



# **BENGALURU CITY UNIVERSITY**

**CHOICE BASED CREDIT SYSTEM**

**(Semester Scheme with Multiple Entry and Exit Options for  
Under Graduate Course)**

**Syllabus for B.Voc (Retail Management)  
(V & VI Semester)**

**2023-24 onwards**

**PROCEEDINGS OF THE MEETING OF THE BOS-UG-B.COM, B.COM BDA /IAS /A&F/  
LSCM/TT, B.VOC (A&T)/B.VOC (RM) COURSES**

Proceedings of the meeting of the BOS(UG) B.Com/B.Com-BDA/B.Com-IAS / B.Com-A&F/B.Com-LSCM/B.Com-TT/B.Voc(A&T)/B.Voc(RM) Courses held on 8<sup>th</sup> and 9<sup>th</sup> August 2023 from 11:00 AM onwards, in the Department of Commerce, PK Block, Bengaluru City University, Bengaluru.

The board members had prepared the draft syllabus for the 5<sup>th</sup> and 6<sup>th</sup> semesters of the above mentioned courses and presented in the meeting. After elaborate discussions and deliberations, the draft syllabus was modified as per the suggestions of the board members and finalised.

Further, the board authorised the Chairperson to make the necessary changes, if required.

**MEMBERS PRESENT:**

1.	<b>Dr. Jalaja .K.R</b>	<b>Dean and Chairperson , Department Of Commerce, BCU</b>	<b>Chairperson</b>
2.	Dr. M. Muniraju	Former Dean and Chairman, Department Of Commerce, BCU	Member
3.	Dr. R. Sarvamangala	Dean and Chairperson , Department Of Commerce, BUB	Member
4.	Dr. Nagaraju. N	Professor, Department Of Commerce, Mangaluru University, Mangaluru	Member
5.	Dr. Channappa	Professor, Department Of Commerce, Osmania University, Hyderabad.	Member
6.	Dr. B. G. Bhaskara	Principal , Sheshadripuram College, Bengaluru	Member
7.	Dr. Padmaja. P.V	Principal , MLA Academy of Higher Education, Bengaluru	Member
8.	Dr. Parvathi	Principal, VET First Grade College, Bengaluru	Member
9.	Dr. S. N. Venkatesh	Principal, Sheshadripuram College, Yelahanka, Bengaluru	Member
10.	Dr. S. Harish	Principal, Vijaya Evening College, Bengaluru	Member
11.	Dr. D. Raja Jebasingh	Associate Professor, Department Of Commerce, St Joseph's College of Commerce ,Bengaluru	Member

**CO-OPTED MEMBERS:**

12.	Dr. G. Venugopal	Principal VVN Degree College, Bengaluru	Member
13.	Dr. Bhavani.H	Associate Professor, Department of Commerce, Vivekananda Degree College ,Bengaluru	Member
14.	Shri. Gururaja Rao. H.N	Associate Professor, Department of Commerce, Vijaya College, Bengaluru	Member
15.	Dr. Savitha.K	Principal, BEL First Grade College, Bengaluru	Member
16.	Dr. Swaminathan C	Associate Professor, Department of Commerce, GFGC, Malleshwaram, Bengaluru	Member
17.	Dr. Padmanabha. H.R	Principal, ASC Silver Valley College, Bengaluru	Member
18.	Dr. Srihari	Associate Professor, Department of Commerce, SSMRV College, Bengaluru	Member
19.	Dr. Nagaraja. C	Assistant Professor, Department of Commerce, GFGC Yelahanka, Bengaluru	Member
20.	Smt. Asha. N	Principal, Sindhi College, Bengaluru	Member
21.	Smt. Priya Srinivasa	Assistant Professor, Department of Commerce, BMS College of Commerce and Management, Bengaluru	Member

  
12/09/22  
Dr. JALAJA K.R. M.COM., MBA., Ph.D  
Dean & Chairperson  
Department of Commerce  
Bengaluru City University

**Chairperson- BOS(UG)**

**SEMESTER- V**

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
37	B.VOC.RM.5.1	Warehousing and Inventory management	DSC	4+0+0	60	40	100	4
38	B.VOC.RM.5.2	Income Tax - I	DSC	3+0+2	60	40	100	4
39	B.VOC.RM.5.3	Financial Management	DSC	3+0+2	60	40	100	4
40	B.VOC.RM.5.4	Elective 1 Paper - 1	DSE	3+1+0	60	40	100	3
41	B.VOC.RM.5.5	Elective 2 Paper - 1	DSE	3+1+0	60	40	100	3
42	B.VOC.RM.5.6	Goods and Service Tax	VOC	3+0+2	60	40	100	4
43	B.VOC.RM.5.7	Cyber Security/Employability skills	SEC-SB	2+0+1	60	40	50	3
<b>SUB TOTAL(E)</b>					<b>420</b>	<b>280</b>	<b>700</b>	<b>25</b>

**SEMESTER- VI**

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
44	B.VOC.RM.6.1	Store Display and Visual Merchandising	DSC	4+0+0	60	40	100	4
45	B.VOC.RM.6.2	Income Tax - II	DSC	3+0+2	60	40	100	4
46	B.VOC.RM.6.3	Legal Aspects of Business	DSC	4+0+0	60	40	100	4
47	B.VOC.RM.6.4	Elective 1 Paper - 2	DSE	3+1+0	60	40	100	3
48	B.VOC.RM.6.5	Elective 2 Paper - 2	DSE	3+1+0	60	40	100	3
49	B.VOC.RM.6.6	Retail Store Operations	VOC	3+0+2	60	40	100	4
50	B.VOC.RM.6.8	Internship* (4 Weeks Duration)	3 Hours per Teacher for a batch of 50 students	1+0+2	-	100 (60 Report+ 40 Viva)	100	3
<b>SUB TOTAL(F)</b>					<b>360</b>	<b>340</b>	<b>700</b>	<b>25</b>

**EXIT OPTION WITH BACHELOR DEGREE -ABILITY TO SOLVE COMPLEX PROBLEMS THAT ARE ILL-STRUCTURED REQUIRING MULTI-DISCIPLINARY SKILLS TO SOLVE THEM.**

**Note:** Practical Classes may be conducted in the Business Lab or in Computer Lab or in Class room depending on the requirement. One batch of students should not exceed half (i.e., 30 or less than 30 students) of the number of students in each class/section. 2 Hours of Practical Class is equal to 1 Hour of Teaching, however, whenever it is conducted for the entire class (i.e., more than 30 students)

2 Hours of Practical Class is equal to 1 Hours of Teaching

**Note:** The students shall undergo 4 weeks of internship programme in any business organization (Tiny, small, medium or large scale) immediately after completion of 4th Semester Examination but 45 Days before the end of 6th Semester classes and shall submit internship report to the College. Colleges shall submit internship report marks along with 6th Semester. Internal Assessment Marks. Marks allotted for Internship (100) shall be split in to 60 marks for report and 40 marks for Viva-voce. Evaluation of report and conduct of Viva-voce shall be at the institutional level.

One hour of internship class shall be taken in the classroom for explaining and guiding on internship and two hours practical class shall be used to monitor the internship course.

