



# **DEPARTMENT OF RETAIL & SUPPLY CHAIN MANAGEMENT**

## ***Syllabus of* BACHELOR OF VOCATIONAL PROGRAMME IN RETAIL AND SUPPLY CHAIN MANAGEMENT**

**(SEMESTER SYSTEM)  
2019–2020 ONWARDS.**

**BOS meeting held 18 – 08-2023  
Academic Council meeting, held on 02-09-2023**



## **Preamble:**

### **UGC Introduction to B.Vocational Courses**

It has been a long felt necessity to align higher education with the emerging needs of the economy so as to ensure that the graduates of higher education system have adequate knowledge and skills for employment and entrepreneurship. The higher education system has to incorporate the requirements of various industries in its curriculum, in an innovative and flexible manner while developing a holistic and well groomed graduate. Ministry of HRD, Government of India had issued an Executive Order in September 2011 for National Vocational Education Qualification Framework (NVEQF). Subsequently, Ministry of Finance, in pursuance of the decision of Cabinet Committee on Skill Development in its meeting held on 19th December, 2013, has issued a notification for National Skills Qualifications Framework (NSQF) which supersedes NVEQF. Under the National Skills Development Corporation, many Sector Skill Councils representing respective industries have/are being established. One of the mandates of Sector Skill Councils is to develop National Occupational Standards (NOSs) for various job roles in their respective industries. It is important to embed the competencies required for specific job roles in the higher education system for creating employable graduates. The University Grants Commission (UGC) has launched a scheme on skills development based higher education as part of college/university education, leading to Bachelor of Vocation (B.Voc.) Degree with multiple exits such as Diploma/Advanced Diploma under the NSQF. The B.Voc. programme is focused on universities and colleges providing undergraduate studies which would also incorporate specific job roles and their NOSs along with broad based general education. This would enable the graduates completing B.Voc. to make a meaningful participation in accelerating India's economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge.



### **Programme Objectives**

- To provide judicious mix of skills relating to a profession and appropriate content of General Education.
- To ensure that the students have adequate knowledge and skills, so that they are work ready at each exit point of the programme.
- To provide flexibility to the students by means of pre-defined entry and multiple exit points.
- To integrate NSQF within the undergraduate level of higher education in order to enhance employability of the graduates and meet industry requirements. Such graduates apart from meeting the needs of local and national industry are also expected to be equipped to become part of the global workforce.
- To provide vertical mobility to students coming out of 10+2 with vocational subjects.

### **Programme outcomes**

- A spectrum of student resources trained through a blended approach to education combining professional skills and general education.
- Students trained in specific niches of a professional field such that they are capable of professional success at every year of the course.
- Well established flexibility of multiple entry and exit for students to pursue formal education alongside professional orientation.
- Professional resources with skill sets incorporated through adherence to NSQF standards, with high employability at graduation level. These students can meet local, national and global work standards to notably contribute to the progress of the field of education administered to them through the programme.
- Vertical mobility for students with 10+2 qualification.

### **Course objective:**

1. To prepare students to hold eminent positions in the field of retail and supply chain management, as required by the present industry environment across the globe.
2. To prepare students to acquire internships/ short term jobs at the end of each year of course with required skill sets.



3. To provide practical exposure relevant to concepts taught theoretically.
4. To inculcate spirit of intense knowledge, research and practical orientation in the concepts of retail and supply chain management.
5. To introduce the wide job spectrum available in retail and supply chain management and guide students to find their niche and excel in it.

**Course outcome:**

1. Will be highly employable at the end of every year with ample skill sets.
2. Will be capable of handling retail outlets with its complete knowledge adhering to latest trends.
3. Will be competent to hold any managerial position of supply chain.
4. Will be trained to be successful entrepreneurs with complete knowledge of business and management concepts.
5. Skill sets will be drastically improved with subject knowledge which makes candidates to stand high and perform better in the competitive and fast changing retail and supply chain world.



## Course Structure

I/II/III/IV Semesters								
	Particulars	No of courses	Instruction Hours/Week	Duration of Exam (Hours)	Marks			Credits
<b>General Education/ Theory</b>	2 Languages	2L	2*2	2*3	2*20	2*80	2*100	4
	2 Core Papers	2T	2*3	2*3	2*20	2*80	2*100	6
	1 Elective	1T	1*2	1*2	1*20	1*80	1*100	2
<b>Skill Component</b>	2 Practical	2P	2*6	2*3	2*30	2*120	2*150	12
	1 Project	1 Pr	1*6	1X3	1x30	1x120	1x150	6
V/VI Semesters								
<b>General Education</b>	4 Core Papers	4T	4*3	4*3	4*20	4*80	4*100	12
<b>Skill Component</b>	2 Practical	2P	2*6	2*3	3*20	3*80	3*100	12
	Project 1	1 Project	1*6	2*3	3*20	3*80	3*100	6
								60

### Theory internal assessment pattern for RSCM:

THEORY INTERNAL ASSESSMENT PATTERN			
SEMESTER INTERNALS	TIME	MARKS	MODE OF CONDUCT
INTERNAL-I	1½ HOUR	30	OFFLINE
INTERNAL-II	1 HOUR	30	ONLINE / MCQ
TOTAL		60	60 Marks converted to 15 and +5 Assignment
<b>FINAL TOTAL</b>		<b>20 MARKS</b>	

### Practical Internal and External Assessment Pattern for RSCM.



<b>PRACTICAL INTERNAL ASSESSMENT PATTERN</b>			
<b>SEMESTER INTERNALS</b>	<b>TIME</b>	<b>MARKS</b>	<b>MODE OF CONDUCT</b>
INTERNAL-I	1½ HOUR	30	Offline (15 theory + 15 practical/ case study )
INTERNAL-II	2 HOUR	50	Offline (25 theory + 25 practical/ case study )
TOTAL		80	80 Converted into 25 and +5 for Assignment.
FINAL TOTAL		30 MARKS	

<b>PRACTICAL EXTERNAL ASSESSMENT PATTERN</b>			
<b>SEMESTER END EXAM</b>	<b>TIME</b>	<b>MARKS</b>	<b>MODE OF CONDUCT</b>
EXTERNAL EXAM	3 HOURS	120	Write Up: 60 Presentation: 30 Viva + Record: 15 + 15 = 30

**Final semester Project internal and external assessment pattern for RSCM:**

PROJECT INTERNAL ASSESSMENT PATTERN				
EVALUATION	MARKS	STUDENT MUST PREPARE SYNOPSIS WHICH INCLUDES		
PHASE-I	30	Introduction, conceptual background, Review of literature, Methodology.		
PHASE-II	50	Data analysis and interpretation, Finding, suggestions and conclusions..		
TOTAL MARKS	80	80 Marks is converted into 30 Marks		
PROJECT EXTERNAL ASSESSMENT PATTERN				
SEMESTER END EXAM	TIME	MARKS	MODE OF CONDUCT	



EXTERNAL EXAM	3 HOURS	120	Report:	60
			Presentation:	30
			Viva:	30

**Final Exam Question Paper Pattern for RSCM.**

FINAL EXAM QUESTION PAPER PATTERN			
OPTIONS	NUMBER OF QUESTIONS IN EACH PART	HEADING OF EACH PART	MARKS
PART -A	4	Answer all the following questions each carries 5 Marks (4X5=20)	20
PART-B	3	Answer any three of the following questions each carries 10 Marks (10X3=30)	30
PART-C	2	Answer any two of the following questions each carries 15 Marks (15X2=30)	30
TOTAL			80



SDM COLLEGE (AUTONOMOUS), UJIRE							
B. VOC COURSE SYLLABUS							
Retail & Supply Chain Management							
SEMESTER - I							
Paper Code	Paper Title	Category	Hour/ Week	Cre dits	Internal Marks	External Marks	Total Marks
BVOCENG-101	English	lang1	2	2	20	80	100
BVOCKAN-101/ BVOCHIN-101	Kannada/ Hindi	lang2	2	2	20	80	100
BVOCEF-101	Indian Constitution	Elective	2	2	10	40	50
BVOCRST-101	Retail Management	Core 1	3	3	20	80	100
BVOCRST-102	Managerial Economics	Core 2	3	3	20	80	100
BVOCRSP -103	Marketing management	Practical 1	6	6	30	120	150
BVOCRSP -104	Fundamentals of visual merchandising	Practical 2	6	6	30	120	150
BVOCRSP -105	Retail selling skills	Practical 3	6	6	30	120	150
			<b>30</b>	<b>30</b>	<b>180</b>	<b>720</b>	<b>900</b>





<b>SEMESTER - II</b>							
<b>Paper Code</b>	<b>Description</b>	<b>Catego ry</b>	<b>Hours / Week</b>	<b>Cre dits</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>
BVOCENG-151	English	lang1	2	2	20	80	100
BVOCKAN-151/ BVOCHIN-151	Kannada/ Hindi	lang2	2	2	20	80	100
BVOCEF-151	Elective Foundation	Elective	2	2	10	40	50
BVOCRSCT-151	Business Organization& Management	Core 1	3	3	20	80	100
BVOCRSCT-152	Inventory management	Core 2	3	3	20	80	100
BVOCRSP -153	Fundamental of accounting	Practica l 1	6	6	30	120	150
BVOCRSP-154	Supply chain management	Practica l 2	6	6	30	120	150
BVOCRSP -155	Tactics of retail business.	Practica l 3	6	6	30	120	150
		<b>TOTAL</b>	<b>30</b>	<b>30</b>	<b>180</b>	<b>720</b>	<b>900</b>



<b>SEMESTER - III</b>							
<b>Paper Code</b>	<b>Description</b>	<b>Catego ry</b>	<b>Hours / Week</b>	<b>Cre dits</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>
BVOCENG-201	English	lang1	2	2	20	80	100
BVOCKAN-201/ BVOCHIN-201	Kannada/ Hindi	Lang 2	2	2	20	80	100
BVOCEF-201	Elective Foundation	Elective	2	2	10	40	50
BVOCRSCT-201	Principles of Management	Core 1	3	3	20	80	100
BVOCRSCT-202	Human Resource Management	Core 2	3	3	20	80	100
BVOCRSP-203	Advertising and Brand Management	Practica l 1	6	6	30	120	150
BVOCRSP-204	Customers Relationship Management	Practica l 2	6	6	30	120	150
BVOCRSP-205	Computer application in retail business	Practica l 3	6	6	30	120	150
			<b>30</b>	<b>30</b>	<b>180</b>	<b>720</b>	<b>900</b>



