

**SHRI VISHWAKARMA SKILL UNIVERSITY**  
(Enacted by the Act 25 of 2016, State of Haryana)  
**DUDHOLA, PALWAL**



**B.B.A. (Retail Management) NSQF Level 7**

**Batch 2020-23**

## B.B.A. (Retail Management) – Scheme and Syllabus

### Scheme

- Semester 1: 30 Credits (12 Gen +18 Skill)
- Semester 2: 30 Credits (10 Gen + 20 Skill)
- Semester 3: 30 Credits (12 Gen + 12 OJT + 6 Project)
- Semester 4: 30 Credits (12 Gen + 12 OJT + 6 Project)
- Semester 5: 30 Credits (12 Gen + 12 OJT + 6 Project)
- Semester 6: 30 Credits (12 Gen + 12 OJT + 6 Project)

### Semester-I

Subject Code	Subjects	C/O	Credits			Hours			Theory (Marks)			Practical (Marks)			Total
			Th	P/Tu	To	Th	P/Tu	To	I	E	To	I	E	To	
MGM-501	Fundamentals of Management and OB	C	3	1(Tu)	4	45	30	75	30	70	100				100
ENG-503	English Language & Business Communication	C	3	1(Tu)	4	45	30	75	30	70	100				100
MGM-504	Managerial Economics	C	3	1(Tu)	4	45	30	75	30	70	100				100
<b>General Education Component</b>			<b>9</b>	<b>3</b>	<b>12</b>	<b>135</b>	<b>90</b>	<b>225</b>	<b>90</b>	<b>210</b>	<b>300</b>				<b>300</b>
CSE-503 CSE-503P	Basics of Computer and Spreadsheet Modeling	C	2	2(P)	4	30	60	90	15	35	50	35	15	50	100
MMK-502	Marketing Management	C	3	1(Tu)	4	45	30	75	30	70	100				100
MMK-503	Retail Management	C	3	1(Tu)	4	45	30	75	30	70	100				100
MFM-512	Accounting and Financial Management	C	3	1(Tu)	4	45	30	75	30	70	100				100
AEC-503	Comprehensive Viva	C	0	2	2	0	0	0	0	0	0	50	50	100	100
<b>Skill Enhancement Component</b>			<b>11</b>	<b>7</b>	<b>18</b>	<b>165</b>	<b>150</b>	<b>315</b>	<b>120</b>	<b>280</b>	<b>400</b>	<b>85</b>	<b>65</b>	<b>150</b>	<b>500</b>
<b>Total</b>			<b>20</b>	<b>10</b>	<b>30</b>	<b>315</b>	<b>210</b>	<b>525</b>	<b>210</b>	<b>490</b>	<b>700</b>	<b>85</b>	<b>65</b>	<b>150</b>	<b>800</b>

### Semester-II

Subject Code	Subjects	C/O	Credits			Hours			Theory (Marks)			Practical (Marks)			Total
			Th	P/Tu	To	Th	P/Tu	To	I	E	To	I	E	To	
OMS-502	Entrepreneurship	C	2		2	30		30	30	70	100				100
ENG-504	Grooming and Behavioural skills	C	3	1(Tu)	4	45	30	75	30	70	100				100
MGM-505	Business Statistics	C	3	1(Tu)	4	45	30	75	30	70	100				100
	<b>General Education Component</b>		<b>8</b>	<b>2</b>	<b>10</b>	<b>120</b>	<b>60</b>	<b>180</b>	<b>90</b>	<b>210</b>	<b>300</b>				<b>300</b>
MMK-504 MMK-504P	Retail Store Operations	C	3	1(P)	4	45	30	75	15	35	50	35	15	50	100
ME-506 ME-506P	Basic Automobile Technologies	C	3	1(P)	4	45	30	75	15	35	50	35	15	50	100
MMK-505	Legal Aspects of Retail Business and Franchise Management	C	3	1(Tu)	4	45	30	75	30	70	100				
MBP-502	NSQF-OJT (Selling at Maruti)	C	0	8	8	0	360	360				245	105	350	350
	<b>Skill Enhancement Component</b>		<b>9</b>	<b>11</b>	<b>20</b>	<b>135</b>	<b>450</b>	<b>585</b>	<b>60</b>	140	200	315	135	450	<b>600</b>
			<b>17</b>	<b>13</b>	<b>30</b>	<b>255</b>	<b>510</b>	<b>765</b>	<b>150</b>	<b>350</b>	<b>500</b>	<b>315</b>	<b>135</b>	<b>450</b>	<b>900</b>

### Semester-III

Subject Code	Subjects	C/O	Credits			Hours			Theory (Marks)			Practical Marks			Total	
			Th	P/Tu	To	Th	P/Tu	To	I	E	To	I	E	To		
MMK602	Customer Relationship Management	C	3	1(Tu)	4	45	30	75	30	70	100				100	
MMK603	Rural Retailing	C	3	1(Tu)	4	45	30	75	30	70	100				100	
MMK604	Consumer Behaviour	C	3	1(Tu)	4	45	30	75	30	70	100				100	
	<b>General Education Component</b>		<b>9</b>	<b>2</b>	<b>12</b>	<b>135</b>	<b>90</b>	<b>225</b>	<b>90</b>	<b>210</b>	<b>300</b>				<b>300</b>	
MBP601	NSQF-OJT	C	0	12	12	0	540	540					245	105	350	350
MBP602	Auto Finance and Auto Insurance- Project Based	C	0	6	6	0	270	270					70	30	100	100
	<b>Skill Enhancement Component</b>		<b>0</b>	<b>18</b>	<b>18</b>	<b>0</b>	<b>810</b>	<b>810</b>					<b>315</b>	<b>135</b>	<b>450</b>	<b>450</b>
	<b>Total</b>		<b>9</b>	<b>21</b>	<b>30</b>	<b>135</b>	<b>900</b>	<b>1035</b>	<b>90</b>	<b>210</b>	<b>300</b>		<b>315</b>	<b>135</b>	<b>450</b>	<b>750</b>

**Semester-IV**

Subject Code	Subjects		Credits			Hours			Theory (Marks)			Practical (Marks)			Total
			Th	P/Tu	To	Th	P/Tu	To	I	E	To	I	E	To	
MMK605	Retail Branding	C	3	1(Tu)	4	45	30	75	30	70	100				100
MMK606	E-Retailing	C	3	1(Tu)	4	45	30	75	30	70	100				100
OAE101	Human Values and Professional Ethics	C	3	1(Tu)	4	45	30	75	30	70	100				100
	<b>General Education Component</b>		<b>9</b>	<b>3</b>	<b>12</b>	<b>135</b>	<b>90</b>	<b>225</b>	<b>90</b>	<b>210</b>	<b>300</b>				<b>300</b>
MBP603	NSQF-OJT	C	0	12	12	0	540	540				245	105	350	350
MBP604	Institutional Sales & Accessories Sales-Project Based	C	0	6	6	0	270	270				70	30	100	100
	<b>Skill Enhancement Component</b>		<b>0</b>	<b>18</b>	<b>18</b>	<b>0</b>	<b>810</b>	<b>810</b>				<b>315</b>	<b>135</b>	<b>450</b>	<b>450</b>
	<b>Total</b>		<b>9</b>	<b>21</b>	<b>30</b>	<b>135</b>	<b>900</b>	<b>1035</b>	<b>90</b>	<b>210</b>	<b>300</b>	<b>315</b>	<b>135</b>	<b>450</b>	<b>750</b>

**Semester V**

MHR702	Human Resource Management	C	3	1(Tu)	4	45	30	75	30	70	100				100
MMK702	Retail Market Research	C	3	1(Tu)	4	45	30	75	30	70	100				100
MGM707	Total Quality Management	C	3	1(Tu)	4	45	30	75	30	70	100				100
	<b>General Education Component</b>		<b>9</b>	<b>3</b>	<b>12</b>	<b>135</b>	<b>90</b>	<b>225</b>	<b>90</b>	<b>210</b>	<b>300</b>				<b>300</b>
MBP701	NSQF-OJT	C	0	12	12	0	540	540				245	105	350	350
MBP702	Pre-owned vehicles sales- Project based	C	0	6	6	0	270	270				70	30	100	100
	<b>Skill Enhancement Component</b>		<b>0</b>	<b>18</b>	<b>18</b>	<b>0</b>	<b>810</b>	<b>810</b>				<b>315</b>	<b>135</b>	<b>450</b>	<b>450</b>
	<b>Total Quality Management</b>		<b>9</b>	<b>21</b>	<b>30</b>	<b>135</b>	<b>900</b>	<b>1035</b>	<b>90</b>	<b>210</b>	<b>300</b>	<b>315</b>	<b>135</b>	<b>450</b>	<b>750</b>

**Semester VI**

OAE102	Environmental Studies	C	3	1(Tu)	4	45	30	75	30	70	100				100
CSE702	Digital and Social Media in E- commerce	C	3	1(Tu)	4	45	30	75	30	70	100				100
MMK703	Retail Data Analytics	C	3	1(Tu)	4	45	30	75	30	70	100				100
	<b>General Education Component</b>		<b>9</b>	<b>3</b>	<b>12</b>	<b>135</b>	<b>90</b>	<b>225</b>	<b>90</b>	<b>210</b>	<b>300</b>				<b>300</b>
MBP703	NSQF-OJT	C	0	12	12	0	540	540				245	105	350	350
MBP704	Marketing and Social Media- Project based	C	0	6	6	0	270	270				70	30	100	100
	<b>Skill Enhancement Component</b>		<b>0</b>	<b>18</b>	<b>18</b>	<b>0</b>	<b>810</b>	<b>810</b>				<b>315</b>	<b>135</b>	<b>450</b>	<b>450</b>
	<b>Total</b>		<b>9</b>	<b>21</b>	<b>30</b>	<b>135</b>	<b>900</b>	<b>1035</b>	<b>90</b>	<b>210</b>	<b>300</b>	<b>315</b>	<b>135</b>	<b>450</b>	<b>750</b>

# B.B.A. (Retail Management) – Syllabus

## SEMESTER-I

### FUNDAMENTALS OF MANAGEMENT & ORGANIZATIONAL BEHAVIOUR

Course Code: MGM-501

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: Able to develop the processes of management related with the basic functions. (Theory)

LO2: Outline the notion of managerial skills and functions. (Theory)

LO3: Make Organisation Structure and identify the gaps. (Theory)

LO4: Understand individual and group behaviour at the workplace. (Theory)

LO5: Outline the process of conflict resolution processes in the organization (Theory)

