



St Aloysius College (Autonomous)
Mangaluru

Re-accredited by NAAC "A" Grade

Bachelor of Vocational Studies

In

Retail Management

CREDIT BASED SEMESTER SYSTEM

(2018 -19 ONWARDS)

ST ALOYSIUS COLLEGE
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Re-accredited by NAAC with 'A' Grade - CGPA 3.62
Ranked 44 in College Category by NIRF, MHRD, Government of India
Recognised by UGC as "College with Potential for Excellence"
College with 'STAR STATUS' conferred by DBT, Government of India

No: SAC 40/Syllabus 2018-19

Date: 04-12-2017

NOTIFICATION

Sub: Syllabus of **B.Voc. in Retail Management**
Course under Credit Based Semester System.

Ref: 1. Academic Council decision dated 28-10-2017
2. Office Notification dated 04-12-2017

Pursuant to the Notification cited under reference (2) above, the Syllabus of **B.Voc. in Retail Management** Course under Credit Based Semester System is hereby notified for implementation with effect from the academic year **2018-19**.

PRINCIPAL

REGISTRAR

To:

1. The Chairman/Dean/HOD.
2. The Registrar
3. Library

PREAMBLE

The course in Retail Management (RM) is a comprehensive programme, designed to enhance leadership in the context of Indian retail. This programme enables participants to evaluate their own retail strategies, discover newer models from international markets, and explore various challenges that are synonymous with this industry. With adequate practical exposure backed by relevant case studies, lectures, and discussions, the programme seeks to help students gain newer perspectives to stay ahead in a fiercely competitive market.

The Indian Retail Industry is one of the largest in the world and is estimated to be over USD 450 billion. It is in a high growth phase and is expected to grow continuously for the next two decades. The Indian retail industry - a sun rise industry has registered a strong growth during the recent past, which is evidenced, in terms of volume, size of operations and style of functioning across the nation. A shift from traditional retailing to well organized retailing has been very much noticeable and that stands to testify the pattern of development in the retail industry in India. However in India, even now most of the retail business rely on unorganized retail business units small in size catering to the needs of neighbourhood areas.

An estimated more than 3 lakhs people are required by the retail industry. Since the workforce in the retail industry works on a per-project basis, the actual number of people employed by the industry may be higher, and utilization per person may be lower. The scale and workforce requirement can vary significantly from industry to industry – with some industry requiring manpower up to 1,000 people on certain days. Resource requirements for the retail sector alone are expected to grow at a rate of 30% to reach 4,00,000 people by 2017.

Education and training has not become a norm in the industry. This course tends to bridge the gap and tap the vast opportunity available to equip students gain adequate insights right from Semester I. Further, the flexibility of the course allows the candidate to benefit in terms of course completion certificates should there be an early exit from the course. There is also the freedom of continuing the course at a later date.

Semester	Certification	Job Profile
Semester I	Certificate	Store Operation Assistant
Semester II	Diploma	Cashier
Semester IV	Advanced Diploma	Trainee Associate / Sales Associate
Semester VI	Degree B. Voc	Team Leader / Department Manager

Store Operation and Minor Projects

B. Voc Retail Management strives to balance the in-class instruction with the practical hands-on experience to the learner. Store Operation component of the curriculum attempts to provide an experiential focus to the course. Through this, the learner can experiment what he/she learns in the classroom in real-time retail environment. The course entails a Minor Project in each semester to make the course outcome-based and also equip the learner with practical skills at the job place.

The practical component will have twelve hours every week, that will be spent in the various retail outlets around the city. The outlets identified for the Practicals are:

1. Shoppin
2. Soch
3. Peter England
4. Manyavar
5. Van Heusen
6. Louie Phillipe
7. Favourite Shop
8. FBB

SEMESTER - I								
Sl. No.	Course Code	Title	Hrs per Week	Duration of examination	MARKS			Credits
					IA	Sem Exam	Total	
1	BV 111.1	Communication Skills-1	4	3	30	70	100	4
2	BV 112.1 BV 120.1	Hindi-1 Kannada	4	3	30	70	100	4
3	BV 113.1	Basic Computer Skills -1	4	3	30	70	100	4
4	BV 114.1	Introduction To Retailing	3	3	30	70	100	3
5	BV 115.1	Elements Of Salesmanship	3	3	30	70	100	3
6	BV 116.1	Principles Of Management	3	3	30	70	100	3
7	BV 117.1	Fundamentals Of Customer Service	3	3	30	70	100	3
8	BV 118.1P	Store Operations-1	6	VIVA		100	100	3
9	BV 119.1P	Project Work On Elements Of Salesmanship	6	VIVA		100	100	3
		Total			210	690	900	30

SEMESTER - II								
Sl. No.	Course Code	Title	Hrs per Week	Duration of examination	MARKS			Credits
					IA	Sem Exam	Total	
1	BV 111.2	Communication Skills-2	4	3	30	70	100	4
2	BV 112.2 BV 120.2	Hindi-2 Kannada	4	3	30	70	100	4
3	BV 113.2	Basic Computer Skills - 2	4	3	30	70	100	4
4	BV 114.2	Stores Layout And Design	3	3	30	70	100	3
5	BV 115.2	Business Organization And Environment	3	3	30	70	100	3
6	BV 116.2	Brand Management And Consumer Marketing	3	3	30	70	100	3
7	BV 117.2	Human Resource Management And Industrial Relation	3	3	30	70	100	3
8	BV 118.2P	Store Operations-2	6	VIVA		100	100	3
9	BV 119.2P	Project Work On Stores Layout And Design	6	VIVA		100	100	3
		Total			210	690	900	30

SEMESTER III								
Sl. No.	Course Code	Title	Hrs per Week	Duration of examination	MARKS			Credits
					IA	Sem Exam	Total	
1	BV 111.3	Soft Skills	4	3	30	70	100	4
2	BV 112.3	Health Safety And Environment	4	3	30	70	100	4
3	BV 113.3	Fundamentals Of Indian Constitution	4	3	30	70	100	4
4	BV 114.3	Retail Management-Functional Principles And Practices	3	3	30	70	100	4
5	BV 115.3	Advertising and Sales Promotion	3	3	30	70	100	4
6	BV 116.3	Visual Merchandising	3	3	30	70	100	4
7	BV 117.3	Marketing For Services	3	3	30	70	100	4
8	BV 118.3P	Store Operations-3	6	VIVA		100	100	6
9	BV 119.3P	Project Work On Visual Merchandising	6	VIVA		100	100	6
		Total			210	690	900	30

