resource Management, Recruitment, selection, training, placement and performance appraisal, motivation. Allocation and retention of Human Resource in Retail Business.

Module V

Retail Salesmanship, Nature, concept and importance of Retail salesmanship, Theories of selling with special relationship of retailing, Retail sales management, customer care and service quality, Multi task and flexibility, synchronization.

Suggested Readings

1. Retail Management -Bajaj Tuli and Srivastava
2. Retail Management -Gibson S Vedamani

SEMESTER VI
6B18 BBA(RTM) : PROJECT REPORT

Project work shall have the following stages:

Project proposal presentation
Field work and data analysis
Report writing
Draft project report presentation
Final project report submission

The project shall be done individually. The candidate shall prepare at least two copies of the report: one copy for submission to the

Department and one copy for the student

Duration of project work:

The duration for project work is 3 weeks

Structure of the Report:

Title page

Certificate from the organization (for having done the project work)

Certificate from guide

Acknowledgements

Contents

Chapter I : Introduction (Objectives, Scope, Data Collection, Duration of the study)

Chapter I: Industry, Company, Product Profile

Chapter II : Review of Literature (Functional Departments)

Chapter IV: Data Analysis & Interpretation, SWOT

Chapter V : Summary, Findings and Recommendations.

Appendix (Questionnaire, specimen copies of forms, other exhibits etc.)

Bibliography (Details of books, journals etc)

SEMESTER VI
6D02BBA (RTM) (Open Course-II):

FINANCIAL SYSTEM AND SERVICES

No. of Credits: 2

No. of Contact Hours: 36

Weightage:20

Objectives

To enable the students to explore the Indian Financial system, its constituents and the services provided by them in the globalised economic scenario.

Module I

Financial system-Meaning- Indian Financial System-Regulators-RBI – SEBI –IRDA – Financial Intermediaries : Banking Institutions. Non- Ranking Institution – Mutual fund - Insurance companies -housing finance Companies-Financial markets-Capital Markets & Money Markets -Financial Instruments: short-medium-long term
[15 hours]

Module II

Banking institutions : Commercial Banks-Branch banking Vs Unit banking - Functions and Services-credit creation – modern trends in commercial banking-ATM- Credit-cards-community services banking.

Development banks: IDBI, IFCI, SIDBI, NABARD, NHB, EXIM BANK. ADB, IMF., IBRD
[12 Hours]

Module III

Financial Services-meaning-importance- components-Depository Services- Custodial services-Credit Rating-Factoring- Forfeiting - merchant Banking-Leasing-Hire purchase-Guaranteeing Portfolio management-Under writing -Venture capital .(Basic Concepts only)

[9 Hours]

Reference:

1. Indian Financial System Bharati V . Pathak
2. Merchant Banking and Financial services Dr .S.Gurusamy
3. Indian Financial system Dr .S. Gurusamy
4. Indian Financial system P.N.Varshney,
5. Financial Services D Joseph Anbarasa . V.K.Boominathan
P.Manoharan G.Gnanaraj