LO6: Make students must be acquainted with leadership quality. (Theory)

LO7: Complete administrative duties accurately, systematically and within required timeframes (Theory)

LO8: Obtain, evaluate and act upon feedback from clients and colleagues (Theory)

LO9: Perform tasks to the required workplace standard (Theory)

LO10: Demonstrate behaviours that promote professionalism in the learning environment (Theory)

LO11: Perform consistently in accordance with the organization's goals and objectives and organisational/professional codes of conduct (Theory)

Field Work regarding organisation structure and their working. (Field Work)

Unit	Topic	LOs
<b>I Basic of Management</b>	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,LO2
<b>II Managerial Skill and Functions</b>	Level of Management- Functions of Management; Centralization – decentralization Organization structures - Line & Staff – functions, Leading and Staffing; Controlling – Definition, Nature, Importance, Steps, Techniques	LO3,LO4

<b>III Introduction to OB</b>	Organisation Behaviour - Definition, Scope, Importance, Concepts of Organisation Behaviour; <b>Motivation-</b> Definition, Theories of motivation, Mc Gregor, A.H. Maslow, Herzberg Learning- Meaning & Theories.	LO7, LO8, LO11
<b>IV Perception &amp; Conflict Management</b>	Perception-process; Conflict – Definition, traditional Vs Modern view of conflict – Types of conflict - intra personal, interpersonal, organizational;	LO5,LO9, LO10,
<b>V Leadership &amp; Personality</b>	Definition, Importance, qualities of leaders, types of leaders – autocratic, democratic, free – rein; Personality- Attributes of personality, Type, Ego state, Johari window.	LO6

### 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, 13<sup>th</sup>ed., Tata MacGraw-hill, 2010.
2. Harold koontz and Heinz Weihrich, Essentials of Management, 9<sup>th</sup> 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, 6<sup>th</sup> 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, Organsitional 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.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

**ENGLISH LANGUAGE AND BUSINESS COMMUNICATION**  
**Course Code: ENG-503**

**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.

<b>Units</b>	<b>Topics</b>	<b>Los</b>
<b>I: Basics of Communication:</b>	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.	<b>LO1</b>
<b>II: Presentation Skills</b>	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.	<b>LO2</b>
<b>III: Multicultural World and Communication</b>	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;	<b>LO3</b>

<b>IV: Written Communication</b>	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	<b>LO4</b>
<b>V: Communication in Practice</b>	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;	<b>LO5</b>

### Books Recommended

#### Text Books

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

#### Reference Books:

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

## MANAGERIAL ECONOMICS

### Course Code: MGM-504

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

#### Objective

The purpose of this course is to apply micro economic concepts and techniques in evaluating business decisions taken by firms. The emphasis is on explaining how tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives. Simple geometry and basic concepts of mathematics will be used in the course of teaching.

#### Learning outcomes

- LO1: Explain the mechanics of supply and demand in allocating goods and services and resources.  
LO2: Describe how changes in demand and supply affect markets.  
LO3: Understand the choices made by a rational consumer.  
LO4: Identify relationships between production and costs.  
LO5: Define key characteristics and consequences of different forms of markets.



<b>Unit</b>	<b>Topics</b>	<b>LOs</b>
<b>I</b>	Individual demand, market demand, individual supply, market supply, market equilibrium; Elasticities of demand and supply; Price elasticity of demand, income elasticity of demand, cross price elasticity of demand, elasticity of supply	<b>LO1, LO2</b>
<b>II</b>	Cardinal utility theory; ordinal utility theory: indifference curves, budget line, consumer choice, price effect, substitution effect, income effect for normal, inferior and giffen goods; applications of indifference curve analysis: cash subsidy vs food stamps, consumer surplus, benefits from exchange, backward bending supply curve of labour.	<b>LO3</b>
<b>III</b>	Optimizing behaviour in short run: product curves, law of diminishing margin productivity, stages of production; optimizing behaviour in long run: isoquants, isocost line, optimal combination of resources; traditional theory of cost: short run and long run; modern theory of cost: short run and long run; economies of scale and scope.	<b>LO3</b>
<b>IV</b>	Perfect competition: basic features, short run equilibrium of firm/industry, long run equilibrium of firm/industry, effect of changes in demand, cost and imposition of taxes; monopoly: basic features, short run equilibrium, long run equilibrium, effect of changes in demand, cost and imposition of taxes, comparison with perfect competition, welfare cost of monopoly; price discrimination; multiplant monopoly ; monopolistic competition: basic features, demand and cost, short run equilibrium, long run equilibrium.	<b>LO4, LO5</b>
<b>V</b>	Oligopoly: Cournot's model, kinked demand curve model, dominant price leadership model; Game Theory; Oligopolistic behavior: dominant strategy, Nash equilibrium, business dilemma, pure strategy, mixed strategy, pure strategy equilibrium, mixed strategy equilibrium; National Income, inflation deflation stagflation, business cycle.	<b>LO5</b>

### Books Recommended

#### Text Books:

1. Dominick Salvatore (2009). Principles of Microeconomics (5th edition). Oxford University Press
2. Pindyck, Rubinfeld and Mehta. (2009). Micro Economics (7th edition). Pearson

### Reference Books:

1. Lipsey and Chrystal. (2008). Economics (11th edition). Oxford University Press Note : Latest edition of the readings to be used.

## BASICS OF COMPUTER AND SPREADSHEET MODELING

Course code: CSE-503

Course Credit: 4 (2-0-2)

Max. Marks: 50 (15I+35E)

### Objectives

The aim of the course is to make student aware about basics of computer system and to handle volume of data in effective manner, improve their analytical skills and make them understand about the role of data in a business

### Learning Outcomes

LO1. To understand basic computer operations and ICT applications.

LO2. To differentiate between different types of operating system.

LO3. To summarize the basic features of spreadsheet.

LO4. To make Use of different functions in spreadsheets.

LO5. To make analysis of given data collected from survey or feedback.

Unit	Topic	Los
<b>I.</b> Introduction to Computer System	Basic Applications of Computer; Computer Memory, Concepts of Hardware and Software, Data and Information; Applications of IECT, Introduction to number system; Computer Virus: Definition, Types of viruses, Characteristics of viruses, Anti-virus software.	LO1
<b>II.</b> Operating System	Overview of operating system: Definition, Functions of operating system, Need and its services, Types of operating system: Batch Processing, Multiprocessing, Multiprogramming, Time-Sharing, On-Line Processing, Real-Time Processing, Features of OS: DOS, Window, Linux OS, and their basic difference.	LO2
<b>III.</b> Introduction to MS-Excel:	Introduction to Electronic Spreadsheets, Feature of MS-Excel, Entering Data, Entering Series, Editing Data, Cell Referencing and its type: Absolute, Relative and hybrid; Ranges, Naming cells, Formatting Data, Conditional formatting	LO3
<b>IV.</b> Functions & Formulae	Date and time Functions, Auto sum, Copying Formulae, Statistical functions: countif, countblank, rank, correlation, standard deviation, variance;  Text functions: left, right, mid, trim, upper, lower, concatenate; Financial functions: pv, fv, pmt;	LO3, LO4, LO5

	<p>Lookup functions: hlookup, vlookup; Date and time functions; Logical functions: AND, OR, NOT, FALSE, TRUE, IF, IFS, SWITCH, IFNA, IFERROR;</p> <p>Two level nested functions.</p>	
<b>V.</b> Analysis	<p>Charts, plotting the data using various charts; formatting charts, Pivot Table, Pivot Chart; Using Tables, Create, Modify a pivot table/data pilot, Use one-input, two-input data tables/multiple operations tables;</p> <p>Sorting and filtering: Filter, Sort data in a pivot table/data pilot Sort data by multiple columns at same time, Create a customized list and perform a custom sort, macros, Analysis of Survey, and customer feedback analysis</p>	LO3, LO4, LO5

### Recommended Books

#### Text Books

1. “Computers and Beginners” by Jain, V.K.;
2. “Computer Fundamentals” by Anita Goel, Pearson.
3. “Microsoft Excel 2016 Step by Step” by Curtis Frye, Microsoft Press.

#### Reference Books

1. “Foundations of Computing”, BPB Publication by Sinha, Kr. Pradeep and Preeti Sinha;
2. “Managerial Statistics”, Cengage Learning, by Gerald Keller. “
3. “Spreadsheet Modeling & Decision Analysis: A Practical Introduction to Management Science”, by Cliff T. Ragsdale, Thomson South-Western, Fifth Edition.

## BASICS OF COMPUTER AND SPREADSHEET MODELING

**Course Code: CSE-503P**

**Max. Marks: 50 (35I+15E)**

#### List of Practical

1. Troubleshooting
2. Practical based on to be exposed/shown various components and supposed how to switch on a computer.
3. Handling Boot Setup, Installation of Operating System, Connecting your client to server, User and Workgroup Handling, General Operating system handling and related topics.
4. Wordpad, Notepad, Sticky Note, Snipping tool, Paint
5. Ms Word
6. MS-Excel- Creating charts, Creating tables
7. MS-PowerPoint
8. MS-Outlook
9. Case study on Operating systems (Windows/ Ubuntu/ Android/IoS)
10. Networking
11. Software: Preparatory and open domain

## Books Recommended

### Text Books

1. Computers and Beginners by Jain, V.K.;
2. Computer Fundamentals by Anita Goel, Pearson.

### Reference Books

1. Introduction to Information Technology, Leon Tech World by Leon and Leon
2. Foundations of Computing, BPB Publication by Sinha, Kr. Pradeep and Preeti Sinha;
3. Word Processing and Typing by Sharon Spencer, Heinemann.
4. MS Office by S.S. Srivastava, Firewall Media.
5. Microsoft Office 2010 by Bittu Kumar, V & S Publications
6. Data Communication and Networking by Behrouz.A. Forouzan, McGraw Hill

## MARKETING MANAGEMENT

Course Code: MMK-502

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	Los
<b>I. Introduction to Marketing</b>	Introduction, Market and Marketing, the Exchange Process, Core Concepts of Marketing, Functions of Marketing, Importance of Marketing	LO1

<b>Unit</b>	<b>Topic</b>	<b>Los</b>
<b>II. Marketing Mix</b>	Introduction, Marketing Mix-The Traditional 4Ps, The Modern Components of the Mix- The Additional 3Ps, Developing an Effective Marketing Mix, .	LO2, LO4
<b>III. Segmentation, Targeting and Positioning</b>	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
<b>IV Consumer Behavior</b>	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
<b>V Distribution and Promotion</b>	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

## Books Recommended

### Text Books

1. Philip Kotler, Levin Lane Keller, Abraham Koshy and Mithleshwar Jha, Marketing Management: South Asian Perspective, 13<sup>th</sup> ed., Pearson education, New Delhi, 2009
2. Kotler Philip. Marketing Management, 11<sup>th</sup> 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, 2<sup>nd</sup> 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, 7<sup>th</sup> edition, Thomson Learning, Mumbai.
5. Marketing Management: Indian Context Global Perspective by V S Ramaswamy and S Namakumari, 2018, Sage Publications.

