CH. CHARAN SINGH UNIVERSITY, CAMPUS MEERUT
UNDERGRADUATE CURRICULUM FRAMEWORK- 2022
BASED ON NEP- 2020

B. Com in Retail Operations Management

(Three Year Degree Apprenticeship Program)

w.e.f. 2025-26 session

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.
- Know the various avenues on Entrepreneurship, Franchising, Market Researchers, Retailer and so on.
- Confident to communicate professionally while speaking, writing and mannerism.
- Learn leadership skills and demonstrate ability to lead as well as work as effective teams.

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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			50
			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).

Course Code	Course Title	Course Type	Credit	Internal	External	Marks
SEMESTER 3						
DSC- 3.1	Fundamentals of Financial & Cost Accounting	DSC	4	25(T)	75(T)	100
DSC- 3.2	Managerial Economics	DSC	4	25(T)	75(T)	100
DSC- 3.3	Retail Sales Management	DSC	4	25(T)	75(T)	100
DSE-3.1	E-Commerce & Omni Channel Retailing	DSE	4	25(T)	75(T)	100
	OR					
DSE- 3.2	Business Ethics and Corporate Governance	DSE	4	25 (T)	75 (T)	100
SEC 3.1	Practical in Retail Sales Management (Practical/ Field Projects/OJT)	SEC	2	40 (T)	60 (P)	100
AEC 3.1	English Language-3	AEC	2	25 (T)	75 (T)	100
			20			
SEMESTER 4						
DSC- 4.1	Logistics and Supply Chain Management	DSC	4	25(T)	75(T)	100
DSC- 4.2	Introduction to Enterprise Resource Planning	DSC	4	25(T)	75(T)	100
DSC- 4.3	Inventory and Budget Management	DSC	4	25(T)	75(T)	100
DSE- 4.1	Retail Team Management	DSE	4	25(T)	75(T)	100
	OR					
DSE- 4.2	Retail Entrepreneurship	DSE	4	25(T)	75(T)	100
SEC- 4.1	Leadership Skills (Training/ Coaching and OJT Mode)	SEC	2	40(T)	60(P)	100
VAC-4.1	Introduction to Statutory and Legal framework for Retail Business Enterprises	VAC	2	-	100(T)	100
AEC -4.1	English Language-4	AEC	2	25(T)	(75)	50
			22			
	Total		**44**			
	*VIAPCW – in the summer break after semester II		4			
	Grand Total credits after second 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: -

- 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 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. **Management of Good Returns**	1	15

	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		
	Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.		
	References: • 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: -

- 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 - 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.	1	15
IV	**Basic IT applications for Office Management Introduction to Basic Computer Skills:** Overview of the course objectives and expectations, Introduction to computer	1	15

	hardware and software components, Basic computer operations: Powering on/off, using the mouse and keyboard, navigating the desktop. **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. **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 **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		
	Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.		
	References: • 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-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: -

- 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: • 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: -

- To identify the processes and best practices to ensure security at retail stores.
- To Comprehend various functions under store operation processes
- The Learners will be able to explain the processes related to customer service at POS
- The students will be able to identify the systems & protocols followed to ensure store security

Credits: 4	Core 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	1	15

	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.		
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 • 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

- 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	Core 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

- 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.		

AP

	References: • Jain, H. C. & Tiwari, H. N. —Computer Applications in Business‖ Taxmann, Delhi. • Joseph, P.T.,S.J. E-Commerce: An Indian Perspective, 6th ed. PHI Learning • Mathur, S. & Jain, P. —Computer Applications in Business‖ Galgotia Publishing Company • Madan, S. —Computer Applications in Business‖ Scholar Tech Press, Delhi. • Sharma, S.K. & Bansal, M. —Computer Applications in Business‖ 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: -
analyze and evaluate sustainable practices relevant to retail operations, including environmentally friendly sourcing, energy efficiency, fair labor practices, and community engagement

Learning outcomes-
- 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 Enhancement 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: • 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)

<table>
<tr><td>Programme: B.Com. in Retail Operations Management</td><td>Year: First</td><td colspan="2">Semester: I</td></tr>
<tr><td colspan="4">Subject: Retail Operations Management</td></tr>
<tr><td>Course Code: AEC-1.1</td><td colspan="2">Course Title: English Language-I (Listening and Speaking Skills)</td><td>(Theory)</td></tr>
</table>

- **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-

- 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.

<table>
<tr><td>Credits: 2</td><td rowspan="2">Ability Enhancement Course</td></tr>
<tr><td>Max. Marks: 25+75 (Internal + External)</td></tr>
</table>

<table>
<tr><th>Unit</th><th>Topics</th><th>Credit</th><th>No. of Lectures = 30</th></tr>
<tr><td>I</td><td>Listening Skills
• Listening for gist and specific information
• Listening to short academic lectures and economic news
• Note-taking while listening
• Understanding tone, stress, and intonation</td><td>1</td><td>15</td></tr>
<tr><td>II</td><td>Speaking Skills-
• Introducing oneself and exchanging information
• Expressing opinions in simple language
• Describing graphs and trends orally
• Short presentations on everyday/economic topics</td><td>1</td><td>15</td></tr>
<tr><td></td><td colspan="3">Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.</td></tr>
<tr><td></td><td colspan="3">References:
• Kenneth Anderson, Study Speaking (Cambridge University Press)
• Tony Lynch, Study Listening (Cambridge University Press)
• BBC Learning English (online resources)</td></tr>
<tr><td></td><td colspan="3">Suggested Continuous Evaluation Methods:
Assignment, Internal, Quiz, PPT presentation, External Examination etc.</td></tr>
<tr><td></td><td colspan="3">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</td></tr>
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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

- 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 problem, addressing customer grievances, Customer Redressal System & strategies	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

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

- 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, Limitations of Promotional Schemes.	1	15
	Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.		

