

Deen Dayal Upadhyaya Gorakhpur University, Gorakhpur



**Bachelor of Business Administration- Retail
(B.B.A-R)**

**Three Year Programme
(In Six Semesters)**

COURSE STRUCTURE

(Under Choice Based Credit System)

**Department of Business Administration
Deen Dayal Upadhyaya Gorakhpur University, Gorakhpur**

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Department of Business Administration

BACHELOR OF BUSINESS ADMINISTRATION- Retail (BBA-R)

The three year full time Degree in Bachelor of Business Administration (BBA) shall be governed by the Department of Business Administration, DDU Gorakhpur University, Gorakhpur-273009

The Programme Structure

The Bachelor of Business Administration (BBA) is divided into three parts as under. Each Part will consist of two semesters.

| Year | Semester-Odd | Semester-Even |
|-----------------|--------------|---------------|
| 1 st | Semester-I | Semester-II |
| 2 nd | Semester-III | Semester-IV |
| 3 rd | Semester-V | Semester-VI |

Classification of Credits as per Year and Semesters


| Year | Semester | Major | Ability Enhancement Course | Skill Enhancement Course | Research/Internship Project | Total Credit |
|-----------------|----------|-------|----------------------------|--------------------------|-----------------------------|--------------|
| 1 st | I | 20 | 2 | 3 | - | 25 |
| | II | 20 | 2 | 3 | - | 25 |
| 2 nd | III | 20 | 2 | 3 | - | 25 |
| | IV | 20 | 2 | - | - | 22 |
| 3 rd | V | 16 | - | - | 4 | 20 |
| | VI | 20 | - | - | - | 20 |
| Total | | 116 | 08 | 09 | 04 | 137 |

Note: One lecture will be of 60 minutes i.e one-hour duration

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Course Structure

| | | Major | Credits | Skill Enhancement Course | Ability Enhancement Course | Research /Project/Dissertation/Internship/Field work/Survey | Total Credits |
|----------|----------|--|---------|---------------------------------|----------------------------|---|---------------|
| Year | Semester | | | | | | |
| | | Own Faculty | | Pool Course at university Level | | | |
| 1st Year | | | | | | | |
| 1 | I | MANAGEMENT PRINCIPLES & COMMUNICATION | 4+0 | 1 (3 Credits) | 1 (2 Credits) | - | 25 |
| | | ACCOUNTING FOR BUSINESS DECISION | 4+0 | | | | |
| | | THEORY OF RETAIL ECONOMICS | 4+0 | | | | |
| | | BASICS OF RETAILING AND RETAIL STORE OPERATIONS | 4+0 | | | | |
| | | PRACTICAL IN RETAILING AND RETAIL STORE OPERATIONS | 0+4 | | | | |
| 1 | II | PRINCIPLES OF MARKETING | 4+0 | 1 (3 Credits) | 1 (2 Credits) | - | 25 |
| | | INTRODUCTION TO E-COMMERCE IN RETAIL | 4+0 | | | | |
| | | RETAIL LOGISTICS MANAGEMENT | 4+0 | | | | |
| | | RETAIL MERCHANDISE MANAGEMENT | 4+0 | | | | |
| | | PRACTICAL IN RETAIL MERCHANDISE MANAGEMENT | 0+4 | | | | |
| Year 2 | | | | | | | |
| 2 | III | LEGAL AND REGULATORY FRAMEWORK IN RETAIL | 4+0 | 1 (3 Credits) | 1 (2 Credits) | - | 25 |
| | | INVENTORY MANAGEMENT | 4+0 | | | | |
| | | VISUAL MERCHANDISING | 4+0 | | | | |
| | | E-COMMERCE INFRASTRUCTURE AND FRAMEWORK IN RETAIL | 4+0 | | | | |
| | | PRACTICAL IN E-COMMERCE INFRASTRUCTURE AND FRAMEWORK IN RETAIL | 0+4 | | | | |
| 2 | IV | ENTREPRENEURSHIP AND FAMILY BUSINESS MANAGEMENT | 4+0 | - | 1 (2 Credits) | | 22 |
| | | CUSTOMER RELATIONSHIP | 4+0 | | | | |



| | | | | | | | |
|--------|----|--|-----|---|---|-----|----|
| | | MANAGEMENT | | | | | |
| | | RETAIL INFORMATION SYSTEM: DESIGN, APPROACH & COMPONENTS | 4+0 | | | | |
| | | RETAIL STORE OPERATIONS & MALL MANAGEMENT | 4+0 | | | | |
| | | PRACTICAL IN RETAIL STORE OPERATIONS & MALL MANAGEMENT | 0+4 | | | | |
| Year 3 | | | | | | | |
| 3 | V | RETAIL SUPPLY CHAIN MANAGEMENT AND DROP SHIPPING | 4+0 | - | - | | 20 |
| | | DIGITAL MARKETING AND USER EXPERIENCE | 4+0 | | | | |
| | | BASICS OF INTERNATIONAL TRADE | 4+0 | | | | |
| | | RETAIL DATA ANALYTICS | 4+0 | | | | |
| | | INDUSTRIAL TRAINING/ APPRENTICESHIP/ INTERNSHIP | | | | 0+4 | |
| 3 | VI | FRANCHISE MANAGEMENT | 4+0 | | | | 20 |
| | | MERCHANDISE MANAGEMENT AND PRICING | 4+0 | | | | |
| | | GOODS & SERVICE TAX | 4+0 | | | | |
| | | TRAINING & DEVELOPMENT | 4+0 | | | | |
| | | VIVA-VOCE BASED ON TRAINING REPORT EVALUATION AND PRESENTATION | 0+4 | | | | |








Semester Wise Course Structure

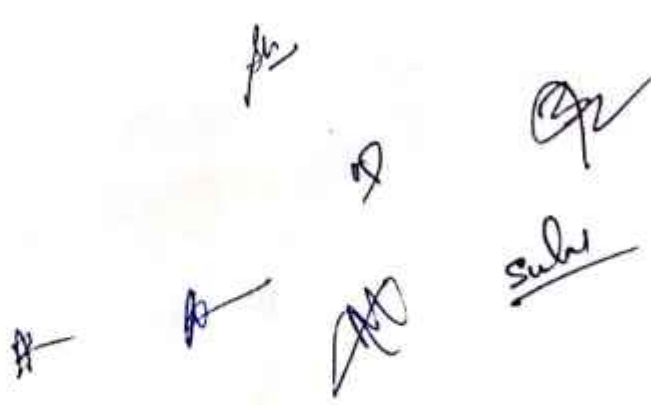
Year 1st Semester I

| Year | Semester | Paper Code | Paper Name | Credit |
|---------------------|----------|---|--|--------|
| Major Course | | | | |
| 1st | 1 | BBA-R 101 | MANAGEMENT PRINCIPLES & COMMUNICATION | 4+0 |
| | | BBA-R 102 | ACCOUNTING FOR BUSINESS DECISION | 4+0 |
| | | BBA-R 103 | THEORY OF RETAIL ECONOMICS | 4+0 |
| | | BBA-R 104 | BASICS OF RETAILING AND RETAIL STORE OPERATIONS | 4+0 |
| | | BBA-R 105 | PRACTICAL IN RETAILING AND RETAIL STORE OPERATIONS | 0+4 |
| | | Skill Enhancement Course (SEC) | | |
| | | Any one course (From pool of courses offered at University level) | | 3+0 |
| | | Ability Enhancement Courses (AEC) | | |
| | | Any one course (From pool of courses offered at University level) | | 2+0 |

Total Credits-25

Note:

Select one course from the Ability Enhancement Course (AEC) and one course from the Skill Enhancement Course (SEC) categories, from the pool of courses offered at the university level. For more details, please refer to the university's website.

