SCHEME OF BBA (MULTIPLE ENTRY AND EXIT) NEP

Semester-I

Sr. No	Course Code	Course Title	Course Type	Periods			Theory (Marks)			Practical (Marks)			Total	Credits
				L	T	P	I	E	Total	I	E	Total		
1	BBA101	Principles of Management & Organisational Behaviour	Discipline Specific Elective (DS)	3	1	-	30	70	100				100	4
2	BBA102	Marketing Management	Discipline Specific Elective (DSE)	3	1	-	30	70	100				100	4
3	BBA103	Basics of Accounting	Discipline Specific Elective (DSE)	3	1	-	30	70	100				100	4
4	BBA104	Business Communication	Ability Enhancement Course (AEC)	3	1	-	30	70	100				100	4
5	BBA105	Basics of Retailing	Discipline Specific Elective (DSE)	3	1		30	70	100				100	4
6	UVAC01 UVAC02 UVAC03	Choose any one from the below a. Constitutional Values and Fundamental Duties (P) b. National Cadet Corps (P) c. Financial Literacy (P)	Value Added Courses (VAC)	-	-	2	-	-	-	70	30	100	100	2
				15	5	2	150	35	500	70	30	100	600	22

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Semester-II

Sr. No	Course Code	Course Title	Course Type	Periods			Theory (Marks)			Practical (Marks)			Total	Credits
				L	T	P	I	E	Total	I	E	Total		
1	BBA 201	Managerial Economics	Discipline Specific Elective (DSE)	3	1	-	30	70	100				100	4
2	BBA202	Fundamentals of Entrepreneurship	Discipline Specific Elective (DSE)	2		2	30	70	100				100	4
3	BBA203	Retail Store Operations	Discipline Specific Elective (DSE)	3	1	-	30	70	100				100	4
4	BBA204	Business Statistics	Multidisciplinary Courses (MDC)	4	1	-	30	70	100				100	5
5	BBA205	Computer Applications in Business	Multidisciplinary Courses (MDC)	2	-	2	15	35	50	35	15	50	100	4
6	BBA206	Project report on Retailing	Skill Enhancement Courses (SEC)	-	-	3	-	-	-	70	30	100	100	3
		Total		14	3	7	135	315	450	105	45	150	600	24

Exit Option:

If student want to exit after 1st year, he/she will be eligible to get the certificate in BusinessAdministration after completing the mandatory training of 6 weeks of 6 credits.

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Semester-III

Sr. No	Course Code	Course Title	Course Type	Periods			Theory (Marks)			Practical (Marks)			Total	Credits
				L	T	P	I	E	Total	I	E	Total		
1	BBA301	Legal Aspects of Retail Business and Franchise Manageme	Discipline Specific Elective (DSE)	3	1	-	30	70	100				100	4

2	BBA302	Rural Retailing	Discipline Specific Elective (DSE)	3	1	-	30	70	100				100	4
3	BBA303	Consumer Behaviour	Discipline Specific Elective (DSE)	3	1		30	70	100				100	4
4	BBA304	Behavioural skills	Ability Enhancement Course (AEC)	3	1	-	30	70	100				100	4
5	BBA305	Digital & Social Media in E-Commerce	Discipline Specific Elective (DSE)	3			30	70	100				100	3
6	BBA306	Summer Internship	Skill Enhancement Courses (SEC)			4				70	30	100	100	4
		Total		15	4	4	150	350	500	70	30	100	600	23

Semester-IV

Sr. No	Course Code	Course Title	Course Type	Periods			Theory (Marks)			Practical (Marks)			Total	Credits
				L	T	P	I	E	Total	I	E	Total		
1	BBA401	Retail Branding & Merchandise	Discipline Specific Elective (DSE)	3	1	-	30	70	100				100	4
2	BBA402	E-Retailing	Discipline Specific Elective (DSE)	3	1	-	30	70	100				100	4
3	BBA403	Human Values and Professional Ethics	Discipline Specific Elective (DSE)	3	1		30	70	100				100	4
4	BBA404	Total Quality Management	Discipline Specific Elective (DSE)	3	1	-	30	70	100				100	4
5	BBA405	Financial Management	Discipline Specific Elective (DSE)	3	1		30	70	100				100	4
6	BBA406	Marketing and Social Media-Project based	Discipline Specific Elective (DSE)			4				70	30	100	100	4
		Total		15	5	4	150	350	500	70	30	100	600	24

Exit Option:

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If students want to exit after 2nd year, he/she will be eligible to get the diploma in Business Administration after completing the mandatory training of 6 weeks of 6 credits.

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Semester-V

Sr. No	Course Code	Course Title	Course Type	Periods			Theory (Marks)			Practical (Marks)			Total	Credits
				L	T	P	I	E	Total	I	E	Total		
1	BBA501	Human Resource Management	Discipline Specific Elective (DSE)	3		-	30	70	100				100	3
2	BBA502	Retail Market Research	Discipline Specific Elective (DSE)	3		-	30	70	100				100	3
3	BBA503	Finance and Insurance-Project Based	Discipline Specific Elective (DSE)		-	8				70	30	100	100	4
4	BBA504	NSQF-OJT	Skill Enhancement Courses (SEC)	-		12				245	105	350	350	12
		Total		6		20	60	140	200	315	135	450	650	22

Semester-VI

Sr. No	Course Code	Course Title	Course Type	Periods			Theory (Marks)			Practical (Marks)			Total	Credits
				L	T	P	I	E	Total	I	E	Total		
1	BBA601	Environmental Studies	Value Added Courses (VAC)	3		-	30	70	100				100	3
2	BBA602	Customer Relationship Management	Discipline Specific Elective (DSE)	3	1	-	30	70	100				100	4
3	BBA603	Institutional Sales & Accessories Sales-Project Based	Discipline Specific Elective (DSE)			8				70	30	100	100	4
4	BBA604	NSQF-OJT	Skill Enhancement Courses (SEC)	-		12				245	105	350	350	12
		Total		6	1	20	60	140	200	315	135	450	650	23

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3.6 Syllabus of BBA Retail Management with Industry Consortium Year 1

Semester-I

Principles of Management & Organizational Behaviour

Course Code: BBA101
Course Credit: 04 (3-1-0)
Max. Marks: 100 (30I+70E)

Objectives

The purpose of the course is to provide fundamental knowledge and exposure to the concepts, theories and practices in the field of management. It aims to understand individual and group behavior at the workplace.

Learning Outcomes

LO1: Outline the notion of managerial skills and functions.
LO2: Make Organisation Structure and identify the gaps.
LO3: Understand individual and group behaviour at the workplace.
LO4: Outline the process of conflict resolution processes in the organization
LO5: Make students must be acquainted with leadership quality.

Units	Topics	LOs
I Basics of Management	Concept, Nature, Process and Significance of management; Managerial levels, Skills, Functions and Roles; Management Vs. Administration; Contingency Management theories by - F. W. Taylor, Henry Fayol and Elton Mayo.	LO1
II Managerial Skill and Functions	Level of Management- Functions of Management; Centralization – decentralization Organization structures - Line & Staff – functions, Leading and Staffing; Controlling – Definition, Nature, Importance, Steps, Techniques; Decision Making.	LO2
III Introduction to OB	Organisation Behaviour - Definition, Scope, Importance, Concepts of Organisation Behaviour; Motivation- Definition, Theories of motivation, Mc Gregor, A.H. Maslow, Herzberg Learning- Meaning & Theories.	LO3
IV Perception & Conflict Management	Perception-process; Conflict – Definition, traditional Vs Modern view of conflict – Types of conflict - intra personal, interpersonal, organizational.	LO4

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V **Leadership & Personality**	Definition, Importance, qualities of leaders, types of leaders – autocratic, democratic, free – rein; Personality-Attributes of personality, Type, Ego state, Johari window.	LO5

Books Recommended

Text Books

1. SP Robbins and M. Coulter, Management, 8th ed. Prentice-hall of india.
2. Stoner, Freeman, and Gilbert, Jr., Management 7th.ed., Prentice-Hall of India.
3. Luthans, Fred, Organisational Behaviour, McGraw Hill, New York

Reference Books

1. Heinz, Weihrich, Mark V. Cannice, and Harold Koontz, Management: A Global and Entrepreneurial perspective,13th ed., Tata MacGraw-hill,2010.
2. Harold koontz and Heinz Weihrich, Essentials of Management, 9th ed., Tata McGraw –hill, New Delhi, 2012.
3. Stephen P. Robbins David A. Decenzo, Sanghamitra Bhattacharya, and Madhushree Nanda Agrawal, Fundamentals of Management: Essential concepts and applications, 6th Ed., Pearson Education.
4. Newman, Summer, and Gilbert, jr., Management, 6th ed. Prentice-Hall of India.
5. Nelson, Debra L and James C Quick, Organisational Behaviour, Thomson Learning, 2012
6. Newstorm, John, Organsiational Behaviour, Tata McGraw-Hill. Robbins, S.P., Organisational Behaviour, Prentice Hall of India, New Delhi
7. Hellgiegel, D and J.W. Slocum, Organisational Behaviour, Thomson Learning
8. S.S. Khanka, Organisational Behaviour, S. Chand & Co. New Delhi.

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MARKETING MANAGEMENT

Course Code: BBA102
Course Credit: 04 (3-1-0)
Max. Marks: 100 (30I+70E)

Objectives

The purpose of the course is to provide fundamental knowledge and exposure to the concepts, theories and practices in the field of marketing management.

Learning Outcomes:

LO1: To appraise the students about marketing with its significance.
LO2: To establish the importance of marketing mix, its integration and applicability.
LO3: To evaluate the application of STP (Segmentation, Targeting and Positioning).
LO4: To familiarize students with the decisions involved in running a firm and the concepts and principles for making those decisions.
LO5: To reiterate the importance of consumer behavior in decision making.
LO6: To enable incumbents to understand the application of consumer behavior regulating factors.
LO7: To familiarize students for the concept of distribution and promotion in marketing

Unit	Topic	LO's
I Introduction to Marketing	Introduction, Evolution to Marketing Concept; Market and Marketing, the Exchange Process, Core Concepts of Marketing, Functions of Marketing, Importance of Marketing	LO1
II Marketing Mix	Introduction, Marketing Mix-The Traditional 4Ps, The Modern Components of the Mix- The Additional 3Ps, Developing an Effective Marketing Mix	LO2, LO4
III Segmentation, Targeting and Positioning	Introduction, Concept of Market Segmentation, Benefits of Market Segmentation, Requisites of Effective Market Segmentation, The Process of Market Segmentation, Bases for Segmenting Consumer Markets, Concept of Targeting and Positioning	LO3
IV Consumer Behavior	Introduction and characteristics of consumer behaviour, Buyer Decision Process; Introduction and Levels of Products, Classification of Products, Product Life Cycle (PLC); Introduction of Brand and Branding, Advantages and disadvantages of branding; Introduction of pricing, Factors Affecting Price Decisions, Pricing Strategies	LO6
V Distribution and Promotion	Introduction and Need for Marketing Channels, Decisions Involved in Setting up the Channel, Introduction to Retailing, Wholesaling, Promotion mix –Advertising, Personal Selling, Publicity and sales promotion	LO7

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Books Recommended

Text Books

1. Philip Kotler, Levin Lane Keller, Abraham Koshy and Mithleshwar Jha, Marketing Management: South Asian Perspective, 13th ed.,Pearson education, New Delhi, 2009
2. Kotler Philip. Marketing Management, 11th Edition, New Delhi, Prentice Hall of India.

Reference Books

1. Perreault, William D. and McCarthy, Jr. E. Jerome, Basic Marketing, 14th ed., TMH.
2. Rajan Saxena, Marketing Management, 2nd edition, Tata McGraw Hill, 5. Czinkota & Kotabe, Marketing Management, Vikas Publishing, New Delhi.
3. Ramaswamy, V S and Namakumari, S. Marketing Management: Planning, Control, New Delhi, Macmilian,
4. Zikmund; Marketing, 7th edition, Thomson Learning, Mumbai.
5. Marketing Management: Indian Context Global Perspective by V S Ramaswamy and S Namakumari, 2018, Sage Publications.

