



महात्मा ज्योतिबा फुले
रुहेलखण्ड विश्वविद्यालय, बरेली

FACULTY
OF
COMMERCE
B.COM

Retail Operations

(A Three-Year Degree
Apprenticeship Program)

SYLLABUS

&

ORDINANCE

M.J.P. ROHILKHAND UNIVERSITY, BAREILLY

15 October, 2025

Minutes of Meeting**Board of Studies (BoS), Apprenticeship Embedded Degree Programmes**

A meeting of the Board of Studies (BoS) in the Subject of Commerce was held on 15, October, 2025 at 11:00 AM in the Nehru Kendra, MJP, Rohilkhand University Campus-Bareilly following members were present in the meeting:

- | | |
|--------------------------|---|
| 1. Prof. Anoop Kumar | Convenor(BCB- Bly) |
| 2. Prof. Vinay Kumar | Member (Upadhi Mahavidhyala- Pilibhit) |
| 3. Dr. Fazul UR Rehman | Member (RLS, Rajkiya Mahavidhyala- Pilibhit) |
| 4. Prof. Bhupendra Singh | Member (BCB- Bly) |
| 5. Prof. Anurag Agarwal | Member (SSC- Shahjahanpur) |
| 6. Prof. Omkar | Member (BCB- Bly) |
| 7. Dr. Vishal Saxena | AEDP- Nodal Coordinator, MJP, RU-Bly |

Experts

- | | |
|-----------------------------|----------------------------------|
| 1. Prof. Narendra Pal Singh | External Expert (SJC- Najibabad) |
| 2. Prof. S.P Singh (Retd.) | External Expert (GKU- Haridwar) |

Following discussion were taken

1. The syllabus of AEDP Course for B. Com in (Banking Financial Services & Insurance) complete course approved by Board of Studies 2025 was discussed and approved by board for this academic year 2025-26 onwards, changes were suggested and incorporated by BoS.
2. The syllabus of AEDP Course for B. Com in (logistics) complete course approved by Board of Studies 2025 was discussed and approved by board for this academic year 2025-26 onwards, changes were suggested and incorporated by BoS.

St Kumar *by* *Agarwal* *Omkar* *AP*

3. The syllabus of AEDP Course for B. Com in (Retail Operations) complete course approved by Board of Studies 2025 was discussed and approved by board for this academic year 2025-26 onwards, changes were suggested and incorporated by BoS.
4. The lists of examiners for the above approved courses are attached as per enclosure.
5. For Providing Apprenticeship/ON Job Trainings (OJT) to the students provisions should be made according to Skill council of U.P State government/ Central bodies/Corporate/Local business bodies/Professionals.
6. Provision of MOOCK Courses and online courses in the subjects offered in above approved courses are also recommended, in case of non availability of the faculty in the subject concerned.


15/10/25

Prof. Vinay Kumar

Member



Dr. Fazul UR Rehman

Member



Dr. Bhupendra Singh

Member


AP

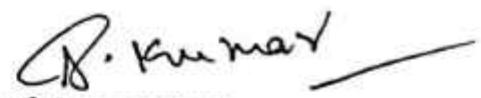
Dr. Anurag Agarwal

Member


Omkar

Dr. Omkar

Member


A. Kumar

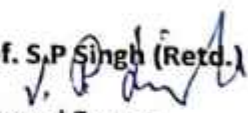
Prof. Anoop Kumar

Head & Convener


N.P.S.

Prof. Narendra Pal Singh

External Expert


S.P. Singh

Prof. S.P. Singh (Retd.)

External Expert


Vishal Saxena
15/10/2025

Dr. Vishal Saxena

AEDP- Nodal Coordinator, MJP, RU-Bly

List of examiners for Theory & Practical exam
2025-26 Academic session

B. Com. Banking & Finance, R.O, Logistics

1. Prof. S.P. Singh (Ex. PMS Gurukul Kangri Univ. Haridwar
Nector-2004, Ajnata Gernx. Crossing Republic
Ghazibad, U.P
9719911245.
2. Prof. N. P. Singh (Retd Principal, Sahu Jain College Najibabad)
Residence - A/1 Adarsh Nagar Najibabad Dist-Bijnor U.P. 246763.
Phone No - 8533912911
3. Prof. Tejvir Singh Tomar, SMJM College Haridwar U.K
12, Snyam Vihar Gurukul Kangri Haridwar U.K 9319893039.
4. Prof. Ashok Agarwal, Retd. Head, Deptt. of Commerce, University of
Rajasthan Jaipur, Res. 3TH, 4 Janshar Nagar, Jaipur,
Rajasthan. Mob.No. 9928366240
5. Prof. Krishna Gupta, Head, Deptt. of Commerce, University of
Rajasthan, Jaipur. MobNo. 9950501423
6. Prof. K.K. Agarwal, Retd. Head. Deptt. of Commerce, Mahatma
Gandhi Kashi Vidyapeeth, Banarès. MobNo. 9415687767, 735549175.
7. Prof. S.K. Sharma, Head. Deptt. of Commerce, D.N. (PS) College, Meer
Mob.No. 7017104398, 9412632516
8. Dr. Vied Prakash, Head. Deptt. of Commerce. M.M. (PS) College, ~~Modinagar~~
Modinagar, Mob.No. 9415397336
9. Dr. Manish Kumar, Deptt. of Commerce, K.M.C. Language University
Lucknow. Mob No. 8840654011, 9453024444
10. Dr. K.K. Verma, Head, Deptt. of Commerce, Himachal Pradesh Central
University, Dharmshala, H.P. Mob.No. 9335501254

AP

Chitra

Agarwal

MS

Darsh

11. Prof. Sandeep Kulshrestha, Deptt. of Commerce, Himachal Pradesh Central University, Dharmshala (HP) Mob No. 9826214448
12. Prof. K.K. Verma, Deptt. of Commerce, HNB Garhwal Central University (Tehri Campus), Uttara Khand. Mob No. 9410148464
13. Prof. M.D. Somani, Retd. Girls Govt. College, Indore (M.P.)
Mob. No. 9993046346
14. Prof. Ehtesham Ansari, Retd. Head, Deptt. of Commerce, KMC Lajpat
University, Lucknow. Mob No. 9415375623
15. Prof. Mirza Shahab Shah, Retd. Head, Deptt. of Commerce, Saket (P)
College, Ayodhya (Faizabad)
16. Dr. B.K. Jha, Ex-Head, Deptt. of Commerce, KNI Sultanpur
Mob. No. 9415091936
17. Prof. N.U. Khan, Head, Deptt. of Commerce, Hindu College, Moradabad
Mob No. 9837101419
18. Prof. Sanjay Rastogi, Deptt. of Commerce, Hindu College, Moradabad
Mob No. 9412634377
19. Prof. Anil Raipuria, Head, Deptt. of Commerce, J.S. Hindu College
Amroha. Mob. No. 9837442777
20. Prof. Himanshu Agarwal, Deptt. of Commerce, D.N. (PS) College,
Meerut. Mob No. 9412125893
21. Prof. P.K. Saxena (A. in. JLI), Deptt. of Commerce, Kirorimal College
Delhi. Mob No. 9213235831
22. Dr. Rajendra Kumar, Deptt. of Commerce, Rajdhani College,
Delhi. Mob No. 9818037475
23. Prof. Asha Mittal, Deptt. of Commerce, Maharaja Agrasen College
New Delhi. Mob No. 9810047562
24. Prof. Archana Chandra, Retd. Head, Deptt. of Commerce, Rajju Bhaiya
State University Prayagraj (Allahabad), Mob No. 9335152002
25. Dr. Priyanka Saxena, Deptt. of Commerce, Rajju Bhaiya
State University Prayagraj (Allahabad), Mob No. 9335152002

Dr. Umesh Kumar
K.A.(P.G.) College, Kasganj
9410852020

Dr. Anvind Kumar
Govt. P.G. College, Ghaziabad
9810501068

Prof. Sudhik Kumar Singh
Meerut college, Meerut
9411023524

Prof. Balwant Singh
J.N. P.G. College, Lucknow
8299677112

Prof. Vijay Gupta
Govt. P.G. College, Kanpur
9411865597

Prof. Anil Kumar
D.O.U. University, Gorakhpur
9935367733

Dr. Sheelendra Kumar Bhanad
Dean and Professor, School of Studies in Commerce
Vikram University, Vagdevi Bhawan,
Devas Road, Ujjain, M.P. Pin 456010
Phone No. 8319264160

Prof. Harsh Purohit
Dean FMS, IQAC Coordinator, CFO
Banasthali Vidyapith, Banasthali (Rajasthan)
Mob. 9887886320 EMAIL: DEANWISDOM@BANASTHALI.IN

Dr. Umesh Holani


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B.COM RETAIL OPERATIONS SCHEME OF INSTRUCTION FOR B.COM RETAIL OPERATIONS

YEAR- I SEMESTER – I

Course Code	Course Title	Credits	Maximum Marks	
			Internal	External
B.COM-RT 101	Introduction to Retail Operations	4	25	75
B.COM-RT 102	In Store Cashiering and Merchandising Operations- I	4	25	75
B.COM-RT 103	Business Communication Skill	4	25	75
B.COM-RT104	English language	4	25	75
Apprenticeship/ On the Job Training-I				
B.COM-RA105	Retail Trainee Associate (RAS/Q0103)	4	25 SK*	75 AA*
B.COM-RA106	Retail Cashier- I (RAS/Q0102)	4	25 SK*	75 AA*
	Total	24	150	450

AA* Apprenticeship Assessment conduct by Industry and RASCI

SK* Skill Test conduct by college

SEMESTER – II

Course Code	Course Title	Credits	Maximum Marks	
			Internal	External
B.COM-RT 201	Principle of Management	4	25	75
B.COM-RT 202	Retail Business Environment	4	25	75
B.COM-RT 203	In-Store Cashiering and Merchandising Operations-II	4	25	75
B.COM-RT 204	Managerial Economics	4	25	75
Apprenticeship/ On the Job Training-II				
B.COM-RA205	Retail trainee Associate-II (RAS/Q0103)	4	25 SK*	75 AA*
B.COM-RA206	Retail Cashier- II (RAS/Q0102)	4	25 SK*	75 AA*
	Total	24	150	450

AA* Apprenticeship Assessment conduct by Industry and RASCI

SK* Skill Test conduct by college

A.P.