SEMESTER IV								
Sl. No.	Course Code	Title	Hrs per Week	Duration of examination	MARKS			Credits
					IA	Sem Exam	Total	
1	BV 111.4	Behavioral Skills	4	3	30	70	100	4
2	BV 112.4	Human Rights & Value Education	4	3	30	70	100	4
3	BV 113.4	Taxation Law & Practice In Business	4	3	30	70	100	4
4	BV 114.4	Accounting Fundamentals	3	3	30	70	100	3
5	BV 115.4	Retail Consumer Behaviour	3	3	30	70	100	3
6	BV 116.4	Retail Supply Chain Management	3	3	30	70	100	3
7	BV 117.4	Mall Management	3	3	30	70	100	3
8	BV 118.4P	Store Operations-4	6	VIVA		100	100	6
9	BV 119.4P	Project Work On Mall Management	6	VIVA		100	100	6
		Total			210	690	900	30

SEMESTER V								
Sl. No.	Course Code	Title	Hrs per Week	Duration of examination	MARKS			Credits
					IA	Sem Exam	Total	
1	BV 111.5	Gender Equity And Value Education	4	3	30	70	100	4
2	BV 112.5	Legal And Ethical Aspects Of Business	4	3	30	70	100	4
3	BV 113.5	Entrepreneurship	4	3	30	70	100	4
4	BV 114.5	General Economics	3	3	30	70	100	3
5	BV 115.5	Marketing Management	3	3	30	70	100	3
6	BV 116.5	Customer Relationship Management	3	3	30	70	100	3
7	BV 117.5	E-Commerce	3	3	30	70	100	3
8	BV 118.5P	Store Operations-5	6	VIVA		100	100	6
9	BV 119.5P	Project Work On CRM	6	VIVA		100	100	6
		Total			210	690	900	30

SEMESTER VI								
Sl. No.	Course Code	Title	Hrs per Week	Duration of examination	MARKS			Credits
					IA	Sem Exam	Total	
1	BV 111.6	General Project Management	4	3	30	70	100	4
2	BV 112.6	Inventory Management	4	3	30	70	100	4
3	BV 113.6	Industrial & Rural Marketing	4	3	30	70	100	4
4	BV 114.6	Retail Logistics Management	3	3	30	70	100	3
5	BV 115.6	IT And Administration In Retail	3	3	30	70	100	3
6	BV 116.6	Operations Management	3	3	30	70	100	3
7	BV 117.6	Franchising Management	3	3	30	70	100	3
8	BV 118.6P	Store Operations-6	6	VIVA		100	100	6
9	BV 119.6P	Comprehensive Viva-Voce	6	VIVA		100	100	6
		Total			210	690	900	30

SEMESTER-1

BV 114.1 INTRODUCTION TO RETAILING

OBJECTIVES:

- To provide in-depth understanding of all aspects of retail business.
- To provide an understanding of retailing as an Economic and social process.

MODULE I: AN OVERVIEW OF RETAIL

Definition and scope of Retailing-The role of Retailer –The Retailer as a Link between the Producer and the consumer-The Retailer as a channel Member and an image creator, need of channels of distribution-the rise of the retailer-Challenge faced by retailer worldwide-Retail as career,

MODULE II: THEORIES OF RETAIL DEVELOPMENT AND FORMATS IN RETAILING

Evolution of Retail Formats-Development of Supermarkets and convenience stores- Understanding Retail formats-Non-store AND Non-traditional Retail Formats, methods of retail expansion.

MODULE III: RETAIL IN INDIA

Concept of organized Retail-Evolution of Retail in India-Traditional business market in India-Drivers of Retail change in India-Size of Retail In India-Key Sector in India-Retail Realities-

MODULE IV: RETAIL MIX

Define supply chain and Supply Chain Management- Retail Store operation- Understanding the Retail customer-Retail Strategy-Retail marketing and Strategies - Basics of Retail merchandising

LEARNING RESOURCES:

1. Gibson G Vedamani (2013), Retail Management Functional Principles and Practices Rev Ed 3, Jaico Publishing House.
2. Varley and MohammadRafiq (2007), Principles of Retail Management, Palgrave Macmillan.
3. M A Shewan (2008), Retail Management, Sonali Publications
4. Swapnanpradhan (2015) Retail Management Graw Hill Education
5. Harjit Singh (2011) Retail Management: a global perspective text and cases, Sultan Chand & Co Ltd

SEMESTER-1

BV 115.1 ELEMENTS OF SALESMANSHIP

OBJECTIVE:

- To impart conceptual knowledge of salesmanship and understanding consumer behavior

MODULE I:INTRODUCTION AND BASIC CONCEPTS

Personal selling- Definition of Salesmen and Salesmanship- characteristics of good salesman - Sales forecasting-Methods of forecasting, Methods of selling, selling process- benefits and drawbacks of personal selling,

MODULE: IIORGANIZING AND EXECUTING THE SALES

Introduction – Meaning-Benefits/Purpose, functions of sales management, theories of selling, sales organization structure, sales department relation

MODULE: III SALES FORCE MANAGEMENT

Introduction -Salesmen motivation -objectives and benefits –types of selling jobs – Salesmen compensation – Sales budgeting- procedures, Features, benefits and objectives

MODULE: IV SALES TRAINING

Introduction-Sales training – objectives, benefits, methods of training, sales training steps

LEARNING RESOURCES:

1. Inbalakshmi M, Dharani N (2015), Advertising and Salesmanship, Kalyani Publishers
2. Padmanabhan V.S, Murthy H.S (2011) Advertising and Sales Promotion An Indian Perspective, Ane Books Pvt Ltd, New Delhi.
3. Agarwal P.K(2009) Advertising, Sales Promotion and CRM,PragatiPrakashan Educational Publishers
4. G Gibson, Vedamani(2013), Retail Management Functional Principles and Practices, Jaico Publishing House.

SEMESTER -1

BV 116.1 PRINCIPLES OF MANAGEMENT

OBJECTIVES:

- To understand the Principles of management
- To get an overview of managing the business and role of managers
- To understand the concepts of planning, organizing, directing and controlling
- To develop the skill of managing business

MODULE I: OVERVIEW OF MANAGEMENT

Definition – Management- Elements of management - Role of managers – Function of Managers- Levels of Management – managerial skills-Henrys Fayols Principles.

MODULE II: PLANNING

Nature and purpose of planning - Planning process - Types of plans – Objectives - Types of strategies - Policies – Decision Making - Types of decision - Decision Making Process - Rational Decision Making.

MODULE III: ORGANIZING

Nature and purpose of organizing - Organization structure - Formal and informal groups Organization - Line and Staff authority - Centralization and Decentralization - Delegation of authority .

MODULE IV: DIRECTING

Motivation and Satisfaction - Motivation Theories –Leadership Styles, Controlling: Process of controlling - Types of control - Budgetary and non-budgetary Control techniques.