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Basics of Accounting
Course Code: BBA103

Course Credit: 04 (3-1-0)
Max. Marks: 100 (30I+70E)

Objectives

The basic purpose of this course is to develop an insight of postulates, principles and techniques of accounting and application of financial and accounting information for planning decision-making and control. It acquaints students to the conventions and concepts of accounting and preparation as well as analysis of financial statements.

Learning Outcomes

LO1: To examine, learn, and understand fundamental principles and concepts of accounting.
LO2: To examine, learn, and understand the accounting equation and basic accounting entries.
LO3: To study, examine, learn, and understand ledger accounts and trial balance postings.
LO4: To examine, learn, and understand final accounts and preparation of statements and its analysis with interpretation.

Units	Topics	LOs
I **Introduction to Accounting**	Meaning of Accounting, Book Keeping and Record Maintenance, Concepts and conventions, Introduction to Accounting Standards and International Financial Reporting Standards	LO1
II **Accounting Equation and Journal entries**	The concept of double entry, accounting equation; assets, liabilities and owners' equity, journal entries and related concepts.	LO2
III **Ledger accounts & trial balance**	Classification of accounts, preparation of ledger accounts, posting from journal to ledger accounts, trial balance.	LO3
IV **Profit & loss A/c & Balance Sheet**	Format of Trading Account, Profit & loss A/c and Balance Sheet and it's Practical Applicability with Numerical.	LO4
V **Analysis and Interpretation of financial statements**	Financial statement analysis, financial ratios, interpretation of results.	LO4

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Recommended Books

Text Books

1. Anthony, R. N., David F. Hawkins and Kenneth A. Merchant, Accounting: Text and Cases. 11th edition. Richard D. Irwin, Inc.
2. Shukla, M. C. T.S. Grewal and S. C. Gupta, Advanced Accounts, S. Chand & Co., New Delhi.

Reference Books

1. N. Ramachandaran and Ram Kumar Kakani, Financial Accounting for Management, Tata McGraw-Hill Publishing Co., New Delhi.
2. Bhattacharya, Ashish K., Essentials of Financial Accounting, PHI, New Delhi.
3. Financial Accounting by P. C. Tulsian, Pearson Publications, New Delhi.

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BUSINESS COMMUNICATION
Course Code: BBA104

Course Credit: 04 (3-1-0)
Max. Marks: 100 (30I+70E)

Objective

To train students to enhance their skills in written as well as oral communication through practical conduct of this course. This course will help students in understanding the principles and techniques of business communication.

Learning Outcomes

LO 1. Students would be able to understand the nature, structure, types and process of various dimensions of communication and apply them in communication.
LO 2. Students would be able to make effective presentations in various business situations incorporating the ethics of good negotiations and assertive behavior.
LO 3. Students would develop competency to understand and perform the diversity of the globalized multicultural world.
LO 4. Students would be able to draft various types of documents used inside the organization for various types of communication.
LO 5. Students would develop interview skills and competency incorporating the use of different social media platforms for networking.

Units	Topics	LO's
I **Basics of Communication**	Meaning, Process and Types of Communication; Principles of Effective Communication; Verbal and Non- verbal Communication; Process and types of listening, deterrents to listening process, essentials of good listening.	LO1
II **Presentation Skills**	Prerequisites of effective presentation, format of presentation; team presentations, social media, technology and presentation; Conversations and negotiations: Negotiations-types, structures and basics of negotiations; Assertive behavior.	LO2
III **Multicultural World and Communication**	Business Communication in a globalized and multicultural world; understanding cultural diversity and developing cultural competency and inter-cultural business communication skills; Barriers to cross-cultural communication and strategies to overcome them.	LO3
IV **Written Communication**	Mechanics of writing, report writing, circulars, notices, memos, agenda and minutes; business correspondence – business letter format, style of letter arrangement, types of letters, electronic mail; Resume Writing	LO4
V **Communication in Practice**	Preparing for interviews- types of interviews, process of interview and group discussion; effective ways of performing well in interviews; Social media and Networking, Social media profiles, Editing and Posting on social media;	LO5

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Books Recommended

Text Books

1. Bovee, L. Courtland, John V Thill, and Roshan Lal Raina. *Business Communication Today.* 14th ed. Noida: Pearson, 2018. Print.
2. Mukherjee, Hory Sarkar. *Business Communication: Communication at Work*. 2nd ed. New Delhi: OUP, 2016. Print.

Reference Books:

1. Sinha, K. K. *Taxmann's Business Communication*.4th Revised ed. New Delhi: Taxmann's Pub., 2018. Print.
2. Lata, Pushp, and Sanjay Kumar. *Communication Skills*. 2nd ed. New Delhi: OUP, 2019. Print.
3. Monippally, Matthukutty, M. *Business Communication: From Principles to Practice*. New Delhi: McGraw Hill Pub., 2018. Print.

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BASICS OF RETAILING
Course code: BBA105

Course Credit: 04 (3-1-0)
Max. Marks: 100 (30I+70E)

Objectives

This course provides the student with an introduction to retailing, exposure of retail environment and knowledge about how retailing is changing today, and the successful business will know how to identify, adapt, and plan with these changes.

Learning Outcomes

LO1: Become familiar with the fundamental concepts and how the retail industry works.
LO2: Able to understand the impact of retailing on the economy and its role in society.
LO3: Be able to apply the knowledge that how retailing fits within the broader disciplines of business.
LO4: To analyze the policies, methods, and procedures used by successful retailers in today's global economy.
LO5: To be able to make decisions involved in running a retail firm and the concepts and principles for making those decisions.
LO6: Understand the areas of accountability for retail management.
LO7: Understand how the role of the manager impacts the success of a retail business.

Unit	Topic	LO'S
I Introduction to Retailing and Retail types	Concept of retailing, Functions of retailing, Terms & Definition, Introduction to Retailing and Retail types, Retailing Channels, Retail Industry in India, Importance of retailing, Changing trends in retailing.	LO1, LO6, LO7
II Retail Consumer	Retail consumer behaviour, Factors influencing the Retail consumer, Retail Customer Buying Behaviour, Customer decision making process, Market research for understanding retail consumer, Responding and Targeting Consumers	LO2. LO3, LO4
III Retail Locations	Importance of Retail locations, Types of retail locations, Factors determining the location decision, Steps involved in choosing a Retail Site Location, Measurement of success of location, Store Layout and Design, Merchandising and Assortment Planning	LO4,LO5, LO7
IV Merchandising	Meaning of Merchandising, Factors influencing Merchandising, Merchandise planning, Merchandise buying, Pricing Decisions, Retail Communication Mix, and International Aspects of Retailing.	LO4,LO5, LO6
V Operations in Retail	Store administration, Premises and Inventory Management, Store Management, Receipt Management, Customer service, Retail Pricing, Factors influencing retail prices, Retail Information System, Operations Management in Retail.	LO4, LO3, LO7

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Recommended Books
Text Books

1. Swapna. P (2011) Retailing Management: Text and Cases, ISBN-007015256X, Tata McGraw Hill

Reference Books

1. Michael. L, Barton. W & Watson. D. (2014) Retailing Management, Tata McGraw Hill
2. Berman, B, Joel R. Evans & Chatterjee, P (2017) Retail Management: A strategic Approach Pearson Education Asia, ISBN-0133796841.
3. Hammond, R (2013) Modern Retail Management: Practical Retail Fundamentals in the Connected Age, Kogan Page, ISBN-0749465867.

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Course Title- Constitutional Values and Fundamental Duties (P)

Course Credit: 02(0-0-2)
Course Code: UVAC01 **Max. Marks:100(70I+30E)**

Objective: The aim of the course is to enrich students with knowledge and relevance of Constitution of India.

Learning Outcomes

LO	Statement
1	Understand the constitution and its values.
2	Appreciate the values and goals embedded.
3	Recognize the importance of fundamental duties in constitution.
4	Apply the spirit of fundamental rights and duties in everyday life.
5	Develop the understanding on Fundamental Duties and values.

Unit	Content
I LO1	**The Constitution of India**-An Introduction, Federal Republic, Rule of Law, Separation of Power; Sovereignty, Socialism, Democracy; Secularism and Sarva Dharma Sama Bhava.
II LO2	**Constitutional Values-** Justice: Social, Political, Economic, Liberty: Thought, Expression, Belief, Faith, Worship, Equality: Equality Before Law & Equal Application of Laws.
III LO2	**Constitutional Values-** Fraternity: Dignity, Unity and Integrity, International peace and a just international order.
IV LO3,4	**Fundamental Rights and Duties-** Reflecting on the Ancient Indian Notions of Righteousness and Duty Consciousness, Right to Equality, Right to Freedom, Right against Exploitation, Right to Freedom of Religion, Cultural and Educational Rights.
V LO3,4,5	**Fundamental Rights and Duties-** Fundamental Duties–Article 51a [(A)- (K)], Legal Status of Fundamental Duties– Judicial Approach.

Suggested Activities: List of Practical and Activities (30 Hours)

- Reflection on some of the constitutional values / fundamental duties and its contemporary relevance in day-to-day national life through group discussion and projects
- Conduct workshop to spread awareness on Fundamental Duties and values
- Students will carry a survey of 30 respondents on assessing the awareness of constructional duties among the citizens of country and submit a report in it.
- Students will share their experiences on Fundamental Duties and values through submission of a project report.
- Students may share experiences of Field /Educational trips in form of report.
- Collect the views of at least five persons on the extent they think the constitutional values have been realized or objectives have been attained. These persons may be your classmates or teachers or members of your family or social workers in your neighborhood or any other.
- Any other practical decided from time to time.
- Quiz and Internal Examinations
- Assignments
- Presentations
- Participation in extra, co-curricular and cultural activities

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Books Recommended

Text Book

1. Constitutional Values and Fundamental Duties, by Amar Gupta & Sons, published by Amar Gupta & Sons
2. Introduction to the Constitution of India, by Durga Das Basu, et al., Lexis Nexis, (Lt. Ed.)
3. We, the Children of India: The Preamble to Our Constitution, by Leila Seth, New Delhi, Puffin Books, Penguin Books India, (Lt. Ed.)
4. Constitution of India, by Mahendra Pal Singh, V.N. Shukla's, Eastern Book Company, Lucknow, (Lt. Ed.)

Reference Books

1. Preamble to The Constitution of India, 1950
2. The Constitution of India, Artciles-14, 19,21
3. The Constitution of India, Fundamental Duties–Article 51a [(A)- (K)]

Web Links

https://onlinecourses.nptel.ac.in/noc23_lw03/preview

B.R. Ambedkar Selected Speeches, (Prasar Bharati, New Delhi, 2019) available at:https://prasarbharati.gov.in/whatsnew/whatsnew 653363.pdf.

https://sos.cg.nic.in/E-Books/ENGLISH%20MEDIUM/213_Social%20Science%20-%202/213_Social%20Science%20-%202.pdf

OR

Course Title - National Cadet Corps (P)

Course Credit: 2(0-0-2)
Course Code: UVAC02 **Max. Marks: 100(70I+30E)**

Objective: This course serves as an introductory guide to provide knowledge about NCC, its organization, and incentives of NCC for their career prospects. It also inculcates spirit of duty and conduct in NCC cadets.

Learning Outcomes

LO	LO Statement
1	Critically think and analyse.
2	Understand the basic concept of NCC.
3	Respect the diversity of different Indian culture.
4	Practice togetherness, teamwork and empathy in all walks of their life.
5	Do their own self-analysis and will work out to overcome their weakness for Better, performance in all aspects of life.