	References: • 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:

- 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	**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. **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.	1	15

IV	**Definition and scope of international retailing** 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.	1	15
	Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.		
	References: • 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: -

- 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	Core 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	1	15

	text, Monitoring activities and comments of prospects/ customers, using alerts and responding to alerts, Responding to comments of customers.		
	Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.		
	References: • 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

- 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	Core 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., & Siddqui 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: -

- 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:

- 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** • 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** • Paragraph writing (topic sentence, unity, coherence) • Summarising short texts • Describing tables, charts, and data in writing • Short descriptive/analytical essays on contemprary economic / Business topics	1	15

Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.

References:

- 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

Semester -III

DSC-3.1 Fundamentals of Financial & Cost Accounting

Programme: B.Com. in Retail Operations Management	**Year: Second**	**Semester: III**
Subject: Retail Operations Management		
Course Code: DSC-3.1	**Course Title:** Fundamentals of Financial & Cost Accounting	**(Theory)**

Course Objective: To understand the basic concept of accounting practices in an organization and could recognize the role of cost accountancy and cost management.

Learning Outcomes:

- The learners will be able to understand basic accounting practices followed in business environment.
- The learners will be able to classify cost accountancy and cost management.
- The learner will be able to perform basic accounting practices.
- The learner will be able to interpret Financial Data for decision making
- The learner will be able to interpret the Final accounts of business entities.

Credits: 4	Core Course
Max. Marks: 25+75 (Internal + External)	

Unit	**Topics**	**Credit**	**No. of Lectures = 60**
I	**Introduction to Financial Accounting** Basic accounting practices in retail organization – meaning, definition, objectives, scope, basic, terms, accounting principles in retail business, branches of accounting. uses & limitations of Accounting, Concepts & Conventions, Statements of Final Accounts – Meaning, need & objectives, types of Trading Account – Meaning & need, Profit & loss Account – meaning & Need, Balance Sheet- Meaning &need.	1	15
II	**Preparation of Final Accounts** Meaning of final accounts with adjustment entry, Impact of profit & loss account and balance sheet on business goals of the organization, markup & mark down practices in retail, impact of mark up and mark down on financial accounting & profits.	1	15
III	**Accounting Practices** Common practices of accounting in a department of a business organization, Departmental accounting and role of Accountants, Basis of Allocation of Expenses and Incomes / Receipts, Inter Departmental Transfer: At Cost Price and Invoice Price, Stock Reserve, Departmental Trading and Profit and Loss Account and Balance Sheet	1	15
IV	**Cost Accounting** Role of cost accountancy and cost management in retail store operations, Definitions: Cost, Costing and Cost Accounting, Classification of Cost on different bases, cost Allocation and Apportionment, Cost management, Cost control	1	15

	Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.
	References: • Basics of Accounting – Jain & Narang • Basic of Accounting – T. S. Grewal • Management and cost accounting – Jain & Narang • Financial Accounting- G.C. RAO
	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 3.2 Managerial Economics

<table>
<tr><td>Programme: B.Com. in Retail Operations Management</td><td colspan="2">Year: Second</td><td colspan="2">Semester: III</td></tr>
<tr><td colspan="5">Subject: Retail operation Management</td></tr>
<tr><td>Course Code: DSC-3.2</td><td colspan="2">Course Title: Managerial Economics</td><td colspan="2">(Theory)</td></tr>
<tr><td colspan="5">Course Objective: - To understand the concepts and applications of Managerial Economics and interpret the cost dimensions in a business venture.
Learning Outcomes: -
• The learners will be able to understand the role of managerial economist in a firm.
• The learners will be able to understand the demand and supply mechanism in a firm.
• The learners will be able to apply the knowledge of costing in decision making.
• The learners will be able to identify and analyze market practices and process in real life.
• The learners will be able to understand the dynamics of profit planning.</td></tr>
<tr><td colspan="2">Credits: 4</td><td colspan="3" rowspan="2">Core Course</td></tr>
<tr><td colspan="2">Max. Marks: 25+75 (Internal + External)</td></tr>
</table>

Unit	Topics	Credit	No. of Lectures = 60
I	**Introduction to Managerial Economics** The concepts and application of managerial economics-Meaning, Nature-Scope, relationship with other sciences & its Significance. Economics applied to Business Decisions, Theory of firm & industry Demand Analysis – Law of demand, determinants of demand, demand curve, consumer surplus, Elasticity of demand & Demand forecasting.	1	15
II	**Elements of Costs** Elements of Cost-Average, Marginal & total cost, Basic cost curves-Relation between production & cost, Break Even Analysis – Break Even point-Managerial use of B.E.P. and its limitation- Factors influencing P/V decisions.	1	15
III	**Elements of Pricing** The elements of pricing, profit planning & management-Price output decisions, classification of markets-Structures and their making features, Pricing under Perfect Competition and Monopoly.	1	15
IV	**Profit Planning & Management** – Types of Profit, some concepts related to profit, factors determining, profit in short- & long-term Dynamics of surplus, Theory & residual claimant theory of Profit.	1	15
	Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.		

	References: • Managerial Economics-A Problem Solving Approach, Luke M. Froeb, Brian T. McCann, Michael R. Ward, and Mikhael Shor • Managerial Economics and Business Strategy, Michael Baye and Jeff Prince • Managerial Economics: Craig H Peterson and Jain, Pearson education • Managerial Economics: Vanitha Rawal, 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

DSC 3.3 Retail Sales Management

Programme: B.Com. in Retail Operations Management	Year: Second	Semester: III
Subject: Retail operation Management		
Course Code: DSC-3.3	Course Title: Retail Sales Management	(Theory)

Course Objective: - To understand the principles and practices of retail sales management and develop effective sales strategies for diverse retail environments.