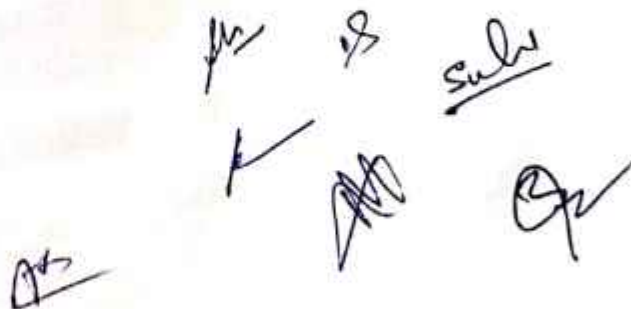


Year 1st Semester II

| Year | Semester | Paper Code | Paper Name | Credit | |
|-----------------|----------|---|--|--------|-----|
| Major Courses | | | | | |
| 1 st | II | BBA-R 106 | PRINCIPLES OF MARKETING | 4+0 | |
| | | BBA-R 107 | INTRODUCTION TO E-COMMERCE IN RETAIL | 4+0 | |
| | | BBA-R 108 | RETAIL LOGISTICS MANAGEMENT | 4+0 | |
| | | BBA-R 109 | RETAIL MERCHANDISE MANAGEMENT | 4+0 | |
| | | BBA-R 110 | PRACTICAL IN RETAIL MERCHANDISE MANAGEMENT | 0+4 | |
| | | Skill Enhancement Courses (SEC) | | | |
| | | Any one course (From pool of courses offered at University level) | | | 3+0 |
| | | Ability Enhancement Courses (AEC) | | | |
| | | Any one course (From pool of courses offered at University level) | | | 2+0 |
| | | Total Credits: 25 | | | |

Note:

Select one course from the Ability Enhancement Course (AEC) and one course from the Skill Enhancement Course (SEC) categories, from the pool of courses offered at the university level. For more details, please refer to the university's website.



Year 2nd Semester III

| Year | Semester | Paper Code | Paper Name | Credit |
|-----------------------|------------|---|---|------------|
| Major Course | | | | |
| 2nd | III | BBA-R 201 | LEGAL AND REGULATORY FRAMEWORK IN RETAIL | 4+0 |
| | | BBA-R 202 | INVENTORY MANAGEMENT | 4+0 |
| | | BBA-R 203 | VISUAL MERCHANDISING | 4+0 |
| | | BBA-R 204 | E-COMMERCE INFRASTRUCTURE AND FRAMEWORK IN RETAIL | 4+0 |
| | | BBA-R 205 | PRACTICAL IN E-COMMERCE INFRASTRUCTURE AND FRAMEWORK IN RETAIL | 0+4 |
| | | Skill Enhancement Courses (SEC) | | |
| | | Any one course (From pool of courses offered at University level) | | |
| | | Ability Enhancement Courses (AEC) | | |
| | | Any one course (From pool of courses offered at University level) | | |
| | | Total Credits-25 | | |

Note:

Select one course from the Ability Enhancement Course (AEC) and one course from the Skill Enhancement Course (SEC) categories, from the pool of courses offered at the university level. For more details, please refer to the university's website.



Year 2nd Semester IV

| Year | Semester | Paper Code | Paper Name | Credit |
|------------------|----------|---|--|--------|
| Major Course | | | | |
| 2 nd | IV | BBA-R 206 | ENTREPRENEURSHIP AND FAMILY BUSINESS MANAGEMENT | 4+0 |
| | | BBA-R 207 | CUSTOMER RELATIONSHIP MANAGEMENT | 4+0 |
| | | BBA-R 208 | RETAIL INFORMATION SYSTEM: DESIGN, APPROACH & COMPONENTS | 4+0 |
| | | BBA-R 209 | RETAIL STORE OPERATIONS & MALL MANAGEMENT | 4+0 |
| | | BBA-R 210 | PRACTICAL IN RETAIL STORE OPERATIONS & MALL MANAGEMENT | 0+4 |
| | | Ability Enhancement Courses (AEC) | | |
| | | Any one course (From pool of courses offered at University level) | | 2+0 |
| Total Credits-22 | | | | |

Note:

Select one course from the Ability Enhancement Course (AEC) category, from the pool of courses offered at the university level. For more details, please refer to the university's website.

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Year 3rd Semester V

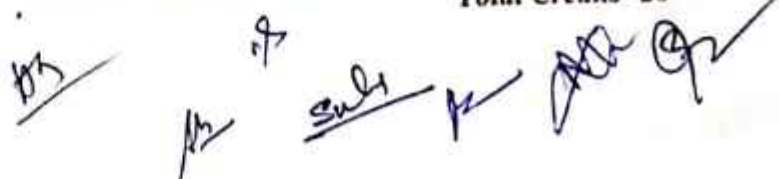
| Year 3 rd Semester V | | | | |
|---------------------------------|----------|------------|--|------------------|
| Year | Semester | Paper Code | Paper Name | Credit |
| Major Course | | | | |
| 3 rd | V | BBA-R 301 | RETAIL SUPPLY CHAIN MANAGEMENT AND DROP SHIPPING | 4+0 |
| | | BBA-R 302 | DIGITAL MARKETING AND USER EXPERIENCE | 4+0 |
| | | BBA-R 303 | BASICS OF INTERNATIONAL TRADE | 4+0 |
| | | BBA-R 304 | RETAIL DATA ANALYTICS | 4+0 |
| | | BBA-R 305 | INDUSTRIAL TRAINING/ APPRENTICESHIP/ INTERNSHIP | 0+4 |
| | | | | Total Credits-20 |

Summer Training:

At the end of the fifth semester, every student is required to undertake a Research Project, Dissertation, Internship, Field Work, or Survey, which will carry 3 credits. The internship, with a duration of 4-6 weeks, is to be completed during the break between the fifth and sixth semesters. Upon completion, students must submit a report accompanied by certification from the respective institute or organization. The report will be evaluated by a panel comprising two experts (one internal and one external), and there will be no internal evaluation for this component. Additionally, in the sixth semester, a Viva-Voce examination will be conducted based on the Summer Training Report and overall course, with the evaluation consisting of 50 marks for the report and 50 marks for the Viva-Voce.