## RETAIL MANAGEMENT

Course code: MMK-503

Course Credit: 04 (3-1-0)

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

### Objectives

This course provides the student with a comprehensive view of retailing, an analysis of the retail environment and exposure to issues and developments in the industry. 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

<b>Unit</b>	<b>Topic</b>	<b>Los</b>
<b>I. Introduction to Retailing and Retail types</b>	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
<b>II. Retail Consumer</b>	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
<b>III. Retail Locations</b>	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
<b>IV. Merchandising</b>	Meaning of Merchandising, Factors influencing Merchandising, Merchandise planning, Merchandise buying, Pricing Decisions, Retail Communication Mix, International Aspects of Retailing.	LO4, LO5, LO6
<b>V. Operations Pricing and Space Management</b>	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. Definition of Space Management, Store layout and Design, Visual Merchandising, Retail Communication Mix, POP Displays	LO4, LO3, LO7

## 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

## ACCOUNTING AND FINANCIAL MANAGEMENT

Course Code: MFM-512

**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 financial management for managerial decision making.

### Learning Outcomes

LO1: To examine, learn, and understand fundamental principles of Business Finance.

LO2: To examine, learn, and understand the role of Balance Sheet Analysis as well as various methods used to establish and maintain it.

LO3: To study, examine, learn, and understand report writing methods, techniques, and skills.

LO4: To examine, learn, and understand the basic concept of financial management.



<b>Unit</b>	<b>Topic</b>	<b>LOs</b>
<b>I. Introduction to Accounting</b>	Meaning of Accounting, Book Keeping and Record Maintenance, The concept of double entry, types of Assets & their list, Types of Liabilities & their list, list of direct expenses & losses, list of indirect expenses & losses and list of Direct income & indirect income & gains, Accounting Process; Journal, Ledger, Trial Balance.	LO1,LO2
<b>II. Accounting Standards &amp; Valuation of Stock</b>	Accounting Principles, Significant Accounting Policies, Accounting Standards and physical verification & Valuation of Closing Stock as per A.S -2.	LO1,LO2
<b>III. Bank Reconciliation Statement</b>	Bank Reconciliation Statement, Cash Reconciliation Statement, Debtor Reconciliation Statement, Creditor Reconciliation Statement, Inter Unit Reconciliation Statement, Reconciliation Statement of expenses - power, water, internet & telephone, salary and other government dues like TDS, GST & Income tax etc.	LO1, LO2,LO3
<b>IV. Profit &amp; loss A/c &amp; Balance Sheet</b>	– Format of Trading Account, Profit & loss A/c and Balance Sheet (for sole proprietor & company as well) and it's Practical Applicability with Numerical.	LO1, LO2,LO3
<b>V. Basics of Financial Management</b>	Nature, Scope, Objectives of Financial Management; Capital Budgeting Decisions - Nature and kinds of Capital Budgeting Decisions, Evaluation Techniques, Time value of Money; Cost of Capital: Valuation & Measurement; Capital Structure and determinants of Capital Structure.	LO4

## Recommended Books

### Text Books

1. Anthony, R. N., David F. Hawkins and Kenneth A. Merchant, Accounting: Text and Cases. 11<sup>th</sup> edition. Richard D. Irwin, Inc.
2. Shukla, M. C. T.S. Grewal and S. C. Gupta, Advanced Accounts, S. Chand & Co., New Delhi.
3. Khan, M.Y and Jain, P.K. Financial Management, Tata McGraw Hill, 2012.

### 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
4. Pandey, I.M. Financial Management, Vikas Publication House Pvt. Ltd., New Delhi.
5. Prasanna Chandra, Fundamentals of Financial Management, Tata McGraw Hill.
6. Van Horne. James C. Financial Management Policy. 12th. ed., New Delhi, Prentice Hall of India.
7. Winger, Bernard and Mohan, Nancy. Principles of Financial Management. New York. Macmillan Publishing Company.
8. Kishore, Ravi M., Financial Management, Taxman Publishers, New Delhi.
9. Brigham, Ehrhardt, Financial Management Theory and Practice, 11th edition, Cengage Learning.

## SEMESTER-II

### ENTREPRENEURSHIP

Course code: OMS-502

Course Credit: 2 (2-0-0)

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

### Objectives

The objective of this course is to expose the students to the subject of entrepreneurship so as to prepare them to establish and a new enterprise and effectively manage the same.

### Learning Outcome

- LO1: Build skills needed to start new ventures.
- LO2: Student will be able to develop Business Plans
- LO3: To identify the risk and develop strategies to mitigate the risk.
- LO4: To develop understanding of various sources through which funds can be arranged.
- LO5: To develop Leadership and team spirit and also focus on societal aspect of Entrepreneurship.
- LO6: To develop critical thinking and problem solving ability leading to better decision making.
- LO7: Understand the importance of feasibility report
- LO8: To able to explore the potential institutes for starting new business/venture
- LO9: To understand the Sources of funding and Regulatory requirement and other legal procedure required in the process of Entrepreneurship.

<b>Units</b>	<b>Topics</b>		<b>LOs</b>
Unit-1	Introduction to Entrepreneurship	Introduction to Entrepreneurship, , Entrepreneurial Mindset, Characteristic of an Entrepreneur, Advantages and disadvantages of Entrepreneurship	LO1,LO2,LO7,LO8
	Recognise Opportunity	Purpose of all businesses, Types of Entrepreneurial organizations, Types of Enterprises	
	Creativity & Innovation	Marketing, 4Ps of Marketing, Process of Marketing, Marketing Mix, 7Ps of Marketing	
	Conception & Ideation	Business Plan and its elements, Application of Business Plan	
	Are you a risk taker?	Entrepreneurs, types of Entrepreneurs, Roles and Responsibilities of Entrepreneurs, Qualities of an Entrepreneur	
	Identify Your Customer	Customer segmentation, Criteria for selling customer value proposition, Customer Lifecycle	
Unit-2	Self Confidence and Resilience	4 Ps of Entrepreneurship, Qualities of successful entrepreneur, Self-confidence, Positive attitude, Overcoming the fears, Recover from Failure	LO1,LO3,LO4
	Success and Failure Stories of Famous Entrepreneurs – 1	Steve Jobs Success Story, Mumbai Dabbawala delivery success Story	
	Never Give Up	Importance of Focusing energy on Business, Importance of Business Networking and its advantages	
	Competition Analysis	Competition Analysis, Factors affecting competition strategies, Prerequisites of successful enterprise	
	Risks – Identification and Mitigation	Business Risk, Types of Business Risks, Risk Identification, Risk Mitigation,	
	Getting Money for Business	Concept Of Funding, Basics terms of Accounting, Types of Funding,	
Unit-3	Dream and Achieve	Vision, Mission and Goals, Business Ethics, SMART goals, entrepreneurial work ethics	
	Leadership and Team Spirit	Lead by example, Importance of Embracing diversity, Role of Emotional Intelligence to be a leader.	

Units	Topics		LOs
	Success and Failure Stories of Famous Entrepreneurs – 2		LO1,LO5
	Serving the Society	Roles of Entrepreneurs in society, Selfless Entrepreneurship,	
	Taking Ownership	Taking complete ownership, taking control over the business	
	Adapt to Change	Porters competition strategies, Factors affecting business,	
	Discover Yourself	Qualities of the successful entrepreneur	
Unit-4	Problem Solving: Introduction to Critical Thinking	Critical Thinking, Applying critical thinking, REASON Model of Critical Thinking	LO1,LO6
	Problem Solving: Introduction to Creative Thinking	Creative thinking, Importance and benefits of Creative thinking, Creative thinking in problem solving	
	Problem Solving: Introduction to Decision Making	Decision making, Effective decision making process	
Unit-5	4Ps of Marketing - PDF	4Ps- Product, Place, Price, Promotion, Apply 4Ps to marketing Strategy into action	LO1,LO4,LO9
	Costs in Entrepreneurship - PDF	Cost, types of Costs, Introduction to Accounting Basics, main methods of Accounting, Financial Documents, P&L statements, Working capital	
	Applicable Sources of funding and Regulatory and Statutory rules - PDF	Regulatory and statutory rules for an Entrepreneur, Business Loans for startups and MSMEs by Indian Government	
	Analysis of success and failure stories - PDF	Analysis of success and failure stories, Key skills involved in the successes of entrepreneurs	
	Identification of one's entrepreneurial skills and knowledge - PDF	Identify various skills and characteristics o be an entrepreneur, Effective Ways to Build Entrepreneurial Skills, Develop or Improve your Entrepreneurial Skills ,	
	Legal Issues	Intellectual Property Rights, patents, trademarks, copyrights, trade secrets, licensing, franchising	

### Books Recommended

### **Text Books:**

1. NVR Naidu and T.Krishna Rao, Management and Entrepreneurship, JK Int Pub House, New Delhi
2. S Anil Kumar, Small Business and Entrepreneurship, IK Int Pub House, New Delhi
3. Balraj Singh, Entrepreneurship Development, Wisdom, New Delhi
4. Timmons and Spinelli, New Venture Creation:Entrepreneurship for 21st Century,Tata McGRaw Hill Publishing Company New Delhi
5. C.V. Bakshi, Entrepreneurship Development, Excel Publications.
6. Vasant Desai, Dynamics of Entrepreneurial Development and Management,Himalaya Publishing House, Mumbai.
7. Arora M., Natarajan K. and Gordan E., Entrepreneurship Development, 1st ed; Himalaya Publishing House Pvt Ltd, 2009.

### **Reference Books:**

1. Hisrich, Robert D., Michael Peters and Dean Shepherd, Entrepreneurship, Tata McGraw Hill, New Delhi
2. Barringer, Brace R., and R. Duane Ireland, Entrepreneurship, Pearson Prentice Hall, New Jersey (USA)
3. Lall, Madhurima, and Shikha Sahai, Entrepreneurship, Excel Books, New Delhi
4. Charantimath, Poornima, Entrepreneurship Development and Small Business Enterprises, Pearson Education, New Delhi.
5. Forbat John, "Entrepreneurship" 1st Edition, New Age International, 2008.
6. Havinal, Veerbhadrappa, "Management and Entrepreneurship", 1st Edition, New Age International Publishers, 2008.
7. John S.M., rural women Entrepreneurship, 6th ed; Discovery Publishing House, 2004.
8. Janakiram B., Management & Entrepreneurship, Excel Books India, 2009.
9. Prahlad, CK., Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profits, 1st Edition; Dorling Kindersley Ltd, 2006.

