



BACHELOR OF COMMERCE

B.Com -Retail Operations

(Apprenticeship Embedded Degree Programme)

SYLLABUS AS PER STATE EDUCATION POLICY

CBCS- Scheme

3rd and 4th Semester

(2025-26 and onwards)

DEPARTMENT OF STUDIES AND RESEARCH IN COMMERCE

BENGALURU CITY UNIVERSITY

Prasanna Kumara Block, Palace Road, Bengaluru-. 560 009

Proceedings of BOS Meeting

Proceedings of the BOS meeting for UG-B.Com (Regular), B.Com (FINTECH), B.Com – AEDP (BFSI), B.Com – AEDP (RO), B.COM(BDA), B.Com (A&F), B.Com (LSCM), B.VOC(A&T), BBA, BBA(Aviation Management), BBA(Business Analytics), programmes as per the SEP structure for the Academic Year 2024-25 held on 20th and 21st June 2025 in the Department of Studies and Research in Commerce, PK Block, Bengaluru City University, Bengaluru-560009.

The board has reviewed and approved the course matrix for 3rd to 6th Semester and syllabus for 3rd, 4th, 5th and 6th semesters of the above mentioned courses. The board authorized the Chairman to make the necessary changes.

MEMBERS PRESENT:

1.	Prof. Jalaja .K.R	Dean and Chairperson , Department Of Commerce, BCU	Chairperson
2.	Dr. Padmaja.P.V	Principal , MLA Academy Of Higher Education, Bengaluru	Member
3.	Dr.Bhavani.H	Associate Professor, Department Of Commerce, Vivekananda Degree College ,Bengaluru	Member
4.	Dr.Swamynathan.C	Associate Professor, Department of Commerce, GFGC Malleshwaram, Bengaluru	Member
5.	Dr. Mahesh.K.M	Principal, Sri. Bhagawan Mahaveer Jain Evening College, Bengaluru	Member
6	Dr. S. Harish	Principal, Vijaya Evening College, Bengaluru-04	Member
7	Prof.H R Padmanabha	Associate Professor, M S Ramaiah College of Arts, Science and Commerce	Member
8	Dr.Nagaraja.C	Associate Professor, Department Of Commerce, GFGC Yelahanka College ,Bengaluru	Member
9	Dr. Anitha K P	Assistant Professor, Govt. R C College, Bengaluru	Member
10	Dr.K.Ramachandra	Principal, Maharani Cluster University.	Member

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11	Dr. Ashok M L	Chairman, Dept. of Studies in Commerce and Research, Mysore University	Member
12	Mr. Deep	Sr. Advisor, CII Institute of Quality, Bengaluru-91	Member
13	Mr. RajkumarJayanth	Chartered Accountant, Rajbabu & Associates, Bengaluru-02	Member

Co-Opted Members Present

14	Dr. Pawan Kumar D B	Principal, SLN College of Arts and Commerce, Fort, Bengaluru	Member
15	Dr. Savita K	Principal, BEL First Grade College, Bengaluru	Member
16	Mr. H.N Gururaja Rao.	Visiting Faculty, SLN College of Arts and Commerce, Fort, Bengaluru	Member


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



REGULATIONS PERTAINING TO B.Com-Retail Operations (Apprenticeship Embedded Degree Programme)

As per SEP- CBCS Scheme - 2024-25 and onwards

1. INTRODUCTION

As per the Government Order No. ED 166 UNE 2023, Bangalore, dated 08.05.2024, all Universities in Karnataka, are required to revise the curriculum of Degree Programs as per the guidelines of the Karnataka State Higher Education Council and State Education Planning Commission, constituted by the government, from the academic year 2024-2025.

B. Com in Retail Operations is an Undergraduate three-year undergraduate apprenticeship embedded program designed by Retailers Association's Skill Council of India (RASCI) consisting of six semesters. The program is a judicious mix of professional education in the form of apprenticeship along with general and Retail operations education on the principles of dual learning methodology.

B. Com in Retail Operations is an Apprenticeship Embedded Degree Programme (AEDP) curated in consultation with experts from Industry and Academia. The curriculum is dovetailed with the general management subjects taught under any undergraduate management programme whilst necessary skill training that is required to perform roles in Modern Retail Store Operations is embedded in the form of apprenticeship/ on-the-job training (OJT). On The Job training will be delivered in the live retail business environments under the guidance, training and coaching from the managers of various Retail Industry Partners of RASCI. Therefore, the AEDP programme is designed to achieve hybrid outcomes to pave a well guided path for a fresh graduate to obtain a job after completion of the three-year degree programme whilst fast tracking her/ his career progression.

The student who joins this programme needs to study 2 years that is the first 4 Semesters in college and in the third year that is 5th and 6th Semester, the student will be placed with a suitable firm for Apprenticeship with a monthly stipend for one year. On successful completion of the third year Apprenticeship, the student will be awarded the Undergraduate Degree by the University. All the other Rules/Regulations/ Guidelines which are applicable to Regular graduate Courses of B.Com and BBA of Bengaluru City University will be applicable to this programme as well.

2. PROGRAM OBJECTIVES:

1. To create manpower for global middle level management equipped with core managerial competencies and relevant IT skills.

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2. To cater to the requirements of Industries.
3. To prepare students to take up Higher Education to become business scientists, researchers, consultants and teachers, with core competencies.
4. To develop Ethical Managers with Inter-Disciplinary and Holistic approach.
5. To familiarize with retail store operations
6. To evaluate the processes followed for servicing customers at Point of Sale (POS)
7. To identify the processes and best practices to ensure security at retail stores
8. To understand the basic concepts, principles, tools and techniques of marketing.
9. To provide on the Job training in the live retail business environments under the guidance, training and coaching from the managers of various Financial Institutions associated with CRISP.

3. ELIGIBILITY FOR ADMISSION:

Candidates who have completed Two-year Pre-University Course of Karnataka State or 10+2 years of education in Karnataka and other states or its equivalent are eligible for admission into this program. Students who have cleared 2nd PUC Examination directly or through Open Schooling are also eligible to apply for this programme. Students who have completed Diploma in Commercial Practice are eligible for lateral entry into the 3rd Semester B.Com.

4. DURATION OF THE PROGRAMME:

The duration of the programme is three (03) years of Six Semesters. A candidate shall complete his/her degree within six (06) academic years from the date of his/her admission to the first semester. Students successfully completing three (03) years of the course will be awarded Bachelor's Degree in Commerce (Retail Operations) that is B.Com (Retail Operations).

5. MEDIUM OF INSTRUCTION

The medium of instruction shall be in English. The question papers shall be prepared in English only for practical papers and both in Kannada & English for theory papers.

6. CLASSROOM STRENGTH OF STUDENTS

Maximum number of students in each section shall be 60 or as per University Regulations.

7. ATTENDANCE:

- a. For the purpose of calculating attendance, each semester shall be taken as a Unit.
 - b. A student shall be considered to have satisfied the requirement of attendance for the semester, if he / she has attended not less than 75% in aggregate of the number of working periods in each of the courses compulsorily.
- A student who fails to complete the course in the manner stated above shall not be permitted to take the University examination.

8. COURSE MATRIX

Annexure-1 for B.COM-RO

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9. TEACHING AND EVALUATION:

M.Com (All Programs) /MBA / MFA / MBS graduates with basic degree in B. Com (All B.Com Programs), B.B.M, BBA & BBS from a recognized University, are only eligible to teach and evaluate the courses (excepting languages, compulsory additional subjects and core Information Technology related subjects) mentioned in this regulation. Languages, IT related courses and additional courses shall be taught by the Post-graduates as recognized by the respective Board of Studies.

10. SCHEME OF EXAMINATION:

- There shall be a University examination at the end of each semester. The maximum marks for the university examination in each course/paper shall be 80.
- Of the 20 marks allotted for Internal Assessment, 10 marks shall be based on average of two tests (20 Marks each). Each test shall be of at least 01 hour duration to be held during the semester. The remaining 10 marks of the Internal Assessment shall be based on Attendance and Assignments /skill development exercises of 05 marks each.
- The marks based on attendance shall be awarded as given below:
 - 76% to 80% = 02 marks
 - 81% to 85% = 03 marks
 - 86% to 90% = 04 marks.
 - 91% to 100% = 05 marks.

11. PATTERN OF QUESTION PAPER:

Each question paper shall carry 80 marks and the duration of examination is 3 hours. The Question paper shall ordinarily consist of four sections, to develop testing of conceptual skills, understanding skills, comprehension skills, analytical skills and application of skills. All practical / problems oriented question papers shall be provided only in English. However, the theory subjects' question papers shall be provided in both Kannada and English versions. The Question Paper will be as per the following Model:

Section A	Conceptual Questions (5 questions out of 8)	5 x 2 = 10
Section B	Analytical Questions (4 questions out of 6)	4 x 5 = 20
Section C	Essay Type Questions (3 questions out of 5)	3 x 15 = 45
Section D	Skill Based Question	1 x 5 = 05
Total		80 Marks

The Question Paper will be as per following model for 40 marks examination wherever applicable

Section A	Conceptual Questions (5 questions out of 8)	5 x 2 = 10
Section B	Analytical Questions (2 questions out of 5)	2 x 5 = 10
Section C	Essay Type Questions (1 question out of 2)	1 x 15 = 15
Section D	Skill Based Question	1 x 5 = 05
Total		40 Marks

12. APPEARANCE FOR THE EXAMINATION:



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14. CLASSIFICATION OF SUCCESSFUL CANDIDATES:

- a. The results of the First to Sixth semester degree examination shall be declared and classified separately as follows:
 - i. **First Class:** Those who obtain 60% and above of the total marks.
 - ii. **Second Class:** Those who obtain 50% and above but less than 60% of total marks.
 - iii. **Pass Class:** Rest of the successful candidates who secure 40% and above but less than 50% of marks.
- b. Class shall be declared based on the aggregate marks obtained by the candidates in all the courses of all semesters of this Degree Program (excluding Part 3 Courses mentioned in the Course Matrix).
- c. The candidates who have passed each course in the semester end examination in the first attempt only shall be eligible for award of ranks. The first ten ranks only shall be notified by the University.

15. PROVISION FOR IMPROVEMENT OF RESULTS:

The candidate shall be permitted to improve the results of the whole examination or of any Semester or a specific course within the prescribed time by the university after the publication of the results. This provision shall be exercised only once during the course and the provision once exercised shall not be revoked. The application for improvement of results shall be submitted to the Registrar (Evaluation) along with the prescribed fee.