Year 3rd Semester VI

| Year 3 rd Semester VI | | | | |
|----------------------------------|----------|------------|--|-------------------|
| Year | Semester | Paper Code | Paper Name | Credit |
| Major Course | | | | |
| 3rd | VI | BBA-R 306 | FRANCHISE MANAGEMENT | 4+0 |
| | | BBA-R 307 | MERCHANDISE MANAGEMENT AND PRICING | 4+0 |
| | | BBA-R 308 | GOODS & SERVICE TAX | 4+0 |
| | | BBA-R 309 | TRAINING & DEVELOPMENT | 4+0 |
| | | BBA-R 310 | VIVA-VOCE BASED ON TRAINING REPORT EVALUATION AND PRESENTATION | 0+4 |
| | | | | Total Credits- 20 |



DEPARTMENT OF BUSINESS ADMINISTRATION
BACHELOR OF BUSINESS ADMINISTRATION-RETAIL (BBA – R)

DISTRIBUTION OF DIFFERENT COURSES AND CREDITS IN VARIOUS SEMESTERS

Credits -4+0

Course Code - BBA-R 101

Course Title - PRINCIPLES OF MANAGEMENT

COURSE OBJECTIVE:

This course introduces students to the foundational principles of management and the essential communication skills needed in a business environment. It explores key management concepts, decision-making processes, and effective communication strategies for successful leadership.

Course outcome:

- 1-Understand the concepts of management ,it's levels and functions .
- 2-Determine the managerial skills and its application in current era.

| Unit | Topics |
|------|--|
| I | Definition and Functions of Management,Evolution of Management Theories,Managerial Roles and Responsibilities,Management Ethics and Social Responsibility |
| II | Strategic Planning and Goal Setting,Decision-Making Models,Risk Management and Contingency Planning,Organizational Structure and Design,Job Design and Human Resource Management,Team Building and Group Dynamics |
| III | Leadership Styles and Theories,Motivation and Employee Engagement,Conflict Resolution and Negotiation,Control Systems and Processes,Performance Appraisal and Feedback,Continuous Improvement and Innovation |
| IV | Importance of Communication in Management,Types of Communication (Verbal, Non-Verbal, Written),Barriers to Effective Communication,Professional Writing Skills,Business Presentations and Public Speaking,Interpersonal Communication Skills |

Reference Books:

- "Principles of Management" by Peter F. Drucker
- "Business Communication: Building Critical Skills" by Kitty O. Locker and Stephen Kyo Kaczmarek

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Course Title -ACCOUNTING FOR BUSINESS DECISION

COURSE OBJECTIVE

- 1- To acquaint the students with fundamental concepts and processes of accounting so that they can appreciate the nature of item presented in the annual accounts of a firm
- 2-To impart skills for recording various kinds of business transactions

COURSE OUTCOME:

- 1-Demonstrate a good understanding of various Accounting concepts .
- 2-Appling Accounting principles and techniques to solve operational problems.

| Unit | Topics |
|------|---|
| I | Introduction: Meaning and process of accounting, Basic terminology of accounting, Difference between accounting & book keeping, Importance & limitations of accounting, Various users of accounting information, Accounting Principles: Conventions & Concepts. |
| II | Accounting equation, Dual aspect of accounting, Types of accounts, Rules of debit & credit, Preparation of Journal and Cash book including banking transactions, Ledger and Trial balance, Subsidiary books of accounts, Rectification of Errors. |
| III | Valuation of stocks, Accounting treatment of depreciation, Reserves and provisions, Preparation of final accounts along with adjustment entries. |
| IV | Issue of shares and debentures, Issue of bonus shares and right issue, Redemption of preference shares and debentures. |

Reference Books:

- "Financial Accounting: Tools for Business Decision Making" by Paul D. Kimmel, Jerry J. Weygandt, and Donald E. Kieso
- "Managerial Accounting" by Ray Garrison, Eric Noreen, and Peter Brewer

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COURSE OBJECTIVE:

- 1- To Understand the fundamental concepts of Business and Entrepreneur
- 2-The basic objective of this course is to make the students aware of the various economic issues
- 3- to face as managers at the corporate level and to equip them with the tools and techniques of economic analysis for improving their decision-making skills

Course outcome:

- 1-Determine the various economic issues and their effects .
- 2-Using various tools and techniques to develop insight for holistic development

| Unit | Topics |
|------|--|
| I | Introduction to Economics: Nature and Scope of Economics, its relationship with other subjects. Fundamental Economic Tools-Opportunity cost concept, Incremental concept, Principle of time perspective, discounting principle and Equi-marginal principle |
| II | Demand Analysis: Concept of Demand & its determinants; Price, Income & Substitution effects. Elasticity of demand: meaning, types, measurement and significance in managerial decisions.. |
| III | Production and Cost Analysis: Meaning, Production function, Law of variable proportions and laws of return to scale, Various cost concepts and classification, Cost output relationship in short run & long Run, Cost curves, Revenue concepts. |
| IV | Pricing: Nature of market, Types of markets and their characteristics, Pricing under different market structures-Perfect, Monopoly, Oligopoly and Monopolistic competition, Price discrimination under monopoly competition. Profit Management: Concept of Profit, Economic and accounting Profits, Profit maximization, Break even analysis. |

Reference Books:

- "Retailing Management" by Michael Levy and Barton A. Weitz
- "Retail Management: A Strategic Approach" by Barry Berman and Joel R. Evans
- "The New Rules of Retail: Competing in the World's Toughest Marketplace" by Robin Lewis and Michael Dart

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Course Title - BASICS OF RETAILING AND RETAIL STORE OPERATIONS

COURSE OUTCOME:

- 1- The basic objective of this course is to make the students aware of the role of retail industry and strategy formulation under retailing.
- 2-to make understanding about the importance, process, decisional phases and supply chain drivers of supply chain management.

COURSE OUTCOME:

- 1-Learn about the basics of retaining and store layout .
- 2- Demonstrate the application of all the marketing strategy in daily life .

| Unit | Topics |
|------|---|
| I | Overview : Retailing - Definition, Nature, Scope – Meaning – Types - Classification – Retailing & Marketing - Growing importance of retailing- Factors influencing retailing – Functions and activities of Retailing-Stores Location – Steps in choosing a retail location |
| II | Retail Strategic Planning and Operation Management, Retail Financial Strategy, Target Market Selection and Retail Location, Store Design and Layout, Visual Merchandising and Displays, Merchandise Planning, Buying and Handling, Merchandise Pricing, Retail Communication Mix, Promotional Strategy |
| III | Retail Location: Meaning, Importance, Process and Factors Affecting Location; Merchandising: Concept, Importance, Factors Affecting Buying Decision, Role and Responsibilities of Merchandiser; Franchising: Definition, Types and Evolution, Franchising Law in India, Outsourcing: Definition, Scope and Importance; Introduction of the Concept of GST in Retailing. |
| IV | Emerging Trends in Retailing: Modern retail formats- Organised retailing-The size of retail in India - Clothing, textiles and fashion accessories - Food and food services - Books and music - Other emerging sectors - Retail realities - Challenges to retail development in India- E-tailing. |

Reference Books:

- "Retail Management: A Strategic Approach" by Barry Berman and Joel R. Evans
- "The Art of Retail Buying: An Insider's Guide to Best Practices from the Industry" by Marie-Louise Jacobsen

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Course Code - BBA-R 105

Credits - 0+4

Course Title - Practical in Retailing and Retail Store Operations

COURSE OUTCOME:

This practical course is designed to provide students with hands-on experience in the retail industry. The course covers various aspects of retail store operations, including merchandising, customer service, inventory management, and technology utilization.