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YEAR II

SEMESTER – III

Course Code	Course Title	Credits	Maximum Marks	
			Internal	External
B.COM-RT 301	Organizational Behaviour	4	25	75
B.COM-RT 302	Sales Management Business Environment	4	25	75
B.COM-RT 303	Customer Relationship Management	4	25	75
B.COM-RT 304	Enterprise Resource Planning (ERP)	4	25	75
Apprenticeship/ On the Job Training-III				
B.COM-RA305	Retail Sales Associate- I (RAS/Q0102)	4	25 SK*	75 AA*
	Total	24	125	375

AA* Apprenticeship Assessment conduct by Industry and RASCI

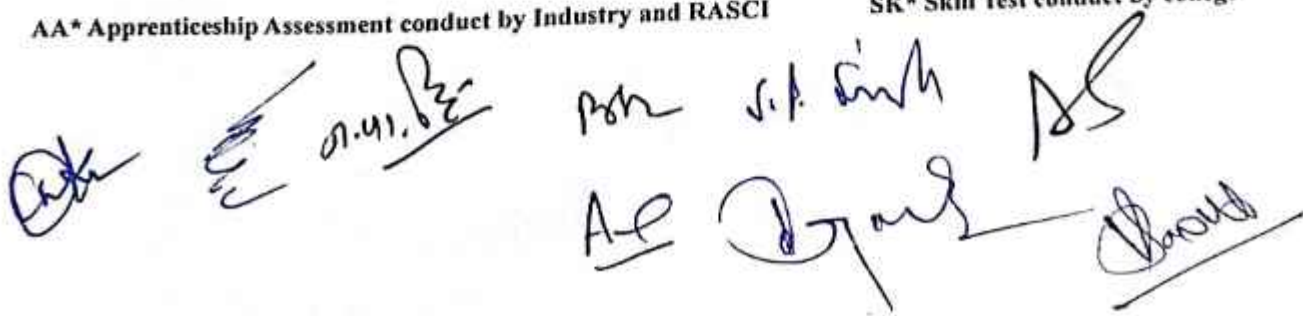
SK* Skill Test conduct by college

SEMESTER – IV

Course Code	Course Title	Credits	Maximum Marks	
			Internal	External
B.COM-RT 401	Business Ethics	4	25	75
B.COM-RT 402	Fundamentals of Financial & Cost Accounting	4	25	75
B.COM-RT 403	FMCG/FMCD Sales & Distribution	4	25	75
B.COM-RT 404	Non-Store Retailing	4	25	75
Project work:				
B.COM-RA405	Distributor Salesman-Project Work (RAS/Q0604)	1	Grade	Grade
B.COM-RP 406	Seller Activation Executive RAS/Q0105)	1	Grade	Grade
Apprenticeship/ On the Job Training-IV				
B.COM-RA 407	Retail Sales Associate-I (RAS/Q102)	6	25 SK*	75 AA*
	Total	24	125	375

AA* Apprenticeship Assessment conduct by Industry and RASCI

SK* Skill Test conduct by college



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YEAR- III SEMESTER – V

Course Code	Course Title	Credits	Maximum Marks	
			Internal	External
B.COM-RT 501	Logistics and Supply Chain Management	4	25	75
B.COM-RT 502	Team Management – I	4	25	75
B.COM-RT 503	Team Management – II	4	25	75
B.COM-RT 504	Store Operations Management	4	25	75
Apprenticeship/OJT-V				
B.COM-RA 505	Retail Team Leader-I (RAS/Q0104)	4	25 SK*	75 AA
B.COM-RP 506	VIVA VOCE	4	-	100
	Total	24	175	525

AA* Apprenticeship Assessment conduct by Industry and RASCI

SK* Skill Test conduct by college

VIVA VOCE Conducted by external examiner nominated by the university

SEMESTER – VI

Course Code	Course Title	Credits	Maximum Marks	
			Internal	External
Apprenticeship/OJT-VI				
B.COM-RA 505	Retail Team Leader-II (RAS/Q0104)	24	25 SK**	75 AA**
	Total	24	25	75

AA* Apprenticeship Assessment conduct by Industry and RASCI

SK* Skill Test conduct by college

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- Top middle: 07.11.2022
- Top right: NS
- Middle left: AP
- Middle right: (Signature)
- Bottom left: (Signature)
- Bottom center: (Signature)

1. Credit and Credit determination:

One paper of one credit will require one hour per week teaching. For example, one semester of 15 week will require 15 hour teaching.

Apprenticeship/Internship/Project work with one credit will require two hour per week. For example, one semester of 15 week will require 30 hrs of work for Apprenticeship/Internship/Project work

All work related to credit will be carried out as per the directions of 'Academic Bank of Credit'.

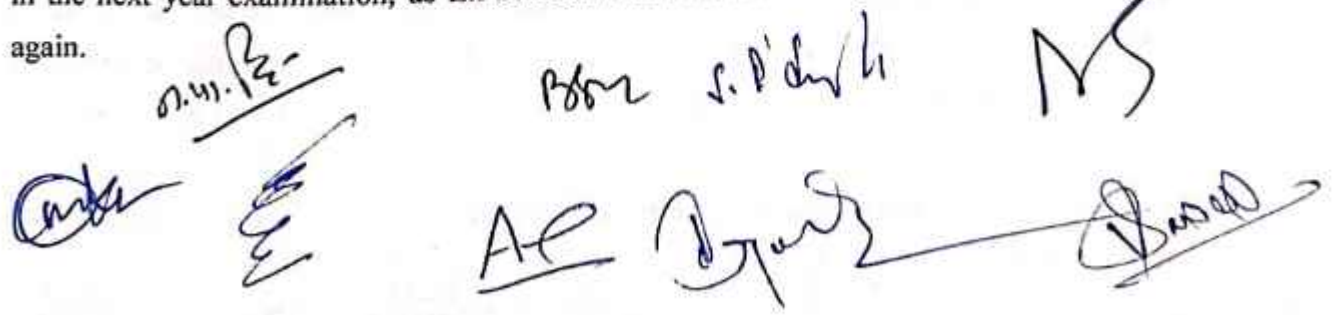
One year certificate will be awarded after successfully earning a minimum of 46 credits by the student. Two year Diploma will be awarded after successfully earning a minimum of 92 credits by the student. Three year Degree will be awarded after successfully earning 132 credits by the student. The aforesaid mentioned certificate, diploma or degree will be awarded only when the student successfully clears all the qualifying papers required for the same.

Once the credits earned by the student are utilized, it cannot be utilized again by the student. For example, if a student receives one year certificate after earning 46 credits, the credit earned by the student will be treated as utilized. If after a few years, the student wants to obtain two year Diploma, then he will have to surrender his certificate received earlier and thus he will get a re-credit of 46 credits to his/her account. Otherwise, he/she will have to earn 92 credits. If the student studies continuously for three years and earns 132 points and does not claim for certificate and diploma only then he/she will get a three years Degree.

2. Attendance and Credit Determination: For credit validation successful completion of examination is essential. Without appearing in examination credit will be incomplete.

For appearing in final examination 75% attendance is mandatory.

After ensuring 75% attendance, if a student fails to appear in examination, he/she can appear in the next year examination, as Ex-Student. He will not be required to attend the classes again.


 A collection of handwritten signatures and initials in blue ink. At the top left, there is a signature that appears to be 'D. M. P.' with a horizontal line underneath. Below it is another signature. To the right, there are initials 'AP', a signature that looks like 'S. P. Chavhan', and the letters 'MS'. At the bottom right, there is a signature that appears to be 'D. M. P.' with a long horizontal line extending to the left.

3. **End-Semester Examination:** All papers will be of 03 hours duration. The maximum marks allotted for each paper will be 75.

4. **Mid-Semester Examination:** There shall be one mid-semester written examination of two hours duration for each paper, which shall carry 15 marks. This exam will be compulsory for the students. In case, if any student fails to appear in one or more papers on medical grounds, then he/she may be provided one more chance during the same semester on payment of re-examination fee of Rs. 1000/- for one or more papers. **Guidelines for Internal Evaluation:**

5. a) It shall be based on verifiable means

b) The distribution of marks of internal evaluation will be as follows:

Written Test	15marks
One term paper/assignments/presentations/regularity in attendance	10marks

Whenever the score in internal evaluation is 80% or more (except in papers of quantitative nature) the written test answer books could be re-evaluated by two teachers of the department.

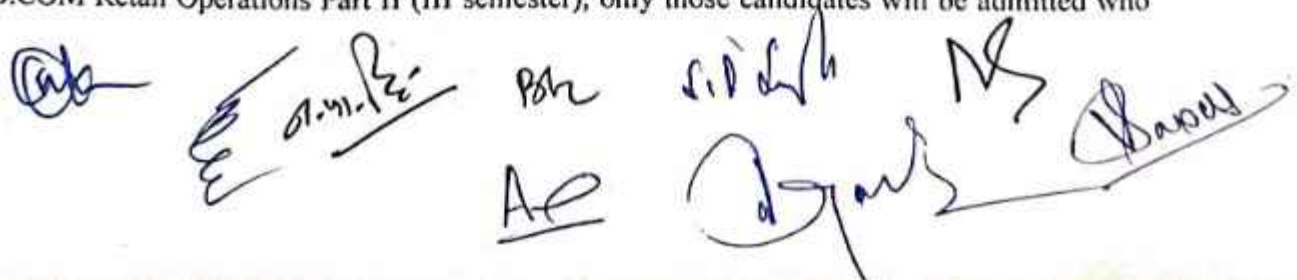
c) All assignments will be submitted in his/her handwriting only.