Learning Outcomes: -

- . Learners will be able to demonstrate a solid understanding of the fundamental concepts, theories, and techniques involved in managing sales within the retail industry.
- Learners will be able to develop and implement sales strategies tailored to various retail formats, including brick-and-mortar stores, e-commerce platforms, and omnichannel retail environments.
- Learners will be able to demonstrate the use of sales techniques.
- Learners will be able to analyze the consumer behavior pattern and understand consumer psychology.
- Learners will be able to communicate effectively with staff and stakeholders.

Credits: 4	Core Course
Max. Marks: 25+75 (Internal + External)	

Unit	Topics	Credit	No. of Lectures = 60
I	**Introduction to Retail Sales Management and Consumer Behavior** Types of retail formats (e.g., department stores, specialty stores, e-commerce), 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 behaviors, Competition in the retail industry and strategies for differentiation. **Understanding Consumer Behavior:** Consumer psychology and buying behavior, psychological factors influencing consumer decisions (e.g., motivation, perception, attitudes), Social and cultural influences on consumer behavior, Factors influencing consumer purchasing decisions: Economic factors (e.g., income, price sensitivity), Personal factors (e.g., lifestyle, personality), Situational factors (e.g., time constraints, urgency), Segmentation, targeting, and positioning in retail sales: Market segmentation strategies based on demographic, psychographic, and behavioral factors, Target market selection and identification of consumer segments: Positioning strategies to differentiate products and attract target consumers	1	15
II	**Sales Planning and Strategy: -** Setting sales objectives and targets - SMART (Specific, Measurable, Achievable, Relevant, Time- bound) objectives, establishing realistic sales	1	15

	targets based on market analysis and business goals. Sales forecasting techniques - Time-series analysis, Regression analysis, Qualitative methods (e.g., expert opinion, market research) Developing sales strategies for different retail formats - Tailoring sales strategies for brick-and- mortar stores, online retail, and omnichannel environments, Promotional strategies (e.g., discounts, loyalty programs) to drive sales and customer engagement.		
III	**Sales Techniques and Skills: -** Personal selling techniques -Building rapport with customers, needs assessment and solution selling, handling objections, and closing sales, Customer Buying Cycle Vs Retail Sales Cycle. Effective communication in sales - Verbal communication skills (e.g., active listening, persuasive language), Non-verbal communication cues (e.g., body language, facial expressions), Written communication skills for email correspondence, proposals, etc. 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. Importance of product knowledge - Features, Advantages and Benefits (FAB) of products, use of FABING technique during customer interaction, techniques for product demonstration, upselling & cross selling techniques.	1	15
IV	**Case Studies and Presentation: -** Analysis of real-world retail sales management cases • Case studies on successful sales management strategies in retail companies • Discussion of challenges faced, and lessons learned in implementing sales initiatives	1	15
	Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.		
	References: • Retail Management | Fifth Edition | By Pearson authored by Dr. Gibson Vedamani • Hammond, Richard.Smart Retail: Winning ideas and strategies from the most successful retailers in the world. Pearson Education. • Singh, Harjit. Retail Management - A Global Perspective: Text and Cases. S. Chand • Retail Management: A Strategic Approach by Barry Berman and Joel R. Evans • Sales Management: Analysis and Decision Making by Thomas N. Ingram, • Raymond W. LaForge, Ramon A. Avila, and Charles H. Schwepker Jr • The Retail Value Chain: How to Gain Competitive Advantage through Efficient Consumer Response (ECR) Strategies" by Martin Christopher, Helen Peck, and		
	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 3.1 E-Commerce & Omni Channel Retailing

<table>
<tr><td>Programme: B.Com. in Retail Operations Management</td><td colspan="2">Year: Second</td><td colspan="2">Semester: III</td></tr>
<tr><td colspan="5">Subject: Retail operation Management</td></tr>
<tr><td>Course Code: DSE-3.1</td><td colspan="2">Course Title: E-Commerce & Omni Channel Retailing</td><td colspan="2">(Theory)</td></tr>
<tr><td colspan="5">Course Objective: - To develop a comprehensive understanding of E-commerce & Omni Channel Retailing, including its principles, technologies and strategies.
Learning Outcomes: -
• Learners will be able to understand about e-commerce & online retailing.
• Learners will be able to understand the required technological arrangement for Omni- channel retailing.
• Learners will be able to implement the CRM systems to support omnichannel retailing.
• Omni-Channel Retailing: The Complete Guide to Effective Omnichannel Retailing" by Tim Peter and Jennifer Kubal
• Omni-Channel Retailing: How to Build Winning Stores in a Digital World" by Chris Adkins and Holger Schmidt</td></tr>
<tr><td colspan="2">Credits: 4</td><td colspan="3" rowspan="2">Core Course</td></tr>
<tr><td colspan="2">Max. Marks: 25+75 (Internal + External)</td></tr>
<tr><td>Unit</td><td colspan="2">Topics</td><td>Credit</td><td>No. of Lectures = 60</td></tr>
<tr><td>I</td><td colspan="2">Introduction to E-commerce & Omni Channel Retailing: Definition of e-commerce and online retailing, models of online retailing, factors impacting online retailing, pros & cons of online retailing, future of online retailing in India and cross border trade
Understanding Omni Channel Retailing: Definition and Evolution, Importance in Modern Retail Key Concepts and Components,
Consumer Behavior in Omni Channel Retailing: Shifting Consumer Expectations, Omnichannel Shopping Journeys, Impact of Technology on Consumer Behavior.
Benefits and Challenges of Omni Channel Retailing: Advantages for Retailers and Consumers Operational Challenges and Solutions, Case Studies of Successful Omni Channel Strategies</td><td>1</td><td>15</td></tr>
<tr><td>II</td><td colspan="2">Technology and Infrastructure
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.</td><td>1</td><td>15</td></tr>
<tr><td>III</td><td colspan="2">Marketing and Customer Engagement
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, Chatbots and AI in Customer Support, Handling Returns and Exchanges.</td><td>1</td><td>15</td></tr>
<tr><td>IV</td><td colspan="2">Data Analytics and Insights
Data Collection and Analysis: Omni Channel Data Sources, Data Analytics Tools and</td><td>1</td><td>15</td></tr>
</table>

