

# Four Year Bachelor of Business Administration (Honours/Research) Degree Examination

Scheme of Examination for Four Year Bachelor of Business Administration (Honours/Research)  
Program from Academic Session 2024-25

*As approved by the Boards of Studies in Business Management in the Faculty of Commerce and Management in its meeting held on 4<sup>th</sup> September 2024 and approved by the Faculty of Commerce and Management vide Item No. 1(B) in its meeting held on 9<sup>th</sup> September 2024 and Approved by the Hon'ble Vice-Chancellor on behalf of the Academic Council under powers vested in him u/s 12(7) of The Maharashtra Public Universities Act, 2016*

## Preamble:

The Academic Council of Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur has adopted the Government Resolution No. NEP-2020/प्र.क्र.09/विशी-3/शिकाना dated 20<sup>th</sup> April 2023 issued by the Government of Maharashtra in its meeting held on 21<sup>st</sup> April 2023 in view of implementation of National Education Policy, 2020. The Faculty of Commerce and Management, R T M Nagpur University has approved the following 'Teaching and Examination Scheme' for 'Four Year – Bachelor of Business Administration Honours/Research Degree with Major and Minor' in its meeting held on 9<sup>th</sup> September 2024. The scheme is also approved by the Hon'ble Vice-Chancellor on behalf of the Academic Council of the University under powers vested in him u/s 12(7) of The Maharashtra Public Universities Act, 2016. This notification is issued to facilitate the HEIs (Affiliated Colleges) and students for smooth conduct of admission process for the year 2024-25. Basic details required at the time of admission are provided in this notification and a detailed Direction/Regulation containing comprehensive provisions related to all aspects shall soon be issued by the University.

### 1. Details of eligibility for BBA semester 1 examination

- A) For the **BBA 1<sup>st</sup> Semester**, Examinee shall have Passed the 12<sup>th</sup> Standard Examination of the Maharashtra State Board of Secondary and Higher Secondary Education/CBSE/ICSE, with English at Higher or Lower level and any Modern Indian Language at higher or lower level with any combination of optional subjects;

**OR**

- B) XII Standard Examination of Maharashtra State Board of Secondary and Higher Secondary Education in Vocational Stream with one language only; OR any other examination recognized as equivalent thereto; in such subjects and with such standards of attainments as may be prescribed Minimum Competition vocation course (MCVC).

**OR**

- C) Any other Equivalent Examination of any State in (10+2) pattern with any combination of subjects.

### 2. Duration of the Program, student progression path and provisions for Multiple Entry and Exit

- a. Duration of the BBA Program shall be FOUR years with the provision for multiple exit as mentioned here:

- a. A student can exit the program after successful completion of 1<sup>st</sup> and 2<sup>nd</sup> semesters having earned requisite number of credits as mentioned in the scheme of examination and additional 'Skill Enhancement Course' with 4 credits. Such a student shall be eligible for the award of 'UG Certificate in Business Administration' by the University.

**OR** a student can continue the program in 2<sup>nd</sup> year.

- b. A student can exit the program after successful completion of 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> semesters having earned requisite number of credits as mentioned in the scheme

of examination and additional 'Skill Enhancement Course' with 4 credits. Such a student shall be eligible for the award of 'UG Diploma in Business Administration' by the University.

**OR** a student can continue the program in 3<sup>rd</sup> year.

- c. A student can exit the program after successful completion of 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup> and 6<sup>th</sup> semesters having earned requisite number of credits as mentioned in the scheme of examination. Such a student shall be eligible for the award of 'Bachelor of Business Administration' degree by the University.

**OR** a student can continue the program in 4<sup>th</sup> year for either HONOURS or RESEARCH degree.

- d. A student, on successful completion of all the 8 semesters and having earned requisite number of credits as mentioned in the scheme of examination shall be eligible for the award of either 'Bachelor of Business Administration (Honours) Degree with Major and Minor' OR 'Bachelor of Business Administration (Research) Degree with Major and Minor'

b. Re-entry or Lateral Entry

- a. Students, opting for exits at any level, will have the option to re-enter the programme from where they have left off, in the same or in a different higher education institution within three years of exit and complete the degree programme within the stipulated maximum period of SEVEN years from the date of admission to first year.
- b. Re-entry at various levels for lateral entrants in academic programmes shall be based on the earned and valid credits as deposited and accumulated in the Academic Bank of Credits (ABC) through Registered Higher Education Institutions and proficiency test records.
- c. Lateral entry into the programme of study leading to the UG Diploma / Three Year UG Degree / Four Year Bachelor's Degree with Honours/Research will be based on the validation of prior learning outcomes achieved and subject to availability seats based on intake capacity.

**Eligibility for Award of Certificate/Diploma/Degree/Honours or Research Degree**

Semester Completion	No. of Minimum Credits Required	Additional Credit Requirement	Eligible For
I and II	40	4 credits for NSQF Course/ Course approved by Centre of Life-Long Learning, RTMNU/Internship	UG Certificate in Business Administration OR Continue with Major
III and IV	84	4 credits for NSQF Course/ Course approved by Centre of Life-Long Learning, RTMNU/Internship	UG Diploma in Business Administration with Minor OR Continue with Major and Minor
V and VI	124	Not Required	Bachelor of Business Administration Degree with Major and Minor OR Continue with Major and Minor
VII and VIII	164	Not Required	Bachelor of Business Administration Degree (Honours/Research) With Major and Minor

### 3. Types of Courses

A student admitted to this program is required to undergo and successfully complete the following types of courses as mentioned in the scheme of examination:

Sr. No.	Course Type	Choice for Selection
1.	Major Subject	A student is required to select a 'MAJOR' subject from amongst the choices provided in this scheme of examination in the <b>3<sup>rd</sup> semester</b> . The last date for selection of 'Major' subject may be decided by the college but it shall not be later than 15 days after commencement of classes for <b>3<sup>rd</sup> Semester</b> . Change of major subject shall not be permitted after the examination form is submitted. A student should continue the same 'MAJOR' in all semesters throughout the programme. <b>(Annexure-VI)</b>
2.	Minor Subject	A student is required to select a 'MINOR' subject available in respective semester from amongst the choices in this scheme of examination or any other degree program offered by the university in any other faculty at the time of admission to <b>3<sup>rd</sup> Semester</b> . Change of 'Minor' subject shall not be permitted after the examination form is submitted. A student should continue the same 'MINOR' in all semesters throughout the programme. <b>(Annexure – II)</b>
3.	Open Elective Course (OE)	<p>A student is required to select an 'OPEN ELECTIVE COURSE' from the 'Open Elective Basket' of any program offered by the university in any faculty before filling the examination form for the semester concerned. Such an 'OPEN ELECTIVE' cannot be selected from the subjects chosen by a student as 'Major' or 'Minor' subjects. <b>(Annexure – III)</b></p> <p><b>OR</b></p> <p>A student is allowed to earn credits for 'OPEN ELECTIVE COURSE' by successfully completing online courses of equivalent credits from SWAYAM/NPTEL learning platforms or from other Higher Education Institutions affiliated to RTM Nagpur University or institute of national repute like IITs, IIMs, IISCs, IIITs, NITs. However, this needs to be informed by a student to the university through college before commencement of the semester and an application for transfer of credits is required to be made by student.</p> <p><b>If a student completes an 'OPEN ELECTIVE COURSE' from other faculty or online learning platform having more than 2 credits, it will be considered equivalent to 2 credits in this program.</b></p>
4.	Vocational Skill Course (VSC)	A student is required to successfully complete the 'VOCATIONAL SKILL COURSE' as mentioned in this scheme of examination. This course must be a course corresponding to the 'MAJOR' selected by a student. <b>(Annexure – VIII)</b>
5.	Skill Enhancement Course (SEC)	<p>A student is required to select a 'SKILL ENHANCEMENT COURSE' from the basket provided by the university for this purpose. <b>(Annexure – IV)</b></p> <p><b>OR</b></p> <p>A student is allowed to earn credits for 'SKILL ENHANCEMENT COURSE' by successfully completing online courses of equivalent credits from SWAYAM/NPTEL learning platforms or from other Higher Education Institutions affiliated to RTM Nagpur University provided they are approved by the competent authority of RTM Nagpur University or the courses from 'Sector Skill Council.'</p>

		<p>However, this needs to be informed by student to the university through college before commencement of the semester and an application for transfer of credits is required to be made by student.</p> <p><b>If a student completes an 'SKILL ENHANCEMENT COURSE' from other faculty or online learning platform having more than 2 credits, it will be considered equivalent to 2 credits in this program.</b></p>
6.	Ability Enhancement Course (AEC)	A student is required to undergo and successfully complete the 'ABILITY ENHANCEMENT COURSE' as mentioned in this scheme of examination. <b>(Annexure – VII)</b>
7.	Indian Knowledge System Course (IKS)	A student is required to undergo and successfully complete the 'INDIAN KNOWLEDGE SYSTEM COURSE' as mentioned in this scheme of examination. <b>(Annexure – X)</b>
8.	Value Education Course (VEC) / Value Added Course (VAC)	A student is required to undergo and successfully complete the 'VALUE EDUCATION COURSE' / 'VALUE ADDED COURSE' (for Retail Operations Management as mentioned in this scheme of examination. <b>(Annexure – IX)</b>
9.	Co-Curricular Course (CC)	<p>A student is required to select a 'Co-Curricular Course' from amongst the basket provided under the direction/regulation governing BBA Program. <b>(Annexure – V)</b></p> <p>This course must be completed at the college where the student has taken admission and transfer of credit is not permissible for this type of course.</p>
10.	Field Project (FP)/On Job Training (OJT)/Community Engagement Project (CEP)/Research Project (RP)	<p>A student is required to undergo and successfully complete this course as mentioned in the scheme of examination under the guidance of supervisor/mentor assigned by the college. This course must be corresponding to the 'MAJOR.'</p> <p>This course must be completed at the college where the student has taken admission and transfer of credit is not permissible for this type of course. <b>(Annexure – XI)</b></p>
11.	Apprenticeship Embedded Degree Program (AEDP)	This is a separate vertical for major in ' <b>Retail Operations Management</b> ' that can be offered by any affiliated college approved by AICTE. The intake for this major shall be within the sanctioned permissible intake of the college. There shall be a separate 'Scheme of Examination and Credit Framework' for this major <b>(Annexure – XII)</b>

#### 4. Availability 'Major' and 'Intake Capacity'

All HEIs affiliated to the University for offering BBA Program in the Faculty of Commerce and Management shall adhere to the following:

Affiliated Program	Sanctioned Intake	'Major' to be offered
Bachelor of Business Administration	As approved by the University	<ul style="list-style-type: none"> <li>Marketing Management</li> <li>Financial Management</li> <li>Human Resource Management</li> <li>Business Analytics</li> <li>Retail Operations Management</li> </ul>
NOTES:		

- a. Total intake capacity for the program as approved by the university shall remain the same and be divided amongst the 'Major' subjects allowed for BBA program.
- b. The COLLEGE may offer a particular 'Major' or 'Minor' subject depending on the availability of students and teachers.
- c. The COLLEGE is not expected to force any student to opt for a particular subject where a choice is provided in the scheme of examination.

#### 5. Minor Subjects:

All colleges affiliated to the University for offering BBA Program may offer all/any of the following as 'MINOR' subject/s as mentioned in this scheme of examination:

- I. Entrepreneurship Development
- II. Marketing Management
- III. Financial Management
- IV. Human Resource Management
- V. Business Analytics

In addition, a student can opt for any 'Major' subject available at the HEI as a 'Minor' subject to the conditions of **Annexure – II**.

6. All colleges affiliated to the University offering BBA Program are required to put up a list of 'Major' and 'Minor' subjects it is offering on the Notice Board as well as on the website of the college to make students aware about the availability of subjects. Moreover, colleges are expected to define and display the 'Standard Operating Procedures' for the college staff members and students to facilitate the process of selecting 'Major' and 'Minor' subjects.
7. In pursuance with the National Education Policy 2020 and a Government Resolution No. NEP-2020/प्र.क्र.09/विशी-3/शिकाना dated 20<sup>th</sup> April 2023 issued by the Government of Maharashtra, the credit framework for BBA Program shall be as mentioned in **Annexure – I**.

#### 8. Teaching and Examination Scheme for BBA Programme

A teaching and examination scheme for students admitted to the BBA Program shall be as follows:

**(IMPORTANT: This scheme is not applicable for the AEDP in Retail Operations Management, a separate teaching and examination scheme for AEDP in Retail Operations Management is mentioned in Annexure – XII)**

#### Bachelor of Business Administration (BBA) BBA – Semester I

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme					Credits
				Total Hours Per Week			Max. Marks (TH) *	Max. Marks (P)	Max. Marks (CIE)	Total Marks	Min. Passing Marks	
				Theory	Practical / Tutorial	Total						
1.	Core	Management Principles		3	-	3	80	-	20	100	40	3
2.	Core	Managerial Economics		3	-	3	80	-	20	100	40	3

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3.	OE	To be selected from common basket (Annexure – III)		2	-	2	80	-	20	100	40	2
4.	OE	To be selected from common basket (Annexure – III)		2	-	2	80	-	20	100	40	2
5.	VSC	Computer Application in Business/ Content Writing (Annexure – VIII)		1	2	3	-	50	50	100	50	2
6.	SEC	To be selected from common basket (Annexure – IV)		1	2	3	-	-	100	100	50	2
7.	AEC	English (Annexure – VII)		1	2	3	50	-	50	100	40	2
8.	VEC	Environmental Studies (Annexure – IX)		2	-	2	80		20	100	40	2
9.	IKS	Indian Economics and Business Model (Annexure – X)		2	-	2	80	-	20	100	40	2
10.	CC	To be selected from common basket (Annexure – V)		-	4	4	-	-	100	100	50	2
		TOTAL		17	10	27	530	50	420	1000	430	22

\*Semester End Examination which is mandatorily required to be appeared by every student

**Note:**

1. TH = Theory, CIE= Continuous Internal Evaluation
2. SEE for Theory as well as Practical examinations as mentioned above shall be conducted by the University for all semesters.
3. In case, a student is opting out any of the above course (subject to conditions of this scheme) and bringing credits from any other institutes/online courses outside the scheme, the marks/grades obtained by student shall be certified by the Principal and be submitted to the university as CIE marks.

