

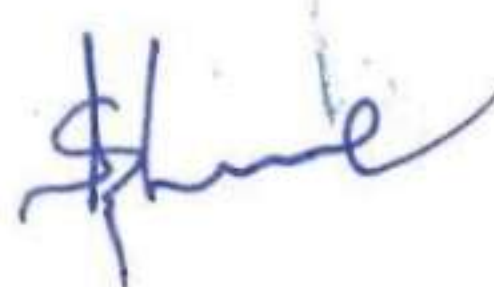
**CH. CHARAN SINGH UNIVERSITY,
MEERUT**

**UNDERGRADUATE CURRICULUM
FRAMEWORK- 2022
BASED ON NEP- 2020**

**B.Com in Retail Operations Management
(Three Year Degree Apprenticeship Program)**

w.e.f.

Academic Session 2025-26



Programme Overview

India is going to have the largest working age population in the world by 2030, but gainful employment for general stream students is a major challenge. Improving the employability of these students requires a new vision with curricula support for employment. Apprenticeship has a prominent role to play in equipping students across higher education, with industry relevant skills. This is one of the most effective ways to develop skilled manpower for the country. It provides industry based, practice oriented and outcome-based learning, enabling students to demonstrate professional abilities for potential employment and growth.

B. Com in Retail Operations Management is a Apprenticeship Embedded Degree Program designed by Retailers Association's Skill Council of India (RASCI). The program is a judicious mix of professional education in the form of apprenticeship along with General and Retail Operations Management 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 subjects taught under any commerce undergraduate programme whilst necessary skill training that is required to perform roles in Modern Retail environment is embedded in the form of stipend – based 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 programme whilst fast tracking her/ his career progression.

Programme Outcomes

- Gain hands on experience on different job roles in retail business and therefore become job ready for the current retail market/industry.
- Gain thorough knowledge on general management principles to become skillful and resourceful Managers.
- Learn to conduct market research, surveys and comparative studies.
- Learn the importance of Visual Merchandise and Visual Communication.
- Comprehend the ways retailers use marketing tools and techniques to interact with their customers.



- Confident to communicate professionally while speaking, writing and mannerism.
- Learn leadership skills and demonstrate ability to lead as well as work as effective teams.

Eligibility Criteria

1. Eligibility for entry to the program: Senior Secondary School Leaving Certificate or Higher Secondary (12th Grade) Certificate obtained after the successful completion of Grade 12 or equivalent stage of education corresponding to Level-4.

2. Duration: Three Years (Six semesters), max period to complete degree – 6` years.

3. Programme Content:

- 12 Domain Courses in Semesters I, II, III, and IV
- 2 Allied Courses in the MOOC format in Semesters V and VI (minimum 2 credits each)
- 2 Spells of Apprenticeship Training for six months each in Semesters V and VI

4. Three-year (Six semesters) Degree Apprenticeship Programme Course Credits: 130 credits including 40 credits through two apprenticeships.

5. Multiple Entry and Exit Options

(i) UG Certificate with Single Major

On exit after the completion of the first year (two semesters) with 44 credits and 4 credits of a vocational course (work-based learning/ internship). Re-entry in the degree program with one major (After one-year Certificate): It is allowed within three years, if in addition to the 44 credits, one vocational course (work-based learning/internship) of 4 credits during the summer vacation after the second semester has been completed. However, it is necessary to complete the degree programme within the stipulated maximum period of six years.

(ii) UG Diploma with Single Major

On exit after the completion of the second year (four semesters) with 86 credits including 4 credits of vocational course (work-based learning/ internship till second year). Re-entry in the degree program with one major (after two-year Diploma): It is allowed within three years, if in addition to the 86 credits, one vocational course (work-based learning/ internships) of 4 credits during the summer vacation after the second or fourth semester has been completed. However, it is necessary to complete the degree program within the stipulated maximum period of six years.

(iii) Three-year UG Degree with Single Major

On exit after the competition of the third year (six semesters) with 130 credits including 4 credits of

Vocational Course (work-based learning/ internship within three years). It is necessary to complete the degree program within the stipulated maximum period of six years.

6. Components of a Course

Each course may have only lecture component or a lecture and tutorial component or lecture and practicum component or lecture, tutorial, and practicum component, or only a practicum component.

7. Credits

(i) 1 credit of lecture/ tutorial means one hour of engagement per week and is equivalent to 15 hours of teaching in one semester.

(ii) 1 credit of workshop/ internship/ project/ studio activity/ practical/ lab work/community engagement/services/ fieldwork means two hours of engagement per week and is equivalent on 30 hours of engagement in one semester.

8. Category of Discipline

The Three-year Undergraduate Program (Apprentice based program) will comprise (i) Major discipline: A discipline or subject of main focus and the degree will be awarded in that discipline on securing the prescribed number of credits.

9. Category of Courses

The Three-year Undergraduate Program will comprise various categories of courses

I. Major Discipline Specific Core Course (MJDSCC)

DSC/ MJDSCC are the core credit courses of the specific discipline spreading across the semesters giving adequate knowledge of the Major Discipline.

II. Major Discipline Specific Elective Course (MJDSEC)

DSEC/ MJDSEC are the discipline-specific open elective courses offered from a pool of courses by the Department itself. MJDSEC once allotted (as per rule) to a student will not be changed.

III. Ability Enhancement Course (AEC)

AEC courses will aim to create competency in a Modern Indian Language (MIL) and in the English language with special emphasis on language and communication skills. These courses should

enable students to acquaint themselves with the cultural and intellectual heritage of the chosen MIL and English language. These will be mandatory for all disciplines.

