कार्यवृत

दिनाक : 14 अक्टूबर 2026

आज दिनांक 14 अक्टूबर 2026 को मा0 कुलपति द्वारा दिनाक 16/04/2026 को Apprenticeship Embeded Degree Programme (AEDPs) के अर्न्तगत संचालित पाठ्यक्रमो के सफल कियान्वयन हेतु गठित पाठ्य समिति की एक ऑनलाइन बैठक सायं 4 बजे सम्पन्न हुई। इस बैठक मे उपस्थिति निम्न रही:-

1-प्रो0 पी0 के श्रीवास्तव (सयोजक)
2-प्रो0 वी0 के0 सिंह (बाह्य विशेषज्ञ) (ऑनलाइन)
3-प्रो0 पंकज मदान (बाह्य विशेषज्ञ) (ऑनलाइन)
4-प्रो0 प्रदीप अहलावत (बाह्य विशेषज्ञ) (ऑनलाइन)
4-डा0 सुदर्शन मिश्रा, नोडल अधिकारी, मॉ शाकुम्भरी विश्वविद्यालय सहारनपुर।

उक्त बैठक में समिति द्वारा दिनाक 17 अगस्त 2026 को AEDP कार्यक्रम के अन्तर्गत संचालित BBA in Retail Operations के पारित पाठ्यक्रम में आन्तरिक एव बाह्य अंको के आबटन पर चर्चा की गई। संज्ञान में आया कि उक्त पाठ्यक्रम में आन्तरिक एवं बाह्य परीक्षा के अंको का आबंटन 80 : 20 अर्थात बाह्य परीक्षा 80 अंको की एवं आन्तरिक परीक्षा 20 अंको का कराये जाने का प्रावधान है। विश्वविद्यालय में वाणिज्य सकाय के अन्तर्गत आने वाले लगभग सभी पाठ्यक्रमों मे यह आबंटन 75 : 25 अर्थात बाह्य परीक्षा 75 अंकों की एवं आन्तरिक परीक्षा 25 अंकों की किये जाने का प्रावधान है।

विश्वविद्यालय मे वाणिज्य संकाय में प्रचलित इस व्यवस्था को ध्यान में रखते हुए समिति द्वारा सर्वसम्मति से वाणिज्य सकाय के पाठ्यक्रमों मे एकरूपता बनाये रखने हेतु AEDP कार्यक्रम के अन्तर्गत संचालित BBA in Retail Operations के पाठ्यक्रम में भी 80 : 20 के स्थान पर 75 : 25 अर्थात बाह्य परीक्षा 75 अंकों की एवं आन्तरिक परीक्षा 25 अंको की ही सम्पन्न कराई जाने की सस्तुति करती है।

अतः पाठ्य समिति दिनाक 17 अगस्त 2026 को स्वीकृत AEDP कार्यक्रम के अन्तर्गत सचालित BBA in Retail Operations के पाठ्यक्रम को यथा संशोधित करने की संस्तुति करती है।

14/10/2026

प्रो0 पी0 के0 श्रीवास्तव, (सयोजक)
संकायाध्यक्ष वाणिज्य सकाय,
मॉ शाकुम्भरी विश्वविद्यालय सहारनपुर उत्तर प्रदेश।

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माँ शाकुम्भरी विश्वविद्यालय, सहारनपुर

AEDP
Curriculum & Syllabus of
B.B.A in Retail Operations

MAA SHAKUMBHARI UNIVERSITY, SAHARANPUR

7/8/2024

BBA in Retail Operations

(A Three-Year Degree Apprenticeship Program)

RASCI
Retailers Association's Skill Council of India

<<Applicable for Colleges where the apprenticeship is provided during IV AND OR V and VI Semester>>

17/8/2026

Program 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.

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

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

Overarching Structure of the Course

Semester I	**Semester II**
Languages (if Applicable)	Languages (if Applicable)
Introduction to Retail Operations	Managerial Economics
Merchandising and Cashiering Operations	Sales & Customer Relationship Management
Business Communication	Fundamentals of Financial & Cost Accounting
Business Environment	Store Operations Management
Semester III	**Semester IV - Apprenticeship/ OJT Training**
Languages (if Applicable)	Cashiering & Merchandising Operations
Enterprise Resource Planning (ERP)	**Semester V - Apprenticeship/ OJT Training**
FMCG/FMCD Sales& Distribution	Sales & Customer Relationship Management
Non-Store Retailing	**Semester VI - Apprenticeship/ OJT Training**
Logistics and Supply Chain Management	Retail Store Operations & Team Management
Team Management	
Team Management – II	
Project work:	
FMCG Sales & Distribution + eCommerce Merchant Relationship Management	

BBA RETAIL OPERATIONS

BATCH (202 – 202 –)

SCHEME OF INSTRUCTION FOR BBA (Retail Operations)

I YEAR

SEMESTER – I

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
ELS 1	Languages (Hindi/Sanskrit)	3	3	3 Hrs	80 U + 20 I
DSC 101	Introduction to Retail Operations	4	4	3 Hrs	80 U + 20 I
DSC 102	In Store Cashiering & Merchandising Operations – I	4	4	3 Hrs	80 U + 20 I
DSC 103	Business Communication Skill	4	4	3 Hrs	80 U + 20 I
DSC 104	Retail Business Environment	4	4	3 Hrs	80 U + 20 I
ELS 2	English-2	3	3	3 Hrs	80 U + 20 I
TOTAL		22	22		

AA** Apprenticeship Assessment conducted by Industry

SK Skill Test conducted by college

SEMESTER – II

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
ELS 3	Languages (Hindi/Sanskrit)	3	3	3 Hrs	80 U + 20 I
DSC 201	Sales Management	4	4	3 Hrs	80 U + 20 I
DSC 202	Customer Relationship Management	4	4	3 Hrs	80 U + 20 I
ELS 4	English-4	3	3	3 Hrs	80 U + 20 I
DSC 203	Fundamentals of Financial & Cost Accounting	4	4	3 Hrs	80 U + 20 I
DSC 204	In Store Cashiering & Merchandising Operations – II	4	4	3 Hrs	80 U + 20 I
TOTAL		22	22		

AA** Apprenticeship Assessment conducted by Industry

SK Skill Test conducted by college

YEAR II

SEMESTER – III

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
DSC 301	Managerial Economics	4	4	3 Hrs	80 U + 20 I
DSC 302	Store Operations Management	4	4	3 Hrs	80 U + 20 I
DSC 303	Non-Store Retailing	4	4	3 Hrs	80 U + 20 I
ELS 5	English (First Language) – 5	3	3	3 Hrs	80 U + 20 I
INT-304	Seller Activation Executive (30 Hours) (RAS/O60105)	-	1	Grade	
DSC 305	Team Management – I	4	4	3 Hrs	80 U + 20 I
	Total		20		

AA** Apprenticeship Assessment conducted by Industry

SK Skill Test conducted by college

SEMESTER – IV

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
DSC 401	Enterprise Resource Planning (ERP)	4	4	3 Hrs	80 U + 20 I
DSC 402	FMCG/FMCD Sales & Distribution	4	4	3 Hrs	80 U + 20 I
DSC 403	Logistics and Supply Chain Management	4	4	3 Hrs	80 U + 20 I
ELS 6	English (First Language) – 6	3	3	3 Hrs	80 U + 20 I
DSC 404	Team Management – II	4	4	3 Hrs	80 U + 20 I
INT-405	Distributor Salesman-Project Work (30 Hours) (RAS/O60104)	-	1	Grade	
	Total		20		

AA** Apprenticeship Assessment conducted by Industry

SK Skill Test conducted by college

YEAR III

SEMESTER – V

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
OJT-501	Apprenticeship-V	45	20	3 Hrs	70 AA** 30 SK**

AA** Apprenticeship Assessment conducted by Industry

SK** Skill Test conducted by College

SEMESTER – VI

Course Code	Course Title	HPW	Credits	Duration of Examination	Maximum Marks
OJT-601	Apprenticeship VI	54	20	1 ½ Hrs	70**+30 SK

AA** Apprenticeship Assessment conducted by Industry

SK** Skill Test conducted by College

ELS: English Language Skill; DSC: Discipline Specific Course; DSE: Discipline Specific Elective; GE: General Elective; T: Theory; P: Practical; L: Lab; I: Internal Exam; U: University Exam; PR: Project Report; CV: Viva-Voce Examination.