6. The maximum marks allotted for each paper will be as follows:

1. End Semester examination	75 marks
2. Internal evaluation	25 marks

The minimum passing marks in each individual paper will be 40% and in aggregate 50%. These percentages will apply on aggregate marks of internal evaluation and end-semester examination. Any candidate who fails to secure a minimum of 40% marks but secures 20% or more marks in not more than two paper in first semester of the academic year will be promoted to the next semester of B.COM Retail Operations Part I or B.COM Retail Operations Part II or B.COM Retail Operations Part III as the case may be. However, in

B.COM Retail Operations Part II (III semester), only those candidates will be admitted who


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have cleared at least two papers in each of the I & II semester of B.COM Retail Operations Part I exams and not declared as fail.

In case of B.COM Retail Operations V semester, only those candidates will be admitted who have cleared at least two papers in each of the III & IV semester of B.COM Retail Operations Part II exams and not declared as fail. The exams of the back papers will be held along with the regular exams of subsequent year. The candidate has to clear all his/her back papers within the period of six years from the year of his/her admission.

If the candidate clears his/her I, II, III, IV, V semesters, but obtains back(s) only in VI semester, then treating it as a special case, the exam/s of the back paper/s of VI semester could be held along with I & III & V semester exams.

7. A candidate who has secured minimum marks to pass in each paper but has not secured minimum marks to pass in aggregate may reappear in any of the paper(s) of the semester concerned (subject to a maximum of two theory papers in each semester), according to his/her choice in order to secure the minimum marks prescribed to pass in the aggregate (i.e. to clear back in aggregate).

8. Evaluation Pattern for B.COM Retail Operations: For passing a candidate is required to obtain pass

Marks Range (out of 100)	Grade	Grade Point
90 – 100	O	10
80–89	A	9
70–79	B	8
60–69	C	7
50–59	D	6
40–49	E	5
20–39	Bp	4
00–19	F	0
Absent	Ab	0

> Letter grades O, A, B, C, D & E in a paper means that the student has been able to clear that

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 MS
 MS

paper (i.e. passed in paper).

- Letter grade Bp in a paper means that the student has not been able to clear the paper and is entitled to appear in the Back Paper examination if he/she satisfies other conditions for Back
- Paper examination.
- Letter grade F means that the student has failed.
- Letter grade Ab means that the student was absent

Calculation of SGPA, YGPA and CGPA

The following procedure shall be used to calculate the Semester Grade Point Average (SGPA), Yearly Grade Point Average (YGPA) and Cumulative Grade Point Average (CGPA):

The SGPA is the ratio of sum of the product of the number of credits multiplied with the grade points scored by a student in all the courses of the semester divided by the sum of the credits of all the courses of the semester i.e.

$$SGPA = \frac{\sum(C_i \times G_i)}{\sum C_i}$$

Where: C_i is the number of credits of the ith paper and G_i is the grade point scored by the student in the ith paper.

The YGPA is also calculated in the same manner taking into account all the semesters undergone by a student over a year, i.e.

$$YGPA = \frac{\sum(C_j \times S_j)}{\sum C_j}$$

The CGPA is also calculated in the same manner taking into account all the semesters undergone by a student over the programme, i.e.

$$CGPA = \frac{\sum(C_j \times S_j)}{\sum C_j}$$

Where S_j is the SGPA of the jth semester and C_j is the total number of credits in that semester.

The SGPA, YGPA and CGPA shall be rounded off to two decimal points and reported in the transcripts.

Illustration of calculation of SGPA, YGPA and CGPA

1. Illustration for SGPA

Paper	Grade Letter		Grade Point	Credit Point
Paper 1	3	B	8	3 x 8 = 24
Paper 2	3	C	7	3 x 7 = 21
Paper 3	3	O	10	3 x 10 = 30
Paper 4	3	E	5	3 x 5 = 15
Paper 5	3	D	6	3 x 6 = 18
Paper 6	3	A	9	3 x 9 = 27
Paper 7	4	C	7	4 x 7 = 28
	22			163

Thus SGPA = 163/22 = 7.41

2. Illustration for YGPA

Semester I	Semester II
Credit : 30	Credit : 26
SGPA:6.9	SGPA:5.8

$$YGPA = \frac{\sum (C_j \times S_j)}{\sum C_j}$$

$$YGPA = \frac{\{(30 \times 6.9) + (26 \times 5.8)\}}{\sum C_j}$$

Thus, YGPA = 357.8/56 = 6.39

3. Illustration for CGPA

Semester I	Semester II	Semester III	Semester IV	Semester V	Semester VI
Credit : 30	Credit : 26	Credit : 32	Credit : 34	Credit : 32	Credit : 30
SGPA:6.9	SGPA:5.8	SGPA:7.3	SGPA:6.8	SGPA:6.4	SGPA:6.9

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 On the left: A signature and the initials "AP".
 In the middle: "S. P. S." and "S. P. S." written vertically.
 On the right: A signature and the initials "S. P. S." written vertically.

$$CGPA = \frac{\sum (C_j \times S_j)}{\sum C_j}$$

$$CGPA = \frac{\{(30 \times 6.9) + (26 \times 5.8) + (32 \times 7.3) + (34 \times 6.8) + (32 \times 6.4) + (30 \times 6.9)\}}{\sum C_j}$$

Thus, CGPA = 1234.4/184 = 6.71

The conversion formula for converting YGPA or CGPA to the corresponding Percentage of Marks will be as follows:

$$X = 10Y - 5$$

Where, X = Percentage of Marks

Y = YGPA or CGPA

9. In the first five semesters the candidate will be declared only as 'Pass' or 'Fail'. Division will be awarded only on the basis of combined result of all six semesters of B.COM Retail Operations I, II and III years.

10. If a candidate fails to appear OJT examination then he/she may be provided a second chance with due permission of the Registrar on payment of prescribed fee for each Viva-Voce.

11. No regular admission will be given to failed students. Any candidate who fails in exams or is entitled to carry over papers as "Back Papers" may appear in the next subsequent exams. However the marks obtained previously by the candidate in the internal evaluation of the paper concerned, shall be retained and added with the marks obtained in the subsequent end semester exams.

12. There will be no re-evaluation or supplementary exams.

13. The syllabi will be prescribed by the Board of Studies.

14. The award of division to the successful candidate will be on the basis of the combined results of B.COM RETAIL OPERATIONS Part I,II & III (of all six semesters) as follows:

- (i) Candidates securing YGPA or CGPA 6.5 and above Ist Division
- (ii) All Other IInd Division
- (ii) Candidates securing YGPA or CGPA 5.5 to 6.49 IInd Division

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15. The student will have to fulfill the minimum requirement of attendance as per the university rule.

16. No person shall be admitted as a candidate for the examinations of any of the part after the lapse of six years after the admission to the first year of B.COM Retail Operation course. However under special circumstances this period may be extended by one additional year (ie. total seven years) with special permission of Dean.

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APM
01.11.2020
S. D. Sankar

AP

NS

APM

Introduction to Retail Operations

Credits: 4
Hours: 40

Subject Code: B.COM- RT 101

Course Objectives

1. To familiarize with retail store operations
2. To evaluate the processes followed for servicing customers at Point of Sale (POS)
3. To identify the processes and best practices to ensure security at retail stores

Course Outcomes

1. The learners will be able to comprehend various functions under store operation processes.
2. The Learners will be able to explain the processes related to customer service at POS
3. The students will be able to identify the systems & protocols followed to ensure store security.

Unit 1 Introduction to Retail Store Operations

Evolution of Retail, Retail -Traditional and Modern Retail in India - Traditional Retail Formats - Modern Retail Formats, organogram of a Modern Retail organisation under all sub-sectors of retail, different departments in retail store and their functions, different roles in store and their roles and responsibilities, Retail Supply Chain, Introduction to store operations: store opening process, post store opening process, day end activities, roles and responsibilities of staff during opening-during the day-day end/ closing, product categories: important product categories(food, apparel & general merchandise), business impact of product categories, Goods receipt and storage process: Receiving goods at the store, unloading, material inward process, storage process, processes to minimizing loss of stock quality and quantity.

Unit II Servicing at Cash Point/ POS (Point of Sale)

Cash Points/POS- Purpose of POS- Cash points POS set up-Counterfeit payments- Different types of credit and debit cards that are accepted in the stores - Process of handling credit and debit card transactions -Process of handling other cash equivalents, discounts, refunds, fractions and currency conversions - Procedure of authorizing payments -Cash point security procedures - Process of resolving the problems that can occur in routine cash point operations and transactions - Procedures of handling customers and complaints at the POS.

Meaning of age restricted products - Policies and procedures to be followed while selling age restricted products - Policies and procedures for refusing sale of age-restricted products-Documents that can be accepted as proof of age -Impact of not collecting prescribed proof of age, Impact of selling age restricted products to under-aged customer.

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Unit-III Maintaining Store Security

The various types of security risks at the store - Identify and report the security risks to the concerned higher authorities - appropriate methods to handle the security risks that fall within the purview of self-authority - the impact of not following statutory guidelines with respect to store safety and security.

Types of security risk that can arise in your workplace -the authority and responsibility while dealing with security risks, including legal rights and duties - the approved procedure and techniques for protecting personal safety when security risks arise.

Electronic Article Surveillance Systems (EAS) other security and safety equipment used in the store – such as soft tags, hard tags, RFID along with its uses and applications.

Reference Book:

1. Retail Trainee Associate by RASCI publication
2. Retail Cashier RASCI publication
3. Retail Management – Functional Principles & Practices 5th edition by Dr Gibson Vedamani Published by Pearson
4. K.V.S. Madaan, (2009) Fundamental of Retailing, Tata MC Graw Hill.
5. Michael Levy, Barton Weitz, Ajay Pandit (2017) Retailing Management, Tata McGraw Hill.