16. FINAL RESULT / GRADES DESCRIPTION

An alpha-sign grade, the eight-point grading system, as described below shall be adopted for classification of successful candidate. The declaration of result is based on the Semester Grade Point Average (SGPA) earned towards the end of each semester or the Cumulative Grade Point Average (CGPA) earned towards the completion of all the six semesters of the programme and the corresponding overall alpha-sign grades.

Final Result / Grades Description

Semester GPA/Program CGPA	Alpha – Sign/ Letter Grade	Semester/Program % of Marks	Result/Class Description
9.00-10.00	O (Outstanding)	90.00-100	Outstanding
8.00- <9.00	A+ (Excellent)	80.0-<90.00	First Class Exemplary
7.00-<8.00	A (Very Good)	70.0-<80.00	First Class Distinction
6.00-<7.00	B+ (Good)	60.0-<70.00	First Class
5.50-<6.00	B (Above Average)	55.0-<60.00	High Second Class
5.00-<5.50	C (Average)	50.0-<55.00	Second Class
4.00-<5.00	P (Pass)	40.0-<50.00	Pass Class
Below 4.00	F (Fail)	Below 40	Fail/Re-appear
Absent	-	Absent	-

The Semester Grade Point Average (SGPA) in a Semester and the Cumulative Grade Point Average (CGPA) at the end of each year may be calculated as described in para 17:

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17. COMPUTATION OF SEMESTER GRADE POINT AVERAGE AND CUMULATIVE GRADE POINT AVERAGE

1. Calculation of Semester Grade Point Average (SGPA)

The Grade Points (GP) in a course shall be assigned on the basis of marks scored in that course as per the Table I. Any fraction of mark in the borderline less than 0.50 is ignored in assigning GP and the fractions of 0.50 or more be rounded off to the next integers. The Credit Points (CP) shall then be calculated as the product of the grade points earned and the credits for the course. The total CP for a semester is the sum of CP of all the courses of the semester. The SGPA for a semester is computed by dividing the total CP of all the courses by the total credits of the semester. It is illustrated below with typical examples.

2. Calculation of Cumulative Grade Point Average (CGPA)

The aggregate or cumulative SGPA (CGPA) at the end of the second, fourth and sixth semesters shall be calculated as the weighted average of the semester grade point averages. The CGPA is calculated taking into account all the courses undergone over all the semesters of a programme, i.e. The CGPA is obtained by dividing the total of semester credit weightages by the maximum credits for the programme.

$$CGPA = \sum (C_i \times G_i) / \sum C_i$$

Where G_i is the grade point of the 'i'th course / paper and C_i is the total number of credits for that course/ paper

$$CGPA = \sum (C_i \times S_i) / \sum C_i$$

Where S_i is the SGPA of the 'i'th semester and C_i is the total number of credits in that semester.

18. TERMS AND CONDITIONS:

- A candidate is allowed to carry all the previous un-cleared papers to the subsequent semester/semesters.
- Such of those candidates who have failed/remained absent for one or more papers henceforth called as repeaters, shall appear for exam in such paper/s during the three immediately succeeding examinations. There shall be no repetition for internal assessment test.
- The candidate shall take the examination as per the syllabus and the scheme of examination in force during the subsequent appearance.

19. MEDALS AND PRIZES:

No candidates passing an external examination shall be eligible for any scholarship, fellowship, medal, prize or any other award

20. REMOVAL OF DIFFICULTY AT THE COMMENCEMENT OF THESE REGULATIONS:

If any difficulty arises while giving effect to the provision of these Regulations, the Vice Chancellor may in extraordinary circumstances, pass such orders as he may deem fit

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ANNEXURE-1

COURSE MATRIX

I Semester

Parts	Subjects	Discipline	Paper	Instruction hrs./week	Duration of Exam (Hrs.)	Marks			Credits
						IA	Uni. Exam	Total	
Part - 1 Languages	Language - Kannada/Sanskrit/Urdu/Tamil/Telugu/Malayalam/Additional English / Marathi/ Hindi	Lang		4	3	20	80	100	3
	Language – II: English	Lang		4	3	20	80	100	3
Part – 2 Discipline Specific Elective/ Discipline Specific/Ability Enhancement Course	Introduction to Retail Operations	DSE	1.1	4	3	20	80	100	4
	Principles of Marketing	DSE	1.2	4	3	20	80	100	4
	Business Environment	DSC	1.3	4	3	20	80	100	4
	Team Work and Work Place Health	DSC	1.4	4	3	20	80	100	4
Part – 3 Vocational and Compulsory Courses	Ancient Trade and Principles of Chanakya's Management	VOC	1.5	2	2	10	40	50	2
	Constitutional Values – 1	CC		3	1.5	10	40	50	2
	Environmental Studies	CC		3	1.5	10	40	50	2
	TOTAL					150	600	750	28

COURSE MATRIX

II Semester

Parts	Subjects	Discipline	Paper	Instruction hrs./week	Duration of Exam (Hrs.)	Marks			Credits
						IA	Uni. Exam	Total	
Part - 1 Languages	Language - I: Kannada/Sanskrit/Urdu/Tamil/ Telugu/Malayalam/Additional English / Marathi/ Hindi	Lang		4	3	20	80	100	3
	Language – II: English	Lang		4	3	20	80	100	3
Part – 2 Discipline Specific Elective and Discipline Specific Course	Customer Relationship Management	DSE	2.1	4	3	20	80	100	4
	In Store Cashiering and Merchandising Operations	DSE	2.2	4	3	20	80	100	4
	Business Communication and Basic Office IT Applications	DSC	2.3	4	3	20	80	100	4
	Social Media Marketing and Advertising	DSC	2.4	4	3	20	80	100	4
Part – 3 Vocational and Compulsory Courses	Customer Loyalty and Retention	VOC	2.5	2	2	10	40	50	2
	Constitutional Values – 2	CC		3	1.5	10	40	50	2
TOTAL						140	560	700	26

COURSE MATRIX

III Semester

Parts	Subjects	Discipline	Paper Code	Instruction hours/week	Duration of Exam (Hrs.)	Marks			Credits
						IA	Uni v. Exam	Total	
Part 1- Language	Language-1 Kannada/Sanskrit/Urdu/Tamil/Telugu/Malayalam/Additional English/Marathi/Hindi	Language		4	3	20	80	100	3
	Language- II English	Language		4	3	20	80	100	3
Part – 2 Discipline Specific Elective and Discipline Specific Course	Retail Sales Management	DSE	3.1	4	3	20	80	100	4
	Omni Channel Retailing	DSE	3.2	4	3	20	80	100	4
	Fundamentals of Financial and Cost Accounting	DSC	3.3	4	3	20	80	100	4
	Market Structure and Cost Behaviour	DSC	3.4	4	3	20	80	100	4
Part – 3 Vocational Course	Leadership Skills	VOC	3.5	2	2	10	40	50	2
Total						130	520	650	24

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COURSE MATRIX

IV Semester

Parts	Subjects	Discipline	Paper Code	Instruction hours/week	Duration of Exam (Hrs.)	Marks			Credits
						IA	Univ. Exam	Total	
Part 1- Languages	Language-1 Kannada/Sanskrit/Urdu/Tamil/Telegu/Malayalam/Additional English/Marathi/Hindi	Lang		4	3	20	80	100	3
	Language- II English	Lang		4	3	20	80	100	3
Part – 2 Discipline Specific Elective and Discipline Specific Course	Retail Entrepreneurship	DSE	4.1	4	3	20	80	100	4
	Retail Team Management	DSE	4.2	4	3	20	80	100	4
	Logistics and Supply Chain Management	DSC	4.3	4	3	20	80	100	4
	Inventory and Budget Management	DSC	4.4	4	3	20	80	100	4
Part – 3 Vocational Course	Statutory and Legal Framework for Retail Business Enterprises	VOC	4.5	2	2	10	40	50	2
Total						130	520	650	24

Syllabus-I Semester

Name of the Program: Bachelor of Commerce (Retail Operations) Course Code: DSE 1.1 Name of the Course: INTRODUCTION TO RETAIL OPERATIONS		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.		
Course Outcomes: On successful completion of the Course, the students will be able to: <ol style="list-style-type: none"> Comprehend various functions under store operation processes Explain the processes related to customer service at POS Identify the systems & protocols followed to ensure store security. 		
SYLLABUS:		HOURS
Unit-1: Introduction to Retail Operations		10
Evolution of Retail, Retail -Traditional and Modern Retail in India - Traditional Retail Formats - Modern Retail Formats, organogram of a Modern Retail organisation under all sub-sectors of retail, different departments in retail store and their functions, different roles in store and their roles and responsibilities.		
Unit-2: Introduction to Retail Store Operations		12
Introduction to store operations: store opening process, post store opening process, day end activities, roles and responsibilities of staff during opening-during the day-day end/ closing, product categories: important product categories (food, apparel & general merchandise), business impact of product categories, Goods receipt and storage process: Receiving goods at the store, unloading, material inward process, storage process, processes to minimise the loss of stock quality and quantity.		
Unit-3: Servicing at Cash Point/ POS (Point of Sale)		12
Cash Points/POS- Purpose of POS- Cash points POS set up-Counterfeit payments- Different types of credit and debit cards that are accepted in the stores - Process of handling credit and debit card transactions -Process of handling other cash equivalents, discounts, refunds, fractions and currency conversions - Procedure of authorizing payments -Cash point security procedures -Process of resolving the problems that can occur in routine cash point operations and transactions -Procedures of handling customers and complaints at the POS.		
Unit-4: Age Restricted Products		12
Meaning of age restricted products - Policies and procedures to be followed while selling age restricted products - Policies and procedures for refusing sale of age-restricted products- Documents that can be accepted as proof of age -Impact of not collecting prescribed proof of age - Impact of selling age restricted products to under-aged customer		
Unit-5: Maintenance of Store Security		10
Types of security risk that can arise in your workplace -the authority and responsibility while dealing with security risks, including legal rights and duties - the approved procedure and techniques for		

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Name of the Program: BACHELOR OF COMMERCE (Retail Operations) Course Code: DSE 1.2 Name of the Course: PRINCIPLES OF MARKETING		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.		
Course Outcomes: On successful completion of the course, the Students will be able to a. Understand the concepts and functions of Marketing. b. Analyze Marketing Environment impacting the Business. c. Segment the Market and understand the Consumer Behaviour d. Describe the 4 P's of marketing and design the Marketing Mix.		
SYLLABUS:		HOURS
Unit-1: Introduction to Marketing		08
Meaning and Definition, Concepts of Marketing, Approaches to Marketing, Functions of Marketing. Recent trends in Marketing-E- business, Tele-marketing, M-Business, Green Marketing, Relationship Marketing, Concept Marketing, Digital Marketing, Social Media Marketing and E-tailing (Meaning only).		
Unit- 2: Marketing Environment		10
Micro Environment – Meaning, Components- The company, suppliers, Marketing Intermediaries, competitors, public and customers; Macro Environment- Meaning, Components- Demographic, Economic, Natural, Technological, Political, Legal, Socio-Cultural Environment.		
Unit-3: Market Segmentation and Consumer Behaviour		10
Market Segmentation - Meaning, Bases of Market Segmentation, Requisites of Sound Market Segmentation; Consumer Behavior - Meaning, Factors influencing Consumer Behavior; Buying Decision Process.		
Unit- 4: Marketing Mix-Product & Pricing		14
Marketing Mix - Meaning, Elements of Marketing Mix (Four P's) – Product, Price, Place, Promotion. Product -Meaning & features, Product Classification, Product Line & Product Mix decisions; Product Lifecycle – Meaning & stages in PLC; New Product Development- Meaning and steps in NPD; Reasons for Failure of New Product. Pricing – Objectives, Factors influencing Pricing Policy, Methods of Pricing; Pricing Strategies.		
Unit- 5: Place & Promotion		14
Physical Distribution –Meaning and Types of Channels of Distribution, Types of Intermediaries, Factors affecting Channel Selection Promotion – Meaning and Significance of Promotion. Advertising – Meaning and Objectives, Characteristics of an effective Advertisement, Types of Advertisement. Personal Selling - Meaning and Importance, Characteristics of a Successful Salesperson. Sales Promotion - Meaning, Objectives, Promotional Schemes, Limitations of Promotional Schemes.		