**Elective 1****Elective Group**

<b>Semester No.</b>	<b>Course Code</b>	<b>Title of the Course</b>
V	Paper 1	Packing and Supply Chain Management
VI	Paper 2	E-Commerce

**Elective 2**

<b>Semester No.</b>	<b>Course Code</b>	<b>Title of the Course</b>
V	Paper 1	Performance Management
VI	Paper 2	Employee welfare and social security

<b>Name of the Program:</b> Bachelor of Vocation (B.Voc.) <b>Course Code:</b> B.VOC.RM.5.1 <b>Name of the Course: Warehousing &amp; Inventory Management</b>		
<b>COURSE CREDITS</b>	<b>NO. OF HOURS PER WEEK</b>	<b>TOTAL NO. OF TEACHING HOURS</b>
4 Credits	4 Hrs	56 Hrs
<b>Pedagogy:</b> Classrooms lecture, Tutorials, Group discussion, Seminar, Case studies.		
<b>Course Outcomes: On successful completion of the course, the students will be able to</b> a) Identify business strategies and its competitive advantage b) Know about logistics operations and its optimum utilization c) Familiarize with inventory management in the warehouse. d) Understand the importance of holding inventory by the organization. e) Describe ABC inventory systems, calculate an Economic Order Quantity(EOQ) and safety stock		
<b>SYLLABUS:</b>		<b>HOURS</b>
<b>Module No. 1: Role of Warehousing in Retail</b>		<b>10</b>
Introduction, Objectives, Retailing and Warehousing, Challenges in retail warehousing, Warehousing in fashion retail, Setting up a warehouse, Retail product tracking in warehouse using RFID, Types of warehouses, Benefits of warehousing, Role of government in warehousing, Characteristics of an ideal warehouse, Storing products in a warehouse, Warehousing — the way forward, Warehousing and Supply Chain.		
<b>Module No. 2: Strategic Aspects of Warehousing and its Operations</b>		<b>12</b>
Introduction, Objectives, Different Types of Customers in Warehousing, Importance of Warehouse in a Value Chain, Warehouse Location, Modern Warehouse Operations. World class Warehousing- Introduction, Objectives, Warehouse Structure Warehouse Operations, receiving inventory, picking inventory, locating inventory, Organizing inventory, Dispatching inventory, Equipment used for a Warehouse.		
<b>Module No. 3: Warehouse information &amp; Technology Aids in Retail</b>		<b>10</b>
Introduction, Objectives, Importance of Warehouse Information, Decision Making Using Warehouse Information, ICT Applications in a Warehouse, Technology Aids in Retail warehouse Management Introduction, Objectives, Bar Code Scanners, Wireless LAN, Mobile Computers, Radio Frequency Identification (RFID)		
<b>Module No. 4: Inventory Management</b>		<b>12</b>

Inventory – Definition – Types – Characteristics - Cost of Carrying inventory – Conceptual framework of inventory - Inventory categorization - Service levels, Inventory Management- Meaning-need-Classification ABC Analysis and CAV analysis-Inventory Management Policy- factors to be considered to formulate - Inventory control procedures Inventory Planning methods-Constraints to the effectiveness of Inventory Planning-Conceptual design of a Combined DRP/MRP System-features-benefits & limitations of DRP.

**Module No. 5: Inventory Management Strategy**

**12**

Inventory Management Strategy-Strategy Development Process-Characteristics of poor inventory Steps-Methods for improved inventory management- Export inventory management. Inventory Management Models-Push and Pull models-EOQ model-Safety stock – Inventory cost Types: carrying and ordering - financial impact of inventory-Total cost presentation.

**Skill Development Activities:**

1. List the impact of decisions on people and processes that helps warehouse managers.
2. To deal with data, prices and products, and also have the soft skills to manage and motivate employees.
3. List out the documents relating materials handling in a company.
4. List the various techniques commonly used for Inventory Control.
5. Draw the chart of Warehouse Management System

**Text Books:**

1. Warehouse management– Student Study Guide – by Gwynne Richard
2. Essentials of inventory management by Max muller—publishers- HarperCollins
3. Warehouse distribution & operations handbook by DAVID E MULCAHY
4. Inventory strategy by Edward H Frazelle
5. David J. Bloomberg, Stephen LeMay & : Logistics, Prentice-Hall of India Pvt Ltd., Joe B. Hanna New Delhi, 2003.
6. Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004
7. Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005.

**Note: Latest edition of text books may be used.**



<b>Name of the Program:</b> Bachelor of Vocation (B.Voc.) <b>Course Code:</b> B.VOC.RM.5.2 <b>Name of the Course:</b> Income Tax - I		
<b>COURSE CREDITS</b>	<b>NO. OF HOURS PER WEEK</b>	<b>TOTAL NO. OF TEACHING HOURS</b>
4 Credits	4 Hrs	56 Hrs
<b>Pedagogy:</b> Classroom lecture, Tutorials, Problem solving.		
<b>Course Outcomes: On successful completion of the course, the students will be able to</b> <ol style="list-style-type: none"> <li>Understand the framework of income tax as well scheme oftaxation.</li> <li>Understand different exempted incomes u/s 10.</li> <li>Determine the residential status of individual.</li> <li>Ability to solve the practical problems on income from salary.</li> <li>Ability to solve the practical problems on income from House Property.</li> </ol>		
<b>SYLLABUS:</b>		<b>HOURS</b>
<b>Module No. 1: Introduction to Income Tax</b>		<b>10</b>
Introduction, meaning and types of taxes, brief history of income tax in India, legal framework, canons of taxation, important definition – assessment, assessment year, previous year(including exceptions), Assesse, Person, Income, Casual Income, Gross Total Income, Agricultural Income (including Scheme of Partial Integration – Theory Only) – Scheme of taxation.		
<b>Module No. 2: Exempted Incomes</b>		<b>10</b>
Introduction, Exempted Incomes U/S 10 - Restricted to Individual Assesse.		
<b>Module No. 3: Residential Status and Incidence of Tax</b>		<b>12</b>
Intoduction, types of residents, Residential Status of an Individual –Determination of Residential Status – Incidence of Tax – Problems		
<b>Module No. 4: Income under the head Salaries</b>		<b>12</b>
Meaning – Definition - Basis of Charge– Advance Salary – Arrears of Salary – Allowances – Perquisites– Provident Fund - Profits in Lieu of Salary – Gratuity -Commutation of Pension - Encashment of Earned leave - Compensation for voluntary retirement - Deductions from Salary U/S 16 – Problems on Income from Salary.		
<b>Module No. 5: Income from House Property</b>		<b>12</b>
Introduction, basis of charge, deemed owners, house property incomes exempt from tax, computation of income from let out house property, computation of income from self occupied property, deductions from annual Value, some special provisions relating to house property.		

**Skill Development Activities:**

- 1) Present the framework of Taxation in India.
- 2) List at least 10 incomes exempt from tax
- 3) Ascertain the Residential Status of an individual with imaginary data of arrivals and departures.
- 4) Compute Taxable Salary of at least two individuals with imaginary figures.
- 5) Compute Taxable Income from House Property of two houses (one let-out and one self- occupied), with imaginary figures.