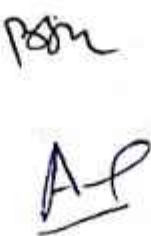

Handwritten notes and signatures:

- On the left: A signature and a scribbled-out mark.
- Top center: Dr. V.S. Bhat with "Person" written above it.
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gone over their credit limits. The reasons customers might have for returning goods - the need to process returned goods - the policies and procedures for replacements and refunds, including proof of purchase - authority of the cashier to agree to replacements and refunds - the charges that apply to the customers if company is not at fault - the steps involved in processing returns of goods - the process to find the replacement goods.

Reference Books:

1. Introduction of Retail operations by RASCI publication
2. In store cashier and Merchandising by RASCI publication
3. Retail Management – Functional Principles & Practices 5th edition by Dr Gibson Vedamani
Published by Pearson
4. Swati Bhalla & Anuraag Singh. A, Visual Merchandising
5. Robert Colborne, Visual Merchandising: The Business of Merchandise Presentation
6. Paul J. Russell, Field Visual Merchandising Strategy: Developing a National In-store Strategy Using a Merchandising Service Organization



Business Communication Skill

Credits: 4

Subject Code: B.COM- RT 103

Hours: 40

Course Objectives

1. To identify the role of business communication skills to excel in profession and workplace environment.
2. To explain various elements and methods of effective business communication.
3. To augment business communication skills and IT applications seamlessly at workplace.

Course Outcomes

1. The learner will be able to apply business communication skills to achieve proficiency in communication with different stakeholders at workplace.

Unit-I Theory of Communication

Definition and purpose of communication, methods of communication (verbal & non-verbal) and when to use them, Principles & characteristics of effective communication, the reasons for barriers in communication- the solutions to typical communication barriers- Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to overcome these, Barriers. Impact of technological advancements on Communication Types- Internet, Blogs, E-mails, Module, social media (Face book, Tweeter & what's App), Advantages and Disadvantages.

Unit-II Workplace Communication

The need for business communication- the methods to practice Business communication skills at workplace. Channels-- Formal and Informal--Vertical, Horizontal, Diagonal, Grapevine Methods: Verbal and Nonverbal. Characteristics of verbal and Non-verbal Communication. Verbal communication: elements of verbal communication- voice, pitch, tone, intonation semantics. Non-verbal: the right usage of body language, expression, eye contact.

Importance of effective listening skills- Importance of Listening Skills, Obstacles to listening, cultivating good Listening Skills

Unit-III Business Correspondence

Theory of Business Letter Writing -- Parts, Structure, Layouts--Full Block, Modified Block, Semi - Block, Effective Letter Writing, effective Email Writing, Resume & job application writing, email writing, letters of communication to different stakeholders / inter departments, preparing proposals and quotations, raising complaints, replies to complaints, Letter of Acceptance of Job Offer, Letter of Resignation

Unit-IV Meetings & Report Writing

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Meetings – Plan, Prepare, Organise, Conduct & Report. (Online & Physical meetings)
Report writing - business reports, project reports-Reading Skills: -Report Reading - analyze business reports, writing proposals, Presentations, Group Discussion, Practice Sessions: Mock Interviews, Mock Meetings / Conferences, Book Reviews/Summarization, Reading Comprehension, Oral Communication - one to one, one to many, delivering business presentations, listening comprehension.

Unit- V Basic IT Applications for Office Management

Introduction to Basic Computer Skills: Overview of the course objectives and expectation.
Introduction to computer hardware and software components, Basic computer operation powering on/off, using the mouse and keyboard, navigating the desktop.

Introduction to Microsoft Windows: Introduction to the Windows operating system, File management basics: Creating, renaming, moving, and deleting files and folders, Customizing the Windows desktop, and settings.

Microsoft Word Basics: Introduction to Microsoft Word, Creating and formatting documents: Text Formatting, paragraph formatting, page layout, working with tables and images, saving, printing and sharing documents

Microsoft Excel Basics: Introduction to Microsoft Excel, Creating and formatting spreadsheet Entering data, formatting cells, using basic formulas, working with rows, columns, and sheets saving, printing, and sharing spreadsheets

Reference Books:

1. Bahl, J.C. and Nagamia, S. M. (1974) Modern Business Correspondence and Minute Writing.
2. Balan, K. R. and Rayudu C. S. (1996) Effective Communication, Beacon New Delhi.
3. Shwom, B., & Snyder, L. G. (2016). Business communication: Polishing your professional presence (3rd ed.). Boston: Pearson
4. Benjamin, James (1993) Business and Professional Communication Concepts and Practices, Harper
5. Business Communication, Raman – Prakash, Oxford
6. Business Communication, Krizan, Thomson, 5. Understanding Human Communication, Adler R Oxford

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FACULTY OF COMMERCE

English Language

Credits: 4

Subject Code: B.COM- RT 104

Hours: 40

Course Objectives and Outcomes

1. To develop an understanding of language functions in the students.
2. To employ Listening. Speaking. Reading and Writing skills to the optimum in informal and formal settings.
3. To enhance speaking and writing skills and enable the students to develop power of communication through co and conversational skills.

Unit I: Developing Conversational Ability

Greetings and Introduction b) Participating in small talks- At the office, At the railway station, At the airport, agency, At the bank, At the doctor the hospital. c) Talking on the telephone. d) Socializing- Making expressing thanks & responding to thanks; Expressing likes and dislikes, offering Apology & making Requests complimenting and congratulating, refusing.

Practice session includes

Starting conversation; talking about family and friends.

Talking about weather and climate.

Asking for personal information and responding to questions.

Responding to arguments: agreeing& disagreeing. Making requests, expressing thanks & responding to thanks.

Expressing likes and dislikes, offering Apology & making Requests.

Offering help, complimenting and congratulating and refusing.

Accepting an invitation; asking for and giving advice.

Asking for and giving directions.

Asking for and giving your opinions.

Unit II: Listening Comprehension Theory

Basic skills of listening, Listening Models, Body Language, Avoiding the barriers to listening and Streamlining of sound shapes.



FACULTY OF COMMERCE

Principles of Management

Credits: 4

Subject Code: B.COM-RT 201

Hours: 60

Course Objectives and Outcomes

1. Understanding of basic concepts of management in students.
2. Understanding about management thinkers and their contributions.
3. Understanding of management principles in students.
4. Understanding of managerial functions in students.

UNIT-I

Introduction: Concepts, objectives, nature, scope and significance of management. Level of management. Kautilya's contribution to Management, Principal of Scientific Management. Taylor, Weber and Fayol in Management Vs administration. Hawthorne experiments and Human Relation approach. Challenges for managers in 21st century.

UNIT-II

Planning: Concept, objectives, nature, importance and limitations of planning, planning process, Concept of Decision Making and its importance, forms, techniques and process.

UNIT-III

Organizing: Concept, objectives, nature of organizing, Types of Organization, Delegation of authority. Authority and responsibility, Centralization and Decentralization, Span of Control. Organization structure concept and its different forms.

UNIT-IV

Directing: Concept, principles & aspects of directing, Concept and types of Coordination, Concept & types of leadership, Supervision, Motivation and Communication.

UNIT-V

Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling

Suggested Books:

1. Pagare Dinkar, Principles of Management
2. Prasad L.M., Principles and Practice of Management
3. Satya Narayan and Raw VSP, Principles and Practice of Management
4. Srivastava and Chunawalla, Management Principles and Practice

Retail Business Environment

Credits: 4

Subject Code: B.COM-RT 202

Hours: 60

Course Objectives

To understand the dynamic interplay of economic, social, and regulatory factors shaping contemporary business landscapes.

To analyze the impact of globalization and technological advancements on business operations and strategic decision-making.

To evaluate the ethical, legal, and sustainability dimensions of business practices within the context of local and global environments.

Course Outcomes

The learner will be able to demonstrate a comprehensive understanding of key economic, social, and regulatory drivers influencing business environments.

The learner will be able to assess the implications of globalization and technological advancements on business strategies and operations

The learner will be able to evaluate ethical, legal, and sustainability considerations in business decision-making processes across diverse local and global contexts.

Unit-I Introduction to Business Environment

Business: Meaning, Definition, Nature & Scope, Types of Business Organizations Business Environment: Meaning, Characteristics, Scope and Significance, Components of Business Environment, Micro and Macro Environment: Definition, Differentiation, Analysis of Business Environment, SWOT Analysis.

Introduction to Micro-Environment: Internal Environment: Value system, Mission, Objectives, Organizational, Structure, Organizational Resources, Company Image, Brand Equity

External Environment: Firm, customers, suppliers, distributors, Competitors, Society

Introduction to Macro Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal). Retail Business Environment. Contribution of retail to Indian economy.

Unit-II Political and Legal Environment

Political Framework: Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India.

Economic environment: economic system and economic policies. Concept of Capitalism, Socialism and Mixed Economy, Impact of business on Private sector, Public sector and Joint sector, Overview of the Indian economy: growth, sectors, and trends, Contribution of the retail sector to the Indian economy, Challenges of Indian economy.

Legal Framework for Retail Businesses: Business laws relevant to retail operations (e.g., contract law, consumer protection laws) Intellectual property rights and their significance in retail management, Compliance requirements for retail businesses in India.

Unit-III Social and Cultural Environment

Social and Cultural Environment: Nature, Impact of foreign culture on Business, Traditional Values and their Impact, Social Audit - Meaning and Importance of Corporate Governance and Social Responsibility of Business. Social and cultural factors in retail management, Significance of social

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and cultural dynamics in shaping consumer behaviour and retail trends in India, demographic factors influencing consumer preferences and purchasing behaviour in India (e.g., age, gender, income, urbanization),

Religious and Festive Influences: Analysis of religious festivals and cultural celebrations as drivers of retail demand in India, Retail promotional strategies for leveraging festive seasons and cultural events.

Regional Diversity and Market Preferences: Overview of regional diversity in India and its implications for retail market preferences, Localization strategies for retail businesses to cater to regional tastes and preferences.