IV. Skill Enhancement Course (SEC)

The Departments shall offer these courses across Faculties in groups. These courses are aimed at imparting practical skills, hands-on training, soft skills, etc., to enhance the employability of students. A student can pick any course of choice from the pool of courses. (Example: Programming Languages, Web Designing, Graphic design, Languages, Project Management, Data Analysis and Visualization, Photography, Financial Literacy, Customer Service and Sales Techniques, Cyber security, etc.)

V. Value Addition Course (VAC) Common to all UG Students

These courses will be based on ethics, culture, Indian Knowledge systems, constitutional values, etc. to understand India, sports education, Yoga education, Health and Fitness education, environmental education, digital and technological solutions, and similar courses.

VI. VIAPCW: Summer Vocational Course/ Internship/ Project/ Community Outreach / Workshop (four weeks/ 120 hours) in the relevant field from any government/government funded organization, PSU, and reputed private organizations.

10. Standard of Passing & Award Division

Standard of passing & award of divisions shall be as per the university policies for other under-graduation programme in the commerce.

11. Continuous Internal Assessment

The continuous internal assessment system, including the assessment components, periodicity, and proportionate weight in the total score for a particular course, is as per the policies and practices of the university.

12. Attendance

The mandatory minimum attendance in teaching semesters is as per the existing policies and practices of the university.

Attendance requirement during Apprenticeship Training is as per the conditions/norms of the

Apprenticeship Contract, Apprentices Act 1961, and National Apprenticeship Promotion Scheme.

13. Examination

The end semester examination for courses scheduled in the teaching semesters will be conducted and results declared by the university. The question paper pattern for these examinations will be as per the format decided by the university

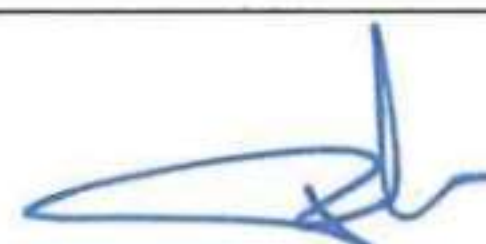


B. Com in Retail Operations Management

Structure with Credit hours

Course Code	Course Title	Course Type	Credit	Internal	External	Marks
SEMESTER 1						
DSC- 1.1	In Store Merchandising and Cashiering operations	DSC	4	25(T)	75(T)	100
DSC- 1.2	Business Communication skill & Basic IT application	DSC	4	25(T)	75(T)	100
DSC- 1.3	Business Organization and Management	DSC	4	25(T)	75(T)	100
DSE-1.1	Introduction to Retail Operation	DSE	4	25(T)	75(T)	100
	OR					
DSE- 1.2	Business Mathematics	DSE	4	25 (T)	75 (T)	100
SEC 1.1	Computer Application in Business	SEC	2	40 (T)	60 (P)	100
VAC 1.1	Sustainable Work practices	VAC	2	-	100(T)	100
AEC 1.1	English Language-1	AEC	2	25 (T)	75 (T)	100
			22			
SEMESTER 2						
DSC- 2.1	Customer Relationship Management	DSC	4	25(T)	75(T)	100
DSC- 2.2	Principles of Marketing	DSC	4	25(T)	75(T)	100
DSC- 2.3	Business Environment	DSC	4	25(T)	75(T)	100
DSE- 2.1	Social Media Marketing & Advertising	DSE	4	25(T)	75(T)	100
	OR					
DSE- 2.2	Business Statistics	DSE	4	25(T)	75(T)	100
SEC- 2.1	Customer Loyalty and Retention (Practical/ Field projects/OJT)	SEC	2	40(T)	60(P)	100
VAC-2.1	Any VAC from SWAYAM portal	VAC	2	-	100(T)	100
AEC -2.1	English Language-2	AEC	2	25 (T)	75 (T)	100
			22			
	Total		44			
	*VIAPCW – in the summer break after semester II		4			
	Grand Total credits after one year		44+4			

*Note: Undergraduate Certificate in Major Discipline after securing 44 credits in two semesters (one year) of a UG (Apprentice Based) program with single major and 4 credits in a Vocational Course/Internship /Project/Community Outreach/Workshop (VIAPCW).




DSC 1.1- In Store Merchandising & Cashiering Operations

Programme: B.Com. in Retail Operations Management		Year: First	Semester: I		
Subject: Retail Operations Management					
Course Code: DSC-1.1		Course Title: In Store Merchandising & Cashiering Operations		Theory	
Course Outcomes: To learn the best practices of displaying products for sale by providing basic assistance to customers in the stores and to comprehend the processes associated with processing customer orders and exchanges.					
Learning outcomes: - <ul style="list-style-type: none">• To understand the store layout system and its types• The learners will be able to explain the best practices used to display products for sale• The learners will be able to explain the process associated with fulfilling customer orders, processing payments and goods return• To identify the processes related to processing customer payments and goods return• To understand the process of cash and credit payment system at stores.					
Credits: 4			Core Course		
Max. Marks: 25+75 (Internal + External)					
Unit	Topics			Credit	No. of Lectures = 60
I	Preparing Products for Sale & Customer Assistance 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, 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.			1	15
II	Processing Customer Orders and Exchanges 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.			1	15
III	Exchanges 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.			1	15
IV	Processing Customer Payments 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			1	15




	<p>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.</p> <p>Management of Good Returns</p> <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 –</p> <p>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</p>		
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.			
References: <ul style="list-style-type: none"> • Introduction of Retail operations by RASCI publication • In store cashier and Merchandising by RASCI publication • Retail Management – Functional Principles & Practices 5th edition by Dr Gibson Vedamani Published by Pearson • Swati Bhalla & Anuraag Singha, Visual Merchandising • Robert Colborne, Visual Merchandising: The Business of Merchandise Presentation • Paul J. Russell, Field Visual Merchandising Strategy: Developing a National In-store Strategy Using a Merchandising Service Organization 			
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc.			
Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SWAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx			