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Unit	Contents
Unit I LO 1	NCC General: Aims, Objectives and Organization of NCC, Incentives for NCC Cadets, Duties of NCC Cadets.
Unit II LO 2	NCC Camps: Types and Conduct. National Integration and Cultural Activities: Inter-State and Inter-Cultural Exchanges
Unit III LO 3	National Integration: National Integration: Importance and Necessity, Factors affecting National Integration, Unity in Diversity, Threats to National Security
Unit IV	Personality Development: Factors, Self-Awareness, Empathy,

LO 4	Critical and Creative Thinking, Decision Making and Problem Solving
Unit V LO 5	Social Service and Community Development: Basics of Social Service, Rural Development Programmes, NGO's, Contribution of Youth

Suggested Activities: List of Practical and Activities (30 Hours)

- Drill
- Field Craft & Battle Craft
- Map Reading
- Weapon Training
- Social Service & Community Development
- Celebrating National Festivals
- Cultural Performances
- Heritage Tours
- Any other Practical/Practice as decided from time to time
- Quiz and Internal Examinations
- Assignments
- Presentations
- Participation in extra, co-curricular and cultural activities

Books Recommended

1. DGNCC Cadet's Hand Book - Common Subjects -All Wings (in English)
2. DGNCC Cadet's Hand Book - Common Subjects -All Wings (in Hindi)
3. DGNCC Cadet's Hand Book- Specialised Subjects -Army, Navy and Air Wing

OR

Course Title- Financial Literacy (P)

Course Credit: 2(0-0-2)
Course Code: UVAC03 **Max. Marks: 100(70I+30E)**

Objective: This course serves as an introductory guide to financial literacy, equipping students with essential knowledge and skills to navigate the world of personal finance.

Learning Outcomes

LO	Statement
1	Understand the importance of financial literacy in everyday life.
2	Develop proficiency for personal and family financial planning
3	Apply the concept of saving and investment planning
4	Ability to analyse banking products
5	Personal tax planning

Unit	Contents
I LO1	Introduction to Financial Literacy: Importance of financial literacy, Key financial terms and concepts, Overview of personal finance goals and decision-making, Management of spending and financial discipline
II LO2	Saving and Investing: Importance of saving and types of savings accounts, Introduction to different investment options (stocks, bonds, mutual funds, etc.) Risk and return in investing, Insurance Planning: Life and non-life including medical insurance schemes
III LO3	Banking and Financial Services: Types of financial institutions, Managing checking and savings accounts, Introduction to online banking and mobile payment apps
IV LO4	Digitisation of financial transactions: Debit Cards {ATM Cards) and Credit Cards., Net banking and UPI, digital wallets; Security and precautions

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	against Ponzi schemes and online frauds
V LO5	Introduction to basic Tax Structure in India for personal taxation, Aspects of Personal tax planning, Exemptions and deductions for individuals, e-filing

Suggested Activities: List of Practical and Activities (30 Hours)

• Students may be assigned a project wherein they can log on to the website of various banks and conduct an in-depth analysis and comparison of various financial products offered.

• Project related to building a dummy portfolio of stocks and tracking their returns may be given.

• An investment budget may be given to the students to select investment options that maximize the return and minimize the tax implications.

• Students may also file a dummy IT return to get hands-on experience with e-filing.

• Students may conduct a financial literacy survey among at least 25 respondents to measure the level of financial literacy and share the findings in the awareness in the form of a report.

- Short quizzes designed to check preparation for the class may be given periodically
  • Any other Practical/Practice as decided from time to time
- Quiz and Internal Examinations
- Assignments
- Presentations
- Participation in extra, co-curricular and cultural activities

Books Recommended

Text Book

1. Introduction to Financial Planning- Indian Institute of Banking & Finance. By Sinha, Madhu. Financial Planning: A Ready Reckoner July 2017, McGraw Hill. (Lt. Ed.)
2. Foundations of Financial Literacy, by Sally R. Campbell, Robert L. Dansby, Goodheart-Willcox Pub. (Lt. Ed.)

Reference Books

1. Halan, Monika, Let's Talk Money: You've Worked Hard for It, Now Make It Work for You, July 2018 Harper Business. (Lt. Ed.)
2. Pandit, Amar The Only Financial Planning Book that You Will Ever Need, Network 18 Publications Ltd. (Lt. Ed.)
3. Rich Dad, Poor Dad" by Robert Kiyosaki
4. Personal Finance, by Jack R. Kapoor, Les R. Dlabay, Robert J. Hughes, Melissa M. Hart. McGraw Hill Education (India) Private Limited. (Lt. Ed.)

Dr. Pinki
Chairperson | SDMS
SVSU, Dudhola, Palwal

Semester II

Course Title: Managerial Economics

Course Credit: 4(3-1-0)
Course Code: BBA201 **Max.**
Marks: 100(30I+70E)

Course Objective:
The objective of this course is to familiarize the students with the concepts and techniques used in micro-economic theory.

Learning Outcomes
After the completion of course, students will be able to:

LO	Statement
1	Comprehend Micro-Economics and its impact on Business decision.
2	Understand the concept of Demand and its Forecasting.
3	Apply various demand concepts and theories in managerial applications.
4	Understand production and cost function
5	Appreciate various market structures

Unit	Content
Unit-I LO1	Introduction to Microeconomics; Marginal Analysis and its uses in the Business Decision; Opportunity Cost Principle, Law of Demand and Supply.
Unit-II LO2	Demand Function; Determinants of Demand; Elasticity; Elasticity measures and Business Decision Making, Demand Forecasting.
Unit-III LO3	Theories of Demand: Preference, Utility Function, Law of Diminishing Marginal Utility. Indifference Curve, Revealed Preference Approach, Income and Substitution effects; Managerial Applications.
Unit-IV LO4	Production and Cost: The Production Function, Returns to Scale, Profit Maximization Constrained Optimization Approach to Developing Optimal Input Combination, Relationships, Input Demand Function, Optimal combination of Input; Isoquant.
Unit-V LO5	Market Structure: Profit Maximization under Different Market Structures, Perfect Competition, Monopoly, Price Discrimination, Other Pricing Strategies of Firms, Monopolistic Competition, Models of oligopoly, Macro-Economic Environment Concept, Fiscal and Monetary Policies.

Suggested Activities

- Provide students with data sets from real businesses and ask them to analyze pricing strategies. They can use concepts like elasticity of demand, cost analysis, and competitor analysis to recommend pricing changes that optimize profitability.
- Ask students to prepare budgets and allocate resources for hypothetical companies or projects.
- Invite professionals from different industries to speak about their experiences with managerial decision-making.
- Assign students various case studies that involve real-world business scenarios.
- Organize debates or discussions on current economic policies and their potential effects on businesses.
- Short quizzes designed to check preparation for the class may be given periodically
- Case studies discussion
- Quiz and Internal Examinations
- Assignments
- Any other Practical/Practice as decided from time to time

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- Short quizzes designed to check preparation for the class may be given periodically
- Case studies discussion
- Quiz and Internal Examinations
- Assignments
- Participation in extra, co-curricular and cultural activities

Books Recommended

Text Books

1. Allen, W. B., Doherty N. A., Weigelt, K., & Mansfield E. *Managerial Economics: Theory, Applications and Cases* (Lt ed.),W. W. Norton & Company.
2. Bernheim, B. D., Winston, M., & Sen, A. . *Microeconomics*. McGraw Hill Education. (Lt ed.)
3. Geetika, Ghosh P.,& Roy Chowdhury, P. (2017). *Managerial Economics* (Lt ed.). McGraw Hill Education.

Reference Books

1. Hirschey, M. . *Managerial Economics: An Integrative Approach.* Cengage Learning. (Lt ed.)
2. Koutsoyiannis, A. *Modern Microeconomics* (latest ed.). Palgrave, McMillan. (Lt ed.)
3. Mark, H. (2009). *Fundamentals of Managerial Economics* (latest ed.). Cengage Learning. (Lt ed.)
4. Managerial Economics: Foundations of Business Analysis and Strategy by Christopher R. Thomas and S. Charles Maurice. (Lt ed.)
5. Managerial Economics: Theory, Applications, and Cases" by Edwin Mansfield, Bruce Allen, and Norton M. Bedford. (Lt ed.)
6. Managerial Economics in a Global Economy by Dominick Salvatore and John V. Diulio Jr. (Lt ed.)

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Course Title-Fundamentals of Entrepreneurship

Course Credit: 04 (2-0-2)
Course Code: BBA202 **Max.**
Marks: 100 (50I+50E)

Objective

The objective of this course is to expose the learner to the fields of entrepreneurship development. Focus will be to train the students to develop new projects and encouraging them to start their own ventures.

Learning Outcome

LO	Statement
1	Understand the importance of feasibility report
2	Outline the skills that are required to be needed to start new ventures
3	Develop Business Plans
4	Demonstrate leadership skills and effective resource management techniques
5	Distinguish between fixed and working capital requirements

Unit	Content
I LO1	Introduction to Entrepreneurship: Entrepreneurial Mindset, Characteristic of an Entrepreneur, Advantages and disadvantages of Entrepreneurship; Types of Entrepreneurial organizations, Creativity & Innovation; Conception & Ideation: Business Plan and its elements; Roles and Responsibilities of Entrepreneurs, Qualities of an Entrepreneur; Identify Your Customer: Customer segmentation, Criteria for selling customer value proposition, Customer Lifecycle, Introduction to Intrapreneurship.
II LO2	Self Confidence and Resilience: 4 Ps of Entrepreneurship, Self-confidence, Positive attitude, Overcoming the fears, Recover from Failure; Never Give Up: Importance of Focusing energy on Business, Importance of Business Networking and its advantages; Competition Analysis: Factors affecting competition strategies, Prerequisites of successful enterprise; Business Risk, Getting Money for Business: Concept of Funding, Types of Funding.
III LO3	Dream and Achieve: Vision, Mission and Goals, Business Ethics, SMART goals, entrepreneurial work ethics; Formulation & execution of business plan; Leadership and Team Spirit Lead by example, Importance of Embracing diversity, Role of Emotional Intelligence to be a leader; Serving the Society: Roles of Entrepreneurs in society, Selfless Entrepreneurship; Effective Ways to Build Entrepreneurial Skills.
IV LO4	Taking Ownership: taking control over the business; Adapt to Change: Porters competition strategies, Factors affecting business; Problem Solving: Introduction to Critical Thinking: Applying critical thinking, Model of Critical Thinking; Importance and benefits of Creative thinking, Decision making, Effective decision-making process.
V LO5	4Ps of Marketing, Costs in Entrepreneurship, Introduction to Accounting, Working capital; Regulatory and statutory rules for an Entrepreneur, Business Loans for startups and MSMEs by Indian Government, Legal Issues Intellectual Property Rights, patents, trademarks, copyrights, trade secrets, licensing, franchising.

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Suggested Activities: List of Activities (30 Hours)

- Discuss Success and Failure Stories of Famous Entrepreneurs like Steve Jobs Success Story, Mumbai Dabbawala delivery success Story, etc.
- Create a group of students and provide them inputs to develop a business plan. The students will submit the report on same and will make presentations for their respective

plan.