Unit-IV Technological, Competitive and International Environment

Technological environment: Features, impact of technology on Business Competitive Environment: Meaning, Michael Porter's Five Forces Analysis, Competitive Strategies

Globalization: Meaning, Nature and stages of Globalization, features of Globalization, Foreign Market entry strategies, LPG model.

MNCs: Definition, meaning, merits, demerits, MNCs in India, FDI: Meaning, FDI concepts and functions, Need for FDI in developing countries, Factors influencing FDI, FDI operations in India, FDI in retail sector

Unit - V International Retail Business Environment

Definition and scope of international retailing, Importance of international retailing in the global economy, Evolution of international retailing, Trends and challenges in international retailing, Cultural, economic, and legal factors impacting international retailing, Understanding consumer behaviour in different international markets, Regulatory frameworks and compliance issues in international retailing, Product adaptation and standardization in international retailing, Pricing strategies for international markets, Promotional strategies and advertising in diverse cultural contexts, Retail branding and positioning in the global marketplace.

Reference Books:

1. Indian Business Environment" by Francis Cherunilam
2. Business Environment" by K. Aswathappa
3. Indian Economy" by Ramesh Singh.
4. Business Environment and Law" by Abhishek Kumar
5. Business Environment and Policy" by S. K. Misra and V. K. Puri
6. Indian Business Environment: Globalization, Competitiveness, and Challenges" by H. L. Ahuja
7. Newman, A. & Cullen, P., Retailing: Environment and Operations, 9th Indian Reprint 2011, Cengage Learning.
8. S. L. Gupta & Arun Mittal, International Retailing

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FACULTY OF COMMERCE

In Store Cashiering & Merchandising Operations-II

Credits: 4
Hours: 60

Subject Code: B.COM-RT 203

Course Objectives

1. To be able to identify the basics of POS.
2. To demonstrate planograms at retail stores.
3. To distinguish the organizing the POS.

Course Outcomes

1. The learners will be able to understand the basics of POS.
2. The learners will be able to distinguish the mechanism of defining products in a retail stores.
3. The learners will be able to analyse & interpret various activities linked to sales management.

Unit-1 Visual Merchandising

Introduction to Visual Merchandising - Introduction to visual merchandising displays - Planning visual merchandising displays - Role of design brief - Principles to set up visual merchandising displays - Dressing up visual merchandising displays - Health and safety in displays.

Unit-2 Creating Positive Image of Self and Organisation in the Minds of Customers

Importance of creating a positive image in the minds of the customers - Explain the importance of establishing - Discuss the need to communicate accurate information to the customers - how to respond appropriately to the customers.

Unit-3 Working Effectively in a Team

Importance of working effectively in the team - the importance of information, instructions and documentation in retail workplace - the importance of effective work habits - the required etiquette of the workplace - the significance of a positive attitude at the workplace.

Unit-4 Employability & Entrepreneurship Skills

Personal Strengths & Value Systems -Digital Literacy: A Recap - Money Matters - Preparing for Employment & Self Employment -- Understanding Entrepreneurship - Preparing to be an entrepreneur.

Reference Books:

1. Introduction of Retail operations by RASCI publication
2. In store cashier and Merchandising by RASCI publication
3. Berman B. Evans J. R., (2004). Retail Management, 9th Edition, Pearson Education
Berman, Barry. Evans, Joel R. Mahaffey Tom (2005). Retail Management: A Strategic Approach, Pearson Education
4. Gopal. R. Manjrekar, Pradip (2010), Retail Management, Excel Books, New Delhi Notes

FACULTY OF COMMERCE

5. Iyer, B. Sriram (2011). Retail Store Operations, Tata Mc Graw Hill
6. Levy IM. and Weitz B.A., (2004), Retailing Management, 5th ed. Tata McGraw Hill
7. Levy, Michale & Barton, Weitz, A (2003), Retailing Management, Tata Mc Graw Hill. 3rd ed.
8. Menon, K. S., (2006). Stores Management, 2nd Ed, Macmillan India
9. Sivakumar, A., (2007). Retail Marketing, Excel Books, New Delhi

Managerial Economics

Credits: 4
Hours: 60

Subject Code: B.COM-RT 209

Course Objectives

1. To understand the concepts and applications of Managerial Economics.
2. To interpret the cost dimensions in a business venture.
3. To recognise the role of pricing in markets and market structures.

Course Outcomes

1. The learners will be able to understand the role of managerial economist in a firm.
2. The learners will be able to apply the knowledge of costing in decision making.
3. The learners will be able to identify and analyse market practices and process in real life.

Unit-I Introduction to Managerial Economics

The concepts and application of managerial economics-Meaning, Nature-Scope, relationship with other sciences & its Significance.

Economics applied to Business Decisions, Theory of firm & industry Demand Analysis Law of demand, determinants of demand, demand curve, consumer surplus, Elasticity of demand & Demand forecasting.

Unit-II Elements of Costs

Elements of Cost-Average, Marginal & total cost, Basic cost curves-Relation between Production & cost, Break Even Analysis – Break Even point-Manual use of B.E.P. and its limitation-Factors influencing P/V decisions.

Unit-III Elements of Pricing

The elements of pricing, profit planning & management-Price output decisions, classification of markets-Structures and their making features, Pricing under Perfect Competition and Monopoly.

Profit Planning & Management – Types of Profit, some concepts related to profit, factors Determining, profit in short- & long-term Dynamics of surplus, Theory & residual claimant Theory of Profit.

Reference Books:

1. Managerial Economics-A Problem Solving Approach, Luke M. Froeb, Brian T. McCann, Michael R. Ward, and Mikhael Shor
2. Managerial Economics and Business Strategy, Michael Baye and Jeff Prince
3. Managerial Economics: Craig H Peterson and Jain, Pearson education
4. Managerial Economics: Vanitha Rawal, Pearson Education

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FACULTY OF COMMERCE

Organisational Behaviour

Credits: 4

Hours: 60

Subject Code: B.COM-RT 301

Course Objectives and Outcomes

4. Understanding of knowledge about individual behavior in students.
5. Understanding of dyad relationship in students.
6. Understanding of behaviour in a group in students.
7. Understanding about change in organization and QWL.

UNIT-I

Introduction: Nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Impact of Global and Cultural diversity on OB.

UNIT-II

Individual Behavior: concept, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation-Hygiene theory, Vroom's expectancy theory.

UNIT-III

Interpersonal behavior: Transaction Analysis, The Johari Window, Leadership, its theories and prevailing leadership styles in Indian Organisations.

UNIT-IV

Group Behavior: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter-group problems in organizational group dynamics, Management of conflict.

Reference Books:

1. Bennis, W.G., Organisation Development
2. Breech Islwar, Oragnaistion-The Framework of Management
3. Dayal, Keith, Organisational Development
4. Sharma, R.A., Organisational Theory and Behavior
5. Prasad, L.M., Organisational Behavior

Sales Management Business Environment

Credits: 4
Hours: 60

Subject Code: B.COM-RT 302

Course Objectives

1. To understand the principles and practices of retail sales management.
2. To develop effective sales strategies for diverse retail environments:
3. To apply the retail selling techniques

Course Outcomes

1. Learners will be able to demonstrate a solid understanding of the fundamental concepts, theories, and techniques involved in managing sales within the retail industry.
2. Learners will be able to develop and implement sales strategies tailored to various retail formats, including brick-and-mortar stores, e-commerce platforms, and omni channel retail environments.
3. Learners will be able to demonstrate the use of sales techniques.

Unit-I Introduction to Retail Sales Management and Consumer Behaviour

Introduction to Retail Sales Management: Types of retail formats (e.g., department stores, specialty stores, e-commerce), Global retail trends and market size Importance of sales management in retail: Role of sales in revenue generation and customer satisfaction, Impact of effective sales management on overall retail performance, Evolution of retail sales: Historical development of retail sales practices, Emergence of modern retail concepts and strategies, Trends and challenges in retail sales management: Technological advancements and their impact on retail sales, Changing consumer preferences and shopping behaviours, Competition in the retail industry and strategies for differentiation.

Understanding Consumer Behaviour: Consumer psychology and buying behaviour, psychological factors influencing consumer decisions (e.g., motivation, perception, attitudes), Social and cultural influences on consumer behaviour, Factors influencing consumer purchasing decisions: Economic factors (e.g., income, price sensitivity), Personal factors (e.g., lifestyle, personality), Situational factors (e.g., time constraints, urgency), Segmentation, targeting, and positioning in retail sales: Market segmentation strategies based on demographic, psychographic, and behavioural factors, Target market selection and identification of consumer segments: Positioning strategies to differentiate products and attract target consumers

Unit-II Sales Planning and Strategy

Setting sales objectives and targets - SMART (Specific, Measurable, Achievable, Relevant, Time-bound) objectives, establishing realistic sales targets based on market analysis and business goals.

Sales forecasting techniques - Time-series analysis, Regression analysis, Qualitative methods (e.g., expert opinion, market research)

Developing sales strategies for different retail formats - Tailoring sales strategies for brick-and-mortar stores, online retail, and omni channel environments, Promotional strategies (e.g., discounts, loyalty programs) to drive sales and customer engagement.

Unit-III Sales Techniques and Skills

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Personal selling techniques -Building rapport with customers, needs assessment and solution selling, handling objections, and closing sales, Customer Buying Cycle Vs Retail Sales Cycle.

Effective communication in sales - Verbal communication skills (e.g., active listening, persuasive language), Non-verbal communication cues (e.g., body language, facial expressions), Written communication skills for email correspondence, proposals, etc.

Negotiation and persuasion skills - Principled negotiation techniques, overcoming resistance and objections: types of objections, objection handling techniques, Creating win-win outcomes for both the seller and the customer.

Importance of product knowledge - Features, Advantages and Benefits (FAB) of products, use of FABING technique during customer interaction, techniques for product demonstration, upselling & cross selling techniques.

