

**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE, UJIRE-574240**

**(Autonomous)**

**(Re-Accredited by NAAC at 'A' Grade with CGPA 3.61 out of 4)**



# **DEPARTMENT OF COMMERCE**

*Syllabus of*

**BACHELOR OF VOCATIONAL PROGRAMME**

**IN**

**RETAIL AND SUPPLY CHAIN MANAGEMENT**

**2019 – 2020 ONWARDS.**

**Approved by the BOS meeting held on 15<sup>th</sup> September 2020**  
**Approved by the Academic Council meeting, held on 10-11-2020**

# **BACHELOR OF VOCATIONAL PROGRAMME**

## **UGC Introduction to 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.

## **RETAIL AND SUPPLY CHAIN MANAGEMENT**

**Introduction:** Thanks to booming e-commerce landscape in India, Retail and Supply Chain has emerged as one of the most in demand function. With the increased demand also come new challenges of rapidly changing industry dynamics. Firms as well as professionals need to keep abreast of new developments in technology and business.

SDM College, Ujire has started a B.Vocational course in Retail and Supply Chain Management. This course is aimed at providing business knowhow of retail services and Supply Chains. The course has been designed keeping in mind the day to day challenges of executives in the function and enabling their holistic understanding of business environment.

**Faculty of Bachelor of Vocational Program: BVOC006**

**Program Specific Outcomes: Retail and Supply Chain Management (F2)**

PSO1: Exhibit highly employable skills at the end with ample skill sets.

PSO2: Be capable of handling retail outlets with its complete knowledge adhering to latest trends.

PSO3: Be competent to hold any managerial position of supply chain.

PSO4: Demonstrate successful entrepreneurs' skills with complete knowledge of business and management concepts.

PSO5: Exhibit an ability 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	1 HOUR	30	OFFLINE
INTERNAL-II	1 HOUR	30	ONLINE / MCQ
TOTAL		60	60 Marks converted to 15 and +5 (Assignment 2.5 and Attendance 2.5 )
<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	1 HOUR	30	20 WRITTEN + 5 ASSIGNMENT +5 RECORD /ATTENDANCE
INTERNAL-II	2 HOUR	50	30 WRITTEN + 10 ASSIGNMENT +10 RECORD /ATTENDANCE
TOTAL		80	80 Converted into 20 and +10 for Assignment/Record/Attendance
<b>FINAL TOTAL</b>		<b>30 MARKS</b>	

<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

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

<b>PROJECT INTERNAL ASSESSMENT PATTERN</b>		
<b>EVALUATION</b>	<b>MARKS</b>	<b>STUDENT MUST PREPARE SYNOPSIS WHICH INCLUDES</b>
PHASE-I	30	Title Statement of the problem and hypothesis Aims and Objectives Basic strategy drafting strategy Discussion Strategy finalization.

PHASE-II	50	Project Evaluation = 10 Presentation = 10 Execution = 10 Report = 10 Viva = 10
<b>TOTAL MARKS</b>	<b>80</b>	<b>80 Marks is converted into 30 Marks</b>

<b>PROJECT 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	Presentation: 60 Record: 30 Viva: 30

**Final exam question paper pattern for RSCM.**

<b>FINAL EXAM QUESTION PAPER PATTERN</b>			
<b>OPTIONS</b>	<b>NUMBER OF QUESTIONS IN EACH PART</b>	<b>HEADING OF EACH PART</b>	<b>MARKS</b>
PART -A	4	Answer all the following questions each carries 5 Marks (5X4=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**

**SEMESTER - I**

Paper Code	Paper Title	Category	Hours / Week	Credits	Internal Marks	External Marks	Total Marks
<b>BVOCENG-101</b>	English	lang1	2	2	20	80	100
<b>BVOCKAN-101/ BVOCHIN-101</b>	Kannada/ Hindi	lang2	2	2	20	80	100
<b>BVOCEF-101</b>	Indian Constitution	Elective	2	2	10	40	50
<b>BVOCRS-101</b>	Retail Management	Core 1	3	3	20	80	100
<b>BVOCRS -102</b>	Organization al Behavior	Core 2	3	3	20	80	100
<b>BVOCRSP -103</b>	Marketing management	Practical 1	4	4	30	120	150
<b>BVOCRSP -104</b>	Fundamental s of visual merchandisin g	Practical 2	6	6	30	120	150
<b>BVOCRSP -105</b>	Retail selling skills	Project 1	6	6	30	120	150
	seminars/Gro up Discussion	Skill Component	2	2			
			<b>30</b>	<b>30</b>	<b>180</b>	<b>720</b>	<b>900</b>

**SEMESTER - II**

Paper Code	Description	Category	Hours / Week	Credits	Internal Marks	External Marks	Total Marks
<b>BVOCENG-151</b>	English	lang1	2	2	20	80	100
<b>BVOCKAN- 151/ BVOCHIN-151</b>	Kannada/ Hindi	lang2	2	2	20	80	100
<b>BVOCEF-151</b>	Elective Foundation	Elective	2	2	10	40	50
<b>BVOCRS -151</b>	Business Organization & Management	Core 1	3	3	20	80	100
<b>BVOCRS -152</b>	Supply Chain Management	Core 2	3	3	20	80	100