COURSE OUTCOME:

- 1-Learn about the basics of retaining and store layout .
- 2- Demonstrate the application of all the marketing strategy in daily life .

| Unit | Topics |
|------|---|
| I | Overview of Practical Course Objectives, Introduction to the Selected Retail Store Environment, Understanding the Retail Industry Landscape, Role-playing scenarios for effective customer service, Handling Customer Inquiries and Complaints |
| II | Inventory Management and Stock Replenishment: Hands-on Inventory Counts, Order Placement and Stock Replenishment, Introduction to Inventory Management Software. Point of Sale (POS) Systems and Technology Integration: Training on POS Systems, Cash Handling and Transaction Processing, Introduction to E-commerce and Online Sales |
| III | Retail Store Visit and Analysis: Field Trip to Local Retail Stores, Analysis of Store Layout, Merchandising, and Customer Service, Group Presentation on Store Visit Findings Marketing and Promotions : Creating and Implementing In-Store Promotions, Understanding Sales and Discounts, Collaborative Marketing Initiatives |
| IV | Final Project and Review: Group Project: Develop a Retail Store Improvement Plan, Presentation of Final Projects, Course Review and Discussion |

Reference Books:

- "Retailing Management: A Strategic Approach" by Barry Berman and Joel R. Evans
- Practical guides on merchandising, customer service, and inventory management
- Industry-related case studies and articles

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Course Code - BBA-R 106

Credits - 4 +0

Course Title - PRINCIPLES OF MARKETING

COURSE OBJECTIVES:

- 1- The objective of the course intends to provide an experienced-based approach to marketing theory and its practical application
- 2-The course intends to enable the students to learn the basic trends and different decisions taken under marketing management from an application oriented perspective

COURSE OUTCOME:

- 1 Understand the basic concepts of marketing and their application.
- 2-Learn basic concepts about advertising and marketing segmentation.

| Unit | Topics |
|------|---|
| I | Introduction:Nature, scope and importance of marketing; Selling vs Marketing; Marketing mix, Marketing environment; concept, importance, and components (Economic, Demographic, Technological, Natural, Socio-Cultural and Legal). |
| II | Product: Concept and importance, Product classifications; Concept of product mix; Branding, packaging and labeling; Product life-cycle; New Product Development Process |
| III | Pricing: Significance, Factors affecting price of a product, Pricing policies and strategies, Distribution Channels and Physical Distribution: Channels of distribution - meaning and importance; Types of distribution channels; Factors affecting choice of distribution channel. |
| IV | Promotion: Nature and importance of promotion; Communication process; Types of promotion: advertising, personal selling, public relations & sales promotion, and their distinctive characteristics. Recent developments in marketing: Social Marketing, online marketing, direct marketing, services marketing, green marketing, Rural marketing; Consumerism |

Reference Books:

- "Principles of Marketing" by Philip T. Kotler and Gary Armstrong
- "Marketing Management" by Philip T. Kotler and Kevin Lane Keller
- "Principles of Marketing" by Gary Armstrong and Stewart Adam

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Course Title - INTRODUCTION TO E-COMMERCE IN RETAIL

COURSE OBJECTIVES:

- 1- Understand the basic concepts and technologies used in the field of management information systems
- 2-Be aware of the ethical, social, and security issues of information systems;
- 3-Understand the processes of developing and implementing information systems

COURSE OUTCOME:

- 1-Demonstrate student various applications of E- commerce and their various types.
- 2-Learn about search engine optimization and concepts .

| Unit | Topics |
|------|---|
| I | Introduction to E-Commerce: Meaning of electronic commerce, business applications of e-commerce, comparison with traditional commerce. Business models in E-Commerce- e-shops, e-procurement, e-auctions, value chain integrators, information brokerage, telecommunication, collaboration platforms, etc, electronic payment system. |
| II | E-Banking-concept, operations. Online fund transfer, RTGS, ATM etc, Online share market operations. Online Marketing and web based advertising, - concept, and advantages. Types of online advertisements. |
| III | Search Engine- as an advertising media, search engine optimization- concept and techniques, e-mail marketing, social networking and marketing- promotion, opinion etc. Viral Marketing, E-retailing concept, advantages, limitations. CRM and Information technology, Tools to conducting online research- secondary research, online focus groups web based surveys, data mining from social networking sites. |
| IV | Enterprise resource planning –Security issues in e-commerce- online frauds, privacy issues, cyber laws including Information Technology Act. |

Reference Books:

- "E-Commerce: Business, Technology, Society" by Paul T. Laudon and Carol Guercio Traver
- "E-Commerce: Strategy, Technologies and Applications" by David Whiteley
- "E-Commerce and the Law" by Benjamin Wright and R. Stanton Dodge

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Course Code - BBA-R 108

Credits - 4+0

Course Title - RETAIL LOGISTICS MANAGEMENT

COURSE OBJECTIVES:

- 1- It provides an overview of how firms use distribution intermediaries to gain a competitive advantage in local and global markets through the integration of logistics management.
- 2-To provide a detailed analysis for how to improve a quality customer service and integrated logistics.
- 3-To explain the outsourcing logistics and to elaborate the practical concepts regarding third party and fourth party logistics.

COURSE OUTCOME:

- 1-Facilitate students about logistics and inventory management.
- 2- Gather information about Customer service and various models of logistics.

| Unit | Topics |
|------|--|
| I | Logistics: Definition - History and Evolution- Objectives – Elements- Activities Importance- The work of logistics-Logistics interface with marketing- Retails logistics-Emerging concept in logistics |
| II | Logistics Management: Definition and Evolution -Achievement of competitive advantage through logistics Framework-Role of Logistics management-Integrated Logistics Management - Model – Flow of process activities (in brief). |
| III | Logistics Strategy: Strategic role of logistics – Definition-role of logistics managers in strategic decisions: Strategy options, Lean Strategy, Agile Strategies & Other strategies :Designing & Implementing logistical strategy |
| IV | Quality customer service & integrated logistics: Customer service-importance elements- the order cycle system-distribution channels-Functions performed-Types designing- Logistical packaging. |

Reference Books:

- "Retail Logistics: Changes and Challenges" by John Fernie and Leigh Sparks
- "Retail Supply Chain Management: Quantitative Models and Empirical Studies" by Narendra Agrawal and Stephen A. Smith

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Course Code - BBA-R 109
Course Title - RETAIL MERCHANDISE MANAGEMENT

Credits -4+0

COURSE OBJECTIVES:

- 1- To develop Merchandise plan according to the requirement of the respective areas.
- 2- To develop merchandise budgets and analyse and update budgets to meet company performance goals.
- 3- To have the knowledge about various sectors of retail segments .