Unit-IV Case Studies and Presentation

Analysis of real-world retail sales management cases

- Case studies on successful sales management strategies in retail companies
- Discussion of challenges faced, and lessons learned in implementing sales initiatives

Reference Books

1. Retail Management | Fifth Edition | By Pearson authored by Dr. Gibson Vedamani
2. Hammond, Richard. Smart Retail: Winning ideas and strategies from the most successful retailers in the world. Pearson Education.
3. Singh, Harjit. Retail Management - A Global Perspective: Text and Cases. S. Chand
4. Retail Management: A Strategic Approach by Barry Berman and Joel R. Evans
5. Sales Management: Analysis and Decision Making by Thomas N. Ingram, Raymond W. LaForge, Ramon A. Avila, and Charles H. Schwepker Jr.
6. The Retail Value Chain: How to Gain Competitive Advantage through Efficient Consumer Response (ECR) Strategies" by Martin Christopher, Helen Peck, and Denise Gammidge

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Customer Relationship Management

Credits: 4
Hours: 60

Subject Code: BCOM-RT803

Course Objectives

1. To understand the concepts of consumer behaviour and hence need for customer relationship management
2. To identify the elements and their uses in managing customer relationship.
3. To understand the standard process and practices of providing services to the customers

Course Outcomes

1. The learners will be able to explain the relationship between the consumer behaviour and customer relationship management.
2. The learners will be able to describe the elements of CRM.
3. The learner will be able apply the customer relationship management processes to service and retain customer loyalty

Unit-I Overview of Consumer Behaviour

Retail market segmentation – Criteria for segmentation – Approach for Segmentation –Composite segmentation approach.

Consumer Behaviour – Definition and Scope – Need for studying Consumer Behaviour - Consumer Behaviour and Decision Making – Consumer value, satisfaction and retention.

Unit-II Introduction to CRM

Characteristics of customer touch points at the retail store and their significance wrt Sales and Customer Service, customer need identification process, process for identifying buying behavior, benefits of Customer Relationship Management (CRM) and its implication on providing solutions to the customers and Business, Components of CRM, Role of CRM in marketing and sales, Principles of CRM, Customer Relationship Management Strategies, Impact of CRM on business revenues

Unit-III Elements of CRM

Elements of customer service management: Types of customers, complaint handling & resolution, delivery of reliable service, process for continuous customer service improvement, significance of teamwork in meeting the expectations of customers, CRM systems and their uses.

Unit-IV Customer Services

Processes and practices of customer engagement, providing customer service in B2C and B2B retail environment, how to handle customer service concerns, best practices followed in resolving customer complaints, decision-making processes in addressing customer service problem, addressing customer grievances, Customer Redressal System & strategies

Reference Books

1. Retail Management – Functional Principles & Practices 5th edition by Dr Gibson Vedamani Published by Pearson
2. Retail Sales Associate & Retail Team Leader – RASCI Course Material
3. Consumer Behaviour: The Indian Context (Concepts and Cases) | Second Edition | By Pearson – S Ramesh Kumar

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- 4. "Retailing: Integrated Retail Management" by Pradip Sinha Publisher: Oxford University Press
- 5. Retail Management: A Strategic Approach" by Barry Berman, Joel R. Evans, and Patrali Chatterjee, Publisher: Pearson

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Enterprise Resource Planning (E R P)

Credits:
Hours: 45

Subject Code: BCOM-RT304

Course Objectives

1. To outline the overall Framework of an enterprise system.
2. To understand the need for an ERP solution in a retailing organisation.
3. To describe the importance and functions of computer application system.

Course Outcomes

1. The learners will be able discuss the features and factors that needs to be considered for ERP systems.
2. The learners will be able to describe the features, advantages and benefits of different functional modules of ERP used by Retail organisations (Small, Medium and Large).
3. The learners will be able to carry out accounting and other administrative functions of the job role on a computer.

Unit-I Introduction to ERP

Overarching structure of an enterprise system, evolution and utilities of Enterprise Resource Planning (ERP), risks and benefits of an ERP system, features of fundamental technology used in enterprise resource planning, factors that need to be considered in -Planning and designing of ERP systems; Implementation of cross functional integrated ERP systems

Unit-II ERP Solutions and Functional modules

Need for an ERP solution in a Retailing Organisation, characteristics and applications of ERP software solutions that are used by Small, medium and large retail organisations, e significance of Business Process Re-engineering (BPR) in ERP solutions wrt to business processes of a Retail organisation, need for business process management (BPM), fy the co-relation between ERP solution and BPM of an organisation, elements of BPM lifecycle, functional modules used in various functions & departments of a retail store (Small, Medium & Large), features, advantages and benefits of different functional modules of ERP used by Retail organisations (Small, Medium and Large) , the emerging trends in ERP.

Unit-III Computer Skills

Software and related skills required to carry out accounting and other administrative functions of the job role on a computer, importance and functions of computer applications -MS Office, Internet applications & email applications, orientation to POS software(s) in retail, Introduction to CRM software

Reference Books

1. Enterprise Resource Planning Concepts: Understanding the Power of ERP for Today's Businesses Second Edition- Dr. Jill A O'Sullivan (Author), Gene Caiola (Author)
2. Retail Store Operations A Complete Guide - 2020 Edition - by Gerardus Blokdyk (Author)

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FACULTY OF COMMERCE

Business Ethics

Credits: 4
Hours: 60

Subject Code: B.COM-RT 401

Course Objectives and Outcomes:

1. Understanding of basic concepts of Business Ethics in students.
2. Understanding of values & morals in students.
3. Understanding of relationship between ethics and corporate excellence in students.

UNIT-I

Introduction: Concept and nature of ethics; ethics, values and behaviour; development of ethics, relevance of ethics and values in business, Arguments for & against business ethics.

UNIT-II

Work life in Indian Philosophy: Indian ethos for work life, Indian values for the work place, Work-life balance, Ethos of Vedanta in management, Hierarchism as an organizational value.

UNIT-III

Relationship between Ethics & Corporate Excellence, Corporate Mission Statement, Code of Ethics, Organizational Culture, TQM.

UNIT-IV

Corporate Social Responsibility-Social Responsibility of business with respect to different stakeholders, Arguments for and against Social responsibility of business, Social Audit.

Suggested Books:

1. Chakraborty S.K., Human values for Managers
2. McCarthy, F.J., Basic Marketing Velasquez, M.G.: Business Ethics
3. Sekhar, R.C.: Ethical Choices in Business.
4. Chakraborty S.K., Ethics in Management: A Vedantic Perspective, Oxford University Press.

Fundamentals of Financial & Cost Accounting

Credits: 4
Hours: 60

Subject Code: BCOM-RT 402

Course Objectives

- To understand the basic concept of accounting practices in an organization.
- To recognize the role of cost accountancy and cost management.
- To describe the common practices of accounting in a department of a business organisation

Course Outcomes

- The learners will be able to understand basic accounting practices followed in business environment.
- The learners will be able to classify cost accountancy and cost management.
- The learner will be able to perform basic accounting practices.

Unit-I Introduction to Financial Accounting

Basic accounting practices in retail organisations – meaning, definition, objectives, scope, basic, terms, accounting principles in retail business, branches of accounting. uses & limitations of Accounting, Concepts & Conventions, Statements of Final Accounts – Meaning, need & objectives, types of Trading Account – Meaning & need, Profit & loss Account – meaning & Need, Balance Sheet- Meaning & need. Meaning of final accounts with adjustment entry, Impact of profit & loss account and balance sheet on business goals of the organisation, mark-up & mark down practices in retail, impact of mark up and mark down on financial accounting & profits.

Unit-II Accounting Practices

Common practices of accounting in a department of a business organisation, Departmental accounting and role of Accountants, Basis of Allocation of Expenses and Incomes / Receipts, Inter Departmental Transfer: At Cost Price and Invoice Price, Stock Reserve, Departmental Trading and Profit and Loss Account and Balance Sheet

Unit-III Cost Accounting

Role of cost accountancy and cost management in retail store operations, Definitions: Cost, Costing and Cost Accounting, Classification of Cost on different bases, cost Allocation and Apportionment, Cost management, Cost control

Reference Books:

- Basics of Accounting – Jain & Narang
- Basic of Accounting – T. S. Grewal

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FACULTY OF COMMERCE

FMCG/ FMCD Sales & Distribution

Credits: 4
Hours: 60

Subject Code: B.COM-RT 403

Course Objectives

- 1 To explain the concept of FMCG / FMCD.
- 2 To interpret the roles & responsibilities of stakeholders in FMCG distribution system.
- 3 To describe the best practices followed in managing distribution team.

Course Outcomes

- 1 The learners will be able to identify product categories in FMCG/FMCD.
- 2 The learners will be able to influence people through personal effectiveness.
- 3 The learners will be able to apply the best practices followed in distributor and retailer relationships.

Unit-I FMCG & FMCD

Product categories in FMCG / FMCD, supply chain system in FMCG /FMCD (Manufacturer, Transportation system, Storage, Distribution & retailing and post-sale services)

Unit-II Distribution System

Roles & responsibilities of stakeholders in FMCG distribution system, importance of influencing people through personal effectiveness, best practices followed in distributor and retailer relationship management.

Unit-III Sales System

Importance of data analysis and planning in sales, roles and responsibilities of a distributor salesperson (Territory, day to day planning, route & beat plans, target achievement, outlet categories, productivity metrics, merchandising & branding, stock management, order booking), objection handling and negotiation with retailers, process of effective sales calls.

Reference Books

1. Distributor Salesman – RASCI Courseware
2. Sales and Distribution Management | Sixth Edition | By Pearson

FACULTY OF COMMERCE

Non-Store Retailing

Credits: 4
Hours: 60

Subject Code: B.COM-RT 404

Course Objectives

- 1 To understand the concepts of non-store retailing/ecommerce.
- 2 To identify the sales and marketing practices followed in e-retailing.
- 3 To explain the seller acquisition process for e-Commerce platforms.