LEARNING RESOURCES:

1. Raman B.S. (2014), Principles of Management, United Publishers
2. Harold Koontz and Heinz Weihrich (2013), Essentials of Management, McGraw hills Publications
3. T N Chabra Dhanpath Rai& company (2014)
4. Gupta RN (2010), Principles of Management, S. Chand Co. and Sons.
5. Gupta Meenakshi (2012), Principles of Management, PHI Learning Pvt. Ltd.

SEMESTER -I

BV 117.1 FUNDAMENTALS OF CUSTOMER SERVICE

OBJECTIVE:

To help students understand the critical need for service orientation in the current business scenario.

MODULE: I INTRODUCTION

Importance of customer service- Changing attitude of customers – Customer service and the bottom line – Lifetime value of the customer – Goods and services – Competition and market share

MODULE: II WHO IS A CUSTOMER

Needs and wants – Internal and External customers – Product and Customer value – Promotion and communication – place and convenience- delighting the customer

MODULE: III CUSTOMER LOYALTY

Belonging – Comfort zones – Types of loyalty- customer behavior- loyalist- complaint and recovery – how and why customer complain – recovery- types of complainers – why do customers complain- dealing with complains – importance of front line staff

MODULE: IV CUSTOMER CARE AND NEW TECHNOLOGY

Speed of technology change – credit cards- debit cards- store cards – loyalty cards- online banking- online shopping- customer relation at a distance- call centers

LEARNING RESOURCES:

1. Mastering Customer Relation (2000) Roger Cartwright Macmillan Press Ltd London
2. Swapnanpradhan (2015) Retail Management Graw Hill Education
3. G Gibson, Vedamani(2013), Retail Management Functional Principles and Practices, Jaico Publishing House

SEMESTER-II
BV 114.2 STORES LAYOUT AND DESIGN

OBJECTIVES:

- To familiarize the learner with the various facets of retail store and its significance in a retail business.
- To understand the practical implications of store layout, space management and store design.

MODULE I: RETAIL STORE

Retail Store and its Organization; Centralized and Decentralized Retail Stores; Store Location:

Nature and Significance of Retail Location; Factors Affecting Store Location, Location and Site

Evaluation; Trading Area Analysis; Recent Trends in Location of Store

MODULE II: STORE LAYOUT

Nature and Objectives of Store Layout: Allocation of Floor Space; Classification of Store Offerings; Traffic Flow Pattern of the Store; Space Requirement/ Need; Interior Display

MODULE III: SPACE MANAGEMENT

Space Management the Cost of Space; Drivers of the Size of the Store; The SMG Model; Impact on Space of Future Changes ; Space Management Methods in Various Sectors; Promoting Space Efficiency in Building Design; Space Utilization.

MODULE IV: STORE DESIGN

Store Design Objective and Types of Retail Format; Impact on Consumer Behavior; Impulsive Buying Out; Out-Store and In-Store Tactics; Store Security

LEARNING RESOURCES

1. N Panchanatham., Gnanaguru R. (2008) Emerging Trends in Retail Management. Excel Books
2. Gopal V.V. (2007) Visual Merchandising: An Introduction. ICFAI University Press Amicus-, ISBN-13: 9788131415351
3. Cox Emmet. (2011) Retail Analytics: The Secret Weapon. Wiley Publications
4. 4.G Gibson, Vedamani(2013), Retail Management Functional Principles and Practices, Jaico Publishing House
5. Swapnanpradhan (2015) Retail Management Graw Hill Education

SEMESTER-II

BV 115.2 BUSINESS ORGANIZATION AND ENVIRONMENT

OBJECTIVE:

- To familiarize the students with aspects of business organization and environment

MODULE I: INTRODUCTION TO BUSINESS ORGANIZATION

Meaning of business- classification of business activities-industry – types of industry-commerce – trade- aids to trade-meaning – advantages and disadvantages

MODULE II: FORMS OF BUSINESS ORGANIZATION

Sole proprietorship-meaning-characteristics- advantages and disadvantages. Partnership – meaning-characteristics-advantages and disadvantages-types of partners .co-operative society-meaning-characteristic- types- advantages and disadvantages

MODULE III JOINT STOCK COMPANY& STOCK EXCHANGE

Meaning- definition- features- types of companies- formation of company, winding of company

Function of stock exchanges Services of Stock Exchange.

MODULE IV: BUSINESS ENVIRONMENT

Meaning and importance, dimensions of business environment- political, economic, social, legal, natural and technological environment –Social Responsibility of company.

LEARNING RESOURCES:

1. Alice Mani(2014), Business Organisation and Environment, Sapna Book House, Bangalore
2. C.B Gupta(2016)Business Environment, Sultan Chand & Sons, New Delhi
3. Swapnanpradhan (2015) Retail Management Graw Hill Education
4. G Gibson, Vedamani(2013), Retail Management Functional Principles and Practices, Jaico Publishing House

SEMESTER-II

BV 116.2 BRAND MANAGEMENT AND CONSUMER MARKETING

MODULE I: INTRODUCTION TO BRANDS

Define Brand- functions of brand – types of brands - Development of Branding- Products to Brands-Developing new ideas to products and brands- World top 50 international Brands

MODULE II - ELEMENTS OF BRAND MANAGEMENT

Introduction- Brand positioning; Brand equity; Brand awareness; Brand personality; Brand communication; Brand image ; Brand management framework, online brand management

MODULE III: BRAND IDENTITY

Introduction; Definition; Models of brand identity; Elements of brand identity; examples and case studies

MODULEIV: BRAND EQUITY AND POSITIONING

Brand equity- Introduction, Meaning, Need for building, brand equity, Steps, methods to measure brand equity. Brand positioning- Introduction, Meaning , concept, crafting the positioning strategy, repositioning strategies

LEARNING RESOURCES:

1. Vinod N Patel, Sandeep Sharma ,(2011),Brand Management and Consumer Marketing, Oxford book Company .
2. SagarMahim(2012) Brand Management, Ane Books Pvt Ltd
3. SwapnaPradhan (2015) Retail Management Text and Cases,4th edition, McGraw Hill Education Pvt Ltd
4. G Gibson, Vedamani(2013), Retail Management Functional Principles and Practices, Jaico Publishing House

SEMESTER -II

BV 117.2 HUMAN RESOURCE MANAGEMENT AND INDUSTRIAL RELATION

OBJECTIVES:

- To make students aware of the various functions and importance of the Human Resource Department in any organization.
- To highlight the importance of managing the human resources, whereby the underlying objective is to attract retain and motivate the human resources in any organizations, which is the most challenging and daunting task or any organization today.

MODULE I: INTRODUCTION TO HUMAN RESOURCE MANAGEMENT

HRM – Meaning - Functions –Importance of HRM – Line VS Staff authority - Challenges – Job

Analysis –Methods – Job description – Job specification.