<b>SEMESTER - IV</b>							
<b>Paper Code</b>	<b>Description</b>	<b>Catego ry</b>	<b>Hours / Week</b>	<b>Cre dits</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>
BVOCENG-251	English	Lang 1	2	2	20	80	100
BVOCKAN-251/ BVOCHIN-251	Kannada/ Hindi	Lang 2	2	2	20	80	100
BVOCEF-251	Elective Foundation	Elective	2	2	10	40	50
BVOCRSCT-251	Business Statistics	Core 1	3	3	20	80	100
BVOCRSCT-252	Elements of cost accounting	Core 2	3	3	20	80	100
BVOCRSP -253	Market research	Practica l 1	6	6	30	120	150
BVOCRSP-254	Packing and packaging management	Practica l 2	6	6	30	120	150
BVOCRSP-255	Organizational study	Practica l 3	6	6	30	120	150
			<b>30</b>	<b>30</b>	<b>180</b>	<b>720</b>	<b>900</b>



<b>SEMESTER - V</b>							
<b>Paper Code</b>	<b>Description</b>	<b>Catego ry</b>	<b>Hours / Week</b>	<b>Cre dits</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>
BVOCRST-301	International retailing	Core 1	3	3	20	80	100
BVOCRST-302	Business Ethics	Core 2	3	3	20	80	100
BVOCRST-303	E-Commerce	Core 3	3	3	20	80	100
BVOCRST-304	Banking and financial services	Core 4	3	3	20	80	100
BVOCRSP-305	Business communication	Practica l 1	6	6	30	120	150
BVOCRSP-306	Financial management	Practica l 2	6	6	30	120	150
BVOCRSP-307	Entrepreneurship development	Practica l 3	6	6	30	120	150
			<b>30</b>	<b>30</b>	<b>170</b>	<b>680</b>	<b>850</b>



<b>SEMESTER - VI</b>							
<b>Paper Code</b>	<b>Description</b>	<b>Category</b>	<b>Hours / Week</b>	<b>Credits</b>	<b>Internal Marks</b>	<b>External Marks</b>	<b>Total Marks</b>
BVOCRSCT-351	Export & Import Policies & Procedures	Core 1	3	3	20	80	100
BVOCRSCT-352	Logistics management	Core 2	3	3	20	80	100
BVOCRSCT-353	Corporate law	Core 3	3	3	20	80	100
BVOCRSCT-354	Transportation and Distribution Management	Core 4	3	3	20	80	100
BVOCRSP-355	Consumer behavior	Practical 1	6	6	30	120	150
BVOCRSP-356	Direct and indirect Taxes	Practical 2	6	6	30	120	150
BVOCRSP-357	Project work	Practical 3	6	6	30	120	150
			<b>30</b>	<b>30</b>	<b>170</b>	<b>680</b>	<b>850</b>



**Retail and Supply Chain Management**  
**I Semester Syllabus**  
**BVOCRSCT 101: RETAIL MANAGEMENT**

**Course objectives:**

- CO 1: To understand basics of retailing
- CO 2: To understand different types of retailing
- CO 3: To understand various retail planning and strategies
- CO 4: To understand about retail location and its selection process

**Course outcome:**

- CO 1: Will get to know basic concepts of retail
- CO 2: Will get to know various types of retailing and how it works
- CO 3: Will get to know in retail sector how strategy and planning can be done
- CO 4: Will get to know regarding location, its selection and other aspects related to it.

**Module– I**

Introduction to Retail – Meaning, nature, scope, importance, Career options in retail, Technology induction in retailing, Future of retailing in India.

**Module – II**

Types of retailing: stores classified by owners, stores classified by merchandising categories. Retailing formats, cash and carry business; Retailing models- franchiser franchisee, directly owned-Retailing life cycle.

**Module -III**

Retail planning- importance and process; developing retailing strategies: objectives, action plans, pricing strategies and location strategies.

**Module – IV**

Theories of retailing: wheel of retailing- the retail accordion theory- melting pot



theory- polarization theory.

Multi channel retailing- trends in retailing- FDI in retail- Problems of Indian retailing- current retail scenario.

**SUGGESTED READINGS:**

1. Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, New Delhi
2. Barry Berman, Joel R. Evans, Retail Management, Pearson Education
3. A. J. Lamba, The Art of Retailing, Tata McGraw Hill Publishing Co. Ltd. New Delhi.

Note: Latest and additional good books may be suggested and added from time to time.



**Retail and Supply Chain Management**  
**I Semester Syllabus**  
**BVOCRSCT 102: ORGANIZATIONAL BEHAVIOR**

**Course objectives:**

- Co 1: To understand basics concepts of organization behavior
- Co 2: To understand individual behavior
- Co 3: To understand about attitudes, values and ethics
- Co 4: To understand about motivation and stress at work.

**Course outcome:**

1. Will get to know about organization behavior
2. Will get to know how a individual behavior will be.
3. Will get to know about attitudes, values and ethics which will help them in their working life
4. Will be in a position to motivate themselves and also the employees working under them, and also how to handle stress.

**Module I:**

Introduction to Organization Behavior: Concept of Organizational Behavior (OB)- Importance of Organizational Behaviour – Key Elements of Organizational Behavior, Role of Managers in OB- Interpersonal Roles-Informational Roles- Decisional Roles, Foundations or Approaches to Organizational Behavior, Challenges and Opportunities for OB

**Module II:**

Foundations of Individual behaviors: personality – determinants of personality – theories of personality – personality characteristics – Type A and Type B personality characteristics – Type A and Type B personality – measuring personality – perception – factors influencing perception – individual decision – making – decision making process – decision making models.

**Module III:**

Attitudes Values and Ethics – characteristics of attitudes - components of attitude – attitude





formation – cognitive dissonance theory - attitude change values – formation of values – importance of values – types of values. Ethics – ethical behavior – managing ethical issues contemporary ethical issues in organizations.

#### **Module IV:**

Motivation– Theories of Motivation- Learning– Determinants of learning – theories of learning – learning curve. Stress and well-being at work – approaches to stress – to causes of stress – individual response to stress – to causes of stress – individual response to stress – consequences of stress – managing stress.

#### **Books for Reference:**

1. Schermerhorn, Hunt and Osborn, Organisational behavior, John Wiley, 9<sup>th</sup> Edition, 2008.
2. Udai Pareek, Understanding Organisational Behaviour, 2<sup>nd</sup> Edition, Oxford Higher Education, 2004.
3. Mc Shane & Von Glinov, Organisational Behaviour, 4<sup>th</sup> Edition, Tata Mc Graw Hill, 2007.
4. Hellrigan, Slocum and Woodman, Organisational Behavior, Cengage Learning, 11<sup>th</sup> Edition 2007.
5. Ivancevich, Konopaske & Maheson, Organisational Behaviour & Management, 7<sup>th</sup> edition, Tata McGraw Hill, 2008.
6. Fred Luthans, Organisational Behavior, McGraw Hill, 11<sup>th</sup> Edition, 2001.
7. Stephen P. Robins, Organisational Behavior, PHI Learning / Pearson Education, 11<sup>th</sup> edition, 2008.



**Retail and Supply Chain Management**  
**I Semester Syllabus**  
**BVOCRSP 103- MARKETING MANAGEMENT**

**Course objectives:**

- Co 1: To understand basics of marketing
- Co 2: To understand about marketing environment and demand forecasting
- Co 3: To understand about product planning and new product development.
- Co 4: To introduce the need and process of digital marketing

**Course outcome:**

- Co 1: Will get to know about marketing and how target marketing can be done.
- Co 2: Will understand micro and macro environment of marketing and also how demand can be forecasted.
- Co 3: Will be able to make product planning and process to develop new product
- Co 4: Will have clear idea about dynamics of digital marketing in current market scenario and also will be capable to practice it.

**Module I:**

Introduction to Marketing: Meaning, Definition, Nature, Scope, Importance, difference between sales and marketing, Target marketing. Direct marketing- multi level marketing- new issues in marketing- green marketing

**Module II:**

Marketing Environment: Components of modern marketing information system, Analyzing the marketing environment- Micro and Macro, Demand forecasting – need and techniques.

**Module III:**

Product Planning and development: Meaning, Characteristics, Product mix strategy, New Product development process, Product life cycle, Pricing Strategy: Factors affecting pricing decisions- New product pricing strategies- Promotion Mix



**Module IV:**

Digital marketing: Advent of digital marketing- Types of digital marketing- Plat forms of digital marketing- Multi media approach (posters, photographic and video graphic content)- Digital marketing budgeting.

**Books for Reference:**

1. Philip Kotler – Marketing Management
2. J.C. Gandhi – Marketing Management
3. William M. Pride and O.C. Ferrell –Marketing.
4. Fundamentals of Marketing – William J Stanton

**Note:** Latest and additional good books may be suggested and added from time to time.



**Retail and Supply Chain Management**  
**I Semester Syllabus**  
**BVOCRSP 104- FUNDAMENTALS OF VISUAL MERCHANDISING**

**Course Objective:**

- CO 1: To understand about basics of visual merchandising.
- CO 2: To understand about displays and various rules for displays
- CO 3: To understand about signage and fixtures.
- CO 4: To understand about planograms and its preparation

**Course outcome:**

- CO 1: Will get to know about basics of visual merchandising and its components
- CO 2: Will get to know about display and its types and rules.
- CO 3: Will get to know about signage and its types and about mannequins
- CO 4: Will be able to prepare planograms with all its information.

**Module I:**

Visual Merchandising: Definition, Meaning and Functions of merchandiser -Elements of Visual Merchandising - Make Merchandise the Focal Point -Right Choice of Colors - Trends in Visual Merchandising.

.

**Module II:**

Display Basics-Outcome of a Good Display-Rules for Display- Purpose of Display-Functions of a Display- Types of Display- Color Blocking- People Buy Colors.

**Module III:**

Signage-Interior Signage-Types of Signage-Functions of Signage-Sign Preparation-Props-  
Mannequins: Handling the Mannequin - Visual merchandising in online retail formats-  
Planograms: Meaning and Purpose of a Planogram- Benefits of a Planogram-



**Module IV:**

Merchandise Placement :Types of Merchandise Placement-Types of Visual Product Placement- Dominance Factor in Merchandise Presentation-Cross Merchandising- Window Display— Meaning and Scope-Importance of Window Display-Emerging Trends - Promotional Display vs Institutional Display.

**Books for Reference:**

1. David Gilbert, Retailing Marketing, Prentice Hall - Pearson Education
2. George H, Lucas Jr, Robert P. Bush, Larry G. Gresham, Retailing, All India Publishers and Distributors, Chennai
3. Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, New Delhi

**Note:** Latest and additional good books may be suggested and added from time to time.



**Retail and Supply Chain Management**  
**I Semester Syllabus**  
**BVOCRSP 105- RETAIL SELLING SKILLS**

**Course objective:**

- CO 1: To give basic details of personal selling, retail selling skills and basic hygiene and grooming.
- CO 2: To educate students about manners, Etiquettes, Communication and customer dealing skills that are needed in retail sector
- CO 3: To provide knowledge about conversational skills including telephone etiquettes and stress management
- CO 4: To give general awareness about development in retail sector and about developing relationship with customers.

**Course outcome:**

- CO 1: Will learn various selling skills.
- CO 2: Will adopt manners, Etiquettes, Communication and customer dealing skills that are needed in retail sector
- CO 3: Will learn about conversational skills including telephone etiquettes and stress management
- CO 4: Will get proper awareness about development in retail sector and about developing relationship with customers.