<b>BVOCRSP-153</b>	Fundamental of accounting	Practical 1	6	6	30	120	150
<b>BVOCRSP-154</b>	Market research	Practical 2	4	6	30	120	150
<b>BVOCRSP-155</b>	Tactics of retail business.	project 2	6	6	30	120	150
	seminars/Group Discussion	Skill Component	2	2			
<b>TOTAL</b>			<b>30</b>	<b>30</b>	<b>180</b>	<b>720</b>	<b>900</b>

### SEMESTER - III

<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>
<b>BVOCENG-201</b>	English	lang1	2	2	20	80	100
<b>BVOCEF-201</b>	Elective Foundation	Elective	2	2	10	40	50
<b>BVOCKAN-201/ BVOCHIN-201</b>	Kannada/ Hindi	Lang 2	2	2	20	80	100
<b>BVOCRS -201</b>	Principles of Management	Core 1	3	3	20	80	100
<b>BVOCRS -202</b>	Human Resource Management	Core 1	3	3	20	80	100
<b>BVOCRSP-203</b>	Advertising and Brand Management	Practical 1	6	6	30	120	150
<b>BVOCRSP-204</b>	Customers Relationship Management	Practical2	6	6	30	120	150
<b>BVOCRSP-205</b>	Computer application in retail	Project 3	6	6	30	120	150
			<b>30</b>	<b>30</b>	<b>180</b>	<b>720</b>	<b>900</b>



**SEMESTER IV**

<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>
<b>BVOCENG-251</b>	English	Lang 1	2	2	20	80	100
<b>BVOCEF-251</b>	Elective Foundation	Elective	2	2	10	40	50
<b>BVOCKAN-251/ BVOCHIN-251</b>	Kannada/ Hindi	Lang 2	2	2	20	80	100
<b>BVOCRS -251</b>	Business Statistics	Core 1	3	3	20	80	100
<b>BVOCRS -252</b>	Inventory management	Theory 2	3	3	20	80	100
<b>BVOCRSP -253</b>	Elements of cost accounting	Practical 1	6	6	30	120	150
<b>BVOCRSP -254</b>	Store design and layout.	Practical2	6	6	30	120	150
<b>BVOCRSP -255</b>	Packing and packaging management	Project 4	6	6	30	120	150
			<b>30</b>	<b>30</b>	<b>180</b>	<b>720</b>	<b>900</b>

**SEMESTER - V**

<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>
<b>BVOCRS -301</b>	International retailing	Core 1	3	3	20	80	100
<b>BVOCRS -302</b>	Business Ethics	Core 2	3	3	20	80	100
<b>BVOCRS-303</b>	E- Commerce	Core 3	3	3	20	80	100
<b>BVOCRS-304</b>	Warehouse Management	Core 4	3	3	20	80	100
<b>BVOCRSP -305</b>	Business communicati on	Practical 1	6	6	30	120	150

<b>BVOCRSP -306</b>	Financial management	Practical 2	6	6	30	120	150
<b>BVOCRSP -307</b>	Entrepreneurship development	Project 5	6	6	30	120	150
			<b>30</b>	<b>30</b>	<b>170</b>	<b>680</b>	<b>850</b>

### SEMESTER - VI

Paper Code	Description	Category	Hours / Week	Credits	Internal Marks	External Marks	Total Marks
<b>BVOCRS -351</b>	Export & Import Policies & Procedures	Core 1	3	3	20	80	100
<b>BVOCRS -352</b>	Logistics management	Core 2	3	3	20	80	100
<b>BVOCRS -353</b>	Corporate law	Core 3	3	3	20	80	100
<b>BVOCRS -354</b>	Transportation and Distribution Management	Core 4	3	3	20	80	100
<b>BVOCRSP -355</b>	Consumer behavior	Practical 1	6	6	30	120	150
<b>BVOCRSP -356</b>	Goods & Service Taxes	Practical 2	6	6	30	120	150
<b>BVOCRSP -357</b>	Project work	Practical 6	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**  
**BVOCRS 101: RETAIL MANAGEMENT**

**Learning objectives:**

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

**Course outcome:**

CO1: Will get to know basic concepts of retail

CO2: Will get to know various types of retailing and how it works

CO3: Will get to know in retail sector how strategy and planning can be done

CO4: Will get to know regarding location, its selection and other aspects related to location.

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

**Unit – 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.

**Unit –III Retail planning-** importance and process; developing retailing strategies: objectives, action plans, pricing strategies and location strategies, visual merchandising and displays

**Unit – IV Retail Location:** Meaning, Importance, Process of location selection and Factors affecting Location-Merchandising: Concept, Importance, Factors Affecting Buying Decision.

**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**  
**BVOCRS 102: ORGANIZATIONAL BEHAVIOR**

**Learning objectives:**

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

**Course outcome:**

CO1: Will get to know about organization behavior

CO2: Will get to know how a individual behavior will be.

CO3: Will get to know about attitudes, values and ethics which will help them in their working life

CO4: Will get to know about the concepts like motivation, learning and also how to handle stress.