**Text Books:**

- 1) Dr. Vinod K. Singhanian: Direct Taxes – Law and Practice, Taxmann publication.
- 2) B.B. Lal: Direct Taxes, Konark Publisher (P) ltd.
- 3) Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, Sahitya Bhavan Publication.
- 4) Dinakar Pagare: Law and Practice of Income Tax, Sultan Chand and sons.
- 5) Gaur & Narang: Income Tax.
- 6) 7 Lectures – Income Tax – I, VBH
- 7) Dr.V.Rajesh Kumar and Dr.R.K.Sreekantha: Income Tax – I, Vittam Publications.

**Note: Latest edition of text books may be used.**

<b>Name of the Program:</b> Bachelor of Vocation (B.Voc.) <b>Course Code:</b> B.VOC.RM.5.3 <b>Name of the Course: Financial Management</b>		
<b>COURSE CREDITS</b>	<b>NO. OF HOURS PER WEEK</b>	<b>TOTAL NO. OF TEACHING HOURS</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>56 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, Tutorials, and Problem Solving		
<b>Course Outcomes: On successful completion of the course, the students will be able to</b> <ol style="list-style-type: none"> <li>Demonstrate the applicability of the concept of Financial Management</li> <li>Understand the managerial Decisions and Corporate Capital Structure</li> <li>Apply the Leverage and EBIT, EPS Analysis associate with Financial Data in the corporate</li> <li>Analyse the complexities associated with management of cost of funds in the capital Structure</li> <li>Develop and evaluate alternate managerial decisions and identify optimal solutions</li> </ol>		
<b>SYLLABUS:</b>		<b>HOURS</b>
<b>Module No. 1: Introduction to Financial Management</b>		<b>08</b>
Introduction – Meaning of Finance – Business Finance – Finance Functions – Organization structure of Finance Department - Financial Management – Goals of Financial Management – Financial Decisions – Role of a Financial Manager – Financial Planning – Steps in Financial Planning – Principles of Sound Financial Planning – Factors influencing a sound financial plan.		
<b>Module No. 2: Time Value of Money</b>		<b>08</b>
Meaning, Need, Future Value (Single Flow – Uneven Flow & Annuity) – Present Value (Single Flow – Uneven Flow & Annuity) – Doubling Period – Concept of Valuation: Valuation of Bonds, Debentures and shares. Simple Problems.		
<b>Module No. 3: Financing &amp; Dividend Decisions</b>		<b>14</b>
Financing Decision: Sources of Long-Term Finance – Meaning of Capital Structure, Factors influencing Capital Structure, Optimum Capital Structure – EBIT, EPS Analysis, Leverages – Problems. Dividend Decision: Meaning & Determinants of Dividend Policy, Types of Dividends, Bonus shares (Concept only).		
<b>Module No. 4: Investment Decision</b>		<b>14</b>

Meaning and Scope of Capital Budgeting, Features & Significance, Techniques: Payback Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return and profitability index. Problems.

**Module No. 5: Working Capital Management**

**12**

Concept of Working Capital, Significance of Adequate Working Capital, Types of Working Capital, Problems of Excess or Inadequate Working Capital, Determinants of Working Capital, Sources of Working Capital, Estimation of Working Capital (Simple Problems).

**Skill Development Activities:**

1. Draw the organization chart of Finance Function of a company.
2. Develop spreadsheet models for different components of time value of money and capital budgeting.
3. Identify the capital budgeting and capital structure practices followed in any firm/company of your choice
4. Prepare a Capital structure of company using imaginary figures
5. Using Imaginary figures prepare an estimate of working capital requirements.

**Text Books:**

1. Dr. B.Mariyappa, Financial Management, HPH
2. S N Maheshwari, Financial Management, Sultan Chand
3. Dr. Aswathanarayana.T – Financial Management, VBH
4. Venkataramana, Financial Management, SHBP.
5. Roy – Financial Management, HPH
6. Khan and Jain, Financial Management, TMH
7. S. Bhat- Financial Management.
8. Sharma and Sashi Gupta, Financial Management, Kalyani Publication.
9. I M Pandey, Financial Management. Vikas Publication.
10. Prasanna Chandra, Financial Management, TMH

**Note: Latest edition of text books may be used.**

<b>Name of the Program:</b> Bachelor of Vocation (B.Voc.) <b>Course Code:</b> B.VOC.RM. 5.6 <b>Name of the Course:</b> Goods and Service tax		
<b>COURSE CREDITS</b>	<b>NO. OF HOURS PER WEEK</b>	<b>TOTAL NO. OF TEACHING HOURS</b>
4 Credits	4 Hrs	56 Hrs
<b>Pedagogy:</b> Classrooms lecture, Tutorials, Group discussion, Seminar, Case studies.		
<b>Course Outcomes: On successful completion of the course, the students will be able to</b>		
a) Understand the basics of taxation. b) Understand the basic frameworks of goods and service tax. c) Compute problems on value and time of supply. d) Compute input tax credit and net GST liability. e) Understand the concept of GST Procedures.		
<b>SYLLABUS:</b>		<b>HOURS</b>
<b>Module No. 1: Basics of Taxation</b>		<b>10</b>
Tax – Meaning and Types, Differences between Direct and Indirect Taxation, Brief History of Indirect Taxation in India, Structure of Indian Taxation.		
<b>Module No. 2: Goods and Services Tax -Framework and Definitions</b>		<b>10</b>
Introduction to Goods and Services Tax, Constitutional Framework, Orientation to CGST, SGST and IGST, Meaning and Scope of Supply, Types of Supply. Exemptions from GST		
<b>Module No. 3: Time, Place and Value Of Supply</b>		<b>12</b>
Time of Supply – in case of Goods and in case of Services - Problems on ascertaining Time of Supply; Place of Supply – in case of Goods and in case of Services (both General and Specific Services) – Problems on Identification of Place of Supply; Value of Supply – Meaning, Inclusions and Exclusions. Problems on calculation of <u>Value of Supply</u>		
<b>Module No. 4: GST Liability and Input Tax Credit</b>		<b>12</b>
Rates of GST – Classification of Goods and Services and Rates based on classification, Problems on computation of GST Liability. Input Tax Credit – Meaning, Process for availing Input Tax Credit– Problems on calculation of Input Tax Credit and Net GST Liability		
<b>Module No. 5: GST Procedures</b>		<b>12</b>
Registration under GST, Tax Invoice, Levy and Collection of GST, Composition Scheme, Due dates for Payment of GST, Accounting record for GST, Features of GST in Tally Package. GST Returns – Types of Returns, Monthly Returns, Annual Return and Final Return – Due dates for filing of returns. Final Assessment. Accounts and Audit under GST.		

### Skill Development

1. Showcase the difference between direct and indirect taxation
2. Discuss the constitutional framework of GST
3. List at least 5 goods and 5 services exempt from GST.
4. Show the calculation of value of supply and GST Liability with imaginary figures and applicable rates.
5. Show the calculation of GST payable after adjusting Input-Tax Credit with imaginary figures.