	Techniques, Predictive Analytics for Retail **Customer Insights and Segmentation:** Customer Journey Mapping, Segmentation Strategies, Behavioral Analytics **Performance Measurement and KPIs:** Key Performance Indicators (KPIs) in Omni Channel Retailing, Dashboards and Reporting Tools, Continuous Improvement Processes.		
	Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.		
	References: • Omni-Channel Retailing: The Complete Guide to Effective Omnichannel Retailing" by Tim Peter and Jennifer Kubal • Omni-Channel Retailing: How to Build Winning Stores in a Digital World" by Chris Adkins and Holger Schmidt • Retail Management: A Strategic Approach" by Swapna Pradhan • E-tailing" by Ashok Kumar Gupta		
	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 3.2 Business Ethics & Corporate Governance

Programme: B.Com. in Retail Operations Management	Year: Second	Semester: III
Subject: Retail operation Management		
Course Code: DSE-3.2	Course Title: Business Ethics & Corporate Governance	(Theory)

Course Objective: - To Understand the ethical dilemmas and challenges faced by businesses in the Indian context.

Learning Outcomes: -

- Learners will be able to identify and assess ethical issues in various business scenarios, proposing ethical solutions and strategies.
- Learners will be able to evaluate the effectiveness of corporate governance mechanisms in ensuring transparency, accountability, and stakeholder value creation in organizations.
- Learners will be able to apply principles of corporate governance to promote ethical decision-making and sustainable business practices.
- Learners will be able to use the financial reporting in corporate governance.
- Learners will be able to understand the best practices of corporate governance in India.

Credits: 4	Core Course
Max. Marks: 25+75 (Internal + External)	

Unit	Topics	Credit	No. of Lectures = 60
I	**Foundations of Business Ethics and Corporate Governance:** Introduction to Business Ethics, Ethical Theories and Decision-Making Models, meaning and definition of Corporate Governance, purpose and need for Corporate Governance, Evolution and history of Corporate Governance, Principles and Mechanisms, Benefits and Limitations of Corporate Governance Corporate Governance, Role of Government and Regulatory Bodies	1	15
II	**Ethical Issues in Business:** Corporate Social Responsibility (CSR), Ethical Issues in Marketing, Finance, HR, and other Business Functions, Environmental Ethics, Ethical Leadership and Culture, Codes of Conduct and Ethics Policies, Whistleblowing and Compliance Mechanisms, Board Structures and Executive Compensation, Corporate Governance Reporting and Transparency	1	15
III	**Emerging Trends and Case Studies:** Globalization and Ethical Challenges, Technology, Diversity, and Inclusion, Ethics in Specific Industries (Service & Manufacturing Sector etc.), Ethics in Entrepreneurship and International Business. Application and Case Studies: Case Studies on Ethical Decision Making, Ethical Leadership in Practice, Learning from Corporate Governance Failures and Successes	1	15
IV	**Accountability In Corporate Governance:** Definition, Importance - Accounts and Financial Reporting - Stakeholders Influence - Social Responsibility and Accountability - Reflection of Stakeholder's Accountability in Legislation, Guidance on Stakeholders and Shareholders Interest. Role of Top Management in Corporate Governance. Role of Auditors in Corporate. Role of Shareholders & Other Stakeholders in Corporate Governance.	1	15
	Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.		

	References: • Corporate Governance: A Primer by Kavil Ramachandran and N. Balasubramanian • Business Ethics and Corporate Governance by N. Balasubramanian • Corporate Governance: Principles, Policies and Practices" by A. C. Fernando • Business Ethics: Concepts and Cases by C.S.V. Murthy • Ethical Issues in Business: A Philosophical Approach" by Ritu Sharma • Ethics in Business and Management Concepts (Western and Indian) C Cases (National C International), R. P. Banerjee, Himalaya Publishing House. • Corporate Governance (with Case Studies), Dayanand Achrekar, Surendra Publications.
	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 3.1 Practical in Retail Sales Management (Practical/ Field Project/ OJT)

Programme: B.Com. in Retail Operations Management	**Year: Second**	**Semester: III**
Subject: Retail operation Management		
Course Code: SEC-3.1	**Course Title: Practical in Retail Sales Management (Practical/Field Project/OJT)**	**(Theory+Practical)**

Course Objective: - To apply the key principles and techniques of retail sales management, including customer interaction, sales strategies, and team management.

Learning Outcomes: -

- Learners will be able to manage retail sales operations by utilizing various tools and techniques.
- Learners will be equipped with the knowledge and skills to formulate and implement sales strategies encompassing merchandising, promotional campaigns.
- Learners will be able to apply retail sales software/tools effectively to manage inventory, analyze sales data, and enhance customer relationships.