PROPOSED SCHEME FOR CHOICE BASED CREDIT SYSTEM (CBCS) IN BBA PROGRAMME

Sl.No	Course Category	No. of Courses	Credits Per Course	Credits
1	Languages (If applicable)	6	3	18
2	Discipline Specific Course (DSC)	12	4	48
3	Discipline Specific Elective (DSE) Course	4	4	16
4	OJT	4	(10X2) + (20X1) + (26X1)	66
5	OJT Project	2	1	2
				Total 150

Note:

1.IT lab will be evaluated through a practical exam.

2. At the end of third year there will be a comprehensive viva-voce on all subjects studied & project undertaken during sixth semester and evaluation of project report.

3. Grades are awarded to both the project viva-voce and project report as per University Norms.

4. Colleges are instructed to have tutorial/ practical for every subject through group/individual student presentations, assignments, mini projects etc. and make the curriculum more student centric as per the latest guidelines of UGC.

SEMESTER – I

Semester- I
(LANGUAGE – Hindi)
हिन्दी भाषा परिचय एवं व्यवसायिक प्रयोग
(Hindi Language and its Business Uses)
Course Code: ELS 1

Unit	Topic	No. of Lectures
I	व्याकरण एवं पस्तुतीकरण अभ्याय;(Grammar and Presentation Practice) • हिंदी भाषा की विशेषताएँ और विकास का संक्षिप्त परिचय • हिंदी का उपयोग–कार्यालय, यापार और शिक्षा क्षेत्र में • औपचारिक आर अनौपचारिक भाषा में अंतर • सूचना, विज्ञापन एवं रिपोर्ट का मौखिक प्रस्तुतीकरण	15
II	मौखिक एवं श्रवण अभ्यास ;(Speaking and Listening Practice) • परिचय देना और दूसरा से संवाद करना • दैनिक जीवन की 'टनाओं का वर्णन करना • समाचार और ऑडियों क्लिप सुनना और मुख्य बिन्दु लिखना • संवाद पर आधारित नाटय रूपातरण	15
II	लेखन अभ्यास : (Writing Practice) • औपचारिक पत्र/ईमेल लेखन अभ्यास • सूचना लेखन, विज्ञापन लेखन एवं संवाद लेखन अभ्यास • रिपोट लेखन एवं निर्देशात्मक लेखन अभ्यास (समाचार या घटना पर रिपोर्ट) • वाक्य संरचना और विराम चिन्हों का सही प्रयोग	15

Semester: I
Language (Sanskrit)

संस्कृत भाषा का परिचय एवं प्रयोग (3 Credit)
Sanskrit Language: Introduction and uses

Course Code: ELS 1

Unit	Topic	No. of Lectures
I	• व्याकरण के तीन आचार्य व उनका परिचय। • संस्कृत भाषा का वैशिष्ट्य। • संस्कृत की सरल वाक्य रचना एवं संस्कृत संख्यायें।	15
II	• राम, रमा, हरि, धेनु, वधू, नदी संज्ञा एवं सर्वनाम शब्द के रूप, धातु रूप (पठ्, लिख्, चल् धातु के लट् लकार व लड्, लकार, लृट् लकार, और विधिलिंग) • पर्यायवाची शब्द (सूर्य, चन्द्र, शिव, पृथ्वी, जल, अग्नि, समुद्र, पथ्वी, आकाश)	15
III	• संस्कृत सभाषण। • संस्कृत में आत्मपरिचय। • प्रमुख संधियों एवं समास पर आधारित ज्ञान। • अनुप्रास, श्लेष, यमक एवं उपमा अलंकारों की जानकारी। • संस्कृत के फॉन्ट (Font)	15

DSC 101- Introduction To Retail Operations

Credits: 4 **Subject Code:**

Hours: 60

Sr. No.	Course Objectives
1	To recognise the structure & functioning of retail sector.
2	To evaluate the process of retail stores operations.
3	To infer the processes associated with retail store practices.

Sr. No.	Course Outcomes
1	The students will be able to comprehend the process, procedures of Retail Sector.
2	The students will be able to relate the systems & protocols of retail stores operations.
3	The students will be able to deconstruct the procedures of retail store practices.

Unit	Content
Unit-I	Introduction to Retail & Product Displays: Retail - Traditional and Modern Retail in India - Retail Formats - Modern Retailing, organogram of a Modern Retail organisation under all sub-sectors of retail - Retail Supply Chain, setting up Product Displays: Displaying Products on the Shelf - Labelling the product displays
Unit-II	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 Trainee Associate and Various Customer Styles
Unit-III	Resolving Customer Complaints & Promoting Loyalty Memberships: Customer Complaint Handling Process - Modes and Sources of Customer Complaints - Promoting Loyalty Memberships: Loyalty Scheme Basics - Building Loyalty Memberships
Unit-IV	Maintaining Store Security: The various types of security risks at the store - Identify and report the security risks to the concerned higher authorities - appropriate methods to handle the security risks that fall within the purview of self-authority - the impact of not following statutory guidelines with respect to store safety and 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

Reference Books:

1. Introduction of Retail operations by RASCI publication
2. In store cashier and Merchandising by RASCI publication
3. Bajaj C, Tuli R. Shrivastava N.V. (2010) Retail Management, Oxford University Press.
4. K.V.S. Madaan, (2009) Fundamental of Retailing, Tata MC Graw Hill.
5. Michael Levy, Barton Weitz, AjayPandit (2017) Retailing Management, Tata McGraw Hill.
6. Piyush Kumar Sinha and Dwarika Prasad Uniyal (2018) Managing Retailing 3rd edition, Oxford University Press (OUP)

DSC 102- In Store Cashiering & Merchandising Operations — I

Credits: 4 **Subject Code:**

Hours: 60

Sr. No.	Course Objectives
1	To comprehend the sales & marketing practices at retail stores.
2	To identify the system associated with stock management.
3	To interpret the process of merchandising & other auxiliary functions.

Sr. No.	Course Outcomes
1	The Learners will be able to demonstrate prompt practices at retail stores.
2	The learners will be able to assimilate the knowledge into practice of maintaining, inventory, warehousing, etc.
3	The Learners will be able to demonstrate practical knowledge associated with Visual Merchandising.

Unit	Content
Unit-I	Service Cash Point/POS: Cash Points/POS- Purpose of POS- Cash points POS set up-Counterfeit payments- Different types of credit and debit cards that are accepted in the stores - Process of handling credit and debit card transactions -Process of handling other cash equivalents, discounts, refunds, fractions and currency conversions - Procedure of authorizing payments -Cash point security procedures -Process of resolving the problems that can occur in routine cash point operations and transactions -Procedures of handling customers and complaints at the POS.
Unit-II	Processing Customer Orders: Meaning of age restricted products - Policies and procedures to be followed while selling age restricted products - Policies and procedures for refusing sale of age-restricted products- Documents that can be accepted as proof of age -Impact of not collecting prescribed proof of age - Impact of selling age restricted products to under-aged customer. Procedures of processing customer orders - Identify and resolve problems while processing customer orders - the importance of protecting confidentiality of the customer information - procedures for validating customer credit limits - Process part exchange of goods/products for the customers - Processing Part Exchange Sale Transactions: Need for a Customer to Part Exchange the Products - Terms and conditions of sale for items that the store exchanges - Process of checking ownership of the items produced for part exchange - Consequences of not checking the ownership of the items.
Unit-III	Processing Customer Payments and Goods Return: 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. The reasons customers might have for returning goods - the need to process returned goods - the policies and procedures for replacements and refunds, including proof of purchase - authority of the cashier to agree to replacements and refunds - the charges that apply to the customers if company is not at fault - the steps involved in processing returns of goods - the process to find the replacement goods.
Unit-IV	Health and Safety in Retail Sector: Identify the importance of health and safety in the store - the safety risks, hazards and the accidents that occur in the store - the safety practices followed in the store - the importance of housekeeping - the procedures for dealing with emergencies.