MODULE II: RECRUITMENT AND SELECTION:

Recruitment – Definition - concept -- sources – Selection –meaning – process – types of tests – Selection Interview – methods and process – Placement and Induction.-Training and Development –Methods of training and development

MODULLE III: MANAGING RETAIL PERSONNEL

Human Resources Issues and concerns in Retailing-Manpower planning-work task organization-productive requirements-Retail employment options-Special features of retail recruitment-Motivation and rewards for performance-Retention-Remuneration-

MODULE IV: INDUSTRIAL RELATION

Introduction – Trade union- Industrial disputes – Collective bargaining- Grievances and Disciplinary procedure – workers participation in management

LEARNING RESOURCES:

1. V.S.P.Rao (2008) Human Resource Management: Text and Cases, 2/e, Excel Books
2. K. Aswathappa (2009) Human Resource Management: Text and Cases, 5/e, Himalaya Publishing House.
3. P. SubbaRao (2009) Essentials of Human Resource Management and Industrial Relations, 3/e, Himalaya Publishing House.
4. 4 G Gibson, Vedamani(2013), Retail Management Functional Principles and Practices, Jaico Publishing House.
5. R.K Saxena(2009) Employee Relationship Management, Kalyani Publishers

SEMESTER-III

BV 114.3 RETAIL MANAGEMENT - FUNCTIONAL PRINCIPLES AND PRACTICES

OBJECTIVES:

- To expose the learner to the conceptual framework of Retail environment
- To familiarize with retail management scenario and its challenges

MODULE I: ETHICAL AND LEGAL ISSUES IN RETAILING

Retailing- meaning, dealing with ethical issues, social responsibility, environmental orientation, waste reduction at retail stores

MODULE II: RETAIL SELLING

Introduction -Retail sales people role, Role of personal selling, Requirement for affective selling, Retail selling process

MODULE III: INVESTMENT MANAGEMENT FOR RETAILING

Meaning- characteristics – need and modes of investment- investment process- who is an investor- types and qualities of an investor. Investment risk- meaning and types of risk

MODULE IV: INTERNATIONAL RETAILING

Factors contributing to the growth of international retailing; the retail internalization process and theory; operational challenges of retail internalization; opportunities in retail internalization, trends in retailing – retail scenario worldwide

LEARNING RESOURCES:

1. Bajaj. Chetan, Tuli Rajesh., Srivastav. Nidhi (2005) Retail Management, Oxford University Press
1. PradhanSwapna, Retail Management- Texts & Cases 4/e, Tata McGrawhill Publication
2. Berman Barry, Evans Joel R (2005) Retail Management- A Strategic Approach, Prentice Hall India
3. Lusch Robert, Dunne Patrick, Gebhardt Randall (2002) Retail Marketing, South Western Publishing Company
4. G Gibson, Vedamani(2013), Retail Management Functional Principles and Practices, Jaico Publishing House

SEMESTER- III

BV 115.3 ADVERTISING, SALES AND PROMOTION

OBJECTIVE:

- To make the students understand the importance of advertising and medias' role in advertising and sales promotion

MODULE: I INTRODUCTION TO ADVERTISEMENT

Definition -Nature and scope of Advertising,, advantages and disadvantages advertising differences between advertising and sales promotion.

MODULE: II ADVERTISEMENT MEDIA

Advertisement Media: Indoor and outdoor advertising, Advertising agency-role-importance Media Plan, Type and Choice Criteria,

MODULE: III RETAIL MARKETING AND ADVERTISING

Retail market and strategies-Store positioning –Retail Marketing Mix-direct marketing-digital Marketing Advertising in Retail-micro marketing in Retail

MODULE: IV INTRODUCTION TO SALES PROMOTION:

Definition, Scope and Role of Sale Promotion, Objectives of Sales Promotion; Sales Promotion Techniques, Trade Oriented and Consumer Oriented-Identification, Designing of Sales Promotion Campaign, Online Sales Promotions.

LEARNING RESOURCES:

1. P.K Agarwal Advertising And Sales Promotion, Pragathi Prakashan, Meerut,2009
2. M Inbalakshmi, Advertising and Salesmanship, Kalyani Publishers, New Delhi, 2015
3. S.H.H.Kazmi, Satish K Batra, "Advertising &Sales s Promotion", Excel Books, New Delhi, 2001.
4. V S Padmanabhan 'Advertising and Sales promotion ' Ane books Pvt ltd2011
5. G Gibson, Vedamani(2013), Retail Management Functional Principles and Practices, Jaico Publishing House

SEMESTER-III

BV 116.3 VISUAL MERCHANDISING

OBJECTIVES:

- To equip the students with an overall understanding of significance of visual Merchandising.
- To understand the need and impact of layout, balance and harmony.
- To strategically use the display props, fixtures and mannequins

MODULE I: INTRODUCTION

Introduction to Visual Merchandising, Roles of a Visual Merchandiser, Challenges Of Visual Merchandiser, And Window Principles Of Visual Merchandising. Visual Merchandising- Supports Retail Strategies, Communicates With Customers, Communicates Retail Image, Supports Selling, Supports Retailing Trends

MODULE II: IMAGE MIX

Store Exteriors –Store signs and the façade-Banners, planters and Canopies- Interiors - Windows – High Points –Nestling Tables-focal points-Staircase landings-Step raisers-danglers-entrances-Cash counters Image, Atmosphere & Theatrics

MODULE III: ELEMENTS OF VISUAL MERCHANDISING

Strategic Use and Deployment of Elements of Visual Merchandising For Maximum Impact And Results. Display props, fixtures, mannequins, floral, signage & graphics.

MODULE IV: DESIGN PRINCIPLES AND COMPOSITION

Balance And Emphasis, Harmony, Proportion And Rhythm, The Theories Of Color, Color Definitions, Systems And Schemes, Lighting And Sound Effects, Light And Sound As Selling Tools, Store Planning, Planograms

LEARNING RESOURCES:

1. Martin M Pegler (2011); Visual Merchandising and Display; Bloomsbury Publishing India Private Limited; 6th Revised edition; ISBN-10: 1609010841 ISBN-13: 978- 1609010843
2. Tony Morgan (2011); Visual Merchandising; Laurence King Publishing; 2nd Revised edition (19 October 2011): ISBN-10: 1856697630 ISBN-10: 1856697630
3. Diamond Professor Emeritus, Jay ; Contemporary Visual Merchandising 5/e, (fashion Series) ,; Prentice Hall; ISBN-10: 0135007615, ISBN-13 9780135007617
4. Kate Ternus, Judith Bell ; Silent Selling: Best Practices And Effective Strategies In Visual Merchandising;; Fairchild Books; 3 edition
5. Romeo Richards (2013); Visual Merchandise Display; Create Space Independent Publishing; ISBN-10 1493564129 ISBN-13: 9781493564125

SEMESTER-III

BV 117.3 MARKETING FOR SERVICES

OBJECTIVES:

- To develop the skills of marketing of services.
- To understand the importance and role of services in the total marketing concept.
- To have an understanding about the conceptual issues in service marketing.