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Skill Development Activities:

1. Design a Marketing Mix for an imaginary product.
2. Design a logo and tagline for an imaginary product.
3. Develop an advertisement copy for a product.
4. Prepare a chart showing distribution network for any product.

Books for References:

1. Philip Kotler, Marketing Management, Prentice Hall.
2. Lovelock Christopher, Services Marketing: People, Technology, Strategy, PHI, New Delhi
3. William J. Stanton, Michael J. Etzel, Bruce J Walker, Fundamentals of Marketing, McGraw Hill
4. Bose Biplab, Marketing Management, Himalaya Publishers.
5. J.C. Gandhi, Marketing Management, Tata McGraw Hill.
6. Ramesh and Jayanti Prasad: Marketing Management, I.K. International
7. Sontakki, Marketing Management, Kalyani Publishers.
8. PN Reddy and Appannaiah, Marketing Management
9. Saxena Rajan, (2017) Marketing Management, Tata McGraw - Hill Publishing Company Ltd., New Delhi. Fifth Edition.

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Name of the Program: Bachelor of Commerce (Retail Operations) Course Code: DSC 1.3 NAME OF THE COURSE: BUSINESS ENVIRONMENT		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy : Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.		
Course Outcomes: On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> a) To demonstrate a comprehensive understanding of key economic, social, and regulatory drivers influencing business environments. b) To assess the implications of globalization and technological advancements on business strategies and operations c) To evaluate ethical, legal, and sustainability considerations in business decision-making processes across diverse local and global contexts. 		
SYLLABUS:		HOURS
Unit.1: Introduction to Business Environment		12
Business: Meaning, Definition, Nature & Scope, Types of Business Organizations Business Environment: Meaning, Characteristics, Scope and Significance, Components of Business Environment, Micro and Macro Environment: Definition, Differentiation, Analysis of Business Environment, SWOT Analysis. Introduction to Micro-Environment: Internal Environment: Value system, Mission, Objectives, Organizational, Structure, Organizational Resources, Company Image, Brand Equity External Environment: Firm, customers, suppliers, distributors, Competitors, Society Introduction to Macro Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal)		
Unit.2: Political and Legal Environment		12
Political Framework: Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India. Economic environment: economic system and economic policies. Concept of Capitalism, Socialism and Mixed Economy, Impact of business on Private sector, Public sector and Joint sector, Overview of the Indian economy: growth, sectors, and trends, Contribution of the retail sector to the Indian economy, Challenges of Indian economy. Legal Framework for Retail Businesses: Business laws relevant to retail operations (e.g., contract law, consumer protection laws) Intellectual property rights and their significance in retail management, Compliance requirements for retail businesses in India.		
Unit.3: Social and Cultural Environment		12
Social and Cultural Environment: Nature, Impact of foreign culture on Business, Traditional Values and its Impact, Social Audit - Meaning and Importance of Corporate Governance and Social Responsibility of Business. Social and cultural factors in retail management, Significance of social and cultural dynamics in shaping consumer behavior and retail trends in India, demographic factors		

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<p>influencing consumer preferences and purchasing behavior in India (e.g., age, gender, income, urbanization),</p> <p>Religious and Festive Influences: Analysis of religious festivals and cultural celebrations as drivers of retail demand in India, Retail promotional strategies for leveraging festive seasons and cultural events.</p> <p>Regional Diversity and Market Preferences: Overview of regional diversity in India and its implications for retail market preferences, Localization strategies for retail businesses to cater to regional tastes and preferences.</p>	
Unit.4: Technological, Competitive and International Environment	10
<p>Technological environment: Features, impact of technology on Business</p> <p>Competitive Environment: Meaning, Michael Porter's Five Forces Analysis, Competitive Strategies</p>	
Unit.5: Globalization	10
<p>Globalization: Meaning, Nature and stages of Globalization, features of Globalization, Foreign Market entry strategies, LPG model.</p> <p>MNCs: Definition, meaning, merits, demerits, MNCs in India, FDI: Meaning, FDI concepts and functions, Need for FDI in developing countries, Factors influencing FDI, FDI operations in India.</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. List out the benefits of Technology on businesses. 2. Draft Five Forces Model for an Imaginary business. 3. List out the impact of Globalisation on Indian businesses 4. List out any five Demographic factors affecting businesses 	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. Ashwathappa. K, Essentials of Business Environment, HPH 2. Sundaram & Black: The International Business Environment; Prentice Hall 3. Francis Cherunilam, Business Environment- Text and Cases, 8th Edition, HPH 4. Chidambaram: Business Environment; Vikas Publishing 5. Upadhyay, S: Business Environment, Asia Books 6. Chopra, B K: Business Environment in India, Everest Publishing 7. M. Ashikary, Economic Environment of Business. 8. Veena Keshav Pailwar, Business Environment, PHI Learning Pvt. Ltd 9. Vivek Mittal, Business Environment, 1st Edition, Excel Books 	

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Name of the Program: Bachelor of Commerce (Retail Operations) Course Code: DSC 1.4 Name of the Course: TEAM WORK AND WORK PLACE HEALTH		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hours
Pedagogy: Classroom Lectures, Case studies, Tutorial Classes, Group discussion, Seminars, Feld work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to a) To collaboratively work in a team by fostering effective team working skills within diverse team environments. b) To cultivate a culture of ethical integrity and professionalism in team settings, navigating complex challenges with respect, inclusivity, and a commitment to excellence.		
Syllabus:		Hours
Unit No.1:Principles of Team Work		10
Definition of team, purpose of a team at workplace, Types of teams (cross-functional, virtual, self-directed, etc.), Benefits and challenges of teamwork, Bruce Tuckman's Team Development Stages, goals and objectives of team, role of - communication skills to build trust, interdependence, mutual respect among team members, teamwork principles and the role of teamwork in the achievement of workplace goals, role of feedback in achievement of team goals		
Unit No.2:Effectively Working in a Team		12
Collaboration Tools and Techniques: Utilizing technology for collaboration (e.g., project management software, communication tools), Strategies for remote teamwork, Document sharing and version control, communication techniques and use in a team context: open and closed questioning, paraphrasing, effective listening, voice tonality and volume, , techniques for supporting team members in the achievement of workplace outcomes, industry standards and expectations relevant to: teamwork attitudes, teamwork ethics , Integrity and professionalism, respecting special needs, diversity and inclusivity, Handling confidential information responsibly, role of constructive feedback and feedback mechanism.		
Unit No.3: Introduction to Workplace Health and Safety		10
Overview of workplace health and safety (WHS) regulations and standards in the retail sector Importance of WHS in a retail store environment, Responsibilities of employers, managers, and employees regarding WHS		
Unit No.4: Identifying Hazards in and Preventing Accidents in Retail Environments		12
Common hazards in retail stores: slips, trips, and falls; manual handling; hazardous substances; electrical safety; etc. Conducting risk assessments in a retail setting, Recognizing potential hazards specific to your store layout and operations. Strategies for preventing slips, trips, and falls, Safe manual handling techniques for lifting and carrying items, Proper use of equipment and machinery, Handling and storing hazardous substances		

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safely, personal protective equipment and their benefits	
Unit No.5: Workplace Health Promotion and Monitoring and Continuous Improvement	12
Promoting physical and mental well-being among employees, Encouraging healthy lifestyles and stress management techniques, Implementing ergonomic principles to reduce strain and injuries, Establishing systems for regular WHS inspections and audits, Investigating incidents and near misses to identify root causes, Implementing improvements based on feedback and lessons learned.	
Skill Development Activities: <ol style="list-style-type: none"> 1. List any 5 types of teams 2. List any 5 principles of team work 3. Write any 5 responsibilities of employers regarding workplace health and safety 4. List any 5 stress management techniques. 	
Books for Reference: <ol style="list-style-type: none"> 1. The Ideal Team Player by Patrick M. Lencioni 2. The Power of a Positive Team by Jon Gordon 3. You Can Win: A Step-by-Step Tool for Top Achievers" by Shiv Khera 4. The Tatas: How a Family Built a Business and a Nation" by Girish Kuber 5. The Leader in You" by Dale Carnegie Training India 6. You Are the Key: Unlocking Doors Through Social Selling" by Apurva Chamaria and Gaurav Kakkar 7. Corporate Chanakya on Management" by Radhakrishnan Pillai 	