**BBA – Semester - II**

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme					Credits
				Total Hours Per Week			Max. Marks (TH) *	Max. Marks (PR)	Max. Marks (CIE)	Total Marks	Min. Passing Marks	
				Theory	Practical / Tutorial	Total						
1.	Core	Cost and Management Accounting		3	-	3	80	-	20	100	40	3

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2.	Core	Business Law		3	-	3	80	-	20	100	40	3
3.	Minor	Foundations of Functional Management (Annexure – II)		2	-	2	80	-	20	100	40	2
4.	OE	To be selected from common basket (Annexure – III)		2	-	2	80	-	20	100	40	2
5.	OE	To be selected from common basket (Annexure – III)		2	-	2	80	-	20	100	40	2
6.	VSC	Office Management (Annexure – VIII)		1	2	3	-	50	50	100	50	2
7.	SEC	To be selected from common basket (Annexure – IV)		1	2	3	-	-	100	100	50	2
8.	AEC	Aptitude Development – I (Annexure – VII)		2	-	2	-	-	100	100	40	2
9.	VEC	Constitution of India (Annexure – IX)		2	-	2	80	-	20	100	40	2
10.	CC	To be selected from common basket (Annexure – V)		-	4	4	-	-	100	100	50	2
		TOTAL		18	8	26	480	50	470	1000	430	22

\* Semester end examination

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3. In case, a student is opting out any of the above course (subject to conditions of this scheme) and bringing credits from any other institutes/online courses outside the scheme, the marks/grades obtained by student shall be certified by the Principal and be submitted to the university as CIE marks.
4. The Session End Examination of 'Constitution of India' will be conducted by the college on behalf of university as per the Time Table and Question Paper provided by the university.

**BBA – Semester – III**

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme					Credits
				Total Hours Per Week			Max. Marks (TH) *	Max. Marks (PR)	Max. Marks (CIE)	Total Marks	Min. Passing Marks	
				Theory	Practical / Tutorial	Total						

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1.	Major	As per basket (Annexure – VI)		4	-	4	80	-	20	100	40	4
2.	Major	As per Basket (Annexure – VI)		4	-	4	80	-	20	100	40	4
3.	Minor	As per basket (Annexure – II)		4	-	4	80		20	100	40	4
4.	OE	To be selected from common basket (Annexure – III)		2	-	2	80		20	100	40	2
5.	VSC	Understanding Business Documentation (Annexure – VIII)		1	2	3	-	50	50	100	50	2
6.	AEC	Aptitude Development – II (Annexure – VII)		2	-	2	-	-	100	100	40	2
7.	FP	Field Project (Annexure – XI)		-	4	4	-	50	50	100	50	2
8.	CC	To be selected from common basket (Annexure – V)		-	4	4	-	-	100	100	50	2
		TOTAL		17	10	27	320	100	380	800	350	22

\* Semester end examination

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3. In case, a student is opting out any of the above course (subject to conditions of this scheme) and bringing credits from any other institutes/online courses outside the scheme, the marks/grades obtained by student shall be certified by the Principal and be submitted to the university as CIE marks.

**BBA – Semester – IV**

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme			Max. Marks (TH) *	Examination Scheme					Credits
				Total Hours Per Week				Max. Marks (PR)	Max. Marks (CIE)	Total Marks	Min. Passing Marks		
				Theory	Practical / Tutorial	Total							
1.	Major	As per basket (Annexure – VI)		4	-	4	80	-	20	100	40	4	
2.	Major	As per basket (Annexure – VI)		4	-	4	80	-	20	100	40	4	
3.	Minor	As per basket (Annexure – II)		4	-	4	80	-	20	100	40	4	
4.	OE	To be selected from common basket (Annexure – III)		2	-	2	80	-	20	100	40	2	



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5.	SEC	To be selected from common basket (Annexure – IV)		1	2	3	-	-	100	100	50	2
6.	AEC	English (Annexure – VII)		1	2	3	50	-	50	100	40	2
7.	CEP	Community Engagement Project (Annexure – XI)		-	4	4	-	50	50	100	50	2
8.	CC	To be selected from common basket (Annexure – V)		-	4	4	-	-	100	100	50	2
		TOTAL		16	12	28	370	50	380	800	350	22

\* Semester end examination

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2. SEE for Theory as well as Practical examinations as mentioned above shall be conducted by the University for all Semesters.
3. In case, a student is opting out any of the above course (subject to conditions of this scheme) and bringing credits from any other institutes/online courses outside the scheme, the marks/grades obtained by student shall be certified by the Principal and be submitted to the university as CIE marks.

**BBA Semester – V**

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme					Credits
				Total Hours Per Week			Max. Marks (TH) *	Max. Marks (PR)	Max. Marks (CIE)	Total Marks	Min. Passing Marks	
				Theory	Practical / Tutorial	Total						
1.	Major	As per basket (Annexure – VI)		4	-	4	80	-	20	100	40	4
2.	Major	As per basket (Annexure – VI)		4	-	4	80	-	20	100	40	4
3.	Major Elective	As per basket (Annexure – VI)		4	-	4	80	-	20	100	40	4
4.	Minor	As per basket (Annexure – II)		4	-	4	80	-	20	100	40	4
5.	VSC	Event Management Skills (Annexure – VIII)		1	2	3	-	50	50	100	50	2
6.	FP OR CEP	Field Project OR Community Engagement Project (Annexure – XI)		-	4	4	-	50	50	100	50	2
		TOTAL		17	6	23	320	100	180	600	260	20

\* Semester end examination

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3. In case, a student is opting out any of the above course (subject to conditions of this scheme) and bringing credits from any other institutes/online courses outside the scheme, the marks/grades obtained by student shall be certified by the Principal and be submitted to the university as CIE marks.

**BBA Semester – VI**

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme					Credits
				Total Hours Per Week			Max. Marks (TH) *	Max. Marks (PR)	Max. Marks (CIE)	Total Marks	Min. Passing Marks	
				Theory	Practical / Tutorial	Total						
1.	Major	As per basket (Annexure – VI)		4	-	4	80	-	20	100	40	4
2.	Major	As per basket (Annexure – VI)		4	-	4	80	-	20	100	40	4
3.	Major Elective	As per basket (Annexure – VI)		4	-	4	80	-	20	100	40	4
4.	Minor	As per basket (Annexure – II)		4	-	4	80	-	20	100	40	4
5.	OJT/Internship	On Job Training (SIP) (Annexure – XI)		-	8	8	-	50	50	100	50	4
		TOTAL		16	8	24	320	50	130	500	210	20

\* Semester end examination

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3. In case, a student is opting out any of the above course (subject to conditions of this scheme) and bringing credits from any other institutes/online courses outside the scheme, the marks/grades obtained by student shall be certified by the Principal and be submitted to the university as CIE marks.

**BBA Semester – VII (For UG Degree with Hons.)**

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme				Credits
				Total Hours Per Week			Max. Marks (TH) *	Max. Marks (CIE)	Total Marks	Min. Passing Marks	
				Theory	Practical / Tutorial	Total					
1.	Major	As per basket (Annexure – VI)		4	-	4	80	20	100	40	4
2.	Major	As per basket (Annexure – VI)		4	-	4	80	20	100	40	4
3.	Major	As per basket (Annexure – VI)		4	-	4	80	20	100	40	4
4.	Major Elective	As per basket (Annexure – VI)		4	-	4	80	20	100	40	4

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5.	Minor	Research Methodology (Annexure – III)		4	-	4	80	20	100	40	4
		TOTAL		20	-	20	400	100	500	200	20

\* Semester end examination

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3. In case, a student is opting out any of the above course (subject to conditions of this scheme) and bringing credits from any other institutes/online courses outside the scheme, the marks/grades obtained by student shall be certified by the Principal and be submitted to the university as CIE marks.

**BBA Semester – VIII (For UG Degree with Hons.)**

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme					Credits
				Total Hours Per Week			Max. Marks (TH) *	Max. Marks (PR)	Max. Marks (CIE)	Total Marks	Min. Passing Marks	
1.	Major	As per basket (Annexure – VI)		4	-	4	80	-	20	100	40	4
2.	Major	As per basket (Annexure – VI)		4	-	4	80	-	20	100	40	4
3.	Major	As per basket (Annexure – VI)		4	-	4	80	-	20	100	40	4
4.	Major Elective	As per basket (Annexure – VI)		4	-	4	80	-	20	100	40	4
5.	OJT	On Job Training (Annexure – XI)		-	8	8	-	50	50	100	50	4
		TOTAL		16	8	24	320	50	130	500	210	20

\* Semester end examination

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3. In case, a student is opting out any of the above course (subject to conditions of this scheme) and bringing credits from any other institutes/online courses outside the scheme, the marks/grades obtained by student shall be certified by the Principal and be submitted to the university as CIE marks.

**BBA Semester – VII (For UG Degree with Research)**

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme					Credits
				Total Hours Per Week			Max. Marks (TH) *	Max. Marks (PR)	Max. Marks (CIE)	Total Marks	Min. Passing Marks	

				Theory	Practical / Tutorial	Total						
1.	Major	As per basket (Annexure – VI)		4	-	4	80	-	20	100	40	4
2.	Major	As per basket (Annexure – VI)		4	-	4	80	-	20	100	40	4
3.	Major Elective	As per basket (Annexure – VI)		4	-	4	80	-	20	100	40	4
4.	Minor	Research Methodology (Annexure – II)		4	-	4	80	-	20	100	40	4
5.	RP	Research Project (Annexure – XI)		1	6	7	-	50	50	100	50	4
		Total		17	6	23	320	50	130	500	210	20

\* Semester end examination

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3. In case, a student is opting out any of the above course (subject to conditions of this scheme) and bringing credits from any other institutes/online courses outside the scheme, the marks/grades obtained by student shall be certified by the Principal and be submitted to the university as CIE marks.

**BBA Semester – VIII (For UG Degree with Research)**

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme					Credits
				Total Hours Per Week			Max. Marks (TH) *	Max. Marks (PR)	Max. Marks (CIE)	Total Marks	Min. Passing Marks	
				Theory	Practical / Tutorial	Total						
1.	Major	As per basket (Annexure – VI)		4	-	4	80	-	20	100	40	4
2.	Major	As per basket (Annexure – VI)		4	-	4	80	-	20	100	40	4
3.	Major Elective	As per basket (Annexure – VI)		4	-	4	80	-	20	100	40	4
4.	RP	Research Project (Annexure – XI)		2	12	14	-	50	50	100	50	8
		TOTAL		14	12	26	240	50	110	400	170	20

\* Semester end examination

**Note:**

1. TH = Theory, CIE= Continuous Internal Evaluation
2. SEE for Theory as well as Practical examinations as mentioned above shall be conducted by the University for all Semesters.
3. In case, a student is opting out any of the above course (subject to conditions of this scheme) and bringing credits from any other institutes/online courses outside the scheme, the marks/grades obtained by student shall be certified by the Principal and be submitted to the university as CIE marks.

**9. Grade Conversion Table and Computation of SGPA and CGPA**

**Grade Conversion Table (Theory)**

SN	Letter Grade	Grade Point	Mark Range	Performance
1	O	9.00 - 10.00	90 - 100	Outstanding
2	A+	8.00 - < 9.00	80 - < 90	Excellent
3	A	7.00 - < 8.00	70 - < 80	Very Good
4	B+	6.00 - < 7.00	60 - < 70	Good
5	B	5.50 - < 6.00	55 - < 60	Above Average
6	C	5.00 - < 5.50	50 - < 55	Average
7	P	4.00 - < 5.00	40 - < 50	Pass
8	F	Below 4	Below 40	Fail
9	AB	0	-	Absent

**Grade Conversion Table (Practical)**

SN	Letter Grade	Grade Point	Mark Range	Performance
1	O	9.00 - 10.00	90 - 100	Outstanding
2	A+	8.00 - < 9.00	80 - < 90	Excellent
3	A	7.00 - < 8.00	70 - < 80	Very Good
4	B+	6.00 - < 7.00	60 - < 70	Good
5	B	5.50 - < 6.00	55 - < 60	Above Average
6	P	5.00 - < 5.50	50 - < 55	Pass
7	F	Below 5	Below 50	Fail
8	AB	0	-	Absent

**Computation of SGPA & CGPA:**

The UGC recommends the following procedure to compute the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA):

- i. The SGPA is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student, i.e.

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

where  $C_i$  is the number of credits of the  $i$ th course and  $G_i$  is the grade point scored by the student in the  $i$ th course.

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

$$\text{CGPA} = \frac{\sum (C_i \times S_i)}{\sum C_i}$$

where  $S_i$  is the SGPA of the  $i$ th semester and  $C_i$  is the total number of credits in that semester.