Reference Books:

1. Introduction of Retail operations by RASCI publication
2. In store cashier and Merchandising by RASCI publication
3. Swati Bhalla & Anuraag Singha, Visual Merchandising
4. Robert Colborne, Visual Merchandising: The Business of Merchandise Presentation
5. Paul J. Russell, Field Visual Merchandising Strategy: Developing a National In-store Strategy Using a Merchandising Service Organization

DSC 103- Business Communication Skill

Credits: 4 **Subject Code:**

Hours: 60

Sr. No.	Course Objectives
1	To make the learners competent better employment opportunity & also acquire self employment skill.
2	To augment professional skills for the betterment of smooth communication at the workplace.
3	To explain various aspects of effective communication by emphasizing on the concept & theories of communication.

Sr. No.	Course Outcomes
1	The learner will be able to apply communication skills with proficiency.
2	The learners will be well equipping with effective communication skills within a professional skill.
3	The learners will be able to understand various nuances of communication to a greater extent.

Unit	Content
Unit-I	Effective Communication: Principles of effective communication- the reasons for barriers in communication- the solutions to typical communication barriers- the importance of effective listening skills- elements of effective verbal communication skills - when asking questions, providing and receiving information.
Unit-II	Professional Skills: The need for professional Skills-the elements of professional skills required at the workplace features and benefits of the elements of professional skills- the methods to practice the professional skills at workplace-Decision Making-Critical thinking- Interpersonal Skills Personal presentation and grooming etiquettes- the importance / significance of communication skills in personal and professional life.
Unit-III	Introduction to Business Communication Skills: The need for business communication- the methods to practice Business communication skills at the workplace. Writing Skills — Resume & job application writing, email writing, letters of communication to different stakeholders / inter departments, preparing proposals and quotations, raising complaints, replies to complaints.
Unit-IV	Meetings & Report Writing: Meetings — Plan, Prepare, Organise, Conduct & Report. (Online & Physical meetings) Report writing - business reports, project reports- Reading Skills: -Report Reading - analyze business reports, proposals-Oral

	Communication - one to one, one to many, delivering business presentations.

Reference Books:

1. Shwom, B., & Snyder, L. G. (2016). Business communication: Polishing your professional presence (3rd ed.). Boston: Pearson

2. Business Communication, Raman — Prakash, Oxford

3. The Oxford Handbook of Commercial Correspondence, Ashley A, Oxford Business Communication for Managers: An Advanced Approach, Penrose, Thomson

4. Business Communication, Krizan, Thomson, 5. Understanding Human Communication, 9/e, Adler R Oxford

DSC 104 -Retail Business Environment

Credits: 4 **Subject Code:**

Hours: 60

Sr. No.	Course Objectives
1	To help the learners interpret various business environments.
2	To apply the various regulatory framework.
3	To interpret the various sales & marketing aspects of managing retail.

Sr. No.	Course Outcomes
1	The learners will be able to comprehend know how of the business environment.
2	The learner will be able to operate the framework for effective retailing.
3	The learner will be able to predict various sales & marketing strategy for retail.

Unit	Content
Unit-I	Introduction to Business Environment: Nature and Significance of Business Environment-Types of Business Environment Environmental Analysis—Process, Importance and Limitations-Environmental Factors affecting Business Decisions-Techniques of Environmental analysis- SWOC / SWOT, PESTLE, QUEST-Business organisations and their goals. Retail Marketing Environment in India.
Unit-II	Retail sector in India: Retail sector in India: Evolution of retail-Factors leading to growth of retail in India -Role of International retailing and international players in retail sector-FDI and its impact on retail sector-Organized & Unorganized retail.
Unit-III	Sub sectors of retail: Brick Mortar Stores-FMCG / D sales & Distribution-E-Commerce / E-retailing-Direct sales Features of B2B and B2C business models in Retail sector with examples
Unit-IV	Retail Sales & Marketing: Meaning of marketing & sales-Meaning and concepts of Sales and Marketing - Production concept, Selling-concept, Societal, Marketing concept. Selling Vs marketing, Marketing Mix,-4 Ps of Marketing-the various functions of marketing & sales in a Retail organization and the store-Introduction, Target Market & market segmentation-Gauging Growth Opportunities-Building a Sustainable Competitive Advantage,

Reference Books:

1. Bajaj, Tuli and Srivastava, Retail Management, New Delhi: Oxford University Press
2. Gibson G. Vedamani, Retail Management, Mumbai: Jaico Publishing House

3. Lewison, D. M. and Delozier, W. M., Retailing, Columbus: Merrill Publishing Co.
4. Newman, A. & Cullen, P., Retailing: Environment and Operations, 9th Indian Reprint 2011, Cengage Learning.
5. Ogden, J.R. and Ogden, D.T, Integrated Retail Management, Ist Edition 2008, Bizantra.
6. Pradhan, S, Retailing Management, 2nd Edition 2007, Tata McGraw Hill.
7. S. L. Gupta & Arun Mittal, International Retailing

Semester – I
LANGUAGE – II (English)

Listening Skills (3 credit)

Course Code: ELS-2

Unit	Topic	No. of Lectures
I	**Grammar Focus:** • Parts of Speech (nouns, verbs, adjectives, adverbs) • Tenses: Present, Past and Future • Subject-Verb Agreement • Basic question forms and WH-questions • Prepositions, Punctuation and Articles • Sentence Types (affirmative, negative, interrogative)	**10**
II	**Listening Modules:** **Types of Listening:** o Listening for gist, detail, and inference o Passive vs. active listening **Listening Contexts:** o Short conversations, classroom instructions, announcements o Dialogues in audio and video formats **Listening Strategies:** o Predicting, note-taking, identifying key points	**15**
III	**Practical Work:** • Listen and answer activities (audio clips, podcasts) • Dictation exercises • Listening journals (write what you heard + personal reflection) • Group listening and discussion	**20**

SEMESTER – II

Semester –II

LANGUAGE – (Hindi)

कार्यलय एवं व्यापार में हिन्दी का प्रयोग
(Use of Hindi in Office and Business)

Course Code: ELS 3

Unit	Topic	No. of Lectures
I	कार्यालयीन हिन्दी : (Hindi for Office use) • कार्यालय में प्रयुक्त सामान्य शब्दावली एवं सरकारी और अर्धसरकारी दस्तावेजों की भाषा • व्यावसायिक पत्र, ज्ञापन और आवेदन लेखन एवं प्रस्तुती (पीपीटी एवं मौखिक) • बायोडेटा /प्रस्तावना पत्र (Resume/Cover Letter) • टीम में संवाद का अभ्यास	15
II	दस्तावेज लेखन : (Document Writing) • आवेदन पत्र तैयार करना • व्यावसायिक ईमेल और ज्ञापन लेखन • आलोचनात्मक लेखन– विषय आधारित लेख (जैस पर्यावरण, तकनीक, शिक्षा) • समाचार लेख तैयार करना	15
III	मीडिया भाषा एवं लेखन अभ्यास (Media Language and Writing) • मीडिया भाषा की विशेषताएँ (समाचार विज्ञापन, रेडियो/टीवी) • अंग्रेजी से हिंदी और हिंदी से अंग्रेजी का अनुवाद--सरल वाक्य • पोस्टर, बैनर और स्लोगन बनाना • आलोचनात्मक लेख पर समूह चर्चा/वाद–विवाद	15

Semester: II

Language (Sanskrit)

संस्कृत का कार्यालयीय और व्यापारिक प्रयोग

(3 Credit)

Course Code: ELS 3

Unit	Topic	No. of Lectures
I	• सूचना एवं विज्ञापन लेखनफल। • गुरू–शिष्य संवाद लेखन। • वृतान्त या घटना का विवरण लेखन • संस्कृत से हिन्दी/अंग्रेजी अनुवाद–सरल वाक्य। • हिन्दी/अंग्रेजी से संस्कृत अनुवाद–सरल वाक्य।	15
II	• कार्यालय में प्रयोज्य संस्कृत शब्दावली (सर्वकारी अर्धसर्वकारी पत्रों की संस्कृत भाषा) • व्यापारकर पत्र लेखन। • आवेदन पत्र लेखन। • आत्मवृत लेखन	15
III	• सेवार्थ आवेदन पत्र लेखन • व्यापारिक अणु डाक (Email) लेखन। • विविध ज्ञापनों का लेखन (Airplane Announcement in Sanskrit) • व्यापारिक विषयों पर मौखिक प्रस्तुति एवं लिखित प्रस्तुति।	15

DSC 201 Sales Management

Credits: 4 **Subject Code:**

Hours: 60

Sr. No.	Course Objectives
1	To understand the concept of managing retail sales and planning for effective sales management
2	To perform Retail Sales process by demonstrating specialist products to the customers
3	To understand the importance of personalized Sales & Post sales Service
4	To identify promotional opportunities and estimate their potential to increase sales.