COURSE OUTCOME-

- 1-Demonstrate various concepts of Marchandise management and their objectives.
- 2-Learn the concepts of various retail segments and textile products.

| Unit | Topics |
|------|---|
| I | Retail Merchandise Management: Meaning, Categorizing the buying Process, Setting objectives for Merchandising Plan, Determining the Assortment Planning Process, Buying Systems, Merchandise Classification, Category Management- Meaning, Advantages, Essential Elements, Drivers of Category Management, Financial Objectives of Merchandising, Model Stock Plan, Conflicts in Unit Stock Planning. |
| II | Merchandise Buying and Handling: Meaning, Methods, Basic Stock Method, Percentage Variation Method, Week Supply Method, Stock to Sales Method, Vendor Negotiations, Trade Discount, Quantity Discount, Promotional Discount, Seasonal Discount, Cash Discount, Delivery Terms, In-store Merchandise Handling, Merchandise Mix, Optimal Merchandise Mix, Constraining Factors. |
| III | Merchandise Management Planning in Various Retail Segments and Textile Products: Specialty Retailers, Grocery and Food Retailing, Replenishment Issues, Labeling –Types, Legislations, label writing and evaluation – Case Studies. Fabric Properties – Strength – Durability – Aesthetics – Comforts – Performance – Textile Specifications |
| IV | Apparel Merchandising: Apparel as Fashion, Stages of Fashion adoption, Fashion Life Cycle, Fashion Adoption and Diffusion, Downward Flow Theory, Collective Selection Theory, Sub-Cultural leadership Theory and Communication Models. Understanding Fashion Adoption, Challenges of Retail Fashion, Adapting Retail Practices. |

Reference Books:

- "Retail Buying: From Basics to Fashion" by Richard Clodfelter
- "Merchandising Mathematics for Retailing" by Cynthia R. Easterling and Ellen L. Flottman
- "Retail Buying: From Basics to Fashion" by Richard Clodfelter

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Course Code - BBA-R 110

Credits -0+4

Course Title - Practical in Retail Merchandise Management

COURSE OBJECTIVES:

This practical course provides students with hands-on experience in merchandise management within the retail industry. Emphasis is placed on the application of theoretical concepts through real-world scenarios, case studies, and practical exercises.

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Course Title - LEGAL AND REGULATORY FRAMEWORK IN RETAIL

COURSE OBJECTIVES:

- 1- Understand the legal and fiscal structure of different forms of business organizations and their responsibilities as employer.
- 2-Relevance of law to individuals, business, and organization, understand the laws related to consumer protection

COURSE OUTCOME:

- 1-Understand the basic concepts of various regulations and laws related to business.
- 2-Gain insight about their application and increase productivity in business concern.

| Unit | Topics |
|------|---|
| I | Shops and Establishment Act and Exceptions to Retail Sector - Basics of Law of Contract ,Agreement,Performance of Contracts, Breach of Contract & Remedies, Quasi-Contracts |
| II | The Sale of Good Act, 1930: Formation of Contract, Conditions & Warranties, Rights of an Unpaid Seller, Performance of the Contract of Sale |
| III | Basics of Labor laws - Law relating to contract labor, Minimum wages Act,Payment of Wages Act , Maternity Benefit Act Licenses required for Retail Sector,Trade License,Music License,Fire Safety NOC,Signage Permission |
| IV | Laws relating to E commerce,Intellectual Property Rights,Unfair Trade Practices IT Act and recent amendments, Cyber crimes and Financial crimes and related punishments |

Reference Books:

- "Retailing and the Law" by Richard J. Gindele
- "Retail Crime, Security, and Loss Prevention: An Encyclopedic Reference" by Charles A. Sennewald and John H. Christman

Course Title - INVENTORY MANAGEMENT

COURSE OBJECTIVES:

- 1- Understand the methods used by organizations to obtain the right quantities of stock or inventory.
- 2-Familiarize themselves with inventory management practices.

COURSE OUTCOME:

- 1-Familiarise students about various inventory management and control techniques
- 2-Gather information about manufacturing planning and just in time .

| Unit | Topics |
|------|---|
| I | Inventory Management – Inventory Control – Importance and Scope of Inventory Control – Types of Inventory – Costs Associated with Inventory – Organizational set up for Inventory Management. |
| II | Selective Inventory Control: Economic Order Quantity – Safety Stocks – Inventory Management Systems – Forecasting Techniques – Material Requirement Planning and Execution – Ratio Analysis on Inventory – Profit Margin |
| III | Manufacturing Planning (MRP): Just in Time(JIT) – Work in Process Inventories – Make or Buy Decisions – Concept of Outsourcing – Factors Influencing Make or But Decisions – Trends in Make or Buy Decisions in context of core competency. |
| IV | Purpose of Inventory: Goods – Types of Goods – Finished Goods Inventories – General Management of Inventory – Stocks- Types of Stocks – Tracking the Paper Life- Use of Computers in Inventory. |

Reference Books:

- "Inventory Management: Principles, Concepts, and Techniques" by F. Robert Jacobs and Richard B. Chase
- "Inventory Management and Production Planning and Scheduling" by Edward A. Silver, David F. Pyke, and Rein Peterson

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Course Code - BBA-R 203

Credits - 4+0

Course Title - VISUAL MERCHANDISING

COURSE OBJECTIVES:

- 1-Demonstrate products on display in retail stores and enhance customers' choices
- 2-Outline design briefs for merchandise.
- 3-Create retail displays in a retail store.

COURSE OUTCOME:

- 1- Enable students about visual merchandising and its purpose
- 2-Understand the basic concepts of store and window setting and display planning.

| Unit | Topics |
|------|---|
| I | Introduction to Visual Merchandising : Visual merchandising and display; Purpose of visual merchandising; Store image; Target customers; Seasonal visual merchandise |
| II | Display and Display Settings: Types of display; Promotion vs. institutional display; Type of display setting Attention drawing devices: Colour; Lighting; Line and composition; Scale; Contrast; Repetition; Humour; Surprise and shock |
| III | Store and Window Settings: Exterior of the store; Window in store front design; Display window; Special windows, Types of mannequins; Alternatives to mannequin; Dressing up of mannequin |
| IV | Merchandise Display: Planning a display; Visual Merchandiser in store promotion; Scheduling the promotion |

Reference Books:

- "Visual Merchandising: Window and In-Store Displays for Retail" by Tony Morgan
- "The Art of Visual Merchandising: 3-Dimensional Visual Merchandising" by Terry Tondro

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Course Code - BBA-R 204

Credits - 4+0

Course Title - E-COMMERCE INFRASTRUCTURE AND FRAMEWORK IN RETAIL

COURSE OBJECTIVES :

- 1-To recognize the impact of information and communication technologies, especially of internet in business operations.
- 2-To develop students on general principles revealed through practical exploration of specific tools, techniques and methods in e-business.

COURSE OUTCOME:

- 1-Familiarise students about E-commerce and it's various types.
- 2-Equip students about various platform and digitilization technology.

| Unit | Topics |
|------|---|
| I | E – Commerce: Meaning, definition, features, functions of E-Commerce, Scope, Benefits and limitations of E-Commerce – The Internet and India – E-commerce opportunities and challenges for Industries.E-Business Models – Business-to Consumer (B2C) – Business-to-Business (B2B) – Consumer-to Consumer (C2C) – Consumer -to-Business (C2B) – Brokerage Model – Value Chain Model – Advertising Model. |
| II | E-marketing – Traditional Marketing Vs.E-Marketing – Impact of E-commerce on markets – Marketing issues in E-Marketing – Online Marketing – E-advertising – Internet Marketing Trends – E-Branding – Marketing Strategies. |
| III | Legal Framework for E-Commerce: E-Commerce Legal Framework – Rights and Obligations in the World of E-commerce – Copyrights – Defamation – Privacy – Contracts – Taxation – Signing a contract Electronically – Domain name and Registration. |
| IV | E-payment Systems: Digital payment Requirements – Digital Token-based E-payment systems – Benefits to Buyers – Benefits to Sellers – Credit card as E-payment system – Mobile payments – smart card cash payment system – Micro-payment system – E- Cash. |

Reference Books:

- "E-Commerce 2018: Business, Technology, Society" by Kenneth C. Laudon and Carol Guercio Traver
- "E-Commerce: Business, Technology, Society" by Paul T. Kidd and Kenneth C. Laudon

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Course Code - BBA-R 205

Credits - 0+4

Course Title - Practical in E-Commerce Infrastructure and Framework in Retail

COURSE OBJECTIVES :

This practical course is designed to provide students with hands-on experience in understanding, implementing, and optimizing e-commerce infrastructure and frameworks in the retail sector.