- iii. The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

- iv. **CGPA to Percentage (%) conversion formula:**

$$\text{Percentage (\%)} = (\text{CGPA}) \times 10$$

**10. General Guidelines:**

- A student will not be allowed to opt for a 'Minor' subject which forms a part of her/his 'Major' subject.
- A student will be eligible to the fourth year of four year with Research Degree only when she/he scores minimum 7.5 CGPA or 75% in three-year degree.
- For non-credit courses 'Satisfactory' or 'Unsatisfactory' shall be indicated instead of the letter grade and this will not be counted for the computation of SGPA/CGPA.
- The baskets of Elective & Vocational Skill Courses are related to the Major, are given at the end of scheme.
- The baskets of Open Elective Courses, Skill Enhancement Courses and Minor Courses being common will be available at the end (after the scheme of all Major subjects) in the form of Annexures.

**11. Credit Specifications:**

- Theory/Tutorial Courses: One hour/credit/week (a minimum of 15 hours of teaching per credit is required in a semester).
- Laboratory/Performance Based Courses: A minimum of 30 hours in laboratory or Performance Based activities is required in a semester. Performance based activities include Studio activities, Workshop based activities, internship, Apprenticeship, Field based learning, community engagement learning, etc.
- Each semester will consist of at least 15 weeks of Academic Work equivalent to 90 actual teaching days.

**12. Assessment**

- The final total assessment of examinees is made in terms of Continuous Internal Assessment (CIE) and Session End Examination (SEE) for each course/subject taken together.
- For each course mentioned in Annexures – II, III, IV and V, the examination shall be conducted at college level (Odd semesters examinations) and RTM Nagpur University level (Even semester examinations)
- For each course mentioned in annexure - VI, the examination shall be conducted at the college level according to the evaluation system prescribed in annexure – VI.
- Expected classroom activities shall consist of the following: (a) Group Discussion (b) Seminars (c) Power Point Presentations (d) Elocution (e) Debate (f) Role Play (g) Case Studies (h) Educational Games. The teacher is expected to undertake a minimum of four of the aforesaid activity.

**Continuous Internal Assessment**

1a	Attendance of the student during a particular semester	05 Marks
1b	An assignment based on curriculum to be assessed by the teacher concerned	05 Marks
1c	Subject wise class test or activities conducted by the teacher concerned	10 Marks
<b>1</b>	<b>Continuous Internal Evaluation Total marks</b>	<b>20</b>

- In case of Courses having more than 20 marks for CIE, a scheme of evaluation is appended with the detailed syllabus of the course.
- The CIE marks will be communicated to the University at the end of each semester, but before the semester end examinations / as instructed by the university. These marks will be considered for the declaration of the results.
- The record of CIE marks, evaluation & results should be maintained for a period of one year by the respective institute/college for verification by the competent authority.

**13. Standard of Passing**

The scope of the subject, percentage of passing in Theory and Project and Internal Assessment will be governed as per following rules:

(i) In order to pass the Bachelor of Business Administration 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup>, 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> Semester Examinations, an examinee shall obtain not less than 40 % (Grade 4) marks in each theory course/paper, taking CIE & SEE together. Whereas, for practical/performance-based examination an examinee shall obtain not less than 50 % (Grade 5) marks in each practical, taking CIE & SEE together.

(ii) An examinee who is unsuccessful at the examination shall be eligible for admission to the subsequent examinations on payment of a fresh fee prescribed for the examination together with the conditions of the ordinance in force from time to time.

#### **14. Abbreviations Used:**

CIE: Continuous Internal Evaluation      SEE: Semester End Examination

OE: Generic/Open Electives, VSEC: Vocational Skills & Skill Enhancement Courses, VSC: Vocational Skill Courses, SEC: Skill Enhancement Courses, AEC: Ability Enhancement Courses, IKS: Indian Knowledge Systems, VEC: Value Education Courses, OJT: On Job Training (Internship/Apprenticeship), FP: Field Project, CEP: Community Engagement & Service, CC: Co-curricular Courses, RM: Research Methodology, RP: Research Project

#### **15. Provision for Transfer of Credits**

The BBA program offered under this direction provides enhanced academic flexibility to students in terms of selecting the courses they want to learn. A student can opt for any course from any statutory/recognized University or a MOOC from SWAYAM/NPTEL in lieu of a course mentioned in this scheme of examination as 'Open Elective', 'Vocational Skill Course' and 'Skill Enhancement Course'. The mechanism for transfer of credits earned through these courses to be adhered is mentioned here:

1. Every student is mandatorily required to create an ID on Academic Bank of Credits (ABC) and shall submit her/his ID to the college.
2. Any Course mentioned in this scheme of examination under 'Open Elective', 'Vocational Skill Course', and 'Skill Enhancement Course' can be opted out by a student for taking a MOOC from SWAYAM/NPTEL learning platform.
3. A student cannot opt out any course other than the courses mentioned as above.
4. If a student is willing to opt out any such course, he/she will have to mention this while submitting the examination form to the University for respective semester.
5. A certificate of completion of such an ODL/Online course shall be submitted by the student to the University through college before end term evaluation.
6. Such a certificate shall mandatorily have the number of credits, duration of the course and grades/marks obtained by the student and shall preferably have a QR code for verification.
7. The college shall submit the grades and marks obtained by the student to the University along with Internal Assessment marks for the concerned examination.
8. If a student has opted for an ODL/Online course in a particular semester and failed to submit the certificate within prescribed time, the student will be marked for 'Absent' for a particular course in that examination. Such a student will be required to fill in the examination form in the consecutive attempt and submit the passing certificate in order to get his/her corrected result.
9. A separate guideline 'Transfer of Credits' issued by the University will be applicable to the students of B. Com. Program from the date of its issuance.

**NOTE: This scheme of teaching and examination for Four Year Bachelor of Business Administration (Honours/Research) program shall be effective from the academic session 2024-25 and a comprehensive direction for other regulations in this connection shall be soon issued by the University.**

**Annexure - I**

**RASHTRASANT TUKADOJI MAHARAJ NAGPUR UNIVERSITY**

**FACULTY OF COMMERCE AND MANAGEMENT**

**CREDIT FRAMEWORK FOR 3/4 YEAR BBA PROGRAM (Except for AEDP in Retail Operations Management)**

Level	Semester	Major		Minor	Open Electives	VSC, SEC	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr/Sem	Degree / Cum. Cr.
		Mandatory	Electives							
4.5	I	2 Compulsory Courses – 6 Cr.	-	-	2 Courses – 4 Cr.	VSC - 2Cr. SEC - 2Cr.	AEC - 2Cr. VEC - 2Cr. IKS - 2Cr.	CC - 2Cr.	22	UG Certificate 44 Cr.
	II	2 Compulsory Courses – 6 Cr.		1 Course - 2Cr.	2 Courses – 4 Cr.	VSC - 2Cr. SEC - 2Cr.	AEC - 2Cr. VEC - 2Cr.	CC - 2Cr.	22	
	Cum. Cr.	8	-	2	8	8	10	4	44	
Exit Option for UG Certificate in Major with additional 4 credits in NSQF Course / Internship										
5.0	III	2 Courses – 8 Cr.	-	1 Course – 4 Cr.	1 Course – 2 Cr.	VSC – 2 Cr.	AEC – 2 Cr.	FP – 2 Cr. CC – 2 Cr.	22	UG Diploma 84 Cr.
	IV	2 Courses – 8 Cr.	-	1 Course – 4 Cr.	1 Course – 2 Cr.	SEC – 2 Cr.	AEC – 2 Cr.	CEP –2 Cr. CC – 2 Cr.	22	
	Cum. Cr.	24	-	10	12	12	14	12	88	
Exit Option for UG Diploma in Major and Minor with additional 4 credits in NSQF Course / Internship										
5.5	V	2 Courses – 8 Cr.	1 Course – 4 Cr. (Out of 2)	1 Course – 4 Cr.	-	VSC – 2 Cr.	-	FP/CEP – 2 Cr.	20	UG Degree 124 Cr.
	VI	2 Courses – 8 Cr.	1 Course – 4 Cr. (Out of 2)	1 Course – 4 Cr.	-	-	-	OJT – 4 Cr.	20	
	Cum. Cr.	40	8	18	12	14	14	18	128	
Exit Option for UG Degree in Major										
6.0	VII	3 Courses – 12 Cr.	1 Course – 4 Cr. (Out of 2)	R. M. – 4 Cr.	-	-	-	-	20	UG Honours Degree 168 Cr.
	VIII	3 Courses – 12 Cr.	1 Course – 4 Cr. (Out of 2)	-	-	-	-	OJT – 4 Cr.	20	
	Cum. Cr.	64	16	22	12	14	14	22	168	
Four Year UG Honours Degree in Major and Minor										
6.0	VII	2 Courses – 8 Cr.	1 Course – 4 Cr. (Out of 2)	R. M. – 4 Cr.	-	-	-	RP – 4 Cr.	20	UG Research Degree 168 Cr.
	VIII	2 Courses – 8 Cr.	1 Course – 4 Cr. (Out of 2)	-	-	-	-	RP – 8 Cr.	20	
	Cum. Cr.	56	16	22	12	14	14	30	168	
Four Year Research Degree in Major and Minor										



**Annexure – II**

**List of Minor Courses**

**Subject: Entrepreneurship Development**

**(Can be opted by any student having any major subject)**

Sem	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme				Credits
				Total Hours			Max. Marks (TH) *	Max. Marks (IM)	Total Marks	Min. Passing Marks	
				Theory	Practical	Total					
II		Foundations of Functional Management		30	-	30	80	20	100	40	2
III		Entrepreneurial Theories and Practices		60	-	60	80	20	100	40	4
IV		Business Plan Formulation		60	-	60	80	20	100	40	4
V		Social Entrepreneurship		60	-	60	80	20	100	40	4
VI		Entrepreneurial Marketing		60	-	60	80	20	100	40	4
VII		Research Methodology		60	-	60	80	20	100	40	4

**Subject: Marketing Management**

**(Can not be opted by a student having 'Business Administration' or 'Marketing Management' as a major subject)**

Sem	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme				Credits
				Total Hours			Max. Marks (TH) *	Max. Marks (IM)	Total Marks	Min. Passing Marks	
				Theory	Practical	Total					
II		Foundations of Functional Management		30	-	30	80	20	100	40	2

III		Fundamental of Marketing Management		60	-	60	80	20	100	40	4
IV		Sales and Distribution Management		60	-	60	80	20	100	40	4
V		Customer Relationship Management		60	-	60	80	20	100	40	4
VI		Service Marketing		60	-	60	80	20	100	40	4
VII		Research Methodology		60	-	60	80	20	100	40	4

**Subject: Financial Management**

**(Can not be opted by a student having 'Finance and Banking' or 'Financial Management' or 'Finance' as a major subject)**

Sem	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme				Credits
				Total Hours			Max. Marks (TH) *	Max. Marks (IM)	Total Marks	Min. Passing Marks	
				Theory	Practical	Total					
II		Foundations of Functional Management		30	-	30	80	20	100	40	2
III		Fundamentals of Financial Management		60	-	60	80	20	100	40	4
IV		Managerial Accounting for Decision Making		60	-	60	80	20	100	40	4
V		Working Capital Management		60	-	60	80	20	100	40	4
VI		Corporate Finance		60	-	60	80	20	100	40	4
VII		Research Methodology		60	-	60	80	20	100	40	4

**Subject: Human Resource Management**

**(Can not be opted by a student having 'Business Administration' or 'Human Resource Management' as a major subject)**

Sem		Subjects		Teaching Scheme	Examination Scheme	Credits
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	Course Type		Course Code	Total Hours			Max. Marks (TH) *	Max. Marks (IM)	Total Marks	Min. Passing Marks	
				Theory	Practical	Total					
II		Foundations of Functional Management		30	-	30	80	20	100	40	2
III		Fundamentals of Human Resource Management		60	-	60	80	20	100	40	4
IV		Psychological Theories and HR Practices		60	-	60	80	20	100	40	4
V		Recruitment and Selection		60	-	60	80	20	100	40	4
VI		Organisational Development		60	-	60	80	20	100	40	4
VII		Research Methodology		60	-	60	80	20	100	40	4

**Subject: Business Analytics**

**(Can not be opted by a student having 'Business Analytics' as a major subject)**

Sem	Course Type	Subjects	Course Code	Teaching Scheme				Examination Scheme					Credits
				Total Hours			Max. Marks (TH) *	Max Marks (PR)	Max. Marks (IM)	Total Marks	Min. Passing Marks		
				Theory	Practical	Total							
II		Foundations of Functional Management		30	-	30	80		20	100	40	2	
III		Management Information Systems		60	-	60	80		20	100	40	4	
IV		Business Analytics for Managers		60	-	60	80		20	100	40	4	
V		Data Analytics Environment		60	-	60	80		20	100	40	4	
VI		Python Programming		-	120	120	100		20	100	40	4	
VII		Research Methodology		60	-	60	80		20	100	40	4	

## DETAILED SYLLABUS

Faculty of Commerce and Management

Minor Course – Sem II – 2 Credits

Foundations of Functional Management

### Course Outcomes

<b>CO1:</b>	To evaluate the marketing function and the role it plays significantly in achieving organizational success
<b>CO2:</b>	The students will be able to gain a comprehensive understanding of HRM as a key function within an organization
<b>CO3:</b>	The students will be able to understand the finance functions
<b>CO4:</b>	Students will be able to define business analytics and its process along with understanding the importance of data and different types of analytics.

**Unit 1: Introduction to Marketing:** Market: Meaning and definition. Marketing Management: Scope, Definition and importance. Marketing environment: Definition, types and components. Marketing Mix: Introduction, concept & importance.