DSC-1.2 Business Communication Skill & Basic IT Applications

Programme: B.Com. in Retail Operations Management		Year: First	Semester: I	
Subject: Retail Operations Management				
Course Code: DSC-1.2	Course Title: Business Communication Skill & Basic IT Applications		(Theory)	
Course Objectives: - Objective is to Identify the role of business communication skills to excel in profession and workplace environment and to explain students' various elements and methods of effective business communication.				
Learning Outcomes: - <ul style="list-style-type: none">• The learner will be able to learn all the professional communication skills.• The learner will be able to apply business communication skills to achieve proficiency in communication with different stakeholders at workplace.• Student will be skilled in report writing techniques• Learn how to overcome different types of barriers of communication.• To augment business communication skills and IT applications seamlessly at workplace				
Credits: 4			Core Course	
Max. Marks: 25+75 (Internal + External)				
Unit	Topics		Credit	No. of Lectures 60
I	Introduction of Communication 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		1	15
II	Workplace communication 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		1	15
III	Business correspondence Theory of Business Letter Writing -- Parts, Structure, Effective Letter Writing, effective Email Writing, Resume & job application writing, email writing, letters of communication to inter departments, preparing proposals and quotations, raising complaints, replies to complaints, Letter of Acceptance of Job Offer, Letter of Resignation Report writing business reports, project reports-Reading Skills: -Report Reading -		1	15




	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.		
IV	<p>Basic IT applications for Office Management 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 spreadsheets: Entering data, formatting cells, using basic formulas, working with rows, columns, and sheets Saving, printing, and sharing spreadsheets</p>	1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.			
References: <ul style="list-style-type: none"> • Bahl, J.C. and Nagamia, S.M. (1974) Modern Business Correspondence and Minute Writing. • Balan, K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi. • Shwom, B., & Snyder, L. G. (2016). Business communication: Polishing your professional presence (3rd ed.). Boston: Pearson • Benjamin, James (1993) Business and Professional Communication Concepts and Practices, Harper • Business Communication, Raman – Prakash, Oxford 			
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc.			
Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SWAYAM Portal http://heecontent.upsc.gov.in/Home.aspx			




DSC-1.3 Business Organizations and Management

Programme: B.Com. in Retail Operations Management		Year: First	Semester: I	
Subject: Retail operation Management				
Course Code: DSC-1.2		Course Title: Business Organizations and Management		(Theory)
Course Objective: - To acquaint the learners with the basics of Commerce & Business concepts, functions and forms of Business Organization and functions of Management.				
Learning Outcomes: - <ul style="list-style-type: none">• Learners will be able to comprehend the basics of Commerce and Business concepts• Learners will have knowledge about formation of joint stock companies• Learners will be able to know the functions, forms of Business Organization and functions of Management.• Learners will be able to apply theories and principles of management at workplace to achieve the desired objectives at workplace• Learners will be able to apply better planning and control techniques.				
Credits: 4			Core Course	
Max. Marks: 25+75 (Internal + External)				
Unit	Topics		Credit	No. of Lectures 60
I	Introduction and Forms of Business Organizations Concepts of Business, Trade, Industry and Commerce - Objectives and functions of Business – Social Responsibility of a business - Forms of Business Organization - Meaning, Characteristics, Advantages and Disadvantages of Sole Proprietorship –Meaning, Characteristics, Advantages and Disadvantages of Partnership - Kinds of Partners - Partnership Deed -Concept of Limited liability partnership – Meaning, Characteristics, Advantages and Disadvantages of Hindu Undivided Family –Meaning, Advantages and Disadvantages of Co-Operative Organization. Joint Stock Company - Meaning - Definition - Characteristics - Advantages and Disadvantages - Kinds of Companies -Stages of Promotion - Promoter - Characteristics - Kinds - Preparation of Important Documents - Memorandum of Association - Clauses - Articles of Association - Contents – Prospectus - Contents – Red herring Prospectus- Statement in lieu of Prospectus (As per Companies Act.2013).		1	15
II	Introduction to Functions of Management Management - Meaning - Characteristics - Functions of Management - Levels of Management – Skills of Management-Scientific Management - Meaning - Definition - Objectives - Criticism – Fayol’s 14 Principles of Management		1	15
III	Planning and Organizing Advantages and Disadvantages – Approaches to Planning - Management by Objectives (MBO) Steps in MBO - Benefits – Weaknesses—Definition of Organizing-Organization-Process of Organizing - Principles of Organization - Formal and Informal Organizations - Line, Sta Organizations - Line and Staff Conflicts - Functional Organization - Span of Management - Meaning- Determining Span – Factors influencing the Span of Supervision.		1	15




IV	Authority, Coordination and Control Meaning of Authority, Power, responsibility, and accountability - Delegation of Authority - Decentralization of Authority - Definition, importance, process, and principles of Coordination techniques of Effective Coordination - Control - Meaning - Definition – Relationship between planning and control-Steps in Control – Types (post, current and pre-control) - Requirements for effective control.	1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.			
References: <ul style="list-style-type: none"> • Business Organization & Management: Sharma Shashi K. Gupta, Kalyani Publishers • Business Organization& Management: Patrick Anthony, Himalaya Publishing House Business Organization & Management: Dr. Manish Gupta, • Modern Business Organization: S.A. Sherlekar, V.S. Sherlekar, Himalaya Publishing House • Business Organization & Management: C.R. Basu, Tata McGraw Hill Reference Books: 			
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc.			
Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SWAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx			