## **GROOMING AND BEHAVIOURAL SKILLS**

**Course code: ENG-504**

**Course Credit: 4 (3-1-0)**

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

### **Objectives**

To develop knowledge of Grooming, Etiquette and Personality Development and also to build self-confidence, enhance self-esteem and improve overall personality of the students. The course aims at grooming the participants through sensitizing them about proper behaviour, socially and professionally, in formal and informal circumstances.

### **Learning Outcomes**

LO1: Understanding the importance of Grooming and Behavioural skills.

LO2: Projecting the Right First Impression.

LO3: Polishing manners to behave appropriately in social and professional circles.

LO4: Enhancing the ability to carry oneself with poise and dignity.

LO5: Developing and maintaining a positive attitude and appropriate Body language.

Unit	Topics	LOs
I	Introduction to Grooming and Behavioral skills, Importance of these skills in corporate world. Developing Your Professional and Personal Image.	LO1
II	Making a Great First Impression:  How to present yourself to people, Greetings, How to make proper introductions, Paying & Receiving Compliments, Small Talk & Networking, Managing Different Personalities. Body Language, Poise, and Eye Contact	LO2, LO5
III	Personality Development: Time management, Goal setting, Positive attitude, Self-confidence, Leadership skills and Body language	LO3, LO5
IV	Etiquettes in dressing The Do's and Don'ts in dressing, Understand various dress codes for different occasions, Personal Hygiene, Clothes and Corporate Culture	LO4
V	Behavioural and Communication etiquette Email etiquette, Telephone/ Cell phone etiquette, Business card etiquette, The Do's and Don'ts in Conversation, Starting and sustaining conversations that are engaging.	LO3

### Books Recommended

#### Text Books:

1. Bhatnagar. N (2011) [Effective communication and soft skills](#) New Delhi: Pearson Education India.
2. Dent, F, E (2006), *Influencing Skills and Techniques for Business Success*, Palgrave Macmillian.

#### Reference Boks:

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.

## BUSINESS STATISTICS

Course code: MGM-505

Course Credit: 04 (3-1-0)

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

### Objectives

To familiarize the students with various Statistical Data Analysis tools that can be used for effective decision making. Emphasis will be on the application of the concepts learnt to various managerial situations.

### Learning Outcomes

LO1: Summarize data sets using Descriptive statistics.

LO2: Analyze the relationship between two variables of various managerial situations

LO3: Geometrically Interpret Correlation and Regression

LO4: Develop managerial decision problems using Probability Density Functions

LO5: Able to perform and interpret hypothesis testing for various problems and develop decision making for the same.

Unit	Course Contents	LOs
I	Data: quantitative and qualitative, attributes, variables, Scales of measurement: nominal, ordinal, interval and ratio, Organising and presenting data, Measures of Central Value: Meaning, Need for measuring central value. Characteristics of an ideal measure of central value. Types of averages - mean, median, mode, harmonic mean and geometric mean. Merits, Limitations and Suitability of averages. Relationship between averages.	LO1
II	Measures of Dispersion: Meaning and Significance. Absolute and Relative measures of dispersion - Range, Quartile Deviation, Mean Deviation, Standard Deviation, Moments, Skewness, Kurtosis, z-score, Chebyshev and empirical rule. Graphical Analysis of Ordered Data: Histograms, Stem and Leaf Plots, Box-and-Whisker Plots	LO1, LO2

<b>Unit</b>	<b>Course Contents</b>	<b>LOs</b>
<b>III</b>	Correlation Analysis: Meaning and significance. Correlation and Causation, Types of correlation, Methods of studying simple correlation - Scatter diagram, Karl Pearson's coefficient of correlation, Spearman's Rank correlation coefficient. Regression Analysis: Meaning and significance, Regression vs. Correlation, Simple Regression model: Linear Regression, Conditions for simple linear regression, Standard error of estimate, Geometric Interpretation of Regression	<b>LO2, LO3</b>
<b>IV</b>	Probability: Meaning and need; Probability Distribution: Meaning, characteristics (Expectation and variance) of Binomial, Poisson, exponential and Normal distribution, Central limit theorem, Index number, Time series Forecasting	<b>LO4</b>
<b>V</b>	Estimation of population mean, Confidence intervals for the parameters of a normal distribution (one sample only), Introduction to testing of Hypothesis: Concept; Level of Significance; Process of testing; Type I and Type II error, Test of hypothesis concerning Mean: z test & t test (One Sample), Proportion Z test, Non parametric tests: One-Sample Wilcoxon Signed Rank Test, Paired-Sample Wilcoxon Signed Rank Test, Kolmogorov-Smirnov Test.	<b>LO5</b>

### **Recommended Books:**

#### **Text Books:**

1. Gupta S.P. (2017) : Statistical Methods, Sultan Chand & Sons, 45th Revised Edition
2. Levin, R. and Rubin, D. (2017). Statistics for Management. 8th ed. New Delhi: Pearson.
3. Keller, G. (2009). Statistics for Management, Indian Edition, New Delhi: Cengage Learning.

#### **Additional Readings:**

1. Stine, R. and Foster. (2014). Statistics for Business (Decision making and Analysis). 2nd Edition, New Delhi: Pearson.
2. Vohra, N.D. (latest edition) Business Statistics, New Delhi, Mcgraw Hills.
3. Richard L, Levin and Rubin, Statistics for Management, 9<sup>th</sup> edition, Pearson Education, 2012.
4. T. N. Srivastava and Shelja Rego, Statistics for Management, Tata Mcgraw Hill, Delhi, 2008.
5. Mark L. Berenson and David M. Levine, Basic Business Statistics: Concepts and application, Prentice hall of India.



## RETAIL STORE OPERATIONS

Course code: MMK-504

Course Credit: 04 (3-0-1)

Max. Marks: 50 (15I+35E)

### Objectives

To develop understanding of Retail Enterprise Management Systems among students of the second semester of BBA Retail Management course.

### Learning Outcomes

LO1: Develop skills to understand in detail, the processes in retail business.

LO2: Provide the students with the understanding of the concepts and the components of Modern Retail Store Operation and as the modules proceed further the student will understand the different activities centered in the store operation.

LO3: To know the process store layout and get practical orientation of merchandize management. To get familiarized with space management in the retail store.

LO4: The students will further learn about Visual Merchandising.

LO5: Able to find out the role of Visual merchandising in Operational Activities, Revenue Generation Activities, and Customer Service Activities

Unit	Topic	Learning Outcome
<b>I - Introduction to Stores operations &amp; Type of Retail Store</b>	Introduction; the Logistics Chain; Store Operations; Objectives of the Store Function; Managing the Store.  Retail Store Organization; Centralized and Decentralized Retail Stores; Types of Retail Stores; Location of Retail Store; Site Selection of Retail Store; Merchandise Management in Retail Store; Merchandise Handling in Retail Store.	LO1
<b>II - Store Management and its Operations</b>	Store Management and its Operations Retail Store Operation Store Management Responsibilities; Motivating Retail Store Employees; Retail Store Operation Management; Store Format, Size and Space Organization; Retail Store Security; Retail Store Environment and Brand Building	LO2
<b>III – Store Layout and Merchandise Management</b>	Objective of Store Layout Design; Selecting a Layout; Division of Merchandise by Department; Locating Departments Within the Store; Merchandise Management and Principles of Merchandise Management. Space Management, Retail Store; Layout; Layout Planning; Layout as an Indicator of Competitiveness; Layout Types;.	LO3

<b>Unit</b>	<b>Topic</b>	<b>Learning Outcome</b>
<b>IV – Visual Merchandising</b>	Meaning and Strategy Meaning of Visual Merchandising; Create Your Retail Store for Target Customers; Retail Strategy for Visual Merchandise; Fixtures and Presentation Techniques.	LO4, LO5
<b>V - Atmospherics</b>	Lighting; Address the Senses; Housekeeping Standards; Store Windows; Creative Displays; Signage and Graphics ; Color; Music; Scent. Interactive Windows.	LO4, LO5

### **Books Recommended**

#### **Text Books**

1. Retail Store Operation, by Paul H Nystrom, Publisher: Ronald Press, New York
2. Basics of Design: Layout and Typography for Beginner by Lisa Graham, Publisher: Cengage Learning
3. Visual Merchandising: The Business of Merchandise Presentation by Rober Colborne, Publisher: Cengage Learning.

### **RETAIL STORE OPERATIONS**

**Course code: MMK-504P**

**Max. Marks: 50 (35I+15E)**

**The Practical will focus on Mystery Shopping and the following contents will be included:**

- a. Field visit to garments shop, supermarket and mobile stores
- b. Field visit to watch and electronic stores
- c. Field visit to 2 wheeler and 4 wheeler showrooms
- d. 2 days visit to MSIL Dealers & Dealer team interaction
- e. Report submission of learnings

### **BASIC AUTOMOBILE TECHNOLOGIES**

**Course Code: ME-506**

**Course Credit: 04 (3-0-1)**

**Max. Marks: 50 (15I+35E)**

#### **Course Objectives**

The objective of the course is to provide basic knowledge about the chassis, power unit, suspension system, steering system, transmission system, braking system etc. The other objective is to understand emission system and government standards for any vehicle and also offers basic information about the various safety features and Air conditioning system of vehicle.

#### **Learning Outcomes**

LO1: To understand the construction, function and working of individual component of a vehicle and the system in which they function.

LO2: To understand the need of maintenance service to prevent or remove the defects that may come up in running life of a vehicle.

LO3: To understand the working of safety features and assembly of air conditioning system of a vehicle.

LO4: To get basic understanding of necessary emission standards as per Bharat-IV and Bharat-VI.