**Unit 2: Introduction to HRM:** HRM - Meaning and definition, Objectives, Scope and importance of HRM, Role of HRM, Difference between HRM and Personnel Management, Difference between HRM and HRD

**Unit 3: Introduction to Finance:** Meaning, Scope and importance of Business Finance. Finance Functions and their interrelationship, Goals & objectives of financial management, Financial Planning and Forecasting

**Unit IV: Introduction to Business Analytics:** Definition and scope of business analytics; Business analytics process; Importance of data-driven decision making; Types of analytics: Descriptive, Diagnostic, Predictive, and Prescriptive

### Books Recommended:

- Marketing management: Marketing Management by Philip Kotler - 15th Edition, Pearson Education India
- K Aswathappa, Human Resource & Personnel Management, Fourth Edition, McGraw-Hill, New York, 2007.
- P. Subba Rao, Personnel & Human Resource Management, Himalaya Publishing, Fifth Revised Edition, 2014.
- Business Analytics Principles, Concepts, and Applications: What, Why, and How, by Marc J. Schniederjans | Dara G. Schniederjans | Christopher M. Starkey, Pearson Education; 1st edition (29 September 2022); Pearson Education,

- Financial Management – Theory Concepts and Problem, 6<sup>th</sup> Revised Edition, Dr. R P Rustagi, Taxmann Publication
- Business Analytics: The Science of Data-driven Decision Making, By U. Dinesh Kumar, Wiley publication

**Question Paper Pattern**

**Q1.** Solve all (Four questions from four units of syllabus) 4 x 4 =16

- A from unit 1
- B from unit 2
- C from unit 3
- D from unit 4

**Q2.** (Short answer type question of 8 marks to be answered within 300 words and Long answer type questions of 16 marks to be answered within 500 words) With Internal Choice from Unit 1

- A 8 marks
  - B 8 marks
- OR**
- C 16 marks

**Q3.** (Short answer type question of 8 marks to be answered within 300 words and Long answer type questions of 16 marks to be answered within 500 words) With Internal Choice from Unit 2

- A 8 marks
  - B 8 marks
- OR**
- C 16 marks

**Q4.** (Short answer type question of 8 marks to be answered within 300 words and Long answer type questions of 16 marks to be answered within 500 words) With Internal Choice from Unit 3

- A 8 marks
  - B 8 marks
- OR**
- C 16 marks

**Q5.** (Short answer type question of 8 marks to be answered within 300 words and Long answer type questions of 16 marks to be answered within 500 words) With Internal Choice from Unit 3

- A 8 marks
  - B 8 marks
- OR**
- C 16 marks

### Annexure – III

#### List of Open Elective Courses

This is a comprehensive list of 'Open Elective' courses offered by the Faculty of Commerce and Management of R T M Nagpur University. These courses can be offered by a student of any program under any faculty provided the student does not have a corresponding subject as her/his 'Major' or 'Minor' subject. Moreover, the students have an option to opt out these courses and earn these credits from SWAMAYM/NPTEL learning platforms subject to the credit transfer provisions of this direction or a similar guideline issued by the university from time to time.

#### IMPORTANT:

1. Open Elective Courses are divided into 'Group A' and 'Group B'.
2. A student will have to opt for one subject from each group in 1<sup>st</sup> and 2<sup>nd</sup> semesters. Two subjects from the group will not be allowed.
3. A student can opt for one subject from any group in 3<sup>rd</sup> and 4<sup>th</sup> semesters.

#### List of Open Electives in Odd Semesters (Common for All Major Subjects)

Group	Course Type	Subjects	Course Code	Teaching Scheme			Max. Marks (TH) *	Max Marks (PR)	Max. Marks (IM)	Total Marks	Min. Passing Marks	Credits
				Theory	Practical	Total						
A	Open Elective	Foundations of Financial Accounting	X	30	-	30	80	-	20	100	40	2
	Open Elective	Economic Systems	X	30	-	30	80	-	20	100	40	2
	Open Elective	Schools of Management Thoughts	X	30	-	30	80	-	20	100	40	2
B	Open Elective	Elements of Business Environment	X	30	-	30	80	-	20	100	40	2
	Open Elective	Professional Ethics	X	30	-	30	80	-	20	100	40	2

**List of Open Electives in Even Semesters (Common for All Major Subjects)**

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme			Max. Marks (TH) *	Examination Scheme				Credits
				Total Hours				Max Marks (PR)	Max. Marks (IM)	Total Marks	Min. Passing Marks	
				Theory	Practical	Total						
A	Open Elective	Elements of Statistics	X	30	-	30	80	-	20	100	40	2
	Open Elective	Introduction to International Trade	X	30	-	30	80	-	20	100	40	2
	Open Elective	Introduction to Company Law	X	30	-	30	80	-	20	100	40	2
B	Open Elective	Business Cycle Theory	X	30	-	30	80	-	20	100	40	2
	Open Elective	E Commerce and M Commerce	X	30	-	30	80	-	20	100	40	2

**DETAILED SYLLABUS**

**Faculty of Commerce and Management**

**Odd Semester Open Elective – 2 Credits**

**Course Name: Foundations of Financial Accounting**

**Course Outcomes**

<b>CO1</b>	The students will be able to understand the concept of accounting and its importance in business.
<b>CO2</b>	The students will be able to record and summarise financial transaction of a business.
<b>CO3</b>	The students will be able to prepare final accounts for a proprietorship business.
<b>CO4</b>	The students will be able to understand norms and standards of accounting practices.

**Unit I**

Book-Keeping and Accounting, Meaning, Definition & Scope of Accounting, Branches of Accounting; Objectives of Accounting, Accounting Principles: Introductions to Concepts and Conventions; Interaction of accounting with different business verticals

**Unit II**

Accounting Transactions: Accounting Cycle, Rules, Journal Entries, Ledger Posting. Subsidiary Books (Purchase, Purchase Returns, Sales, Sales Returns & Cash Book – Single & Double Column), Journal Proper, Rectification of Errors

### Unit III

Introduction and Preparation of Trial Balance; Introduction to Final Accounts of a Sole Proprietor (Simple Adjustments): Preparation of Trading Account, Profit and Loss Account and Balance Sheet

### Unit IV

Introduction to Accounting Standards: (Meaning and Scope), AS 1: Disclosure to Accounting Policies, AS 9: Revenue Recognition., AS 10: Accounting for Fixed Assets, Introduction to IFRS, IAS-1: Presentation of Financial Statements (Introductory Knowledge), IAS-2: Inventories (Introductory Knowledge).

### Reference Books:

1. Financial Accounting (Principles and Practices), Jawahar Lal & Seema Srivastava, S Chand Publication
2. Financial Accounting, B. Charumati & N.Vinayakam, S. Chand Publication
3. Financial Accounting, Dr. Kaustubh Sontakke, Himalaya Publication
4. An Introduction to Accountancy-12e, S. N. Maheshwari, Suneel K. Maheshwari, Sharad K. Maheshwari; Vikas Publishing House

## Faculty of Commerce and Management

### Odd Semester Open Elective – 2 Credits

#### Course Name: Economic Systems

#### Course Outcomes

<b>CO 1</b>	The students will be able to understand various types of economic systems.
<b>CO 2</b>	The students will be able to understand socialist economic system.
<b>CO 3</b>	The students will be able to understand the working mechanism of Capitalist Economy.
<b>CO 4</b>	The students will be able to understand the structure of a mixed economy.

**Unit 1: Economic System:** Meaning, Definition, Characteristics, Functions, Elements, Types of Economic System, **Traditional Economy:** Meaning, Definition, and History of Traditional Economy, How Traditional Economy Work, Characteristics, Elements, Goal of Traditional Economy, advantages and Disadvantages of Traditional Economy, Few Examples of Traditional Economy.

**Unit 2: Socialist Economy (Planned Economy):** Meaning, Definition, and History of Socialist Economy, How Socialist Economy Work, Characteristics, Elements, Goal of Socialist Economy, advantages and Disadvantages of Socialist Economy, Few Examples of Socialist Economy.



**Unit 3: Capitalist Economy (Free Market Economy):** Meaning, Definition, and History of Capitalist Economy, How Capitalist Economy Work, Characteristics, Elements, Goal of Capitalist Economy, advantages and Disadvantages of Capitalist Economy, Few Examples of Capitalist Economy.

**Unit 4: Mixed Economy:** Meaning, Definition, and History of Mixed Economy, How Mixed Economy Work, Characteristics, Elements, Goal of Mixed Economy, advantages and Disadvantages of Mixed Economy, Few Examples of Mixed Economy.

**Reference Books:**

1. Modern Economic Theory, K K Dewett, M H Navalur, S Chand Publication, 2006 Edition
2. <https://mises.org/library/theory-socialism-and-capitalism-0>
3. <https://ctheory.sitehost.iu.edu/resources/fall2020/Friedman Capitalism and Freedom.pdf>

**Faculty of Commerce and Management**

**Odd Semester Open Elective – 2 Credits**

**Course Name: Schools of Management Thoughts**

**Course Outcomes**

<b>CO1</b>	The students will be able to differentiate various schools of management thoughts during classical period.
<b>CO2</b>	The students will be able to differentiate various schools of management thoughts during neo classical period.
<b>CO3</b>	The students will be able to differentiate various schools of management thoughts during modern period.
<b>CO4</b>	The students will be able to understand and differentiate various theories of motivation

**Unit I**

Development of Management Thoughts: - The classical Period (1900-1930) Bureaucratic Model of Max Webber, Scientific Management Concept F.W, Taylor, Functional or Administrative Management Theory by Henry Fayol.

**Unit II**

The Neo-Classical Period (1930-1950), Human Relations Movement by Elton Mayo, Behavioural Sciences Movement A. Maslow, McGregor

**Unit III**

The Modern Period (1950 Onwards) Quantitative Approach or Operations Research Analysis by Taylor, Systems Approach by Boulding & Johnson, Contingency Approach was by Lorsch & Lawrence

**Unit IV**

Motivation Thoughts & Theories: Maslow Need Hierarchy Theory, Douglas Mc Gregor Theory 'X' and 'Y', William Ouchi Theory 'Z', Herzberg's Two Factor Theory

## Reference Books

1. Organisational Behaviour -L.M.Prasad, Sultan Chand & Sons.
2. Organisational Behaviour- John W. Newstrom & Keith Davis, McGraw Hill Education; 12<sup>th</sup> edition.
3. Organisation Behaviour - Ashwathappa, Himalaya Publication House Mumbai.  
Essentials of Organisational Development - Dr. Anjali Ghanekar Everest Publication House, Pune.
4. Organisational Behaviour - Dr. S S Khanka, S. Chand Publishers
5. Management and Behavioural Processes - K Shridhar Bhatt, Himalaya Publication House Mumbai.

## Faculty of Commerce and Management

### Odd Semester Open Elective – 2 Credits

#### Course Name: Elements of Business Environment

#### Course Outcomes

<b>CO 1</b>	The Students will be able to compare and contrast internal and external environment of business.
<b>CO 2</b>	The students will be able to understand economic environment of business
<b>CO 3</b>	The students will be able to understand the socio-cultural environment of business and social responsibilities of business.
<b>CO 4</b>	The students will be able to understand technological business environment and its impact.

**Unit 1:** Meaning of business, scope and objectives of business, meaning of business, scope and objectives of business, Meaning of Business Environment, Factors affecting environment to the business, Internal and external environment, micro environment, macro environment. Elements of business environment

**Unit 2:** Economic Environment: Nature of economy, structure of the economy, economic policies, economic conditions. Political Environment - Economic roles of the government, government and legal environment

**Unit 3:** Socio-cultural Environment: Business and society, business and culture, language, culture and organizational behaviour, other social/cultural factors, social responsibility of business.

**Unit 4:** Technological Environment: Features of Technology, Impact of Technology, Management of Technology, Status of Technology in India, Technology and Business Environment- Impact of

Technology on Business, Factors affecting technological environment, Types of Technology (Labour based, Capital based), Technology transfer,

#### Reference Books:

1. Rangarajan, C.A.; Perspective in Economics, S. Chand & Sons, New Delhi
2. Cherunilam, Francis; Business Environment - Text and Cases, Himalaya Publishing House.
3. Aswathappa, K.; Essentials of Business Environment, Himalaya Publishing House, New Delhi.
4. Mishra & Puri, Indian Economy, Himalaya Publishing House, New Delhi
5. Business and society – Lokanathan and Lakshmi Rajan, Emerald Publishers
6. [https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp\\_content/S000023MA/P001406/M022343/ET/1504612643M-6-Q-I.pdf](https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S000023MA/P001406/M022343/ET/1504612643M-6-Q-I.pdf)

#### Faculty of Commerce and Management

#### Odd Semester Open Elective – 2 Credits

#### Course Name: Professional Ethics

#### Course outcomes

<b>CO1</b>	The student will be able to understand various human values needed in social and professional world and should be able to implement those.
<b>CO2</b>	The students will be able to comprehend human values imbibed in ancient Indian education system.
<b>CO3</b>	The students will be able to examine principles of ethics and their practice in a rational organization.
<b>CO4</b>	The students will be able to examine and analyse ethical dilemma and ways to resolve the ethical issues in an effective way.

#### Unit 1

**Human Values** - Morals, Values and Ethics. Classification of values, Characteristics of values, Value systems, Values such as Integrity, respect for others, Work ethics, Caring and sharing, Value time, Honesty, courage, commitment, empathy, spirituality and character

#### Unit 2

**Human Values for Indian Managers**, Lessons from Ancient Indian Education system, The law of Karma, Quality of Working life, Ethics of Swami Vivekanand, Mahatma Gandhi, Maharshi Aurobindo and Ravindranath Tagore.

#### Unit 3

**Ethics and an organization** – Principles of personal Ethics, Principles of Professional Ethics, The rational organization, employee obligations to the firm, Firm's duties to the employee

#### Unit 4

**Ethical Dilemmas-** Sources and Their resolutions: What is an Ethical Dilemma, Sources of Ethical Behaviour, preparatory ethics and common-sense ethics, How to Resolve an Ethical Problem, How to Resolve Ethical Dilemmas.