Credits: 2	Core Course
Max. Marks: 25+75 (Internal + External)	

Unit	Topics	Credit	No. of Lectures = 30
I	**Introduction to Practical Retail Sales Management: Overview:** Explanation of the format and objectives of practical sessions, Discussion of the importance of practical application in retail sales management education **Introduction to retail sales management software/tools:** Demonstration of common retail sales software/tools (e.g., POS systems, CRM software), Hands-on exploration of software interfaces and basic functionalities. **Setting up mock retail sales scenarios:** Role assignment for simulated sales interactions. Scenario creation: Role plays or OJT demonstration on different types of customer interactions (e.g., product inquiry, complaint handling) **Designing and executing promotional campaigns:** Planning and organizing sales events, promotional campaigns, special festive events, product launches, clearance sales.	1	15
II	**Customer Interaction and Sales Techniques: Role-playing exercises:** Customer greetings and engagement, Students pair up and take turns practicing initial greetings and engaging customers in conversation Feedback session: Peer evaluation and instructor feedback on communication skills and approachability **Demonstrating product features and benefits:** Introduction to a selection of products for demonstration; Role-playing scenarios: Students take turns demonstrating product features and explaining benefits to customers **Handling customer objections and closing sales:** Identification of common objections in retail sales; Role-playing exercises: Students practice responding to objections and techniques for closing sales **Feedback and debrief:** Discussion of effective strategies and areas for improvement	1	15
	Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.		

	References: • Retail Management: Text and Cases" by Swapna Pradhan • Retail Management | Fifth Edition | By Pearson authored by Dr. Gibson Vedamani • Retail sales Associate: RASCI Course Material • Retail Team Leader – RASCI Course material
	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

AP

AEC 3.1 English language -3 (Academic Interaction and Presentation Skills -Advanced Level)

Programme: B.Com. in Retail Operations Management	**Year: second**	**Semester: III**
Subject: Retail operation Management		
Course Code: AEC-3.1	**Course Title: Academic Interaction and Presentation Skills -Advanced Level**	**(Theory)**

- Course Objective: - To Understand extended academic lectures and debates and the to Identify arguments, evidence, and conclusions in oral discourse.

Learning Outcomes: -

- The learner will be able to Deliver structured academic presentations with visual aids.
- The learner will be able to Participate actively in academic discussions and debates.

Credits: 2	Ability Enhancement Course
Max. Marks: 25+75 (Internal + External)	

Unit	Topics	Credit	No. of Lectures = 30
I	Advanced Listening Skills 1.Listening to full-length academic lectures/seminars on topics related to Indian budgets, finance, Domestic and international trade, international economic relations. 2. identifying arguments, evidence, and conclusions 3.Listening to debates/interviews and summarizing points of view	1	15
II	Advanced Speaking Skills 1. Participating in academic discussions and debates 2.Delivering structured academic presentations on different topics 3. Using visual aids effectively 4. Answering questions and defending a viewpoint	1	15
	Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.		
	References: • Kenneth Anderson, Study Speaking (Cambridge University Press) • John Hughes, Critical Thinking in ELT • TED Talks (economics-related topics)		
	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		

Semester: IV

DSC 4.1 Logistics and Supply Chain Management

Programme: B.Com. in Retail Operations Management	**Year: Second**	**Semester: IV**
	Subject: Retail operation Management	
Course Code: DSC 4.1	**Course Title:** Logistics and Supply Chain Management	**(Theory)**

Course Objective: - To Understand the fundamental principles and concepts of logistics and supply chain management as they apply to the retail industry.

Learning Outcomes: -

- Learners will be able to define key terms and concepts related to logistics and supply chain management in the context of retail.
- Learners will be able to apply theoretical knowledge to analyze and optimize the design and operation of retail supply chains.
- Learner will be able to Analyze the design and operation of retail supply chains, including transportation, warehousing, and inventory management strategies.
- Learners will be able to demonstrate critical thinking skills by evaluating the impact of technology, sustainability initiatives, and
- Learners will be able to understand ethical considerations on retail logistics and supply chain.

Credits: 4	Core Course
Max. Marks: 25+75 (Internal + External)	

Unit	Topics	Credit	No. of Lectures = 60
I	**Introduction to Supply Chain Management** 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.	1	15
II	**Retail Supply Chain and Transportation Logistics** Retail supply chain network design principles: Factors influencing facility location decisions in retail (proximity to markets, transportation infrastructure, labor 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-fulfillment centers), Transportation cost management techniques and optimization strategies	1	15
III	**Warehousing and Distribution in Retail** Types and functions of warehouses in retail: Distribution centers, Fulfillment centers, Cross- docking facilities, Warehouse layout and design considerations for retail operations	1	15

AP

	Warehouse operations: Receiving and put-away, Order picking and packing, Shipping and dispatch. Warehouse automation technologies: Automated storage and retrieval systems (AS/RS) Robotics and automated guided vehicles (AGVs).		
IV	**Technology and Green Logistics in Retail** Role of information technology in retail logistics: Warehouse Management Systems (WMS) Transportation Management Systems (TMS), Enterprise Resource Planning (ERP) systems 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, Blockchain for supply chain transparency and traceability. **Environmental sustainability considerations in retail logistics:** Green transportation initiatives Sustainable packaging solutions, Ethical issues in supply chain management: Fair labor practices, Ethical sourcing, Responsible disposal of waste and returns, Corporate Social Responsibility (CSR) initiatives in retail logistics	1	15
	Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.		
	References: • Retail Logistics: A Study on Supply Chain Management in Organized Retail Sector in India by R. Srinivasan and K. Chandrasekaran • Logistics and Supply Chain Management in Retail by Prakash Chandra Sahu and Sunil Sharma • Supply Chain Management: Text and Cases by Janat Shah, M. Rammohan, and G. Raghuram • Retail Management: Principles and Practices" by Swapna Pradhan		
	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		

DSC4.2 Enterprise Resource Planning (E R P)

Programme: B.Com. in Retail Operations Management	Year: Second	Semester: IV
Subject: Retail operation Management		
Course Code: DSC-4.2	Course Title: Enterprise Resource Planning (E R P)	(Theory)

Course Objective: - To outline the overall Framework of an enterprise system and understand the need for an ERP solution in a retailing organization.