**Unit I: Introduction to Organization Behavior:** Concept of Organizational Behavior (OB)- Importance of Organizational Behaviour<sup>2</sup> - 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

**Unit 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.

**Unit 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.

**Unit IV:** Motivation – Theories of Motivation – M.B.O – steps in MBO, 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.

**Reference books:**

1. Schermerhorn, Hunt and Osborn, Organisational behavior, John Wiley, 9<sup>th</sup> Edition, 2008.
2. UdaiPareek, 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. Hellrigal, 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**

**Learning objectives:**

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

**Course outcome:**

CO1: Will get to know about marketing and how target marketing can be done.

CO2: Will understand micro and macro environment of marketing and also how demand can be forecasted.

CO3: Will be able to make product planning and process to develop new product

CO4: Will have clear ideas about dynamics of digital marketing in current market scenario.

**Unit 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

**Unit II Marketing Environment:** Components of modern marketing information system, analyzing the marketing environment- Micro and Macro, Demand forecasting –need and techniques

**Unit 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

**Unit 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.

**SUGGESTED READINGS:**

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**

**Learning Objective:**

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

**Course outcome:**

- CO1: Will get to know about basics of visual merchandising and its components
- CO2: Will get to know about display and its types and rules.
- CO3: Will get to know about signage and its types and about mannequins
- CO4: Will be able to prepare planogram with all its information.

**UNIT 1:**

**Visual Merchandising:** Definition, Meaning and Functions - Components of Visual Merchandising - Make Merchandise the Focal Point -Right Choice of Colours- Display Themes to Appropriately Support the Product-Trends in Visual Merchandising.

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**UNIT 2:**

Display Basics-Outcome of a Good Display-Rules for Display- Purpose of Display-Functions of a Display- Types of Display- Elements of visual merchandising-Principles of Design- Color Blocking- People Buy Colors.

**UNIT 3:**

Signage-Interior Signage-Types of Signage-Functions of Signage-Sign Preparation-Props, Fixtures: types of fixtures and lighting-Mannequins: Handling the Mannequin -Visual merchandising in online retail formats.

**UNIT 4:**

Planograms: Meaning and Purpose of a Planogram- When and How is a Planogram Prepared- Benefits of a Planogram-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

**SUGGESTED READINGS:**

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**

**Learning objective:**

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

**Course outcome:**

CO1: Will learn various selling skills

CO2: Will adopt manners, Etiquettes, Communication and customer dealing skills that are needed in retail sector

CO3: Will learn about conversational skills including telephone etiquettes and stress management

CO4: Will get proper awareness about development in retail sector and about developing relationship with customers.

**UNIT 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

## **UNIT 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.

## **UNIT 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.

## **UNIT IV:**

**Refreshing Knowledge:** Building General Awarenessabout Development in Retail.

**Role Playing:** Admiring the Ideal-Role play-Real Life Clippings on Retail.

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

## **SUGGESTED READINGS:**

1. Little Red Book of Selling by Jeffrey Gitomer's
2. Secrets of Closing the Sale, ZigZiglar
3. How to Sell Anything to Anybody, JoeGirard
4. How to Master the Art of Selling , TomHopkins
5. Coaching Salespeople into Sales Champions, KeithRosen's

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

## **Retail and Supply Chain Management**

### **II Semester Syllabus**

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

##### **Learning objective:**

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

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

CO1: Will get to know about different forms of business organizations and its benefits and limitations.

CO2: Will get to know about partnership business and rights and duties of partners and also about Joint Stock Company

CO3: Will learn about incorporation of Joint Stock Company.

CO4: Will learn about objectives of business combination and also about finance and its sources.

##### **Unit 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.

##### **Unit 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

##### **Unit 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

**Unit-IV**

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

**SUGGESTED READINGS:**

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**  
**BVOCRS 152- SUPPLY CHAIN MANAGEMENT**

**Learning objective:**

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

**Course Outcome:**

- CO1: Will learn basics about supply chain management and also about international logistics and supply chain management.
- CO2: Will learn about Key Supply Chain Business Processes.
- CO3: Will be having knowledge to manage purchasing and supplier management.
- CO4: Will have clear picture of how supply chain works with the support of IT.

**Unit – I**

**Supply Chain Management and Logistics:** An Introduction – Integrated Logistics Management – Concept – Evolution and Development – Role – Scope – Functions and Importance – The new Manufacturing and Distribution Practices – Local and International Supply Chains – Benefits and Issues – Types of Supply Chains– Strategic, tactical, operational decisions in supply chain – SCM building blocks – Supply Chain Drivers and Obstacles – International Logistics and Supply Chain Management – The Total Cost Concept and Logistics and SCM Trade-Offs.

**Unit – II**

**Key Supply Chain Business Processes:** Planning – Sourcing – Producing – Distributing and Paying – Managing material flow and distribution – Distribution and Planning Strategy – Warehousing and Operations Management – Transportation Management – Inventory Management.

### **Unit –III**

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

### **Unit – IV**

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

### **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 153- MARKET RESEARCH**

**Learning objective:**

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

**Course outcome:**

CO1: Will be having basic knowledge about market research.