DSE 1.1 Introduction to Retail Operations

Programme: B.Com. in Retail Operations Management		Year: First	Semester: I		
Subject: Retail Operations Management					
Course Code: DSE-1.1		Course Title: DSE 1.1 Introduction to Retail Operations		(Theory)	
Course Objective: - To familiarize with retail store operations and to evaluate the processes followed for servicing customers at Point of Sale (POS) by identifying the processes and best practices to ensure security at retail stores.					
Learning Outcomes: - <ul style="list-style-type: none">To identify the processes and best practices to ensure security at retail stores.To Comprehend various functions under store operation processesThe Learners will be able to explain the processes related to customer service at POSThe students will be able to identify the systems & protocols followed to ensure store security					
Credits: 4		Elective Course			
Max. Marks: 25+75 (Internal + External)					
Unit	Topics			Credit	No. of Lectures 60
I	Unit-1: Introduction to Retail Store Operations Evolution of Retail, Retail -Traditional and Modern Retail in India - Traditional Retail Formats - Modern Retail Formats, organogram of a Modern Retail organization under all sub-sectors of retail, different departments in retail store and their functions, different roles in store and their roles and responsibilities, Retail Supply Chain, 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 minimizing loss of stock quality and quantity.			1	15
II	Unit-2: Servicing at Cash Point/ POS (Point of Sale) 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.			1	15
III	Unit-3: Age Restricted Products 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			1	15

	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.		
IV	Unit-4: Maintenance of Store Security 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 protecting personal safety when security risks arise. Electronic Article Surveillance Systems (EAS) other security and safety equipment used in the store – such as soft tags, hard tags, RFID along with its uses and applications.	1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.			
Reference books <ul style="list-style-type: none"> • Retail Trainee Associate by RASCI publication • Retail Cashier RASCI publication • Retail Management – Functional Principles & Practices 5th edition by Dr Gibson Vedamani Published by Pearson • K.V.S. Madaan, (2009) Fundamental of Retailing, Tata MC Graw Hill. • Michael Levy, Barton Weitz, Ajay Pandit (2017) Retailing Management, Tata McGraw Hill. 			
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc.			
Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SWAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx			

DSE-1.2 Business Mathematics

Programme: B.Com. in Retail Operations Management		Year: First	Semester: I	
Subject: Retail Operations Management				
Course Code: DSE-1.2		Course Title: Business Mathematics		(Theory)
Course Objective: The course aims to develop amongst the learners the ability to summarize, analyze and interpret quantitative information for business decision making.				
Learning Outcomes: After completion of the course, learners will be able to				
<ul style="list-style-type: none">• Examine and understand the various descriptive properties of statistical data.• Compare probability rules and concepts relating to discrete and continuous random variables to answer questions within a business context.• Analyze the underlying relationships between the variables to use simple regression models.• Analyze the trends and tendencies over a period of time through time series analysis.• Examine and apply index numbers to real life situations.				
Credits: 4			Elective Course	
Max. Marks: 25+75 (Internal + External)				
Unit	Topics		Credit	No. of Lectures 60
I	Matrices and Determinants: Overview of Matrices. Solution of a system of linear equations (having a unique solution and involving not more than three variables) using matrix inversion method and Cramer's Rule Leontief Input Output Model (Open Model Only).		1	15
II	Mathematics of Finance: Rates of interest- nominal, effective and their inter-relationships in different compounding situations. Compounding a sum using different types of rates. Applications relating to Depreciation of assets and average due date. Types of annuities: ordinary, due and deferred - Discrete and continuous. Perpetuity. Determination of future and present values using different types of rates of interest. Applications relating to Capital Expenditure and Leasing.		1	15
III	Permutation and Combination: Meaning of Permutation and Combination; Fundamental Theorems of Permutation-Multiplication and Addition; Factorial Notation; Calculation of number of permutations and combinations of 'n' different things taking 'r' at a time; Miscellaneous Problems of Permutation and Combinations.		1	15
IV	Binomial Theorem: Meaning and its Expansion; Special Features of Expansion; Finding the Particular term, Middle term, Independent Term and Coefficient of a particular term for Positive Integral Index. Calculus: Function; Limits; Differential Coefficient; Sum; Difference; Product; Quotient; Function of function and Integration (Excluding Trigonometrical and Hyperbolic Functions).		1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.				




References:

- Anthony, M., & Biggs, N. (1996). Mathematics for Economics and Finance. Cambridge: Cambridge University Press
- Ayres, F. J. (1963). Theory and Problems of Mathematics of Finance. New York: McGraw Hill Publishing.
- Budnick, P. (1986). Applied Mathematics for Business, Economics, & Social Sciences. New York: McGraw Hill Publishing.
- Ghosh & sinha(2018). Business Mathematics and statistics. Oxford University Press.
- S.K. Sharma and Kaur, Gurmeet. Business Mathematics. Sultan Chand & Sons (P) Ltd, New Delhi.
- Singh, J. K., Business Mathematics, New Delhi, Himalaya Publishing House.

Suggested Continuous Evaluation Methods:

Assignment, Internal, Quiz, PPT presentation, External Examination etc.