**Reference Books:**

1. Professional Ethics and Human Values, M. Govindraj, S. Natarajan, V.S> Senthilkumar, PHI Learning New Delhi 2013 (ISBN: 978-81-203-4816-5)
2. Business ethics, Text and cases, CSV Murthy, Himalaya Publishing house, New Mumbai 2011 (ISBN: 978-93-5024-419-7)
3. **ETHICS IN MANAGEMENT AND INDIAN ETHOS, Biswanath Ghosh, S Chand Publications, 2006, ISBN : 978-8125920595**

**Faculty of Commerce and Management**

**Even Semesters Open Elective – 2 Credits**

**Course Name: Elements of Statistics**

**Course Outcomes**

<b>CO1</b>	The students will be able to create different types of tables for data presentation and will also be identify different types of data series.
<b>CO2</b>	The students will be able to compute measure of central tendency.
<b>CO3</b>	The students will be able to compute various measures of dispersion using quartiles, standard deviation, coefficient of variation etc
<b>CO4</b>	The students will be able to determine the skewness and tailedness of a data series.

**Unit – I: Introduction to Statistics:**

Meaning, Scope, Importance, Objects, Functions and Limitations of Statistics. Collection of data, Primary and Secondary data, Sampling methods of Statistics, Tabulation and Classification, Frequency distribution: Elements of Series, Types of Series: Simple or Individual, Discrete Series, Continuous Series: Exclusive, Inclusive, Cumulative, Less than, More than, Irregular continuous series, Continuous series:, Class Interval, Class Frequency, Mid-values or Central value, Conversion of Inclusive series into Exclusive series (Theory & Problems)

**Unit – II: Measures of Central Tendency:**

Meaning, Type of average, Advantage and Disadvantage of Mean, median, mode, Calculation Arithmetic Mean, Median, Mode, (Problems)

**Unit – III: Dispersion**

Meaning, significance and Necessity of measures of dispersion, Methods of measuring dispersion, Standard Deviation, Lower Quartile, Upper Quartile, Quartile Deviation, Co-efficient of Quartile Deviation (Problems)

#### Unit – IV: Skewness and Kurtosis

Skewness: Meaning and concept of skewness, types of skewness, Karl Pearson and Bowley's Coefficient of skewness, Kurtosis: Concept of Kurtosis, Types of Kurtoses, Computation of Kurtosis

#### Reference Books:

01. Fundamentals of statistics: D. V. Elhance & Veena Elhance.
02. Business Statistics A Self Study Text Book, Dr. P. C. Tulsian & Bharat Jhunjunwala, S. Chand Publishing.
03. Fundamental of Statistics: S. C. Gupta – Himalaya Publishing House.
04. Business Mathematics & Statistics: NEWK Nag & S.C. Chanda – Kalyani Publishers
05. Statistics and Business Mathematics: Dr. Pramod Fating, Dr. Vijay Bagde, Milind Gulhane Sir Sahitya Kendra, Nagpur
06. Problem in Statistics: Y. R. Mahajan - Pimplapure Publisher Nagpur
07. Statistics and Business Mathematics, Dr. Gulhane, Dr. Chopde

### Faculty of Commerce and Management

#### Even Semester Open Elective – 2 Credits

#### Course Name: Introduction to International Trade

#### Course Outcomes

<b>CO1</b>	The students will be able to <b>differentiate</b> domestic and international trade and define MNC
<b>CO2</b>	The students will be able to <b>identify</b> and explain the role of WTO in international trade.
<b>CO3</b>	The students will be able to <b>understand</b> the concept of regional trade agreements.
<b>CO4</b>	The students will be able to <b>understand</b> role of international financial institution in international trade. The student will also be able to <b>identify</b> the concept of FDI and financial support for establishing EPZ and SEZ

#### Unit I

Introduction and concepts of the international trade, Domestic and international business comparison, advantages and disadvantages of domestic trade and international trade respectively, Reasons for entering into international trade, modes of entry, Concept of MNC, TNC.

#### Unit II

WTO - structure, functions and roles in the current international business scenario, an overview of WTO agreements, concept of Trade Creation, trade Diversion, Concept and Various levels of International Economic Integration, PTA, FTA, Custom Union, Common Market, Economic Union, Political Union

#### Unit III

Major Regional Trade Agreements, features of European Union, SAARC, NAFTA, ASEAN, SAFTA, Limitations of Regional Economic Integration, BRICS

#### Unit IV

International financial institutions – structure, roles, functions of World Bank/ IMF, ADB. Financial support available in India –EPZs, SEZs, Future trends in international business, concepts of FDI and Portfolio investments

#### Reference Books

1. Justin Paul, International Business, Prentice Hall of India
2. Alan M. Rugman and Richard M.Hodgetts, International Business by Pearson Education.
3. Joshi, R.M , International Business, Oxford Publishing
4. International Business, K. Ashwathappa
5. International Business, F. Cherunilam, Prentice Hall of India-fifth edition
6. International Business, P. Subbarao

#### Faculty of Commerce and Management

#### Even Semester Open Elective – 2 Credits

#### Course Name: Introduction to Company Law

#### Course Outcome

<b>CO1</b>	The students will be able to get familiarise with the concept of company and will be able to differentiate between company and partnership
<b>CO2</b>	The students will be aware of rights and duties of promoters. They will also be able to demonstrate the remedies available to the company against the promoter
<b>CO3</b>	The student will be able to demonstrate the procedure of formation of company and will be able to state the contents of Articles of Association and Memorandum of Association
<b>CO4</b>	The students will be able to recognise different method of becoming member of company
<b>CO5</b>	The students will be able to gain knowledge about share capital and will be able to demonstrate the procedure of alteration and reduction of capital

#### Unit I

**Company:** Definition of company, characteristics of company, lifting the corporate veil, company distinguished from partnership, kinds of companies, incorporation of company, promoter and their legal position.

#### Unit II

**Promoters:** Definition of the word 'promoter, Promoters' contract and the ratification thereof, Promoter's legal position, Duties of a promoter, Promoter's duties, Remedies available to the company against the promoter, Liabilities of promoters. Rights of promoters, Remuneration of promoters.

### Unit III

**Procedural Aspects in the formation of companies:** Certificate of incorporation as conclusive evidence. Memorandum of Association (MOA), Articles of Association (AOA), Purpose and Contents of MOA and AOA, Doctrine of ultra-vires, Alteration of MOA and AOA, Distinction between MOA and AO, Legal effect and interpretation of Memorandum and Articles of Association, Doctrine of indoor management and exceptions to it

### Unit IV

**Membership and Share Capital:** Membership in a company: Members and shareholders, modes of becoming member, cessation of membership, rights and liabilities of members. Shares and share capital: kinds of share capital, alteration and reduction of capital, reorganization of capital, voting rights.

#### Reference Books:

1. A.K. Mujumdar, Dr. G.K. Kapoor, Company Law and Practice; Taxmann, 59/32, New Rohtak Road, New Delhi-110 005.
2. M.C. Kuchhal : Modern Indian Company Law; Shri Mahavir Book Depot, 2603, NaiSarak, Delhi-110 006.
3. A. Ramaiya : Guide to the Companies Act; Lexis Nexis, Butterworths Wadhwa, Nagpur
4. N.D.Kapoor on Company Law, Charles Wild and Stuart Weinstein Smith and Keenan, Company Law, Pearson Longman, 2009

### Faculty of Commerce and Management

#### Even Semester Open Elective – 2 Credits

#### Course Name: Business Cycle Theory

#### Course Outcome

<b>CO 1</b>	The students will be able to differentiate between various phases of business cycle
<b>CO 2</b>	The students will be able to summarise the causes and impact of Inflation and Deflation
<b>CO 3</b>	The students will be able to relate government policies with business cycle
<b>CO 4</b>	The students will be able to compare various business cycle theories.

**Unit 1: Business Cycle:** Meaning and Concept of the business cycle, Features of Business Cycles, Causes of Business Cycle. Significance of Business Cycle, Kinds of Business Cycles. Phases of Business Cycles: Expansion, Contraction. Business Cycle Indicators: Leading Indicators, Lagging Indicators, Coincident Indicators.

**Unit 2: The New Economic Paradigm:** Inflation: Meaning and Concept, Types of Inflation, Causes of Inflation, Impact of Inflation, remedies (Measures) to Control Inflation. Deflation: Meaning and concept, Causes of Deflation, Impact of Deflation, remedies (Measures) to Control Deflation.

**Unit 3: Policies Used by the Government to Smooth out Business Cycles:**

Fiscal policy: Meaning and Concept of Fiscal policy, objectives of fiscal policy, Fiscal policy Instruments: (Budget, Taxation, Public Expenditure, public revenue, Public Debt, and Fiscal Deficit in the Economy, etc.) Monetary policy: Meaning and Concept of Monetary policy, Objectives of Monetary policy, Monetary policy instruments: (Interest Rates, Cash reserve requirements, Open market transactions, Moral Persuasion, Exchange rates, etc.)

**Unit 4: Theories of Business Cycles:** Keynesian Theory of Business Cycle, Schumpeter's Innovation Theory of Business Cycle, Samuelson's Model of Business Cycle: Interaction between Multiplier and Accelerator, Real Business Cycle Theory.

**Reference Books:**

1. Modern Economic Theory, K K Dewett, M H Navalur, S Chand Publication, 2006 Edition
2. Macro Economics, 20<sup>th</sup> edition, Ahuja H L, S Chand Publication
3. <https://egyankosh.ac.in/bitstream/123456789/76555/1/Unit-4.pdf>



**Faculty of Commerce and Management**

**Even Semesters Open Elective – 2 Credits**

**Course Name: E Commerce & M Commerce**

**Course Outcomes**

<b>CO1</b>	The students will be able to <b>explain</b> various business models of E-Commerce
<b>CO2</b>	The students will be able to <b>describe</b> E-Commerce Sales Product Life Cycle (ESLC) Model
<b>CO3</b>	The students will be able to <b>understand</b> various facets of Consumer Oriented E Commerce
<b>CO4</b>	The students will be able to <b>grasp</b> the knowledge about electronic payment models.

**Unit – I:**

Overview of developments in Information Technology and Defining E-Commerce: The scope of E commerce, Electronic Market, Electronic Data Interchange, Internet Commerce.

**Unit – II:**

Introduction to e-commerce and m-commerce, E Commerce architecture and its types; E Commerce Business Models; M- Commerce Services, Benefits and limitations of E-Commerce

**Unit – III:**

Consumer Oriented E Commerce: E-Retailing: Traditional retailing and e retailing, Benefits of e retailing, Key success factors, Models of e retailing, and Features of e retailing. E services: Categories of e-services, Web-enabled services, and matchmaking services, Information-selling on the web, e entertainment, Auctions and other specialized services. Business to Business Electronic Commerce

**Unit – IV:**

Electronic Payment Models – Credit card, Debit Card, Smart Card, Internet Banking, Immediate Payment Services (IMPS), Mobile Wallet, Aadhar Enabled Payment Services, Mobile Banking, Cryptocurrency, e-RUPI Etc.

**Reference Books:**

1. Elias. M. Awad, " Electronic Commerce", Prentice-Hall of India Pvt Ltd.
2. Ravi Kalakota, Andrew B. Whinston, "Electronic Commerce-A Manager's guide", Addison-Wesley.

**Question paper pattern (Common for All Subjects)**

Q.1 Very short answer type questions. 8 questions (2 questions from each unit) of 2 marks each =  $8 \times 2 = 16$

- A. (Unit I)
- B. (Unit I)
- C. (Unit II)
- D. (Unit II)
- E. (Unit III)
- F. (Unit III)
- G. (Unit IV)
- H. (Unit IV)

Q2. Short answer type questions. 8 questions (2 questions from each unit) of 3 marks each =  $8 \times 3 = 24$

- A. (Unit I)
- B. (Unit I)
- C. (Unit II)
- D. (Unit II)
- E. (Unit III)
- F. (Unit III)
- G. (Unit IV)
- H. (Unit IV)

Q3. Long answer type questions (with internal choice) (Unit I)

- A. 5 marks
- B. 5 marks

**Or**

- C. 10 marks

Q4. Long answer type questions (with internal choice) (Unit II)

- A. 5 marks
- B. 5 marks

**Or**

- C. 10 marks

Q5. Long answer type questions (with internal choice) (Unit III)

- A. 5 marks
- B. 5 marks

**Or**

- C. 10 marks

Q6. Long answer type questions (with internal choice) (Unit IV)

- A. 5 marks
- B. 5 marks

**Or**

- C. 10 marks

**Annexure - IV**

**Basket for Skill Enhancement Courses (SEC)**

**Faculty of Commerce and Management**

<b>Semester</b>	<b>Course Title</b>	<b>Board of Studies</b>
Semester I	Start-up Support Executive	Commerce
	Customer Care Executive (Call Centre)	Business Management
Semester II	Mutual Fund Agent	Business Management
	Sales Associate – Direct Channel	Business Management
Semester IV	Travel Consultant	Business Management
	Warehouse Supervisor	Commerce

## Semester – I

### SEC Name - **Start-up Support Executive**

**QP Code** : **MEP/Q1203**  
**Sector** : Management & Entrepreneurship and Professional Skills  
**Sub-Sector** : Office Management and Professional Skills  
**Occupation** : Legal and Compliance

### **SEC Outcome**

At the end of the SEC, the learner should have acquired the listed knowledge and skills:

- Describe ideas and the legality of Start-up solutions.
- Discuss registrations and statutory compliances of Partnership.
- Identify Ideas and analyses the applicability of statutory filings
- Describe procedural codes of Registrar of Company
- Elaborate Preparation of documents.