- Collect the information about successful entrepreneurs of India and globe and submit a report of their success stories.
- Instruct may Organize pitch competitions where students can present their business ideas or business plans to a panel of judges.
- Engage students in activities such as ideation exercises, role plays, team-building exercises, and pitch competitions to enhance their entrepreneurial skills.
- Assign individual or group projects where students have to pitch their business ideas, outlining the problem they aim to solve, target market, value proposition, and competitive advantage.
- Encourage students to identify problems or opportunities in the market and come up with innovative solutions or business concepts.
- Short quizzes designed to check preparation for the class may be given periodically
- Case studies discussion
- Quiz and Internal Examinations
- Assignments
- Presentations
- Participation in extra, co-curricular and cultural activities

Books Recommended

Text Books

1. Arora M., Natarajan K. and Gordan E., Entrepreneurship Development, 1st ed; Himalaya Publishing House Pvt Ltd, (Lt. Ed)

Reference Books

1. Hisrich, Robert D., Michael Peters and Dean Shephered, Entrepreneurship, Tata McGraw Hill, New Delhi. (Lt. Ed)
2. Barringer, Brace R., and R. Duane Ireland, Entrepreneurship, Pearson Prentice Hall, New Jersy (USA). (Lt. Ed)
3. Lall, Madhurima, and Shikha Sahai, Entrepreneurship, Excel Books, New Delhi
4. Charantimath, Poornima, Entrepreneurship Development and Small Business Entreprises, Pearson Education, New Delhi. (Lt. Ed)
5. Forbat John, "Entrepreneurship", New Age International, (Lt. Ed)
6. Havinal, Veerbhadrappa, "Management and Entrepreneurship", New Age International Publishers, (Lt. Ed).
7. John S.M., rural women Entrepreneurship, 6th ed; Discovery Publishing House, (Lt. Ed)
8. Janakiram B., Management & Entrepreneurship, Excel Books India, (Lt. Ed)
9. Prahlad, CK., Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profits, Ist Edition; Dorling Kindersley Ltd, (Lt. Ed)

Web Links

1. https://www.tutorialspoint.com/entrepreneurship_development/entrepreneurship_development_tutorial.pdf
2. https://www.bing.com/videos/search?q=entrepreneurship+development+videos&qpvt=entrepreneurship+development+videos&view=detail&mid=2F136B2E6941D1F8DB4E2F136B2E6941D1F8DB4E&&FORM=VRDGAR
3. https://www.bing.com/videos/search?q=entrepreneurship+development+videos&qpvt=entrepreneurship+development+videos&view=detail&mid=01D578B93003F888E6DF01D578B93003F888E6DF&&FORM=VRDGAR
4. https://www.bing.com/videos/search?q=entrepreneurship+development+videos&qpvt=entrepreneurship+development+videos&view=detail&mid=2E714CA0963D221569E52E714CA0963D221569E5&&FORM=VRDGAR
5. https://www.bing.com/videos/search?q=entrepreneurship+development+videos&qpvt=entrepreneurship+development+videos&view=detail&mid=D72A5948DCB34F0684C0D72A5948DCB34F0684C0&&FORM=VRDGAR

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Course Title- Retail Store Operations

Course Credit: 04 (3-1-0)
Course Code: BBA203 **Max.**
Marks: 100 (30I+70E)

Objective: This course will help the students to understand the retail processes and their consequences on the total supply chain. It will examine various new developments in retailing and the application of operations management principles to these developments.

Learning Outcomes

LO	Statement
1	Understand the roles and responsibilities of a store manager focused on store business operations and product management
2	Understand the areas of accountability for retail store management.
3	Able to make decisions involved in running a retail firm and the concepts and principles for making those decisions for stock management
4	Demonstrate understanding of the crucial importance of retail operations management in today's business environment.
5	Apply basic concepts, techniques and methods relevant to the management of retail operations.

Unit	Contents
I LO1	Introduction to retail operations, Fast Fashion, Stores organisation, Selection of right Location, Different layout & designs; Pre-Store opening: Role of operations in opening a store, Filling the store with merchandise, Concept of Distribution centre, various activities at the distribution centres
II LO2	Store opening and closing: Store opening and closing process, Material identification system, Receiving and inspection, storage system, Preservation of materials in the storage; Assortment Planning, Retail Arithmetic: Quantitative terms related with a retail store and its calculation.
III LO3	Stock management: Relevance of stock management to retail operations, Various types of stock checks, Taking care of quality inside a store; The store audit: Store appearance, presentation, stock, cleanliness, Inventory inaccuracy and stock-outs
IV LO4	Store finance and controls; Loss prevention and shrinkage control, Scrap and surplus management, Online retailing, Retail pricing, Sustainability & Emerging markets
IV LO5	The customer service desk, Exchange of defective products, Loyalty Programs for a store. Different fixtures available for a retail store, Contemporary issues in store management, Technology in retailing

Suggested Activities

- Visit to a retail store and mention your observation on different functions, material handling of the retail store.
- Visit any market and prepare list of five organized and unorganized retail formats with reasons.
- Draw a chart on various staff appearance/dressing protocols deployed by the retailer.
- Make a visit to any mall and draw a layout of various retail outlets.
- Visit any market to identify, sort the detail outlet on basis of different products sold by them.
- Visit any local vegetable & fruit mandi and prepare report on working style.
- Visit a local food and grocery retail outlet. Study the category of products this store offers on the basis of type of product, brand, kind of handling
- Visit any cloth retail outlet and study the category of visual merchandising and safe

practicing in store

- Visit retail outlets and understand the Customer Grievance Redressal mechanism
- A group project will be done in which each team is to pick a retailer (or online retailer) and perform an analysis which involves Overall presentation of the retailer, description of the products, brief company history, business model, financial performance, primary market analysis, main competitors, etc.
- Short quizzes designed to check preparation for the class may be given periodically
- Case studies discussion
- Quiz and Internal Examinations
- Assignments
- Any other Practical/Practice as decided from time to time
- Short quizzes designed to check preparation for the class may be given periodically
- Case studies discussion
- Quiz and Internal Examinations
- Assignments
- Participation in extra, co-curricular and cultural activities

Reference Material

Text Book

- Retail Management, A Strategic Approach, Berman & Evans, 12th edition, Pearson.
- Retailing Management, Levy, Weitz and Grewal, McGraw-Hill/Irwin, 9th edition.
- The New Science of Retailing, Fisher & Raman, HBS Publishers
- Swapna. P (2011) Retailing Management: Text and Cases, ISBN-007015256X, Tata McGraw Hill
- Michael. L, Barton. W & Watson. D. (2014) Retailing Management, Tata McGraw Hill
- Berman, B, Joel R. Evans & Chatterjee, P (2017) Retail Management: A strategic Approach Pearson Education Asia, ISBN-0133796841
- Hammond, R (2013) Modern Retail Management: Practical Retail Fundamentals in the Connected Age, Kogan Page, ISBN-0749465867

Reference Books

- Article: "Rocket Science Retailing is Almost Here – Are You Ready?"
- Article: "Reaching 50 million nanostores: retail distribution in emerging megacities"
- Article: "The brave new world of pricing
- Case study: Zara: Fast Fashion + videos to watch
- Case study: RFID at the METRO Group + videos to watch

Web Links

- https://ebooks.lpude.in/management/mba/term_4/DMGT553_RETAIL_STORE_MANAGEMENT.pdf

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Course Title- Business Statistics

Course

Credit: 05 (4-1-0)

Course Code: BBA204 **Max.**

Marks: 100 (30I+70E)

Objective: To acquaint the students with important statistical techniques for managerial decision-making.

Learning Outcomes

LO	Statement
1	Understanding of application of statistics in business for effective decision making
2	Critically evaluate the underlying assumptions of analysis tools
3	Solve a range of problems using the techniques covered
4	Conduct statistical analysis of data.
5	Apply concepts of statistics and probability to solve problems

Unit	Contents
I LO1	**Statistics:** Meaning, evolution, scope, limitations and applications; data classification; tabulation and presentation, types of classification, Tabulation and Graphs: formation of frequency distribution, types and construction of tables, significance, types and construction of diagrams and graphs
II LO2	**Measures of Central Tendency:** Meaning and objectives of measures of central tendency, different measure viz. arithmetic mean, median, mode, geometric mean and harmonic mean, characteristics, applications and limitations of these measures.
III LO3	**Measures of Dispersion:** Measure of variation viz. range, quartile deviation mean deviation and standard deviation, co-efficient of variation; Skewness and Kurtosis
IV LO4	**Correlation & Regression:** Meaning of correlation, types of correlation, Karl Pearson's coefficient of correlation, Spearman's Rank correlation coefficient, Regression Analysis: Meaning and significance. Regression vs. Correlation, Regression lines.
IV LO5	Introduction to probability theory, Probability rules and concepts, Probability distributions (discrete and continuous), Analysis of Time Series – Methods of Measuring Trend and Seasonal Variations.

Suggested Activities: List of Activities (60 Hours):

- Assign students a project where they need to collect data on a specific business-related topic, analyze the data using appropriate statistical techniques, and present their findings. This can include survey design, data collection, data cleaning, and analysis using descriptive statistics, probability, and hypothesis testing.
- Provide students with a dataset and ask them to create meaningful visualizations using software tools like Excel, SPSS or R. Instruct them to present their visualizations and discuss the insights gained from the data.
- Present students with case studies or real-world examples where they need to apply statistical concepts and techniques to solve business problems. Encourage them to analyze the data, make inferences, and draw conclusions based on their statistical analysis.
- Allocate dedicated class time for students to practice using statistical software packages like Excel, SPSS, or R. Provide them with datasets and guide them through the process of performing statistical calculations, creating charts, and interpreting the results.
- Conduct lab sessions where students can practice using statistical software such as Excel

or SPSS. Assign specific tasks, such as data entry, calculation of descriptive statistics, hypothesis testing, or regression analysis, to familiarize students with the software's functionality and data analysis capabilities.

- Invite professionals from industry or academia who have expertise in business statistics to deliver guest lectures.
- Provide students with various datasets or statistical reports and ask them to interpret the findings.
- Short quizzes designed to check preparation for the class may be given periodically
- Case studies discussion
- Quiz and Internal Examinations
- Assignments
- Any other Practical/Practice as decided from time to time
- Short quizzes designed to check preparation for the class may be given periodically
- Case studies discussion
- Quiz and Internal Examinations
- Assignments
- Participation in extra, co-curricular and cultural activities

Books Recommended

Text Book

1. Business Statistics, by Vohra, N. D., Tata McGraw Hill Publishing Company, New Delhi. (Lt. Ed)
2. Statistical Methods, by S.P.Gupta, Sultan Chand & Sons, New Delhi, (Lt. Ed)

Reference Books

1. Statistics for Management, by Levin, R.I. and D.S. Rubin, Prentice-Hall of India. (Lt. Ed)
2. Complete Business Statistics, by Aczel, Amir D., and Sounderpandian, J., Tata McGraw Hill Publishing. (Lt. Ed)
3. Statistics for Business and Economics, by Anderson, Sweeny and Williams, Cengage Learning, New Delhi, (Lt. Ed)
4. Business Statistics, by J.K.Sharma, Pearson Education, New Delhi. (Lt. Ed)
5. Elements of Business Statistics, by S.P. Gupta, Sultan Chand & Sons, New Delhi. (Lt. Ed)
6. Statistics for Management, by Kellar, Cengage Learning. (Lt. Ed)
7. Statistics for Business (Decision making and Analysis). By Stine, R. and Foster. (2014). New Delhi: Pearson. (Lt. Ed)

Web Links

1. https://www.swayamprabha.gov.in/index.php/program/archive/16
2. https://www.swayamprabha.gov.in/index.php/program/archive/5
3. https://onlinecourses.nptel.ac.in/noc23_ma83/preview
4. https://onlinecourses.swayam2.ac.in/nou23_cm08/preview
5. https://onlinecourses.nptel.ac.in/noc23_mg22/preview

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Course Title- Computer Applications in Business

Course Credit: 04(2-0-2)
Course Code: BBA205 **Max. Marks:100 (50I+50E)**

Objective: To handle volume of data in an effective manner, improve their analytical skills and help them understand about the role of data in a business.

Learning Outcomes

LO	Statement
1	Sending E-mails and internet surfing using various search engines.
2	Perform various features of Word processing such that Table, Mail merge, Hyperlink, etc.
3	Work with spreadsheets and save them in different formats for developing proper formats.
4	Prepare a business presentation on MS PowerPoint.
5	Work with tables and lists to analyze, filter and sort data to analyse the results for different data sets.