MODULE I: AN INTRODUCTION TO SERVICES

Services: Meaning, Growth, Characteristics, Services and Marketing Mix, Role of Physical Evidence, Process and People, Service Scapes, Internal Response to Service Scopes; Cognitive

Response; Emotional Response, Physiological Response, Behavioral Response

MODULE II: DIFFERENTIATION IN SERVICES

High Contact and Low Contact Services, Differentiation in Services, Strategies for Differentiation, Pricing of Services, Distribution of Services, Understanding Service Process-Variety in Process, Value Addition in Process, Task Allocation.

MODULE III: SERVICE PROCESS

Managing Demand and Capacity, Service Branding, Service Recovery and Empowerment, Service Quality-Quality Dimensions, Technical Quality and Functional Quality

MODULE IV: INTERNATIONAL MARKETING OF SERVICES

Elements of global transactional strategy, Industry globalization drivers, How drivers affect service business, Problems connected with marketing service internationally

LEARNING RESOURCES:

1. Adrian Paye (2009):The essence of services Marketing, Prentice Hall India
2. Sanjay P. Palankar (2012): Services Marketing, Himalaya Publishing House, New Delhi
3. J. N. Jain and P. P. Singh (2011):Modern marketing of services-Principles and techniques, Regal publications, New Delhi
4. Deepak Bhandari and Amit Sharma(2012): Marketing of Services, Vrinda Publications,New Delhi
5. Bidhi Chand(2009):Marketing of services, Rawot Publications, New Delhi

SEMESTER- IV

BV 114.4 ACCOUNTING FUNDAMENTALS

OBJECTIVES:

- To understand the basic principles and practices of accountancy and book keeping.
- To develop acquaintance with basic techniques of accountancy.
- To build potential to use appropriate accounting tools and techniques of financial and management accounting.
- To prepare and analyze financial statements.

MODULE I: ACCOUNTING

Basic Accounting concepts and conventions, Accounting Principles, Accounting equation, Accounting cycle, Type of accounts. Rules of accounts.

MODULE II: JOURNAL AND LEDGER

Introduction to Journal and Ledger, Recording of Journal Entries and Posting of Ledger Accounts and preparation of Trial Balance

MODULE III: SUBSIDIARY BOOKS

Preparation of Subsidiary books – purchases, Sales, Purchase Returns, Sales Returns, Bills Receivable and Bills Payable. Meaning – Definition – Types of Cash Book, Preparation of Petty cash book, three Column Cash Book.

MODULE IV: FINAL ACCOUNTS

Meaning – Steps to prepare Final Accounts – Preparation of Trading and Profit and Loss Account and Balance Sheet. Adjustment entries – Treatment of Bad debts, Depreciation, Outstanding expenses and Incomes, Pre-paid expenses and Incomes received in advance.

LEARNING RESOURCES:

1. B.S. Raman (2012), Financial Accounting Vol. I, United Publishers, Mangalore
2. SN Maheshwari (2012), Accounting for Management, Vikas Publishing House, New Delhi
3. N.R.Swamy(2013), Financial Accounting-A managerial Perspective, Prentice Hall India, New Delhi
4. HanifMukherjee(2013), Financial Accounting, Tata McGraw Hill, New Delhi.

SEMESTER- IV

BV 115.4 RETAIL CONSUMER BEHAVIOUR

OBJECTIVES:

- To examine the basic concepts impacting consumer behavior in retail outlets.
- To understand the psychological concepts that account for individual and group Consumer behavior.

MODULE 1: INTRODUCTION TO CONSUMER BEHAVIOUR

Scope of Consumer Behavior, Importance of Consumer Behavior in the Indian Context, Consumer Decision Making Process, types of Consumer Behavior in the Indian Context

MODULE 1I: APPLICATION OF CONSUMER BEHAVIOUR IN RETAILING

Distinction between consumer and Customer-consumer behavior and shopping patterns- Purchase decision process-buying decision roles-Application of consumer behavior in retailing-consumer Psychology

MODULE III: COMMUNICATION AND CONSUMER BEHAVIOUR

Communication and Consumer Behavior: Impersonal and Interpersonal communication –Credibility and dynamics of Informal sources and Word of Mouth; The word of mouth environment and e-WOM. Attitude Formation and Change - Components of Attitude: Belief, Affect and Intention - Strategies for Attitude Change - Consumer satisfaction.

MODULE IV: CONSUMERS IN THEIR SOCIAL AND CULTURAL SETTINGS

Consumer Socialization- Family Influences –Importance of Group Influence on CB - The Power of Reference Groups - Groups and their Appeal - Family Lifecycle influences on Consumption Patterns -Family Decision Making. Applications of Social Class.

LEARNING RESOURCES:

1. Schiffman L.G., Kanuk.L.L, Ramesh Kumar. S (2013) Consumer Behaviour, 10/e Pearson Education, New Delhi.
2. Del L Hawkins *et. al.* Consumer Behaviour: Building Marketing Strategy (2013) 11/e McGraw Hill, New Delhi.
3. Ramesh Kumar.S (2009) Consumer Behaviour & Branding Concepts, Readings and Cases The Indian Context Prentice Hall, New Delhi.
4. Blackwell, Miniard & Engel (2009) Consumer Behaviour, Cengage Learning, New Delhi

SEMESTER -IV

BV 116.4 RETAIL SUPPLY CHAIN MANAGEMENT

OBJECTIVES:

- To create awareness about the supply chain activities taken in order to deliver the goods
- To understand the functioning of Supply chains in modern organization
- To learn to the role of supply chain in business processes

MODULE I: INTRODUCTION TO SUPPLYCHAIN MANAGEMENT

Supply Chain Management: Concepts, Scope and Importance, Integrated Supply Chain, Key Drivers of SCM, Characteristics of a Competitive Supply Chain, Supply Chain Network, Major Trends in SCM

MODULE II: SUPPLY CHAIN STRATEGY

Supply Chain Strategy: Meaning and Importance, Achieving Competitive Advantage, Building Blocks of Supply Chain Strategy, Supply Chain Integrates: Push, Pull Strategies, Demand Driven Strategies, Customer Focus in Supply Chain Strategy

MODULE III: LOGISTICS AND SUPPLY CHAIN

Logistic Management: Concepts, Logistic operational factors, Logistics Tasks, Transportation, Warehousing Third Party Logistics (3PL) Providers, Fourth Party Logistics (4PL) Providers, Reverse Logistics

MODULE IV: INVENTORY MANAGEMENT

Inventory Management: Concepts and Nature, Types of Inventory, Reasons for Carrying Inventory, Inventory Related Costs, Inventory Systems, Tools and Techniques in Managing Supply Chain Inventory

LEARNING RESOURCES

1. Sanders Nada R. (2012) Supply Chain Management: A Global Perspective, John Wiley & Sons, Inc., New Delhi
2. Mohanty R. P., Deshmukh S. G. (2004), Essentials of Supply Chain Management, Jaico Publishing House, Mumbai
3. Rushton, A. Oxley J. &Croucher, P. (2000) Handbook of Logistics and Distribution Management, Kogan Page, 2/e
4. Simchi-Levi, David, Kamisnsky, Philip, and Simchi-Levi, Edith. (2004) Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies, Irwin/McGraw Hill 32, 2/e.
5. Heinz Wehrich, Mark V. Cannice and Harold Koontz, (2009). Management: A Global and Entrepreneurial Perspective, 12/e, TMH., New Delhi.