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Name of the Program: Bachelor of Commerce (Retail Operations) Course Code: VOC 1.5 Name of the Course: ANCIENT TRADE AND CHANAKYA'S MANAGEMENT		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2 Credits	2 Hrs.	30 Hours
Pedagogy: Classroom Lectures, Case studies, Tutorial Classes, Group discussion, Seminars, Feld work etc.,		
Course Outcomes: On successful completion of the course, the students' will be able to a) To explain the practices followed in ancient Indian trade. b) To Summarise the Chanakya's principles of management		
Syllabus:		Hours
Unit 1: Indian Ethos in Ancient Times		10
Indian Ethos: Meaning, Features, Need & History, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices, Gurukul System of Learning: Meaning, Features, Advantages, Disadvantages. Modern System of Learning: Meanings, Features, Advantages, Disadvantages, Personal growth and Lessons from Ancient Indian Education System, Personality Development-Meaning, Determinants, Indian Ethos and Personality Development		
Unit 2: Principles of Chanakya's Management		10
Chanakya- Strategist, Philosopher, Economics, Ethics and values laid down by Chanakya. Chanakya's Concept of Leadership: Qualities of a leader, functions and role of a leader, motivation and communication, what a leader should not do, Identifying Potential Leaders, Decision Making, Advice to entrepreneurs, Turning Managers into leaders.		
Unit 3 : Principles of Chanakya's Employee Management		10
Employee Management: Recruitment Process, Training guidelines by Chanakya, Teamwork Management, Safety and Security, Selecting Right Managers. Organisational Planning, Time Management, Disaster Management, A concept of stable organization, Managing Multiple Project Seven Pillars of Business, Power Management at workplace, Art of punishment, Three Aspects of success.		
Skill Development Activities: 1. Write any 5 Principles of Ethics practiced by Indian Companies 2. Write any 5 principles of Chanakya's Management		
Books for Reference: 8. Moti Chandra, Trade and Trade routes in ancient India, Abhinav Publication, 1997 9. Arun Kumar Mishra, trading communities in ancient India, Anamika Prakashan, 1992 10. Radhakrishnan Pillai, 10th Edition 2021, Corporate Chanakya, 2010 11. Ashok R. Garde, Chanakya on Management, Jaico Publishing House, 2006 12. CA Rajeev K Garg, Chanakya of Modern Business Governance & Time Management, Notion press publication, 2021		

Syllabus- II Semester

Name of the Program: Bachelor of Commerce (Retail Operations) Course Code: DSE 2.1 NAME OF THE COURSE: CUSTOMER RELATIONSHIP MANAGEMENT		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.		
Course Outcomes: On successful completion of the course, the students will be able to <ol style="list-style-type: none"> To explain the relationship between the consumer behaviour and customer relationship management. To describe the elements of CRM. To apply the customer relationship management processes to service and retain customer loyalty 		
SYLLABUS:		HOURS
Unit-1: MARKET SEGMENTATION		12
Retail market segmentation – Criteria for segmentation – Approach for Segmentation – Composite segmentation approach.		
Unit-2: CONSUMER BEHAVIOUR		10
Consumer Behaviour – Definition and Scope – Need for studying Consumer Behaviour - Consumer Behaviour and Decision Making – Consumer value, satisfaction and retention.		
Unit-3: INTRODUCTION TO CRM		12
Characteristics of customer touch points at the retail store and their significance with respect to Sales and Customer Service, customer need identification process, process for identifying buying behavior, benefits of Customer Relationship Management (CRM) and its implication on providing solutions to the customers and Business, Components of CRM, Role of CRM in marketing and sales, Principles of CRM, Customer Relationship Management Strategies, Impact of CRM on business revenues		
Unit-4: ELEMENTS OF CRM		10
Elements of customer service management: Types of customers, complaint handling & resolution, delivery of reliable service, process for continuous customer service improvement, significance of teamwork in meeting the expectations of customers, CRM systems and their uses		
Unit-5: CUSTOMER SERVICES		12
Processes and practices of customer engagement, providing customer service in B2C and B2B retail environment, how to handle customer service concerns, best practices followed in resolving customer complaints, decision-making processes in addressing customer service problem, addressing customer grievances, Customer Redressal System & strategies		

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Skill Development Activities:

1. List the different types of Market Segmentation
2. List the major factors influencing Consumer Behaviour
3. List any five B2B and B2C business models
4. Write any 5 types of Customers and or Consumers

Books for Reference:

1. Retail Management – Functional Principles & Practices 5th edition by Dr Gibson Vedamani
Published by Pearson
2. Retail Sales Associate & Retail Team Leader – RASCI Course Material
3. Consumer Behaviour: The Indian Context (Concepts and Cases) | Second Edition | By
Pearson – S Ramesh Kumar
4. "Retailing: Integrated Retail Management" by Pradip Sinha Publisher: Oxford University
Press
5. Retail Management: A Strategic Approach" by Barry Berman, Joel R. Evans, and Patrali
Chatterjee,
Publisher: Pearson

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Name of the Program: Bachelor of Commerce (Retail Operations) Course Code: DSE 2.2 NAME OF THE COURSE: IN STORE CASHIERING & MERCHANDISING OPERATIONS		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.		
Course Outcomes: On successful completion of the course, the students will be able to a. To explain the best practices used to display products for sale b. To explain the process associated with fulfilling customer orders, processing payments and goods return		
SYLLABUS:		HOURS
Unit-1: Preparing Products for Sale		12
Different Store layouts - Grid, Angular, Racetrack, Free Flow etc., Fixtures Used in Preparing Products for Sale -Maintenance and Usage of Fixtures - Planogram - Putting Products for Sale - Putting Products Together for Sale.		
Unit-2: Customer Assistance		10
Customer Assistance: Qualities Required of a Customer Associate and Various Customer Styles, concepts and principles of visual merchandising, applications of visual merchandising in increasing sale and profits, Customer Complaint Handling Process - Modes and Sources of Customer Complaints, Promoting Loyalty Memberships: Loyalty Scheme Basics - Building Loyalty Memberships.		
Unit-3: Processing Customer orders and Exchanges		12
Procedures of processing customer orders - Identify and resolve problems while processing customer orders - - the importance of protecting confidentiality of the customer information - - procedures for validating customer credit limits - Process part exchange of goods/ products for the customers. Processing Part Exchange Sale Transactions: Need for a Customer to Part Exchange the Products Need for a customer to part exchange the products- Terms and conditions of sale for items that the store exchanges -Process of checking ownership of the items produced for part exchange Consequences of not checking the ownership of the items.		
Unit-4: Processing Customer Payments		10
Procedures for processing cash and credit transactions - the impact of statutory guidelines and obligations of a retailer in relation to credits - Resolve customer concerns related to pricing of products - the procedures to accept and record the product/ goods returned by the customers. The need to process cash and credit transactions - the risks to the company of offering credit to customers - company guidelines for setting customer credit limits - the process of checking customer accounts effectively - the process to identify overdue payments and customers who have gone over their credit limits.		

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Unit-5: Management of Goods Return	12
<p>The reasons customers might have for returning goods - the need to process returned goods - the policies and procedures for replacements and refunds, including proof of purchase - authority of the cashier to agree to replacements and refunds - the charges that apply to the customers if company is not at fault - the steps involved in processing returns of goods - the process to find the replacement goods.</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Draw a Stores Layout 2. List any five qualities required for a Good Customer Relationship Associate 3. State the procedures involved in receiving and executing a Customer Order 4. List any 5 leading Retail Outlets in Bangalore 	
<p>Books for Reference:</p> <ol style="list-style-type: none"> 1. Introduction of Retail operations by RASCI publication 2. In store cashier and Merchandising by RASCI publication 3. Retail Management – Functional Principles & Practices 5th edition by Dr Gibson Vedamani Published by Pearson 4. Swati Bhalla & Anuraag Singha, Visual Merchandising 5. Robert Colborne, Visual Merchandising: The Business of Merchandise Presentation 6. Paul J. Russell, Field Visual Merchandising Strategy: Developing a National In-store Strategy Using a Merchandising Service Organization 	

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Name of the Program: Bachelor of Commerce (Retail Operations) Course Code: DSC 2.3 NAME OF THE COURSE: BUSINESS COMMUNICATION SKILL AND BASIC IT APPLICATION		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.		
Course Outcomes: On successful completion of the course, the students will be able to a. To apply business communication skills to achieve proficiency in communication with different stakeholders at workplace.		
SYLLABUS:		HOURS
Unit-1: Theory of Communication		12
Definition and purpose of communication, methods of communication (verbal & non-verbal) and when to use them, Principles & characteristics of effective communication, the reasons for barriers in communication- the solutions to typical communication barriers- Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to overcome these, Barriers. Impact of technological advancements on Communication Types- Internet, Blogs, E-mails, Moodle, social media (Facebook, Tweeter & WhatsApp), Advantages and Disadvantages		
Unit-2: Workplace Communication		10
The need for business communication- the methods to practice Business communication skills at workplace. Channels-- Formal and Informal—Vertical, Horizontal, Diagonal, Grapevine Methods: Verbal and Nonverbal. Characteristics of verbal and Non-verbal Communication. Verbal communication: elements of verbal communication- voice, pitch, tone, intonation semantics. Non-verbal: the right usage of body language, expression, eye contact. Importance of effective listening skills- Importance of Listening Skills, Obstacles to listening, cultivating good Listening Skills.		
Unit-3: Business Correspondence		12
Theory of Business Letter Writing -- Parts, Structure, Layouts—Full Block, Modified Block, Semi – Block, Effective Letter Writing, effective Email Writing, Resume & job application writing, email writing, letters of communication to different stakeholders / inter departments, preparing proposals and quotations, raising complaints, replies to complaints, Letter of Acceptance of Job Offer, Letter of Resignation		
Unit-4: Meetings & Report Writing		10
Meetings – Plan, Prepare, Organise, Conduct & Report. (Online & Physical meetings) Report writing - business reports, project reports-Reading Skills: -Report Reading - analyze business reports, writing proposals, Presentations, Group Discussion, Practice Sessions: Mock Interviews, Mock Meetings / Conferences, Book Reviews/Summarization, Reading Comprehension, Oral Communication - one to one, one to many, delivering business presentations, listening comprehension.		