**Module I:**

Personal Selling: Objectives of Personal Selling Identifying the potential Customers, Receiving & Greeting, Ascertaining the needs and Arousing Interest.

Retail Selling Skills: Pre-Check, Opening the Sale, Probing, Demonstration, Trial, Handling Objections, Closing, Confirmations & Invitations. Retail Audits, Online Retailing, Changing role of retailing in globalised world.

Basic Hygiene: Tips on Basic Hygiene-Basic Health Care-How Hygiene affects Customers-Cleanliness of mind & Body.



Basic Grooming: Dress Code-Decent Dressing- Hair Styling-Maintaining Neat & Pleasant Look

**Module II:**

Manners & Etiquettes: Body Language-Face & Body Expressions-Self Presentation-Voice Modulations

Basic Communication Skills: Use of Words-Use of Signs-Communicating First Time with the Customers-Use of Hands.

Customer Dealing: How to Build Patience-Developing Listening Skills-Humor in Conversation-Understanding the Customer Need-Anger Control.

**Module III:**

Conversational Skills Development on Phone: How to Make calls-Answering the Calls

Representing the Company-Following the Company's Procedure

Stress Management: Handling Complaints-Handling Stress-Keeping Calm in Stress-Overcoming Anxiety

Self Introspection: Knowing Self-SWOT Analysis-Discovering own Personality.

**Module IV:**

Refreshing Knowledge: Building General Awareness about Development in Retail.

Role Playing:Real Life Clippings on Retail.

Developing Relationships: Memory Skills-Feedback from Customers- Giving Personal Attention

**Books for Reference:**

1. Little Red Book of Selling by Jeffrey Gitomer's
2. Secrets of Closing the Sale, Zig Ziglar
3. How to Sell Anything to Anybody, Joe Girard
4. How to Master the Art of Selling , Tom Hopkins
5. Coaching Salespeople into Sales Champions, Keith Rosen's

Note: Latest and additional good books may be suggested and added from time to time.



## **Retail and Supply Chain Management**

### **II Semester Syllabus**

#### **BVOCRSCT 151- BUSINESS ORGANISATION AND MANAGEMENT**

##### **Course objective:**

- Co 1: To give basic knowledge about business organization and its forms
- Co 2: To make understand about partnership and joint stock company
- Co 3: To give knowledge about incorporation of joint stock company and about cooperative societies.
- Co 4: To make understand business combination, Mergers, Takeovers and acquisitions.

##### **Course outcome:**

- Co 1: Will get to know about different forms of business organizations and its benefits and limitations.
- Co 2: Will get to know about partnership business and rights and duties of partners and also about joint stock company
- Co 3: Will learn about incorporation of joint stock company.
- Co 4: Will learn about objectives of business combination and also about finance and its sources.

##### **Module I:**

Basic Concepts: Business Organization and its Scope – Business, Profession, employment, Industry, Trade, Types of Trade and Aids to Trade, Types of Industries. Forms of Business Organizations: Sole Trader – Characteristics, Merits and Demerits of Sole Trader, Joint Hindu Family: Karta, Merits and Demerits.

##### **Module II:**

Partnership: Characteristics, Merits and Demerits, Partnership Deed, Types of Partners, Rights and Duties of Partners. Joint Stock Company: Characteristics, Merits and Demerits, Kinds of Companies, Promoters.





**Module III:**

Incorporation of Joint Stock Company: Procedure and Incorporation of Joint Stock Company, Memorandum of Association, Articles of Association, Prospectus.

Co-Operative Societies: Characteristics, Types of Co-Operative Societies, Merits and Demerits

**Module IV:**

Business Combination: Meaning, Causes, Objectives, Types and Forms of Mergers, Takeovers and Acquisitions-Business Finance: Financial need of Business- Methods & sources of finance.

**Books for Reference:**

1. L.M. Prasad: Organizational Behavior.
2. Koontz&O'Donnel: Principles of Management

Note: Latest and additional good books may be suggested and added from time to time.



**Retail and Supply Chain Management**  
**II Semester Syllabus**  
**BVOCRSCT-152 - INVENTORY MANAGEMENT**

**Course objective:**

- CO 1: To give basic knowledge about inventory management and its control
- CO 2: To give basic knowledge about EOQ, Safety stocks and IMS.
- CO 3: To give basic knowledge about MRP, JIT and WIP.
- CO 4: To make students why inventory is required.

**Course outcome:**

- CO 1: Will have basic knowledge about inventory and its control and importance.
- CO 2: Will learn to maintain safety stocks, forecast future requirements and plan materials required.
- CO 3: Will learn whether company should make or buy from outside or outsource.
- CO 4: Will be able to classify different types of goods and tracking the paper life of goods.

**Module I:**

Inventory: Inventory Management – Inventory Control – Importance and Scope of Inventory Control – Types of Inventory – Costs Associated with Inventory – Organizational set up for Inventory Management.

**Module II:**

Selective Inventory Control: Economic Order Quantity – Safety Stocks – Inventory Management Systems – Forecasting Techniques – Material Requirement Planning and Execution – Ratio Analysis on Inventory – Profit Margin.



**Module III:**

Manufacturing Planning(MRP): Just in Time(JIT) – Work in Process Inventories – Make or Buy Decisions – Concept of Outsourcing – Factors Influencing Make or But Decisions – Trends in Make or Buy Decisions in context of core competency.

**Module IV:**

Purpose of Inventory: Goods – Types of Goods – Finished Goods Inventories – General Management of Inventory – Stocks- Types of Stocks – Tracking the Paper Life- Use of Computers in Inventory.

**Books for Reference:**

1. Bose & D Chandra. Inventory Management. 1<sup>st</sup> Edition.
2. Sridhara Bhat. Inventory Management. 2<sup>nd</sup> Edition.
3. Bose & D Chandra. Inventory Management. 1<sup>st</sup> Edition



**Retail and Supply Chain Management**  
**II Semester Syllabus**  
**BVOCRSP 153- FUNDAMENTAL OF ACCOUNTING**

**Course objective:**

- CO 1: To give knowledge about meaning and scope of accounting.
- CO 2: To give knowledge about Journals, Ledgers & Trial Balance.
- CO 3: To give knowledge about preparation of financial statements & bank reconciliation statement.
- CO 4: To give knowledge about Ratio analysis.

**Course outcome:**

- CO 1: Will have basic knowledge about accounting and will be capable of preparing accounting statements.
- CO 2: Will be capable of preparing journal, Ledger, Trial balance and Subsidiary Books.
- CO 3: Capable of preparing financial statement of sole trading concerns.
- CO 4: Independently undertake financial statement analysis and take decisions

**Module I:**

**Introduction to Accounting:** Meaning and Scope of Accounting: Nature and Basis of Accounting, Users of Accounting: Accounting Principles, Concepts and Conventions. Problems on Accounting Equation

**Module II:**

**Preparation of Books of Accounts:** Journals, Ledgers, Subsidiary Books, Preparation of Trial balance. Capital and Revenue Expenditure and Receipt,



**Module III:**

**Preparation of Financial Statements:** Preparation of final accounts of sole traders in horizontal form & Vertical form: Bank Reconciliation Statement.

**Module IV:**

**Analysis of Financial Statements:** Ratio Analysis, Current Ratio, Net Profit Ratio, Liquid Ratio, Stock turnover ratio, Gross profit ratio. Preparation of financial statements using ratios: Hire Purchase: Meaning, Features, Merits & Demerits.

**Books for Reference:**

1. Gupta R.L., Advanced Accounting Vol. I, S. Chand & Sons, NewDelhi
2. Financial Accounting, Tulsian P. C, 1/e, Pearson Education.
3. Monga, J.R., Financial Accounting, Margin Paper Bank, NewDelhi
4. A Text book of Accounting For Management, Maheswari S. N, Maheswari Sharad K. Maheswari , 2/e, Vikas Publishing house (P) Ltd.

Note: Latest and additional good books may be suggested and added from time to time.

**PRACTICAL COMPONENTS:**

- Preparation of Accounting equations
- Preparation of journals, ledgers & trial balance from the business transactions.
- Preparation of financial statements of the sole trading concern.
- Collecting Annual reports of the companies and analyzing the financial statements using Ratios.



**Retail and Supply Chain Management**  
**II Semester Syllabus**  
**BVOCRSCT 154- SUPPLY CHAIN MANAGEMENT**

**Course objective:**

- Co 1: To give basic knowledge about supply chain and logistics.
- Co 2: To give basic knowledge about Key Supply Chain Business Processes.
- Co 3: To give basic knowledge about Purchasing and Supplier Management
- Co 4: To understand role of IT in supply chain management.

**Course Outcome:**

- Co 1: Will learn basics about supply chain management and also about international logistics and supply chain management.
- Co 2: Will learn about Key Supply Chain Business Processes.
- Co 3: Will be having knowledge to manage purchasing and supplier management.
- Co 4: Will have clear picture of how supply chain works with the support of IT.

**Module 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.

**Module 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.



**Module III:**

Purchasing and Supplier Management: Outsourcing – Global Sourcing – Vendor Identification – Selection – Evaluation – Development – Supplier Relationship Management – Supplier Quality Management – Supply Chain Performance.

**Module IV:**

Manufacturing Logistics – SCM Relationships – Third Party Logistics and Fourth Party Logistics – SCM Network Design and Facilities Development – SCM Development Strategies – Supply Chain Uncertainties – Supply Chain Vulnerabilities. Role of IT–IT enabled SCM, Future of SCM.

**Books for Reference:**

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



**Retail and Supply Chain Management**  
**II Semester Syllabus**  
**BVOCRSP 155: TACTICS OF RETAIL BUSINESS**

**Course Objectives:**

- CO 1: To learn about impulse buying and to know about foot falls in retail sector.
- CO 2: To learn about conversion rate, basket size and various divisions in retailing.
- CO 3: To learn about various negotiations in retail sector.
- CO 4: To learn about store security and maintaining health and safety of employees

**Course Outcome:**

- CO 1: Will be having tactics to encourage impulse buying.
- CO 2: Will be able to calculate conversion rate at both online and off line.
- CO 3: Will get clear idea of negotiations involved in retailing.
- CO 4: Will be aware of maintaining security of store and maintaining health and safety of both employees and staff.

**Module I:**

Impulse buying tactics: Meaning- Tactics involved in encouraging impulse buying  
Tactics used to increase retail sales-Training the staffs- Engaging the customers-employee motivation tactics- pricing and promotion tactics.  
Foot falls: Increasing foot traffic tactics Location tactics, Advertising tactics.  
Marketing tactics- Online retail tactics- Browsers to buyers- Communication tactics- Tactics used during pandemic/ natural disaster

**Module II:**

Conversion Rate: Both Online and Offline  
Basket size: Fill Rate- Store arrangement- Up selling- Tagging- Customer Care- Customer satisfaction tactics- Digital tactics in retail- Purchase- Transportation.