Sr. No.	Course Outcomes
1	The learner will be able to identify the customer's preferences and buying decisions when making sales.
2	The learner will be able to apply sales techniques to suggest suitable products to customers.
3	The learner will be able to Demonstrate specialist products to customers.
4	The learner will be able to provide personalized sales and post sales service in retail store
5	The learner will be able to identify opportunities to increase sales of products

Unit	Content
Unit-I	Retail Sales Planning and Fundamentals Importance and process of retail sales planning, Organizing sales activities, schedules and resources, Goal setting and sales objectives: SMART goals and sales targets, Basics of retail mathematics: pricing, margins, mark-up, markdown, discounts and break-even, Impact of retail mathematics on sales, revenue and profit/loss, Understanding the customer buying cycle and customer decision-making process, Product knowledge: product features, benefits, USPs and value proposition
Unit-II	Retail Sales Management Introduction to category management and assortment planning, Fundamentals of retail department management, Retail sales process: prospecting, approaching, need identification, presentation, demonstration and closing, Product demonstration and selling of specialist/technical products, FAB technique: Features, Advantages and Benefits (FAB) in retail selling, Consultative selling and proposing appropriate solutions, Handling customer queries, complaints and objections, Negotiation and persuasion techniques in retail sales, Techniques for closing a sale and converting customer interest into purchase

Unit-III	Managing Sales Upselling and cross-selling: techniques and impact on sales revenue and profitability, Personalized selling and customer engagement, Customer relationship management (CRM) in retail, Post-sales service, customer satisfaction and customer retention, Sales on credit: principles, procedures and credit application process, Managing credit sales, documentation and basic credit risk, Retail sales promotions: objectives, types and implementation, Managing promotional campaigns and measuring their effectiveness, Customer loyalty programmes and repeat purchases, Use of digital tools, social media and online channels in retail sales, Basic sales performance measurement.

Reference Books:

1. Levy, Michael, &Barton Weitz. Retailing Management. McGrawHill Education.
2. Berman, Barry, Joel R Evans &Ritu Srivastava. Retail Management: A Strategic Approach. Pearson Education.
3. Retail Operations - Dr. Satendar Singh
4. Retail Management | Fifth Edition | By Pearson authored by Dr. Gibson Vedamani
5. Hammond, Richard. Smart Retail: Winning ideas and strategies from the most successful retailers in the world. Pearson Education.
6. Singh, Harjit. Retail Management - A Global Perspective: Text and Cases. S. Chand

DSC 202 Customer Relationship Management

Credits: 4 **Subject Code:**

Hours: 60

Sr. No.	Course Objectives
1	To understand the concepts of CRM.
2	To identify the elements of CRM.
3	To understand the process and practices of customer services.

Sr. No.	Course Outcomes
1	The learners will be able to understand the role of Customer Relationship Management.
2	The learners will be able to describe the elements of CRM.
3	The learner will be able to manage customer engagement by providing customer service in B2B retail environment
4	The learners will be able to handle customer service concerns and efficiently resolve them to the satisfaction of the customers.

Unit	Content
Unit-I	Introduction to CRM Characteristics of customer touch points at the store and their significance wrt Sales and Customer Service, how to identify customer needs and buying behavior, benefits of Customer Relationship Management (CRM) and its implication on Business, Components of CRM, Role of CRM in marketing and sales, Principles of CRM, Customer Relationship Management Strategies, Impact of CRM on business revenues
Unit-II	Elements of CRM. Elements of customer service management (Types of customers, complaint handling & resolution, delivery of reliable service, process for continuous improvement, significance of teamwork in meeting the expectations of customers, CRM systems and their uses.)
Unit-III	Customer Services processes and practices of customer engagement, providing customer service in 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

Reference Books:

1. Consumer Behaviour: The Indian Context (Concepts and Cases) | Second Edition | By Pearson — S Ramesh Kumar
2. Retail Supply Chain Management (Series on Resource Management) - James B. Ayers (Author), Mary Ann Odegaard (Author)
3. e-Retailing Principles and Practice — Himalaya Publishing - by D. P. Sharma
4. Retail Marketing in the Modern Age - Prashant Chaudhary

Semester – II
LANGUAGE – II (English)

Speaking Skills (3 credit)

Course Code: ELS-4

Unit	Topic	No. of Lectures
I	**Grammar Focus:** • Modal Verbs (can, could, should, must) • Difficult and Confusing Words • Consistency in tense and pronoun use • Passive Voice (basic use) • Direct and Indirect speech • Synonyms and Antonyms, • Prefix and Suffix • Idioms and Phrases	15
II	**Speaking Modules:** **Spoken Interaction:** o Everyday conversation, asking for/giving information o Role plays (inquiries, greetings, expressions of opinion) **Professional Speaking:** o Short presentations o Introducing yourself formally **Pronunciation & Fluency:** o Basic sounds, stress, and intonation patterns o Phonetics	15
III	**Practical Work:** • Speaking clubs and group tasks • Mock interviews and dialogues • Oral storytelling and picture description • Pronunciation practice with audio tools	15

DSC 203 Fundamentals of Financial & Cost Accounting

Credits: 4 **Subject Code:**

Hours: 60

Sr. No.	Course Objectives
1	To understand the basic concept of accounting practices in retail organization.
2	To recognize the role of cost accountancy and cost management in retail store operations
3	To describe the common practices of accounting in a department of a business organisation

Sr. No.	Course Outcomes
1	The learners will be able to understand basic accounting practices followed in retail environment.
2	The learners will be able to classify cost accountancy and cost management in retail store Operations.
3	The learner will be able to perform accounting practices in retail store operations.

Unit	Content
Unit-I	Introduction to Financial Accounting Basic accounting practices in retail organisations — meaning, definition, objectives, scope, basic terms, accounting principles in retail business, branches of accounting. Uses & limitations of Accounting, Concepts & Conventions, Statements of Final Accounts in retail — Meaning, need & objectives, types of Trading Account — Meaning & need, Profit & loss Account meaning & Need, Balance Sheet- Meaning & need. Meaning of final accounts with adjustment entry, Impact of profit & loss account and balance sheet on business goals of the organisation, markup & mark down practices in retail, impact of mark up and mark down on financial accounting & profits
Unit-II	Accounting Practices Common practices of accounting in a department of a business organisation, 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
Unit-III	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.

Reference Books:

1. Basics of Accounting — Jain & Narang
2. Basics of Accounting — T. S. Grewal

3. Berman B. Evans J. R., (2004), Retail Management, 9th Edition, Pearson Education
4. Berman, Barry. Evans, Joel R. Mahaffey Tom (2005). Retail Management: A Strategic Approach, Pearson Education
5. Gopal, R. Manjrekar, Pradip (2010), Retail Management, Excel Books, New Delhi Notes
6. Iyer, B. Sriram (2011), Retail Store Operations, Tata Mc Graw Hill
7. Levy M. and Weitz B.A., (2004), Retailing Management, 5th ed. Tata McGraw Hill
8. Levy, Michale & Barton, Weitz, A (2003), Retailing Management, Tata Mc Graw Hill. 3rd ed.
9. Menon, K. S., (2006), Stores Management, 2nd Ed. Macmillan India
10. Sivakumar, A., (2007), Retail Marketing, Excel Books, New Delhi

Semester – III

DSC 301 Managerial Economics

Credits: 4 **Subject Code:**

Hours: 60

Sr. No.	Course Objectives
1	To understand the concepts and applications of Managerial Economics.
2	To interpret the cost dimensions in a business venture.
3	To recognize the role of pricing in markets and market structures.