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Unit-5: Basic IT applications for Office Management	12
<p>Introduction to Basic Computer Skills: Overview of the course objectives and expectations, Introduction to computer hardware and software components, Basic computer operations: Powering on/off, using the mouse and keyboard, navigating the desktop.</p> <p>Introduction to Microsoft Windows: Introduction to the Windows operating system, File management basics: Creating, renaming, moving, and deleting files and folders, Customizing the Windows desktop, and settings.</p> <p>Microsoft Word Basics: Introduction to Microsoft Word, Creating and formatting documents: Text formatting, paragraph formatting, page layout, working with tables and images, Saving, printing, and sharing documents</p> <p>Microsoft Excel Basics: Introduction to Microsoft Excel, Creating and formatting spread sheets: Entering data, formatting cells, using basic formulas, Working with rows, columns, and sheets Saving, printing, and sharing spread sheets</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. List any 5 types of Verbal and Non-Verbal Communication 2. Prepare a Report for conduct of Meeting for Sales Executives 3. List any 5 features of Microsoft Windows 4. List any 5 uses of Microsoft Excel 	
<p>Books for Reference:</p> <ol style="list-style-type: none"> 1. Bahl, J.C. and Nagamia, S.M. (1974) Modern Business Correspondence and Minute Writing. 2. Balan, K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi. 3. Shwom, B., & Snyder, L. G. (2016). Business communication: Polishing your Professional Presence (3rd Ed.). Boston: Pearson 4. Benjamin, James (1993) Business and Professional Communication Concepts and Practices, Harper 5. Business Communication, Raman – Prakash, Oxford 6. Business Communication, Krizan, Thomson, 5. Understanding Human Communication, Adler R Oxford 	

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Name of the Program: Bachelor of Commerce (Retail Operations) Course Code: DSC 2.4 NAME OF THE COURSE: SOCIAL MEDIA MARKETING AND ADVERTISING		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.		
Course Outcomes: On successful completion of the course, the students will be able to a. To acquire proficiency in utilizing social media advertising tools and techniques to create targeted campaigns		
SYLLABUS:		HOURS
Unit-1: Digital Marketing Foundations		12
Digital Marketing Strategy - Exploring Digital Marketing - Starting with the Website - Foundations of Analytics - Search Engine Optimization - Search and Display Marketing – Social Media Marketing - Video Marketing. Email marketing tools and setup - Email marketing segmentation, personalization and mobile friendly design.		
Unit-2: Content Marketing		10
Content marketing foundations - Blogs for content marketing - Content marketing for staying relevant - Newsletters for content marketing - Mobile marketing foundations. Introduction to social media advertising platforms (Facebook Ads Manager, Instagram Ads, Twitter Ads, etc.) Overview of advertising formats (carousel ads, video ads, sponsored posts, etc.)		
Unit-3: Social Media Strategy for Marketing and Advertising		12
Social media tools and platforms for marketing, segmenting audience for each different tool and platform, considerations for selecting social media tool/ platform. Types of promotional campaigns on social networking sites, reasons to use promotional campaigns on social networking sites, Definition of digital vouchers, potential uses of digital vouchers, disadvantages of digital vouchers, overcoming the barriers of using digital vouchers for acquisition and retention of customer, methods of managing a digital voucher system, measuring the effectiveness of a digital voucher campaign.		
Unit-4: Creating Social Media Marketing and Advertising Campaigns		10
Importance of identifying the required outcomes from the social networking advertising campaigns, advantages of running more than one advertising campaign in parallel on the same social networking site, reasons for failure of social networking advertising campaign might fail. methods of monitoring social networking site advertising campaigns, changes that might be required for a social networking advertising campaign based on monitoring results Identifying target customer base, social media guidelines, policies and procedures required to be followed with respect to- Promotional content, providing service to customer, Resolving customer complaints and privacy.		
Unit-5: Advertising Campaigns		12
Policies and procedures for publishing images and any content of others, characteristics of amenable and appealing, principles of positive and professional online communications, approaches to deal negativity, complaints, and conflicts on social media. Practical Exercise on: Uploading types of files (pdf, images, videos etc.), Insert formatted text, Monitoring activities and comments of prospects/ customers, using alerts and responding to alerts, Responding to comments of customers.		

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Name of the Program: Bachelor of Commerce (Retail Operations) Course Code: VOC 2.5 Name of the Course: CUSTOMER LOYALTY AND RETENTION		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2 Credits	2 Hrs.	30 Hours
Pedagogy: Classroom Lectures, Case studies, Tutorial Classes, Group discussion, Seminars, Feld work etc.,		
Course Outcomes: On successful completion of the course, the students' will be able to a) To explain the impact of marketing, customer behaviour and relationship management on customer retention and loyalty. b) To analyze and improve customer loyalty and retention strategies for a chosen business, focusing on enhancing customer satisfaction, engagement, and long-term relationships.		
Syllabus:		Hours
Unit 1: Introduction to Customer Loyalty and Retention		10
Definition of customer loyalty and retention, Customer Lifetime Value (CLV): concept of CLV, impact of CLV on profits, Customer Segmentation: need for division of customers based on demographics, behavior, needs, or preferences to devise loyalty and retention strategies, Customer Satisfaction and Loyalty Models: SERVQUAL model or the Kano model, Customer Journey Mapping: correlation between touch points and interactions a customer has with a business throughout their lifecycle , loyalty & retention		
Unit 2: Customer Retention Strategies and Tactics		10
Loyalty programs, personalized communication, superior customer service, and post-purchase engagement, Net Promoter Score (NPS): NPS methods NPS and its significance in assessing and improving customer loyalty, Customer Feedback and Listening: gathering, analyzing, and acting upon customer feedback, ethical considerations in customer relationships, such as privacy, transparency, fairness, and trust-building and their impact on retention		
Unit 2: Customer Satisfaction and Research		10
Meaning of Customer Satisfaction - Analyze and improve customer loyalty and retention strategies for a chosen business, focusing on enhancing customer satisfaction, engagement, and long-term relationships by carrying out: Background Research; Customer Data Analysis; Customer Feedback Collection; Competitor Analysis; Strategy Development; Implementation Plan; Testing and Optimization; Measurement and Evaluation; Communication and Engagement; Documentation and Reporting		
Skill Development Activities: 1. List any 5 strategies that can be used to retain customer. 2. List any 5 tactics that can be sued to enhance the customer satisfaction.		
Books for Reference: 1. Customer Loyalty: Exploring Its Various Dimensions by Shweta Singh 2. Customer Relationship Management: A Strategic Approach by Girish V. S. 3. Retail Management – Functional Principles & Practices 5th edition by Dr Gibson Vedamani Published by Pearson.		

B.Com-RO (AEDP)

Name of the Program: Bachelor of Commerce – (AEDP) - Retail Operations Course Code: DSE 3.1 NAME OF THE COURSE: RETAIL SALES MANAGEMENT		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy : Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.		
Course Outcomes: On successful completion of the course, the students will be able to: <ol style="list-style-type: none"> Understand the principles and practices of retail sales management. Develop effective sales strategies for diverse retail environments: Develop and implement sales strategies tailored to various retail formats, including brick-and-mortar stores, E-commerce platforms, and Omni channel retail environments. Demonstrate the use of sales techniques. 		
SYLLABUS		HOURS
Unit - 1: Introduction to Retail Sales Management		12
Meaning of Retail Sales and Sales Management - Types of retail formats - Global retail trends and market size. Importance of sales management in retail: Role of sales in revenue generation and customer satisfaction. Impact of effective sales management on overall retail performance. Evolution of retail sales: Historical development of retail sales practices. Emergence of modern retail concepts and strategies. Trends and challenges in retail sales management. Technological advancements and their impact on retail sales. Changing consumer preferences and shopping behaviours. Competition in the retail industry and strategies for differentiation.		
Unit - 2: Understanding Consumer Behaviour		12
Meaning of Consumer psychology and buying behaviour, psychological factors influencing consumer decisions. Social and cultural influences on consumer behaviour, Factors influencing consumer purchasing decisions: Economic factors - Personal factors and Situational factors. Market segmentation strategies based on demographic, psychographic, and behavioural factors, Target market selection and identification of consumer segments: Positioning strategies to differentiate products and attract target consumers.		
Unit - 3: Sales Planning and Strategy		12
Meaning of Sales Planning and Strategy - Setting sales objectives and targets - SMART (Specific, Measurable, Achievable, Relevant, Time-bound). Developing sales strategies for different retail formats - Tailoring sales strategies for brick-and-mortar stores, online retail, and Omni channel environments, Promotional strategies to drive sales and customer engagement.		
Unit - 4: Sales Techniques and Skills		10

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<p>Meaning of Personal Selling - Personal selling techniques -Building rapport with customers' needs assessment and solution selling, handling objections, and closing sales. Customer Buying Cycle Vs Retail Sales Cycle. Importance of product knowledge - Features, Advantages and Benefits of products. Use of FABING technique during customer interaction, techniques for product demonstration, up selling & cross selling techniques.</p>	
<p>Unit - 5: Communication and Negotiation Skills</p>	<p>10</p>
<p>Meaning and significance of Communication and Negotiation Skills - Effective communication in sales - Verbal communication skills - Non-verbal communication cues. Written communication skills for email correspondence, proposals, etc.</p> <p>Negotiation and persuasion skills - Principled negotiation techniques, overcoming resistance and objections: types of objections, objection handling techniques, Creating win-win outcomes for both the seller and the customer.</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. List the types of retail formats with suitable examples. 2. List the economic factors influencing the consumer buying behaviour. 3. Set Sales objectives and targets using SMART method. 4. List any 5 Verbal Communication Skills. 	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. Hammond, Richard. Smart Retail: Winning ideas and strategies from the most successful retailers in the world. Pearson Education. 2. Singh, Harjit. Retail Management - A Global Perspective: Text and Cases. S. Chand 3. Retail Management: A Strategic Approach by Barry Berman and Joel R. Evans 4. Sales Management: Analysis and Decision Making by Thomas N. Ingram, Raymond W. LA Forge, Ramon A. Avila, and Charles H. Schweppes Jr. 5. The Retail Value Chain: How to Gain Competitive Advantage through Efficient Consumer Response (ECR) Strategies" by Martin Christopher, Helen Peck, and Denise Gammidge 	

B.Com-RO (AEDP)

Name of the Program: Bachelor of Commerce – (AEDP) - Retail Operations
Course Code: DSE 3.2
NAME OF THE COURSE: OMNI CHANNEL RETAILING

COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS

Pedagogy : Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.

Course Outcomes: On successful completion of the course, the students will be able to:

- To develop a comprehensive understanding of Omni Channel Retailing, including its principles, technologies, and strategies.
- Identify the practical skills required to utilize data analytics, customer engagement techniques, and emerging technologies.
- To apply effective Omni channel retailing strategies to enhance customer satisfaction and loyalty across various touch points.
- To acquire proficiency in leveraging data analytics and emerging technologies to drive innovation and sustainable growth in retail businesses.