Categories/Divisions in a Retail business: Food Items, Non- Food Items, Garments and their tactics- Discussion of various tactics used by established business to improve sales with examples.

**Module III:**

Negotiations: Margin-Markdown, Delivery Time, Payment Terms, Freight & Insurance, Rejections, Damages, Expiries, Cash Discount, Display, Advisors, Testers, Quantity Based Inventories & Schemes, preparing purchase order.

**Module IV:**

Store security, Maintaining health and safety: measures of stores safety to be adopted, Techniques and methods to keep employees healthy and safety measures in store.

**Note:** Students will do project at retail shop and will prepare report based on It.



**Retail and Supply Chain Management**  
**III Semester Syllabus**  
**BVOCRSCT-201 –PRINCIPLES OF MANAGEMENT**

**Course objective:**

- CO 1: To give students concepts of management and process of management.
- CO 2: To give knowledge of schools of management thoughts.
- CO 3: To make students understand various functions of management.
- CO 4: To give awareness about authority and responsibility and also about leadership.

**Course outcome:**

- Will be aware of various concepts of management and also process of management
- Will be aware of various schools of management thought.
- Will be aware of various functions of management.
- Will understand how authority and responsibility works in management.

**Module I:**

Management: Concepts, Meaning, Definition, characteristics and its importance. Process of management, Management as an art and science, Management as a profession. Manager: Roles, Skills and problems.

**Module II:**

Schools of Management Thought: Human Behavioral School, Decision Theory School, Systems Management School, Contingency School – Managerial Role – Basics of Global Management.

**Module III:**

Functions of management: Planning and forecasting- concept, nature, importance, types and steps in planning, techniques of forecasting. Budgeting- types and importance of budget planning, Decision making- Concept, Types, Process and guidelines for effective decision making. Communication- concept, types, pattern in communication and effective communication systems. Controlling- Concept, Types, steps, areas and benefits of control



#### **Module IV**

Authority and responsibility- Concept, Types and delegation of authority, Bases of power and types. Delegation and decentralization- Measures for effective delegation and decentralization. MBO and MBE. Leadership- importance – styles of leadership.

#### **Books for Reference:**

1. Moshal.B.S .Principles of Management, Ane Books India,NewDelhi.
2. Bhatia R.C. Business Organization and Management, Ane Books Pvt. Ltd.,NewDelhi.
3. Richard Pettinger. Introduction to Management , Palgrave Macmillan, NewYork.
4. Koontz and O'Donnel. Principles of Management ,Tata McGraw-Hill Publishing Co.Ltd. New Delhi.
5. Terry G.R. Principles of Management, D.B.Taraporevala Sons &Co.Pvt.Ltd.,Mumbai.
6. Govindarajan.M and Natarajan S. Principles of Management, PHI, NewDelhi.



**Retail and Supply Chain Management**  
**III Semester Syllabus**  
**BVOCRSCT-202 -HUMAN RESOURCE MANAGEMENT**

**Course objective:**

CO 1: To give introduction about HRM.

CO 2: To make students understand about recruitment, selection and training.

CO 3: To give basic information about performance appraisal, Promotion, Demotion and other HR aspects.

CO 4: To give information how job analysis is done

**Course outcome:**

CO 1: Will be well aware of how HR works and its role and functions.

CO 2: Will be having knowledge about recruitment and its sources and also about selection.

CO 3: Will get to know how performance appraisal, Promotion, Demotion is done.

CO 4: Will be well aware of wage and salary administration.

**Module I:**

Introduction to human resource management: Introduction, concept of human resource management, scope of human resource management, functions of human resource management, Role of HR.

**Module II:**

Recruitment: Man power planning, Sources of recruitment, Selection- Selection process, Training – Definition, Types of training- Executive Development.

**Module III:**

Performance Appraisal- Promotion, Transfers, Demotion, Career Planning.

Drafting Charge Sheets: Model standing orders, code of conduct, Bond of service.



**Module IV:**

Job Analysis: Wage and salary administration, wage: Definition, Factors affecting wage policy, Wage Boards, Fringe Benefits, Prerequisites, Incentives, Bonus, Profit sharing, VRS, pension. E.S.I, P.F. Gratuity, pension and bonus records.

**Books for Reference:**

1. K. Aswathappa, Human resource and personnel management
2. Gary Dessler, A frame work for human resource management
3. Edwin Philipo, Personnel management.
4. Fernando A. C. (2009), Business Ethics, Pearson Education.



**Retail and Supply Chain Management**  
**III Semester Syllabus**  
**BVOCRSP-203 - ADVERTISING AND BRAND MANAGEMENT**

**Course objective:**

- CO 1: To give students basic knowledge about advertisement and its implications
- CO 2: To give students basic knowledge about advertisement media.
- CO 3: To give students basic knowledge about advertisement design and execution.
- CO 4: To give students basic knowledge about brand management.

**Course outcome:**

- CO 1: Will be aware about various implications that need to be kept in mind while preparing advertisements.
- CO 2: Will be having a basic knowledge about advertisement media and its selection.
- CO 3: Will be having basic knowledge to create advertisement design and the way to execute it.
- CO 4: Will be in a position to create a brand of their own and its logo.

**Module I:**

**Introduction to Advertisement:** Concept and Definition of Advertisement, Social, Economic and Legal Implications of Advertisements, Setting Advertisement Objectives, Advertisement Agencies, Selection and Remuneration, Advertisement Campaign.

**Module II:**

**Advertisement Media:** Media Plan, Type and Choice Criteria, Reach and Frequency of Advertisements, Cost of Advertisements, Media Strategy and Scheduling.

**Module III:**

**Design and Execution of Advertisements:** Message Development, Different Types of Advertisement Layout, Advertising Design- Advertising Appeal, Advertising Copy, Web Advertisements, Media Research, Methods of measuring the effectiveness of Advertisements.



#### **Module IV:**

**Brand Management:** Meaning, definition, scope, building, measuring, managing Brand Equity, Brand positioning: Developing and communicating a positioning strategy. Brand logo- Brand marketing and trends in it.

#### **SUGGESTED READINGS:**

1. Kenneth Clow. Donald Back, “Integrated Advertisements, Promotion and Marketing Communication”, Prentice Hall of India, New Delhi, 2003.
2. S.H.H.Kazmi, Satish K Batra, “Advertising & Sales Promotion”, Excel Books, New Delhi, 2001.
3. George E Belch, Michel A Belch, “Advertising & Promotion”, McGraw Hill, Singapore, 1998.
4. Julian Cummings, “Sales Promotion”, Kogan Page, London 1998.
5. E. Betch and Michael, Advertising and Promotion, MC. GrawHill.



**Retail and Supply Chain Management**  
**III Semester Syllabus**  
**BVOCRSP-204 - CUSTOMER RELATIONSHIP MANAGEMENT**

**Course objective:**

- CO 1: To give students basic knowledge about CRM.
- CO 2: To give education about building loyalty and relationship marketing.
- CO 3: To give knowledge about building customer value.
- CO 4: To give knowledge about CRM analysis and its implementation.

**Course outcome:**

- CO 1: Will be in a position to attract and retain customers.
- CO 2: Will be in a position to build loyalty with company and strategies to acquire customers.
- CO 3: Will learn to cultivate relationship with customers and will learn about E-CRM.
- CO 4: Will learn to manage customer data and CRM implementation.

**Module I:**

**Customer Relationship Management:** Meaning, Definition and Scope, Attracting and Retaining Customers- Customer Life Cycle and retention: Stages in Customer Life cycle, Sequence in retention process- Recovery of lapsed customers.

**Module II:**

**Building Loyalty-** Types of Relationship Marketing- Why organization loose customers- Elements and Process of CRM- Strategies for Customer acquisition - Customer Satisfaction Index- Adoption process in CRM.

**Module III:**

**Building Customer Value-** Cultivating Customer Relationship- Sales Force Automation, Contact Management- Trends in CRM- CRM in India- CRM and E-CRM: Defining E-CRM, Difference and similarities between CRM and e-CRM, Types of CRM- Metrics in CRM, Culture Change-





**Module IV:**

**Analytical CRM:** Managing and sharing customer data - Customer information databases- Ethics and legalities of data use- CRM Implementation.

**SUGGESTED READINGS:**

1. Relationship Marketing: S. Shajahan - Tata Mc Graw Hill.
2. CRM Paul Green Berg(1997) - Tata Mc Graw Hill.
3. Marketing Management: Philip Kotler (2002), Prentice Hall, 2013
4. Retail Management – A Strategic Approach- Barry Berman and Joel R Evans –Prentice Hall of India, Tenth Edition, 2006



**Retail and Supply Chain Management**  
**III Semester Syllabus**  
**BVOCRSP-205 - COMPUTER APPLICATIONS IN RETAIL**

**Course objective:**

- CO 1: To give students basic concepts about computer and its hardware and software.
- CO 2: To give complete knowledge about word processing.
- CO 3: To give knowledge about spreadsheets.
- CO 4: To give complete knowledge power point presentation.

**Course outcome:**

- CO 1: Will have knowledge about computer hardware and software.
- CO 2: Will be expert in handling word processing.
- CO 3: Will be in a position to work on spread sheet.
- CO 4: Will have complete knowledge about power point presentation.

**Module I:**

Computer: Introduction, Functions and Classification of Computer, Overview of Software and Hardware, Input and Output devices, Computer Memory: RAM, ROM, Number system and its Inter Conversion, Application of Computer in various fields, Introduction to Operating System- Functions, Working with files and folders, Understanding the control panel.

**Module II:**

Word Processing: Introduction to word processing: Menus, Shortcuts, Documents types. Working with Documents: Opening New and existing Files, Saving File, Formatting Pages and Setting Margins , Editing Text documents , Searching & Replacing Word , Toolbars, Rulers, Formatting Documents: Setting Font Styles, Font Selection, Style, Size, Color, Type face, Bold, Italic, Underline. Setting Page Style: Adding border and Shading, inserting tables, Header & footer, Adding page Number, Printing Documents. Inserting Picture, Formatting and edit Pictures. Tools: Word Completion, Spell Checks, Macros, Mail Merge.



**Module III:**

Spreadsheet: Introduction: Spreadsheet, Opening spreadsheet, Menus & Toolbars & icons, Shortcuts. Working with Spreadsheets: Opening a File, Saving Files, Setting Margins, Spreadsheet addressing, Rows, Columns & Cells, Entering and Editing Data, Computing data, Setting Formula, Mathematical operations (Addition, Subtraction, Multiplication, Division, Exponentiation). Formatting Spreadsheets: Formatting—Cell, row, column & Sheet, Alignment, Font, Border & shading, Sheet Formatting & style - background, Color, Borders & shading. Working with sheets: Sorting, Filtering, Validation, Consolidation, Subtotal. Creating Charts & Graph: Selecting charts & Graph Formatting charts, Graph, label, scaling.