CO2: Will be able to do research design and will be in a position to collect primary and secondary data.

CO3: Will be in a position to measure and scale in market research and prepare Questionnaire, Data processing and tabulation

CO4: Will be in a position to conduct market research.

**UNIT 1: Market Research:**

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

**UNIT 2: Research approaches:** Research design – structures of data – Primary and secondary data Methods of collecting primary data, sampling design – Size and its determinants.

**UNIT 3: Measurements and Scaling in Market Research:** Types of Measurements scale – Questionnaire, Data processing and tabulation.

**UNIT 4: Application of Market Research:** Need and Importance – Sales analysis –Test market- Product Research: Advertising Research – Motivational Research.

**References:**

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**

### **II Semester Syllabus**

#### **BVOCRSP 154- FUNDAMENTAL OF ACCOUNTING**

##### **Learning objective:**

1. To give knowledge about meaning and scope of accounting.
2. To knowledge about fundamentals of book-keeping.
3. To knowledge about bank reconciliation statement and its preparation.
4. To knowledge about hire purchase.

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

- CO1: Will be having basic knowledge about accounting and will be capable of preparing trial balance.
- CO2: Will be capable of preparing journal, Ledger and Subsidiary Books.
- CO3: Will be capable of preparing bank reconciliation statement.
- CO4: Will be capable of making entries related to hire purchase.

**UNIT I Meaning and Scope of Accounting:** Nature and Basis of Accounting, Preparation of Trial balance.

**UNITII Fundamentals of Book-keeping:** Accounting Principles, Concepts and Conventions, Journal, Ledger, Subsidiary Books, Apportionment of Capital and Revenue Expenditure, Final Accounts of Sole Trader with adjustments.

**UNIT III** Preparation of Bank Reconciliation Statement.

**UNIT IV Hire Purchase:** Entries and ledger accounts in the books of hire purchaser

Installment payment system: Entries and ledger accounts in the books of purchaser and seller

Accounting Ratios: Meaning and problems relating to the following ratios:

- 1.Current Ratio. 2. Net Profit Ratio. 3.Liquid Ratio 4.Stock turnover ratio 5.Gross profit ratio.

##### **SUGGESTED READINGS:**

1. Gupta R.L., Advanced Accounting Vol. I, S. Chand & Sons, NewDelhi
2. Grewal T.S. and M.C. Shukla, Advanced Accounting Vol. I, S. Chand & Sons, New Delhi
3. Monga, J.R., Financial Accounting, Margin Paper Bank, NewDelhi
4. Maheshwari S.N., Advanced Accounting Vol. I, Vikas Publications

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



## **Retail and Supply Chain Management**

### **II Semester Syllabus**

#### **BVOCRSP205:TACTICS OF RETAIL BUSINESS**

##### **Learning Objectives:**

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

##### **Course Outcome:**

CO1: Will be having tactics to encourage impulse buying.

CO2: Will be able to calculate conversion rate at both online and off line.

CO3: Will get clear idea of negotiations involved in retailing.

CO4: Will be aware of maintaining security of store and maintaining health and safety of both employees and staff.

**Unit 1: 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

**Unit 2: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 saleswith examples.

**Unit 3: Negotiations:** Margin-Markdown, Delivery Time, Payment Terms, Freight & Insurance, Rejections, Damages, Expiries, Cash Discount, Display, Advisors, Testers, Quantity Based Inventories & Schemes, preparing purchase order.

**Unit 4: 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**  
**BVOCRS-201 –PRINCIPLES OF MANAGEMENT**

**Learning objective:**

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

**Course outcome:**

CO1: Will be aware of various concepts of management and also process of management

CO2: Will be aware of various schools of management thought.

CO3: Will be aware of various functions of management.

CO4: Will understand how authority and responsibility works in management.

**UNIT – 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.

**UNIT – II**

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

**UNIT – 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

**UNIT – 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**

#### **BVOCRS-202 -HUMAN RESOURCE MANAGEMENT**

##### **Learning objective:**

1. To give introduction about HRM.
2. To make students understand about recruitment, selection and training.
3. To give basic information about performance appraisal, Promotion, Demotion and other HR aspects.
4. To give information how job analysis is done

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

CO1: Will be well aware of how HR works and its role and functions.

CO2: Will be having knowledge about recruitment and its sources and also about selection.

CO3: Will get to know how performance appraisal, Promotion, Demotion is done.

CO4: Will be well aware of wage and salary administration.

##### **Unit – 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.

##### **Unit – II**

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

##### **Unit – III**

Performance Appraisal- Promotion, Transfers, Demotion, Career Planning. Drafting Charge Sheets: Model standing orders, code of conduct, Bond of service.

##### **Unit – 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 Desseler, A frame work for human resource management
3. Mammoria& , Personnel management
4. Edwin Philipo, Personnel management
5. Fernando A. C. (2009), Business Ethics, Pearson Education.

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

**Learning objective:**

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

**Course outcome:**

- CO1: Will be aware about various implications that need to be kept in mind while preparing advertisements.
- CO2: Will be having a basic knowledge about advertisement media and its selection.
- CO3: Will be having basic knowledge to create advertisement design and the way to execute it.
- CO4: Will be in a position to create a brand of their own and its logo.