### Text Books:

1. V Rajesh Kumar and Mahadev, –Indirect Taxes, Mc Graw Hill Education
2. Datey, V S, –Indirect Taxes, Taxmann Publications.
3. Hiregange et al, -Indirect Taxes, Puliani and Puliani.
4. Haldia, Arpit, –GST Made Easy, Taxmann Publications.
5. Chaudhary, Dalmia, Girdharwal, –GST – A Practical Approach, Taxmann Publications.
6. Garg, Kamal, –Understanding GST, Bharat Publications.
7. Hiregange, Jain and Naik, –Students Handbook on Goods and Services Tax, Puliani and Puliani.

**Note: Latest edition of text books may be used.**

<b>Name of the Program:</b> Bachelor of Vocation (B.Voc.) <b>Course Code:</b> B.VOC-RM 5.7 <b>Name of the Course:</b> EMPLOYABILITY SKILLS		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs
<b>Pedagogy:</b> Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students' will be able to</b> <ol style="list-style-type: none"> <li>Solve the problems on quantitative aptitude, logical reasoning and analytical ability.</li> <li>Exhibit the communication and leadership skills.</li> <li>Face interviews and write resumes</li> <li>Conduct self SWOC analysis and set his career goals.</li> </ol>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module 1: Soft Skills</b>		<b>10</b>
<b>Communication Skills:</b> Verbal and Non-verbal communication, Oral and Written communication, Effective communication skills, <b>Effective</b> listening skills, Excellent writing skills and Presentation skills. <b>Interpersonal Skills:</b> Understanding the importance of teamwork, Conflict resolution, and Building positive relationships with team members. <b>Leadership skills:</b> Importance of leadership skills and Effective leadership. <b>Practical:</b> As a team leader write a draft appreciation letter to the team members for the completion of the project successfully.		
<b>Module 2: Quantitative aptitude, logical reasoning, and analytical ability</b>		<b>14</b>
<b>Quantitative aptitude:</b> Percentage, Profit or loss calculation( Simple problems) <b>Logical Reasoning:</b> Coding and Decoding, Blood Relations, Non-verbal reasoning (Simple problems) <b>Analytical Ability:</b> Statement and assumptions and Data interpretation (Simple problems). <b>Practical:</b> Conduct Mock competitive examination for quantitative aptitude, logical reasoning and analytical ability.		
<b>Module 3: Career Development and Workplace Etiquette</b>		<b>12</b>
<b>Career Development:</b> SWOC analysis for self-assessment, Setting career goals and creating a career plan, Job search strategies, Resume preparation, Types of resumes and Points to consider for effective resume writing. <b>Workplace Etiquette:</b> Time Management- Importance and strategies for effective time management, Dress code, Personal grooming aspects, Office and workplace manners, Meeting etiquette. <b>Professional ethics-</b> Meaning and features. <b>Practical:</b> 1. Prepare a resume with at least 2 references. 2. Conduct a mock interview based on the resume prepared by the students.		
<b>Module 4: Interview skills</b>		<b>09</b>
<b>Interviews</b> -Types of Interviews, Decoding interviews – Basic interview skills, Stages of an interview, Parameters for scoring in an interview- Salutation, Voice clarity, Resume, Introduction, Strengths, Subject knowledge; Handling rejections and failure- ways to handle; <b>Group discussions:</b> Steps; <b>Professional networking</b> - Meaning, importance and ways. <b>Practical:</b> Conduct mock group discussions and Interviews.		

**Skill development:**

1. **A brief theoretical introduction to the various Competitive Examinations:**  
**Central Government Examinations:** UPSC, SSC, IBPS, LIC, RRB, RBI, NABARD and Department of Posts. **Karnataka State Government Examinations:** KPSC, KEA, KSPEB.
2. Prepare a report of self SWOC analysis for self-assessment
3. List out the essential details to be covered in a resume
4. Draft an appreciation letter to the team members for the completion of the project successfully.
5. Draw a Pie chart showing the monthly expenditure of a family with imaginary figures

**Books for Reference:**

- Barun K Mitra, Personality Development and Soft Skills, Oxford university press, NewDelhi.
- Gitangshu Adhikary, Communication and Corporate Etiquette, Notion Press, Mumbai.
- Seema Gupta, Soft Skills- Interpersonal & Intrapersonal skills development, V&SPublishers, New Delhi.
- Dr. R S Aggarwal, Quantitative Aptitude, S.Chand Publication, New Delhi.
- Bittu Kumar, Mastering MS Office, V&S Publisher, New Delhi
- [List of Government Competitive Exams, Jobs & Vacancies \(exampur.com\)](http://www.exampur.com)
- <https://www.safalta.com>
- <https://sarkariservice.in>



<b>Name of the Program:</b> Bachelor of Vocation (B.Voc.) <b>Course Code:</b> B.VOC.RM. 6.1 <b>Name of the Course:</b> Store Display and Visual Merchandising		
<b>COURSE CREDITS</b>	<b>NO. OF HOURS PER WEEK</b>	<b>TOTAL NO. OF TEACHING HOURS</b>
4 Credits	4 Hrs	56 Hrs
<b>Pedagogy:</b> Classrooms lecture, Tutorials, Group discussion, Seminar, Case studies.		
<b>Course Outcomes: On successful completion of the course, the students will be able to</b> <ol style="list-style-type: none"> <li>Understand in-depth understanding of store design and display.</li> <li>Understand store image, security and managing communication.</li> <li>Manage visual merchandising efficiently</li> <li>Understand different aspects of visual merchandising.</li> <li>Analyse the growth and future of visual merchandising.</li> </ol>		
<b>SYLLABUS:</b>		<b>HOURS</b>
<b>Module No. 1: Store Design and Display</b>		12
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, Window displays, Merchandise Presentation Strategies, Colour blocking, Other techniques of merchandise placement, Physical materials used to support the display, Components of display, Some Useful Display Fixtures, Shelves, Gondolas, Round racks, Four ways, Saccades and fixation, Replenishes, Plano gramming.		
<b>Module No. 2: Store Image &amp; Security</b>		12
Introduction, Objectives, Concept of Image Mix, Elements of Image Mix, Merchandise, Fixtures, Sound / Music, Odour, Visuals, Employees, Elements that Levy Negative Impact on Shoppers, Change of Image, Security Issues.		
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		
<b>Module No. 3: Introduction to Visual Merchandising</b>		12
Introduction, Objectives, Concept of Visual Merchandising, Objectives of Visual Merchandising, Growth of Visual Merchandising, Visual Merchandising in India, Scope of visual merchandising in India, Visual Merchandising as a Support for Positioning Strategy, Prospects of Visual Merchandising, Challenges in Visual Merchandising, The common challenges, Ways to overcome the visual merchandising challenges		
<b>Module No. 4: Merchandise Mix</b>		08

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, Colour scheme, Lighting.