Course Outcomes

- 1 The learners will be able to describe the features of non-store retailing/ecommerce formats.
- 2 The learners will be able to explain the importance of technology platforms in e Retailing.
- 3 The learners will be able to perform the seller acquisition process for e-Com platforms & Customer service fulfilment process.

Unit-I Introduction to E-Retailing

Features of non-store retailing formats, significance of ecommerce, growth prospects in e-Retailing & e-commerce.

Unit-II E-Retailing Platform

Sales and marketing practices in e-Retailing, importance of stakeholder management in e-commerce environment, technology platforms in e Retailing, customer service/ product fulfilment process in e-Commerce.

Unit-III E-Retail Management

Significance of identifying competition and gathering market information to enhance business performance, significance of product catalogues on the e-com website, basics of category management on e-Retailing platforms, statutory guidelines for sales on e-com sites, seller Acquisition process for e-Com platforms

Reference Books

1. E-Retailing Principles and Practice – Himalaya Publishing - by D. P. Sharma.
2. Seller Activation Executive – RASCI course material.

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Distributor Salesman- Project Work

Credits: 1
Hours: 15

Subject Code: B.COM-RP 405

Course Objectives and Outcomes

1. List the different types of FMCG Retail outlets as per their classification A, B and C category outlets.
2. Prepare profile of retailers' / retail outlets (Including category of outlets Viz A, B, C)
3. Explain the significance of preparing a plan for periodic sales target achievement with relevant examples or any case studies.
4. Prepare a sample route & beat plan based on a typical FMCG sales territory of a town/ city with all classification of outlets.
5. Explain the significance of Route and beat Plans.
6. Prepare a presentation on the process of carrying out effective sales call including.
 - Carrying out stock count at retail outlets
 - Identifying stockouts and stocks that need to be replenished.
 - Booking orders
 - Collecting outstanding based on credit ageing
 - Managing credits
7. Explain the following sales productivity parameters (key Terms) with their significance and how they are helpful in determining an FMCG salesperson's Productivity in the below template by referring to the example provided for the Sl. No 1
8. Prepare a sample report template.
 - Daily sales report
 - Weekly sales report
 - Credit ageing report

Sl. No	Key Terms	Meaning/Things to do	Example/How to/Uses
1.	Effective Coverage – ECO	Outlet purchasing at least once a month is called an Outlet ECO .	Example: DSR (Distributor Sales Representative) Vijay's total number of outlets = 240 He has built only 200 outlets for the month. $ECO \% = 200/240 = 83\%$ ➤ Effective coverage is one of the most important tools of distribution. It helps us to know if we have placed our products in all the outlets <u>even once</u> .

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Sl. No	Key Terms	Meaning/Things to do	Example/How to/Uses
2.	Line & Total Line Sold – TLS	<p>A line is any sku of any product sold in the market by a DSR (Distributor Sales representative).</p> <p>A total of lines of all the outlets in the beat is defined as the TLS of the beat for the day.</p> <p>The sum total of TLS for all days worked in the month will give the TLS for the DSR.</p>	
3.	Lines Per Productive Call – LPPC	Lines Per Productive Call is the number of SKUs sold per outlet.	
4.	Line Selling: Sales Gain	More SKUs sold per outlet resulting in gain of business.	
5.	Line Selling: Distribution Gain	A product line is a group of related products all marketed under a single brand name that is sold by the same company	
6.	Productivity	Total no. of bills made during a particular day/week/month is your productivity .	
7.	Availability	<ul style="list-style-type: none"> ➤ Check / Explore the stock and highest selling SKU in outlet. ➤ Competition status in the outlet ➤ Evaluate and share the proposed order with outlet. 	
8.	If you can enter the Outlet	<p>Take permission to check the stock.</p> <p>Check stocks at:</p> <ul style="list-style-type: none"> ➤ Shelf/window display ➤ Go-down/Warehouse. 	

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Seller Activation Executive

Subject Code: B.COM-RP 406

Credits: 1

Hours: 15

Course Objectives and Outcomes

You are employed as a seller activation executive in XCART, an e-commerce conglomerate is. Your role is to identify prospective sellers who sell products that are high in demand on the e-commerce site and register them as sellers on the website.

Prepare a report in the form of a presentation on the below:

1. List the best practices in followed in creating digital catalogues of products.
2. Explain the process of prospecting and short-listing sellers for enrolment on e-tailing platforms.
3. Prepare a sample seller registration form.
4. Demonstrate the steps of sales call to enrol the sellers on the e-tailing platforms and register them on the website by using the sample registration form (Role Play)

Logistics and Supply Chain Management

Credits: 4
Hours: 45

Subject Code: BCOM-RT 501

Course Objectives

1. To understand the fundamental principles and concepts of logistics and supply chain management as they apply to the retail industry.
2. To analyze the design and operation of retail supply chains, including transportation, warehousing, and inventory management strategies.
3. To evaluate the role of technology, sustainability, and ethical considerations in retail logistics and supply chain management practices.

Course Outcomes

1. Learners will be able to define key terms and concepts related to logistics and supply chain management in the context of retail.
2. Learners will be able to apply theoretical knowledge to analyze and optimize the design and operation of retail supply chains.
3. Learners will be able to demonstrate critical thinking skills by evaluating the impact of technology, sustainability initiatives, and ethical considerations on retail logistics and supply chain.

Unit-I Introduction to Supply Chain Management

Concept of Supply Chain Management - Objectives of Retail Supply Chain – Evolution of Supply Chain Management – Issues involved in developing the Supply Chain Management – Supply Chain Integration. Integrated Supply Chain Management: Vendor Management – Value Chain - Innovations in Supply Chain Management: Collaborative Planning Forecasting and Replenishment – Cross Docking.

Unit-II Retail Supply Chain and Transportation Logistics

Retail supply chain network design principles: Factors influencing facility location decisions in retail (proximity to markets, transportation infrastructure, labour availability, etc.) Inventory management strategies in retail: ABC analysis, Economic Order Quantity (EOQ) Just-in-Time (JIT) inventory, Vendor-managed inventory (VMI) and Collaborative Planning, Forecasting, and Replenishment (CPFR) in retail. Modes of transportation in retail logistics: Road transport, Rail transport, Air transport Sea transport, Carrier selection criteria and management strategies Last-mile delivery challenges and solutions: Delivery route optimization, Urban logistics solutions (e.g., micro-fulfillment centers), Transportation cost management techniques and optimization strategies

Unit-III Warehousing and Distribution in Retail

Types and functions of warehouses in retail: Distribution centres, Fulfilment centres, Cross-docking facilities, Warehouse layout and design considerations for retail operations Warehouse operations: Receiving and put-away, Order picking and packing, Shipping and dispatch. Warehouse automation technologies: Automated storage and retrieval systems (AS/RS) Robotics and automated guided vehicles (AGVs).

Unit-IV

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Technology and Green Logistics in Retail

Role of information technology in retail logistics: Warehouse Management Systems (WMS) Transportation Management Systems (TMS), Enterprise Resource Planning (ERP) systems RFID and barcode technologies in retail logistics, Internet of Things (IoT) applications in retail logistics, Emerging technologies in retail logistics: Artificial Intelligence (AI) for demand forecasting and route optimization, Block chain for supply chain transparency and traceability. Environmental sustainability considerations in retail logistics: Green transportation initiatives Sustainable packaging solutions,

Ethical issues in supply chain management: Fair labor practices, Ethical sourcing, Responsible disposal of waste and returns, Corporate Social Responsibility (CSR) initiatives in retail logistics

Reference Books:

1. Retail Logistics: A Study on Supply Chain Management in Organized Retail Sector in India by R. Srinivasan and K. Chandrasekaran
2. Logistics and Supply Chain Management in Retail by Prakash Chandra Sahu and Sunil Sharma
3. Supply Chain Management: Text and Cases by Janat Shah, M. Rammohan, and G. Raghuram
4. Retail Management: Principles and Practices" by Swapna Pradhan

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Team Management-I

Subject Code: B.COM-RT 502

Credits: 4

Hours: 60

Course Objectives

1. To understand the basics of sales team management
2. To understand the principles and techniques of setting SMART sales goals, aligning them with organizational objectives, and tracking progress effectively.
3. To develop skills in designing and delivering effective sales training programs, utilizing methods such as classroom training, on-the-job coaching, and role-playing exercises.
4. To gain proficiency in conducting performance evaluations, providing constructive feedback, and implementing strategies to enhance sales team performance and productivity.

Course Outcomes

1. Learners will be able to analyze sales goals, design training programs, and implement performance evaluation methods to enhance the productivity and effectiveness of retail sales teams.
2. Learners will be able develop the skills to set SMART sales goals, align them with organizational objectives, and track progress using key performance indicators, fostering a culture of accountability and continuous improvement within sales teams.
3. Learners will demonstrate the ability to evaluate sales team performance, provide constructive feedback, and implement strategies to optimize individual and team performance, contributing to overall store success in the retail industry.

Unit-I Basics of Sales Team Management

Roles and responsibilities of a sales team leader, purpose of retail sales teams, Recruiting, training, and retaining sales personnel: Job analysis and recruitment strategies for sales positions, Training programs for sales staff (product knowledge, sales techniques), Employee motivation and engagement strategies to reduce attrition.

Motivating and incentivizing sales teams: Incentive compensation plans (e.g., commissions, bonuses), Recognition and rewards programs for top performers, Team-building activities to foster collaboration and camaraderie.

Unit-II Sales Team Performance Management

Introduction to Retail Store Sales Team Performance Management: Importance of effective sales team performance management in retail, impact of sales team performance on overall store success, Introduction to key concepts and principles of sales team performance management, Definition of performance management in the context of retail sales teams, role of key performance indicators (KPIs) for measuring sales team performance.

Setting Sales Team Goals and Objectives: role of goal setting in sales team performance management, Importance of goal alignment with organizational objectives, SMART (Specific, Measurable, Achievable, Relevant, Time-bound) framework for goal setting, Methods for setting SMART sales goals and objectives, identifying specific sales targets for individuals and teams, Establishing measurable mics to track progress towards sales goals, Techniques for aligning individual and team goals with organizational objectives, Ensuring clarity and transparency in goal communication, Creating a culture of accountability and ownership among sales team members.