Unit	Content
I LO1	**Introduction to World Wide Web:** History of WWW; Web Browsers; Concept of internet; Overview of search engines; Popular search engines in use, Surfing the web and websites; Planning and Developing the websites; Internet service provider; E-mails Introduction about AI Tools like ChatGpt.
II LO2	**Introduction to MS Word:** Document types, Formatting documents, Tables & Shading; Bullets and Numbering for documents preparation; Charts; Tables; Data Source; Macros; Mail merge, Hyperlink; Google Doc.
III LO3	**Introduction to MS Excel:** Working with Spreadsheets; Cell Referencing; Date and time Functions; Creating and formatting charts; Creating, Sorting and Filtering Data; Data Coding; Statistical & Mathematical functions; VLookup and HLookup functions; Pivot tables; Conditional Formatting; What-if-analysis; Goal Seek Scenario Manager.
IV LO4	**Presentation-Preparing presentation:** Clipart, Picture, Bullets & Numbering, Different templates, Handouts, Speaker's Notes - Outlines - Media Clips - Charts – Graphs, Adding the Transitions to the Slide Show - Special effects in detail - Setting Slide timings, Google Slides.
V LO5	**Analysis:** Sorting and filtering: Sort data by multiple columns at same time, Create a customized list and perform a custom sort, macros, Customer feedback analysis using Google Doc., Google form creation, Google Sheets, encryption of worksheets.

Suggested Activities: List of Practical and Activities (90 Hours)

- Ms Word
- Introduce students to data analysis using spreadsheet software. Provide them with a

dataset and guide them through tasks such as sorting, filtering, creating formulas, generating charts and graphs, and analyzing trends.

- Assign students to create multimedia presentations using presentation software. They can choose a topic of interest and incorporate text, images, videos, and animations to deliver an engaging and informative presentation.
- Google Suite.
- Divide students into group and let them prepare some reports and presentations using AI tools
- Assign exercises where students practice writing basic formulas to perform calculations, such as addition, subtraction, multiplication, and division.
- Assign tasks where students create various chart types (e.g., bar, line, pie) to visually represent data and interpret trends and patterns.
- Demonstrate how to use AutoFill to quickly fill a series or replicate formulas across a range of cells and then make students practice for same.
- Assign tasks like creating simple budgets, organizing data, and performing basic calculations using formulas.
- Provide students with datasets and ask them to analyze and interpret the data using spreadsheet functions and tools.
- Introduce students to PivotTables and guide them through creating PivotTables to summarize and analyze data.
- Instruct them to create charts, graphs, and pivot tables to visualize the data and identify trends, patterns, and insights.
- Encourage students to write summaries or reports based on their analysis.
- Instruct students to apply conditional formatting rules to highlight specific data points based on certain criteria
- Provide exercises where students practice using nested functions to perform complex calculations or conditional operations.
- Assign tasks that require students to use functions like VLOOKUP or INDEX/MATCH to search for and retrieve specific data from a table.
- Guide students through the process of protecting worksheets or workbooks by applying password protection, restricting editing, or hiding formulas.
- Introduce students to macro recording and guide them through recording simple macros to automate repetitive tasks.
- Share a list of Excel shortcuts and productivity tips with students, and encourage them to practice using these shortcuts to improve their efficiency
- May prepare students how to use the Scenario Manager to analyze the impact of different scenarios on a model by changing input values.
- Make use of Google Suite that offers a range of cloud-based productivity tools, including Google Docs, Google Sheets, Google Slides and Google Forms. These tools allow real-time collaboration and easy sharing of documents.
- Any other Practical/Practice as decided from time to time
- Short quizzes designed to check preparation for the class may be given periodically
- Case studies discussion
- Quiz and Internal Examinations
- Assignments
- Presentations
- Participation in extra, co-curricular and cultural activities

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Books Recommended

Text Books

1. Excel Data Analysis: Modeling and Simulation 2010. Springer, by Hector Guerrero. (Lt. Ed.)
2. Excel 2019 Bible, by Michael Alexander, Richard Kusleika, John Walkenbach, Wiley. (Lt. Ed.)
3. Excel Data Analysis for Dummies, by Stephen L. Nelson, E. C. Nelson. John Wiley & Sons. (Lt. Ed.)

Reference Books

1. Excel Formulas and Functions for Dummies, by Ken Bluttman, Peter G. Aitken. John Wiley & Sons. (Lt. Ed.)
2. Excel VBA Programming for Dummies, by Michael Alexander and John Walkenbach. John Wiley & Sons. (Lt. Ed.)
3. Power Pivot and Power BI: The Excel User's Guide to DAX, Power Query, Power BI & Power Pivot in Excel 2010-2016, by Rob Collie and Avi Singh. Holy Macro Books. (Lt. Ed.)
4. Microsoft Excel 2016 Step by Step" by Curtis Frye, Microsoft Press. (Lt. Ed.)

Web Links

1. https://www.youtube.com/watch?v=-ujVQzTtxSg&list=PLWPirh4EWFpEpO6NjjWLbKSCb-wx3hMql
2. https://www.youtube.com/watch?v=6cV3OwFrOkk&t=1194s
3. https://www.youtube.com/watch?v=gTK5rNhWJyA
4. https://www.youtube.com/watch?v=XeWfLNe3moM

Course Title- Project Report on Retailing

Course Credit: 02(0-0-3) Course Code: BBA206
Max. Marks: 100 (70I+30E)

Objective: This course will be useful for students in two ways. First, because retailers play a dominant role in many supply chains, it is not only important for retailers but also for manufacturers and distributors to understand the retail processes and their consequences on the total supply chain. Secondly, the problems faced by retailers (data availability, reducing lead-times, complexity, etc.) are shared by many other firms in the supply chain. As such, these problems are very generic and the knowledge obtained via this course can thus be applied in a variety of industries. The course makes use of case studies, research articles and newspaper articles. Students will be asked to work on an individual/team project which they will present at the end of the semester. There will be two

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Guidelines

1. Divide students into groups and assign each group a specific industry or market. Have them conduct market research to understand consumer behavior, demand and supply dynamics, and pricing strategies.
2. Students can present their findings and apply economic principles to suggest optimal pricing and marketing strategies.
3. A report of relevant aspects of inventory management for the retailer, e.g., inventory perishability or short life cycle (obsolescence), demand seasonality, quick response replenishment
4. A report on assortment planning, i.e., depth vs breadth, customization, localization, etc.

A calculation of inventory turns and related metrics and interpretation of these values.

5. A report on the use of technology for managing store operations and for interactions with the customers
6. A report of "green" practices or sustainability-driven initiatives
7. The students of the Program shall be required to submit the PROJECT REPORT, duly typed and duly signed by the Supervisor to the office of Skill Department of Management Studies
8. The organization/outlet/topic for report shall be duly approved by the Director/Dean/ Coordinator.
9. The students should normally undertake a Project during their second semester tenure with the consent of Supervisor in their respective field of specialization
10. No two students should normally work on a single project during their training. Even if the students are assigned the same project by the instructor due to requirements of the project, it is expected that students shall work on different aspects of the project and their presentations shall be basically different.
11. The Project Report should be submitted with standard title cover as specified herein, besides the certificate duly signed by the supervisor that must specify the period for which the student has undergone training. The title of the project, if assigned, must be clearly stated on certificate.
12. Structure of the Final Project Report:
13. A. The length of the Project Report may be about 20 to 30 pages typed in double space (both sides of the sheet excluding appendices and exhibits). However, 10% variation on either side is permissible.

B. Contents of the Project Report.

a) The title page showing the following

- "PROJECT REPORT"
- Title of the Report
- Name of the candidate, Class & Roll No. ID
- Logo of the University at the centre of the page.
- Month & year of submission.
- "Skill Department of Management Studies
- Skill Faculty of Management Studies & Research, SVSU

b) Certificate from the candidate signed by the faculty supervisor and countersigned by the Director/Dean/Coordinator.

Semester III

Course Title- Legal Aspects of Retail Business & Franchise Management

Course No. BBA 301

Course Credit: 04 (3-1-0)
Max. Marks:100 (30I+70E)

Objectives: The purpose of the course is to provide fundamental knowledge and exposure to the concepts, theories and practices in the field of business management. It aims to understand legal aspects of setting and running the business.

Learning Outcomes

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LO1: To explain the legal scenario of doing business in India.
LO2: To identify laws, conditions, regulations in the Indian business environment. (focusing on the Retail Sector).
LO3: To understand negotiable instruments and cheque bouncing.
LO4: To analyse different retail business structures.

LO5: To apply franchise management principles and legal frameworks to analyze and resolve franchise agreement issues

Unit	Topics
I LO1	Introduction: Overview of the legal system in India; Difference between Civil and Criminal Law; Indian Judiciary System; Kinds of Law.
II LO2	Fundamentals of Contract Law: Definition, Nature of the Act, Classification of Contracts; Essentials of valid contract: Types of Offers, Legal rules on offers; Capacity to Contract, Free Consent: Consideration. Legality and Objects of consideration; Void Agreements, Contingent Contracts; Performance and Discharge of Contract: Remedies for Breach of contract.
III LO3	Negotiable Instruments and Cheque Bouncing: Introduction to the Act, History, definition and characteristic of Negotiable Instruments, Kinds of negotiable Instruments; Bouncing of a cheque and its redressal process.
IV LO4	Retail Business Organizations and Legal Formalities:- Different forms of Retail business organizations; Legal formalities to be taken into consideration (Shop and Establishment Acts); Operational Rules; Rules relating to employment of child, young person and working women, Health and safety.
V LO5	Franchise Management and Legal Framework: Introduction to franchise agreement, Confidentiality and Non-Competition, Franchise Dispute Resolution; Disclosure Documents; Franchise Agreement Drafting; Practical Applications & Case Studies.

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Suggested Readings

1. Kuchhal, M.C., & Deepa Parkash. (Latest Edition). *Business Legislation for Management*. Vikas Publishing House Pvt. Ltd.
2. Khergamwala, J.S. (Latest Edition). *The Negotiable Instrument Acts*. N.M. Tripathi.
3. Avtar Singh. (Latest Edition). *Principles of Mercantile Law*. Eastern Book Company.
4. Ravindera Kumar. (Latest Edition). *Legal Aspects of Business*. Cengage Learning.
5. Shah, S.M. (Latest Edition). *Business Law for Managers*. Sultan Chand.

Course Title- Rural Retailing

Course No. BBA 302

Course Credit: 04 (3-1-0)
Max. Marks:100 (30I+70E)

Objective:

The aim of the course is to analyze the dynamics of rural marketing and retailing and to explore challenges in supply chain management specific to rural contexts.

Learning Outcomes (LOs)

LO1: Understand the emerging trends and significance of rural marketing.

LO2: Analyze the profile of rural consumers and develop strategies to manage rural customers.

LO3: Identify and implement effective rural retail marketing strategies, including product, pricing, distribution, and promotion.

LO4: Address the practical challenges of rural retailing through innovative supply chain management and sustainable practices.

LO5: Apply research techniques and data analytics to analyze rural consumer insights and market trends in sustainable rural retailing.

Unit	Topics
I LO1	**Introduction to Rural Marketing and Rural Retailing: Meaning**, Concept, and Scope, Importance, Challenges and Opportunities in Indian Context, Rural Market vs. Urban Market. Rural Marketing Environment: Economic, Social, Technological, and Political Factors, Rural Retailing: Meaning & Characteristics, Role in Indian Context.
II LO2	**Rural Retail Ecosystem and Major Players:** Challenges and Prospects of the Rural Retail Industry in India, Major Rural Retailers: Objectives, Functions, and Impact of Key Rural Retail Initiatives, Impact Analysis: Transformation of Rural Retailing by Major Players.
III LO3	**Rural Retail Marketing Strategies:** Product Strategy for Rural Retail, Price Strategy for Rural Retail, Place (Distribution) Strategy for Rural Retail, Promotion Strategy for Rural Retail.
IV LO4	**Supply Chain Management in Rural Retailing:** Logistics and Distribution Challenges in Rural Areas, Warehousing and Inventory Management in Rural Settings.

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V LO5	**Trends, Consumer Insights, and Sustainable Rural Retailing:** Rural Consumer Insights and Market Research: Ethnographic Studies and Immersive Rural Experiences, Qualitative and Quantitative Research Techniques for Rural Markets, Data Analytics and Consumer Behavior Analysis.