Unit	Course Contents	Los
<b>I. Introduction to Automobile</b>	Introduction to automobiles, their utility and classification. Main components of an automobile and their functions, Various mechanisms and systems in an automobile, Scheduled and preventive maintenance, electrical system. Types of chassis layout with reference to power plant locations and drive, Vehicle frames. Load acting on vehicle frame due to different systems. Aerodynamic design and its importance.	<b>LO1</b>
<b>II Engine System and Front Axle &amp; Steering System</b>	<p><b>Engine System:</b> Automobile engine, its main components, construction and working. Types of engines – two stroke/ four, Introduction to Engine cooling system and lubrication system. Introduction to types of engine present in market (e.g. V6, TDi, CRDI, etc.)</p> <p><b>Front Axle &amp; Steering System:</b> Types of front axles, Front wheel geometry viz. Castor, Camber, King pin inclination, Toe. Wheel Alignment. Steering geometry. Ackerman and Davis steering system. Need of alignment and wheel balancing from customer’s perspective.</p>	<b>LO1</b>
<b>III Suspension system and Transmission &amp; Braking System</b>	<p><b>Suspension system:</b> Need of suspension system, Types of suspension, Constructional details and characteristics of leaf, coil and torsion bar springs, Independent suspension, Rubber suspension, Pneumatic suspension, Shock absorbers.</p> <p><b>Transmission &amp; Braking System:</b> Working of single and multi-plate clutches. Construction, function and working of a gearbox. Introduction to Manual shifting and automatic transmission. Function and principles of braking system, working of various brakes (mechanical, hydraulic, pneumatic, ABS System).</p> <p>Introduction to various types of transmissions available in market (e.g. AGS, AMT, CVT, IVT, MT, AT, etc.) and their relevance to customer.</p>	<b>LO1,LO3</b>

Unit	Course Contents	Los
<b>IV. Wheels and Tires and Air conditioning fundamentals</b>	<p><b>Wheels and Tires:</b> Types of wheels (wire spoke, disc solid and split type, alloy type, offset etc), denomination of rim, types of tires, materials, structure, denomination and function of tires, effects of tire pressure on tire performance. Tire wears patterns and their causes.</p> <p><b>Air conditioning fundamentals:</b> Basics of vehicle air conditioning system, Schematic layout of air conditioning component in a car (like compressor, condenser, fan blower, expansion device evaporator. Automatic air conditioning in automobiles and its benefits to customers</p>	<b>LO1, LO3</b>
<b>V. Introduction to Emission, Safety Equipment and Electrical Systems</b>	<p><b>Introduction to Emission:</b> Pollutants, sources, formation of HC and CO in SI engines, NO formation in SI and CI engines, Particulate emission from SI and CI engines, Smoke Emission in CI engines. Emission system and standards (Bharat IV and Bharat VI). Government Norms</p> <p><b>Safety Equipment:</b> Seat belt, regulations, automatic seat belt tightener system, air bags, electronic system for activating air bags, ABS with EBD, ESP, bumper design for safety, hill assist control, ISO-Fix, child lock.</p> <p><b>Electrical System:</b> Headlamp (Projector/ LED), high level adjustment, tail lamp, brake lights, anti-theft door alarm, Electronic hand brake, central locking</p>	<b>LO1,LO3,LO4</b>

### Recommended Books

#### Text Books

1. Dr. Kripal Singh, Automobile engineering Vol.1 & Vol.2, Standard Publishers
2. Willard W. Pulkrabek, Engineering Fundamentals of the Internal Combustion Engine, 2003, Pearson New International Edition.

#### Reference Books:

1. R.K Rajput, Internal Combustion Engines, 2005, Lakshmi Publishers.
2. S.K Gupta, A Textbook of Automobile Engineering, S. Chand Publishing.
3. K.K Jain and R.B Asthana, Automobile Engineering, Tata Mcgraw Hill Publishing

## BASIC AUTOMOBILE TECHNOLOGIES

Course Code: ME-506P

Max. Marks: 50 (35I+15E)

**The following projects will be beneficial for students to understand the working and benefits:**

1. Study of layout of different components in an IC Engine.
2. Study of air conditioning system and its component layout of a vehicle.
3. Study of layout of a chassis and its different components, of a vehicle.

4. Measurement of steering geometry angles – Wheel Alignment.
5. Study of different fuel injection system in four stroke engines.
6. Study of different types of wheels (rims) and tires and their defects.
7. Model preparation to represent ABS/ ESP

**LEGAL ASPECTS OF RETAIL BUSINESS & FRANCHISE MANAGEMENT**  
**Course code: MMK-505**

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

**Objectives**

To 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**

LO1: To explain the legal scenario of doing business in India.

LO2: To identify laws, conditions, regulations in Indian business environment. (focusing on the Retail Sector).

LO3: To define the concept and pros & cons of franchise option.

LO4: To Identify legal formalities & process of franchisee.

LO5: To develop relationships between Franchisor & franchisee.

LO6: To resolve the conflict between franchisor & franchisee.

Unit	Topic	LOs
<b>I. Introduction to Business Law</b>	Introduction: Overview of the legal system in India. Difference between Civil and Criminal Law. Indian Judiciary System. Kinds of Law	LO1
<b>II. Indian Contract Act 1872</b>	Definition, Nature of the Act, Classification of Contracts. Essentials of valid contract, Classification of contract. Types of Offers, Legal rules as to offer. Capacity to Contract. Free Consent. Consideration. Legality and Objects of consideration. Void Agreements and Agreements opposed to public policy. Contingent Contracts. Performance of Contract, Discharge of a Contract. Remedies for Breach of a contract.	LO2
<b>III Negotiable Instrument Act 1881 (Overview)</b>	Introduction to the Act. History, definition and characteristic of Negotiable Instruments. Kinds of negotiable Instruments. Bouncing of a cheque and its redressal process.	LO3

Unit	Topic	LOs
<b>IV. Legal aspect of Retailing (Shop and Establishment Act State Law)</b>	Different forms of Retail business organizations- Proprietorship, Partnership firm, Private company, Public company, Limited Liability Partnership, HUF Firm, Joint ventures etc.Process of Opening a Retail Store. Legal formalities to be taken into consideration (Shop and Establishment Acts):Introduction, Registration of Establishment,Classification of establishment as per local act of state. Operational Rules - opening,closing, working hours, working condition,holidays as per act. Rules relating to employment of child, young person and working women, Health and safety. Enforcement & Inspection, offences and penalties.	LO4
<b>V. Legal Aspects of Franchise Business</b>	The franchise agreement, Sales of franchise right General obligation of both parties, Confidentiality & non competition restriction.Franchise dispute.Forms of Resolution.Arbitration.Disclosure Document.Franchise Argument Draft.	LO5,LO6

### Books Recommended

#### Text Books

1. Kuchhal, M.C. and Deepa Parkash, Business Legislation for Management, Vikas Publishing House Pvt. Ltd.
2. Khergamwala, J.S., The Negotiable Instrument Acts, N.M. Tripathi, Bombay.
3. For Shop and Establishment Act - Bare act along with relevant cases Punjab shops and commercial establishments act, 1958 alongwith Punjab shops and commercial establishments rules, 1958 [as applicable in the state of Punjab & Haryana] [amended up-to-date] paperback – 1 January 2016

#### Reference Books

1. Avtar Singh, Principles of Mercantile Law, Eastern Book Company, Lucknow.
2. Ravindera Kumar, Legal Aspects of Business, Cengage Learning, New Delhi.
3. Ramaiyam, A., Guide to the Companies Act, Wadhwa, Nagpur.
4. Shah, S.M., Business Law for Managers, Sultan Chand, New Delhi.
5. Tulisian P.C., Busienss Law, TMH, New Delhi.

### NSQF – OJT (Selling at Maruti and Mystery Shopping)

Course Code: MBP-502

Course Credit: 08 (0-0-8)

Max. Marks: 350 (245I+105E)

#### Training shall consist of:

- a) Product details and competition comparison for MSIL Arena models (Alto, S Presso, Wagon R, Celerio, Celerio X, Eeco, Swift, Dzire and Ertiga)
- b) Maruti Finance and Maruti Insurance

- c) Maruti Extended Warranty & Loyalty program
- d) Maruti Genuine Accessories & i-create
- e) True Value
- f) Maruti Driving School
- g) Maruti Suzuki Sales Process
- h) Maruti in-house mobile application for Dealer Sales Consultant

**Note:**

1. The subject will consist of MSIL product demonstration, product comparison, Value Added Services by Maruti and Maruti Suzuki Sales Process.
2. There will be regular interactions of MSIL & Dealer Management with students (as mentioned in our proposal).
3. The subject delivery shall be done by MSIL Trainer.

### Semester III

## Course Title: Customer Relationship Management

Course code: MMK602

Course Credit: 04 (3-1-0)

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
I LO1	<b>Customer Relationship Management:</b> 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, Types of Relationship Marketing.
II LO2	<b>Understanding Relationship:</b> Types of relationship, CRM and Relationship Marketing, Principles of managing relationship, CRM Strategy, Importance of Customer Divisibility in CRM, Customer Mental Process, Customer retention, Customer Satisfaction Index
III LO3	<b>IT and CRM:</b> CRM strategy & Technology, 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, connectivity, Back-end integration, mobile technology etc.
IV LO 4	<b>Analytical Aspect of CRM:</b> Data v/s information, Developing of customer database, Tools for capturing customer Information, Data Integration, Data warehousing and data mining, Role of business intelligence, Management and sharing of database- ethical and legalities of data use, Different types of data analysis (click stream analysis, collaborative filtering and online analytical processing)
V LO5	<b>Implementation of CRM:</b> Develop CRM Strategy, Preparing CRM Project foundations, justification and process, Project Implementation, Evaluate Performance (Performance monitoring, CRM readiness assessment, system, CRM audit, CRM project management), CRM and customer service in Automobile sector.

### 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 Limited, New Delhi, Latest Edition



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 RELATIONSHIP MANAGEMENT, Prentice Hall of India Private Limited, New Delhi, Latest Edition

### **Course Title: Rural Retailing**

**Course code: MMK603**

**Course Credit: 04 (3-1-0)**

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

#### **Objectives**

The aim of the course is to build the insight for the retail business and can relate it to emerging trends and opportunities.

#### **Learning Outcomes**

LO1: Analyze and Visualize the rural marketing in India. LO2:

Elaborate the concept of rural retailing in India.

LO3: Enumerate and define about functioning of major retailer in rural retailing.

LO4: Derive knowledge about 4 P's of rural retailing market.

LO5: Elaborate the future prospects of rural retailing in India.