SYLLABUS	HOURS
Unit - 1: Introduction to Omni Channel Retailing	12
Understanding Omni Channel Retailing: Definition and Evolution, Importance in Modern Retail Key Concepts and Components, Consumer Behaviour in Omni Channel Retailing: Shifting Consumer Expectations, Omni channel Shopping Journeys, Impact of Technology on Consumer Behaviour. Benefits and Challenges of Omni Channel Retailing: Advantages for Retailers and Consumers Operational Challenges and Solutions, Case Studies of Successful Omni Channel Strategies	
Unit-2: Technology and Infrastructure	12
Digital Platforms and Integration: E-commerce Platforms, Mobile Apps and Responsive Websites, CRM Systems and Data Integration Inventory Management Systems: Centralized vs. Decentralized Inventory, Order Fulfilment Processes, Inventory Optimization Techniques Payment and Security Systems: Secure Payment Gateways, Fraud Detection and Prevention, Compliance with Payment Regulations.	
Unit- 3: Marketing and Customer Engagement	12
Omni Channel Marketing Strategies: Personalization Techniques, Content Marketing Across Channels, Social Media Integration Customer Relationship Management (CRM): Building Customer Profiles, Loyalty Programs and Rewards, Retargeting and Remarketing Strategies Customer Service and Support: Multi-channel Customer Service, Chat bots and AI in	

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Customer Support, Handling Returns and Exchanges.	
Unit-4: Data Analytics and Insights	10
<p>Data Collection and Analysis: Omni Channel Data Sources, Data Analytics Tools and Techniques, Predictive Analytics for Retail</p> <p>Customer Insights and Segmentation: Customer Journey Mapping, Segmentation Strategies, Behavioural Analytics</p> <p>Performance Measurement and KPIs: Key Performance Indicators (KPIs) in Omni Channel Retailing, Dashboards and Reporting Tools. Continuous Improvement Processes.</p>	
Unit - 5 : Future Trends and Innovations	10
<p>Emerging Technologies in Retail: AI and Machine Learning Applications, Augmented Reality (AR) and Virtual Reality (VR) in Retail, Internet of Things (IoT) in Retail Operations</p> <p>Sustainability and Ethical Practices: Sustainable Supply Chain Management, Eco-friendly Packaging and Practices, Ethical Sourcing and Fair Trade</p> <p>Globalization and Cross-border Retailing: Cross-border E-commerce Trends, Localization Strategies, Regulatory and Legal Considerations</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. List the Operational Challenges of Omni Channel Retailing 2. List any 5 E commerce Operators in India 3. List any 5 data required for building Customer Profile 4. List any 5 Eco friendly packaging practices 	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. Omni-Channel Retailing: The Complete Guide to Effective Omni channel Retailing" by Tim Peter and Jennifer Kubal 2. Omni-Channel Retailing: How to Build Winning Stores in a Digital World" by Chris Adkins and Holger Schmidt 3. Retail Management: A Strategic Approach" by Swapna Pradhan 4. E-tailing" by Ashok Kumar Gupta 	

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Name of The Program: B.Com (AEDP) – Retail Operations Course Code: DSC 3.3 Name of the Course: FUNDAMENTALS OF FINANCIAL AND COST ACCOUNTING		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy : Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.		
Course Outcomes: On successful completion of the course, the students will be able to: a) Understand the framework of accounting as well accounting standards. b) Pass Journal entries, Posting to Ledger accounts and prepare Trial balance c) Prepare Final accounts of proprietary concern. d) Basic concepts of Cost Accounting e) Preparation of Cost Sheet and its importance		
SYLLABUS:		HOURS
Unit - 1: Introduction to Financial Accounting		10
Introduction – Meaning, Definition, Scope, Objectives, Functions of Accounting – Terminologies used in Accounting - Users of Accounting Information – Limitations of Financial Accounting; Accounting Principles- Accounting Concepts Conventions; Meaning of Double entry system – Process of Accounting – Types of Accounts – Traditional and Modern Accounting – Golden Rules of Debit and Credit. Accounting Equations - Problems on Accounting Equations.		
Unit - 2: Journal, Ledger & Trial Balance		14
Meaning of Journal, Ledger & Trial Balance – Transaction Analysis – Journal – Ledger – Cash Book – Balancing of Accounts – Trial Balance – Simple Problems on Journal, Ledger Posting and Preparation of Trial Balance.		
Unit - 3: Final Accounts of Proprietary Concern		12
Preparation of Statement of Profit and Loss and Balance Sheet of a Proprietary Concern with special adjustments like depreciation, outstanding expenses and prepaid expenses, outstanding incomes and incomes received in advance and provision for doubtful debts, interest on drawings and interest on capital. (Vertical Form)		
Unit - 4: Introduction to Cost Accounting		08
Introduction- Meaning and definition- Objectives, Importance and Uses of Cost Accounting, Difference between Cost Accounting and Financial Accounting; Various Elements of Cost and Classification of Cost; Cost object, Cost unit, Cost Centre; Cost reduction and Cost control; Methods and Techniques of Costing (Concepts Only); Limitations of Cost Accounting.		
Unit - 5: Cost Sheet		12
Introduction – Meaning of Cost Sheet, Meaning and Cost heads in a Cost Sheet, Presentation of Cost Information in Cost Sheet. Problems on Cost Sheet, Tenders and Quotations.		
Skill Development Activities: 1. Prepare a Trial Balance with imaginary figures		

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2. Prepare a Profit and Loss Account and Balance Sheet of a Proprietary Concern with imaginary figures
3. Prepare the chart showing various elements of cost
4. Visit any manufacturing entity and collect the cost data and prepare the cost sheet.

Books for References:

1. Robert N Anthony, David Hawkins, Kenneth A. Merchant, (2017) Accounting: Text and Cases, Mc Graw-Hill Education, 13th Edition.
2. S.Anil Kumar, V.Rajesh Kumar and B.Mariyappa – Financial Accounting, Himalaya Publishing House, New Delhi.
3. SP Iyengar (2005) Advanced Accounting, Sultan Chand & Sons, Vol.1.
4. Charles T. Horngren and Donna Philbrick, (2013) Introduction to Financial Accounting, Pearson Education, 11th Edition.
5. J.R. Monga, Financial Accounting: Concepts and Applications. Mayur Paper Backs, New Delhi, 32nd Edition.
6. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi, 6th Edition.
7. B.S. Raman (2008), Financial Accounting Vol. I & II, United Publishers & Distributors
8. Charles T. Horngren, Srikant M. Datar, Madhav V. Rajan, Cost Accounting: A Managerial Emphasis, Pearson Education.
9. Jawahar Lal, Cost Accounting., McGraw Hill Education
10. Madegowda J, Cost Accounting, HPH.
11. Rajiv Goel, Cost Accounting, International Book House
12. Jain, S.P. and K.L. Narang. Cost Accounting: Principles and Methods. Kalyani Publishers
13. Arora, M.N. Cost Accounting – Principles and Practice, Vikas Publishing House, New Delhi.

B.Com-RO (AEDP)

Name of the Program: Bachelor of Commerce – (AEDP) - Retail Operations Course Code: DSC 3.4 NAME OF THE COURSE: MARKET STRUCTURE AND COST BEHAVIOUR		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy : Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.		
Course Outcomes: On successful completion of the course, the students will be able to: a) Understand the problem of scarcity and factors of production. b) Understand the concepts of law of demand, law of supply. c) Differentiate the strategies for different forms of market. d) Understand the concepts of national income accounting. e) Understand the impact of Economic Reforms of brought in India in the year 1991		
SYLLABUS		HOURS
Unit - 1: Foundations of Market Analysis		12
The problem of scarcity: Meaning of scarcity, Factors of production. Economics: Definition, Nature, and Scope; Micro and Macro Economics. Microeconomics: Meaning of Microeconomics, objectives of Microeconomics, Microeconomic issues in business. Production Possibility Curve and Opportunity Cost. Macro Economics: Meaning of Macroeconomics, objectives of Macroeconomics, Macroeconomic issues in business and Circular flow of goods and incomes.		
Unit - 2: Mechanics of price Determination		20
Demand: Demand meaning, determinants of demand, the law of demand, and elasticity of demand- price, income and cross elasticity, consumer behaviour & demand forecasting. Supply: Meaning, determinants, law of supply and elasticity of supply, Equilibrium. Production: Meaning, factors, laws of production of variable proportion, laws of returns to scale. Cost of Production: Concept of costs, short-run and long-run costs, average and marginal costs, total, fixed, and variable costs.		
Unit - 3: Market Structures		8
Meaning of Market Structure- Factors influencing Market Structure; Perfect Competition, Duopoly, Oligopoly, Monopoly, Monopolistic Competition- Meaning and Features of each of the above		
Unit - 4: National Income		8
Meaning, Methods of estimating national income – expenditure method, income received approach, production method, value added or net product method. Other measures of national income – GDPP GNP, NNP, Personal income, Personal disposable income, Per capita income - Trends in GDP of India.		
Unit - 5: Indian Economy and Business Development		8
Major features of Indian economy post-independence; Economic Reforms since 1991, NITI Aayog: Structure and Functions.		

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Business Analysis Model-PESTEL(Political, Economic, Societal, Technological, Environmental and Legal), VUCAFU Analyses (Volatility, Uncertainty, Complexity, Ambiguity, Fear of Unknown and Unprecedentedness)

Skill Development Activities:

1. Illustrate Circular flow of goods and income.
2. Illustrate the utility curve, supply curve, demand curve
3. List the GDP data of G20 countries for previous year
4. List any five important features of Industrial Policy of 1991

Books for References:

1. Sundharam KPM, Sundharam EN., “*Business Economics*”, Sultan Chand & Sons
2. HL Ahuja., Business & Economics S. Chand Publishing –
3. M. John Kennedy., “Fundamentals of Business Economics” HPH
4. Froyen, R.T., “Macroeconomics”, Pearson Education
5. Dornbusch, R., Fischer, S. and Startz, R., “Macroeconomics”, McGraw-Hill,
6. Varian, H. R., “Intermediate Microeconomics: A Modern Approach”
7. Mankiw, G. N., “Principles of Microeconomics”, Cengage Learning India Pvt. Ltd,
8. John Sloman, Alison Wride “Economics”, Pearson Education

B.Com-RO (AEDP)

Name of the Program: Bachelor of Commerce – (AEDP) - Retail Operations Course Code: VOC 3.5 NAME OF THE COURSE: LEADERSHIP SKILLS		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
2 CREDITS	2 HOURS	30 HOURS
Pedagogy : Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.		
Course Outcomes: On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> a. Understand foundational theories and models of leadership. b. Develop decision-making, conflict resolving and problem-solving skills essential for effective leadership. c. Acquire knowledge of key theories and models in leadership d. Make informed decisions, resolve conflicts, and solve problems. 		
SYLLABUS		HOURS
Unit-1 Foundations of Leadership		10
Meaning and significance of Leaders. Differences between a manager and a Leader. Leadership theories (trait, behavioural, contingency and transformational). Understanding different leadership styles and their applications, Practical Exercise: Self-assessment of leadership style and reflection.		
Unit-2 Decision-Making and Problem-Solving		10
Decision-Making Models: Rational decision-making model, Bounded rationality model Intuitive decision-making, Practical Exercise: Case studies to apply different decision-making models. Problem-Solving Strategies: Define the problem and gather information, generate alternative solutions, Evaluate and select the best solution, Practical Exercise: Group problem-solving activities with real-world scenarios		
Unit-3 Negotiation and Conflict Resolution		10
Meaning of Negotiation and Conflict Resolution - Identifying Sources of Conflict: Task-related conflicts, Relationship conflicts, Process conflicts. Practical Exercise: Role-playing scenarios to identify and analyze different types of conflicts. Conflict Resolution Techniques: Collaborative problem-solving, Compromise and negotiation. Mediation and arbitration. Practical Exercise: Role-playing conflict resolution scenarios with feedback sessions		
Skill Development Activities: <ol style="list-style-type: none"> 1. List the qualities of a good leader. 2. List the various leadership styles. 		