Suggested Readings

1. Nair, S. (Latest Edition). *Retail Management*. Himalaya Publishing House.
2. Levy, M., Weitz, B., & Pandit, A. (Latest Edition). *Retailing Management*. McGraw-Hill Education.
3. Krishnamacharyulu, C. S. G., & Ramakrishnan, L. (Latest Edition). *Rural Marketing: Text and Cases*. Pearson Education.
4. Kashyap, P. (Latest Edition). *Rural Marketing*. Pearson Education.

Course Title- Consumer Behaviour

Course Credit: 04 (3-1-0)
Max. Marks:100

Course No. BBA 303
(30I+70E)

Objective: This paper aims to help students develop a basic understanding of consumer behavior concepts and theories and will also expose them to Indian consumer markets and different dimensions of consumer.

Learning Outcomes (LOs)

LO1: Understand the concept of consumer behavior and evaluate various Consumer Behavior Models.

LO2: Analyze the conceptual foundations of consumer buying decisions and apply them to real-life purchasing scenarios

LO3: Analyze consumer perception and motivation, evaluating their impact on consumer behavior within marketing contexts.

LO4: Analyse consumer behavior in various purchase situations and evaluat determinants of retail success and failure

LO5: Identify and categorize the diverse factors that shape consumer behavior.

Unit	Topics
I LO1	**Introduction:** Concept, Nature, Scope and importance of Consumer Behavior, Evolution and study of different methods of Consumer Behavior, Difference between customer and consumer, Consumer Trends for the future, Rights and Responsibilities of Consumers, Consumer Movement in India.
II LO 2	**Consumer Buying Decision Process**: Consumer decision process model; variables affecting the decision process; types of decision process- Complex decision making, loyalty, variety seeking, impulse buying and degree of involvement in buying; Factors influencing Problem Recognition extent of problem solving; pre-purchase processes;:, Post Purchase Action.

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III LO3	**Consumer Perception and Motivation:** Marketing Stimuli; Consumer perception – Definition, meaning, nature, Importance and limitation of perception, Barriers to accurate perception; Sensation, perception of values & ; Learning and Attitude, Consumer Motivation- lifestyle, motivational conflict and need priorities; motivational intensity.
IV LO 4	**Connecting with Consumer:** Different types of purchase situations; retailing and the purchase process; determinants of retail success or failure; point -of-purchase materials; consumer logistics; location based retailing; direct marketing consumption Behaviors; consumption experiences; importance of customer satisfaction; different factors affecting satisfaction level.
V LO 5	**Influence on Consumer Behavior:** Family; Group- Reference Group; Culture, Sub-Culture and Social Class- Nature of Culture, cultural values, types of subculture and their influence on behavior, Changing Indian Core Values, Nature of Social Class and Social Stratification

Suggested Readings

1. Schiffman, L. G., & Kumar, S. R. (Latest Edition). *Consumer Behavior*. Pearson Education.
2. Solomon, M. R. (Latest Edition). *Consumer Behavior – Buying, Having and Being*. Pearson Education, New Delhi.
3. Nair, S. R. (Latest Edition). *Consumer Behavior in Indian Perspective*. Himalaya Publishing House, New Delhi.
4. Majumdar, R. (Latest Edition). *Consumer Behavior*. Prentice Hall of India, New Delhi.
5. Blackwell. (Latest Edition). *Consumer Behaviour*. Cengage Learning, New Delhi.

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Course Title: Behavioural skills

Course Credit: 04 (3-1-0)

Course No. BBA 304 **Max. Marks:100 (30I+70E)**

Objective: This paper aims to groom the participants by sensitizing them about proper behaviour, socially and professionally, in formal and informal circumstances

Learning Outcomes (LOs)

LO1: Understand the significance of grooming and behavioral skills in professional settings
LO2: Teach the art of making a strong first impression.
LO3: Appraise time management and goal-setting skills
LO4: Develop dressing etiquette and personal hygiene.
LO5: Develop effective body language.

Unit	Topics
I LO1	**Introduction to Grooming and Behavioral Skills**: Importance in the Corporate World; Professional and Personal Image- Techniques for Development and Maintenance; Digital Presence-Crafting a Professional Digital Persona.
II LO 2	**Making a Great First Impression**: Presentation Skills; Effective Greetings; Compliments and Small Talk; Managing Personalities; Body Language and Poise; Virtual First Impressions; Cultural Sensitivity.
III LO3	**Personality Development**: Time Management; Goal Setting; Positive Attitude; Self-Confidence; Leadership Skills; Mindfulness and Stress Management.
IV LO 4	**Dressing Etiquette:** Dress Codes; Personal Hygiene; Corporate Culture; Sustainable Fashion; Smart Wearables; Virtual Presence Dressing and grooming.
V LO 5	**Behavioral and Communication Etiquette:** Email Etiquette; Telephone and Cell Phone Etiquette; Business Card Etiquette; Digital Communication; Social Media Etiquette; Conflict Resolution.

Suggested Readings

1. Drew, P and Hentyre, J (eds) (1992), Talk at Work: Interaction in Institutional Settings, New York: Cambridge University Press
2. Lesikar, Raymond V. and Marie E. Flatley. Basic Business Communication. New Delhi:Tata McGraw-Hill, 2005.
3. Mitra K. B. (2011) Personality Development and soft skills New Delhi: Oxford University Press.
4. Ramesh, G.(2013) The Ace of Soft Skills: Attitude, Communication and Etiquette for Success New Delhi: Pearson Education India.
5. Bhatnagar. N (2011) Effective communication and soft skills New Delhi: Pearson Education India.
6. Dent, F, E (2006), Influencing Skills and Techniques for Business Success, Palgrave Macmillian.

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Course Title- Digital and Social Media in E Commerce

Course Credit: 03 (3-0-0)

Course No. BBA 305 **Max. Marks:100 (30I+70E)**

Objective: The objective of this paper is to familiarize students with the growing role of electronic commerce and its application in business.

Learning Outcomes (LOs)

LO1: Understand digital marketing strategies for e-commerce businesses
LO2: Identify and engage target audiences through customer journey mapping and social media engagement techniques.
LO3: Utilize essential tools and best practices for E-commerce SEO, content marketing, and social media marketing
LO4: Appraise marketing campaigns for e-commerce
LO5: Develop skills to optimize marketing campaigns for e-commerce

Unit	Topics
I LO1	**Introduction to Digital Marketing:** Overview, Conceptual framework, Digital Marketing Platforms, Goals of Digital Marketing, Digital Marketing Strategies, core e-commerce concepts (headless commerce, social commerce, conversational commerce etc.), impact of mobile commerce and voice commerce on marketing strategies.
II LO 2	**Customer Acquisition & Engagement in E-Commerce**: Target audience identification, Practices of audience engagement, Social Media Platforms, social listening, building brand loyalty on social media.
III LO3	**E-Commerce Marketing Strategies & Tools**: Search Engine Optimization – Concept, E-commerce SEO best practices, content marketing strategies for e-commerce, social media marketing for e-commerce, Google Tools (Google Search Console, Google Analytics).
IV LO 4	**Measurement & Optimization for E-Commerce**: Web analytics tools and key metrics (conversion rate optimization), advanced analytics techniques (CLTV, customer segmentation), marketing attribution modeling for e-commerce, data visualization for reporting.
V LO 5	**The Future of Digital Marketing & E-Commerce**: The metaverse and its potential impact on marketing, evolving privacy landscape and its implications, AI/ML applications in e-commerce marketing (e.g., chatbots, personalization).

Suggested Readings

1. Chaffey, D., & Ellis-Chadwick, F. (Latest Edition). *Digital Marketing: Strategy, Implementation and Practice*. Pearson Education.
2. Strauss, J., & Frost, R. (Latest Edition). *E-Marketing*. Prentice Hall.
3. Rowles, D. (Latest Edition). *Digital Branding*. Kogan Page Publishers.
4. Hemann, C., & Burbary, K. (Latest Edition). *Digital Marketing Analytics*. Pearson Education

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Course Title: Summer Internship

Course Credit: 04 (0-0-4)

Course No. BBA 306

Max. Marks:100 (30E+70I)

At the end of second semester, every student will undergo 4-6 weeks training. During the course of training, the organisation (where the student is undergoing training) will assign a problem/project to the student. After completion of training, the student will submit a report to the university, which will form the part of third semester examination. The tentative content of the report is given below:

1. Cover Page
2. Acknowledgement
3. Certificate from organisation/company
4. Introduction
5. Company profile
6. Literature Review (if any)
7. Research Methodology (Objective of the Research, Type of data, Sample design, Hypothesis, Analytical Tools and Limitations of Study)
8. Data Analysis
9. Conclusions
10. References
11. Appendices – to include questionnaire etc. (if any)

The report must be submitted within two months from commencement of third semester. One chapter must be included about history of the organisation, its structure, products and services offered. The average size of report will be 40 to 60 typed pages in standard font size 12 and one half spacing on A4 size papers. It is mandatory that student will make presentation in presence of teachers and students. For external evaluation, Presentation / Viva voce will be conducted by the external examiner.

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Semester IV

Couse Title: Retail Branding and Merchandising

Course Credit: 03 (3-0-0)

Course No. BBA 401 **Max. Marks:100 (30I+70E)**

Objective: This course aims to provide individuals with the knowledge and skills necessary to effectively manage and promote products within a retail environment

Learning Outcomes (LOs)

LO1: Understand the fundamentals of retail branding and its significance in the current market.
LO2: Develop effective brand positioning and differentiation strategies using consumer insights.
LO3: apply digital and social media for effective brand communication, and design experiential marketing campaigns for retail brands
LO4: Analyze real-time data for inventory management, and apply AI-driven merchandising techniques to optimize retail performance.
LO5: Propose innovative strategies for integrating technologies to enhance in-store brand experiences and supply chain transparency

Unit	Topics
I LO1	**Introduction to Retail Branding:** Fundamentals of Branding in the Retail Industry; Importance of Branding for Retail Businesses, Developing a Strong Retail Brand Identity and Positioning, Brand Positioning and Differentiation Strategies.
II LO2	**Retail Brand Strategy:** Developing and Maintaining Brand Equity, Brand Extensions and Brand Portfolios, Brand Revitalization and Repositioning Strategies, Artificial Intelligence (AI) and Machine Learning (ML) for Brand Positioning and Segmentation, Predictive Analytics for Brand Strategy and Decision-Making.
III LO3	**Retail Brand Communication and Merchandising:** Integrated Marketing Communications for Retail Brands, Leveraging Digital and Social Media for Brand Communication, Experiential Marketing and Creating Brand Experiences, Retail Merchandising and Product Assortment, Merchandise Planning and Assortment Strategies.
IV LO4	**Advanced Merchandising Techniques and Operations:** Inventory Management and Pricing Strategies, AI-powered Merchandising and Assortment Optimization, Merchandising Buying and Negotiation, Retail Analytics and Performance Measurement, Supply Chain Management and Logistics.
V LO5	**Future Perspectives and Emerging Trends in Retail Branding and Merchandising**: Sustainability and Ethical Merchandising, Sustainable Branding and Eco-friendly Merchandising Practices, Ethical Sourcing.

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Suggested Readings:

- Nair, S. (Latest Edition). *Retail Management*. Himalaya Publishing House
- Levy, M., Weitz, B., & Pandit, A. (Latest Edition). *Retailing Management*. McGraw-Hill Education.
- Keller, K. L. (Latest Edition). *Strategic Brand Management*. Prentice Hall.
- Pegler, M. M. (Latest Edition). *Visual Merchandising and Display*. Fairchild Books.
- McGoldrick, P. J. (Latest Edition). *Retail Merchandising: Principles and Practices*. Pearson Education.

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Course Title: E-Retailing

Course Credit: 03 (3-0-0)

Course No. BBA 402 **Max. Marks:100 (30I+70E)**

Objective: To introduce basic E-retailing concepts and its applications in the retailing process and explain techniques of E-retailing.