<b>Unit</b>	<b>Topic</b>
<b>I LO1</b>	<b>Introduction of Rural Marketing:</b> Definition, Concept and Scope of rural marketing, Importance of rural marketing, Challenges and opportunities available in Indian rural marketing, Rural market v/s urban market, Rural marketing environment-economic, social, technological, political environment and innovations, Development initiatives of rural market
<b>II LO 2</b>	<b>Introduction of Rural Retailing:</b> Meaning, concept and scenario of Indian rural retailing, Characteristics of rural retailing, Role of rural retailing in India, Challenges and prospects of rural retail industry in India
<b>III LO3</b>	<b>Retailers in Rural India:</b> Concept, objectives and functions of major rural retailers in India: Rural Mall ITC -E-choupalSagar, DCM Shriram Hariyali Kisaan Bazaar, Tata Chemicals limited- Tata KisanSansar, TE&IL-Triveni Khushali Bazaar, Future Group Goderej-Aadhar, HUL-Project Shakti, IOCI-Kisan Seva Kendra, Dabur- Swavalamban, Reliance- Rural Business Hub, HPCL-Apna Pump, Mahindra and Mahindra- ShubhLabh
<b>IV LO 4</b>	<b>Strategies of Rural Retail Marketing:</b> 4 P's of Rural Retailing: Product strategy of rural retail, Price Strategy of Rural Retail, Place Strategy of Rural Retail, Promotion Strategy of Rural Retail

<b>VLO 5</b>	<b>Future of Rural Retailing:</b> Rural Development, Growth of rural retail market, Government Initiatives, ICT and rural retailing
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### Recommended Books

1. Suja Nair, 'Retail Management' Himalaya Publishing House Mumbai, Latest Edition
2. M A Shewan, 'Retail Management' Sonali Publications New Delhi, Latest Edition
3. C. S. G. Krishnamacharyulu, LalithaRamakrishnan, Rural Marketing: Text and Cases, Pearson Education, New Delhi, Latest Edition
4. PradeepKashyap, Rural Marketing, Pearson Education, New Delhi, Latest Edition

## Course Title: Consumer Behaviour

**Course code: MMK604**

**Course Credit: 04 (3-1-0)**

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

### Objective

The main objective of this paper is to help students develop basic understanding of the concepts and theories of consumer behavior and will also be exposed to Indian consumer markets and different dimensions of consumer.

### Learning Outcomes

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

LO2: Determine conceptual foundations of consumer buying decisions and associate it with real life buying decisions

LO3: Infer the influence of perception and motivation of consumer behavior on consumer lifestyle.

LO4: Design different type of purchase situations which determine success and failure of retail business and identify the significance of communication and consumer satisfaction.

LO5: List the different factors from family, culture, social class and values system that influence consumer behavior.

Unit	Topics
<b>I LO1</b>	<b>Introduction:</b> 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
<b>II LO 2</b>	<b>Consumer Buying Decision Process:</b> 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; Problem Recognition and factors influencing the extent of problem solving; pre-purchase processes; internal and external search; pre-purchase evaluation, Post Purchase Action.
<b>III LO3</b>	<b>Consumer Perception and Motivation:</b> Marketing Stimuli, Consumer perception - meaning, nature, Importance and limitation of perception, Barriers to accurate perception, Sensation, perception of values, perception of process; Learning and Attitude, Motivation of Consumer-lifestyle, motivational conflict and need priorities; motivational intensity; motivating consumer.
<b>IV LO 4</b>	<b>Connecting with Consumer:</b> 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
<b>V LO 5</b>	<b>Influence on Consumer Behavior:</b> 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

### **Recommended Books**

1. Schiffman, Leon G. and S. Ramesh Kumar, Consumer Behavior; Pearson Education, Latest Edition
2. Soloman, Michael R.; Consumer Behavior – Buying, Having and Being; Pearson Education, New Delhi, Latest Edition
3. Nair, Suja R.; Consumer Behavior in Indian Perspective; Himalaya Publishing House; New Delhi, Latest Edition
4. RamanujMajumdar, Consumer Behavior, Prentice Hall of India, New Delhi, Latest Edition Blackwell; Consumer Behaviour, Cengage Learning, New Delhi, Latest Edition

## Semester IV

### Course Title: Retail Branding

Course code: MMK605

Course Credit: 04 (3-1-0)

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

#### Objective:

To develop an understanding of the concepts, issues and strategies in Retail franchising and Brand management

#### Learning Outcomes:

LO1: Enable the students to learn the basics of Retail, Branding, and Retail Branding LO2:

Analyze the role of retail branding in modern business environment of digital world. LO3:

Enumerate and define about the process and key challenges in retail branding.

LO4: Apprehend the designing and implementing branding strategies. LO5:

Elaborate the different retail formats in an International context.

Units	Topics
I LO 1	Concept of Retail and Retailing; Brand, Branding, and Brand Management. An overview of Retail Branding and its importance. Difference between Brand and Product. Scope of retail Branding, Challenges and Opportunities of Retail Branding. Brand Equity – Strategic Brand Management, Retail Branding: Process. Retail Brand v/s Corporate Brand.
II LO 2	Emergence of Retail Branding in pre and post digitalized world. Retail Brand Positioning: Meaning, Importance. Basics of Brand Elements: Meaning, Criteria for selecting Brand Elements, Methods of Brand Elements. Private Label in Retail: Importance, Growth and Strategies. Designing marketing programs to build brand equity: Definition, Brand image Constellation and Dimensions.
III LO 3	Retail Branding in The New Digital Age, Key Challenges in Retail Branding. Brand hierarchy, Brand extension and brand transfer, managing brand over time in retail scenario. Brand Reinforcement, Brand Revitalization, and Brand Crisis. Brand Building Exercise–Brand Building in Retail scenario; process and methods.
IV LO 4	Designing and implementing Retail Branding strategies, Brand-Product matrix, concept of brand extensions, measurement of sources of brand equity – Capturing customer mindset: Qualitative and quantitative research techniques; measuring outcomes of brand equity, capturing market performance.
V LO 5	Managing Retail Brands within different Retail Formats in an International Context. Contribution of Retail Brands in Manufacturer’s International strategy, managing Retail Brand across different Consumer Perception Level, interrelationship of Corporate Reputation and Store Equity of Retailers, Best Practices for successful Retail Branding, Stories of successful Retail Brands with special reference to India.

**Recommended Books:**

1. Keller, Kevin Lane; Strategic Brand Management; Pearson Education; New Delhi, Latest Edition
2. Jesko Perrey and Dennis Spillecke, Retail Marketing and Branding, Latest Edition
3. Kapferer, Jean Noel; Strategic Brand Management; Kogan Page; New Delhi, Latest Edition
4. Kumar, S. Ramesh; Marketing and Branding – The Indian Scenario; Pearson Education; New Delhi, Latest Edition
5. Kapoor, Jagdeep; Brand Mantras; Sage Publications; New Delhi, Latest Edition
6. Sengupta Subrot; Brand Positioning: Strategies for competitive advantage; Tata McGraw Hill; New Delhi, Latest Edition
7. Tongeren, M. V. The Essence of Retail Branding and Design. Netherlands: Laurence King Publishing, Latest Edition
8. Retail Branding and Store Loyalty: Analysis in the Context of Reciprocity, Store Accessibility, and Retail Formats. Germany: Springer Fachmedien Wiesbaden, Latest Edition
9. Winters, P. F., Winters, A. A., Paul, C. (2005). The Power of Retail Branding. United Kingdom: HarperCollins, Latest Edition

**Course Title: E-Retailing**

**Course code: MMK606**  
**Max. Marks: 100 (30I+70E)**

**Course Credit: 04 (3-1-0)**

**Objective:**

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

**Learning Outcomes:**

L01: Enumerate and define the foundation and application domain of e-Retailing.

L02: Explain procedure and methods of e-commerce through different models and associate them with real life examples in e-retailing.

L03: Summarize e-retailing marketing mix and develop strategies for online pricing. L04: Application of CRM and ERP in e-retailing and acquaint about challenges faced in its designing and implementation.

L05: Demonstrate the computer networking part of e-retailing and utilize in real life projects.

<b>Units</b>	<b>Topics</b>
<b>I LO 1</b>	<p><b>Foundation of e-retailing:</b> Introduction, Meaning, Definition of e-retailing, Traditional Marketing to e-Marketing, Segmenting and Targeting, Adaptability and Closed-Loop Marketing (CLM), Challenges of e-Retailing.</p> <p><b>The Application Domain of e-retailing:</b> Practices, Application Perspective, Online Merchandising Techniques, Online Store Front: Creating Look &amp; Feel, Online Brand Management and Online Purchasing Behaviour.</p>

<b>II LO 2</b>	<p><b>Analytical Measures of e-retailing:</b> Current Trend Analysis and Measures of e-retailing, Current Status of Online Retailing, e- Retailing Statistics.</p> <p><b>E- Commerce Procedures and Methods:</b> Meaning and usage, B2B Model, B2C Model, C2C Model, B2G Model, P2P Model, M- Commerce, e- Commerce Payment Systems, E- Payment Security Challenges, E- Payment Business Risks, E- Commerce Security Solutions.</p>
<b>III LO 3</b>	<p><b>e- retailing Marketing Mix:</b> The Role of Cyber Intermediaries; Supply Chain Management System in e-retailing, Concept of Online Pricing; Factors affecting; Different Methods/Strategies of Online Pricing; Price Discrimination in e- retailing; Dynamic Pricing for e- retailing; Promotional Strategies of e- retail Business.</p>
<b>IV LO 4</b>	<p><b>e-CRM:</b> Customer Loyalty in the Age of e- retailing; Role of e-CRM; Third Party Assurance in e-retailing; Element of Trust in e-retailing.</p> <p><b>ERP and e-retailing:</b> Design and Implementation; Challenges in Successful Implementation of ERP in e-retailing;</p>
<b>V LO 5</b>	<p><b>e-fulfilment:</b> Meaning, Scope and Process; Impact of e- retailing on Traditional Transportation System- Issues and Opportunities.</p> <p><b>Computer Networking in e-retailing:</b> Concepts and Application; Data Warehousing: Basic Technology and Utilisation; RFID: New Era Technology and Domain.</p>

**Recommended Books:**

1. Sharma D. P. e-Retailing Principles and Practice, Himalaya Publishing House, New Delhi, Latest Edition
2. Dennis Charles, FenechTino and Merrileesbill. e-Retailing, Routledge Ebusiness (Taylor and Francis Group), London and New York, Latest Edition

**Course Title: Human Values & Professional Ethics**

**Course code: OAE101**

**Course Credit: 04 (3-1-0)**

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

**Objectives**

It is practice to introduce this topic with western perspective. The normal practice is to define as Human values are the virtues that guide us to take into account the human element when we interact with other human beings. Human values are, for example, respect, acceptance, consideration, appreciation, listening, openness, affection, empathy and love towards other human beings.