**Unit 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.

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

**Unit III: Design and Execution of Advertisements:** Message Development, Different Types of Advertisement Layout, Advertising Design- Advertising Appeal, Advertising Copy, Advertisement Production, Print, Radio, T.V and Web Advertisements, Media Research, Testing Validity and Reliability of Ads, Measuring Impact of Advertisements.

**Unit 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. Graw Hill.

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

**Learning objective:**

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

**Course outcome:**

CO1: Will be in a position to attract and retain customers.

CO2: Will be in a position to build loyalty with company and strategies to acquire customers.

CO3: Will learn to cultivate relationship with customers and will learn about E-CRM.

CO4: Will learn to manage customer data and CRM implementation.

**UNIT 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.

**UNIT 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.

**UNIT 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.

**UNIT 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**

**Learning objective:**

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

**Course outcome:**

- CO1: Will have knowledge about computer hardware and software.
- CO2: Will be expert in handling word processing.
- CO3: Will be in a position to work on spread sheet.
- CO4: Will have complete knowledge about power point presentation.

**UNIT-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,

**UNIT-2**

**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.

**UNIT-3**

**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

#### **UNIT-4**

**Preparing Power Point Presentation:** Introduction: Creating new slides, using templates, setting backgrounds, Selecting slide layouts. Setting slide style, Adding Text to the slide. Formatting slides: setting Colors, gradient fills, Arranging objects. Adding graphic to the presentation: Inserting pictures, movies, tables etc into the presentation. Adding effects to the presentation: Setting Animation & transition effect.

#### **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**  
**BVOCRS-251 -BUSINESS STATISTICS**

**Learning objective:**

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

**Course outcome:**

- CO1: Will be well aware of statistics, its scope and limitations.
- CO2: Will be able to collect, classify and tabulate statistical data.
- CO3: Will have basic knowledge about measure of central tendency.
- CO4: Will be in position to calculate simple correlation and regression.

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

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

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

**Unit – 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**  
**BVOCRS-252 -INVENTORY MANAGEMENT**

**Learning objective:**

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

**Course outcome:**

- CO1: Will have basic knowledge about inventory and its control and importance.
- CO2: Will learn to maintain safety stocks, forecast future requirements and plan materials required.
- CO3: Will learn whether company should make or buy from outside or outsource.
- CO4: Will be able to classify different types of goods and tracking the paper life of goods.

**Unit – 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.

**Unit – 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.

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

**Unit – 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**  
**IV Semester Syllabus**  
**BVOCRSP-253 -ELEMENTS OF COST ACCOUNTING**

**Learning objective:**

1. To make students understand cost accounting and its methods and techniques.
2. To make students understand marginal costing.
3. To make students understand regarding preparation of cost sheet.
4. To make students understand the concept overhead and its classification and cash flow analysis.

**Course outcome:**

CO1: Will be in a position to prepare cost account.

CO2: Will be in a position to calculate cost-volume profit analysis and profit volume ratio.

CO3: Will be having full pledge knowledge to prepare cost sheet.

CO4: Will be in a position to classify various overheads based on its functions and also classify to analyze cash flow.

**UNIT I: BASIC CONCEPTS** -Meaning and definition: Cost, costing, cost accounting, cost accountancy and management accounting- Objectives of cost accounting-Importance of cost accounting in business organization-Relationship between Cost accounting and Financial Accounting -Advantages of cost accounting- Systems, Methods and Techniques of cost accounting.

**UNIT II: ACCOUNTING FOR SHORT TERM DECISIONS: Marginal costing:** Concept, features and limitations and uses of Marginal costing, Cost-Volume profit analysis(CVP), PV Ratio and its importance, Contribution and Break-even point and their analysis for various types of decision makings.

**UNIT III: COST SHEET** - Preparation of Cost Sheet as per Cost Accounting Standards- Tenders & Quotations.

**Unit IV: OVERHEADS**-Meaning- Collection of overheads - Classification of overheads on the basis of Functions, and Behavior, Elements: Material, labor and overhead. Allocation and Apportionment of overheads to cost centre (Departmentation of overheads). Problems on primary distribution of factory overheads.

**Cash Flow Analysis -As per AS (R3)**

Concept of Cash Flow- Sources and Application of funds- Uses of Cash flow and limitations of Cash Flow.

**Books for study and reference:**

1. Cost Accounting: S.P.Jain&K.L.Narang (Kalyani Publishers)
2. Cost Accounting: M.N.Arora (Vikas Publishing House)
3. Cost Accounting and Management Accounting: K.S.Adiga (Shubha Prakashana)
4. Cost Accounting: S.P.Iyengar (Sulthan Chand & Sons)
5. Cost Accounting and Management Accounting: B.S.Raman (United Publishers)

**Retail and Supply Chain Management**  
**IV Semester Syllabus**  
**BVOCRSP-254 –STORE DESIGN AND LAYOUT**

**Learning objective:**

1. To make students analyze trading area.
2. To make students understand store location and its types.
3. To make students understand store design.
4. To make students understand store layout.