SEMESTER-IV
BV 117.4 MALL MANAGEMENT

MODULE I: INTRODUCTION

Concept of shopping mall, Growth of malls in India, Mall positioning strategies, Strategic planning for malls.

MODULE II: ASPECT IN MALL MANAGEMENT

Concepts in mall design, Factors influencing malls' establishment, Recovery management,

Aspect in finance, Human resources, Security and accounting, Legal compliances and issues, Measuring mall performance.

MODULE II: MALL OPERATIONS

Store allocation, Leasing negotiations, Maintenance and repairs, Security and safety procedures and regulations, Operational activities, Footfalls measurement, Common area management.

MODULE IV : TENANT MANAGEMENT

Selection of anchor tenant, Tenant mix, Types of retail formats, Multiplexes, Food courts, Branded stores, Specialty stores, Hypermarkets, Supermarkets, Mall resource allocation, Owner-tenant relationship.

LEARNING RESOURCES :

1. Abhijit Das, A Comprehensive text book cum Practice Guide on Mall Management, Taxmann Publication Pvt Ltd.
2. Harvinder Singh, Mall Management /;Operating in Indian Retail space, Tata McGraw- Hill Education
3. SwapnaPradhan (2015) Retail Management Text and Cases,4th edition, McGraw Hill Education Pvt Ltd
4. G Gibson, Vedamani(2013), Retail Management Functional Principles and Practices, Jaico Publishing House

SEMESTER -V
BV 114.5 GENERAL ECONOMICS

OBJECTIVE

- To have a grasp of the elements of economics
- To prepare students to face competitive examinations in economics

MODULE 1

Microeconomics Nature and scope of economics- Concepts of demand and supply concepts of costs and revenue- Competitive market structure and determination of prices- Pricing under monopoly

MODULE II:

Money supply and price level Measures of money supply; Velocity of money- Determination of the price level Inflation and Deflation – causes and remedies

MODULE III:

Retail Environment

Retail consolidation-GST- Market access- pricing strategy-factors influencing pricing decision- governance of pricing- online pricing

MODULE IV:

Contribution of retailing to the Indian economics scenario

Real estate, tourism/outbound shopping, higher GDP, outsourcing opportunities, FDI in retail in India, FDI in retailing/inclusive policy. Role of transportation in economic development

LEARNING RESOURCES:

1. Jhingan, 2004, m.l., Money Banking International Trade and Public Finance, Ed.8, Veranda Publishers, New Delhi .
2. Datt, Ruddar and KPM Sundaram, 2005, Indian Economy, Scan and Company Private ltd., New Delhi .

SEMESTER -V

BV 115.5 MARKETING MANAGEMENT

OBJECTIVES:

- To understand the changing business environment
- To identify the indicators of management thoughts and practices in marketing
- To enhance the analytical skills in solving marketing related problems
- To understand the fundamental premise underlying market driven strategies

MODULE 1: MARKETING

Marketing – Definitions – Scope, Core concepts of Marketing, Importance of Marketing, Functions of Marketing, Recent trends in marketing.

MODULE II: PRODUCT AND PRICING

Product: Meaning, Types, Product Knowledge: Product, Make/Brand, Model, Design and Color/Fashion, Product planning and development – Product life Cycle, Pilferage.

Price: Meaning, Importance, Pricing Objectives and methods.

MODULE III: PROMOTION

Promotion: Meaning, Objectives, Elements of Promotion Mix, Distribution Channels and Physical

MODULE IV: PHYSICAL DISTRIBUTION

Distribution: Meaning, Definition, Factors affecting choice of Distribution Channels, Below the Line activity

LEARNING RESOURCES:

1. KS Chandrasekar (2010), –Marketing management-Text and Cases||, Tata McGraw Hill Vijaynicole.
2. Ramaswamy and Namakumari(2013), Marketing Management, McGraw Hill Education
3. Paritosh Sharma (2012), Marketing Management, Gagankapur, New Delhi
4. S. H. Khazmi (2011), Marketing Management, Excel Books, New Delhi
5. Philip Kotler and Kevin Lane Keller(2012), Marketing Management, Prentice Hall India

SEMESTER -V

BV 116.5 CUSTOMER RELATIONSHIP MANAGEMENT

OBJECTIVES:

- To explore the practical idea that information about past, present and future customers should form the heart of strategic plans.
- To provide a central focus in customer management by understanding market segmentation
- To understand attitude/ behavior of customers in the light of creating loyalty.

MODULE 1: INTRODUCTION TO CUSTOMER RELATIONSHIP MANAGEMENT

Concept of CRM – Types of CRM - CRM in Front-office and Back-office Operations -

Definition of Relationship – Theories – Evolution – Principles of Relationship Management Stages in Customer Life Cycle – Concept of Relationship Marketing – Relationship Marketing and CRM.

MODULE II: CRM AND CUSTOMER VALUE

Creating value for customers – concept of value – sources of customer value: Products, Services, Processes, People, Physical evidence, Customer communication, Channels, Customer experience and CRM: Methods for empowering customer experience – strategies for gaining customer experience.

MODULE III: MANAGING CUSTOMER LIFE CYCLE

Defining new customer – methods of acquiring new customers, customer acquisition using customer data – concept of customer relation – customer relation strategies – customer development – KPL's of customer Acquisition, Relations & Development – Strategies for terminating customer relationship – customer database – database marketing – Data Analysis.

MODULE IV: SALES AND CRM

Role of CRM in sales – sales force Automation – Marketing Automation - e CRM – Digital Marketing. Emerging trends in CRM: Social CRM – Mobile CRM – Global CRM – CRM in Rural Market.