### **Unit - I**

Role and competencies required to be a Start-up Support Executive, Common organizational structures, hierarchy and reporting relationships, Employment opportunities and market, Formation of Start-up.

#### **Practical –**

Prepare a Unique Selling Proposition, Prepare bylaws for the organization, Carry out SWOT analysis for the given case, Prepare budget for the proposed start-up.

### **Unit - II**

SWOT analysis of start-up, Unique Selling Proposition of start-up, Requirements of Start-ups, The overview of Market.

#### **Practical –**

Prepare a Partnership deed, Demonstrate Registration of partnership in State-Government Portal, Prepare documents to apply for Limited Liability Partnership.

### **Unit - III**

Documents required to start Start-ups, Legal structure of corporations, The Partnership Deed, Performa of Partnership Deed, State Laws for registration, The applicability of different documents for registration; Bank Account, PAN, etc.

#### **Practical –**

Prepare Memorandum of Association and Articles of Association,

### **Unit - IV**

Limited Liability Partnership Act 2008, Incorporation of Limited Liability Partnership, Designated Partner Identification Number Discuss Name Approval from Registrar of Company, Features of Director Identification Number, Law of Registration, Registrar of Company filing in Ministry of Corporate Affairs portal, One-person Company, Form INC-3

#### **Practical –**

Demonstrate registering for Director Identification Number, Demonstrate filling forms in Ministry of Corporate Affairs Portal.

**Assessment** by Teacher based on performance during Practical (40%), documents Created while performing practical / solving assignments given by teacher or MCQ based exam (40%) and viva-voce (20%)

### SEC Name - Customer Care Executive (Call Centre)

**QP Code** : TEL/Q0100  
**Sector** : Telecom Sector  
**Sub-Sector** : Service Provider  
**Occupation** : Customer Service

#### SEC Outcome

At the end of the SEC, the learner should have acquired the listed knowledge and skills:

- Understand Call centre specific concepts
- Resolving customer query, request, and complaint
- Provide information regarding products and services to the customer
- Handle and resolve customer's complaints/requests
- Capture/take notes of customer interaction in the Customer Relationship Management (CRM) tool/software
- Monitor and manage key performance through reports and review
- Develop customer relationship
- Develop soft skills and professional skills
- Understand technical skills (CRM software)
- Learn the concept of proactive selling
- Understand Interview and its related FAQ's

#### Unit – I

**Introduction & Key Concepts** - Introduction to Customer Care Executive, Understand Call Centre & Key Concept, Different Types of BPO & BPO, KPO and HRO Industry, Types Call Centre, Types of Customer Support, Work Environment & Hierarchy in a BPO, Job Hierarchy in a Call Centre, Different Departments in a Call Centre, How to become a Call Centre Executive, Few Call Centre Terminologies, Basic of Computer, Basic of Internet.

#### Unit – II

**How to Attend and Make Customer Calls** - Role of a Customer Care Executive, Responsibility of a Customer Care Executive Like - Minimum Call, Login Time, Understanding of Inbound & Outbound Process, Skill Required for Inbound & Outbound Process, Understanding of Prepaid & Post-paid Services, How to open a call, Complete process of a call, Phone Etiquettes, Impact of a Good Phone Etiquette, Impact of voice tone, Understanding of ACHT (Average Call Handling Time) and AHT (Average Handling Time), Importance of ACHT - Total time Spent with the customer, How to Reduce ACHT, Call Hold & Call Transfer to Supervisor, Hold Time, Unhold & Hold Refresh, Concept & Value of ACHT/AHT, Login Hours, SLA (Service Level Agreement) in a Call Centre, How to Reduce Hold Time, Understanding of CRM & Other Software, Understanding of Tagging (QRCS Record), Phone Etiquettes, Importance of Typing Speed & Accuracy, Basic of MS Office, Basic of Email Writing.

#### Practical –

- PC1. Attain minimum call login time/dials/customer contacts and attendance  
PC2. Balance total number of minutes spent talking to the customer, within specified limits  
PC3. Restrict total number of minutes customer is put on hold, within given time limits  
PC4. Attain total number of minutes spent wrapping up calls / notations/tagging within given time limits

PC5. Achieve minimum typing speed and accuracy as specified for the job role

### **Unit – III**

**Resolving Customer's Query, Request & Complaint** - Introduction of QRC, Categorization of QRC, Understanding of Query, Understanding of Request, Understanding of Complaint, Reasons for a Complaint, Customer verification prior to giving account related information, Importance of Customer categorization basis on urgency of QRC, Types of Customers & Handling Techniques, Handling Angry Customers, Handling Demanding Customers, Handling Passive Customer, Handling Irrate Customer with Heat Process, Basics of Call handling, Recording QRCs, Escalation Matrices/Call Forward to Supervisor, Call Resolution should be 80% (FTR/NFTR), Basic of MS Word, Basic of Listening Skill.

#### **Practical –**

- PC1. Categorize customer's interaction as a query, request or a complaint
- PC2. Verify customer's details for any account related information
- PC3. Obtain sufficient information from the customers to login their query, request or complaint
- PC4. Address customer's query, request or complaint on the basis of categorization
- PC5. Provide estimate of resolution time to the customer, if an immediate solution cannot be found on-call
- PC6. Record the customer's interaction as a query, request or a complaint
- PC7. Refer problem to a supervisor/floor support/manager, if unable to resolve on-call

### **Unit – IV**

**Reports and Performance Review** - Instant Customer Feedback & CSAT, Why Feedback is Important, Types of Feedback, Feedback Parameter for CCE and Company, Advantage of Customer Feedback, Importance of Rapport Building - Offering Extra Assistance to the Customer to Create WOW Factor, Avoid use of jargons, slangs and technical words, Greetings in customer preferred language, Understanding of Jargon, Understanding of Slangs, Different Between Jargons of Slangs, Confidentiality of data, Importance of Data Security, Client Confidentiality, Reports & Performance Review, Review of individual call login time, Attendance, AHT, Different Type of Reporting – Daily, Weekly, MTD, Monthly reports. Understanding Key Responsibility Area, KRA & KPI of a CCE, Decision Making Skills.

#### **Practical –**

- PC1. Review individual call login time/number of dials/customer contacts/attendance for the review period
- PC2. Comply with parameters like opening greeting, security checks, closing greeting, hold/transfer/escalation protocol, first time resolution %age and complete & correct tagging/wrap up
- PC3. Analyse self-reports like update on AHT, login time, CRM report and ensure the same is reviewed with the immediate superior
- PC3. Probe customers to understand their buying behaviour and needs
- PC4. Navigate through customer's account history to identify the usage pattern
- PC5. Identify opportunity to pitch relevant products/services
- PC6. Offer customized solution from the range of products/services available with the organization

**Assessment** by Teacher based on performance during Practical (40%), documents Created while performing practical / solving assignments given by teacher or MCQ based exam (40%) and viva-voce (20%)



## Semester – II

SEC Name –**Mutual Fund Agent**

**QP Code : BSC/Q0601**  
**Sector : Banking Financial Services and Insurance (BFSI)**  
**Sub-Sector : Non-Banking Financial Service**  
**Occupation : Mutual Fund Agent**

### SEC Outcome

**After completing this SEC, participants will be able to:**

- Conduct research on mutual funds
- Keep up to date on the mutual fund market
- Approach and market various mutual funds schemes to prospective customer identified
- Assist customer with determining most suitable mutual fund scheme according to needs
- Receive approval for initiating purchase process
- Assist customer with the application process for purchasing the mutual fund
- Collect and ensure payments are processed at the bank/organization
- Deliver proof of purchase and plan follow-up sessions
- Develop long-term relationships with customers
- Respond to customer queries and clarifications and advise the customers on existing product and new schemes
- Assist in termination of investment

### Unit – I

Introduction, History of Mutual Funds, Structure of Mutual Funds, Financial Planning and Potential Investors, Role of a Mutual Fund Agent, Legal & Regulatory Environment, Macro Economic Environment.

#### Practical –

Update knowledge on mutual fund market, Keep up to date on regulations and guidelines, Impact of Macro Economic factors on mutual fund market.

### Unit – II

Structure of Mutual Fund Products, Accounting of Mutual Funds, Tax and Tax-Related Regulations, Financial Planning, Marketing of Mutual Funds.

#### Practical –

Approach and market various mutual funds schemes to prospective customer identified, Assist customer with determining most suitable mutual fund scheme according to needs, Receive approval for initiating purchase process.

### Unit- III

Offer Documents and Application Forms, Account Opening and KYC Process, Modes of Investment, Timing of Investment, Risk Allocation and Portfolio Selection.

#### Practical –

Assist customer with the application process for purchasing the mutual fund, Collect and ensure payments are processed at the bank/organization, Deliver proof of purchase and plan follow-up sessions

**Unit – IV**

Customer Relationships, After Sales Service.

**Practical –**

Develop long-term relationships with customers, Respond to customer queries and clarifications and advice the customers on existing product and new schemes, assist in termination of investment.

**Assessment** by Teacher based on performance during Practical (40%), documents Created while performing practical / solving assignments given by teacher or MCQ based exam (40%) and viva-voce (20%)

**SEC Name – Sales Associate - Direct Channel**

**QP Code** : **BSC/Q8404**  
**Sector** : BFSI  
**Sub-Sector** : Broking, Fund Investment & Services, Lending, Payments  
**Occupation** : Sales

**SEC Outcome**

At the end of the SEC, the learner will be able to:

- Define the roles and responsibilities of a Sales Associate - Direct Channel
- Show how to conduct cold calls and marketing campaigns to generate direct leads
- Demonstrate how to set up meetings with potential clients to discuss product offerings in detail within the specified TAT
- Prepare a sample sales presentation or proposal to explain product/service specifications
- Role play on how to follow up with the interested customers to complete the process
- Show how to perform pre-sales activities
- Apply proper methods to manage sales and post-sales activities

**Unit - I**

Scope of Banking Industry and its sub-sectors, job role and opportunities for a Sales Associate - Direct Channel, basic terminologies used in the banking services; the categories of leads, effective methods to generate sales leads, methods of identifying the potential customers via cold calling and their requirements and preferences, methods of determining the most suitable product/service offering for the customer as per the requirement; standard specifications of various products/services offered by financial institutions, cross and up-selling service/products methods

**Practical –**

Show how to conduct cold calls and marketing campaigns in the allocated catchment area to generate direct leads ; Show how to set up meetings with potential clients to discuss product offerings in detail within the specified TAT; Prepare a sample sales presentation or proposal to explain product/service specifications; Role play on how to apprise the potential customers about products and services offered by the company, Employ appropriate methods to maintain records of sales leads, potential clouds, customer interactions or transactions, recording details of inquiries, complaints, or comments, as well as actions taken; Role play on how to follow up with the interested customers to complete the process

**Unit - II**

Customer service techniques, documents required for the sale of financial products/services, importance of confirming the suitability of the product/service with the customer, significance of confirming the availability of all the required documents with the customer; importance of ensuring all potential customers sign up for the agreement and provide all required documents, methods of taking feedback from the customers and work upon them, significance of achieving high level of customer service and satisfaction at all times.

**Practical –**

Role play on how to inform customers of contracts or other information pertaining to offered product/ services; Dramatize how to apprise the customer about specific features and details of the product/services chosen by them, Role play on how to resolve the customer queries about the chosen product, services, terms & conditions, and other legalities; Apply proper

methods to check the eligibility of the interested customers; Perform appropriate steps to collect the required information/documents as per standard procedures; Role play on how to introduce promotions and new services/products to customer; Apply proper methods to document sales by updating customer records

### **Unit – III**

Various documents required for the application, appropriate ways to cross-verify the application form for correct details and verifying the documents with the originals; significance of confirming the basic eligibility of the customer before initiating the application for the service/product, standard procedure to process the application form for the submission as per the TAT and submit the applications to the operation/credit team for further processing

#### **Practical –**

Role play on how to assist the customers in filling up the application form; Perform appropriate steps to collect all relevant KYC, banking, and financial documents from the customer;

### **Unit – IV**

Importance of providing feedback and keeping the customer updated on the application status; significance of conducting smooth on boarding of the customer with the company and providing ongoing support to the customers, procedure to maintain customer records using the automated system, customer service standards, the significance of ensuring high levels of customer satisfaction through excellent sales service

#### **Practical –**

Dramatize how to apprise the customer of their responsibilities and duties as per the agreement and interact with them after sales or contract signings to resolve problems or complaints, Draft a sample monthly sales report, Role play on how to present sales reports to the higher management,

**Assessment** by Teacher based on performance during Practical (40%), documents Created while performing practical / solving assignments given by teacher or MCQ based exam (40%) and viva-voce (20%)

Semester – IV

**SEC Name – Travel Consultant**

QP Code : THC/Q4404  
Sector : Tourism and Hospitality  
Sub-Sector : Tours and Travel  
Occupation : Tour Packaging

**SEC Outcome**

At the end of the SEC, the learner should have acquired the listed knowledge and skills:

- Understand the tour packaging requirements of the customers
- Plan itinerary as per customer's requirement
- Arrange and monitor tour package
- Exhibit Proper etiquette and conduct
- Follow age and gender sensitive practices
- Follow Health, hygiene and safety practices in the industry
- Effectively communicate with Guests and Colleagues

**Unit – I**

**Know Your Customers** – Understanding the type of tour customer is looking for, Understanding the needs of the customer, engaging with customers and identifying their needs - Initiate enquiries, Identify the type of group, Gathering resources.

**Unit – II**

Tour designing process - Meaning and steps, Tour research & development of tour itinerary, Designing and printing of tour brochure, Tour promotion, negotiation with travel vendors, Detailed study of passport & visa & health regulations, Customs and currency regulations, baggage rules and insurance.