**Module IV:**

Preparing Power Point Presentation- Photoshop (Adobe): posters Logos, PPC advertisements.- adobe premiere pro: Basic edits, Transitions-Audio.- Social media analytics: FB business manager, Google analytics, SEO (Basics)- Website Management: Basics of Blogging, Analytics, Content marketing

**Recommended Books:**

1. Step by Step 2007 Microsoft Office System (W/CD) by Curtis Frye, Joyce Cox, Steve Lambert
2. The Unofficial Guide To Microsoft Office Excel 2007 Julia Kelly & Curt Simmons.



**Retail and Supply Chain Management**  
**IV Semester Syllabus**  
**BVOCRSCT-251 - BUSINESS STATISTICS**

**Course objective:**

- CO 1: To give students basics about statistics.
- CO 2: To teach about collection of data, classification and its tabulation.
- CO 3: To give knowledge about measure of central tendency.
- CO 4: To give knowledge about Simple Correlation and Regression.

**Course outcome:**

- CO 1: Will be well aware of statistics, its scope and limitations.
- CO 2: Will be able to collect, classify and tabulate statistical data.
- CO 3: Will have basic knowledge about measure of central tendency.
- CO 4: Will be in position to calculate simple correlation and regression.

**Module I:**

**Introduction:** Meaning - Scope and limitations of statistics –Importance of statistics in business organization.

**Module II:**

**Collection of Data:** Collection - Classification and tabulation of statistical data - Pie diagrams -Index Number: Meaning and their uses in business.

**Module III:**

**Measures of Central Tendency:** Mean - Median and Mode – Meaning and Computation – Standard deviation - Coefficient of variation.



**Module IV:**

**Simple Correlation and Regression:** Meaning - Karl Pearson's Correlation - Rank correlation- Computations – Uses - Regression equations - Forecasting.

Time Series Analysis: Components of time series – Definition - Computation of Trend - Computation of seasonal variation (Simple average method only).

**Books for Reference:**

1. S.P. Gupta. Statistical methods. Sulthan Chand and sons. Revised Edition 1995.
2. D.N Elhance. Fundamental of Statistics. KITAB MAHAL Publishers.
3. B.L. Agarwal. Basic Statistics.
4. C.B. Gupta. An Introduction to Statistical Methods.



**Retail and Supply Chain Management**  
**IV Semester Syllabus**  
**BVOCRSP-252 - Elements of Cost Accounting**

**Course objective:**

- CO 1: To make students understand cost accounting and its methods and techniques.  
CO 2: To make students understand marginal costing.  
CO 3: To make students understand the concept overhead and its classification  
CO4: To explain and critically evaluate various costing methods and techniques such as, budgetary control & standard costing.

**Course outcome:**

- CO 1: Will be in a position to prepare cost sheet  
CO 2: Will be in a position to calculate cost-volume profit analysis and profit volume ratio.  
CO 3: Will be having full pledge knowledge on Overhead & its apportionment.  
CO 4: Will be in a position to demonstrate the application of budgetary control techniques

**Module I:**

**Introduction to Cost Management:** Meaning of cost and cost management-Cost accounting vs Cost management-Classification of costs-Methods and techniques of costing-Preparation of cost sheet (Numerical problems on cost sheet.)

**Module II:**

**Marginal costing:** Concept, features and limitations and uses of Marginal costing, Cost-Volume profit analysis(CVP), PV Ratio and its importance, Contribution and Breakeven point and their analysis for various types of decision makings. Problems on BEP & Marginal Costing

**Module III:**

**Classification of Overheads:** Cost allocation and cost apportionment-Primary and secondary distribution of overheads-Simultaneous equation method (Numerical problems on both primary



and secondary distribution).

#### **Module IV:**

**Budgetary Control and Standard Costing:** Meaning and objectives of budgetary control-Types of budgets (Purchase budget, production budget, sales budget and master budget). (Numerical problems only on production and flexible budget).

Standard Costing: Meaning of standard costing and variance analysis and its comparison with budgetary control (Numerical problems only on material and labour cost variances).

#### **PRACTICAL COMPONENTS:**

- The student can choose any business and get details about the actual cost of material, wages and other cost and prepare a cost statement.
- The student can choose any product and get details about BEP.
- Standard cost of each component has to be obtained and compared with actual cost to find the variance and reasons for variance to assess efficiency of purchase, operations and production.

#### **Books for study and reference:**

1. Cost Accounting, Jawaharlal, & Seema Srivastava, 4th Edition, TMH
2. Cost Accounting: M.N.Arora ( Vikas Publishing House)
3. Cost Accounting and Management Accounting: K.S.Adiga (Shubha Prakashana)
4. Management Accounting, Khan M. Y and Jain P. K, 6th Edition, McGraw Hill, 2012.
5. Cost Accounting and Management Accounting: B.S.Raman (United Publishers)



**Retail and Supply Chain Management**  
**IV Semester Syllabus**  
**BVOCRSP 253- Market Research**

**Course objective:**

- CO 1: To give basic knowledge about Market research.
- CO 2: To give knowledge about research approaches.
- CO 3: To give knowledge about measurements and scaling in market research.
- CO 4: To give knowledge about Application of Market Research.

**Course outcome:**

- CO 1: Will be having basic knowledge about market research.
- CO 2: Will be able to do research design and will be in a position to collect primary and secondary data.
- CO 3: Will be in a position to measure and scale in market research and prepare Questionnaire, Data processing and tabulation
- CO 4: Will be in a position to conduct market research.

**Module I:**

Market Research: Need & Importance- Market Research Process – Research objectives – Market information system – Research agencies- Digital research.

**Module II:**

Research approaches: Research design – structures of data – Primary and secondary data- Methods of collecting primary data, sampling design – Size and its determinants.

**Module III:**

Measurements and Scaling in Market Research: Types of Measurements scale – Questionnaire, Data processing and tabulation.





**Module IV:**

Application of Market Research: Need and Importance – Sales analysis – Test

Market- Research: Advertising Research – Motivational Research.

**Books for Reference:**

1. Marketing Research: Theory and Practice – Green & Tull.
2. Marketing Research – G.C Beri
3. Marketing Research – Luck & others
4. Marketing Research – Kulkarni & others
5. Marketing Research – Byod& Westfall



**Retail and Supply Chain Management**  
**IV Semester Syllabus**  
**BVOCRSP-254 –Packing and Packaging Management**

**Course objective:**

CO 1: Knowledge to differentiate packaging and packing.

CO 2: Overview of types of packaging.

CO 3: Basic understanding of packing considerations.

CO 4: To understand new trends in packaging industry.

**Course outcome:**

CO 1: Will have enough knowledge about packaging and its types.

CO 1: Will have clarity about consumer packaging and codes used in packaging.

CO 1: Will have clear knowledge about various packing considerations.

CO 1: Will get to know about various packing/ packaging for exports and technological trends in packaging.

**Module I:**

Packing and Packaging: Meaning, Functions and Essentials of Packing and Packaging and its Difference- Types of packing: For Storage, Overseas Shipment, Inland Transportation- International Care labeling code- Packaging cost.

**Module II:**

Packaging Types- Consumer Packaging-Shrink packaging-Identification codes- bar code-Electronic data interchange (EDI)- Universal Product Code-packaging labels-Symbols used on packages and labels- Heavy, Medium and small Packaging, Active packaging- Child-resistant packaging, Pilfer/Tamper Evident/Proof Packaging- Pharma Packaging- Food Packaging- Electronic goods Packaging- FMCG packaging.



**Module III:**

Packing Considerations: Protection- Convenience- Environment- Use/Re-use Cost Transport/Storage  
Requirements: Physical, Chemical Environmental, Biological Nature of the Products-Packing as  
Protection against Hazards- Packaging for Marketing and Visual Appeal-Biodegradation- Recycling:  
Sustainable packaging-Waste management.

**Module IV:**

Packaging/Packing Materials & Components- Technology Trends in Packaging  
Industry- Cost Reduction in Packaging- Packaging Laws- Consumer Protection in Food Packaging-  
Packaging for Exports- Standardization in Packaging.

**Books Recommended**

1. Calver, G. (2003) 'What Is Packaging Design', Rot vision.
2. Dean, D. A. (2000) 'Pharmaceutical Packaging Technology' Taylor & Francis.
3. McKinley, A. H. (2004) 'Transport Packaging', IoPP.
4. Scott Boylston (2009) Designing Sustainable Packaging, Lawrence King.
5. Soroka, W (1995) 'Fundamentals of Packaging Technology', IPP



## **Retail and Supply Chain Management**

### **IV Semester Syllabus**

#### **BVOCRSP 255: Organizational Study**

##### **Course objectives:**

CO 1: To understand the basic concepts and working mechanism of industry and organization.

CO 2: To understand the complete organizational profile.

CO 3: To understand the mechanism of workflow model of organization.

CO 4: To understand the financial soundness of the organization.

##### **Course outcome:**

CO 1: Will conceptualize basic concepts and working mechanism of industry and organization.

CO 2: Students will visualize the complete organizational profile.

CO 3: Will be in a position to understand workflow model of organization.

CO 4: Will be able to evaluate and interpret the financial health of the organization

##### **Module– I**

**Introduction to Organization and Industry:** Concepts, Organizational structure and Types, Process of Organization, Role of Managers in organization- Interpersonal Roles-Informational Roles- Decisional Roles, Challenges and Opportunities for manager. Concept of firm and industry.

##### **Module – II**

**Organizational profile:** Background, Nature of business, Vision, Mission and quality policy, Work flow model, Product or service profile, Infrastructural facility, Ownership pattern, Achievements/ awards, Future growth and prospects, Competitors study.



### **Module -III**

**Mckensy's 7 S frame work:** Strategy, Structure, System, Shared values, Style, Staff, Skills-

**Porter's 5 Force model:** Bargaining power of suppliers, Bargaining power of buyers, Threat of new entrants, threat of substitute products, Rivalry among existing competitors- SWOT analysis.

### **Module – IV**

**Analysis of financial statements:** Balance sheet, Profit and loss account, Ratio analysis, Comparative income statement analysis, common size balance sheet, Trend analysis.

#### **SUGGESTED READINGS:**

1. Schermerhorn, Hunt and Osborn, Organisational behavior, John Wiley, 9<sup>th</sup> Edition, 2008.
2. Udai Pareek, Understanding Organisational Behaviour, 2<sup>nd</sup> Edition, Oxford Higher Education, 2004.
3. Koontz&O'Donnel: Principles of Management
4. Govindarajan.M and Natarajan S. Principles of Management, PHI, New Delhi.
5. Michael netzley, craig snow “ Guide to report writing”



**Retail and Supply Chain Management**  
**V Semester Syllabus**  
**BVOCRSCT-301 – INTERNATIONAL RETAILING**

**Course objective:**

CO 1: To give basic knowledge about international market and its marketing research.

CO 2: To give basic knowledge about international retailing.

CO3: To give basic knowledge about international retail market selection.

CO4: To give basic knowledge about competing in foreign market.

**Course outcome:**

CO 1: Will get know about international marketing and will be in a position to do its marketing research.