Suggested equivalent online courses:

Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SWAYAM Portal <http://heecontent.upsdc.gov.in/Home.aspx>



SEC-1.2 Computer Application in Business

Programme: B.Com. in Retail Operations Management		Year: First	Semester: I	
Subject: Retail Operations Management				
Course Code: SEC-1.2		Course Title: Computer Application in Business (Theory and practical)		
Course Objective: The course aims to develop amongst the learners the ability to summarize, analyze and interpret quantitative information for business decision making.				
Learning Outcomes: After completion of the course, learners will be able to				
<ul style="list-style-type: none">Examine and understand the various descriptive properties of statistical data.compare probability rules and concepts relating to discrete and continuous random variables to answer questions within a business context.analyze the underlying relationships between the variables to use simple regression models.analyze the trends and tendencies over a period of time through time series analysis.examine and apply index numbers to real life situations.				
Credits: 4			Skill Enhancement Course	
Max. Marks: 40+60 (Internal + External (P))				
Unit	Topics		Credit	No. of Lectures 60
I	Computing: Concept of computing, Data and information; Computing Interfaces: Graphical User Interface (GUI), Command Line Interface (CLI), Touch Interface, Natural Language Interface (NLI); data processing; applications of computers in business. Computer Networks: Meaning of computer network; objectives/ needs for networking; Applications of networking; Basic Network Terminology; Types of Networks; Network Topologies; Distributed Computing: Client Server Computing, Peer- to- peer Computing; Wireless Networking; Securing Networks: firewall. Basic Internet Terminology: I.P. Address, Modem, Bandwidth, Routers, Gateways, Internet Service Provider (ISP), World Wide Web (www), Browsers, Search Engines, Proxy Server, Intranet and Extranet; Basic Internet Services; Internet Protocols: TCP/IP, FTP, HTTP(s), Uses of Internet to Society; Cyber Security: Cryptography, digital signature.		1	15
II	Word Processing:- Introduction to word Processing, Word processing concepts, Use of Templates and styles, Working with word document: Editing text, Find and replace text, Formatting, spell check, Autocorrect, Auto-text; Bullets and numbering, Tabs, Paragraph Formatting, Indent, Page Formatting, Header and footer, page break, table of contents, Tables: Inserting, filling and formatting a table; Inserting Pictures and Video; Mail Merge (including linking with spreadsheet files as data source); Printing documents; Citations, references and Footnotes. Preparing Presentations: - Basics of presentations: Slides, Fonts, Drawing, Editing; Inserting: Tables, Images, texts, Symbols, hyperlinking, Media; Design; Transition; Animation; and Slideshow, exporting presentations as pdf handouts and videos.		1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.				




References:

- Jain, H. C. & Tiwari, H. N. —Computer Applications in Businessl Taxmann, Delhi.
- Joseph, P.T.,S.J. E-Commerce: An Indian Perspective, 6th ed. PHI Learning
- Mathur, S. & Jain, P. —Computer Applications in Businessl Galgotia Publishing Company
- Madan, S. —Computer Applications in Businessl Scholar Tech Press, Delhi.
- Sharma, S.K. & Bansal, M. —Computer Applications in Businessl Taxmann, Delhi.

Suggested Continuous Evaluation Methods:

Assignment, Internal, Quiz, PPT presentation, External Examination etc.

Suggested equivalent online courses:

Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SWAYAM Portal <http://heecontent.upsdc.gov.in/Home.aspx>



VAC-1.1 Sustainable Work Practices in Retail Operations

Programme: B.Com. in Retail Operations Management		Year: First		Semester: I	
Subject: Retail Operations Management					
Course Code: VAC-1.1		Course Title: Sustainable Work Practices in Retail Operations			(Theory)
Course objective: To analyse and evaluate sustainable practices relevant to retail operations, including environmentally friendly sourcing, energy efficiency, fair labor practices, and community engagement.					
Learning outcomes-					
<ul style="list-style-type: none">Learners will be able to articulate the concepts and significance of sustainability in the retail sector,Learners will be able to demonstrate an understanding of its environmental, social, and economic dimensions					
Credits: 2				Value Added Course	
Max. Marks: 100 (External)					
Unit	Topics			Credit	No. of Lectures 30
I	Introduction to Sustainable Retailing Definition and significance of sustainability in retail, Overview of environmental, social, and economic dimensions of sustainability, developing a sustainability strategy and action plan for a retail business, Integration of sustainability considerations into business decision-making processes, challenges and barriers to implementing sustainable practices Environmental Sustainability in Retail Sustainable sourcing and procurement practices, Energy efficiency and waste management in retail operations, Green store design and eco-friendly infrastructure, Emerging technologies and trends driving sustainability in retail, Circular economy principles and opportunities for retailers, Case studies of innovative sustainable retailing initiatives, ,Eco-friendly product labeling and packaging, Strategies for educating and engaging customers on sustainable consumption			1	15
II	Social Responsibility and Ethical Practices Government policies and incentives for promoting sustainability in retail, Overview of environmental and social regulations affecting retail businesses, Certification standards for sustainable products and practices (e.g., Fair Trade, Organic), Fair labor practices and supply chain transparency, Diversity and inclusion initiatives in retail workforce, Community engagement and philanthropic activities Sustainable Supply Chain Management and KPIs Sustainable sourcing and supplier partnerships, Logistics optimization and transportation efficiency, Key performance indicators (KPIs) for assessing sustainability in retail, Sustainability reporting frameworks			1	15

Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.
References: <ul style="list-style-type: none"> • Sustainability in Retailing: Concepts and Cases" by Jayashree Suresh and Deepa Dixit • Sustainable Retailing: Emerging Trends and Best Practices" by Cristina M. Gómez-Cruz • Sustainable Supply Chains: Models, Methods, and Public Policy Implications" by David L. Olson and Desheng Dash Wu • Corporate Social Responsibility: Challenges and Opportunities in India" by Rajeev Sing
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc.
Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SWAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx




AEC-1.1 English Language-I (Listening and Speaking Skills)