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Books for References:

1. "Leadership: Theory and Practice" by Dr. R.K. Uppal and Dr. Preeti Uppal
2. Management Decision Making: Concepts, Methods and Cases" by Dr. P. K. Vijayan and Dr. S. N. Mukherjee
3. Conflict Management: A Practical Guide to Developing Negotiation Strategies
4. Ethics in Management: Concepts and Cases" by Dr. R.P. Singh
5. Indian Corporate Ethics" by Dr. R. Bala Subramanian

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Name of the Program: Bachelor of Commerce – (AEDP) - Retail Operations Course Code: DSE 4.1 NAME OF THE COURSE: RETAIL ENTREPRENEURSHIP		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy : Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.		
Course Outcomes: On successful completion of the course, the students will be able to: <ol style="list-style-type: none"> Develop a comprehensive understanding of the retail industry in the Indian context and the key factors that contributes to entrepreneurial success within this sector. Gain knowledge across various aspects of retail entrepreneurship, including business planning, financial management, marketing strategies, and customer relationship management, to launch and sustain a successful retail venture. Demonstrate the ability to develop a viable retail business plan tailored to the Indian market. Apply effective marketing techniques and customer relationship management strategies to attract and retain customers. 		
SYLLABUS		HOURS
Unit – 1: Foundations of Entrepreneurship Development		12
Entrepreneurship: Concept and Need of Entrepreneurship Development, Definition of Entrepreneur, Importance of entrepreneurship in the economy, significance of growth of entrepreneurial activities, Key traits, and characteristics of successful entrepreneurs; Differences between entrepreneurs and employees. Theories of Entrepreneurship: Innovation Theory by Schumpeter & Imitating Theory, of High Achievement by McClelland X-Efficiency Theory by Eisenstein; External Influences on Entrepreneurship Development: Socio-Cultural, Political, Economic, Personal, Role of Entrepreneurial culture in Entrepreneurship Development, Role of entrepreneurs in innovation and job creation.		
Unit – 2 : Classification of Retail Entrepreneurs		12
Classification based on Business Model: Independent retailers, Franchisees, Online retail entrepreneurs, Brick-and-mortar store owners. Classification based on Product Focus: Specialty retailers, Convenience store owners, E-commerce niche entrepreneurs, multi-category retailers Classification based on Scale: Small-scale local retailers, Regional retail chains, National retail brands Women Entrepreneurs – concept, development and problems faced by Women Entrepreneurs, Development of Women Entrepreneurs with reference to Self Help Group (Kiran Mazumdar, Falguni Nair) Social entrepreneurship–concept, development of Social, entrepreneurship in India. Importance		

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and Social responsibility of NGO's.	
Unit – 3: Business Plan	12
<p>Identifying Business Opportunities: Market research and analysis, Identifying niche markets and target customers, SWOC analysis for retail business</p> <p>Legal and Regulatory Framework: Business registration and licenses in India, Understanding Goods and Services Tax, Employment laws and regulations</p> <p>Business Plan Development: Components of a retail business plan, Setting goals and objectives, financial projections, and budgeting.</p>	
Unit – 4: Funding options for Retail Ventures	10
Meaning and need for funds in business ventures – Funding Options for Retail Ventures: Bootstrapping vs. seeking external funding, Bank loans, government schemes, and other sources of financing, Pitching to investors. Angel investors, Venture Capitalist and their role in funding new business ventures in India.	
Unit - 5: Marketing and Operations	10
<p>Marketing Strategies for Retail: a marketing plan, Digital marketing techniques for retail, Customer segmentation and targeting.</p> <p>Customer Relationship Management (CRM): Importance of customer satisfaction, Building customer loyalty programs, Handling customer complaints and feedback</p> <p>Branding and Promotions: Brand building strategies for retail businesses, Promotional campaigns and events, Public relations for retail entrepreneurs.</p> <p>Managing Operations: Training for staff on service excellence and selling techniques, inventory control, supplier selection, managing stock levels, benefits of technology integration, leveraging e-Commerce.</p> <p>Evaluating Performance and Continuous Improvement: Key performance indicators (KPIs) for retail businesses, Monitoring and evaluating business performance, Implementing changes for continuous improvement.</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. List any 5 differences between entrepreneurs and employees. 2. List any 5 Self Help Group in India 3. List the SWOC of any business in India 4. State the Key Performance Indicators for Retail businesses 	

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Books for References:

1. Retail Management: Text and Cases" by Swapna Pradhan
2. NVR Naidu and T.Krishna Rao, " Management and Entrepreneurship", IK International Publishing House, New Delhi, 2014
3. S Anil Kumar, "Small Business and Entrepreneurship", IK International Publishing House, New Delhi, 2008
4. Balraj Singh, "Entrepreneurship Development", Wisdom, Delhi, 2005
5. Timmons and Spinelli, "New Venture Creation: Entrepreneurship for 21st Century", TMH, ND
6. Newman, Andrew J. and Peter Cullen Retailing Environment and Operations, Thomson Learning, India, 2010
7. C.V. Bakshi, "Entrepreneurship Development", Excel Publications

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Name of the Program: Bachelor of Commerce – (AEDP) - Retail Operations Course Code: DSE 4.2 NAME OF THE COURSE: RETAIL TEAM MANAGEMENT		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy : Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.		
Course Outcomes: On successful completion of the course, the students will be able to: <ol style="list-style-type: none"> Understand the basics of sales team management Understand the principles and techniques of setting SMART sales goals, aligning them with organizational objectives, and tracking progress effectively. Develop skills in designing and delivering effective sales training programs, utilizing methods such as classroom training, on-the-job coaching, and role-playing exercises. Set SMART sales goals, align them with organizational objectives, and track progress using key performance indicators, fostering a culture of accountability and continuous improvement within sales teams. 		
SYLLABUS		HOURS
Unit – 1: Basics of Sales Team Management		10
Roles and responsibilities of a sales team leader, purpose of retail sales teams, Recruiting, training, and retaining sales personnel: Job analysis and recruitment strategies for sales positions, Training programs for sales staff (product knowledge, sales techniques), Employee motivation and engagement strategies to reduce attrition.		
Unit – 2: Sales Team Performance Management		14
Introduction to Retail Store Sales Team Performance Management: Importance of effective sales team performance management in retail, impact of sales team performance on overall store success, Introduction to key concepts and principles of sales team performance management, Definition of performance management in the context of retail sales teams, role of key performance indicators (KPIs) for measuring sales team performance.		
Setting Sales Team Goals and Objectives: role of goal setting in sales team performance management, Importance of goal alignment with organizational objectives, SMART (Specific, Measurable, Achievable, Relevant, Time-bound) framework for goal setting, Methods for setting SMART sales goals and objectives, identifying specific sales targets for individuals and teams, Establishing measurable mix to track progress towards sales goals, Techniques for aligning individual and team goals with organizational objectives, Ensuring clarity and transparency in goal communication, Creating a culture of accountability and ownership among sales team members.		
Unit – 3: Sales Team Training and Development:		12

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<p>Identifying training needs and designing sales training programs, conducting training needs assessments to identify skill gaps, designing tailored training programs to address identified needs, Methods for delivering effective sales training.</p> <p>Classroom training: Structured sessions led by trainers covering sales techniques, product knowledge, and customer service skills,</p> <p>On-the-job training: Coaching and mentoring by experienced sales team members, Role-playing exercises: Simulated sales scenarios to practice and reinforce skills, Strategies for ongoing sales team development and skill enhancement.</p> <p>Providing continuous learning opportunities through workshops, seminars, and online training resources Encouraging self-directed learning and skill acquisition through individual development plans.</p>	
Unit – 4 : Team Performance Review	12
<p>Introduction to performance evaluation techniques for sales teams: Purpose of performance evaluations in identifying strengths, weaknesses, and areas for improvement, Types of performance evaluation methods (self-assessment, peer assessment, manager assessment)</p> <p>Methods for conducting performance reviews and providing constructive feedback: Establishing clear evaluation criteria aligned with sales goals and objectives, conducting structured performance review meetings to discuss performance metrics and provide feedback</p> <p>Importance of regular performance feedback in driving sales team improvement: Creating a culture of continuous feedback and open communication, Recognizing and rewarding high performers while addressing performance issues promptly and constructively.</p>	
Unit – 5: Motivation of Sales Teams	08
<p>Meaning and need for motivation. Motivating and incentivizing sales teams: Incentive compensation plans. Recognition and rewards programs for top performers, Team-building activities to foster collaboration and camaraderie.</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. List the types Performance evaluation techniques. 2. List the types of training needs to be given to Sales Team in an organisation. 3. List any 5 ways for recognizing and rewarding the high performers 4. List any 5 motivating factors to motivate the Sale Team in an organisation 	

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Books for References:

1. Retailing Management: Principles and Practices by Gibson G. Vedamani (Recommended)
2. Sales Management: Decisions, Strategies and Cases by P. M. A. Kumar
3. Retail Management: Text and Cases by Swapna Pradhan
4. Sales Management: Concepts, Practice and Cases" by T. N. Ramanathan and Tapan K. Panda
5. Retail Manager's Handbook – Andra Wheeler
6. The Art of Luxury Selling: How to Engage Sales Teams to Establish a Culture of Service Excellence - Peter Aristodemou
7. Retail Team Leader – RASCI Course Material
8. Retail Department Manager – RASCI Course Material
9. Retail Store Manager – RASCI Course Material