Learning Outcomes: -

- The learners will be able discuss the features and factors that needs to be considered for ERP systems.
- The learners will be able to describe the features, advantages and benefits of different functional modules of ERP used by Retail organizations (Small, Medium and Large).
- The learners will be able to carry out accounting and other administrative functions of the job role on a computer.
- The learners will be able to describe the importance and functions of computer application system.
- The learners will be able to have better understanding of BPR and BPM systems.

Credits: 4	Core Course
Max. Marks: 25+75 (Internal + External)	

Unit	Topics	Credit	No. of Lectures = 60
I	**Introduction to ERP** Overarching structure of an enterprise system, evolution and utilities of Enterprise Resource Planning (ERP), risks and benefits of an ERP system, features of fundamental technology used in enterprise resource planning, factors that need to be considered in – Planning and designing of ERP systems; Implementation of cross functional integrated ERP systems	1	15
II	**ERP Solutions** Need for an ERP solution in a Retailing Organization, characteristics and applications of ERP software solutions that are used by Small, medium and large retail organizations, e significance of Business Process Re-engineering (BPR) in ERP solutions with respect to business processes of a Retail organization.	1	15
III	**Business Process management (BPM) and Functional modules** Need for business process management (BPM), the co-relation between ERP solution and BPM of an organization, elements of BPM lifecycle, functional modules used in various functions & departments of a retail store (Small, Medium & Large), features, advantages and benefits of different functional modules of ERP used by Retail organizations (Small, Medium and Large) , the emerging trends in ERP.	1	15
IV	**Computer Skills** Software and related skills required to carry out accounting andother administrative functions of the job role on a computer, importance and functions of computer applications -MS Office, Internet applications & email applications, orientation to POS software(s) in retail, Introduction to CRM software	1	15
	Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.		

	References: • Enterprise Resource Planning Concepts: Understanding the Power of ERP for Today's Businesses Second Edition- Dr. Jill A O'Sullivan (Author), Gene Caiola (Author) • Retail Store Operations A Complete Guide - 2020 Edition - by Gerardus Blokdyk (Author)
	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 4.3 Inventory and Budget Management

Programme: B.Com. in Retail Operations Management	**Year: Second**	**Semester: IV**
Subject: Retail operation Management		
Course Code: DSE-4.3	**Course Title:** Inventory and Budget Management	**(Theory)**

Course Objective: - To Develop proficiency in inventory turnover analysis, safety stock management, and supply chain integration.

Learning Outcomes: -

- Learners will Understand the principles and techniques of retail inventory management.
- Learners will be able to develop and implement inventory management strategies resulting in enhanced customer satisfaction and increased profitability.
- Learners will be equipped with the knowledge and skills to effectively plan, monitor, and control budgets in retail store operations to achieve financial objectives of the store.
- Learners will be able to acquire the skills to analyze financial statements, monitor budget performance, and identify variances.
- Learners will be able to Gain an understanding of budget planning, forecasting, allocation, and control techniques specific to retail operations

Credits: 4	Core Course
Max. Marks: 25+75 (Internal + External)	

Unit	Topics	Credit	No. of Lectures = 60
I	**Inventory Management** 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, Inventory Segmentation: Differentiating Inventory based on Characteristics such as Perishability and Seasonality, Product Life Cycle Management and its Impact on Inventory Classification. Inventory Reconciliation and Auditing: Regular Physical Inventory Counts and Cycle Counting Techniques, Inventory Reconciliation Processes Importance of Accuracy in Inventory Records.	1	15
II	**Inventory Optimization Strategies** 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.	1	15

III	**Managing Retail Store Budgets** **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. **Budget Planning and Preparation:** Techniques for forecasting sales in retail stores, Historical data analysis, market trends, and seasonality factors, Identifying expense categories for budgeting- Fixed expenses (e.g., rent, utilities), variable expenses (e.g., payroll, inventory), and discretionary expenses (e.g., marketing, promotions), 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	1	15
IV	**Budget Monitoring and Control:** 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 (favorable and unfavorable), 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	1	15
	Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.		
	References: • Swapna Pradhan; "Retailing Management Text & Cases;" Tata McGraw hill; Education Private limited, New Delhi • David Gilbert "Retailing Management"; Pearson Education; New Delhi. • Retail Management | Fifth Edition | By Pearson authored by Dr. Gibson Vedamani • Principles of Inventory Management: When You Are Down to Four, Order More! by R. Srinivasan • Inventory Management: Advanced Methods for Managing Inventory within Business Systems" by John Denton • Financial Management for Retailers" by C.B. Gupta		
	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 4.1 Retail Team Management

Programme: B.Com. in Retail Operations Management	**Year: Second**	**Semester: IV**
Subject: Retail operation Management		
Course Code: DSE 4.1	**Course Title:**	**(Theory)**

Course Objective: - To understand the principles and techniques of setting SMART sales goals, aligning them with organizational objectives, and tracking progress effectively.

Learning Outcomes: -

- Learners will be able to analyze sales goals, design training programs, and implement performance evaluation methods to enhance the productivity and effectiveness of retail sales teams.
- Learners will be able develop the skills to 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.
- Learners will demonstrate the ability to evaluate sales team performance, provide constructive feedback, and implement strategies to optimize individual and team performance, contributing to overall store success in the retail industry.
- Learners will be able to develop skills in designing and delivering effective sales training programs, utilizing methods such as classroom training, on-the-job coaching, and role-playing exercises.
- Learners will be able to gain proficiency in conducting performance evaluations, providing constructive feedback, and implementing strategies to enhance sales team performance and productivity.