**Learning Outcomes**

LO1: Understanding of Human values for self (NiYama), and for interaction with outer world (Yama).

LO2: Ability to exhibit Professional Ethics in performing a professional task with excellence – योग: कर्मसु कौशलम्

LO3: Understanding of Professional Ethics that demands to see the unseen with emphasis on Sustainable development / eco-friendly implementation of the task.

LO4: Ability to work in team with human values and professional ethics.

Unit	Topics
I LO1	<p><b>Human Value-1:</b> Morals, Values (Niyam): -Understanding values, Types of values, Role of tracking values for individual &amp; social wellbeing. And Ethics (Yama): Integrity: - Understanding integrity and role of integrity in social harmony –Trustworthiness Work Ethics – Service-Learning – Civic Virtue – Respect for others – Living Peacefully –Caring – Sharing.</p> <p>Honesty: -Understanding honesty and its role in personal and social – Courage – Value Time. Cooperation: -Understanding cooperation and significance of cooperation its family, work team and social cohesiveness, wellbeing and development – Commitment. Tutorial Module: Rational Behaviour versus Ethical Behaviour: Case Studies (from Yoga-Sutra, BhagwatGeeta, Panchatantra, Autobiography of Mahatma Gandhi) or any other literatures.</p>
II LO 1	<p><b>Human Value-2:</b> Empathy: Basic Concept on Empathy– Self-confidence – Spirituality- Character. Truthfulness: - Understanding truthfulness, need for truthfulness and role of truthfulness in relationship, social interaction, integrity, faiths &amp; dependence – Customs and Traditions -Value Education – Human Dignity – Human Rights – Fundamental Duties – Aspirations and Harmony (I, We &amp; Nature) – Gender Bias – Emotional Intelligence– Emotional Competencies – Conscientiousness. Being, body, brain &amp; mind: - Effective &amp; efficient use of body, brain and mind is personal and social well being Value Judgments, Facts &amp; Values, how values are justified, Aesthetics, Selection of Values, Universal Values, Human Values, Value Education Tutorial Module: Empathy and its types: Case Studies from Yoga-Sutra, BhagwatGeeta, Panchatantra, Autobiography of Mahatma Gandhi or any other literature.</p>
III LO2 LO3	<p><b>Professional Ethics aiming at excellence and Harmony:</b> Value Based Life and Profession, Professional Ethics and Right Understanding, Competence in Professional Ethics, Issues in Professional Ethics – The Current scenario. Positive and constructive dynamism of power, politics and leadership. Tutorial Module: Ethical decision making: Case Studies (from Yoga-Sutra, BhagwatGeeta, Panchatantra, Autobiography of Mahatma Gandhi or any other literature)</p>
IV LO 4	<p><b>Professional Ethics: Global Prospective.</b> Globalization and MNCs – Cross Culture Issues – Business Ethics – Media Ethics – Environmental Ethics – Endangering Lives – Bio Ethics – Computer Ethics – War Ethics Tutorial Module: Ethics and Social Networks: Case Studies (from Yoga-Sutra, BhagwatGeeta, Panchatantra, Autobiography of Mahatma Gandhi or any other literature)</p>
V LO4	<p><b>Duties and Rights in Profession</b> Concept of Duty – Professional Duties – Collegiality – Techniques for Achieving Collegiality – Senses of Loyalty Consensus and Controversy – Professional and Individual Rights – Confidential and Proprietary Information – Conflict of Interest-Ethical egoism – Collective Bargaining – Confidentiality – Gifts and Bribes, Plagiarism Tutorial Module: Ethics in Corporate: Case Studies (from Yoga-Sutra, BhagwatGeeta, Panchatantra, Autobiography of Mahatma Gandhi or any other literature)</p>

## References:

1. New Approaches in Ethics for the Caring Professions: Taking Account of Change for Caring Professions 2005 Edition, by Richard Hugman Publisher: Red Globe Press; 2005 edition (9 July 2018) 2. Rethinking Values and Ethics in Social Work 1st ed. 2017 Edition, Kindle Edition by Richard Hugman (Author), Jan Carter (Author) Publisher: Red Globe Press; 1st ed. 2017 edition (16 September 2017)
2. Professional Ethics and Human Values Paperback – 2015 by A. Alavudeen (Author), R. KalilRahman (Author), M. Jayakumaran (Author) Publisher: Laxmi Publications; First edition (2015)
3. A Foundation Course in Human Values and Professional Ethics Paperback – 30 Apr 2010 by R.R. Gaur (Author), R. Sangal (Author), G.P. Bagaria (Author) Publisher: Excel Books (30 April 2010)
4. Living Issues in Philosophy (9th Edition) (1995) By: Titus, Smith and Nolan Publisher: Oxford University Press, New York
5. Foundation of Ethics and Management By: B P Banerjee Publisher: Excel Books, 2005

## Assessment Methodology

- Self Assessment
- Peer Learning
- Assessment
- Rubrics for Behavioral Skills
- Pedagogy:
- Case study based & Group Discussion.

## Recommended reading:

1. Case Study: <https://whitneyhess.com/blog/2012/08/21/on-empathy-and-apathy-two-casestudies/> Book: De Gruyter - Speaking of Emotions: Conceptualisation and Expression (edited by Angeliki Athanasiadou, Elzbieta Tabakowska)
2. Book: To Kill a Mockingbird - Lee Harper
3. Book: Take A Walk In Someone Else's Shoes by Bethany Morlan
4. A paper on 'University Students' Value Priorities and Emotional Empathy': [file:///C:/Users/Dell/Desktop/University\\_Students\\_Value\\_Priorities\\_and\\_Emotional.pdf](file:///C:/Users/Dell/Desktop/University_Students_Value_Priorities_and_Emotional.pdf)
5. Research paper on 'Empathy as Added Value in Predicting Donation Behavior': [file:///C:/Users/Dell/Desktop/wp\\_10\\_692.pdf](file:///C:/Users/Dell/Desktop/wp_10_692.pdf)
6. Decety J and Jackson PL. 2004. The functional architecture of human empathy. Behavioral and cognitive neuroscience reviews 3(2):71-100.
7. Klimecki OM1, Leiberg S2, Ricard M2, Singer T3. Differential pattern of functional brain plasticity after compassion and empathy training. Soc Cogn Affect Neurosci. 2014 Jun; 9 (6): 873-9.
8. A paper on 'The Science of Empathy' - <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5513638/>
9. A paper on 'The Psychology of Emotional and Cognitive Empathy' - <https://lesley.edu/article/the-psychology-of-emotional-and-cognitive-empathy>



10. Links on the latest research and reviews on articles related to empathy -

<https://www.nature.com/subjects/empathy>

**Suggested videos/movies (English/Hindi)**

1. The Boy in the Striped Pyjamas (an English movie based on the novel by the same name by John Boyne)
2. Chhapaak (an Indian movie about how a young woman tries to rebuild her life after a man throws acid in her face on a public street in New Delhi in 2005)
3. George Lucas Educational Foundation – Edutopia – 3 videos on the importance of empathy - <https://www.edutopia.org/blog/3-videos-importance-empathy>
4. The actor, Mark Ruffalo, and Murray (from Sesame Street) talk about the word "Empathy" - [https://www.youtube.com/watch?v=9\\_1Rt1R4xbM](https://www.youtube.com/watch?v=9_1Rt1R4xbM)
5. <http://theconversation.com/understanding-others-feelings-what-is-empathy-and-why-do-we-need-it-68494>
6. <https://www.verywellmind.com/what-is-empathy-2795562>

“The Present” is a thesis short from the Institute of Animation, Visual Effects and Digital Postproduction at the Filmakademie Baden-Wuerttemberg in Ludwigsburg, Germany. - <https://www.youtube.com/watch?v=96kl8Mp1uOU>

## Semester V

### Course Title: Human Resource Management

Course code: MHR702

Course Credit: 04 (3-1-0)

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

#### Objective

To introduce the concepts, theoretical frameworks, issues in HRM and make participants understand the role of HRM in organisations.

#### Learning Outcomes:

LO1: Understand and learn the various concepts & practices of HRM followed in Organizations and apply the theoretical knowledge of HRM functions for improvement of organizational productivity.

LO2: Outline the recruitment and selection process and apply it for effectiveness of organization.

LO3: Evaluate the Performance of employee / Manpower in relation with the effectiveness of organization

LO4: Able to elaborate the remuneration and benefits received by employees working in the organization

LO5: To remember the basic application of Job evaluation and ethical issue in HRM while working in organization.

Unit	Topics
I LO 1	Introduction: Understanding the nature and scope of Human resource management, Functions and objectives of HRM, Role of HR, HR department structure & HR strategy
II LO 2	HRP, Recruitment & Selection: Nature and importance of Human resource planning, Recruitment & Selection process in BPS, Meaning and importance placement and induction.
III LO 3	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)
IV LO 4	Remunerations & Benefits: Managing basic remunerations, Basic concepts & Importance of compensation plan, fringe benefits, incentives, and social security schemes.
V LO 5	Job Evaluation & Ethical Issues: Significance of Job evaluation, Methods of Job evaluation (BPS Specific), managing ethical issues in human resource management

#### Recommended Books:

1. Human Resource Management, Latest Edition, by Stephen Robins
2. Human Resource Management, TATA McGrawhill by K.Aswathappa, Latest Edition
3. Human Resource Management, Person Publication, by Dessler and Varkkey, Latest Edition
4. Human Resource Management- Text and Cases, Excel Publication, by Rao, VSP, Latest Edition
5. Managing Human Resources by Ramaswamy, E., Publisher: Oxford University Press, New Delhi, Latest Edition

## Course Title: Retail Market Research

Course Code: MMK702  
Max Marks: 100(30I +70E)

Course Credit: 04(3-1-0)

### Objective

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

### Learning Outcome

L01: Enumerate and define various concepts & terms associated with marketing research and formulate research designs for a real-life business research problem

L02: Explain the various types of measurement scales & attitude scaling techniques and their application in the context of business research

L03: Design a variety of data collection instruments for contemporary business research issues and apply the principles of sampling to contemporary business research problems.

L04: Analyse and present quantitative data and derive actionable inferences from the same from a decision making perspective.

L05: Construct different types of testable hypotheses and interpret the statistical test outcomes.