**Module No. 5: Present and Future of Visual Merchandising**

10

Introduction, Objectives, Visual Merchandising at Different Stores, Apparel store, Furniture store, Gift store, Future Prospects of Visual Merchandising. Non-Store Merchandising: Introduction, Objectives, Non Store Retail Merchandising, Television retailing/home shopping, Internet retailing/online shopping, Catalogue Management, Product Presentation in Non-Store Retail Merchandising

**Skill Development Activities:**

Visit any retail store to observe and understand

1. Store Design and Display
2. Store image & security
3. Elements of Visual merchandising
4. Lighting and colour scheme

VM at different stores

**Text Books:**

- David Gilbert. (2003) Retail Marketing Management, Dorling Kindersley (India) Pvt. Ltd. New Delhi.
- Fleming P (2003) –Guide to Retail Management|| Jaico publications.
- Newman, Andrew J. and Peter Cullen (2007) Retailing Environment and Operations, Thomson Learning, India.
- Neelesh Jain (2008) Retail Management, Global India Publications Pvt. Ltd. New Delhi.
- R.Sudarshan (2007) Retail Management, New Century Publications, New Delhi 2007.
- Swapan Pradhan (2007) Retailing Management- text and cases, Tata McGraw Hill, 2012

**Note: Latest edition of text books may be used.**

<b>Name of the Program:</b> Bachelor of Vocation (B.Voc.) <b>Course Code:</b> B.VOC.RM.6.2 <b>Name of the Course:</b> Income Tax -II		
<b>COURSE CREDITS</b>	<b>NO. OF HOURS PER WEEK</b>	<b>TOTAL NO. OF TEACHING HOURS</b>
4 Credits	4 Hrs	56 Hrs
<b>Pedagogy:</b> Classrooms lecture, Tutorials, Group discussion, Seminar, Case studies.		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to		
a) Solve the practical problems on income from Profits and Gains from Business or Profession. b) Solve the practical problems on income from Capital Gains. c) Solve the practical problems on income from Income from Other Sources. d) Understand the concept and provisions related to Set-Off and Carry Forward of Losses. e) Solve the practical problems on Total Income and Tax Liability of an Individual Assessee.		
<b>SYLLABUS:</b>		<b>HOURS</b>
<b>Module No. 1: Profits and Gains from Business or Profession</b>		<b>10</b>
Meaning and Definition of Business, Profession – Vocation - Expenses Expressly Allowed – Allowable Losses – Expenses Expressly Disallowed – Expenses Allowed on Payment Basis - Problems on Computing taxable Business Incomes of Proprietary Concerns and Problems on Computing Income from Profession - Chartered Accountants, Advocates and Medical Practitioners.		
<b>Module No. 2: Capital Gains</b>		<b>10</b>
Basis of Charge – Capital Assets – Transfer of Capital Assets – Computation of Taxable Capital Gains – Exemptions U / S 54, 54B, 54D, 54EC, 54F.		
<b>Module No. 3: Income from Other Sources</b>		<b>12</b>
Taxable Income under the head Other Sources – Dividend Income – tax treatment for dividends, Interest on Securities, Rules for Grossing up, Bond Washing Transactions, – Problems on Computing Taxable Income from Other Sources.		
<b>Module No. 4: Set-Off and Carry Forward of Losses and Deductions from Gross Total Income</b>		<b>12</b>
Meaning –Provision for Set-off & Carry forward of losses (Theory only). Deductions u / s: 80C, 80CCC, 80CCD, 80D, 80E, 80G, 80GG, 80GGC, 80TTA, 80TTB, 80U		
<b>Module No. 5: Assessment of Individuals</b>		<b>12</b>

Computation of Total Income and Tax Liability of an Individual Assessee (In case of income from salary & house property, only computed income shall be given).

**Skill Development Activities:**

- 1) Compute Taxable Income and Tax Liability of any professional (Doctor or Advocate or Chartered Accountant etc.,) with imaginary data
- 2) State the provisions for exemptions from capital gains under sections 54, 54B, 54D, 54EC and 54F.
- 3) Ascertain the income from other sources withat least ten items of your family / relative / friend.
- 4) Identify the various deductions eligible to be claimed by an income-earning member \_and calculate the amount of deduction under section 80.
- 5) Compute the Tax Liability of at least 3 categories of individuals in your family / circle.

**Text Books:**

1. Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann publication.
2. B.B. Lal: Direct Taxes, Konark Publisher (P) ltd.
3. Dinakar Pagare: Law and Practice of Income Tax, Sultan Chand and sons.
4. Gaur & Narang: Income Tax, Kalyani
5. B.B. Lal: Income Tax, Central Sales Tax Law & Practice, Konark Publisher (P) Ltd.
6. Singhania: Income Tax
7. Dr. H.C Mehrothra : Income Tax, Sahitya Bhavan
8. 7 Lecturer Income Tax – VBH

**Note: Latest edition of text books may be used.**

<b>Name of the Program:</b> Bachelor of Vocation (B.Voc.) <b>Course Code:</b> B.VOC.RM.6.3 <b>Name of the Course:</b> Legal Aspects of Business		
<b>COURSE CREDITS</b>	<b>NO. OF HOURS PER WEEK</b>	<b>TOTAL NO. OF TEACHING HOURS</b>
4 Credits	4 Hrs	56 Hrs
<b>Pedagogy:</b> Classrooms lecture, Tutorials, Group discussion, Seminar, Case studies.		
<b>Course Outcomes: On successful completion of the course, the students will be able to</b> <ol style="list-style-type: none"> <li>a) Explain the concepts in business laws with respect to foreign trade.</li> <li>b) Understand rights and duties under various legal Acts.</li> <li>c) Understand various modes of dispute resolution in business transactions.</li> <li>d) Explain the basic elements of forming an enforceable contract and agreement.</li> <li>e) Understand various aspects of Environment and cyber Law.</li> </ol>		
<b>SYLLABUS:</b>		<b>HOURS</b>
<b>Module No. 1: Contract Law</b>		<b>12</b>
<b>Indian Contract Act 1872 :</b> Definition of Contract, essentials of a valid contract, classification of contracts, free consent, Capacity to contract, Performance of Contract – Breach of contract - remedies for breach of contract		
<b>Module No. 2: Law of Sale of Goods</b>		<b>10</b>
<b>Sale of Goods Act 1930:</b> Definition of contract of sale, essentials of contract of sale, conditions and warranties, rights and duties of unpaid seller.		
<b>Module No. 3: Competition And Consumer Laws</b>		<b>12</b>
<b>Competition Act, 2002 :</b> Objectives of Competition Act, Features of Competition Act, CAT, offences and penalties under the Act, Competition Commission of India. <b>Consumer Protection Act 1986 :</b> Definitions of the terms – Consumer, Consumer Dispute, Defect, Deficiency, Unfair Trade Practices, and Services, Rights of Consumer under the Act, Consumer Redressal Agencies – District Forum, State Commission and National Commission.		
<b>Module No. 4: : Economic Laws</b>		<b>10</b>
WTO patent rules – Indian Patent Act, 1970 – Meaning and Scope of Intellectual Property Rights (IPR), Procedure to get Patent for Inventions and Non-Inventions. FEMA 1999 – Objectives of FEMA, Salient Features of FEMA, Definition of Important Terms – Authorized Dealer, Currency - Foreign Currency, Foreign Exchange, Foreign Security.		