Sr. No.	Course Outcomes
1	The learners will be able to understand the role of managerial economist in a firm.
2	The learners will be able to apply the knowledge of costing in decision making.
3	The learners will be able to identify and analyse market practices and process in real life.

Unit	Content
Unit-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.
Unit-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.
Unit-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. 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.

Reference Books:

1. Managerial Economics-A Problem Solving Approach, Luke M. Froeb, Brian T. McCann, Michael R. Ward, and Mikhael Shor
2. Managerial Economics and Business Strategy, Michael Baye and Jeff Prince
3. Managerial Economics: Craig H Peterson and Jain, Pearson education
4. Managerial Economics: Vanith Agrawal, Pearson Education

DSC 302 Store Operations Management

Credits: 4 **Subject Code:**

Hours: 60

Sr. No.	Course Objectives
1	To understand the concept of Inventory management.
2	To organise and manage visual merchandising displays at the retail store.
3	To organise and ensure availability of products for sale on the sales floor

Sr. No.	Course Outcomes
1	The learners will be able to importance of inventory management
2	The learners will be able to explain the process of managing product displays & visual merchandising displays.
3	The learners will be able to explain the importance of ensuring availability of products on the sales floor always.

Unit	Content
Unit-I	Inventory Management Inventory management and its impact on profit margins, features of valuation of Inventories (Stock), Meaning, Definition, Applicability, Valuation of Inventory (FIFO, WAM), disclosure in Final Account, explanation with Illustrations, process of stock management on the sales floor
Unit-II	Product Display Elements in creating an attractive product display, methods of selecting appropriate products to suit the display types, positioning the product labels appropriately while conforming to the legal and operational standards, legal requirements for labeling the products on the shelf, standards of the product display throughout on the shelf, role of Visual merchandising displays in marketing, promotional and sales campaigns, principles of visual merchandising, design brief, role of design brief in creating a Visual merchandising display, merchandiser or buyer consultations for finalization of merchandise and props, potential places to put the display, role of light, colour, texture, shape, and dimension in VM.
Unit-III	Sales Floor Product Management Importance of vendor and supplier relationship management, guiding the staff to display the goods for sale, modifying or changing the product displays, organisational procedures for displaying products and aligned records, staff briefing for involvement, legal requirements for displaying descriptions and prices of goods, organisation's standards for putting displays together including standards for cleaning and preparation of shelf, security, health and safety requirements and procedures relating to

	displaying goods, main customers' legal rights in relation to the display of goods, risks to security or health and safety that arise when evaluating displays, impact of different types of display in achieving sales targets.

Reference Books:

1. Urvasi Makkar & Harindar kumar Makkar "Customer Relationship Management" Tata McGraw Hill; Education Private limited, New Delhi
2. Swapna Pradhan; "Retailing Management Text & Cases;" Tata McGraw hill; Education Private limited, New Delhi
3. David Gilbert "Retailing Management"; Pearson Education; New Delhi.
4. Ramani Guja Majumdar "Consumer Behaviour: Insights from Indian markets" PHI learning Private Limited, New Delhi.
5. The Art of Luxury Selling: How to Engage Sales Teams to Establish a Culture of Service Excellence - Peter Aristodemou

DSC 303 Non-Store Retailing

Credits: 4 Hours: 60 Subject Code:

Sr. No.	Course Objectives
1	To understand the concepts of non-store retailing/ecommerce.
2	To identify the sales and marketing practices followed in e-retailing.
3	To explain the seller acquisition process for eCommerce platforms.

Sr. No.	Course Outcomes
1	The learners will be able to describe the features of non-store retailing/ecommerce formats.
2	The learners will be able to explain the importance of technology platforms in e Retailing.
3	The learners will be able to perform the seller acquisition process for eCom platforms & Customer service fulfilment process.

Unit	Content
Unit-I	Introduction to E-Retailing, Features of non-store retailing formats, significance of ecommerce, growth prospects in eRetailing & e-commerce
Unit-II	E-Retailing Platform,Sales and marketing practices in eRetailing, Quick-commerce models & modern retail innovations importance of stakeholder management in e-commerce environment, technology platforms in e Retailing, customer service/ product fulfilment process in eCommerce
Unit-III	E-Retail Management Significance of identifying competition and gathering market information to enhance business performance, significance of product catalogues on the e-com website, basics of category management on eRetailing platforms, statutory guidelines for sales on e-com sites, seller acquisition process for eCom platforms and AI-powered retail analytics

Reference Books

1. eRetailing Principles and Practice — Himalaya Publishing - by D. P. Sharma
2. Seller Activation Executive — RASCI course material

Semster III
LANGUAGE – II (English)

Reading Skills (3 credit)

Course Code: ELS-5

Unit	Topic	No. of Lectures
I	**Language and Reading Comprehension** • Meaning of Reading • Types of Reading • Steps of Reading Process • Strategies of Effective Reading • Mechanism of Reading	10
II	**Reading Modules:** **Reading Techniques:** o Skimming, scanning, and close reading o Understanding context clues and vocabulary **Text Types:** o Short stories, articles, instructions, and messages **Critical Reading:** o Identifying main ideas, tone, and supporting details	15
III	**Practical Work:** • Reading logs and reflections • Vocabulary building worksheets • Text annotation and grammar spotting • Group reading + discussion	20

DSC 305 Team Management- I

Credits: 4 Hours: 60 Subject Code:

Sr. No.	Course Objectives
1	To understand the significance of leading a team
2	To Know the importance of work planning and implementation
3	To understand the aspects of team performance management

Sr. No.	Course Outcomes
1	The learners will be able to explain the role and responsibilities of a team leader.
2	The learners will be able to explain the rudiments of work planning and work implementation.
3	The learners will be able to explain the elements of team performance management

Unit	Content
Unit-I	Leading a Team Roles and responsibilities of a team leader, teams purpose, aims and targets, responsibility for contributing to the team's success, importance of sharing work fairly with team members, importance of being a reliable team leader, importance of maintaining team morale, the circumstances when morale is likely to flag, and the kinds of encouragement and support that are likely to be valued by colleagues, importance of following the company's policies and procedures, Handle business communication mediums effectively, Communicating effectively with stakeholders & customers, Developing and sustaining effective working relationships with stakeholders
Unit-II	Work Planning and implementation Elements of work planning, prioritizing, and scheduling, elements of high-performance team, importance of planning and selecting a team in alignment with team and business goals, interviewing skills, significance of business ethics and values, basic principles of leadership - main styles of leadership; how own skills and qualities relate to the main features of leadership; building Trust & respect in leadership; Planning & Organizing; Leading change & innovation; Virtual/remote leadership techniques/ practices
Unit-III	Performance Management Principles of effective communication and how to apply them in managing a team, diversity of expertise, knowledge, skills and attitudes required to achieve the team purpose setting SMART (Specific, Measurable, Achievable, Realistic and Timebound) business goals, planning the achievement of store team objectives and the importance of involving team members in this process, co-relation between personal work

	objectives contributing to achievement of team objectives, coaching and feedback - purpose of coaching; situations when coaching is used; benefits of coaching; coaching styles and techniques

Reference Books

1. Retail Team Leader — RASCI Course Material
2. Retail Manager's Handbook — Andra Wheeler
3. The Art of Luxury Selling: How to Engage Sales Teams to Establish a Culture of Service Excellence - Peter Aristodemou

Semester - IV

DSC 401 Enterprise Resource Planning (E R P)

Credits: 4 Hours: 60 Subject Code:

Sr. No.	Course Objectives
1	To outline the overall Framework of an enterprise system.
2	To understand the need for an ERP solution in a retailing organisation.
3	To describe the importance and functions of computer application system.