Credits: 4	Core Course
Max. Marks: 25+75 (Internal + External)	

Unit	Topics	Credit	No. of Lectures = 60
I	**Basics of Sales Team Management** 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. Motivating and incentivizing sales teams: Incentive compensation plans (e.g., commissions, bonuses), Recognition and rewards programs for top performers, Team-building activities to foster collaboration and camaraderie.	1	15
II	**Sales Team Performance Management** **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	1	15

(10)

	individuals and teams, Establishing measurable mics 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.		
III	**Sales Team Training and Development:** 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. Classroom training: Structured sessions led by trainers covering sales techniques, product knowledge, and customer service skills, 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. Providing continuous learning opportunities through workshops, seminars, and online training resources Encouraging self-directed learning and skill acquisition through individual development plans.	1	15
IV	**Team Performance Review** 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 (e.g., self-assessment, peer assessment, manager assessment) 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 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.	1	15
	Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.		
	References: • Retailing Management: Principles and Practices by Gibson G. Vedamani (Recommended) • Sales Management: Decisions, Strategies and Cases by P. M. A. Kumar • Retail Management: Text and Cases by Swapna Pradhan • Sales Management: Concepts, Practice and Cases" by T. N. Ramanathan and Tapan K. Panda • Retail Manager's Handbook – Andra Wheeler • The Art of Luxury Selling: How to Engage Sales Teams to Establish a Culture of Service Excellence - Peter Aristodemou		
	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 4.2 Retail Entrepreneurship

Programme: B.Com. in Retail Operations Management	**Year: Second**	**Semester: IV**
Subject: Retail operation Management		
Course Code: DSE-4.2	**Course Title: Retail Entrepreneurship**	**(Theory)**

Course Objective: - To develop a comprehensive understanding of the retail industry in the Indian context and the key factors that contribute to entrepreneurial success within this sector.

Learning Outcomes: -

- The learner will demonstrate the ability to develop a viable retail business plan tailored to the Indian market.
- The Learner will be able to apply effective marketing techniques and customer relationship management strategies to attract and retain customers.
- The Learner will be equipped with 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.

Credits: 4	Core Course
Max. Marks: 25+75 (Internal + External)	

Unit	Topics	Credit	No. of Lectures = 60
I	**Foundations of Entrepreneurship Development** **Entrepreneurship**: Concept and Need of Entrepreneur ship 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. **(Case study Mr Kishore Biyani: future group; Mr. Radhakrishna Damani: DMart** **Theories of Entrepreneurship**: Innovation Theory by Schumpeter &Imitating Theory, of High Achievement by McClelland X-Efficiency Theory by Leibenstein **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 **Case Study**.	1	15
II	**Types & Classification of Retail Entrepreneurs** **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 and Social responsibility of NGO's. (Case study Sumita Ghose: Rangasutra ;Ajaita Shah Frontier Markets)	1	15

III	**Business Plan** **Identifying Business Opportunities:** Market research and analysis, Identifying niche markets and target customers, SWOT analysis for retail business **Legal and Regulatory Framework:** Business registration and licenses in India, Understanding GST (Goods and Services Tax), Employment laws and regulations **Business Plan Development:** Components of a retail business plan, Setting goals and objectives, financial projections, and budgeting. **Financial Management:** Basics of accounting for retail businesses, Cash flow management, Pricing strategies and profit margins **Funding Options for Retail Ventures:** Bootstrapping vs. seeking external funding, Bank loans, government schemes, and other sources of financing, Pitching to investors.	1	15
IV	**Marketing and Operations** **Marketing Strategies for Retail:** a marketing plan, Digital marketing techniques for retail, Customer segmentation and targeting. **Customer Relationship Management (CRM):** Importance of customer satisfaction, Building customer loyalty programs, Handling customer complaints and feedback **Branding and Promotions:** Brand building strategies for retail businesses, Promotional campaigns and events, Public relations for retail entrepreneurs. **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. **Evaluating Performance and Continuous Improvement:** Key performance indicators (KPIs) for retail businesses, Monitoring and evaluating business performance, Implementing changes for continuous improvement.	1	15
	Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.		
	References: • Retail Management: Text and Cases" by Swapna Pradhan • NVR Naidu and T.Krishna Rao, " Management and Entrepreneurship", IK Int Pub House, New Delhi, 2014 • S Anil Kumar, "Small Business and Entrepreneurship", IK Int Pub House, New Delhi, 2008 • Balraj Singh, "Entrepreneurship Development", Wisdom, Delhi, 2005 • Timmons and Spinelli, "New Venture Creation: Entrepreneurship for 21st Century", TMH, • Newman, Andrew J. and Peter Cullen Retailing Environment and Operations, Thomson Learning, India, 2010 • C.V. Bakshi, "Entrepreneurship Development", Excel Publications		
	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 4.1 Leadership Skills (Training/Coaching /OJT Mode)

Programme: B.Com. in Retail Operations Management	Year: Second	Semester: IV
Subject: Retail operation Management		
Course Code: SEC-4.1	Course Title: Leadership Skills (Training/Coaching/OJT Mode)	(Theory+Practical)

Course Objective: - To Understand foundational theories and models of leadership & develop decision-making, conflict resolving and problem-solving skills essential for effective leadership.

Learning Outcomes: -

- The learners will be able to acquire knowledge of key theories and models in leadership.
- The learners will be able to make informed decisions, resolve conflicts, and solve problems.
- The learners will be able to gain practical skills in leadership through participation in simulated leadership scenarios and on-the-job training.
- The learners will be able to explain the principles of ethical leadership.