<b>Module No. 5: Environment And Cyber Laws</b>	<b>12</b>
<p>Environment Protection Act 1986 – Objectives of the Act, Definitions of Important Terms –Environment, Environment Pollutant, Environment Pollution, Hazardous Substance and Occupier, Types of Pollution, Powers of Central Government to protect Environment in India. Cyber Law: Definition, Introduction to Indian Cyber Law, Cyber space and Cyber security</p>	
<p><b>Skill Development Activities:</b></p> <ol style="list-style-type: none"> <li>1. Draft a rental agreement incorporating all the essential features of a valid agreement.</li> <li>2. Draft an agreement to repay a loan borrowed from a bank on installment basis.</li> <li>3. Case laws involving points of law of contracts.</li> <li>4. Draft a complaint against unfair trade practices adopted by a businessman to the consumer forum.</li> <li>5. Draft the laws relating to consumer disputes.</li> </ol>	
<p><b>Text Books:</b></p> <ol style="list-style-type: none"> <li>1) K. Aswathappa, Business Laws, HPH,</li> <li>2) Bulchandni, Business Laws, HPH.</li> <li>3) Kamakshi P &amp; Srikumari P – Business Regulations, VBH</li> <li>4) N.D. Kapoor, Business Laws, Sultan chand publications.</li> <li>5) S.S Gulshan – Business Law</li> <li>6) S.C. Sharma: Business Law I.K. International Publishers</li> <li>7) Tulsion Business Law, TMH.</li> </ol> <p><b>Note: Latest edition of text books may be used.</b></p>	

<b>Name of the Program: Bachelor of Vocation (B.Voc.)</b> <b>Course Code: B.VOC.RM.6.6</b> <b>Name of the Course: Retail Stores Operation</b>		
<b>COURSE CREDITS</b>	<b>NO. OF HOURS PER WEEK</b>	<b>TOTAL NO. OF TEACHING HOURS</b>
4 Credits	4 Hrs	56 Hrs
<b>Pedagogy:</b> Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the Students will be able to</b> <ol style="list-style-type: none"> <li>a. Understand the basic concept of retailing</li> <li>b. Understand the concept of retail stores</li> <li>c. Build knowledge on visual merchandising concept</li> <li>d. Understand the elements of store image and mix</li> <li>e. Understand the concept of design and display.</li> </ol>		
<b>SYLLABUS</b>		<b>HOURS</b>
<b>Module No. 1: Basic Concepts of Retailing</b>		<b>12</b>
Introduction, Objectives, Perspectives on Retailing, Important retailing decisions, Significance of retailing, Indian Retail Sector, Retail formats in India, Current retail scenario in India, Services Provided by Retailers, Commonly Used Terminologies in the Retail Sector		
<b>Module No. 2 Introduction to store</b>		<b>12</b>
Introduction, Objectives, Concept of Retail Store, Types of Retail Stores, On the basis of ownership, On the basis of operational structure, On the basis of customer service, On the basis of merchandise mix, On the basis of pricing policy, On the basis of location, Retail Store Operations, Approaches to Improve Store Operations.		
<b>Module No. 3: Functioning of a Retail Store</b>		<b>12</b>
Introduction, Objectives, Everyday Operations of a Retail Store, Visual Merchandising, Visual merchandising norms, Visual merchandising in India, Operating system of visual merchandising, Role and responsibilities of a visual merchandiser, Role of Signage in the Store.		
<b>Module No. 4: Store Design and Display</b>		<b>10</b>
Introduction, Concept of Store Design and Display, Objectives of store design, Purpose and importance of display, Rules of display Planning, Exterior and Interior of a store display design, Window Displays, Merchandise Presentation Strategies, Colour blocking, Components of display, Some Useful Display Fixtures, Shelves, Gondolas, Round racks, Four ways, Saccades and fixation, Plano gram.		
<b>Module No. 5: Store Image &amp; Security</b>		<b>10</b>
Introduction, Objectives, Concept of Image Mix, Elements of Image Mix - Merchandise,		

Fixtures, Sound/Music, Odour, Visuals, Employees, Elements that Levy Negative Impact on Shoppers, Change of Image, Security Issues. Managing Communication for a Retail Store Offering: Introduction, Objectives, Marketing Communication, Thematic Communication, Methods of Communication, Graphics, Signage.

**Skill Developments Activities:**

1. Compare the trend of retail scenario of two different countries and make a study.
2. Visit any Retail Store and collect Information on Visual Merchandising Strategies
3. Study the planogram of retail sector.
4. List out different types of Signages used in Retail Sector.
5. Compare two retail sector and study the concept of display and design techniques.

**Text Books:**

- 1) Vishal Agarwal, Retail Stores Operation, 2<sup>nd</sup> Edition, Biztantra publisher, New Delhi
- 2) Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, New Delhi
- 3) Barry Berman, Joel R. Evans, Retail Management, Pearson Education
- 4) A.J.Lamba, The Art of Retailing, Tata Mc Graw Hill Publishing Co. Ltd. New Delhi
- 5) Dr.Pavitar Parkash Singh, Retail Store Management, published by Excel Books Private ltd
- 6) Sriram B Iyer, Retail Sores Operation, Tata Mc Graw Hill Publishing Company, New Delhi.
- 7) Retail Store Operations, A Complete Guide – 2020 Edition, The Art of Service
- 8) Kausik Sinha, Store Management and Operation, Evincepub publisher.

**Note: Latest edition of text books may be used.**



# **Elective - I**

# **Retail Management**

<b>Name of the Program:</b> Bachelor of Vocation (B.Voc.) <b>Course Code:</b> B.VOC.Elective 1 Paper 1 <b>Name of the Course: Packing and Supply Chain Management</b>		
<b>COURSE CREDITS</b>	<b>NO. OF HOURS PER WEEK</b>	<b>TOTAL NO. OF TEACHING HOURS</b>
3 Credits	4 Hrs	56 Hrs
<b>Pedagogy:</b> Classrooms lecture, Tutorials, Group discussion, Seminar, Case studies.		
<b>Course Outcomes: On successful completion of the course, the students will be able to</b> <ol style="list-style-type: none"> <li>Understand the concept of packing and packaging</li> <li>Overview different types of packaging</li> <li>Understand the conceptual Framework of Supply Chain Management.</li> <li>Understand tools of Supply Chain Performance Measurement and strategic alliance</li> <li>Understand the benefit of outsourcing and e procurement.</li> </ol>		
<b>SYLLABUS:</b>		<b>HOURS</b>
<b>Module No. 1: Packing and Packaging</b>		<b>10</b>
Meaning, Functions and Essentials of Packing and Packaging. Difference, Types of packing: for Storage, Overseas Shipment, Inland Transportation, Packaging for Product content Protection, Test of packaging: Mechanical, Climatic & Lab test, International Care labelling code, Packaging cost.		
<b>Module No. 2: Different types of Packaging</b>		<b>12</b>
Packaging Types, Requirements of Consumer Packaging, Channel Member Packaging and Transport Packaging, Shrink packaging, Identification codes, bar codes, and electronic data interchange (EDI), Universal Product Code, GS1 Standards, package labels, Symbols used on packages and labels; Heavy, Medium and small Packaging, Active packaging, Child-resistant packaging, Pilfer/Tamper Evident/Proof Packaging, Product Packaging compatibility, Pharma Packaging, Food Packaging, Electronic goods Packaging, FMCG packaging, Heavy Engineering Goods/Equipment Packaging.		
<b>Module No. 3: Supply Chain Management</b>		<b>12</b>
Supply Chain Concepts: Objectives of a Supply Chain, Stages of Supply chain, Value Chain Process, Cycle view of Supply Chain Process, Key issues in SCM, logistics & SCM, Supply Chain Drivers and obstacles, Supply chain strategies, strategic fit, Best practices in SCM, Obstacles of streamlined SCM		