**Course outcome:**

- CO1: Will be capable of analyzing trade area.
- CO2: Will be able to choose retail location.
- CO3: Will be able to design the store.
- CO4: Will be able to plan regarding fixtures, planograms, circulation plans.

**Unit I:Trading area analysis:**

The importance of location to a retailer-The size and shape of trading area-Characteristics of trading area- Analysis of trade area.

**Unit II: Store location:** Types of retail location- Factors for choosing a retail location- The choice of location- Location and Site evaluation- Traffic flow pattern of store.

**Unit III: Store Design:** The concept of store design- The principle of store design- Elements of store design- Exterior design and Interior store design.

**UNIT IV: Store layout:** Introduction to store planning- Types of fixture- Purpose and plan of fixtures- Introduction to planogram- Circulation Plan-Store Maintenance- Energy Management and Renovation-Lighting Design- Sounds and Smells- Visual Communications.

**SUGGESTED READINGS:**

1. The Retail Revival- Reimagining Business: Dougs Stephens
  2. Retail Analytics : The Secret Weapon by Enmets Cox
  3. Emerging Trends in Retail Management : N Panchanatham & RGnanguru
- Note:** Latest and additional good books may be suggested and added from time to time.

**Retail and Supply Chain Management**  
**IV Semester Syllabus**  
**BVOCRS-301 –INTERNATIONAL RETAILING**

**Learning objective:**

1. To give basic knowledge about international market and its marketing research.
2. To give basic knowledge about international retailing.
3. To give basic knowledge about international retail market selection.
4. To give basic knowledge about competing in foreign market.

**Course outcome:**

CO1: Will get know about international marketing and will be in a position to do its marketing research.

CO2: Will get to know how an retail can be made global and will be able to asses international retail environment.

CO3: Will be in a position to select retail market by proper analyzing and will be able to asses various challenges faced y global retailers.

CO4: Will be having proper knowledge to compete in foreign market.

**Unit-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.

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

**Unit-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.

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

**Books Recommended**

1. SwapanaPradhan- 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**  
**IV Semester Syllabus**  
**BVOCRSP-255 –PACKING AND PACKAGING MANAGEMENT**

**Learning objective:**

1. Knowledge to differentiate packaging and packing.
2. Overview of types of packaging.
3. Basic understanding of packing considerations.
4. To understand new trends in packaging industry.

**Course outcome:**

- CO1: Will have enough knowledge about packaging and its types.
- CO2: Will have clarity about consumer packaging and codes used in packaging.
- CO3: Will have clear knowledge about various packing considerations.
- CO4: Will get to know about various packing/ packaging considerations.

**Unit 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.

**Unit 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.

**Unit 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.



**Unit 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.

**REFERENCES:**

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**

### **V Semester Syllabus**

#### **BVOCRS-302 –BUSINESS ETHICS**

##### **Learning objective:**

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

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

CO1: Will have clear picture of business ethics and its principles.

CO2: Will learn to make ethical decision making in business.

CO3: Will be having clear idea of ethics management.

CO4: Will be having clear idea about ethics to be followed at various functional areas.

**Unit 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.

**Unit 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.

**UNIT 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.

**UNIT 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.

##### **Reference:**

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**

#### **BVOCRS-303 –E- COMMERCE**

##### **Learning objective:**

1. An in-depth understanding of various aspects of e-commerce.
2. Understanding of different available e-commerce technologies.
3. Proficiency in existence and operations of electronic payment systems.
4. Comprehensive understanding of e-marketing and E-security.

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

CO1: Will have a clear picture of E-Commerce.

CO2: Will be well aware of all technologies that is used in E-Commerce.

CO3: Will be well aware of all electronic payment system that are used in E-Commerce.

CO4: Will get to know about E-Marketing and E-Security that are essential in E-commerce.

**Unit 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..

**Unit 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.

**Unit 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.

**Unit 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.

**References:**

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**  
**BVOCRS-304 –WAREHOUSE MANAGEMENT**

**Learning objective:**

1. To understand various concepts of warehousing.
2. To understand role of warehousing in retail.
3. To understand the strategic aspects of warehousing.
4. To understand principles and performance measure of material handling systems.

**Course outcome:**

- CO1: Will understand about warehousing and its needs.
- CO2: Will understand the role of warehousing in retail.
- CO3: Will understand the strategic aspects of warehousing and implementation of technology in warehouse.
- CO4: Will learn to measure performance of material handling systems.

**Unit – I Concept of Warehouse:** Introduction- Objectives- Meaning of a Warehouse-Need for warehousing management-Role of a warehouse manager- Functions of Warehouses- Types of Warehouses-Warehousing Cost- Warehousing Strategies-Warehousing Management Systems (WMS)

**Unit – II Role of Warehousing in Retail:** Introduction-Objectives-Characteristics of an ideal warehouse- Retailing and Warehousing-Challenges in retail warehousing- Warehousing in fashion retail- Setting up a warehouse- Retail product tracking in warehouse using RFID.