Programme: B.Com. in Retail Operations Management		Year: First	Semester: I		
Subject: Retail Operations Management					
Course Code: AEC-1.1		Course Title: English Language-I (Listening and Speaking Skills)		(Theory)	
Course objective: - The course aims to develop students' proficiency in listening and speaking skills in English through active practice and exposure to authentic language use. It focuses on improving comprehension of spoken English, enhancing pronunciation and intonation, building vocabulary for effective communication, and fostering confidence in interpersonal, academic, and professional contexts					
Learning outcomes- <ul style="list-style-type: none">• By the end of this course, students will be able to:• Demonstrate comprehension of spoken English in academic and semi-academic contexts.• Communicate ideas clearly in structured conversations and short presentations.• Use appropriate pronunciation, stress, and intonation in speech.• Describe simple economic data orally.					
Credits: 2			Ability Enhancement Course		
Max. Marks: 25+75 (Internal + External)					
Unit	Topics			Credit	No. of Lectures 30
I	Listening Skills <ul style="list-style-type: none">• Listening for gist and specific information• Listening to short academic lectures and economic news• Note-taking while listening• Understanding tone, stress, and intonation			1	15
II	Speaking Skills- <ul style="list-style-type: none">• Introducing oneself and exchanging information• Expressing opinions in simple language• Describing graphs and trends orally• Short presentations on everyday/economic topics			1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.					
References: <ul style="list-style-type: none">• Kenneth Anderson, Study Speaking (Cambridge University Press)• Tony Lynch, Study Listening (Cambridge University Press)• BBC Learning English (online resources)					
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc.					
Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SWAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx					

DSC 2.1 Customer Relationship Management

Programme: B.Com. in Retail Operations Management		Year: First		Semester: II	
Subject: Commerce					
Course Code: DSC 2.1		Course Title: Customer Relationship Management		(Theory)	
Course Objective: - To understand the basic concepts and process of CRM and analytically understand use and application of CRM strategies.					
Learning Outcomes: On successful completion of the course, the students will be able to					
<ul style="list-style-type: none">• To explain the relationship between the consumer behavior and customer relationship management.• To describe the elements of CRM.• To apply the customer relationship management processes to service and retain customer loyalty• The course would enable the students to understand the growing importance of CRM• To acquaint the learners with understanding CRM benefits from organizations and customers point of view.					
Credits: 4			Core Course		
Max. Marks: 25+75 (Internal + External)					
Unit	Topics			Credit	No. of Lectures 60
I	Market Segmentation and Consumer Behavior Retail market segmentation – Criteria for segmentation – Approach for Segmentation Composite segmentation approach. Consumer Behavior: - Definition and Scope, need for studying Consumer Behavior, Consumer Behavior and Decision Making, Consumer value, satisfaction and retention.			1	15
II	Introduction to CRM Characteristics of customer touch points at the retail store and their significance of 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			1	15
III	Elements of CRM 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			1	15
IV	Customer Services 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			1	15

	problem, addressing customer grievances, Customer Redressal System & strategies		
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.			
References: <ul style="list-style-type: none"> • Anthony, M., & Biggs, N. (1996). Mathematics for Economics and Finance. Cambridge: Cambridge University Press • Ayres, F. J. (1963). Theory and Problems of Mathematics of Finance. New York: McGraw Hill Publishing. • Budnick, P. (1986). Applied Mathematics for Business, Economics, & Social Sciences. New York: McGraw Hill Publishing. • Ghosh & sinha(2018). Business Mathematics and statistics. Oxford University Press. • S.K. Sharma and Kaur, Gurmeet. Business Mathematics. Sultan Chand & Sons (P) Ltd, New Delhi. • Singh, J. K., Business Mathematics, New Delhi, Himalaya Publishing House. 			
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc.			
Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SWAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx			




DSC-2.2 Principles of Marketing

Programme: B.Com. in Retail Operations Management		Year: First		Semester: II	
Subject: Retail Operations Management					
Course Code: DSC-2.2		Course Title: Principles of Marketing		(Theory)	
Course objective: - The objective of the course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.					
Course Outcomes: On successful completion of the course, the Students will be able to					
<ul style="list-style-type: none">• Understand the concepts and functions of Marketing.• Analyze Marketing Environment impacting the Business.• Segment the Market and understand the Consumer Behavior• Describe the 4 P's of marketing and design the Marketing Mix.• Understand the physical distribution system and promotion strategies.					
Credits: 4			Core Course		
Max. Marks: 25+75 (Internal + External)					
Unit	Topics			Credit	No. of Lectures 60
I	Introduction to Marketing 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).			1	15
II	Marketing Environment 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. Market Segmentation -Meaning, Bases of Market Segmentation, Requisites of Sound Market Segmentation; Consumer Behavior - Meaning, Factors influencing Consumer Behavior; Buying Decision process			1	15
III	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			1	15
IV	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 Advertising Types of Advertisement. Personal Selling - Meaning and Importance, Characteristics of a Successful Salesperson. Sales Promotion - Meaning, Objectives, Promotional Schemes,			1	15




	Limitations of Promotional Schemes.		
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.			
References: <ul style="list-style-type: none"> • Bahl, J.C. and Nagamia, S.M. (1974) Modern Business Correspondence and Minute Writing. • Balan, K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi. • Shwom, B., & Snyder, L. G. (2016). Business communication: Polishing your professional presence (3rd ed.). Boston: Pearson • Benjamin, James (1993) Business and Professional Communication Concepts and Practices, Harper • Business Communication, Raman – Prakash, Oxford 			
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc.			
Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SWAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx			