Sr. No.	Course Outcomes
1	The learners will be able discuss the features and factors that needs to be considered for ERP systems.
2	The learners will be able to describe the features, advantages and benefits of different functional modules of ERP used by Retail organisations (Small, Medium and Large).
3	The learners will be able to carry out accounting and other administrative functions of the job role on a computer.

Unit	Content
Unit-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
Unit-II	ERP Solutions and Functional modules Need for an ERP solution in a Retailing Organisation, characteristics and applications of ERP Software solutions that are used by Small, medium and large retail organisations, significance of Business Process Re-engineering (BPR) in ERP solutions wrt to business processes of a Retail organisation, need for business process management (BPM), co-relation between ERP solution and BPM of an organisation, 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 organisations (Small, Medium and Large), the emerging trends in ERP.
Unit-III	Computer Skills Software and related skills required to carry out accounting and other 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

Reference Books

1. Enterprise Resource Planning Concepts: Understanding the Power of ERP for Today's Businesses — Second Edition — Dr. Jill A O'Sullivan (Author), Gene Caiola (Author)
2. Retail Store Operations A Complete Guide - 2020 Edition - by Gerardus Blokdyk (Author)

DSC 402 FMCG/FMCD Sales & Distribution

Credits: 4 Hours: 60 Subject Code:

Sr. No.	Course Objectives
1	To explain the concept of FMCG / FMCD.
2	To interpret the roles & responsibilities of stakeholders in FMCG distribution system.
3	To describe the best practices followed in managing distribution team.

Sr. No.	Course Outcomes
1	The learners will be able to identify product categories in FMCG/FMCD.
2	The learners will be able to influence people through personal effectiveness.
3	The learners will be able to apply the best practices followed in distributor and retailer relationships.

Unit	Content
Unit-I	FMCG & FMCD Product categories in FMCG / FMCD, supply chain system in FMCG /FMCD (Manufacturer, Transportation system, Storage, Distribution & retailing and post-sale services)
Unit-II	Distribution System Roles & responsibilities of stakeholders in FMCG distribution system, importance of influencing people through personal effectiveness, best practices followed in distributor and retailer relationship management
Unit-III	Sales System Importance of data analysis and planning in sales, roles and responsibilities of a distributor salesperson (Territory, day to day planning, route & beat plans, target achievement, outlet categories, productivity metrics, merchandising & branding, stock management, order booking), objection handling and negotiation with retailers, process of effective sales calls

Reference Books

1. Distributor Salesman — RASCI Courseware
2. Sales and Distribution Management | Sixth Edition | By Pearson

DSC 403 Logistics and Supply Chain Management

Credits: 4 Hours: 60 Subject Code:

Sr. No.	Course Objectives
1	To understand the basics of supply chain and logistics.
2	To provide basic knowledge about Key Supply Chain Business Processes.
3	To provide basic knowledge about Purchasing and Supplier Management.
4	To understand role of IT in supply chain management.

Sr. No.	Course Outcomes
1	The learners will be able describe the rudiments of supply chain management system.
2	The learners will be able to outline the Key Supply Chain Business Processes.
3	The learners will be able to explain the importance of purchasing operations and supplier management.
4	The learners will be able to outline the role of IT in supply chain.

Unit	Content
Unit-I	Supply Chain Management and Logistics An Introduction — Integrated Logistics Management — Concept — Evolution and Development — Role — Scope — Functions and Importance — The new Manufacturing and Distribution Practices — Local and International Supply Chains — Benefits and Issues — Types of Supply Chains — Strategic, tactical, operational decisions in supply chain — SCM building blocks — Supply Chain Drivers and Obstacles — International Logistics and Supply Chain Management — The Total Cost Concept and Logistics and SCM Trade-Offs.
Unit-II	Key Supply Chain Business Processes Planning — Sourcing — Producing — Distributing and Paying — Managing material flow and distribution — Distribution and Planning Strategy — Warehousing and Operations Management — Transportation Management — Inventory Management.
Unit-III	Purchasing and Supplier Management Sourcing and Supplies Management, Outsourcing — Global Sourcing — Vendor Identification & Selection — Evaluation — Development — Supplier Relationship Management — Supplier Quality Management — Supply Chain Performance.
Unit-IV	IT in supply chain management SCM Relationships — Third Party Logistics and Fourth Party Logistics — SCM Network Design and Facilities Development — SCM Planning and Development Strategies — Supply Chain Uncertainties — Supply Chain Vulnerabilities. Role of IT-IT enabled SCM, Future of SCM.

Reference Books

1. Martin Christopher. Logistics and Supply Chain Management
2. Sunil Chopra and Peter Meindal. Supply Chain Management
3. Donald J. Bowersox and David J. Closs. Integrated Logistics Management
4. N. Chandrasekharan, Supply Chain Management

Semester IV
LANGUAGE – II (English)
Writing Skills (3 credit)

Course Code: ELS-6

Unit	Topic	No. of Lectures
I	**Development of writing Skills** • Need and Importance of writing skills • Writing Process • Types of Writing: Curriculum Vitae, Letter Writing, Precis-writing, Report Writing, Paragraph Writing, Notes Making • Mechanism of Writing • Writing analysis • Reading-Writing Connection • Instructional strategies of Writing Skills	10
II	**Writing Modules:** **Types of Writing:** o Paragraphs, letters, short essays o Formal and informal emails **Writing Process:** o Planning, drafting, revising, and editing **Style and Coherence:** o Topic sentences, transitions, and unity	15
III	**Practical Work:** • Daily writing journals • Paragraph and essay workshops • Peer reviews and group editing tasks • Creative writing: descriptions, short stories • Power Point Presentation	20

DSC 404 Team Management- II

Credits: 4 Hours: 60 Subject Code:

Sr. No.	Course Objectives
1	To understand the concepts of conflict management.
2	To describe the process of conducting performance review.
3	To identify the importance of decision making and problem solving

Sr. No.	Course Outcomes
1	The learners will be able to identify the methods and techniques that can be used to manage conflicts in team.
2	The learners will be able to describe the importance of feedback and coaching.
3	The learners will be able to know the importance of decision making and solving problems

Unit	Content
Unit-I	Team Conflict Management Cause and effect of conflict in the place of work - causes of conflict between individuals, common causes of conflict between groups/teams, effects of conflict on individuals, effects of conflict on a group/team; types of behaviour that are unacceptable in a work situation - acceptable behaviour in the work place, types of behaviour that are unacceptable in a work situation; how conflict in a work situation can be prevented - methods that can be used in a work situation to prevent conflict, employer and team leader responsibilities with reference to conflict in the work place.
Unit-II	Team Performance Review Process of conducting performance review - the appraisal process, assess individual/ team performance against expected objectives, goals, constructive feedbacks through reflecting on individual personal strengths and weaknesses, preparing a development plan to support performance improvement, importance of keeping skills and knowledge up to date - how to improve own performance through learning, identify areas for development, produce an action plan for self-development, keeping a record of individual's learning.
Unit-III	Decision making and solving problems Importance of decision making; types of decision making and their importance; components of decision making; process of decision making; key leadership styles; types of decision making relating to leadership styles; problem solving process; decision making process to solve problems; making decisions in a crisis; creative decision making when solving problems.