<b>Module No. 4: Supply Chain Performance &amp; Strategic Alliances:</b>	<b>12</b>
Supply Chain Performance: Bullwhip effect and reduction, Performance measurement: Dimension, Tools of performance measurement, SCOR Model. Demand chain management, Frame Work for Strategic Alliances, 3PL, Merits and Demerits, Retailer, Supplier Partnership, Advantages and Disadvantages of RSP, Distributor Integration	
<b>Module No. 5: Procurement and Outsourcing</b>	<b>10</b>
Outsourcing, Benefits and Risks, Strategic decision to Outsourcing, Framework for make/Buy Decision. E-Procurement, Frame Work of E-Procurement. Dimension of Customer Value.	
<b>Skill Development Activities:</b>	
<ol style="list-style-type: none"> <li>1. List out Best Practices in Supply Chain Management.</li> <li>2. Draw a diagram showcasing SCOR Model application for supply chain linkage.</li> <li>3. List out the framework for strategic alliance.</li> <li>4. List out the benefits and risk of outsourcing.</li> <li>5. List out Major 3PL service Providers in India.</li> </ol>	
<b>Text Books:</b>	
<ol style="list-style-type: none"> <li>1. Chopra, Sunil, Meindl, Peter and Kalra, D. V.; Supply Chain Management: Strategy, Planning and Operation; Pearson Education</li> <li>2. Altekar, Rahul V.; Supply Chain Management</li> <li>3. Ballou, Ronald H.; Supply Chain Management; Pearson Education</li> <li>4. Sahay, B.S.; Supply Chain Management; Macmillan</li> <li>5. Rushton, A., Oxley, J &amp; Croucher, P (2nd Edition, 2000). Handbook of Logistics and Distribution Management. Kogan Page.</li> <li>6. Simchi-Levi, David, Kamisnsky, Philip, and Simchi-Levi, Edith. (2nd Edition, 2004). Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies. Irwin / McGraw Hill 32</li> <li>7. Supply chain management , Kulkarni Sarika &amp; Sharma Ashok</li> <li>8. Supply chain management concepts and cases, Ragul V.</li> <li>9. Text book of logistics and supply chain management, Prof D.K. Agarwa</li> <li>10. Supply Chain Management, Strategy, Planning, and Operation, Sunil Chopra &amp; Peter Meindl, 3/e, PHI Learning Private Limited, 2007.</li> </ol>	
<b>Note: Latest edition of text books may be used.</b>	

<b>Name of the Program:</b> Bachelor of Vocation (B.Voc.) <b>Course Code:</b> B.VOC. Elective 1 Paper 2 <b>Name of the Course:</b> E - Commerce		
<b>COURSE CREDITS</b>	<b>NO. OF HOURS PER WEEK</b>	<b>TOTAL NO. OF TEACHING HOURS</b>
<b>3 Credits</b>	<b>4 Hrs</b>	<b>56 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, tutorials, Group discussion, Seminar, Case studies		
<b>Course Outcomes: On successful completion of the course, the Students will be able to</b> <ol style="list-style-type: none"> <li>Understand key concepts relating to e-commerce</li> <li>Understand Consumer Oriented E-Commerce</li> <li>Understand Different Electronic Payment System</li> <li>Understand EDI Legal, Security &amp; privacy issues</li> <li>Understand E-Commerce Technology</li> </ol>		
<b>SYLLABUS</b>		<b>HOURS</b>
<b>Module No. 1: Introduction to e-commerce</b>		<b>12</b>
Define e-commerce, Types –B2B, B2C, C2C, and B2G. Distinguish between e-commerce and traditional business. Features and scope of ecommerce. Advantages, limitations and threats involved in e-commerce. Knowledge about the resources required for successful implementation of e-commerce.		
<b>Module No. 2 Consumer Oriented E Commerce</b>		<b>12</b>
Consumer Oriented E Commerce, E-Retailing: Traditional retailing and e retailing, Benefits of e retailing, Key success factors, Models of e retailing, and Features of e retailing. E services: Categories of e-services, Web-enabled services, and matchmaking services, Information-selling on the web, e-entertainment, Auctions and other specialized services.		
<b>Module No. 3: Electronic Payment Systems</b>		<b>12</b>
Types of electronic payment systems; Digital token based electronic payment system: E-cash, properties of e-cash, electronic cash in action, business issues and electronic cash, electronic checks; smart cards and electronic payment system; Credit card based electronic payment system; Designing electronic payment system.		
<b>Module No. 4: Electronic Data Interchange</b>		<b>10</b>
Electronic Data Interchange- Benefits-EDI Legal, Security & privacy issues- EDI software implementation- Value added networks-Internal Information Systems-Work flow automization and Coordination-Customization and Internal Commerce.		
<b>Module No. 5: E-Commerce Technology</b>		<b>10</b>
E-Commerce Technology – Security Issues in e-Commerce – Legal and Ethical Issues - Role of social media in e-Commerce, Risk involved in e -Payment - Mobile money-infrastructure and fraud prevention for payment - Current Trends in electronic world – e-Waste – e-Surveillance – e-Governance - e-Care.		

**Skill Developments Activities:**

1. Study different retail sectors opting for B2B and B2C.
2. Discuss the categories of e-services in retail.
3. Explore different e-payment systems
4. Study the legal and privacy issues of electronic data interchange
5. Explore the current trends in e - commerce

**Text Books:**

- 1) Elias. M. Awad, –Electronic Commerce", Prentice-Hall of India Pvt Ltd.
- 2) RaviKalakota, Andrew B. Whinston, "Electronic Commerce-A Manager's guide", Addison-Wesley.
- 3) Efraim Turban, Jae Lee, David King, H.Michael Chung, –Electronic Commerce–A ManagerialPerspective", Addison-Wesley.
- 4) Elias M Award, –Electronic Commerce from Vision to Fulfilment||, 3rd Edition, PHI, Judy Strauss, Adel El-Ansary, Raymond Frost, –E-Marketing||, 3RDEdition, Pearson Education.
- 5) David Whitley, –E-Commerce-Strategy, Technologies and Applications||, Tata McGraw-Hill, 2nd Edition, 2000.
- 6) Kamlesh K. Bajaj, –E-Commerce- The Cutting Edge of Business||, Tata McGraw-Hill, 1st Edition, 2005.
- 7) J. Christopher Westland, Theodore H. K Clark, –Global Electronic Commerce-Theory and Case Studies||, University Press, 1st Edition, 1999.