**Unit – III Strategic Aspects of Warehousing:** Introduction- Objectives- Different Types of Customers in Warehousing- Warehouse Location- Modern Warehouse Operations- World-class Warehousing-Technology Aids in warehouse Management: Introduction-Objectives- Bar Code Scanners- Wireless LAN- Mobile- Computers.

**Unit – IV The Principles and Performance Measures of Material Handling Systems:** Introduction. Vehicle travel path(time) – Handling time – vehicle utilization – no of loads completed – congestion– Fundamentals of various types of material handling systems – automated storage and retrieval systems -Bar coding technology.

**Books for Reference:**

1. Martin Christopher. Logistics and Supply Chain Management.Pearson
2. Raghuram G. Logistics and Supply Chain Management. MacMillan.

**Retail and Supply Chain Management**  
**V Semester Syllabus**  
**BVOCRSP-305 –BUSINESS COMMUNICATION**

**Learning objective:**

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

**Course outcome:**

- CO1: Will understand about communication and its importance in management.
- CO2: Will be in a position to make perfect oral and written communication.
- CO3: Will be in a position to write good business reports and letters and to present.
- CO4: Will be in a position to make proper employment and group communication.

**UNIT 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

**UNIT 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 – approachingthe writing process systematically: The 3X3 writing process for business communication: Pre writing, Writing, Revising – Specific writing features – coherence – electronic writing process.

### **Unit 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

### **Unit-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 – videoconferencing.

#### **Group communication**

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

#### **Recommended Readings:**

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

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**V Semester Syllabus**  
**BVOCRSP-306 –FINANCIAL MANAGEMENT**

**Learning objective:**

1. To understand meaning and importance of financial management.
2. To understand about capital structure, debt and equity.
3. To understand various basic financial concepts.
4. To understand issue of shares and debentures and about stock exchange.

**Course outcome:**

CO1: Will learn basics of financial management.

CO2: Will learn basics of debts and equities.

CO3: Will learn basics of financial concepts like ROI, ERR etc.

CO4: Will learn basics about issues of shares and debentures and about stock exchange

**Unit I:** Meaning and definition, scope- Traditional and modern approach, Importance of financial management in business.

**Unit II: Capital Structure:** Meaning and definition- Debt and Equity: merits and demerits- ways the business go for debt vs equity financing- Debt Equity ratio: meaning and significance- Trading on equity- Preparation of statement of income – leverages.

**Unit III: Basic financial concepts:** Return on Investment- Expected rate of return (Probability) Range, Risk and return trade off- How to plan and invest in Insurance sector and tax planning- Beta factor and Alpha factor.

**Unit IV: Issue of shares and debentures:** Meaning and Procedure of issuing shares in a company- Rights issue – Meaning, Why do companies prefer right issue of shares- Book building: Meaning and process- Financial intermediaries: Meaning and types.

**Stock Exchange:** Meaning, characteristics and functions, Members of a stock exchange, Dealings and Futures: meaning, settlement of contracts-Listing of shares – meaning and procedure- SEBI: functions and powers, Speculators: Bulls, bears, Lamé – duck and Stag.

**Books for Reference:**

1. Ravi M. Kishore Financial Management-Taxman Publications
2. S.K.Banerjee – Financial Management-S.Chand& Co.
3. B.V. Raghunandan- Financial Management-Sushrutha Publications
4. IM Pandey-Financial Management-Vikas Publications
5. My Khan PK Jain-Financial Management- Tata- Mcgraw Hill Publications



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

**Learning objective:**

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

**Course outcome:**

- CO1: It gives a clear picture of entrepreneur and its importance.
- CO2: Will be in a position to develop a business plan.
- CO3: Will be clear with all formalities to start a new business.
- CO4: Will be in a position to prepare a project report.

**Unit 1:**

**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.

**Unit 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.

**Unit 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.

**Unit 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.
3. Hall, B. Pricke; and Royce L. Brahamson, "Small Business Management".
4. Kenneth R., Van Voorthis, "Enterpreneurship and Small Business Management"
5. Joseph R. Mancuso, "How to Start, Finance and Manage Your Own Small Business".

## **Retail and Supply Chain Management**

### **VI Semester Syllabus**

#### **BVOCRS-351 –ENTREPEXPORT AND IMPORT – POLICIES AND PROCEDURES**

##### **Learning objective:**

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

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

CO1: Will get to know why trade has to be international.

CO2: Will be well aware of all the documentation required for export.

CO3: Will get basic knowledge about foreign trade policies.

CO4: Will get knowledge about export order processing and also import policies.

##### **Unit – I**

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

##### **Unit – 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.

##### **Unit – 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.

##### **Unit – 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. Dr. 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**  
**BVOCRS-352 –LOGISTICS MANAGEMENT**

**Learning objective:**

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

**Course outcome:**

- CO1: Will get information about logistics and its objectives  
CO2: Will get basic information about logistics management.  
CO3: Will get knowledge about forming logistic strategy.  
CO4: Will get basic knowledge about outsourcing of logistics.