LEARNING RESOURCES:

1. Dr.Jaspreet KaurBhasin, (2014) Customer Relationship Management, Dream Tech Press, New Delhi.
2. William G. Zikmund *et. al.* (2014) Customer Relationship Management, Wiley India (P) Ltd, New Delhi.
3. Jill Dyche, (2011) The Customer Relationship Management Handbook, Pearson Education, New Delhi.
4. Rojar J Baran *et. al.* (2008) Customer Relationship Management, Cengage Learning, New Delhi.
5. Simon Knox *et. al.* (2008) Customer Relationship Management, Elsevier, New Delhi

SEMESTER-V
BV 117.5 E-COMMERCE

OBJECTIVES:

- To familiarize the learner with E-Commerce and e-Transition challenges
- Analyze different business transaction models, types and parties.
- To understand the significance of e-marketing, e-security, e-payment

MODULE I: E-COMMERCE

Electronic Commerce, Emergence of the Internet, Emergence of the World Wide Web, Advantages and Disadvantages of E-Commerce, E-transition Challenges (Indian Scenario), Business Models for E-Commerce: B2C, B2B, C2C, C2B

MODULE II: E-MARKETING

Traditional Marketing, Online Marketing, E-Advertising, Internet Marketing Trends, E-branding, E-Security: Security Breach, Information System Security, Security on the Internet, E-Business Risk Management issues, E-Payments systems

MODULE III: E-CRM

Customer Relationship Management, Business Touch points – Converting clicks to customers, CRM Life cycle, Privacy issues in CRM, Data Mining in CRM, E-Supply Chain Management

MODULE IV: REMOTE BANKING

Internet Banking, Internet Bill Pay, Telephone Banking, E- Commerce Technologies for building E- commerce applications. Distributed objects, object request brokers and object oriented application frameworks

MODULE V: MOBILE COMMERCE

Cell Phone double as Electronic Wallets, Mobile Commerce, Wireless Application, CellularNetwork, Technologies for Mobile Commerce, Wireless Technologies, Different Generations in Wireless Communication – 1G, 2G, 3G, 4G; Security issues.

LEARNING RESOURCES:

1. P.T Joseph SJ, (2012) –E-Commerce an Indian Perspective||, 4th Edition, PHI Learning India, ISBN 978-81-203-4505-8.
2. Bharat Bhasker, (2008) –Electronic Commerce Framework, Technologies and Applications|| 3/e, Tata McGraw Hill Publishers. ISBN 978-00-702-6432-8
3. Laudon, (2011) –E-Commerce: Business, Technology, Society||, 4th Edition, Pearson India Education. ISBN 978-81-317-2541-2
4. Gary P Schneider, (2007) –E-Commerce Strategy, Technology and Implementation||, 1/e, Cengage Learning, India, ISBN 978-81-315-0533-5
5. Henry Chan, Raymond Lee, Tharan Dillon, Elizabeth Chang, (2012) –E-Commerce Fundamentals and Applications||, 2/e, Wiley India. ISBN 978-81-265-1469-4.

SEMESTER- VI

BV 113.6 INDUSTRIAL AND RURAL MARKETING

OBJECTIVES:

- To learn the basic concepts of industrial marketing and its prominence in the retail business world
- To understand the importance of rural market and its potential
- To acquaint the learner with strategic outlook for Industrial and Rural retail marketing scenario

MODULE I: DIMENSIONS OF INDUSTRIAL MARKETING

Nature of Industrial Marketing; Understanding Industrial Markets and Environment; Nature of Industrial Buying and Buying Behavior; Buyer Seller Relationships

MODULE II: STRATEGY FORMULATION IN THE INDUSTRIAL MARKET

Strategic Planning Process In Industrial Marketing; Assessing Marketing Opportunities; Industrial Market Segmentation, Targeting And Positioning; Developing Product Strategy; Strategic Innovation And New Product Development; Formulating Channel Strategy

MODULE III: INTRODUCTION TO RURAL MARKETING

Defining Rural Marketing; Defining Rural India; Rural Market Structure; Constitution Of Rural Market; Rural Economy A Reality Check; Rural And Urban Market A Comparative Analysis; Rural Marketing Challenges And Opportunities

MODULE IV: STRATEGIC FORMULATION FOR RURAL MARKET

Targeting, Segmenting and Positioning; Product Strategy; Pricing Strategy; Distribution Strategy; Communication Strategy; Innovation in Rural Marketing

LEARNING RESOURCES:

1. Reeder Robert, BriertyEdard, Reeder Betty. (2012) Industrial Marketing- Analysis Planning & Control 2/e, Prentice Hall India
2. Hawaldar Krishna, (2009) Industrial Marketing- Texts & Cases 2/e. Tata McGraw Hill
3. KashyapPradeep, Raut Siddhartha,(2009). Biztantra Publication
4. DograBalram, GhumanKarminder (2008) Rural Marketing- Concepts & Practices. TataMcGraw Hill
5. Krishnamacharyulu C S G, RamkrishnaLalitha. (2009) Rural Marketing- Texts & Cases. Pearson Education
6. Habeeb Ur Rahman K.S., (2011) Rural Marketing in India. Himalaya Publishing House

SEMESTER- VI

BV 114.6 RETAIL LOGISTICS MANAGEMENT

OBJECTIVES:

- The objective of the paper is to provide a comprehensive analysis of the principles and practices of international distribution and logistics.
- To examine the basic concepts impacting retail logistics with the goal of understanding how to apply these concepts within the managerial context.

MODULE I: UNDERSTANDING LOGISTICS

Logistics framework: concept, Objective and scope, the work of logistics - Logistics interface with marketing - Retail logistics. Transportation, warehousing, inventory management, packing and unitization, control and communication

MODULE II: LOGISTICS INFORMATION SYSTEM

Role of Information Technology in Logistics, Logistics Service Firms and third party logistics;

Meaning and Need Forms – LIS – Definition - Information functionality - activities involved in transaction system - Principles of designing or evaluating LIS applications.

MODULE III : LOGISTICS PLANNING

Planning and Resourcing: Need for Planning – Fleet management – Main types of road freight transport – Transport resource requirements – Vehicle routing and scheduling issues – Data requirements – Manual methods of vehicle routing and scheduling – Computer routing and scheduling – Information system applications – GPS – RFID.

MODULE IV: SHIPPING AND OCEAN FREIGHT LOGISTICS MANAGEMENT

Shipping Industry and Business: Description of a ship – Uses of a ship or a floating vessel –

Classification of ship (route point)(cargo carried) – Superstructure – Tonnages and Cubics

Drafts and Load lines – Flag Registration – Different Cargo (Packing, Utility or Value) – Trimming – Cleansing – Unitized Cargo.

LEARNING RESOURCES

1. David J. Bloomberg, Stephen LeMay & Joe B. Hanna (2003) Logistics, Prentice-Hall of India Pvt Ltd., New Delhi.
2. Donald J. Bowersox & David J. Closs (2004) Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi.
3. Satish C. Ailawadi & Rakesh Singh (2005) Logistics Management, Prentice-Hall of India Pvt. Ltd., New Delhi.
4. Donald Waters (2004) Logistics. Palgrave Macmillan, New York.
5. Sarika Kulkarni (2004) Supply Chain Management, Tata Mc-Graw Hill Publishing Co Ltd., New Delhi.