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Course Code - BBA-R 206

Credits - 4+0

Course Title - ENTREPRENEURSHIP AND FAMILY BUSINESS MANAGEMENT

COURSE OBJECTIVES:

1-To make the students know about entrepreneurship, entrepreneurial behavior, functional areas of business and their inter-relation.

2-To make them understand the risks and rewards of a new venture and the steps required to start a new Venture.

COURSE OUTCOME:

Upon completion of this course, students should be able to:

- 1.Understand the Foundations of Entrepreneurship
- 2.Examine the Process of Opportunity Recognition

| Unit | Topics |
|------|--|
| I | Entrepreneurship: Concept, Role & Importance in Indian Economy, Theories of Entrepreneurship, Entrepreneurs – Evolution of concept, Types of entrepreneurs, traits of entrepreneur, entrepreneurs Vs managers, Women Entrepreneurs, Rural Entrepreneurs. |
| II | Entrepreneurial Development and Institutional Support System: Entrepreneurship development, Concept and Significance, Entrepreneurial Development Programmes (EDP), problems of EDP, Institutional support to entrepreneurs. |
| III | Business Idea: Environmental analysis, Search for business idea, Identification of projects, Selection of project, Project formulation, Project report, project appraisal. |
| IV | Small Business: Definitions, MSMED Act 2006, Strategic Planning and its steps for small business, Incentives and subsidies available to small business, forms of ownership |

Reference Books:

- "Entrepreneurship: Theory, Process, and Practice" by Donald F. Kuratko and Jeffrey S. Hornsby
- "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries

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Course Code - BBA-R 207

Credits - 4+0

Course Title - CUSTOMER RELATIONSHIP MANAGEMENT

COURSE OBJECTIVES:

- 1-To enable the students to how to build effective interpersonal relations with customers through using various techniques
- 2-Emphasize on supplier role and ethical areas.

Course Outcome:

1. Define Customer Relationship Management (CRM)
2. Examine CRM Strategies and Models
3. Examine CRM Technologies and Tools

| Unit | Topics |
|------|--|
| I | CRM concepts - Acquiring customers, - Customer loyalty and optimizing customer relationships - CRM defined - success factors, the three levels of Service/ Sales Profiling - Service Level Agreements (SLAs), creating and managing effective SLAs. |
| II | CRM in Marketing - One-to-one Relationship Marketing - Cross Selling & Up Selling - Customer Retention, Behaviour Prediction - Customer Profitability & Value Modeling, - Channel Optimization - Event-based marketing, - CRM and Customer Service - The Call Centre, Call Scripting - Customer Satisfaction Measurement. |
| III | Sales Force Automation - Sales Process, Activity, Contact- Lead and Knowledge Management - Field Force Automation, - CRM links in e-Business - E-Commerce and Customer Relationships on the Internet - Enterprise Resource Planning (ERP), - Supply Chain Management (SCM), - Supplier Relationship Management (SRM), - Partner relationship Management (PRM). |
| IV | Analytical CRM - Managing and sharing customer data - Customer information databases - Ethics and legalities of data use - Data Warehousing and Data Mining concepts - Data analysis - Market Basket Analysis (MBA), Click stream Analysis |

Reference Books:

- "Customer Relationship Management: Concepts and Technologies" by Francis Buttle
- "Customer Relationship Management: A Strategic Imperative in the World of E-Business" by Stan Maklan and Adrian Payne
- "CRM at the Speed of Light: Capturing and Keeping Customers in Internet Real Time" by Paul Greenberg

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Course Code - BBA-R 208

Credits - 4+0

Course Title - RETAIL INFORMATION SYSTEM: DESIGN, APPROACH AND COMPONENTS

COURSE OBJECTIVES:

- 1-To familiarize student about the role of IT in supply chain , Decision support system,
- 2-Understand the different communication devices ,Data base system to gain knowledge about areas in supply chain.

Course Outcome: Upon completion of this course, students should be able to:

1. Define Retail Information Systems (RIS), Analyze Retail Business Processes:
2. Understand RIS Architecture and Design

| Unit | Topics |
|------|---|
| I | The role of IT in Supply Chain .Uses of IT in inventories, Transportation & facilities within a Supply Chain .The Supply Chain IT frame work-macro Processes |
| II | The future of IT in the Supply Chain, Internal Supply Chain management, Supply Relationship Management, The Transaction Management Foundation .Data mining –Methods application area in Supply Chain. |
| III | Goals of Supply Chain information Technology, Standardization, information Technology infrastructure Presentation Devices, Communication Devices .Data base, System architecture. |
| IV | The Supply Chain IT in Practice, Integrating Supply Chain Information Technology, Stage of Development, Implementation of ERP & DSS. Structure of DSS. Selection of Supply Chain DSS. Supply Chain master Planning. |

Reference Books:

- "Retail Information Systems Based on SAP Products" by Thomas M. Krabichler and Gerhard F. Knolmayer
- "Information Systems for Retail Operations: A User-Oriented Perspective" by Doris Hildebrand and Jörg Becker
- "Retail Analytics: The Secret Weapon" by Emmett Cox

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Course Code - BBA-R 209

Credits - 4+0

Course Title - RETAIL STORE OPERATIONS & MALL MANAGEMENT

COURSE OBJECTIVES:

- 1-Understand the Organized retail sector and its operations.
- 2-Understand the various strategies involved with the retail sector.
- 3-Learn how to deal with customers and understand their needs to sustain in the market.

Course Outcome: Upon completion of this course, students should be able to:

1. Define Retail Store Operations
2. Analyze Retail Store Layout and Design
3. Understand Store Staffing and Human Resource Management

| Unit | Topics |
|------|--|
| I | Determination of Stock holding Policy. Customer expectations – internal/external; supply market conditions; Categories of risks and their evaluation; Requirements of the business and the need for stock; Economics constraints; methods of avoiding carrying stock; General control methods e.g. ABC analysis. |
| II | Variety reduction and standardization; Application and approval of new stock items; Control of slow moving; obsolete and redundant stock; Role of and function in determining stock range, Control of Stock Levels Forecasting techniques in relation to demand and lead times; |
| III | The Kanban approach and Just in Time philosophy; Coping with uncertainty in achieving required service levels; Suppliers contribution to controlling stock. Management of Storage Facilities. |
| IV | Physical Management of Stock Selection and operation of appropriate storage and materials handling equipment – general outline; Methods of stores layout to optimize the use of space and minimize picking costs; Outsourcing the activity and vendor managed inventory; |

Reference Books:

- "Retail Management: A Strategic Approach" by Barry Berman and Joel R. Evans
- "Retailing Management" by Michael Levy and Barton A. Weitz
- "Store Design and Visual Merchandising: Creating Store Space That Encourages Buying" by Claus Ebster and Marion Garaus

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Course Code - BBA-R 210

Credits - 0+4

Course Title - Practical in Retail Store Operations & Mall Management

COURSE OBJECTIVES:

This practical course provides students with hands-on experience in the day-to-day operations of retail stores and the management of shopping malls

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COURSE OBJECTIVES:

- 1-Given a business situation containing the data (material and information flow) from supplier to manufacturer to the retailer
- 2-Given a particular type of product, its manufacturer and customer, the student manager will be able to select, construct and explain the appropriate distribution network design type.