CO 2: Will get to know how retail can be made global and will be able to asses international retail environment.

CO 3: Will be in a position to select retail market by proper analyzing and will be able to Asses various challenges faced y global retailers.

CO 4: Will be having proper knowledge to compete in foreign market.

**Module I:**

International Marketing- Concept, Importance, International Marketing Research- Market Analysis and Foreign Market Entry Strategies- Future of International Marketing- India's Presence in International Marketing.

**Module II:**

Internationalization of Retailing: Evolution of International Retailing, Motives of International Retailing-International Retail Environment – Socio-Cultural, Economic, Political, Legal, Technological- Global retailing trends.

**Module III:**

Selection of Retail Market: Study and Analysis of Retailing in Global Setting, Methods of



International Retailing, Forms of Entry-Joint Ventures, Franchising, Acquisition- challenges faced by global retailers.

**Module IV:**

Competing in Foreign Market, Multi-country competition and Global Competition, Competitive Advantages in Foreign Market, Cross Market subsidization.

**Books Recommended**

1. Swapana Pradhan- Retailing Management
2. Dravid Gilbert- Retail Marketing
3. George H, Lucas Jr., Robert P. Bush, Larry G Greshan- Retailing
4. A. J. Lamba- The Art of Retailing
5. Barry Berman, Joel R Evans- Retail Management: A Strategic Approach



**Retail and Supply Chain Management**  
**V Semester Syllabus**  
**BVOCRSCT-302 – Business Ethics**

**Course objective:**

- CO 1: An introduction to business ethics
- CO 2: Knowledge of dilemmas of ethical decision making in business
- CO 3: Basic understanding of ethics management
- CO 4: An overview of ethics in different functional areas and CSR.

**Course outcome:**

- CO 1: Will have clear picture of business ethics and its principles.
- CO 2: Will learn to make ethical decision making in business.
- CO 3: Will be having clear idea of ethics management.
- CO 4: Will be having clear idea about ethics to be followed at various functional areas.

**Module I:**

Introduction to Business Ethics: Definition of ethics and business ethics- Law vs. Ethics- Ethical principles in business- Approaches to business ethics: Teleology, Deontology and Utilitarianism- Importance of business ethics- Debate for and against business ethics.

**Module II:**

Ethical Decision Making in Business: Ethical dilemmas in business- Factors affecting the business ethics- Process of ethical decision making in business- Individual differences in managers and ethical judgment- whistle blowing.

**Module III:**

Ethics Management: Role of organizational culture in Ethics- Structure of ethics management: Ethics programmes - Code of conduct- Ethics committee- Ethics officers and the CEO- Communicating ethics: communication principles- Ethics audit- Recent trends and issues.

**Module IV:**





Ethics in Functional Areas: Marketing, HR, Production, IT/Systems and Finance,  
Environmental ethics, Gender ethics, Ethics in international business- Corporate social responsibility:  
concept, benefits, challenges, laws relating to CSR.

### **Books Recommended**

1. Albuquerque Daniel (2010) Business Ethics, Oxford University Press.
2. Chakraborty S. K. (2003) Management and Ethics Omnibus, Oxford University Press.
3. Ghosh P. K. (2010) Business Ethics, Vrinda Publications.
4. John R. Boatright (2008) Ethics and the Conduct of Business, Pearson Education.
5. Manuel G. Velasquez (2008) Business Ethics, Pearson Prentice-Hall.



# **Retail and Supply Chain Management**

## **V Semester Syllabus**

### **BVOCRSCT-303 E- Commerce**

#### **Course objective:**

CO 1: An in-depth understanding of various aspects of e-commerce.

CO 2: Understanding of different available e-commerce technologies.

CO 3: Proficiency in existence and operations of electronic payment systems.

CO 4: Comprehensive understanding of e-marketing and E-security.

#### **Course outcome:**

CO 1: Will have a clear picture of E-Commerce.

CO 2: Will be well aware of all technologies that is used in E-Commerce.

CO 3: Will be well aware of all electronic payment system that are used in E-Commerce.

CO 4: Will get to know about E-Marketing and E-Security that are essential in E-commerce.

#### **Module I:**

**Introduction to E-Commerce:** Meaning and concept of E-Commerce; History of E-Commerce- Traditional Commerce and E-Commerce- Different types of E-Commerce – B2B, B2C, C2C, B2E, G2C; Need and Role of E-Commerce- Advantage and Disadvantage of E-Commerce–E-Business and E-Commerce..

#### **Module II:**

**E-Commerce Technologies:** Internet & WWW- Internet Protocols – OSI Model- TCP/IP, TCP, UDP, IP, DNS, FTP, SLIP, PPP- Multimedia technology – ISDN, ATM, Cell relay, desktop Video Conferencing; Information Publishing Technology - HTML, URL, HTTP, HTML FORM. Electronic Data Inter-change: Introduction, Concepts of EDI and Limitation, Applications of EDI, Disadvantages of EDI , EDI model.



**Module III:**

**Electronic Payment System:** Transaction through Internet- Requirements of E-Payment System, Post Paid Payment System- Credit Card Solutions- Cyber Cash payment system- Instant Paid Payment System, Debit Card, Prepaid Payment System.

**Module IV:**

**E-Marketing:** Concept of E- Marketing- 4Ps of E-Marketing- Traditional Marketing v/s E-Marketing- Advantages of E-Marketing- Status of E-Marketing in India.

**E-Security:** Areas of Internet Security- E-Security Threats-Electronic Signature- Authentication Precautions for Secure E-Commerce..

**Books Recommended**

1. Agarwala, K.N. and D. Agarwala (2000) Business on the Net : What's and How's of Ecommerce, Laxmi Publications.
2. James A. O'Brien, George M. Marakas (2010) Management Information Systems, Global 10th Edition, TMH.
3. Ravi Kalkota (2002) Frontiers of E-Commerce, Pearson.
4. Sundeep Oberoi, E-security and you (2001) Electronic authentication and information systems security: the IT Act, 2000 explained, Tata McGraw Hill Pub.



**Retail and Supply Chain Management**  
**V Semester Syllabus**  
**BVOCRSP-304 – Banking & Financial Services**

**Course objective:**

- CO 1: To give knowledge about RBI Functions
- CO 2: To make students understand about Commercial banks & its services
- CO 3: To give knowledge about Merchant banking.
- CO 4: To give knowledge about credit rating & its process.

**Course outcome:**

- CO 1: The Student will be acquainted to RBI functions
- CO2: Will be in a position to understand the structure and functions of central and Commercial banking in India
- CO 3: The Student will understand the activities of Merchant Banking and credit rating
- CO 4: The Student will be equipped to understand venture capital and other financial services in India.

**Module 1:**

**Structure of Banking in India:** Functions of RBI, structure. Monetary system, Sources of funds, Quantitative and qualitative measures of credit control. Banking sector reforms, Bank performance analysis and Future of Banking.

**Module 2:**

**Commercial banking:** Structure, Functions - Primary & secondary function, Role of commercial banks in socio economic development, Services rendered. Banking Technology- Concept of Universal Banking-Home banking-ATMs-Internet banking- Mobile banking-Core banking solutions-Debit, Credit and Smart cards- Electronic Payment systems-MICR- Cheque Truncation-ECS- EFT – NEFT-RTGS. (Theory)



**Module 3:**

**Merchant Banking:** Categories, Services offered, Issue management – Post and Pre issue management, Leasing & Hire Purchase: Concept, Types, Evaluation. Problems in Evaluation of Leasing. (Theory& Problems)

**Module 4:**

**Credit rating:** Meaning, process of credit rating, rating methodology, rating agencies and symbols. Venture capital: concept, features, process. Stages, Performance of Venture capital funded companies in India. Factoring & Forfeiting: Definition, functions, types & differences. Securitization: Meaning, process, Types, Benefits.

**PRACTICAL COMPONENTS:**

1. Study and compare the performance of Public and private sector banks.
2. Venture capital funding and start up challenges
5. Modern Banking Services.

**RECOMMENDED BOOKS :**

- Financial services – Khan M Y, 6/e, McGraw Hill.
- Banking and Financial Services- Mukund Sharma, Himalaya publishing, 2015.
- Markets and Services – Gordon & Natarajan, 7/e, Himalaya publishing, 2011.
- Merchant Banking & Financial services- Vij & Dhavan, 1/e, McGraw Hill, 2011.
- Investment Banking- Pratap G Subramanyam, Tata McGraw Hill, 2012.



**Retail and Supply Chain Management**  
**V Semester Syllabus**  
**BVOCRSP-305 – Business communication**

**Course objective:**

- CO 1: To give basic introduction to communication.
- CO 2: To make understand various aspects of oral and written communication.
- CO 3: To teach students write business letters and reports and also presentation skills.
- CO 4: To teach students employment and group communication.

**Course outcome:**

- CO 1: Will understand about communication and its importance in management.
- CO 2: Will be in a position to make perfect oral and written communication.
- CO 3: Will be in a position to write good business reports and letters and to present.
- CO 4: Will be in a position to make proper employment and group communication.

**Module I:**

Introduction: Role of communication – defining and classifying communication – purpose of communication – process of communication – characteristics of successful communication – importance of communication in management – communication structure in organization – communication in crisis

**Module II:**

Oral and written communication:

Oral communication :What is oral Communication – Principles of successful oral communication – barriers to communication – what is conversation control – reflection and empathy: two sides of effective oral communication – effective listening – non – verbal communication

written communication :Purpose of writing – clarity in writing – principles of effective writing – approaching the writing process systematically: The 3X3 writing process for business communication: Pre writing, Writing, Revising – Specific writing features – coherence – electronic writing process.



### **Module III**

#### **Business letters and reports**

Introduction to business letters – writing routine and persuasive letters – positive and negative messages- writing memos – what is a report purpose, kinds and objectives of reports- writing reports

#### **Presentation skills**

Presentation skills: What is a presentation – elements of presentation – designing a presentation. Advanced visual support for business presentation- types of visual aid Negotiations skills: What is negotiations – nature and need for negotiation – factors affecting negotiation –stages of negotiation process – negotiation strategies

### **Module IV**

#### **Employment communication**

Introduction – writing CVs – Group discussions – interview skills- Impact of Technological Advancement on Business Communication, Communication networks – Intranet – Internet – e mails – SMS – teleconferencing – video conferencing.

#### **Group communication**

Meetings – Planning meetings – objectives – participants – timing – venue of meetings– The press release- press conference – media interviews-Seminars – workshop – conferences-Business etiquettes.

#### **Books for Reference:**

1. Agrawal Shuchi : Business Communication, Authorspress, New Delhi.
2. Diwan & Aggarwal: Business Communication.



**Retail and Supply Chain Management**  
**V Semester Syllabus**  
**BVOCRSP-306 – FINANCIAL MANAGEMENT**

**Course objective:**

CO 1: To familiarize the students with basic concepts of financial management and financial system.

CO 2: To understand concept of time value of money and its uses.