Unit-III Sales Team Training and Development:

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Identifying training needs and designing sales training programs, conducting training needs assessments to identify skill gaps, designing tailored training programs to address identified needs, Methods for delivering effective sales training.

Classroom training: Structured sessions led by trainers covering sales techniques, product Knowledge and customer service skills,

On-the-job training: Coaching and mentoring by experienced sales team members, Role-playing exercises: Simulated sales scenarios to practice and reinforce skills, Strategies for ongoing sales team development and skill enhancement.

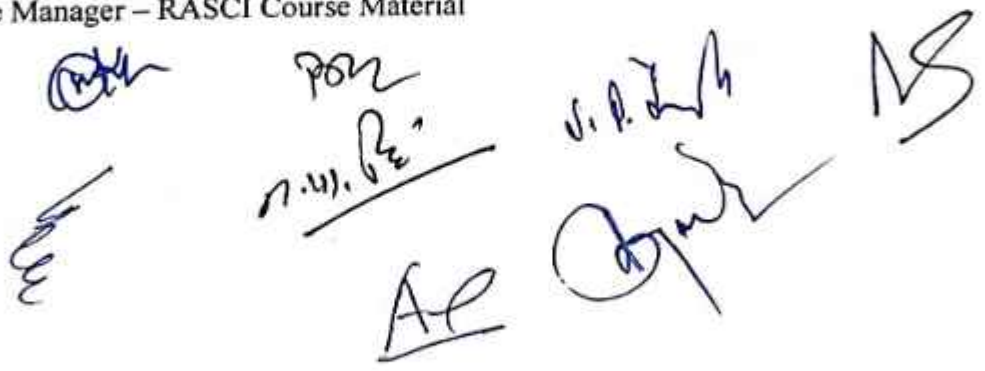
Providing continuous learning opportunities through workshops, seminars, and online training resources Encouraging self-directed learning and skill acquisition through individual development plans.

Unit-IV Team Performance Review

Introduction to performance evaluation techniques for sales teams: Purpose of performance evaluations in identifying strengths, weaknesses, and areas for improvement, Types of performance evaluation methods (e.g., self-assessment, peer assessment, manager assessment) Methods for conducting performance reviews and providing constructive feedback: Establishing clear evaluation criteria aligned with sales goals and objectives, conducting structured performance review meetings to discuss performance metrics and provide feedback Importance of regular performance feedback in driving sales team improvement: Creating a culture of continuous feedback and open communication, Recognizing and rewarding high performers while addressing performance issues promptly and constructively.

Reference Books

1. Retailing Management: Principles and Practices by Gibson G. Vedamani (Recommended)
2. Sales Management: Decisions, Strategies and Cases by P. M. A. Kumar
3. Retail Management: Text and Cases by Swapna Pradhan
4. Sales Management: Concepts, Practice and Cases" by T. N. Ramanathan and Tapan K. Panda
5. Retail Manager's Handbook – Andra Wheeler
6. The Art of Luxury Selling: How to Engage Sales Teams to Establish a Culture of Service Excellence - Peter Aristodemou
7. Retail Team Leader – RASCI Course Material
8. Retail Department Manager – RASCI Course Material
9. Retail Store Manager – RASCI Course Material


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Team Management-II

Credits: 4

Subject Code: B.COM-RT 503

Hours: 60

Course Objectives

- 1 To understand the concepts of conflict management.
- 2 To describe the process of conducting performance review.
- 3 To identify the importance of decision making and problem solving.

Course Outcomes

- 1 The learners will be able to identify the methods and techniques that can be used to manage conflicts in team.
- 2 The learners will be able to describe the importance of feedback and coaching.
- 3 The learners will be able to know the importance of decision making and solving problems

Unit-I Team Conflict Management

Cause and effect of conflict in the place of work - causes of conflict between individuals, common causes of conflict between groups/teams, effects of conflict on individuals, effects of conflict on a group/team; types of behaviour that are unacceptable in a work situation - acceptable behaviour in the work place, types of behaviour that are unacceptable in a work situation; how conflict in a work situation can be prevented - methods that can be used in a work situation to prevent conflict, employer and team leader responsibilities with reference to conflict in the work place.

Unit-II Team Performance Review

Process of conducting performance review - the appraisal process, assess individual/ team performance against expected objectives, goals, constructive feedbacks through reflecting on individual personal strengths and weaknesses, preparing a development plan to support performance improvement, importance of keeping skills and knowledge up to date - how to improve own performance through learning, identify areas for development, produce an action plan for individual's self-development, keeping a record of individual's learning, how to allocate work to team, monitoring team performance, escalation matrix and process of escalation management, conflict management, constructive feedback process and its advantages, different ways of communicating effectively with members of a team, work planning and scheduling for the team.

Unit-III Decision making and solving problems

Importance of decision making; types of decision making and their importance; components of decision making; process of decision making; key leadership styles; types of decision making

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relating to leadership styles; problem solving process; decision making process to solve problems; making decisions in a crisis; creative decision making when solving problems.

Reference Books

1. Retail Team Leader – RASCI Course Material
2. Retail Manager's Handbook – Andra Wheeler

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Store Operations Management

Credits: 4

Subject Code: B.COM-RT 504

Hours: 60

Course Objectives

- 1 To understand the concept of Inventory management.
- 2 To organise and manage visual merchandising displays at the retail store.
- 3 To organise and ensure availability of products for sale on the sales floor

Course Outcomes

- 1 The learners will be able to explain the importance of inventory management
- 2 The learners will be able to explain the process of managing product displays & visual merchandising displays.
- 3 The learners will be able to explain the importance of ensuring availability of products on the sales floor always.

Unit-I Inventory Management

Inventory management and its impact on profit margins, features of valuation of Inventories (Stock), Meaning, Definition, Applicability, Valuation of Inventory (FIFO, WAM), disclosure in Final Account, explanation with Illustrations, process of stock management on the sales floor.

Unit-II Product Display

Elements in creating an attractive product display, methods of selecting appropriate products to suit the display types, positioning the product labels appropriately while conforming to the legal and operational standards, legal requirements for labelling the products on the shelf, standards of the product display throughout on the shelf, role of Visual merchandising displays in marketing, promotional and sales campaigns, principles of visual merchandising, design brief, role of design brief in creating a Visual merchandising display, merchandiser or buyer consultations for Finalization of merchandise and props, potential places to put the display, role of light, colour, texture, shape, and dimension in VM.

Unit-III Sales Floor Product Management

Importance of vendor and supplier relationship management, guiding the staff to display the goods for sale, modifying or changing the product displays, organisational procedures for displaying products and aligned records, staff briefing for involvement, legal requirements for displaying descriptions and prices of goods, organisation's standards for putting displays together including standards for cleaning and preparation of shelf, security, health and safety requirements and procedures relating to displaying goods, lain customers' legal rights in relation to the display of

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goods, risks to security or health and safety that arise when evaluating displays, impact of different types of display in achieving sales targets.

Reference Books

1. Urvasi Makkar & Harindar kumar Makkar "Customer Relationship Management" Tata McGraw hill; Education Private limited, New Delhi.
2. Swapna Pradhan; "Retailing Management Text & Cases;" Tata McGraw hill; Education Private limited, New Delhi.
3. David Gilbert "Retailing Management"; Pearson Education; New Delhi.
4. Ramanuja Majumdar "Consumer Behaviour: Insights from Indian markets" PHI learning Private Limited, New Delhi.
5. The Art of Luxury Selling: How to Engage Sales Teams to Establish a Culture of Service Excellence - Peter Aristodemou.

Apprenticeship in Retail Store Operations Management

Credits: 20
Hours: 600

Subject Code: OJT 601

Objectives

1. To acquire skills of managing store operations

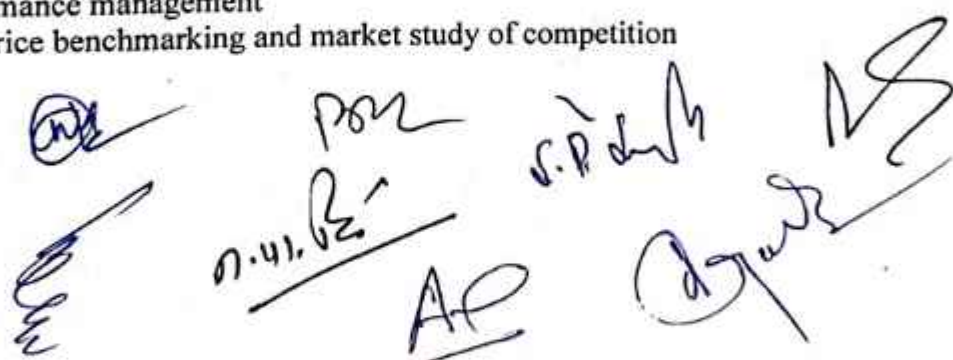
Apprenticeship Outcomes

1. The learners will be able to manage retail operations at the store.

Module

On the Job Training Modules

1. Organize the display of products at the store
2. Plan visual merchandising
3. Establish and satisfy customer needs
4. Process the sale of products
5. Maintain the availability of goods for sale to customers
6. Allocate and check work in your team
7. Monitor and solve customer service problems
8. Communicate effectively with stakeholders
9. To monitor and manage store performance
10. To provide leadership for your team
11. To build and manage store team
12. To develop individual retail service opportunities
13. To manage a budget
14. Optimize inventory to ensure maximum availability of stocks and minimized losses
15. Implement standard operating procedures, process and policy at the store while ensuring timely and accurate reporting
16. Manage sales and service delivery to increase store profitability
17. Check and confirm adherence to visual merchandising plans
18. Manage overall safety, security and hygiene of the store
19. Implement promotions and special events at the store
20. Manage human resources at the store through manpower planning, recruitment, training and performance management
21. Conduct price benchmarking and market study of competition


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