Unit	Topics
I L01	Introduction: Role of Research in Marketing, Retail Marketing Research Industry, Retail Marketing Research Process: An Overview, Research Design: An Overview
II L01, L02	Scaling: Surveys and Interviews, Measurement, Measurement Scales, Questionnaires and Instruments, Competitive research, Market research tools, Customer targeting tools
III L01, L03	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
IV L01, L04	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
V L01, L05	Hypothesis Testing & report Writing: Hypothesis testing, measure of association, Introduction to multivariate statistics, Report writing

### 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.

### Web links

[https://business.nmsu.edu/~mhyman/m310syl\\_f06\\_inclass.htm](https://business.nmsu.edu/~mhyman/m310syl_f06_inclass.htm)

## Course Title: Total Quality Management

Course code: MGM707

Course Credit: 04 (3-1-0)

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

### Objectives

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: Grasp the concept of Quality and Quality management

LO2: To appreciate the role of leadership in TQM and understand various practices of TQM.

LO3: Learn to be acquainted with traditional tools of TQM. LO4:

Analyze the TQM practices in Japanese organizations.

LO5: To develop and recognize the systems perspective of TQM.

Unit	Topic
I LO1	Introduction - Need for quality - Evolution of quality - Definitions of quality - Dimensions of product and service quality - Basic concepts of TQM - TQM Framework - Contributions of Deming, Juran and Crosby - Barriers to TQM - Quality statements - Customer focus - Customer orientation, Customer satisfaction, Customer complaints, Customer retention - Costs of quality.
II LO 2	Leadership - Strategic quality planning, Quality Councils - Employee involvement - Motivation, Empowerment, Team and Teamwork, Quality circles Recognition and Reward, Leadership - quality council, employee involvement
III LO3	The seven traditional tools of quality - New management tools - Six sigma: Concepts, Methodology, applications to manufacturing, service sector including IT - Bench marking - Reason to bench mark, Bench marking process - FMEA - Stages, Types.
IV LO 4	Ishikawa's Quality Framework; Control Charts - Process Capability - Concepts of Six Sigma - Quality Function Development (QFD) - Taguchi quality loss function - TPM - Concepts, improvement needs - Performance measures. Performance appraisal - 5S, Kaizen - Supplier partnership -
V LO 5	Need for ISO 9000 - ISO 9001-2008 Quality System - Elements, Documentation, Quality Auditing - QS 9000 - ISO 14000 - Concepts, Requirements and Benefits - TQM Implementation in manufacturing and service sectors.

### **Recommended Books**

1. N.V.R Naidu, G. Rajendra, Total Quality Management, New Age international, Latest Edition
2. ShridharaBhat K, Total Quality Management – Text and Cases, Himalaya Publishing House, New Delhi, Latest Edition
3. Charantimath, Poornima M., Total Quality Management, Pearson Publication, New Delhi, Latest Edition
4. R.S Naagarazan, Total Quality Management, New Age international, Latest Edition
5. B. L. Hanson & P. M. Ghare, Quality Control & Application, Prentice Hall of India, Latest Edition
6. Dale H. Besterfield et al, Total Quality Management, Third edition, Pearson Education, Latest Edition

## Semester VI

### Course Title- Environmental Studies

Course code: OAE102  
0) Max. Marks: 100 (30I+70E)

Course Credit: 04 (3-1-

#### Objective:

To create awareness between the students about our ecosystem, related problems and our role in that. The course also aims to encourage students to solve the environment related problems

#### Learning Outcomes

LO1: Recognize the need for learning the topic and develop foundational knowledge on the environmental studies.

LO2: Think on ecosystem and environment problems; makeher people aware about environment problems

LO3: Appreciate the need of biodiversity conservation in the context of various developmental pathways.

LO4: Suggests ways for hygiene, health, managing waste, disaster/emergency situations and protecting/saving resources

LO5: Understand the Environmental Pollution and identifying hazards and assessing risk

Units	Topics
I LO 1	Multidisciplinary nature of environmental studies: Natural Resources, Natural resources and associated problems; Forest, Water, Mineral, Food, Energy, Land resources; soil erosion and desertification; Role of an individual in conservation of natural resources.
II LO 2	Ecosystems: Ecosystem: Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession; Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystem.
III LO 3	Biodiversity and its conservation: Ecosystem diversity; Biogeographical classification of India; Value of biodiversity; Biodiversity at global, National and local levels; India as a mega-diversity nation; Threats to biodiversity; Conservation of biodiversity.
IV LO 4	Environmental pollution: Types, causes, effects and controls; Air, water, soil and noise pollution, Nuclear hazards and human health risks; Swach Bharat Abhiyan, Solid waste management.
V LO 5	Fundamentals: Global warming, Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act.

#### Field work

1. Visit to a local area to document environmental assets river/forest/grassland/hill/mountain
2. Visit to a local polluted Site-Urban/Rural/Industrial/Agricultural
3. Study of common plants, insects, birds.

4. Study of simple ecosystems-pond, river, hill slopes, etc.

**Recommended Books:**

1. E- book:<https://ugc.ac.in/oldpdf/modelcurriculum/env.pdf>
2. Industrial Safety and Health management” Pearson Prentice Hall,2003 by C. Ray, Asfahl
3. National Safety Council, “Accident Prevention Manual for Industrial Operations”, N. S. C. Chicago, 1988.
4. Industrial Accident Prevention” McGraw-Hill Company, New York,1980 by Heinrich

**Course Title: Digital and Social Media in E-Commerce**

**Course code: CSE702**

**Course Credit: 04 (3-1-**

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

**Objectives**

To familiarize participants with the growing role of electronic commerce and its application in business

**Learning Outcomes**

LO1. Understand the conceptual framework of Digital Marketing and its strategies to make use of various web presence options

LO2: Recognize different social media platforms and Develop profile on various social media platforms for campaigning

LO3: Analyze and Apply diverse tools for digital marketing so as to make presence in the market.

LO4. Able to make social media campaigns by using various online analytical platforms for brand building

LO5. To understand the challenges and practices in Digital Marketing with practical applications of social media strategy’s to solve business problems.

<b>Unit</b>	<b>Topic</b>
<b>I LO1</b>	<b>Introduction to digital marketing:</b> Digital Marketing - Overview, Conceptual framework, Digital Marketing Platforms, Digital Marketing & Marketing Strategy, Goals of Digital Marketing, Digital Marketing Strategies.
<b>II LO 2</b>	<b>Customer Engagement in Digital Marketing:</b> Identifying target Audience, Big Data in target Audience, Practices of audience engagement, Social Media Platform and networking websites.
<b>III LO3</b>	<b>Tools for Digital Marketing:</b> Search Engine Optimization – Concept, Growth traffic Management through SEO, OPO- Conceptual framework, Google Tools -Google Webmaster Tools -Site Map Creators, Browser-based analysis tools, Page Rank tools, Pinging & indexing tools, Dead links identification tools, Open site explorer, Domain information/whois tools Quicksprout.
<b>IV LO 4</b>	<b>Digital Marketing and Brand Building:</b> Social Media & Brand Building, Tools- Micro blogging, streaming, Podcast; Mobile Marketing, Social Media marketing, Search Engine Marketing.

<b>V LO 5</b>	<b>Challenges and Practices in Digital Marketing:</b> Threats in Digital Marketing, Cyber security tools and Practices; Adoption in Digital Marketing. Case Studies.
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### Recommended Books

1. Digital Marketing: Strategy, Implementation and Practice by Dave Chaffey & Fiona Ellis-Chadwick
2. E-Marketing, Judy Strauss and Raymond Frost, Prentice Hall, 6th Edition, 2013
3. The Big Data-Driven Business by Russell Glass & Sean Callahan
4. Digital Branding by Daniel Rowles

## Course Title: Retail Data Analytics

**Course code: MMK703**  
**0) Max. Marks: 100 (30I+70E)**

**Course Credit: 04 (3-1-0)**

### Objectives

This course is designed to introduce students to retail data analytics for taking business decisions related to production schedules, inventory management, store layout and planning and customer engagement for enhanced profitability

### Learning Outcomes

LO1: Develop simple knowledge of different basic concept / fundamentals of retail data analytics.

LO2: Understand the practical application of retail data analytics concepts.

LO3: Able to apply retail data analytics to new situations or a required context

LO4: Analyse retail data analytics essential tools and identify the connections between them

LO5: Ability to evaluate retail data analytics tools into Decision making and applying the Concept of Analytics

Unit	Topic
<b>I LO 1</b>	Introduction to Retail Data Management, Importance of Decision making and Problems encountered in retail management
<b>II LO 1,2</b>	Data Analysis in retail Management including slicing, dicing and summarizing marketing data, Basics of Forecasting , Inventory Management, Store Layout planning
<b>III LO 2, 3,4</b>	Forecasting using simple Regression Model in Excel, Quantifying the accuracy of regression ,models, F - statistic, Interpretation of regression model results, Sales forecasting,
<b>IV LO 4</b>	Market basket analysis to maximize sales using layout and inventory management, discounting pricing



<b>V LO 3, 4, 5</b>	To understand the basics of business data analytics and its life cycle Data Visualization: Tables, Charts, Line Charts, Bar and Column Chart, Bubble Chart, Heat Map – Data Dashboards, Predictive Analytics: Regression, K Nearest Neighbours Regression & Classification Decision Tree, Neural Networks - Descriptive Analytics: Association Rules, Sequence Rules
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### **Recommended Books**

2. Marketing Analytics: Data-Driven Techniques with Microsoft Excel, by Wayne L Winston, Wiley, Latest Edition
3. Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques, Mike Grigsby, Latest Edition

## **PROJECTS**

### **Semester III**

#### **Auto Finance and Auto Insurance- Project Based**

- Documentation & procedure for financing a car
- Comparative study of car loans (NBFC vs Private bank vs PSU)
- Customer profiling
- EMI Calculation
- Detailed descriptions of finance terms
- Features, Advantages & Benefits (FAB) of Maruti Suzuki Smart Finance
- Features, Advantages & Benefits (FAB) of Maruti Insurance
- Types of Insurance (Comprehensive & Third Party Insurance)
- Insurance terminologies, IDV calculation & add ons
- Insurance claim process

### **Semester IV**

#### **Institutional Sales & Accessories Sales-Project Based**

- Networking for Institutional Sales
- Targeting Special & Niche segment
- Ways to improve corporate sales
- BTL Activities required for Institutional sales
- Accessories marketing
- Benefits of MSGA
- Timeline for accessories fitment before car delivery

### **Semester V**

#### **Pre-owned vehicles sales- Project based**

- Evaluation of a used car
- Documentation & procedure for sale of a used car
- Analysis of pre-owned car market
- Comparative study of True Value vs Hpromise vs First Choice

### **Semester VI**

## **Marketing and Social Media- Project based**

- Sales through digital medium
- Customer feedback management on social networks
- Facebook analytics of targeted marketing
- Email marketing