CO 3: To evaluate the investment proposals

CO 4: To analyze capital structure, and dividend decision.

**Course outcome:**

CO 1: Will understand the basic financial concepts

CO 2: Will learn to apply time value of money

CO 3: Will learn to evaluate the investment decisions

CO 4: Will learn to analyze the capital structure and determination of working capital.

**Module I:**

**Financial management** – Introduction to financial management, objectives of financial management. Changing role of finance managers. Interface of Financial Management with other functional areas. Sources of Financing: Shares, Debentures, Term loans, Lease financing, Hybrid financing, Venture Capital, Angel investing and private equity, Warrants and convertibles. (Theory only)

**Module II:**

**Time value of money** –Future value of single cash flow & annuity, present value of single cash flow, annuity & perpetuity. Simple interest & Compound interest, Capital recovery & loan amortization. (Theory & Problem). Case Study on Loan amortization.

**Module III:**

**Investment decisions** – Capital budgeting process, Investment evaluation techniques – Net present value, Internal rate of return, Modified internal rate of return, Profitability index, Payback





period, discounted payback period, accounting rate of return (Theory & Problem).

#### **Module IV:**

**Capital structure and dividend decisions** – Planning the capital structure. Leverages, EBIT and EPS analysis. ROI & ROE analysis. Capital structure policy. Dividend policy – Factors affecting the dividend policy. Working capital management – factors influencing working capital requirements - Current asset policy and current asset finance policy- Determination of operating cycle and cash cycle - Estimation of working capital requirements of a firm.

Case Study on EBIT-EPS analysis & Leverages. Case study on Working Capital Determination.

#### **Practical Components**

- Study the different financial services offered by a bank.
- Study the loan amortization schedule
- Identifying the small or medium sized companies and understanding the Investment evaluation techniques used by them.
- Using the annual reports of selected companies, students can study the working capital management employed by them. Students can also compare the working capital management of companies in the same sector.

#### **Books for Reference:**

- 1 Financial Management -Prasanna Chandra, 9/e, TMH.
2. Financial Management,Khan M. Y.& Jain P. K, 7/e, TMH
3. B.V. Raghunandan- Financial Management-Sushrutha Publications
4. IM Pandey-Financial Management-Vikas Publications



**Retail and Supply Chain Management**  
**V Semester Syllabus**  
**BVOCRSP-307 – ENTREPRENEURSHIP DEVELOPMENT**

**Course objective:**

- CO 1: To give basics about entrepreneurship and pro's and cons of being an entrepreneur.
- CO 2: To give basics about development of business plan.
- CO 3: To give basics regarding starting of new business.
- CO 4: To give basics of preparing a project report.

**Course outcome:**

- CO 1: It gives a clear picture of entrepreneur and its importance.
- CO 2: Will be in a position to develop a business plan.
- CO 3: Will be clear with all formalities to start a new business.
- CO 4: Will be in a position to prepare a project report.

**Module I:**

Entrepreneurship: Introduction to Entrepreneur- Entrepreneurship and Enterprise, Importance of the Entrepreneur- Factors Influencing Entrepreneurship- Pros and Cons of being an Entrepreneur- Women Entrepreneurs: Problems- Types of Entrepreneurs- Characteristics of a Successful Entrepreneur- Competency Requirement for Entrepreneurs.

**Module II:**

Business Plan Development :Typical BP format- Financial Aspects of the BP- Marketing Aspects of the BP- Human Resource Aspects of the BP- Technical Aspects of the BP- Social Aspects of the BP- Preparation of BP and Common Pitfalls to be avoided in Preparation of a BP.

**Module III:**

Starting a new enterprise: various formalities in setting a new enterprise- Tax and Legal Considerations- Licensing and Registration Procedures- Assessment of the Market for the Proposed Project- various obstacles in starting a new enterprise.



**Module IV:**

Preparation of a Project report: Project formulation- Project design- Project Planning- Project implementation- Government plans and policies regarding growth of entrepreneurship in India.

Entrepreneurial Policy initiatives: Financial Assistance through SFC's – SIDBI- Commercial Banks-NABARD-Financial incentives and Tax Concessions for MS&MEs.

**SUGGESTED READINGS:**

1. Vasant Desai, "Dynamics of Entrepreneurial Development and Management", Himalaya Publishing House, Mumbai.
2. Parsad L.M, "Principles and Practice of Management", Sultan Chanda & Sons, New Delhi. Hall, B. Pricke; and Royce L. Brahamson, "Small Business Management".
3. Kenneth R., Van Voorthis, "Entrepreneurship and Small Business Management"
4. Joseph R. Mancuso, "How to Start, Finance and Manage Your Own Small Business".



**Retail and Supply Chain Management**  
**VI Semester Syllabus**  
**BVOCRSCT-351: EXPORT AND IMPORT – POLICIES AND**  
**PROCEDURES**

**Course objective:**

- CO 1: To provide basics of international trade.
- CO 2: To provide information about various documents required for exports.
- CO 3: To make students understand various aspects of foreign trade policy.
- CO 4: To give knowledge about export order processing and about aspects of imports.

**Course outcome:**

- CO 1: Will get to know why trade has to be international.
- CO 2: Will be well aware of all the documentation required for export.
- CO 3: Will get basic knowledge about foreign trade policies.
- CO 4: Will get knowledge about export order processing and also import policies.

**Module I:**

International Trade: Reasons- Features- Benefits. Registration Formalities- Types of Exporters – Manufacturer/ Merchant Exporter.

**Module II:** Documentation: A.D.S– Commercial and Regulatory Documents like: L/C, B/L, Shipping Bill, Invoice-.Payment Terms – L/C, D/A, D/P. Sale Terms – FOB, CIF, C&F. Financing :Pre-Shipment and Post-Shipment- Insurance-Exchange Rate. Calculation of FOB, CIF and C&F Prices.

**Module III:**

F.T.P.(Latest): Export Incentives, Schemes, Assistance viz EPCG, FMS, FPS, MDA, DBK, Institutional Frame Work – Export Promotion Organization viz EPC, CB, DGFT, FIEO, ICA.



**Module IV:**

Processing of an Export Order: Quality Control, Pre-Shipment Inspection, INCOTERMS.

Realizing Payment of Export Proceeds, Negotiation of Documents – CHA, SEZ, EOU, Deemed Exports.

Imports: Preliminaries, Procedures, Policies, Prohibited/Negative/Canalized List.

Documentation – Bill of Entry, Customs Formalities, Categories of Importers, Retirement of Import Documents. Excise Formalities. Trading Blocs, Tariff and Non-Tariff Barriers, NAFTA.

**Books for Reference:**

1. Government of India: Export – Import Policy
2. Dr. Khushpat S, Jain. Export Procedures and Documentation. Himalaya Publishing House
3. T.A.S. Balagopal. Export Management. Himalaya Publishing House
4. Francis Cherunilam: International Marketing (Text and Cases). Himalaya Publishing House
5. Paras Ram. Export-What, Where and How. Anupam Publishers.



**Retail and Supply Chain Management**  
**VI Semester Syllabus**  
**BVOCRSCT-352 – LOGISTICS MANAGEMENT**

**Course objective:**

- CO 1: To understand basics of logistics.
- CO 2: To understand about logistics management.
- CO 3: To study logistics strategy.
- CO 4: To study about outsourcing of logistics.

**Course outcome:**

- CO 1: Will get information about logistics and its objectives
- CO 2: Will get basic information about logistics management.
- CO 3: Will get knowledge about forming logistic strategy.
- CO 4: Will get basic knowledge about outsourcing of logistics.

**Module I:**

Logistics: Definition - History and Evolution – Objectives – Elements – Activities- Importance -  
The work of logistics - Logistics interface with marketing - Retails logistics.

**Module II:**

Logistics Management: Definition - Evolution of the concept - model – process - activities.  
Achievement of competitive advantage through logistics Framework - Role of Logistics  
management - Integrated Logistics Management.

**Module III:**

Logistics Strategy: Strategic role of logistics – Definition - Role of logistic managers in strategic  
decisions- logistic strategy types.-Lean strategy- Agile Strategies- Designing & implementing  
logistical strategy - Emerging concept in logistics.



**Module IV:**

Outsourcing Logistics: Reasons – Third party logistics provider – Fourth party Logistics providers (4PL) –Stages – Role of logistics providers. Quality Customer Service & Integrated Logistics: Customer service – importance elements – the order cycle system – distribution channels – Functions performed.

**Books for Reference:**

1. David J. Bloomberg, Stephen LeMay& : Logistics, Prentice-Hall of India Pvt Joe B. Hanna Ltd.,New Delhi, 2003.
2. Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004
3. Satish C. Ailawadi& Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi,2005
4. Donald Waters : Logistics. Palgrave Macmillan, New York,2004
5. KrishnaveniMuthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai,1999.



## **Retail and Supply Chain Management**

### **VI Semester Syllabus**

#### **BVOCRSCT-353 – Corporate Law**

##### **Course objective:**

- CO 1: To give information about joint stock company and its characteristics.
- CO 2: To give information about incorporation and formation of company.
- CO 3: To give information about shares, debentures and its borrowing power and charges.
- CO 4: To give information about membership of company.

##### **Course outcome:**

- CO 1: Will be very clear with the concept company and its various kinds.
- CO 2: Will be having clear idea how company can be incorporated and formed.
- CO 3: Will be clear with shares and debentures and its kinds/ types.
- CO 4: Will know the procedures to be a member of a company.

##### **Module I:**

Introduction- Introduction to Indian Companies Act 2013, Definition and characteristics of a Joint Stock Company, Corporate personality and lifting of Corporate Veil, Kinds of Companies.

##### **Module II:**

Incorporation and formation of companies – Incorporation stage, Promotion stage- Promoter-meaning, Responsibilities. Memorandum of Association- Meaning, Significance and Contents. Articles of Association- Meaning, Significance and Contents- Distinction between Memorandum of Association and Articles of Association. Doctrine of Ultra Vires of Memorandum and Articles, Doctrine of Constructive Notice, Doctrine of Indoor Management- Relevance and Exceptions. Prospectus- Meaning, Importance and Contents. Information Memorandum and Red – Herring Prospectus- Meaning.





**Module III:**

Shares, Debentures, Borrowing Powers and Charges- Meaning, Definition and Kinds of Shares- Equity (including sweat equity) preference shares. Debentures- Meaning and characteristics. Issue and Allotment- Ledger Rules for Allotment. Share Certificate- In physical form and in electronic form. Transfer and Transmission- With reference to Depository Services.

**Module IV:**

Membership of a Company: member and Share holder- meaning and distinction, who can become a member, modes of acquiring membership, Rights and liabilities of members, Termination of Membership, Register of Members- Meaning, Contents and Closure, Foreign Register of Members.

**Case Laws:**

The following case laws are to be specifically dealt with:

Solomon Vs. Solomon and Company

Royal British Bank Vs. Turquand.

Daimler Co. Ltd. Vs. Continental Tyre and Rubber Company.

Ashburry Railway Carriage Vs. Riche.