Learning Outcomes:

LO1: Enumerate and evaluate the challenges specific to e-retailing.
LO2: Explain procedure and methods of e-commerce through different models and associate them with real life examples in e-retailing.
LO3: Analyze cyber intermediaries, evaluate supply chain management, and assess online pricing strategies in e-retailing
LO4: Evaluate the role of E-CRM in fostering customer loyalty and analyze challenges in ERP implementation
LO5: Analyze the impact of e-retailing on traditional transportation systems and assess the concepts and applications of computer networking and RFID technology.

Unit	Topics
I LO1	**Foundation of e-retailing**: Meaning, Definition of e retailing, Traditional Marketing to e- Marketing, Challenges of e- Retailing. The Application Domain of e-retailing: Online Merchandising Techniques, Online Store Front: Creating Look & Feel, Online Brand Management and Online Purchasing Behaviour.
II LO2	**Analytical Measures of e-retailing:** Current Trend Analysis and Measures of e-retailing, Current Status of Online Retailing. E- Commerce Procedures and Methods: Meaning and usage, B2B Model, B2C Model, C2C Model, B2G Model, P2P Model, M- Commerce, e- Commerce Payment Systems, Security Solutions.
III LO3	**E-retailing Marketing Mix:** The Role of Cyber Intermediaries; Supply Chain Management System in e-retailing, Concept of Online Pricing; Promotional Strategies of e- retail Business.
IV LO4	**E-CRM:** Customer Loyalty in the Age of e- retailing; Role of e–CRM; Element of Trust in e–retailing. ERP and e-retailing: Challenges in Successful Implementation of ERP in e-retailing
V LO5	**E-fulfillment:** Meaning, Scope and Process; Impact of e- retailing on Traditional Transportation System- Issues and Opportunities. Computer Networking in e-retailing: Concepts and Application; RFID: New Era Technology and Domain.

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Suggested Books:

- Sharma, D. P. (Latest Edition). e-Retailing Principles and Practice. Himalaya Publishing House
- Charles, D. (Latest Edition). Routledge Ebusiness (Taylor and Francis Group).
- Grewal, D., Levy, M., & Kumar, V. (2020). Customer experience management: How to design integrate, and deliver outstanding customer experiences. SAGE Publications
- Chaffey, D. (2019). Digital marketing: Strategy, implementation and practice (7th ed.). Pearson.
- Laudon, K. C., & Traver, C. G. (2020). *E-commerce 2020: Business, technology, and society* (16th ed.). Pearson.

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Course Title: Total Quality Management

Course Credit: 03 (3-0-0)

Course No. BBA 404 **Max. Marks:100 (30I+70E)**

Objective: The aim of the course is to acquaint the students with the application of Quality management system that serves to control Quality in the critical activities of an organization by bringing together resources, equipment, people and procedures.

Learning Outcomes:

LO1.Define quality, identify dimensions of product and service quality, and describe TQM concepts and framework
LO2. Define customer orientation, evaluate satisfaction strategies, and analyze leadership and employee involvement
LO3. Apply quality tools & techniques of TQM.
LO4. Analyze the TQM practices in Japanese organizations.
LO5. Assess TQM implementation in manufacturing and service sectors

Unit	Topics
I LO1	**Foundations of Total Quality Management (TQM):** Need for quality and its evolution; Definitions of quality; Dimensions of product and service quality (combining with customer focus); Basic concepts of Total Quality Management (TQM); TQM Framework; Contributions of Deming, Juran, and Crosby; Barriers to implementing TQM.
II LO2	**Managing Quality in Organizations:** Customer orientation; Customer satisfaction; Customer complaints; Customer retention; Costs of quality; Leadership for quality: Strategic quality planning, Quality Councils; Employee involvement: Motivation, Empowerment, Teams and Teamwork, Quality circles, Recognition & Reward
III LO3	**Quality Management Tools**: Seven traditional quality tools; New management tools; Six Sigma: concepts, methodology, applications in manufacturing & service sectors including IT; Benchmarking: reasons to benchmark, Benchmarking process; FMEA: stages and types
IV LO4	**Advanced Quality Improvement Techniques:** Ishikawa's Cause-and-Effect Diagram; control charts and process capability; Quality Function Deployment (QFD); Taguchi quality loss function; Total Productive Maintenance (TPM): concepts, improvement needs, performance measures

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V LO5	**Quality Standards and Implementation Strategies:** Need for ISO 9000 standards; ISO 9001:2008 Quality Management System: elements, documentation, auditing; QS 9000; ISO 14000: concepts, requirements, and benefits; TQM implementation in manufacturing and service sectors; Additional concepts:5S, Kaizen, Supplier partnership: Partnering, Supplier selection, Supplier Rating; POKA-YOKE

Suggested Readings:

- Naidu, N. V., & Rajendra, G. (Latest Edition). *Total Quality Management, New Age internation*
- *Total Quality Management - Text and Cases*. (Latest Edition). Himalaya Publishing House.
- Evans, J. R., & Lindsay, W. M. (2020). *Managing for quality and performance excellence* (11th ed.). Cengage Learning.
- Besterfield, D. H., Besterfield-Michna, C., Besterfield, G. H., & Besterfield-Sacre, M. (2018). *Total quality management* (5th ed.). Pearson.
- Oakland, J. S. (2014). *Total quality management and operational excellence: Text with cases* (4th ed.). Routledge.

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Course Title: Financial Management

Course Credit: 03 (3-0-0)

Course No. BBA 405 **Max. Marks:100 (30I+70E)**

Objective: This paper aims to equip the students with the knowledge and skills needed to effectively manage financial resources within an organization.

Learning Outcomes

LO1: Understand the concept of financial management and various source of finance
LO2: Analyze capital budgeting process and apply capital budgeting techniques for Business decisions
LO3: Examine capital structure and cost of capital
LO4. Critically examine various theories of dividend, identify and analyze dividend policy and suggest sound dividend policy
LO5: Design the appropriate capital structure for the organization.

Unit	Topics
I LO1	**Introduction to Financial Management:** Nature, scope, and objectives of financial management, Finance decision,Functions and Responsibilities of Finance Manager. Sources of Finance: Different Sources of Finance including internal sources, external sources.
II LO2	**Capital Budgeting:** Time value of money, Capital Budgeting Process, Capital budgeting methods: Payback Period Method, Discounted Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Internal Rate of Return (IRR), ProfitabilityIndex.
III LO3	**Cost of Capital:** Components of cost of capital, Method for calculating Cost of Equity, Cost ofRetained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC).
IV LO4	**Dividend Decisions:** Theories of dividend decision - Walter's Model, Gordon's Model, MMApproach, Forms of dividend payment, types of dividend policies and Determinants of Dividend policy
V LO5	**Capital Structure:** Capital Structure- Theories of Capital Structure, Determinants

Suggested Readings:

- Chandra, P. (2007). *Financial management: Theory and practice*. Tata McGraw-Hill Education.
- Horne, J. C., & Wachowicz, J. M. (2008). *Fundamentals of financial management*. Prentice Hall.

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- Khan, M. Y., & Jain, P. K. (2018). *Financial management: Text and problems*. Tata McGraw-Hill Education India.
- Kothari, R. (2016). *Financial management: A contemporary approach*. Sage Publications India Pvt. Ltd.

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Course Title: Marketing and Social Media- Project based

Course Credit: 03 (3-0-0)

Course No. BBA 406 **Max. Marks:100 (30I+70E)**

Objective: The course aims to equip students with practical skills in creating, implementing, and managing social media marketing strategies to achieve business goals. Through hands-on projects, students will learn to analyze market trends, engage with target audiences, and measure the effectiveness of social media campaigns.

Learning Outcomes

- **Understand Core Marketing Concepts**: Demonstrate a solid understanding of fundamental marketing principles, including market segmentation, targeting, positioning, and the marketing mix.
- **Develop Social Media Strategies**: Create and implement effective social media marketing strategies tailored to different business objectives and target audiences.
- **Content Creation and Management**: Produce engaging and relevant content for various social media platforms, utilizing tools and techniques for content scheduling, curation, and management.
- **Analyze and Interpret Data**: Use social media analytics tools to monitor, measure, and analyze the performance of social media campaigns, providing insights for continuous improvement.
- **Engage with Audiences**: Develop skills in community management and customer engagement, fostering positive relationships and managing brand reputation on social media.
- **Utilize Advertising Tools**: Gain proficiency in using social media advertising platforms (such as Facebook Ads, Instagram Ads, LinkedIn Ads) to create and manage paid campaigns that drive business results.

Projects

- **Market Analysis Project**: Conduct a thorough market analysis for a chosen brand, identifying target audiences and key competitors.
- **Content Calendar Development**: Create a detailed content calendar for a month-long social media campaign, including posts, stories, and advertisements.
- **Live Campaign Execution**: Execute a live social media campaign for a real or simulated brand, utilizing organic and paid strategies to achieve specific objectives.
- **Performance Analysis Report**: Analyze the performance of the executed campaign using social media analytics tools and present findings with actionable recommendations.
- **Social Media Audit**: Perform an audit of an existing social media presence for a business or organization, providing a comprehensive report with suggestions for improvement.

Semester-V

Course Title: Human Resource Management

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Course code BBA501 **Course Credit: 03 (3-0-0)**
Max. Marks: 100 (30I+70E)

Objectives

the role of HRM in organizations.

Learning Outcomes

LO1: Explain the importance of human resources and their effective management in Organizations

LO2: Demonstrate a basic understanding of different tools used in forecasting and planning Human resource needs

LO3: Describe appropriate implementation, monitoring and assessment procedures of training and development.

LO4: Understand the concept and maintain a pay system that is consistent for employees Within the organization.

LO5: Able to Evaluate jobs and its methods and managing ethical issues in HRM

Units	Topics	Hours
I - Basics of HRM (LO1)	Introduction: Understanding The Nature And Scope Of Human Resource Management, Functions And Objectives Of HRM, Role Of HR Manager , Strategic Human Resource Management	10
II -Human Resource Planning (LO2)	HRP: Nature and importance of Human resource planning, Recruitment & Selection: Recruitment & Selection process and Types. Placement, induction and orientation. Competency Management	10
III -Training and Development (LO3)	Training, Development & Job Analysis: Training & Human Resource Development, Performance Appraisal, Career Development And Planning, Job Analysis, Job Description And Job Design, Job Specification, Job Simplification And Quality Of Work Life (QWL).	10
IV – Compensation (LO4)	Remunerations & Benefits: Managing Basic Remunerations, Basic Concepts & Importance Of Compensation Plan, Fringe Benefits, Incentives, And Social Security Schemes. Industrial Relations; Workplace Laws And Regulations; Employment Relations	10
V – Job Evaluation (LO5)	Job Evaluation & Ethical Issues: Significance of Job evaluation, Methods of Job evaluation, managing ethical issues in human resource management, Human Resource Leadership; Diversity, Equity and Inclusion; Workplace Wellness, sustainability goals and HRM, Green HRM and challenges.	05

Books Recommended

Text Books

1. DeNisi, A.S. ,Griffin,R.W and Sarkar,Anita Human Resource Management, Cengage Learning

2. Sengupta Amitabha, Human Resource Management: Concepts, Practices, and New Paradigms

3. Cascio, Wayne F., Managing Human Resources, Tata McGraw Hill, New Delhi

4. DeCenzo, David A, and Stephan P. Robbins, Fundamentals of Human Resource Management, Wiley India, New Delhi

5. Bhattacharyya, Dipak Kumar, Human Resource Management, Excel Books, New Delhi

Reference Books

1. 1. Innovations in People Management, Bhatnagar, J, Bajaj, Ghosh Somanth, Lakshmi Publications, New Delhi (book of cases)

2. relevant cases-*1. Prabhjot, Kaur and Bhatnagar, Jyotsna (2022) The Happy Turtle: Womanpreneur and Talent in a Circular Economy, published, Richard Ivey School Case collection, Product Number Product# W25373

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Web Links

https://www.swayamprabha.gov.in/index.php/program/archive/16

https://www.swayamprabha.gov.in/index.php/program/archive/5

http://cec.nic.in/E-Content/Pages/default.aspx
https://www.youtube.com/watch?v=f60dheI4ARg
https://www.youtube.com/watch?v=7wnpfZRPkNU

Course Title: Retail Market Research

Course Code: BBA502 Course Credit: 03(3-0-0)
Max Marks: 100(30I +70E)

Objective
The objective of the course is to addresses the use of marketing research as an aid to making marketing decisions;

Learning Outcome
LO1: Enumerate and define various concepts & terms associated with marketing research and formulate research designs for a real-life business research problem
LO2: Explain the various types of measurement scales & attitude scaling techniques and their application in the context of business research
LO3: Design a variety of data collection instruments for contemporary business research issues and apply the principles of sampling to contemporary business research problems. LO4: Analyse and present quantitative data and derive actionable inferences from the same from a decision making perspective.
LO5: Construct different types of testable hypotheses and interpret the statistical test outcomes.