Reference Books

1. Retail Team Leader — RASCI Course Material
2. Retail Manager's Handbook — Andra Wheeler
3. The Art of Luxury Selling: How to Engage Sales Teams to Establish a Culture of Service Excellence - Peter Aristodemou

DSC 105 - In Store Cashiering & Merchandising Operations — II

Credits: 4 **Subject Code:**

Hours: 60

Sr. No.	Course Objectives
1	To be able to identify the basics of POS
2	To demonstrate planograms at retail stores
3	To distinguish the organizing the POS

Sr. No.	Course Outcomes
1	The learners will be able to understand the basics of POS
2	The learners will be able to distinguish the mechanism of defining products in a retail store
3	The learners will be able to analyse & interpret various activities linked to sales management

Unit	Content
Unit-I	Visual Merchandising: Introduction to Visual Merchandising - Introduction to visual merchandising displays - Planning visual merchandising displays - Role of design brief - Principles to set up visual merchandising displays - Dressing up visual merchandising displays - Health and safety in displays
Unit-II	Creating Positive Image of Self and Organisation in the Minds of Customers: The importance of creating a positive image in the minds of the customers - Explain the importance of establishing - Discuss the need to communicate accurate information to the customers - how to respond appropriately to the customers
Unit-III	Working Effectively in a Team: The importance of working effectively in the team - the importance of information instructions and documentation in retail workplace - the importance of effective work habits - the required etiquette of the workplace - the significance of a positive attitude at the workplace
Unit-IV	Employability & Entrepreneurship Skills: Personal Strengths & Value Systems - Digital Literacy: A Recap - Money Matters - Preparing for Employment & Self Employment -- Understanding Entrepreneurship - Preparing to be an entrepreneur, Hands-on training: POS, ERP, CRM & retail dashboards

Reference Books:

11. Introduction of Retail operations by RASCI publication
12. In store cashier and Merchandising by RASCI publication

13. Berman B. Evans J. R., (2004), Retail Management, 9th Edition, Pearson Education
14. Berman, Barry. Evans, Joel R. Mahaffey Tom (2005). Retail Management: A Strategic Approach, Pearson Education
15. Gopal, R. Manjrekar, Pradip (2010), Retail Management, Excel Books, New Delhi Notes
16. Iyer, B. Sriram (2011), Retail Store Operations, Tata Mc Graw Hill
17. Levy M. and Weitz B.A., (2004), Retailing Management, 5th ed. Tata McGraw Hill
18. Levy, Michale & Barton, Weitz, A (2003), Retailing Management, Tata Mc Graw Hill. 3rd ed.
19. Menon, K. S., (2006), Stores Management, 2nd Ed. Macmillan India
20. Sivakumar, A., (2007), Retail Marketing, Excel Books, New Delhi

Semester – II

DSC 201 Managerial Economics

Credits: 4 **Subject Code:**

Hours: 60

Sr. No.	Course Objectives
1	To understand the concepts and applications of Managerial Economics.
2	To interpret the cost dimensions in a business venture.
3	To recognise the role of pricing in markets and market structures.

Sr. No.	Course Outcomes
1	The learners will be able to understand the role of managerial economist in a firm.
2	The learners will be able to apply the knowledge of costing in decision making.
3	The learners will be able to identify and analyse market practices and process in real life.

Unit	Content
Unit-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.
Unit-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.
Unit-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. 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.

Reference Books:

1. Managerial Economics-A Problem Solving Approach, Luke M. Froeb, Brian T. McCann, Michael R. Ward, and Mikhael Shor

2. Managerial Economics and Business Strategy, Michael Baye and Jeff Prince
3. Managerial Economics: Craig H Peterson and Jain, Pearson education
4. Managerial Economics: Vanith Agrawal, Pearson Education

DSC 203 Customer Relationship Management

Credits: 4 **Subject Code:**

Hours: 60

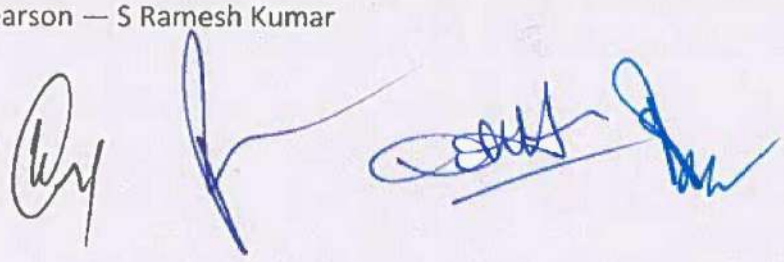
Sr. No.	Course Objectives
1	To understand the concepts of CRM.
2	To identify the elements of CRM.
3	To understand the process and practices of customer services.

Sr. No.	Course Outcomes
1	The learners will be able to understand the role of Customer Relationship Management.
2	The learners will be able to describe the elements of CRM.
3	The learner will be able to manage customer engagement by providing customer service in B2B retail environment
4	The learners will be able to handle customer service concerns and efficiently resolve them to the satisfaction of the customers.

Unit	Content
Unit-I	Introduction to CRM Characteristics of customer touch points at the store and their significance wrt Sales and Customer Service, how to identify customer needs and buying behavior, benefits of Customer Relationship Management (CRM) and its implication on Business, Components of CRM, Role of CRM in marketing and sales, Principles of CRM, Customer Relationship Management Strategies, Impact of CRM on business revenues
Unit-II	Elements of CRM. Elements of customer service management (Types of customers, complaint handling & resolution, delivery of reliable service, process for continuous improvement, significance of teamwork in meeting the expectations of customers, CRM systems and their uses.)
Unit-III	Customer Services processes and practices of customer engagement, providing customer service in 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

Reference Books:

1. Consumer Behaviour: The Indian Context (Concepts and Cases) | Second Edition | By Pearson — S Ramesh Kumar



2. Retail Supply Chain Management (Series on Resource Management) - James B. Ayers (Author), Mary Ann Odegaard (Author)
3. e-Retailing Principles and Practice — Himalaya Publishing - by D. P. Sharma
4. Retail Marketing in the Modern Age - Prashant Chaudhary

DSC 204 Fundamentals of Financial & Cost Accounting

Credits: 4 **Subject Code:**

Hours: 60

Sr. No.	Course Objectives
1	To understand the basic concept of accounting practices in retail organization.
2	To recognize the role of cost accountancy and cost management in retail store operations
3	To describe the common practices of accounting in a department of a business organisation

Sr. No.	Course Outcomes
1	The learners will be able to understand basic accounting practices followed in retail environment.
2	The learners will be able to classify cost accountancy and cost management in retail store Operations.
3	The learner will be able to perform accounting practices in retail store operations.

Unit	Content
Unit-I	Introduction to Financial Accounting Basic accounting practices in retail organisations — meaning, definition, objectives, scope, basic terms, accounting principles in retail business, branches of accounting. Uses & limitations of Accounting, Concepts & Conventions, Statements of Final Accounts in retail — Meaning, need & objectives, types of Trading Account — Meaning & need, Profit & loss Account meaning & Need, Balance Sheet- Meaning & need. Meaning of final accounts with adjustment entry, Impact of profit & loss account and balance sheet on business goals of the organisation, markup & mark down practices in retail, impact of mark up and mark down on financial accounting & profits
Unit-II	Accounting Practices Common practices of accounting in a department of a business organisation, 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
Unit-III	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.

Reference Books:

1. Basics of Accounting — Jain & Narang
2. Basics of Accounting — T. S. Grewal

DSC 302 Store Operations Management

Credits: 4 **Subject Code:**

Hours: 60

Sr. No.	Course Objectives
1	To understand the concept of Inventory management.
2	To organise and manage visual merchandising displays at the retail store.
3	To organise and ensure availability of products for sale on the sales floor

Sr. No.	Course Outcomes
1	The learners will be able to importance of inventory management
2	The learners will be able to explain the process of managing product displays & visual merchandising displays.
3	The learners will be able to explain the importance of ensuring availability of products on the sales floor always.

Unit	Content
Unit-I	Inventory Management Inventory management and its impact on profit margins, features of valuation of Inventories (Stock), Meaning, Definition, Applicability, Valuation of Inventory (FIFO, WAM), disclosure in Final Account, explanation with Illustrations, process of stock management on the sales floor
Unit-II	Product Display Elements in creating an attractive product display, methods of selecting appropriate products to suit the display types, positioning the product labels appropriately while conforming to the legal and operational standards, legal requirements for labeling the products on the shelf, standards of the product display throughout on the shelf, role of Visual merchandising displays in marketing, promotional and sales campaigns, principles of visual merchandising, design brief, role of design brief in creating a Visual merchandising display, merchandiser or buyer consultations for finalization of merchandise and props, potential places to put the display, role of light, colour, texture, shape, and dimension in VM.
Unit-III	Sales Floor Product Management Importance of vendor and supplier relationship management, guiding the staff to display the goods for sale, modifying or changing the product displays, organisational procedures for displaying products and aligned records, staff briefing for involvement, legal requirements for displaying descriptions and prices of goods, organisation's standards for putting displays together including standards for cleaning and preparation of shelf, security, health and safety requirements and procedures relating to displaying goods, main customers' legal rights in relation to the display of

	goods, risks to security or health and safety that arise when evaluating displays, impact of different types of display in achieving sales targets.