**Unit – III**

**Itinerary preparation** – Meaning, Types, Itinerary preparation, Tour costing and pricing-cost concept, types of costs & tour cost sheet, Procedure of costing of group tour, independent tours, and business tours, Pricing in tour operation industry, Tour pricing strategies in India, Pricing of deferent tour packages. Developing tour packages for business travellers, Cultural destinations, Popular Itineraries for Pilgrimage destinations, Tour packages for- Hill resorts, adventure sports, desert and beach resorts. Study of outbound tour packages offered by major tour operators of India.

**Unit – IV**

**Feedback and Reports.** - Seeking customer feedback, Recording, documentation and customer satisfaction, interacting with superiors and colleagues, Communicating with customers, Service quality requirements, Etiquettes, Services and facilities specific to age / gender / special needs.

**Practical -**

PC1 - Engage with customer to understand their tour packaging requirement  
PC2 - Plan the travel itinerary as per customer's requirement

**Assessment** by Teacher based on performance during Practical (40%), documents Created while performing practical / solving assignments given by teacher or MCQ based exam (40%) and viva-voce (20%)

**SEC Name – Warehouse Supervisor**

QP Code	:	LSC/Q2307
Sector	:	Logistics
Sub-Sector	:	Warehousing (Storage & Packaging)
Occupation	:	Packaging

**SEC Outcome**

At the end of the SEC, the learner should have acquired the listed knowledge and skills:

- Describe the various operations in warehouse and their importance in the effective logistics
- Identify the Expectations from a Warehouse Supervisor in his/her job role
- Explain the various functions / operations of the warehouse
- Explain the major activities that are performed inside a warehouse

**Unit – I- Introduction to Supply Chain and Logistics Management** - Supply chain and Logistics management, Basic flows of Supply Chain management- Product flow / Service Flow, Information Flow, Finance/Money Flow, Inventory, Type of Inventory, assembly of various type of inventory, roles and responsibility of a Warehouse Supervisor, importance of team management, coordination and supervision skills.

**Unit – II - Collecting Information and Related Documents** - Steps to start the day's work of a warehouse supervisor, list of documents and information necessary to start day's work, Collecting Information and Related Documents, importance of dock schedules and planning is to avoid loading / unloading traffic congestions in the warehouse, Scheduling Activities, Roles and Responsibilities of Different Colleagues on the Shop Floor (Data entry operator, Dock Supervisor, MHE supervisor, Warehouse Picker Put away assistant, Packer, Forklift Operator, inventory clerk), Standard Operating Procedure – SOP.

**Unit – III - Dealing with Damages and Losses**- Risk and Impact of Deviating Procedure/Work Instructions, Safety and Security Procedures, Personal Protective Equipment – Importance, types and safety guidelines using PPE, Labels and Coding Systems – significance, various label technologies, methods, and types.

**Unit – IV - Types of Common Workplace Hazards** - Types of Common Workplace Hazards, Exposure to Documents (MHE tool), Skills Essential for a Warehouse Supervisor, Keep Track of Goods in the Warehouse, importance of inventory counting and updating inventory records, Verifying Outbound Activities, identification of necessary sign offs and approvals to be carried out before goods delivery, Understanding Quarantine and Disposal Process - Identify the importance of quarantine area, process and procedures for goods in the quarantine area, scrap and disposal policies.

**Practical-**

- PC1 – Draft a sample SOP document for unloading materials from trucks
- PC2 - Draft a sample Inventory inward form with all the necessary details
- PC3 - prepare a sample equipment downtime record and explain it
- PC4 - Ask the students to come up with the list of CPCB approved scrap vendors
- PC5 - Ask the students to draft the process of scrapping waste oil in a warehouse

**Assessment** by Teacher based on performance during Practical (40%), documents Created while performing practical / solving assignments given by teacher or MCQ based exam (40%) and viva-voce (20%).



## **Annexure – V**

### **Basket for Co-Curricular Courses**

#### **Guidelines and Standard Operating Procedures for awarding credits for Co-Curricular Courses**

##### **Preamble:**

The Government of Maharashtra vide its resolution no. एनईपी-2020/प्र.क्र.09/विशि-3/शिकाना मंत्रालय मुंबई 400032 dated 20<sup>th</sup> April 2023 has provided guidelines for restructuring the undergraduate program structures for implementing National Education Policy 2020. In view of implementation of this the University has restructured all undergraduate programs incorporating Co-Curricular courses (referred as CC henceforth in this document) in all UG programs to ensure the holistic development of learners. This document prescribes the guidelines and standard operating procedures (SOPs) for students, teachers, and principals to facilitate smooth functioning of the scheme in larger interest.

##### **Scope:**

These guidelines and SOPs shall come into effect from the academic session 2024-25 and shall be applicable for all undergraduate non-professional programs having Co-Curricular Courses (CC) as a part of its scheme of examination offered by the Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

##### **Definition of Co-Curricular Courses:**

Co-Curricular courses are meant to bring social skills, intellectual skills, moral values, and character appeal in students. It refers to activities, programs, and learning experiences that compliment, in some way, what students are learning in the classroom – i.e. experiences that are connected to or mirror the academic curriculum. Co-Curricular courses are typically, but not always, defined by their separation from academic courses. Students enrolled for any UG program of the RTM Nagpur University will be allowed to opt for any of the following activities as a Co-Curricular Course:

##### **CC Basket:**

1. National Cadet Corps (NCC)
2. Extension Projects (Sanskar, Unnati and Sahayog) offered by the Department of Lifelong Learning and Extension, RTM Nagpur University, Nagpur
3. National Service Scheme (NSS)
4. Games and Sports Activities
5. Cultural Activities

Note: A student will not be allowed to opt any course outside this basket as a Co-Curricular Course

##### **General Rules:**

1. Each UG program has a component of CC in 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> Semester. Each CC is a 2-credit practical and performance-based activity course and should have student engagement of minimum 60 hours (practice cum performance) in the corresponding semester.
2. Every college/institute affiliated to the RTM Nagpur University is required to designate a teacher as CC In-charge. It may also constitute a team of teachers for monitoring CC depending on the number of students.

3. A student is required to opt for any of the CC mentioned in the basket and inform the CC In-charge in the beginning of the semester (The college/institute shall devise a suitable student friendly mechanism to facilitate students to submit their choice/s).
4. A student may opt for one or more courses as CC in a semester. In this case, the credit will be awarded for the course in which the student had performed best. Moreover, a student will get 10 bonus marks for each additional CC activity he/she had opted for.
5. The CC In-charge or a team of teachers will be responsible for monitoring the attendance, participation, and performance of students in CC activity throughout the semester.
6. The CC In-charge or a team of teachers will also be responsible for objective evaluation of students based on their performance in CC activity.
7. The rubrics for objective evaluation mentioned in this document are required to be strictly followed by all the colleges/institutes and violation of the same in any manner may attract the disciplinary action against the Principal/Head of the Institute concerned.
8. Evaluation for CC is required to be completed before the commencement of the Session End Examination of the corresponding semester and the final marks (certified by the Principal) are required to be submitted to the university in a mode and manner as may be prescribed by the university from time to time.
9. The record of the CC activities and assessment shall be kept for review for 1 year and should be submitted to the University as and when called for or during the AAA review.
10. Since the NCC/NSS follows an annual calendar, the CC Marks as per below can be claimed under any ONE of the two semesters for the academic year depending upon the availability of full assessment data of the student. Thus NCC/NSS CC marks will be allotted during the CC falling in EVEN SEMESTERS. This also means that the NCC/NSS cadet must participate in any other activity from the basket i.e. from GAMES AND SPORTS or CULTURAL ACTIVITY or COURSES OFFERED BY DEPT. OF LIFELONG LEARNING AND EXTENSION simultaneously for claiming CC marks for a specific ODD semester.
11. NCC/NSS activities shall be conducted by the respective in-charges (NCC and NSS Officers) as per the activity calendar published by the respective offices.
12. The NCC/NSS officer must ensure that the students of NCC/NSS are also enrolled in other CC activities for claiming CC marks for a specific odd semester.
13. Ordinance No. 2 of 1996 is taken as a base for this marking and it is modified suitably for student to get marks out of 100 marks.
14. If a student fails to opt for a CC, his/her result for that semester shall be declared by marking 'ABSENT' against CC.
15. If a student opts a particular CC but fails to obtain minimum marks (50), he/she shall be declared 'FAIL' in CC. However, if such a student had opted for any other CC in the same semester, the provision of 'Bonus Marks' shall come into effect and the same should be taken into account.
16. If a student is declared 'FAIL' in CC, he/she can continue the same CC in the next semester to improve the performance.

#### **Evaluation Rubrics for CC:**

In order to attain objectivity and bring uniformity in evaluation of Co-Curricular Courses having different nature, the evaluation of performance of student needs to be quantified in marks having maximum 100 (Hundred) marks. The breakup of these maximum marks varies according to the CC and is elaborately explained hereunder:

##### **1. National Cadet Corps (NCC):**

This course can only be opted by the students of a college/institute having NCC unit.

**Evaluation Rubrics (Max. Marks: 100)**

Criteria	MAXIMUM POSSIBLE MARKS	Rubric			
Participation in NCC in an academic year	30	Attendance Equal to or more than 75% = 30 Marks	Attendance 60% to 75% = 20 Marks	Attendance more than or equal to 50% = 10 Marks	Below 50% attendance = 0 Marks
Participation in Camps at Unit, GPs Dte and DG NCC level (Eg. Annual Training Camp, National Integration Camp, Basic Leadership Camp, Advance Leadership Camp, Army Attachment Training, Hospital Attachment Training, RD selection Camps, Basic Leadership Selection Camps Delhi, Nau Sainik Camp, Vayu Sena Camp, International Youth Exchange Program etc)	30	Participation in any three Camps = 30 Marks	Participation in any two Camps = 20 Marks	Participation in any one Camp = 10 Marks	No Participation in Camps = 0 Marks
Participation in Social Activities through NCC (Eg. Tree Plantation, Adult Education, Eye Donation, Skin donation, Organ donation, Village adoption, Anti Leprosy Drive, Medical Health Camp etc)	20	Participation in any three Activities = 20 Marks	Participation in any two Activities = 10 Marks	Participation in any one Activity = 5 Marks	No Participation in Activity = 0 Marks
Participation in Adventure Activities: Army Cadets – Rock Climbing, Trekking, Mountaineering, cycling, para Sailing, Para Jumping Naval Cadets - Sailing, Kayaking, boat Pulling Air Cadet – Solo Gliding	20	Participation in any one or more Activities = 20 Marks			No Participation in Activity = 0 Marks
RD Parade Participation	100	Participation at RD Parade New Delhi = 100 Marks irrespective of status of marks above.			
Passing 'C' Certificate Exam	Additional Max. 10 marks	Marks to be allotted such that the total Marks under all heads should not be more than 100			
Holder of rank not below the rank of Sgd. or an equivalent distinction achieved by the cadet	Additional Max. 5 marks	Marks to be allotted such that the total Marks under all heads should not be more than 100			
Bonus Marks for participation in any of the other CC activities in the SAME SEMESTER i.e. even semester	Additional Max 10 marks per CC Activity	Marks to be allotted such that the total Marks under all heads should not be more than 100			

Note: Since the NCC follows an annual calendar, the CC Marks as per the above can be claimed in **even semester** only. This also means that the NCC cadet must participate in GAMES AND SPORTS or CULTURAL ACTIVITY or any other Co-curricular courses available in the basket simultaneously for claiming CC marks for a specific odd semester.

**2) Extension Projects (Sanskar, Unnati and Sahyog) offered by the Department of Lifelong Learning & Extension of RTM Nagpur University**

**Rules for Extension Project:**

- There are three types of extension projects viz. Sanskar, Unnati and Sahyog having 1 credit each.
- A student of any affiliated college can opt for a course under this category.
- A student opting for 'Extension Project' as CC must opt any two projects one of which mandatorily has to be 'Unnati.'
- Details of the scope and other guidelines about these projects can be obtained from the official website of the Department.
- Attendance record for each extension project needs to be maintained separately and assessment for attendance to be made accordingly.

**Evaluation Rubrics (Max. Marks: 100)**

Criteria	MAXIMUM POSSIBLE MARKS	Rubric			
Attendance and Participation in Sanskar, Unnati and Sahyog LLE activities	20	Attendance Equal to or more than 75% = 20 Marks	Attendance 60% to 75% = 15 Marks	Attendance more than or equal to 50% = 10 Marks	Below 50% attendance = 5 Marks
Sanskar Prkalpa Participation and submission of <i>Rural/Urban Development plan based on the literature and works of Rashtrasant Tukadoji Maharaj</i>	40	Report evaluation in excellent grade = 40 marks	Report evaluation in satisfactory grade = 30 marks	Report evaluation in average grade = 20 marks	Report evaluation in below average grade = 10 Marks
Unnati participation and submission of case studies of the <i>beneficiaries of individual/common development schemes floated by the Central/State government.</i>	40	4 or more cases compiled = 40 marks	Upto 3 cases compiled = 25 marks	1 – 2 cases compiled = 15 marks	Participation but no case compiled = 5 marks
Sahyog participation and submission of Sahyog project report <i>related to senior citizens issues and activities</i>	40	Detailed Report containing senior citizen related 3 or more activities = 40 Marks	Detailed Report containing senior citizen related 2 or more activities = 25 Marks	Detailed Report containing senior citizen related 1 or more activities = 15 Marks	Participation but no report submission = 5 Marks
Bonus Marks for participation in any of the other CC activities in the SAME SEMESTER	Additional Max 10 marks per CC Activity	Marks to be allotted such that the total Marks under all heads should not be more than 100			

**3. NSS:**

This course can only be opted by the students of a college/institute having NSS unit.