Unit	Topics	Hours
I - Introduction to Research (LO1)	Introduction to Research: Role of Research in Marketing, Retail Marketing Research Industry, Retail Marketing Research Process, Research Design	10
II – Scaling (LO1, LO2)	Scaling: Surveys and Interviews, Measurement, Measurement Scales, Questionnaires and Instruments, Competitive research, Market research tools, Customer targeting tools	10
III – Data Collection LO1, LO3	Data Collection: Clarifying the Research Question through Secondary Data and Exploration, Qualitative Research, Observational Studies, Social Media Monitoring, Consumer Analysis, Sampling and Types of Sampling	10
IV – Data Analysis LO1, LO4	Data Analysis: Establishing and Maintaining a Retail Image, Financial Merchandise Management, Sampling, Sample Size determination, Ethics in Retail Marketing research, data preparation and description, Data analysis	10
V – Hypothesis Testing & report Writing LO1, LO5	Hypothesis Testing & report Writing: Hypothesis testing, measure of association, Introduction to multivariate statistics, Report writing	05

Recommended Books

1. Exploring Marketing Research, 8th edition, by William G. Zikmund, Thomson/South-Western, latest edition.
2. Marketing Research: An Applied Orientation, Prentice Hall, Naresh K. Malhotra
3. Mail and Internet Surveys: The Tailored Design Method, 2nd edition, by Don A. Dillman, Wiley, Latest Edition.

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Web links
https://business.nmsu.edu/~mhyman/m310syl_f06_inclass.htm

Couse Title: Finance and Insurance- Project Based

Course Code: BBA503 **Max. Marks: 100 (70I+30E)**

The following projects will be beneficial for students for understanding finance and insurance sectors:

- **A Study on Investment Preferences Among Millennials**
- **Comparative Analysis of Mutual Funds vs Fixed Deposits**
- **Working Capital Management in Small Enterprises**
- **Impact of Credit Rating on Investment Decisions**
- **Effect of Inflation on Consumer Saving Behavior**
- **A Study on the Financial Literacy Levels Among College Students**
- **Role of Fintech in Transforming Traditional Banking**
- **Analysis of Non-Performing Assets (NPAs) in Indian Banks**
- **Cryptocurrency Awareness and Its Future in India**
- **Risk and Return Analysis of Selected Stocks**
- **Customer Perception Towards Health Insurance in Urban Areas**
- **Claim Settlement Process in Life Insurance Companies**
- **Impact of Covid-19 on Health Insurance Penetration in India**
- **A Study on Motor Insurance Awareness Among Vehicle Owners**
- **Analysis of Term Insurance vs Whole Life Insurance**
- **Marketing Strategies of Leading Insurance Companies in India**
- **Role of IRDAI in Regulating the Insurance Sector**
- **Customer Satisfaction Survey of LIC Policyholders**
- **Digitalization in the Insurance Industry: A Case Study**
- **Micro insurance and Its Impact on Rural Populations**

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Semester-VI

Course Title: Customer Relationship Management

Course code: BBA 602 **Course Credit: 03 (3-0-0)**
Max. Marks: 100 (30I+70E)

Objective
This course examines customer relationship management (CRM) and its application in marketing, sales, and service.

Learning Outcomes
LO1: Recognize the basics of Customer Relationship Management
LO2: Perceive Relationship Marketing and CRM
LO3: Anticipate and Visualize Sales Force Automation and enterprise marketing automation LO4: Recognize analytical aspect of CRM and Database Management
LO5: Analyze and present implementation and evaluation of CRM Project

Unit	Topics	Hours
I LO1	**Customer Relationship Management:** Definition, Scope and significance of CRM, Origin and Evolution of CRM, Types of CRM, Types of customers, Attracting and Retaining Customers, Building loyalty, Customer Lifecycle and management of customer value.	10
II LO2	**Understanding Relationship:** Types of Relationship Marketing., Principles of managing relationship, CRM Strategy, Importance of Customer Divisibility in CRM, Customer Mental Process , Customer retention, Customer Satisfaction Index	10
III LO3	**IT and CRM:** Steps for preparing the IT system for CRM, Using IT system for better CRM, CRM tool selection – functionality, performance & Security. Tools for CRM – Migration management, Back-end integration, mobile technology.	10
IV LO 4	**Analytical Aspect of CRM:** Data verses information, Developing of customer database, Tools for capturing customer Information, Data warehousing, data mining, Role of business intelligence, Management and sharing of database- ethical and legalities of data use	10
V LO5	**Implementation of CRM:** Preparing CRM Project foundations, Project Implementation, Evaluate Performance, CRM readiness assessment, system, CRM audit, CRM project management, CRM and customer Service.	5

Recommended Books

1. Kumar V. & Werner J. Customer relationship management, Willey India, Latest Edition
2. Mukherjee Kaushik, Customer relationship management, Prentice Hall of India Private Limted, New Delhi, Latest Edition

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3. Bhat, Govind K., Customer Relationship Management, Himalaya Publication House, New Delhi, Latest Edition
4. Singh, Samsher, Customer Relationship Management, Himalaya Publication House, New Delhi, Latest Edition
5. Peelen, Customer Relationship Management, Pearson, New Delhi, Latest Edition 6. Kumar, Alok; Sinha, Chhabi and Sharma, Rakesh, Customer Relationship Management: Concept and Application, Biztantra, New Delhi, Latest Edition
7. Buttle, Francis, Customer Relationship Management – Concept and Tools, Elsevier Butterworth – Heinemann, Oxford, UK, Latest Edition
8. Alok Kumar Rai, CUSTOMER RELATIONSHIP MANAGEMENT CONCEPT & CASES, Prentice Hall of India Private Limited, New Delhi, Latest Edition
9. S. Shanmugasundaram, CUSTOMER RELA TIONSHIP MANAGEMENT, Prentice Hall of India Private Limited, New Delhi, Latest Edition

Course Title- Environmental Studies (VAC)

Course code: 24UEVS01 **Course Credit: 02 (2-0-0)**

Max. Marks: 100 (30I+70E)

Objective

To develop foundation on principles of environmental studies and concept of structure and function of different compartments of the environment.

Course Outcome

CO1: Understand the fundamentals of environmental studies.

CO2: Comprehend ecosystems and their dynamics.

CO3: Implement corrective measures for the abatement of pollution.

CO4: Understand the waste management techniques.

CO5: Grasp environmental policies, legislation, and issues.

Unit	Topics
I CO1	**Unit:1 Indian Knowledge System- Indigenous Practices, Air & Environment:** Environment: Nature, Scope and Importance, Need for Public Awareness. Renewable and Non-Renewable Resources, Atmosphere: Introduction, layers of the atmosphere, Traditional agricultural practices - Organic farming, Crop rotation, Intercropping), Water management techniques - Stepwells, Tankas, Baolis, Forest management and conservation methods - Sacred groves, Agroforestry

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II CO2	**Unit:2 Ecosystems:** Concept, Structure and Function of an Ecosystem, Energy Flow in the Ecosystem, Bio-geochemical Cycles, Types of Ecosystem: Forest Ecosystem, Grassland Ecosystem, Desert ecosystem, Aquatic Ecosystems.
III CO3	**Unit-3: Environmental Pollution:** Environmental Pollution: Definition, Causes, Effects and Control Measures, Different Types of Pollutions, Air Pollution, Water Pollution, Soil Pollution, Marine Pollution, Noise Pollution, Thermal Pollution, Environmental issues: Climate change, global warming, acid rain, ozone layer depletion
IV CO 4	**Unit-4:** Waste Management, Environmental policies and legislation Solid waste management Municipal solid waste management techniques: Bio Composting, Vermicomposting, Incineration, Landfill sites, Liquid waste management: Waste water and Standards for its discharge given by CPCB, Waste water treatment: Effluent Treatment Plant and Sewage treatment plant (STP), Wildlife Protection Act 1972, Forest Conservation Act 1980, Water (Prevention and control of Pollution) Act 1974, Air (Prevention and Control of Pollution) Act, 1981, Environment Protection Act, 1986
Field Work	• Visit to a local area to document environmental assets river/forest/grassland/hill/mountain • Visit to a local polluted Site-Urban/Rural/Industrial/Agricultural • Participation in plantation drive and nature camps. • Campus environmental management activities such as solid waste disposal, water Management and sanitation, and sewage treatment.
References	1. Deevedi M. (2021). Environment and ecology in the Indian knowledge system. Vidyanidhi prakashan. 2. Melissa K. Nelson and Daniel Shilling. (2018). Traditional Ecological Knowledge: Learning from Indigenous Practices for Environmental Sustainability. Cambridge University Press. 3. Odum, E.P., Odum, H.T. & Andrews, J. (1971). Fundamentals of Ecology. Philadelphia: Saunders. 4. Singh, J.S., Singh, S.P. & Gupta, S.R. (2006). Ecology, Environment and Resource Conservation. Anamaya Publications. 5. Gilbert M. Masters and W. P. (2008). An Introduction to Environmental Engineering and Science, Ela Publisher (Pearson). 6. Krishnamurthy, K.V. (2003) Textbook of Biodiversity, Science Publishers, Plymouth, UK. 7. Manahan, S.E. (2022). Environmental Chemistry (11th ed.). CRC Press. 8. Central Pollution Control Board Web page for various pollution standards. https://cpcb.nic.in/standards/ 9. Ahluwalia, V. K. (2015). Environmental Pollution, and Health. The Energy and Resources Institute (TERI).

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Couse Title: Sales & Accessories Sales- Project Based

Course Code: BBA603 **Max. Marks: 100**
(70I+30E)

The following projects will be beneficial for students for understanding Sales:

- **Effectiveness of Personal Selling vs Digital Selling Techniques**
- **Sales Promotion Strategies and Their Impact on Customer Buying Decisions**
- **A Study on the Role of CRM in Boosting Sales Performance**
- **Customer Perception Towards Loyalty Programs**
- **Impact of Seasonal Discounts on Sales Volume**
- **Role of Emotional Intelligence in Successful Salesmanship**
- **Effect of Social Media Marketing on Sales Conversion**
- **Retail Store Layout and Its Impact on Sales**
- **A Study on the Buying Decision Process for High-Involvement Products**
- **Sales Forecasting Techniques in FMCG Industry**
- **Consumer Buying Behavior Towards Fashion Accessories**
- **Sales Trends in Mobile Accessories in Urban Markets**
- **Impact of Celebrity Endorsement on Fashion Accessories Sales**
- **Effect of Online Reviews on Purchase of Electronic Accessories**
- **A Study on In-Store vs Online Purchase of Car Accessories**
- **Impulse Buying Behavior in Cosmetic Accessories**
- **Visual Merchandising and Its Impact on Accessories Sales**
- **Analysis of Bundling Strategies for Mobile Accessories**
- **A Study on Gender Differences in Accessory Buying Patterns**
- **Brand Loyalty and Customer Retention in the Accessories Segment**
- **Sales Strategy Comparison: Branded vs Local Accessories**
- **Impact of Packaging Design on Accessories Sales**
- **Role of Influencer Marketing in Selling Lifestyle Accessories**
- **Cross-Selling and Upselling Techniques in Retail Accessory Sales**
- **Customer Experience as a Driver for Repeat Sales in the Accessories Market**

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