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Name of the Program: Bachelor of Commerce – (AEDP) - Retail Operations Course Code: DSC 4.3 NAME OF THE COURSE: LOGISTICS AND SUPPLY CHAIN MANAGEMENT		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy : Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.		
Course Outcomes: On successful completion of the course, the students will be able to: <ol style="list-style-type: none"> Understand the fundamental principles and concepts of logistics and supply chain management as they apply to the retail industry. Analyze the design and operation of retail supply chains, including transportation, warehousing, and inventory management strategies. Evaluate the role of technology, sustainability, and ethical considerations in retail logistics and supply chain management practices. Define key terms and concepts related to logistics and supply chain management in the context of retail. Demonstrate critical thinking skills by evaluating the impact of technology, sustainability initiatives, and ethical considerations on retail logistics and supply chain. 		
SYLLBUS		HOURS
Unit-1: Introduction to Supply Chain Management		10
Concept of Supply Chain Management - Objectives of Retail Supply Chain – Evolution of Supply Chain Management – Issues involved in developing the Supply Chain Management – Supply Chain Integration. Integrated Supply Chain Management: Vendor Management – Value Chain - Innovations in Supply Chain Management: Collaborative Planning Forecasting and Replenishment – Cross Docking.		
Unit – 2: Retail Supply Chain and Transportation Logistics		14
Retail supply chain network design principles: Factors influencing facility location decisions in retail (proximity to markets, transportation infrastructure, labour availability, etc.) Inventory management strategies in retail: ABC analysis, Economic Order Quantity (EOQ) Just-in-Time (JIT) inventory, Vendor-managed inventory (VMI) and Collaborative Planning, Forecasting, and Replenishment (CPFR) in retail. Modes of transportation in retail logistics: Road transport, Rail transport, Air transport Sea transport, Carrier selection criteria and management strategies Last-mile delivery challenges and solutions: Delivery route optimization, Urban logistics solutions (e.g., micro-fulfilment centers), Transportation cost management techniques and optimization strategies		

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Unit – 3: Warehousing and Distribution in Retail	12
<p>Types and functions of warehouses in retail: Distribution centers, Fulfilment centers, Cross-docking facilities, Warehouse layout and design considerations for retail operations</p> <p>Warehouse operations: Receiving and put-away, Order picking and packing, Shipping and dispatch.</p> <p>Warehouse automation technologies: Automated storage and retrieval systems (AS/RS)</p> <p>Robotics and automated guided vehicles (AGVs).</p>	
Unit – 4: Technology in Retail businesses	12
<p>Role of information technology in retail logistics: Warehouse Management Systems (WMS)</p> <p>Transportation Management Systems (TMS), Enterprise Resource Planning (ERP) systems</p> <p>RFID and barcode technologies in retail logistics, Internet of Things (IoT) applications in retail logistics, Emerging technologies in retail logistics: Artificial Intelligence (AI) for demand forecasting and route optimization, Block chain for supply chain transparency and traceability.</p>	
Unit – 5: Environmental sustainability in retail logistics	08
<p>Environmental sustainability considerations in retail logistics: Green transportation initiatives</p> <p>Sustainable packaging solutions,</p> <p>Ethical issues in supply chain management: Fair labour practices, Ethical sourcing, Responsible disposal of waste and returns, Corporate Social Responsibility (CSR) initiatives in retail logistics</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Show the calculation of EOQ with imaginary values 2. Draw a Warehouse Layout with imaginary business operations 3. State any 5 role of Technology in retail logistics 4. List any 5 CSR initiatives in retail logistics 	
<p>Reference Books</p> <ol style="list-style-type: none"> 1. Retail Logistics: A Study on Supply Chain Management in Organized Retail Sector in India by R. Srinivasan and K. Chandrasekaran 2. Logistics and Supply Chain Management in Retail by Prakash Chandra Sahu and Sunil Sharma 3. Supply Chain Management: Text and Cases by Janat Shah, M. Rammohan, and G. Raghuram 4. Retail Management: Principles and Practices" by Swapna Pradhan. 	

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Name of the Program: Bachelor of Commerce – (AEDP) - Retail Operations Course Code: DSC 4.4 NAME OF THE COURSE: INVENTORY AND BUDGET MANAGEMENT		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy : Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.		
Course Outcomes: On successful completion of the course, the students will be able to: <ol style="list-style-type: none"> Understand the principles and techniques of retail inventory management. Develop proficiency in inventory turnover analysis, safety stock management, and supply chain integration. Gain an understanding of budget planning, forecasting, allocation, and control techniques specific to retail operations Acquire the skills to analyze financial statements, monitor budget performance, and identify variances. Equip with the knowledge and skills to effectively plan, monitor, and control budgets in retail store operations to achieve financial objectives of the store 		
SYLLABUS		HOURS
Unit - 1:Inventory Management		12
Importance and objectives of Inventory Management in Retail, Overview of Inventory Costs and their Impact on Profitability, Methods of Inventory Planning: ABC Analysis, EOQ, JIT, Forecasting Techniques for Demand Prediction, Seasonal Variation and its Impact on Inventory Planning, Inventory Control Techniques: Setting Reorder Points and Safety Stock Levels, Economic Order Quantity (EOQ) Calculation and Implementation, Just-in-Time (JIT) Inventory Management and its Benefits. Inventory Classification and Categorization: ABC Analysis: Classification of Inventory Items based on Value and Frequency of Sales.		
Unit – 2: Inventory Optimization Strategies		12
Inventory Turnover Ratio and its Significance: Strategies to Reduce Excess Inventory and Dead Stock, Vendor Managed Inventory (VMI) and Consignment Inventory, Inventory Loss Prevention: Causes of Inventory Shrinkage and Losses: Implementing Inventory Security Measures, Training Staff on Inventory Control and Theft Prevention, Week 9: Technology Solutions for Inventory Management: Barcoding and RFID Technology in Inventory Tracking, Benefits of Real-time Inventory Tracking Systems, Cloud-based Inventory Management Software.		
Unit – 3: Managing Retail Store Budgets		12

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Introduction to Retail Store Budget Management: Overview and importance of budget management in retail operations, role of budgeting in achieving financial goals and objectives, key budgeting terminology and concepts in retail.	
Understanding Financial Statements: interpreting income statements (profit and loss statements) in retail, revenue, cost of goods sold (COGS), and operating expenses, balance sheets in retail: assets, liabilities, and equity, cash flow statements in retail, cash inflows, outflows, and net cash flow.	
Unit – 4: Budget Planning and Preparation	10
Techniques for forecasting sales in retail stores, Historical data analysis, market trends, and seasonality factors, Identifying expense categories for budgeting- Fixed expenses, variable expenses, and discretionary expenses. Creating a sales budget - setting sales targets, incorporating sales forecasts, and considering factors affecting sales performance, developing an expense budget - Allocating resources to various expense categories based on historical data and projected needs.	
Unit – 5: Budget Monitoring and Control	10
Overview of budget monitoring and control processes, Establishing performance metrics and benchmarks, Methods for tracking actual performance against budgeted targets, Comparing actual sales and expenses to budgeted figures, Variance analysis techniques -Identifying and analyzing budget variances (favourable and unfavourable), Understanding the causes of budget variances and their implications for store operations, Implementing corrective actions-Adjusting spending plans, reallocating resources, and implementing cost-saving measures to address budget variances	
Skill Development Activities <ol style="list-style-type: none"> 1. List any 5 methods of inventory management techniques 2. List the techniques of sales forecasting in retail stores 3. Write the various methods for tracking the actual performance 4. List any 5 causes for budget variances 	
Reference Books <ol style="list-style-type: none"> 1. Swapna Pradhan; “Retailing Management Text & Cases;” Tata McGraw hill; Education Private limited, New Delhi 2. David Gilbert “Retailing Management”; Pearson Education; New Delhi. 3. Retail Management Fifth Edition By Pearson authored by Dr. Gibson Vedamani 4. Principles of Inventory Management: When You Are Down to Four, Order More! by R. Srinivasan 5. Inventory Management: Advanced Methods for Managing Inventory within Business Systems" by John Dent 	

B.Com-RO (AEDP)

Name of the Program: Bachelor of Commerce – (AEDP) - Retail Operations Course Code: VOC 4.5 NAME OF THE COURSE: STATUTORY AND LEGAL FRAMEWORK FOR RETAIL BUSINESS ENTERPRISES		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
2 CREDITS	2 HOURS	30 HOURS
Pedagogy : Classroom Lecture, Tutorials, Group discussion, Seminar, Case Studies, Field Work etc.		
Course Outcomes: On successful completion of the course, the students will be able to: <ol style="list-style-type: none"> Understand the foundational legal principles and regulatory requirements governing retail business enterprises. Analyze and apply statutory regulations to ensure legal compliance and ethical business practices in the retail sector. Evaluate risk factors and devise proactive measures to manage legal liabilities and resolve disputes effectively within a retail business context. Identify and adhere to legal and regulatory requirements pertinent to retail business operations. Analyze the impact of statutory regulations on retail business strategies and develop proactive measures to ensure compliance and minimize legal liabilities. 		
SYLLABUS		HOURS
Unit -1: Legal Foundations		10
Introduction to Legal Framework- Overview of legal systems and sources of law, Importance of legal compliance in retail business enterprises, Business Structures and Registrations - Different forms of business organisations. Registration requirements and procedures for retail businesses, Pros and cons of each forms of business organisation. Contracts and Agreements - Basics of contract law relevant to retail business transactions. Common types of contracts in retail (leases, vendor agreements, employment contracts).		
Unit – 2: Consumer Protection Law and its Compliance		10
Consumer Protection Laws - Overview of consumer rights and responsibilities, Regulations governing product safety, labelling, and advertising, Handling customer complaints and disputes, Health and Safety Regulations - Workplace health and safety requirements for retail establishments, OSHA (Occupational Safety and Health Administration) regulations, Creating a safe environment for employees and customers Environmental Regulations - Environmental considerations in retail operations, Waste management, recycling, and pollution control regulations, Sustainable practices and compliance with environmental laws..		
Unit – 3: Risk Management and Compliance		10

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Data Protection and Privacy - Overview of data protection laws relevant to retail businesses, Handling customer data, privacy policies, and GDPR compliance. Licensing and Permits - Types of licenses and permits required for retail operations.

Application processes, renewal procedures, and compliance checks, Consequences of operating without necessary licenses or permits, Risk Management and Insurance-Identifying and mitigating risks in retail operations, Types of insurance coverage (liability insurance, property insurance), Importance of risk management strategies for business continuity, Legal Challenges and Dispute Resolution - Common legal issues faced by retail businesses (contract disputes, liability claims), Methods of dispute resolution (litigation, arbitration, mediation)

Skill Development Activities

1. List the different forms of business organisation with two features each.
2. List the different types of licenses and permits required for retail operations.

Reference Books

1. Retail Management: Principles and Practices by Swapna Pradhan.
2. Legal Aspects of Business by Akhileshwar Pathak.
3. Business Laws for Retail Managers by K.R. Bulchandani.
4. Legal Environment of Business in India by Tulsian.

Note: As per the regulations of this programme, the students have to undergo a paid internship for one year in the 5th and 6th semester. Hence, there is no syllabus and theory examination for 5th and 6th semester of this programme.