Anand Bihari Lal Vs. Dinshaw and Company

**Books for Reference:**

1. Kapoor N.D. Company Law, Sultan Chand and Sons Publishers, New Delhi.
2. Raman B.S., Company Law,
3. Shukla M.C., Company Law, S. Chand and Company, New Delhi
4. Gogna P.P.S. A Text book of Company Law, S. Chand and Company, New Delhi.



**Retail and Supply Chain Management**  
**VI Semester Syllabus**  
**BVOCRSCT-354 – TRANSPORTATION AND DISTRIBUTION**  
**MANAGEMENT**

**Course objective:**

- CO 1: To give basic information regarding distribution.
- CO 2: To give basic information about distribution network planning.
- CO 3: To give basic information about various models of transportation.
- CO 4: To give basic information about taking decisions regarding transportation routing.

**Course outcome:**

- CO 1: Will be in position to design distribution channels.
- CO 2: Will be able to plan distribution network.
- CO 3: Can select proper models of transportation.
- CO 4: Will be in a position to take decision regarding transportation routing.

**Module I:**

Introduction: Role of distribution in supply chain – transportation management – warehousing concepts – designing distribution channels – understanding distribution costs– pre-requisites of distribution.

**Module II:**

Distribution Network Planning: Various factors in distribution – delivery lead time - material management process – role of transportation–transportation principles and participants .



**Module III:**

Transportation Models: - characteristics and selection – various models of transportation (multimodal)- Inter modal freight technology – transport security initiatives and role of technology – various inspection systems.

Transit Operation Software: Geographic information systems – advanced fleet management

**Module IV:**

Transportation Routing Decisions: Transportation administration – transportation operations management – consolidation of freight – cost negotiations – various trends in transportation – Application of information technology in transportation – E commerce – intelligent transport management system.

**Books for Reference:**

1. Sunil Chopra, Supply Chain Management
2. Agarwal, Logistics Supply Chain Management
3. Saple, Logistics Management



**Retail and Supply Chain Management**  
**VI Semester Syllabus**  
**BVOCRSCTP-355 – CONSUMER BEHAVIOR**

**Course objective:**

- CO 1: To understand consumer buying behavior and buying process.
- CO 2: To understand consumer buying behavior and decision making process.
- CO 3: To understand consumer buying behavior and market segmentation..
- CO 4: To understand consumer post purchase behavior and market regulation.

**Course outcome:**

- CO 1: Will be able to study buying behavior of consumer.
- CO 2: Will get an idea how consumer will make buying decision.
- CO 3: Will understand how market can be segmented based on consumer behavior.
- CO 4: Will be able to study how the consumer will behave post purchase.

**Module I:**

Consumer Buying Behavior and Buying process - Buying behavior - Concepts - importance - need and elements involved in buying process - Factors influencing buying process Psychological factors Behavioral factors.

**Module II:**

Consumer behavior and decision making- Consumer decisions - consumer as decision makers - types of consumer decisions - consumer decision making process - problem recognition - information search - alternative evaluation and selection .

**Module III:**

Consumer behavior and market segmentation - Market segmentation - meaning - definition - bases of market segmentation - requirements of good market segmentation - market segmentation strategies.



**Module IV:**

Post purchase behavior and market regulation - Defining post purchase behavior - consumer's post purchase dissonance - satisfaction - dissatisfaction - consumer complaint behavior - loyalty marketing - Consumer market regulation - Consumer Protection Act 1986 - rights of consumers - Consumer Protection Council - State Protection Council - Consumer Disputes Redressal Agencies.

**Books for Reference:**

1. Hawkins, Best and Coney, Consumer Behaviour, Tata McGraw Hill, New Delhi
2. John A Howard, Consumer Behaviour in Marketing Strategy, Prentice Hall New Delhi
3. Schiffman L G and Kanuk L L Consumer Behaviour, Prentice Hall New Delhi
4. Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi
5. Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi



**Retail and Supply Chain Management**  
**VI Semester Syllabus**  
**BVOCRSCT-356 – Direct & Indirect Tax**

**Course objective:**

- CO 1: To provide the students with a comprehensive understanding of basic concepts of Income tax
- CO 2: To understand the computation of taxable Income under different heads.
- CO 3: To provide an overview of GST in India.
- CO 4: To provide an understanding of Time, Place & Value of Supply

**Course outcome:**

- CO 1: Will have an idea about basics of taxation and process of computing residential status.
- CO 2: Will be having proper knowledge about calculation of Taxable income & tax liability of an individual.
- CO 3: Will be in a position to have clarity about GST system in India.
- CO 4: Will be having enough knowledge about registration process of GST.

**Module I:**

**Income Tax Act, 1961:** Basic Concepts and definitions, Capital and revenue – receipts, expenditures, Assessment Year, Previous Year, Person, Income. Residential Status and Incidence of Tax. Tax Planning, Tax Evasion and Tax Management. (Problems on residential Status of Individual Assessee).

**Module II: Computation of taxable income of an Individual:** Income from salary, Income from House Property, Income from Business or Profession, Income from Capital Gain, Income from Other Sources. Gross total Income, Deductions U/S 80 C to 80 U, Total Income & Tax Liability calculations



**Module III: Introduction to Goods and Services Tax (GST):** Goods and Services Tax Act & Rules, Need for GST in India, Dual GST Model - Central Goods and Services Tax Act, 2017 (CGST) State Goods and Services Tax Act, 2017 (SGST) Union Territory Goods and Services Tax Act, 2017 (UTGST) Integrated Goods and Services Tax Act, 2017 (IGST) Goods and Services Tax Network (GSTN), GST Council Guiding principle and Functions of the GST Council.

**Module IV: Levy and Collection of Tax:** Scope of Supply, Composite and Mixed Supplies , Levy and Collection, Composition Levy , Exemptions Person Liable to pay GST, Exemption from tax. (Simple problems on calculation of value of taxable supply and GST Levy).  
Time and Value of supply: Time of Supply, Place of Supply and Value of Supply  
Input Tax Credit: Introduction and Eligibility to avail Input Tax Credit (ITC). Registration under GST: Persons not liable for Registration , Compulsory Registration in Certain Cases, Procedure for Registration , Deemed Registration. Returns under GST: Furnishing of Returns, First Return , Revision of Returns and Penalty/Late Fee.

#### **PRACTICAL COMPONENT:**

- Calculation of Taxable income and tax liability of an individual.
- Students can be exposed to filing of tax returns of Individual assesses
- Dual GST model.
- . Registration process of GST

#### **Books for References**

1. Direct Taxes Law and practice, Vinod Singhania and Kapil Singhania, ,Taxman Publications,
2. T N Manoharan- Students Guide to Income Tax – Snow White
3. Goods and Service Tax: An Analytical Approach, Dr. Manuel Tauro, Dr. Therese Pereira, Manoj Louis and CA Colin Rodrigues, Boscoss Publications.
4. Business Taxation (GST and Customs Duty), Dr. Ravi M.N., Bhanu Prakash B.E. and Dr. Suman Shetty N., Professional Books Publishers.
5. Business Taxation, K. Sadashiva Rao, Sushrutha Publications.
6. Indirect Taxes Law and practices, V S Datey, Taxmanns



## **Retail and Supply Chain Management**

### **VI Semester Syllabus**

#### **BVOCRSCT-357 – PROJECT**

##### **Course objective:**

CO 1: To make students undergo a project on their own

CO 2: To implement all the concepts that they studied in their b.voc 3 years program.

CO 3: To understand real time problems of the industry.

CO 4: To make them understand regarding preparation of project report.

##### **Course outcome:**

CO 1: Will learn the way to approach the companies/ retail outlets on their own.

CO 2: Will get a clear picture about working of retail sector and will be in a position of being an entrepreneur.

CO 3: Will develop real time problem solving skills.

CO 4: Will get a clear picture for students towards which direction they need to go after their educational carrier.

##### **GENERAL GUIDELINES**

- The project work shall be for a period of 4 weeks immediately after the completion of 5th Semester Examinations but before the commencement of the 6th semester classes.
- The project work report shall be compulsory for all the students.
- The College shall receive 2 copies of project reports prior to the commencement of the 6th semester examination.
- By keeping the business trend in the present scenario, College has given an option to the students to select the research problem either from business organization or they can carry out the project on freelance basis subject to the approval of department committee.
- It is the total responsibility of the internal guide to monitor the freelance project.
- In case of project work, no two students of an institute shall work on the same topic in the same organization.
- The student shall seek the guidance of the internal guide on a continuous basis, and the guide shall give a certificate to the effect that the candidate has worked satisfactorily under his/her guidance.





- On completion of the project work, student shall prepare a report with the following format.
- Project report shall be prepared using word processor viz. MS Word with New Times Roman, 12 font size
- All the reports shall be printed in the A4 size 1 inch margin on all the sides.
- The report shall be hard bound facing sheet of royal blue color indicating the title of college and month & year of admission (spiral binding not permitted)
- A certificate by the guide, HOD and Head of the institution indicating the bonafide performance of the project by the student to be enclosed.
- An undertaking by the student to the effect that the work is independently carried out by him/her
- The certificate from the organization if applicable.
- Acknowledgement
- Executive Summary

### **Evaluation:**

- Internal evaluation will be done by the internal guide for 30 marks.
- External valuation shall be done by a external faculty member.
- Viva-Voce / Presentation: A viva-voce examination shall be conducted at the respective Institution where a student is expected to give a presentation of his/ her work.
- Project work carries 150 marks consisting of 30 marks for, 60 Marks for reports, 30 marks for presentation & 30 marks for viva.
- Format of the project report shall be prepared using the word processor viz., MS Word, Times New Roman font sized 12, on a page layout of A4 size with 1inch margin all sides (1.5inch on left side) and 1.5 line spacing. The Project report shall not exceed 100 pages.



## **Contents of the Project Report**

- Cover page
- Certificate from the Organization
- Certificate from the guide, HOD and Head of the Institution indicating bonafide performance of Project by the student
- Declaration by the student
- Acknowledgement
- Table of contents
- List of tables and graphs
- Executive summary

### **Chapter 1: Introduction**

#### **Introduction, Industry Profile & Company Profile:**

Promoters, vision, Mission & Quality Policy. Products / services profile areas of operation, infrastructure facilities, competitors' information, SWOT Analysis, Future growth and prospects and Financial Statement

### **Chapter 2: Conceptual background and Literature review:**

Theoretical background of the study, Literature review with research gap (with minimum 20 literature reviews).

### **Chapter 3: Research Design**

Statement of the problem, Need for the study, Objectives, Scope of the study, Research methodology, Limitations.

### **Chapter 4: Analysis and Interpretation**

Analysis and interpretation of the data- collected with relevant tables and graphs. Results obtained by the using statistical tools must be included.

### **Chapter 5: Findings, Conclusion and Suggestions**

Summary of findings, Conclusion and Suggestions / Recommendations

### **Bibliography**

Annexure relevant to the project such as figures, graphs, photographs etc.