SEMESTER- VI

BV 115.6 IT AND ADMINISTRATION

OBJECTIVES:

- To learn the basics of Information Technology in Retail sector
- To understand the concept of Information Systems in the purview of Information Technology
- To understand the conceptual application of Technology in retail business and its outcomes

MODULE I: INTRODUCTION TO INFORMATION TECHNOLOGY

Basics of Computers: History and Architecture, Programming Languages and Tools, Doing Business in the Digital Economy, Information Systems and Information Technology: Concepts, Definitions and Classification, Components of Retail Information Systems, Critical Managerial Issues and Success Factors for IT Managers.

MODULE II: DATA AND IT INFRASTRUCTURE

Managing Data to Improve Business Performance: Data, Master Data, Document Management, File Management Systems, Databases and Database Management Systems, Data Warehouses, Data Charts and Data Centers, Enterprise Content Management, Managerial Issues in Data Management, Data and Enterprise Security Incidents

MODULE III: E-BUSINESS AND ERP

E-Business and E-Commerce: Concepts, Overview, and Applications, Major Models of E-Business, Mobile Commerce: Mobile Shopping, Advertising and Content Providing, Mobile Enterprise and Inter-Business Application, Mobile Consumer Services and Entertainment, Ethical and Legal Issues in E-Business, Enterprise Resource Planning (ERP): Concepts, Meaning and Importance, Enterprise Systems, Advantages and Challenges of ERP, Core Areas of ERP, Managerial Issues

MODULE IV: E-TAILING

E-Commerce and E-Tailing, Essentials of E-Tailing, E-Shopping, Support Services, Advantages and Disadvantages, Introduction to Retail Information Systems: Electronic Point of Sales (EPOS), Auto Identification and Data Capture (AIDC), Modern Electronic Payment Methods, Ethical and Security Issues in E-Tailing

LEARNING RESOURCES

1. Turban Efraim., Volonino Linda.(2007) Information Technology for Management: Transforming Organizations in the Digital Economy, John Wiley & Sons, (Asia) Pvt. Ltd. New Delhi, 7/e.
2. Joshi Girdhar.(2009) Information Technology for Retail, Oxford University Press, New Delhi
3. Amin BijalZaveri.(2013) The Impact of E-Marketing on E-Buyer Behavior, Biztantra, Delhi
4. Amor Daniel.(2000) The E-Business (R)Evolution, Hewlett-Packard Professional Books, Prentice Hall PTR, New Jersey, US
5. Garroll W. Frenzel, Johne. Frenzel (2004), Management of Information Technology, Thomson Course Technology, Boston

VI SEMESTER

BV 116.6 OPERATIONS MANAGEMENT

OBJECTIVES:

- To develop an understanding of how operations can provide a competitive advantage in the market place.
- To develop knowledge of the issues related to designing and managing operations and the techniques to do so.
- To evaluate the interaction between operations management and other business functions.
- To analyze contemporary theory and applications of manufacturing or service operations in a global business environment

MODULE I: INTRODUCTION TO OPERATIONS MANAGEMENT

Meaning, definition, Importance of operations research, Basic concepts of Operation Research (OR): OR models, Application of OR in Business, importance of operations Research.

MODULE II: NETWORK ANALYSIS

Networking Concepts; methods, CPM Computations; Finding critical path - Different Floats; PERT Computations: Computation of earliest and latest allowable times, difference between PERT and CPM, Crashing of a Project. (Problems to be worked out)

MODULE III: TRANSPORTATION AND ASSIGNMENT MODELS

Methods for finding initial solution: North West Corner Method, Least Cost Method, Vogel's Approximation Method; Finding Optimal Solution: Assignment problems; Hungarian Assignment Method. (Simple problems to be worked out)

MODULE IV: JOB DESIGN AND WORK MEASUREMENT

Fundamentals of job design, considerations in job design, work environment, uses of job design, setting work standards, work measurement techniques.

LEARNING RESOURCES:

1. Chase, Jacob, Aquilan, Agrawal (2010) Operations Management for competitive Advantage, TMH
2. Kalavathy S. (2009) Operations Research, 2/e, Vikas Publishing House.
3. Sharma J.K. (2008), Operations Research, McMillan India.
4. Gupta and Khanna (2005) Quantitative Techniques for Decision Making, PHI Publication.
5. Natarajan, Balasubramani and Tamilarasi (2002) Operations Research, Tata McGraw Hill, Delhi

VI SEMESTER

BV 117.6 FRANCHISING MANAGEMENT

OBJECTIVES:

- To create an in-depth understanding of Franchising
- To familiarize with the Legal and Global aspects of Franchising

MODULE I: AN INTRODUCTION TO FRANCHISING

Meaning, Definition of franchising, History and Overview, Types of Franchises, Advantages and Disadvantages to Franchisor, Advantages and Disadvantages to Franchisee, Elements of a Successful System, Recognizing Franchising Opportunities, Accessing Franchise Feasibility.

MODULE II: CHOOSING FRANCHISEES

Right Profile of choosing franchisees, Sources of Revenue, The Role of Real Estate, Infrastructure/Services Provided, Profit Pie to Share, Multi-Level Franchising, Company Owned Stores, Managing and Marketing the Franchisee Business, Franchisor Support Services.

MODULE III: FRANCHISE BUSINESS DEVELOPMENT MODEL

Preconditions for Franchising- Brand License to Use the Brand; Business System; Taxes; Business Development Investments of Franchisee in Local Country or Defined Territory, Stages of Franchise System Development- The Stage of Establishment of Franchise and Development Elements for its Initial Stage, Next Step – The Second Stage – Initiative of Franchisor, Final Stage – Functioning of Franchise System, Advantages and Disadvantages of Franchising.

MODULE IV: ADVANCE CONCEPTS IN FRANCHISING

Multi-Concept Franchises, Market Development/Encroachment, International Considerations, Enforcement of Standards, the Franchising Relationship

LEARNING RESOURCES:

1. Manish Sidhpuria, (2009) Retail Franchising, McGraw Hill Publishing Company, New Delhi.
2. Steven Rogers, and Roza Makonnen , Entrepreneurial Finance, Finance and Business Strategies for the Serious Entrepreneur, 3/e, Harvard business school 2014
3. Harold Brown (2002) Franchising: Realities and Remedies, Law Journal Press, Law journal Press 105 Madison Avenue, New York
5. Joe Mathews, Don DeBolt, Deb Percival (2011), Street Smart Franchising, CWL Publishing Enterprises.
6. Stephen Spinelli, Robert Rosenberg, Sue Birley (2003), Franchising: Pathway to Wealth Creation, Prentice Hall India.