**Note: Latest edition of text books may be used.**

**Elective - II**  
**Human**  
**Resource**  
**Management**

<b>Name of the Program:</b> Bachelor of Vocation (B.Voc.) <b>Course Code:</b> B.VOC. Elective 2 Paper 1 <b>Name of the Course:</b> Performance Management		
<b>COURSE CREDITS</b>	<b>NO. OF HOURS PER WEEK</b>	<b>TOTAL NO. OF TEACHING HOURS</b>
3 Credits	4 Hrs	56 Hrs
<b>Pedagogy:</b> Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students will be able to</b> <ol style="list-style-type: none"> <li>a) Explain the concept of Performance management and Link of Performance Management to other HR Processes.</li> <li>b) Understand Performance Management Planning Process.</li> <li>c) Understand the Mechanics of Performance Management Planning And Documentation</li> <li>d) Understand and analyse different performance appraisal methods.</li> <li>e) Understand the issues and challenges in performance management.</li> </ol>		
<b>SYLLABUS</b>		<b>HOURS</b>
<b>Module No. 1 Introduction to Performance Management</b>		<b>08</b>
Definition of Performance Evaluation, Evolution of Performance Management, Definitions and Differentiation of Terms Related to Performance Management. Meaning and Importance of Performance Management, Linkage of Performance Management to Other HR Processes		
<b>Module No. 2: Process of Performance Management</b>		<b>12</b>
Overview of Performance Management Process, Performance Management Process, Performance Management Planning Process, Mid-cycle Review Process, End-cycle Review Process, Performance Management Cycle at a Glance		
<b>Module No. 3: Mechanics of Performance Management Planning And Documentation</b>		<b>12</b>
The Need for Structure and Documentation, Manager_s Responsibility in Performance Planning Mechanics and Documentation, Employee_s Responsibility in Performance Planning Mechanics and Documentation, Mechanics of Performance Management Planning and Creation of PM Document –		
<b>Performance Appraisal:</b> Definitions and Dimensions of PA, Purpose of PA and Arguments against PA, Importance, Characteristics of Performance Appraisal, Performance Appraisal Process, Limitations.		

<b>Module No. 4: Performance Appraisal Methods</b>	<b>10</b>
Performance Appraisal Methods, Traditional Methods, Modern Methods, including 360 and 720 models and Performance Appraisal of Bureaucrats – A New Approach	
<b>Module No. 5: Issues in Performance Management</b>	<b>14</b>
Performance Management and Reward: Concepts related to Performance and Reward, Role of Line Managers in Performance Management, Linking Performance to Pay – A Simple System Using Pay Band, Linking Performance to Total Reward, Challenges of Linking Performance and Reward - Facilitation of Performance Management System through Automation - Ethics in Performance Appraisal.	
<p><b>Skill Development Activities:</b></p> <ol style="list-style-type: none"> <li>List out the main points related to linkage of Performance Management to other HR Processes.</li> <li>Draft a Performance Management Planning Process.</li> <li>Draft Performance Management Documentation by considering selected organizations.</li> <li>Identify the latest performance appraisal techniques followed by different organization.</li> </ol> <p>Conduct a case study on a performance v/s reward methods adopted by organization in your locality.</p>	
<p><b>Text Books:</b></p> <ol style="list-style-type: none"> <li>A.M Sheikh, Human Resource development and Management, S Chand publication</li> <li>Snell and Bohlander, Human Resource Management, South-Western Cengage Learning, Indian Edition.</li> <li>Uday Kumar Haldar and Juthika Sankar, Human Resource Management. Oxford Higher Education,</li> <li>Seema Sanghi, Human Resource Management, Vikas Publications,</li> <li>Sharou Pande and Swapnaleka Basak, Human Resource Management, Pearson Education,</li> <li>K. Aswathappa, Human Resource Management, McGraw Hill Education,</li> <li>D Gopalakrishna, Case incidents in Human resource Management, IK International Publishers,</li> <li>B D Singh, –Performance Management System – A Holistic Approach, Excel books</li> <li>S Kohli and T Deb, –Performance Management, Oxford Higher Education</li> <li>Prem Chadha, –Performance Management- it's about performing not about Appraising, Mcmillan Business books</li> <li>Soumendra Narain Bagchi, –Performance Management, Cengage Learning</li> <li>Herman Aguinis, –Performance Management, Pearson.</li> <li>Kaizen strategies for improving team Performance, Prentice Hall</li> </ol>	



<b>Name of the Program:</b> Bachelor of Vocation (B.Voc.) <b>Course Code:</b> B.VOC.Elective 2 Paper - 2 <b>Name of the Course: Employee Welfare and Social Security</b>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
3 Credits	4 Hrs	56 Hrs
<b>Pedagogy:</b> Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<b>Course Outcome:</b> On successful completion of the course, the Students will be able to a) Acquire knowledge on Labour Welfare, Administration & Social Security. b) Understand Indian Labour Organisations and their functioning c) Meaning and functioning of collective bargaining		
<b>Syllabus:</b>		Hours
<b>Module No. 1: Social &amp; Labour Welfare</b>		10
Social Welfare; Labour Welfare: Concept, Scope and objectives Philosophy and Principles of Labour Welfare; Indian constitution and Labour Welfare - Labour Welfare Policy and Five-Year Plans		
<b>Module No. 2: Indian Labour Organization</b>		10
Impact of ILO on Labour Welfare in India - Agencies of Labour Welfare and their Roles - Labour Welfare Programmes: Statutory and Non-Statutory, Extra Mural and Intra Mural. Welfare Canters Welfare Officer: Role, Status and Functions.		
<b>Module No. 3: Labour Administration</b>		16
Evolution of Machinery for Labour Administration - Central Labour Administrative Machinery in India -Labour Administration in India - Director General of Employment and Training - Director General of Factory Advice Service - Provident Fund Organization ESI Schemes Central Board for Workers Education		
<b>Module No. 4: Collective Bargaining</b>		10
Meaning and definition of collective bargaining, Importance of collective bargaining. Types and functions of collective bargaining		
<b>Module No. 5: Social Security</b>		10
Concept, objectives and Scope of social security. Social Assistance and Social Insurance. Development of Social Security in India. Social Security measures for Industrial Employees		
<b>Skill Development Activities:</b> 1. Explain the importance given to Labour Welfare in 5-year plans 2. Discuss the impact of ILO on labour welfare in India 3. Show the evolution of machinery for labour administration		

4. Discuss the importance of collective bargaining
5. Write a note on development of social security in India

**Books for Reference:**

1. Moorthy, M.V. Principles of Labour Welfare, Oxford & IBH Publishing Co., New Delhi.
2. Vaid, K.N. Labour Welfare in India, Sree Ram Centre for Industrial Relations and Human Resources, New Delhi.
3. K. Venkataramana, Employee Welfare & Social Security, SHBP.
4. Sharma, A.M. Aspects of Labour Welfare and Social Security, Himalaya Publishing, House, Mumbai.
5. Ram Chandra P. Singh, Labour Welfare Administration in India, Deep & Deep Pub., New Delhi.
6. Punekar, S.D. Deodhar S.B., Sankaran, Saraswathi, Labour Welfare, Trade Unionism and Industrial Relations, Himalaya Publishing House, Mumbai.
8. Pant, S.C., Indian Labour Problems, Chaitanya Publishing House, Allahabad.
9. Saxena, R.C., Labour Problems and Social Welfare, K. Nath & Co., Meerut.
10. Bhogiliwala, T.N. Economics of Labour & Industrial Relations, Sahitya Bhavan Publishing Agra.
11. Memorial, C.B. Dynamics of Industrial Relations in India, Himalaya Publishing. House, Mumbai.

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