DSC-2.3 Business Environment


Programme: B.Com. in Retail Operations Management		Year: First	Semester: II	
Subject: Retail Operations Management				
Course Code: DSC-2.3	Course Title: Business Environment		(Theory)	
Course Objective: To Understand the dynamic interplay of economic, social, and regulatory factors shaping contemporary business landscapes. Learning Outcomes: On successful completion of the course, the students will be able to: <ul style="list-style-type: none">• To demonstrate a comprehensive understanding of key economic, social, and regulatory drivers influencing business environments.• To identify and evaluate the complexities of the business environment• To evaluate ethical, legal, and sustainability considerations in business decision- making processes across diverse local and global contexts.• To analyze the impact of globalization and technological advancements on business operations and strategic decision-making.• Comprehend the relationship between the government and business				
Credits: 4		Core Course		
Max. Marks: 25+75 (Internal + External)				
Unit	Topics		Credit	No. of Lectures 60
I	Introduction to Business Environment: - 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)		1	15
II	Political Framework: Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India. Concept of Capitalism, Socialism and Mixed Economy, 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.		1	15

III	<p>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.</p> <p>Technological environment: Features, impact of technology on Business Competitive Environment: Meaning, Michael Porter's Five Forces Analysis, Competitive Strategies Globalization: Meaning, Nature and stages of Globalization, features of Globalization, Foreign Market entry strategies, LPG model. MNCs: Definition, meaning, merits, demerits, MNCs in India, FDI: concept need and Meaning of FDI., FDI in retail sector.</p>	1	15
IV	<p>Definition and scope of international retailing</p> <p>Importance of international retailing in the global economy, Evolution of international retailing, Trends and challenges in international retailing, Cultural, economic, and legal factors impacting international retailing, Understanding consumer behavior in different international markets, Regulatory frameworks and compliance issues in international retailing, Product adaptation and standardization in international retailing, Pricing strategies for international markets, Promotional strategies and advertising in diverse cultural contexts, Retail branding and positioning in the global marketplace.</p>	1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.			
References: <ul style="list-style-type: none"> • Indian Business Environment" by Francis Cherunilam • Business Environment" by K. Aswathappa • Indian Economy" by Ramesh Singh. • Business Environment and Law" by Abhishek Kumar • Business Environment and Policy" by S. K. Misra and V. K. Puri • Indian Business Environment: Globalization, Competitiveness, and Challenges" by H. L. Ahuja • Newman, A. & Cullen, P., Retailing: Environment and Operations, 9th Indian Reprint 2011 • S. L. Gupta & Arun Mittal, International Retailing 			
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc.			
Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SWAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx			




DSE 2.1 Social Media Marketing & Advertising

Programme: B.Com. in Retail Operations Management		Year: First	Semester: II		
Subject: Retail Operations Management					
Course Code: DSE-2.1		Course Title: Social Media Marketing & Advertising		(Theory)	
Course Objectives: - The learners will be able to acquire proficiency in utilizing social media advertising tools and techniques to create targeted campaigns.					
Learning Outcomes: - <ul style="list-style-type: none">• To understand the principles and practices of social media marketing and advertising• To create marketing and advertising campaigns on social media platforms• To be hands on practical training in solving customer problems• To know the principles and practices of content marketing					
Credits: 4			Elective Course		
Max. Marks: 25+75 (Internal + External)					
Unit	Topics			Credit	No. of Lectures 60
I	Digital Marketing Foundations 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.			1	15
II	Content Marketing 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.)			1	15
III	Social Media Strategy for Marketing and Advertising 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. factors to consider when creating social networking site adverts, 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.			1	15




IV	Creating Social Media Marketing and Advertising Campaigns 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. 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.	1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.			
References: <ul style="list-style-type: none"> • Social Media Marketing: Principles and Strategies" by Anmol Madan • Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other Social Media" by Laxmi Publications • Social Media Marketing: Concepts and Applications" by SAGE Publications India Pvt Ltd 			
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc.			
Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SWAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx			




DSE-2.2 Business Statistics

Programme: B.Com. in Retail Operations Management		Year: First		Semester: II	
Subject: Retail Operations Management					
Course Code: DSE-2.2		Course Title: Business Statistics		(Theory)	
Course Objective: The course aims to develop amongst the learners the ability to summarize, analyze and interpret quantitative information for business decision making.					
Learning Outcomes: After completion of the course, learners will be able to					
<ul style="list-style-type: none">• Examine and understand the various descriptive properties of statistical data.• Compare probability rules and concepts relating to discrete and continuous random variables to answer questions within a business context.• Analyze the underlying relationships between the variables to use simple regression models.• Analyze the trends and tendencies over a period of time through time series analysis.• Examine and apply index numbers to real life situations.					
Credits: 4				Elective Course	
Max. Marks: 25+75 (Internal + External)					
Unit	Topics			Credit	No. of Lectures 60
I	Descriptive Statistics Measures of Central Tendency: Concept and properties of averages including Arithmetic mean, Median and Mode. Measures of Dispersion: An overview of Range, Quartile Deviation and Mean Deviation; Standard deviation; Variance and Coefficient of variation. Moments: Computation and significance; Skewness; Kurtosis.			1	15
II	Probability and Probability Distributions: Theory and approaches to probability; Probability Theorems: Addition and Multiplication; Conditional probability and Bayes' Theorem. Discrete Probability distributions: Binomial and Poisson (Properties and Applications). Normal distribution: Properties of Normal curve; Computation of Probabilities and Applications.			1	15
III	Simple Correlation and Regression Analysis Correlation Analysis: Meaning and types of Correlation; Correlation Vs Causation; Pearson's coefficient of correlation (computation and properties); Probable and standard errors; Rank correlation. Regression Analysis: Principle of least squares and regression lines; Regression equations and estimation; Properties of regression coefficients; Relationship between Correlation and Regression coefficients; Standard Error of Estimate.			1	15
IV	Time Series Analysis: Time Series Data; Components of time series; Additive and Multiplicative models. Trend analysis; Fitting of trend using principle of least squares – linear and second-degree parabola. Shifting of Origin and Conversion of annual linear trend equation to quarterly/monthly basis and vice-versa. Index Numbers: Meaning and uses of index numbers. Construction of Index numbers: Methods of Laspeyres, Paasche and Fisher 's Ideal index. Construction and Utility of Consumer Price Indices			1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.					