Course Outcome: Upon completion of this course, students should be able to:

- 1.Understand Retail Supply Chain Concepts
- 2.Utilize Technology in Supply Chain Management
- 3.Comprehend Drop-shipping Models

| Unit | Topics |
|------|--|
| I | Introduction to Supply Chain Management- Supply chain – objectives – importance – decision phases – process view – competitive and supply chain strategies – achieving strategic fit – supply chain drivers – obstacles – framework – facilities – inventory – transportation – information – sourcing – pricing. |
| II | Designing the Supply Chain Network- Designing the distribution network – role of distribution – factors influencing distribution – design options – e-business and its impact – distribution networks in practice – network design in the supply chain – role of network – factors affecting the network design decisions – modeling for supply chain. |
| III | Planning Demand and Supply- Role of forecasting – demand forecasting – approaches – role of IT. Planning and Managing Inventories- Safety inventory and its appropriate level – impact of supply uncertainty, aggregation and replenishment policies. |
| IV | Transportation Networks and Sourcing- Role of transportation – modes and their performance – transportation infrastructure and policies - design options and their trade-offs – Tailored transportation |

Reference Books:

- 1."Supply Chain Management: Strategy, Planning, and Operation" by Sunil Chopra and Peter Meindl
- 2."Dropshipping: A Step by Step Guide to Make Money Online with Dropshipping" by Dan Moore

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Course Code - BBA-R 302

Credits - 4+0

Course Title - DIGITAL MARKETING AND USER EXPERIENCE

COURSE OBJECTIVES:

- 1-To enable students to gain knowledge about Digital marketing and Advertising
- 2-Understand the different models and organize a Digital marketing plan ..

Course Outcomes: Upon completion of this course, students should be able to:

- 1.Understand Digital Marketing Fundamentals
- 2.Analyze Digital Marketing Channels
- 3.Create and Optimize Digital Content and Utilize Social Media for Marketing

| Unit | Topics |
|------|--|
| I | Fundamentals of Digital marketing & Its Significance, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence w.r.t Digital Marketing. |
| II | The Digital users in India, Digital marketing Strategy- Consumer Decision journey, POEM Framework, Segmenting & Customizing messages, Digital advertising Market in India, Skills in Digital Marketing, Digital marketing Plan |
| III | Terminology used in Digital Marketing, PPC and online marketing through social media, Social Media Marketing, SEO techniques, Keyword advertising |
| IV | Google web-master and analytics overview, Affiliate Marketing, Email Marketing, Mobile Marketing |

Reference Books:

- "Digital Marketing: Strategy, Implementation, and Practice" by Dave Chaffey and Fiona Ellis-Chadwick
- "SEO 2023: Learn search engine optimization with smart internet marketing strategies" by Adam Clarke
- "Social Media Marketing Workbook: How to Use Social Media for Business" by Jason McDonald

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Course Code - BBA-R 303

Credits - 4+0

Course Title -BASICS OF INTERNATIONAL TRADE

COURSE OBJECTIVES:

1-The purpose of this course is to be familiarize students with the basic concepts, scope, challenges, risks, problems, models and concerns in International Management.

2-Understand the Bop, Export Management, international organizations.

Course Outcomes:

Upon completion of this course, students should be able to:

1. Understand the Fundamentals of International Trade
2. Analyze Comparative Advantage and Trade Patterns and Explore Trade Policies and Agreements
3. Understand Foreign Exchange and Currency Markets

| Unit | Topics |
|------|--|
| I | INTRODUCTION TO INTERNATIONAL TRADE: International Trade- Importance Of International Trade- Theories Of Foreign Trade- Theories Of Adam Smith, Ricardo, Haberier's Hechsher-Ohlin. |
| II | BALANCE OF TRADE AND BALANCE OF PAYMENTS Balance of Trade, Balance of Payment – Concepts – Causes of Disequilibrium, Disequilibrium – Fixed and Floating Exchange Rates – Dollar Marketing (An over View). |
| III | EXPORT MANAGEMENT: Meaning – Export Procedure and Documents – Export Finance – Export Promotion – Export Pricing. |
| IV | INTERNATIONAL ORGANISATIONS: Meaning and its functions – IMF, IDA, IBRD, ADB, UNCTAD, UNIDO. |

Reference Books:

- "International Economics" by Paul Krugman and Maurice Obstfeld
- "International Business: Environments & Operations" by John D. Daniels and Lee H. Radebaugh
- "International Trade: Theory and Policy" by Paul Krugman and Maurice Obstfeld

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Course Code - BBA-R 304

Credits - 4+0

Course Title - RETAIL DATA ANALYTICS

COURSE OBJECTIVES:

- 1-To enable students to have a knowledge about Content performance analysis
- 2-Understand the Bench-marking , e-Commerce tracking ,and web analytics to develop a Database.

Course Outcomes: Upon completion of this course, students should be able to:

- 1.Understand the Role of Data Analytics in Retail.
- 2.Understand Predictive Analytics Techniques

| Unit | Topics |
|------|---|
| I | Introduction- What's analysis?, Is analysis worth the effort?, Small businesses, Medium and Large scale businesses, Analysis vs intuition, Introduction to web analytic ,Introduction to Data Mining: Meaning, basic concepts, data mining process |
| II | Google Analytics -Getting Started With Google Analytics, How Google Analytics works?, Accounts, profiles, and users navigating Google Analytics, Basic metrics, The main sections of Google Analytics reports Traffic Sources Direct, referring, and search traffic Campaigns Adwords, AdSense. |
| III | Content Performance Analysis- Pages and Landing Pages, Event Tracking and AdSense, Site Search, Visitor Analysis- Unique visitors, Geographic and language information, Technical reports, Benchmarking. |
| IV | Social Media Analytics- Facebook insights, Twitter analytics, Youtube analytics, Social Ad analytics /ROI measurement, Goals and E-Commerce Tracking- Setting up goals Goal reports, Ecommerce tracking. |

Reference Books:

- "Retail Analytics: The Secret Weapon" by Emmett Cox
- "Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking" by Foster Provost and Tom Fawcett

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Course Code - BBA-R 305

Credits - 0+4

Course Title - Industrial Training/ Apprenticeship/ Internship

COURSE OBJECTIVES:

Apply theoretical knowledge to real-world industry scenarios.

Develop practical skills relevant to [Your Industry].

Gain exposure to the day-to-day operations and workflows in a professional setting.

Demonstrate effective communication and teamwork skills.

Understand and adhere to industry standards, regulations, and ethical practices.