Credits: 2	Core Course
Max. Marks: 25+75 (Internal + External)	

Unit	Topics	Credit	No. of Lectures = 30
I	**Foundations of Leadership**: Introduction to leadership theories (trait, behavioral, contingency, transformational, etc.) Understanding different leadership styles and their applications, Practical Exercise: Self- assessment of leadership style and reflection. **Decision-Making and Problem-Solving:** 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.	1	15
II	**Conflict Resolution and Negotiation:** 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. **Ethical Leadership**: Ethical Leadership Principles: Integrity and honesty, Respect for others, Accountability and transparency, empathy, Practical Exercise: Case studies and discussions on ethical dilemmas in leadership.	1	15
	Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.		
	References: "Leadership: Theory and Practice" by Dr. R.K. Uppal and Dr. Preeti Uppal; Management Decision Making: Concepts, Methods and Cases" by Dr. P. K. Vijayan and Dr. S. N. Mukherjee; Conflict Management: A Practical Guide to Developing Negotiation Strategies; Ethics in Management: Concepts and Cases" by Dr. R.P. Singh; Indian Corporate Ethics" by Dr. R. Balasubramaniam		

	• Managerial Coaching Skills: A Practical Guide" by Dr. Sangeeta Shankar and Dr. Renuka Kamath • Effective Feedback Skills" by Dr. S.K. Mandal • Feedback: Giving, Seeking and Using" by Dr. Rashmi Kathuria and Dr. Kirti Sharma
	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 4.1 Introduction to Statutory and Legal framework for Retail Business Enterprises

<table>
<tr><td>Programme: B.Com. in Retail Operations Management</td><td>Year: Second</td><td>Semester: IV</td></tr>
<tr><td colspan="3">Subject: Retail operation Management</td></tr>
<tr><td>Course Code: VAC-4.1</td><td>Course Title: Introduction to Statutory and Legal Framework for Retail Business Enterprises</td><td>(Theory)</td></tr>
</table>

Course Objective: - To understand the foundational legal principles and regulatory requirements governing retail business enterprises.

Learning Outcomes: -

- Learners will demonstrate the ability to identify and adhere to legal and regulatory requirements pertinent to retail business operations.
- Learners will apply legal principles and ethical considerations to resolve practical challenges and mitigate risks within the retail sector.
- Learners will analyze the impact of statutory regulations on retail business strategies and develop proactive measures to ensure compliance and minimize legal liabilities.

<table>
<tr><td>Credits: 2</td><td rowspan="2">Core Course</td></tr>
<tr><td>Max. Marks: 25+75 (Internal + External)</td></tr>
</table>

Unit	Topics	Credit	No. of Lectures = 30
I	**Legal Foundations:** Introduction to Legal Framework- Overview of legal systems and sources of law (common law, statutes, regulations), Importance of legal compliance in retail business enterprises, Business Structures and Registrations - Different types of business structures (sole proprietorship, partnership, corporation), Registration requirements and procedures for retail businesses, Pros and cons of each business structure. Contracts and Agreements - Basics of contract law relevant to retail business transactions. Common types of contracts in retail (leases, vendor agreements, employment contracts). Key elements of a valid contract and potential pitfalls – Intellectual Property Overview of intellectual property rights (trademarks, copyrights, patents), Importance of protecting intellectual property in retail businesses, Strategies for safeguarding intellectual property rights.	1	15
II	**Compliance and Regulations:** Employment Law - Employment standards, regulations, and obligations in the retail sector, Worker classifications, wages, working hours, and benefits, Discrimination and harassment laws applicable to retail businesses. Consumer Protection Laws - Overview of consumer rights and responsibilities, Regulations governing product safety, labeling, 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..	1	15

	Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.
	References: • Retail Management: Principles and Practices by Swapna Pradhan • Legal Aspects of Business by Akhileshwar Pathak • Business Laws for Retail Managers by K.R. Bulchandani Legal Environment of Business in India by Tulsian
	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 4.1 English language -4 **English for Research (Research & Professional Level)**

<table>
<tr><td colspan="2">Programme: B.Com. in Retail Operations Management</td><td colspan="2">Year: second</td><td colspan="2">Semester: IV</td></tr>
<tr><td colspan="6">Subject: Retail operation Management</td></tr>
<tr><td colspan="2">Course Code: AEC-4.1</td><td colspan="2">Course Title: English for Research (Research & Professional Level)</td><td colspan="2">(Theory)</td></tr>
<tr><td colspan="6">Course Objective: - To Critically read and analyze scholarly articles and policy documents.

Learning Outcomes: -
• The learner will be able to Identify research methodology, arguments, and bias in academic texts.
• The learner will be able to Write academic and professional documents such as abstracts, proposals, and policy briefs.
• The learner will be able to Apply appropriate citation styles (APA/MLA) in academic writing.</td></tr>
<tr><td colspan="3">Credits: 2</td><td colspan="3" rowspan="2">Ability Enhancement Course</td></tr>
<tr><td colspan="3">Max. Marks: 25+75 (Internal + External)</td></tr>
<tr><td>Unit</td><td colspan="3">Topics</td><td>Credit</td><td>No. of Lectures = 30</td></tr>
<tr><td>I</td><td colspan="3">Advanced Reading Skills
1. Critical reading of scholarly articles and on the topics related to Indian budgets, finance, Domestic and international trade, international economic relations policy documents
2. Identifying research methodology, arguments, and bias
3. Comparing multiple sources for synthesis</td><td>1</td><td>15</td></tr>
<tr><td>II</td><td colspan="3">Advanced Writing Skills
1 Writing Research abstracts and proposals
2 Drafting policy briefs and executive summaries
3 Writing argumentative essays with citations (APA/MLA)
4 Producing a portfolio of academic and professional writing</td><td>1</td><td>15</td></tr>
<tr><td></td><td colspan="5">Teaching Learning Process: Class discussions/ demonstrations, PowerPoint presentations, Class activities/ assignments etc.</td></tr>
<tr><td></td><td colspan="5">References:
• John M. Swales & Christine B. Feak, Academic Writing for Graduate Students
• Gerald Graff & Cathy Birkenstein, They Say / I Say
• Selected research articles from Economic and Political Weekly</td></tr>
<tr><td></td><td colspan="5">Suggested Continuous Evaluation Methods:
Assignment, Internal, Quiz, PPT presentation, External Examination etc.</td></tr>
</table>

	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