Reference Books:

1. Urvasi Makkar & Harindar kumar Makkar "Customer Relationship Management" Tata McGraw Hill; Education Private limited, New Delhi
2. Swapna Pradhan; "Retailing Management Text & Cases;" Tata McGraw hill; Education Private limited, New Delhi
3. David Gilbert "Retailing Management"; Pearson Education; New Delhi.
4. Ramani Guja Majumdar "Consumer Behaviour: Insights from Indian markets" PHI learning Private Limited, New Delhi.
5. The Art of Luxury Selling: How to Engage Sales Teams to Establish a Culture of Service Excellence - Peter Aristodemou

OJT 301 — Distributor Salesman — Project Work

Credits: 1 Hours: 30 Subject Code:

Objectives

1. List the different types of FMCG Retail outlets as per their classification A, B and C category outlets.
2. Prepare profile of retailers' / retail outlets (Including category of outlets Viz A, B, C)
3. Explain the significance of preparing a plan for periodic sales target achievement with relevant examples or any case studies.
4. Prepare a sample route & beat plan based on a typical FMCG sales territory of a town/ city with all classification of outlets.
5. Explain the significance of Route and beat Plans.
6. Prepare a presentation on the process of carrying out effective sales call including: carrying out stock count at retail outlets; identifying stockouts and stocks that need to be replenished; booking orders; collecting outstanding based on credit ageing; managing credits.
7. Explain the following sales productivity parameters (key Terms) with their significance and how they are helpful in determining an FMCG salesperson's Productivity in the below template by referring to the example provided for the Sl. No.
8. Prepare a sample report template: Daily sales report; Weekly sales report; Credit ageing report.

Sl. No.	Key Terms	Meaning/Things to do	Example/How to/Uses
1	Effective Coverage — ECO	Outlet purchasing at least once a month is called an Outlet ECO.	Example: DSR (Distributor Sales Representative) Vijay's total number of outlets = 240. He has built only 200 outlets for the month. ECO % = 200/240 = 83%. Effective coverage is one of the most important tools of distribution. It helps us to know if we have placed our products in all the outlets even once.
2	Line & Total Line Sold — TLS	A line is any sku of any product sold in the market by a DSR (Distributor Sales representative). A total of lines of all the outlets in the beat is defined as the TLS of the beat for the day. The sum total of TLS for all days worked in the month will give the TLS for the DSR.	

3	Lines Per Productive Call — LPPC	Lines Per Productive Call is the number of SKUs sold per outlet.	
4	Line Selling: Sales Gain	More SKUs sold per outlet resulting in gain of business.	
5	Line Selling: Distribution Gain	A product line is a group of related products all marketed under a single brand name that is sold by the same company.	
6	Productivity	Total no. of bills made during a particular day/week/month is your productivity.	
7	Availability	• Check / Explore the stock and highest selling SKU in outlet; • competition status in the outlet; • evaluate and share the proposed order with outlet.	
8	If you can enter the Outlet	Take permission to check the stock. Check stocks at: • Shelf/window display; • Go-down/Warehouse.	



OJT 301 — Seller Activation Executive — Project Work

This page contains project-work instructions rather than a tabular section; no table was present on the source page.

Objectives:

You are employed as a seller activation executive in XCART, an e-commerce conglomerate. Your role is to identify prospective sellers who sell products that are high in demand on the e-commerce site and register them as sellers on the website.

Prepare a report in the form of a presentation on the below

1. List the best practices followed in creating digital catalogues of products.
2. Explain the process of prospecting and short-listing sellers for enrolment on e-tailing platforms.
3. Prepare a seller registration form.
4. Demonstrate the steps of sales call to enroll the sellers on the e-tailing platforms and register them on the website by using the sample registration form (Role Play).

Semester - IV

OJT-401-Retail Trainee Associate

Credits: 10 Hours: 540 Subject Code:

Sr. No.	Course Objectives
1	To acquire skills of unassisted selling, receiving goods, merchandising & visual merchandising including Point of Sale (POS) management and cashiering

Sr. No.	Apprenticeship Outcomes
1	The learners will be able to perform the role of a Retail associate and cashier in business to customer, business to business retail business formats.

Sr. No.	On the Job Training Modules
1	To display stock to promote sales
2	To plan and prepare visual merchandising displays
3	To dress visual merchandising displays
4	To dismantle and store visual merchandising displays
5	To prepare products for sale
6	To promote loyalty schemes to customers
7	To keep the store secure
8	To maintain health and safety
9	To keep the store clean and hygienic
10	To provide information and advice to customers
11	To create a positive image of self & organisation in the customers mind
12	To work affectively in a retail team



OJT-402-Retail Cashiering

Credits: 10 Hours: 540 Subject Code:

Sr. No.	Course Objectives
1	To acquire skills of unassisted selling, receiving goods, merchandising & visual merchandising including Point of Sale (POS) management and cashiering

Sr. No.	Apprenticeship Outcomes
1	The learners will be able to perform the role of a Retail associate and cashier in business to customer, business to business retail business formats.

Sr. No.	On the Job Training Modules
1	To service Cash Point / POS
2	To follow point-of-sale procedures for age- restricted products
3	To process customer orders for goods
4	To process exchange/ part exchange sale transactions
5	To process payments
6	To process cash and credit transactions
7	To process returned goods

Semester - V

PAGE 34 — OJT-501-Retail Sales Associate

Credits: 18 Hours: 1080 Subject Code:

Sr. No.	Course Objectives
1	To acquire skills of assisted selling, consultative selling, personalized customer service and care including standard operating procedures for sales and customer service operations within a retail store.

Sr. No.	Apprenticeship Outcomes
1	The learners will be able to perform the role of a Retail Sales specialist in business to customer, business to business retail business formats.

Sr. No.	On the Job Training Modules
1	Create a positive image of self & organisation in the customer's mind
2	Demonstrate products to customers
3	Help customers choose right products
4	Provide specialist support to customers facilitating purchases
5	Maximize sales of goods & services
6	Process credit applications for purchases
7	Provide personalized sales & post-sales service support
8	Resolve customer concerns and improve customer relationship
9	Organize the delivery of reliable service
10	Monitor and solve service concerns
11	Promote continuous improvement in service
12	FMCG Product Sales / Distribution & Seller activation for e-retailing (Project Work)



Semester - VI

OJT-601-RETAIL TEAM LEADER

Credits: 26 Hours: 1440 Subject Code:

Sr. No.	Course Objectives
1	To acquire skills of leading a Retail team at the store

Sr. No.	Course Outcome
1	The learners will be able to perform the role of Retail Team leader role within the store.

Sr. No.	On the Job Training Modules
1	Organize the display of products at the store
2	Plan visual merchandising
3	Establish and satisfy customer needs
4	Process the sale of products
5	Maintain the availability of goods for sale to customers
6	Allocate and check work in your team
7	Monitor and solve customer service problems
8	Communicate effectively with stakeholders

OJT-601-RETAIL TEAM LEADER

Credits: 26 **Subject Code:**

Hours: 1440

Sr. No.	Course Objectives
1	To acquire skills of leading a Retail team at the store
Sr. No.	**Course Outcome**
1	The learners will be able to perform the role of Retail Team leader role within the store.

Sr. No.	Module
	On the Job Training Modules
1	Organize the display of products at the store
2	Plan visual merchandising
3	Establish and satisfy customer needs
4	Process the sale of products
5	Maintain the availability of goods for sale to customers
6	Allocate and check work in your team
7	Monitor and solve customer service problems
8	Communicate effectively with stakeholders

MODEL PAPER FOR BBA (CBCS)

Code No.

I & II SEMESTER EXAMINATION, 2023-2024

INTERNAL EXAM (Max Marks–15)

I) Multiple Choice Question 10bits	10x½=5Marks
II) Fill in the blank	10x½=5Marks
III) Short Answer Question	5x1=5Marks