**Unit – I**

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

**Unit – 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.

**Unit – 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.

**Unit – 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. Krishnaveni Muthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999

## **Retail and Supply Chain Management**

### **VI Semester Syllabus**

#### **BVOCRS-353 –CORPORATE LAW**

#### **Learning objective:**

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

#### **Course outcome:**

CO1: Will be very clear with the concept company and its various kinds.

CO2: Will be having clear idea how company can be incorporated and formed.

CO3: Will be clear with shares and debentures and its kinds/ types.

CO4: Will know the procedures to be a member of a company.

#### **Unit- 1:**

**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.

#### **Unit – 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.

#### **Unit – 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.

#### **Unit 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:

- i. Solomon Vs. Solomon and Company
- ii. Royal British Bank Vs. Turquand.
- iii. Daimler Co. Ltd. Vs. Continental Tyre and Rubber Company.
- iv. Ashburry Railway Carriage Vs. Riche.
- v. Anand Bihari Lal Vs. Dinshaw and Company

#### **Reference Books:**

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**

#### **BVOCRS-354 –TRANSPORTATION AND DISTRIBUTION MANAGEMENT**

##### **Learning objective:**

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

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

CO1: Will be in position to design distribution channels.

CO2: Will be able to plan distribution network.

CO3: Can select proper models of transportation.

CO4: Will be in a position to take decision regarding transportation routing.

##### **Unit – I**

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

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

**Unit – 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

**Unit – 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 ChainManagement
2. Agarwal, Logistics Supply ChainManagement
3. Saple, LogisticsManagement

**Retail and Supply Chain Management**  
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**BVOCRSP-355 –CONSUMER BEHAVIOR**

**Learning objective:**

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

**Course outcome:**

- CO1: Will be able to study buying behavior of consumer.
- CO2: Will get an idea how consumer will make buying decision.
- CO3: Will understand how market can be segmented based on consumer behavior.
- CO4: Will be able to study how the consumer will behave post purchase.

**UNIT 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.

**UNIT 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 –

**UNIT III:**

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

**UNIT 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 Dispute Redressal Agencies.

**Books Recommended:**

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

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**VI Semester Syllabus**  
**BVOCRS-356 –GOODS & SERVICE TAX**

**Learning objective:**

1. Will give basic knowledge about GST, its benefits and applicability.
2. Will give basic knowledge about CGST, SGST AND IGST.
3. To understand concept of supply under CGST.
4. To study regarding registration under GST.

**Course outcome:**

- CO1: Will have an idea about types of GST and also basic schemes of GST.
- CO2: Will be having proper knowledge about aggregate turnover, taxable turnover and rates of GST.
- CO3: Will be in a position to compute taxable value and tax liability including Reverse Charge.
- CO4: Will be having enough knowledge to register under GST.

**Unit I:**

**Introduction:** Amendment to Constitution and GST –Benefits of GST, Applicability of GST- Types of GST-Goods and Services Tax Council, basic schemes of GST;

**Unit II:**

**Definition under CGST Act:** Aggregate turnover- Agriculturist- Business- Business vertical-capital goods-electronic commerce operator fixed establishment- goods- Inward supply- Job work- Manufacturer-Person –services-supplier, Taxable Turnover under CGST, SGST and IGST, E-way Bill – Rates of GST.

**Unit III:**

**Concept of supply:** Meaning and scope of supply under Section 7 of the CGST Act- Inward and outward supply- Procedure relating to levy – CGST, SGST, IGST, Composite supply- Principal supply – Mixed supply- Tax liability under Section 8- Determination of nature of supply under Section 7 of the IGST Act-Intra-state supply under Section 8 of the IGST Act- Activities to be treated as supply of goods or supply of services(Schedule II to the CGST

Act)-Computation of taxable value and tax liability including Reverse Charge.

#### **Unit IV:**

**Registration under GST:** Person liable for registration-Aggregate turnover- Persons not available for registration-compulsory registration cases under Section 24 of the CGST Act- Procedure for registration including verification of the application and approval-Method of authentication of information- Issue of registration certificate including goods and services tax registration number- Separate registration for multiple business verticals within a state- Deemed registration – Suo Moto registration- Assignment of unique identity number to certain special entities- Ammendment of registration- cancellation of registration- revocation of cancellation of registration.

#### **Composition levy**

Applicability- Rate of tax of composition levy- Conditions and restrictions for opting for composition levy- Validity of composition levy,Types of Returns and due dates for filing returns.

#### **Books for References**

1. Principles of GST and Customs Law, V.S. Datey, Taxmann's Publications.
2. Illustrated Guide to Goods and Service Tax, C.A. Rajat Mohan, Bharath Publications.
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.

## **Retail and Supply Chain Management**

### **VI Semester Syllabus**

#### **BVOCRS-357 –PROJECT**

1. Each student of B. Voc Courses shall undergo Project during sixth semester in any Business/Industrial/Govt./Service organization.
2. After completion of the training they will have to submit a training report. The project reports will carry 100 marks, presentation 20 marks, and viva 20 marks and 10 marks for attendance.
3. It will be evaluated by 2 examiners (one internal and one external). It is to be submitted by the date fixed by the College.
4. The students will also have to submit a performance certificate from the company where he/she undertook the training. This report will also be considered while evaluating the training report by examiners.