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Course Code - BBA-R 306

Credits - 4+0

Course Title - FRANCHISE MANAGEMENT

COURSE OBJECTIVES:

- 1-To familiarize student about knowledge about Franchise ,their legal aspect and information system
- 2-Understand the Market research and Recognition of franchise opportunities.

Course Outcomes: Upon completion of this course, students should be able to:

- 1.Understand the Franchise Business Model
- 2.Evaluate Franchise Opportunities and Franchise Development and Expansion
- 3.Legal and Regulatory Compliance

| Unit | Topics |
|------|--|
| I | INTRODUCTION TO FRANCHISING : Introduction – Franchising Meaning – Scope of Franchising – History of Franchising – Types of Franchise Business – Advantages of Franchisee – Disadvantages of Franchisee – Advantages of Franchisor – Disadvantages of Franchisor |
| II | FRANCHISOR OPERATIONS PROCESS, MARKET PROCESS & LOCATION Introduction – Business Plan – Operations Process –Recognising Franchising Opportunities – Investigating Franchise Opportunities – Assessing Franchise Feasibility – Orientation – Franchise Approval – Site Selection & Approval – Franchise Opening.Market Process & Selling – Selling Principles – Marketing Research |
| III | FRANCHISOR INFORMATION SYSTEMS AND LEGAL ASPECTS Introduction – Process of Information Systems – Characteristics of Good Information Systems in Franchising – Need of Information Systems in Franchising – Franchisee Legal Documents – Intellectual Property Rights – Trademarks – Legal Action – Copy Rights –Patents – Trade secrets |
| IV | Franchising in India- Introduction, Understanding the Concept of Franchising, Legal Issues in franchising- and Indian Perspective, Negotiation a Franchise Agreement, Conclusion, Enforceability and Validity of the Franchising Agreement, Scope and Subject Matter of the Franchise, Tortuous Liability |

Reference Books:

- "Franchising For Dummies" by Michael H. Seid and Dave Thomas
- "The Franchise MBA: Mastering the 4 Essential Steps to Owning a Franchise" by Nick Neonakis

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Course Code - BBA-R 307

Credits - 4+0

Course Title - MERCHANDISE MANAGEMENT AND PRICING

COURSE OBJECTIVES:

- 1-To enable student to have a knowledge about Merchandising and price setting
- 2-Understand the approaches of financial merchandise management and inventory management.

Course Outcomes: Upon completion of this course, students should be able to:

- 1.Understand Merchandise Management
- 2.Assortment Planning and Buying
- 3.Promotional Pricing and Markdown Management

| Unit | Topics |
|------|---|
| I | Merchandising philosophy - Introduction: Developing Merchandising plans - Setting objectives, Buying organization formats and processes, Devising merchandising plans. Category management, Merchandise software. |
| II | Buying systems - Merchandise budget plans, Branding strategies, International sourcing decisions Financial Merchandise Management - The cost and retail methods of accounting, Financial inventory control. |
| III | Merchandise Pricing - Pricing strategies, Approaches for setting prices, Price adjustments. |
| IV | Merchandise inventory management - Store layout, Design, and Visual merchandising space planning, Merchandise presentation techniques |

Reference Books:

- "Fashion Buying: From Trend Forecasting to Shop Floor" by David Shaw
- "Merchandising Mathematics for Retailing" by Cynthia R. Easterling and Ellen L. Flottman
- "Retail Buying: From Basics to Fashion" by Richard Clodfelter
- "Fashion Retailing: From Managing to Merchandising" by Dimitri Koumbis

Course Code - BBA-R 308

Credits - 4+0

Course Title - GOODS & SERVICE TAX

COURSE OBJECTIVES:

- 1-The basic objective of this course is to make the students aware of the basic concepts, management and administration of taxation
- 2-To familiarize the student with various aspects of tax framework in India.

Course Outcomes: Upon completion of this course, students should be able to:

1. Understand the Concept and Principles of GST
2. Analyze GST Legal and Regulatory Framework

| Unit | Topics |
|------|---|
| I | Introduction to GST : GST introduction □ Important definitions □ Constitutional framework of indirect taxes before GST □ Indirect taxes prior to GST □ Structure Of Goods and Services Taxes Legal Framework of GST and GST council □ State Compensation mechanism □ Registration of suppliers □ Supply: meaning Scope and Taxable Event □ Place and Time of Supply □ Classification of tax rates |
| II | GST and Exemptions : Exempted good from GST □ Exempted services □ Determination of Taxable value of Goods with Practical problem □ Determination of Taxable value of services with practical problems Valuation rules |
| III | GST Payment : Preparation of Tax Invoice , Composition Levy □ Input tax credit □ Input services distributors in GST |
| IV | GST Assessment and Tax Audit : Payment of GST □ Tax deduction and Tax collector at source □ Refunds □ Tax Liability Under Reserve Charge □ Provisions Regarding Job Work □ Returns under GST □ Assessment scrutiny and tax audit □ Electronic commerce □ Anti profiteering measures □ Avoidance of dual control |

REFERENCE BOOKS:

- "GOODS AND SERVICES TAX: CONCEPTS AND ROAD AHEAD" BY R. SEKAR
- "GST - A COMPREHENSIVE GUIDE" BY TAXMANN PUBLICATIONS
- "GST: LAW, ANALYSIS & PROCEDURES" BY S. N. BIDANI

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Course Code - BBA-R 309

Credits - 4+0

Course Title - TRAINING & DEVELOPMENT

COURSE OBJECTIVES:

- 1-The objective of this course is, to acquaint the students about the purpose, process and applications of Human Resource Development
- 2-To help the students to focus on the issues and strategies .

Course Outcomes: Upon completion of this course, students should be able to:

- 1.Understand the Importance of Training & Development
- 2.Conduct Training Needs Assessment
- 3.Facilitate Training Sessions

| Unit | Topics |
|------|---|
| I | Training: Concept and Rationale, Training System and Processes, Trends in Training, KSA'S-Types; Aligning Training with Strategy; Role of Stakeholders in Training Programme; Training Needs Assessment – Organizational Analysis, Operational Analysis, Person Analysis |
| II | Learning Theories: Reinforcement Theory, Social Learning Theory, Goal Theory, Need Theory, Expectancy Theory, Adult Learning Theory and Information Processing Theory. Learning Process, Factors Influencing the Learning Process, Participants Learning Styles |
| III | Training Methods: Presentation Methods - Lecture and Audio Visual Techniques; Hands on Methods- OJT, Simulations, Case Studies, Business Games, Role Plays, Behaviour Modelling; Group Building Methods: Adventure Learning, Team Building, Action Learning; Evaluation of Training - Need for Evaluation, Criteria and Approaches; Return on Investment in Training. |
| IV | Special Issues in Training and Employee Development: Training Issues Resulting from the External Environment- Legal Issues, Cross Cultural Preparation, Managing Work Force Diversity, School- to- Work Transition; Internal Needs of the Company - Life-Long Learning, Melting the Glass Ceiling, Joint Union Management Programs, Succession Planning, Developing Managers with Dysfunctional Behaviour |

REFERENCE BOOKS:

- "Employee Training & Development" by Raymond A. Noe
- "Effective Training: Systems, Strategies, and Practices" by P. Nick Blanchard and James W. Thacker