References:

- Anderson, D. R. Statistics for learners of Economics and Business. Boston: Cengage Learning.
- Douglas A. Lind, Robert D. Mason, William G. Marchal. Basic Statistics for Business and Economics. Mc-Graw-Hill international editions.
- Gupta, S. C. & Gupta, I. Business Statistics, Mumbai: Himalaya Publishing House.
- Gupta, S. P., & Gupta, A. Business Statistics: Statistical Methods. New Delhi: S. Chand Publishing.
- Hazarika, P. A. Textbook of Business Statistics. New Delhi: S. Chand Publishing.
- Levine, D. M., Krehbiel, C., Berenson, L., Viswanathan. Business Statistics – A First Course. Pearson Education.
- Levin R., Rubin D. S., Rastogi S., & Siddiqui M. H. Statistics for Management. London: Pearson Education.

Suggested Continuous Evaluation Methods:

Assignment, Internal, Quiz, PPT presentation, External Examination etc.

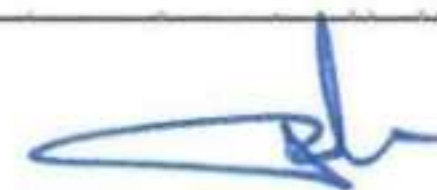
Suggested equivalent online courses:

Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SWAYAM Portal <http://heecontent.upsdc.gov.in/Home.aspx>



SEC-2.1 Practical on Customer Loyalty and Retention

Programme: B.Com. in Retail Operations Management		Year: First	Semester: II	
Subject: Retail Operations Management				
Course Code: SEC-2.1	Course Title: Practical on Customer Loyalty and Retention		(Theory and practical)	
Course objectives: - To understand key concepts related to marketing, customer behavior, and relationship management impacting customer loyalty and retention Learning Outcomes: - <ul style="list-style-type: none">The learners will be able to provide practical insights and recommendations for enhancing customer loyalty and retention, ultimately contributing to the long-term success of the chosen business or organization.The learners will be able to analyze and improve customer loyalty and retention strategies for a chosen business, focusing on enhancing customer satisfaction, engagement, and long-term relationships.				
Credits: 2		Skill Enhancement Course		
Max. Marks: 40+60 (Internal + External(P))				
Unit	Topics	Credit	No. of Lectures 30	
I	Introduction to Customer Loyalty and Retention 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 touchpoints and interactions a customer has with a business throughout their lifecycle, Customer Retention Strategies and Tactics loyalty & retention 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	1	15	
II	Practical/ OJT 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	1	15	
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.				




References:

- Customer Loyalty: Exploring Its Various Dimensions by Shweta Singh
- Customer Relationship Management: A Strategic Approach by Girish V. S.
- Retail Management – Functional Principles & Practices 5th edition by Dr Gibson Vedamani Published by Pearson

Suggested Continuous Evaluation Methods:

Assignment, Internal, Quiz, PPT presentation, External Examination etc.

Suggested equivalent online courses:

Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SWAYAM Portal <http://heecontent.upsdc.gov.in/Home.aspx>



AEC-2.1 English Language-II (Reading and Writing Skills)

Programme: B.Com. in Retail Operations Management		Year: First	Semester: II	
Subject: Retail Operations Management				
Course Code: AEC-2.1		Course Title: English Language-II (Reading and Writing Skills)		(Theory)
Course objective: - The course aims to strengthen students' reading and writing competencies in English for academic, professional, and personal purposes. It focuses on developing the ability to read a variety of texts with comprehension, analyze and interpret information critically, and apply appropriate reading strategies.				
Learning outcomes- By the end of this course, students will be able to: <ul style="list-style-type: none">• Apply reading strategies such as skimming and scanning to comprehend texts.• Identify main ideas and supporting details in short academic readings.• Write coherent paragraphs and short essays with unity and coherence.• Summarise and describe simple data in written form				
Credits: 2			Ability Enhancement Course	
Max. Marks: 25+75 (Internal + External)				
Unit	Topics		Credit	No. of Lectures 30
I	Reading Skills <ul style="list-style-type: none">▪ Skimming and scanning texts▪ Reading comprehension of short economic/ Business articles▪ Identifying main ideas, supporting details, and inferences• Understanding vocabulary from context		1	15
II	Writing Skills <ul style="list-style-type: none">▪ Paragraph writing (topic sentence, unity, coherence)▪ Summarising short texts▪ Describing tables, charts, and data in writing▪ Short descriptive/analytical essays on contemporary economic/ Business topics		1	15
Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.				
References: <ul style="list-style-type: none">• R.R. Jordan, Academic Writing Course (Longman)• Michael McCarthy & Felicity O'Dell, English Vocabulary in Use• The Economist (selected articles)				
Suggested Continuous Evaluation Methods: Assignment, Internal, Quiz, PPT presentation, External Examination etc.				
Suggested equivalent online courses: Suggestive digital platforms web links-ePG-Pathshala, IGNOU & UPRTOU online study material SWAYAM Portal http://heecontent.upsdc.gov.in/Home.aspx				