**Evaluation Rubrics (Max. Marks: 100)**

Criteria	MAXIMUM POSSIBLE MARKS	Rubric			
Participation in NSS in an academic year	30	Attendance Equal to or more than 75% = 30 Marks	Attendance 60% to 75% = 25 Marks	Attendance more than or equal to 50% = 20 Marks	Below 50% attendance = 10 Marks
Participation in NSS Camp	40	Participation in National level Camp = 40 Marks	Participation in University level Camp = 30 Marks	Participation in College level Camp = 25 Marks	No Participation in Camps = 0 Marks

Participation in Social Activities through NSS (Eg. Tree Plantation, Adult Education, Eye Donation, Skin donation, organ donation, Village adoption, Anti Leprosy Drive, Medical Health Camp etc)	30	Participation in any three Activities = 30 Marks	Participation in any two Activities = 20 Marks	Participation in any one Activity = 10 Marks	No Participation in Activity = 0 Marks
RD Parade Participation	100	Participation at RD Parade New Delhi = 100 Marks irrespective of status of marks above.			
<b>Bonus Marks</b> for participation in any of the other CC activities in the <b>SAME SEMESTER</b>	Max 10 per CC Activity	Marks to be allotted such that the total Marks under all heads should not be more than 100			

Note: Since the NSS follows an annual calendar, the CC Marks as per above can be claimed in even semester only. This also means that the NSS cadet must participate in GAMES AND SPORTS or CULTURAL ACTIVITY or any other Co-curricular courses available in the basket simultaneously for claiming CC marks for a specific odd semester.

#### **4. GAMES & SPORTS**

##### **Rules for Games and Sports:**

- This course can be opted by a student of any affiliated college.
- The student will be required produce an authentic certificate of participation/medal.
- The CC In-charge shall verify the authenticity of the certificate regarding level of the tournament, participation/prize/medal, etc.
- The CC In-charge shall also verify whether the tournament was conducted in the corresponding semester or not.
- In case of Team Sports, each team member will be evaluated independently and no assessment for team as such shall be made.

<b>Evaluation Rubrics (Max. Marks: 100)</b>																		
Sr. no	Event	College Level				Inter College/University Level				Zonal/State Level				National Level				World/International Level
1	<u>Sports and Games</u>	Participation	3 <sup>rd</sup> Prize	2 <sup>nd</sup> Prize	1 <sup>st</sup> Prize	Participation	3 <sup>rd</sup> Prize	2 <sup>nd</sup> Prize	1 <sup>st</sup> Prize	Participation	3 <sup>rd</sup> Prize	2 <sup>nd</sup> Prize	1 <sup>st</sup> Prize	Participation	3 <sup>rd</sup> Prize	2 <sup>nd</sup> Prize	1 <sup>st</sup> Prize	Participation
	Any competition/tournament organize as per guidelines from DSO office and also from The Director Physical Education and Sports	40	45	50	55	55	60	65	70	70	75	80	85	85	90	95	100	100
2	Undergoing any one course offered by Dept. of Sports &	Maximum Possible Marks 100. As per assessment scheme approved by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur																

Physical Education and approved by Rashtrasant Tukadoji Maharaj Nagpur University Ex. : CC in Yoga Education, CC in Health and Wellness etc.	
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## 5. Cultural Activities

### Rules for Cultural Activities:

- This course can be opted by a student of any affiliated college.
- The student will be required produce an authentic certificate of participation/medal.
- The CC In-charge shall verify the authenticity of the certificate regarding level of the tournament, participation/prize/medal, etc.
- The CC In-charge shall also verify whether the tournament was conducted in the corresponding semester or not.
- In case of group event, each group member to be assessed independently and no assessment for team as such shall be made.

### Evaluation Rubrics (Max. Marks:100)

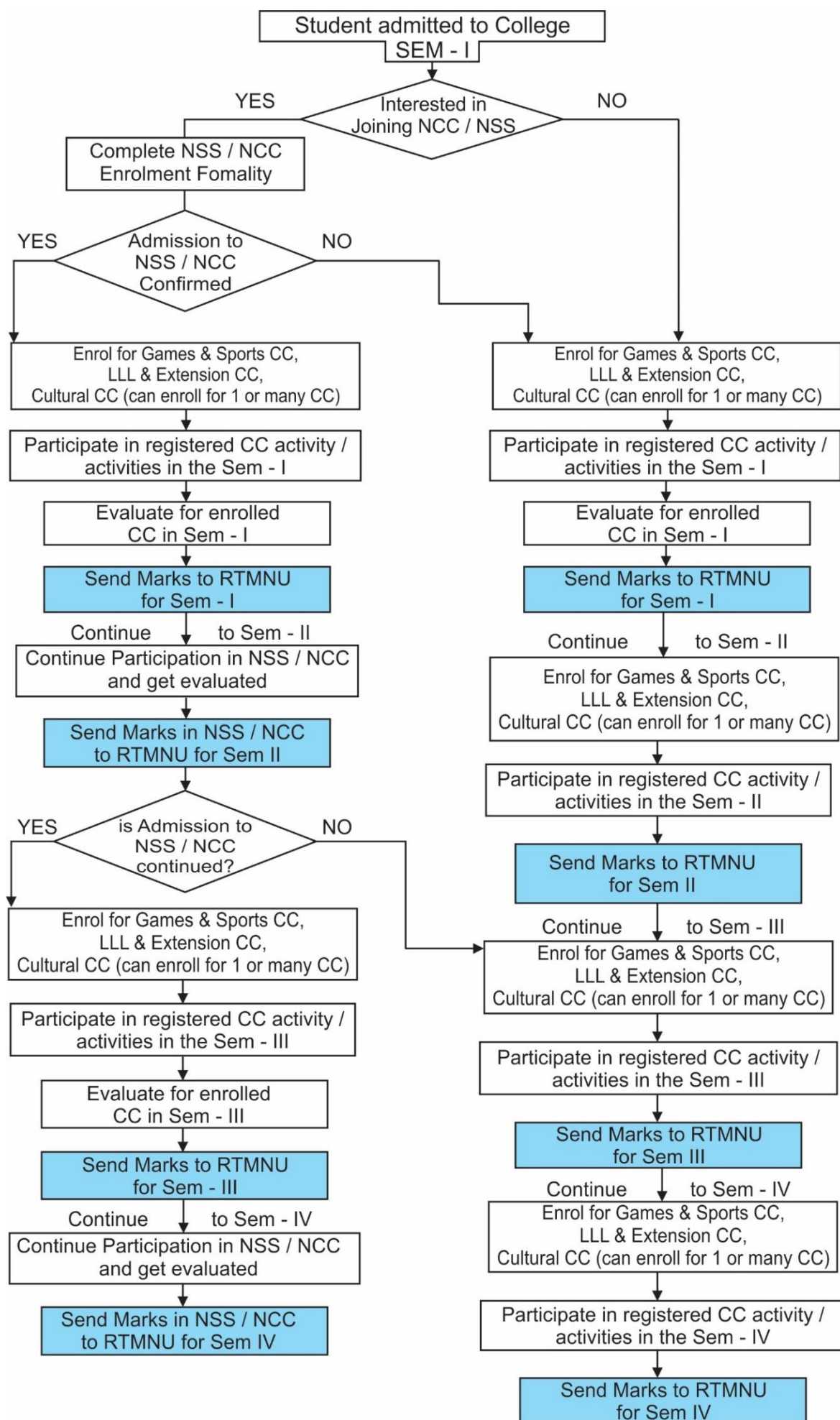
Sr. no	Event	College Level				Inter College/University Level				Zonal/State Level				National Level				World/ International Level
1	<u>Music</u>	Participation	3 <sup>rd</sup> Prize	2 <sup>nd</sup> Prize	1 <sup>st</sup> Prize	Participation	3 <sup>rd</sup> Prize	2 <sup>nd</sup> Prize	1 <sup>st</sup> Prize	Participation	3 <sup>rd</sup> Prize	2 <sup>nd</sup> Prize	1 <sup>st</sup> Prize	Participation	3 <sup>rd</sup> Prize	2 <sup>nd</sup> Prize	1 <sup>st</sup> Prize	Participation
	Indian Classical Vocal (Solo Event)	40	45	50	55	55	60	65	70	70	75	80	85	85	90	95	100	100
	Indian Classical Instrumental Percussion	40	45	50	55	55	60	65	70	70	75	80	85	85	90	95	100	100
	Indian Classical Instrumental Non-Percussion (Swarvadya Solo Event)	40	45	50	55	55	60	65	70	70	75	80	85	85	90	95	100	100
	Natyasangeet Vocal (Solo Event)	40	45	50	55	55	60	65	70	70	75	80	85	85	90	95	100	100
	Indian Light Vocal (Solo Event)	40	45	50	55	55	60	65	70	70	75	80	85	85	90	95	100	100
	Indian Group Song (Solo Event)	40	45	50	55	55	60	65	70	70	75	80	85	85	90	95	100	100

	Folk Orchestra (Group Event)	40	45	50	55	55	60	65	70	70	75	80	85	85	90	95	100	100
	Western Vocal (Solo Event)	40	45	50	55	55	60	65	70	70	75	80	85	85	90	95	100	100
	Western Instrumental (Solo Event)	40	45	50	55	55	60	65	70	70	75	80	85	85	90	95	100	100
	Western Group Song (Group Event)	40	45	50	55	55	60	65	70	70	75	80	85	85	90	95	100	100
<b>2</b>	<b><u>Dance</u></b>	<b>Participa tion</b>	<b>3<sup>rd</sup> Prize</b>	<b>2<sup>nd</sup> Prize</b>	<b>1<sup>st</sup> Prize</b>	<b>Participa tion</b>	<b>3<sup>rd</sup> Prize</b>	<b>2<sup>nd</sup> Prize</b>	<b>1<sup>st</sup> Prize</b>	<b>Participa tion</b>	<b>3<sup>rd</sup> Prize</b>	<b>2<sup>nd</sup> Prize</b>	<b>1<sup>st</sup> Prize</b>	<b>Participa tion</b>	<b>3<sup>rd</sup> Prize</b>	<b>2<sup>nd</sup> Prize</b>	<b>1<sup>st</sup> Prize</b>	<b>Participa tion</b>
	Indian Classical Dance (Individual Event)	40	45	50	55	55	60	65	70	70	75	80	85	85	90	95	100	100
	Indian Folk Dance (Group Event)	40	45	50	55	55	60	65	70	70	75	80	85	85	90	95	100	100
<b>3</b>	<b><u>Literary</u></b>	<b>Participa tion</b>	<b>3<sup>rd</sup> Prize</b>	<b>2<sup>nd</sup> Prize</b>	<b>1<sup>st</sup> Prize</b>	<b>Participa tion</b>	<b>3<sup>rd</sup> Prize</b>	<b>2<sup>nd</sup> Prize</b>	<b>1<sup>st</sup> Prize</b>	<b>Participa tion</b>	<b>3<sup>rd</sup> Prize</b>	<b>2<sup>nd</sup> Prize</b>	<b>1<sup>st</sup> Prize</b>	<b>Participa tion</b>	<b>3<sup>rd</sup> Prize</b>	<b>2<sup>nd</sup> Prize</b>	<b>1<sup>st</sup> Prize</b>	<b>Participa tion</b>
	Elocution (Individual Event)	40	45	50	55	55	60	65	70	70	75	80	85	85	90	95	100	100
	Debate (Group Event)	40	45	50	55	55	60	65	70	70	75	80	85	85	90	95	100	100
	Quiz (Group Event)	40	45	50	55	55	60	65	70	70	75	80	85	85	90	95	100	100
<b>4</b>	<b><u>Theatre</u></b>	<b>Participa tion</b>	<b>3<sup>rd</sup> Prize</b>	<b>2<sup>nd</sup> Prize</b>	<b>1<sup>st</sup> Prize</b>	<b>Participa tion</b>	<b>3<sup>rd</sup> Prize</b>	<b>2<sup>nd</sup> Prize</b>	<b>1<sup>st</sup> Prize</b>	<b>Participa tion</b>	<b>3<sup>rd</sup> Prize</b>	<b>2<sup>nd</sup> Prize</b>	<b>1<sup>st</sup> Prize</b>	<b>Participa tion</b>	<b>3<sup>rd</sup> Prize</b>	<b>2<sup>nd</sup> Prize</b>	<b>1<sup>st</sup> Prize</b>	<b>Participa tion</b>
	Mimicry (Individual Event)	40	45	50	55	55	60	65	70	70	75	80	85	85	90	95	100	100
	One Act Play (Group Event)	40	45	50	55	55	60	65	70	70	75	80	85	85	90	95	100	100
	Skit (Group Event)	40	45	50	55	55	60	65	70	70	75	80	85	85	90	95	100	100
	Mime (Group Event)	40	45	50	55	55	60	65	70	70	75	80	85	85	90	95	100	100
<b>5</b>	<b><u>Fine Art</u></b>	<b>Participa tion</b>	<b>3<sup>rd</sup> Prize</b>	<b>2<sup>nd</sup> Prize</b>	<b>1<sup>st</sup> Prize</b>	<b>Participa tion</b>	<b>3<sup>rd</sup> Prize</b>	<b>2<sup>nd</sup> Prize</b>	<b>1<sup>st</sup> Prize</b>	<b>Participa tion</b>	<b>3<sup>rd</sup> Prize</b>	<b>2<sup>nd</sup> Prize</b>	<b>1<sup>st</sup> Prize</b>	<b>Participa tion</b>	<b>3<sup>rd</sup> Prize</b>	<b>2<sup>nd</sup> Prize</b>	<b>1<sup>st</sup> Prize</b>	<b>Participa tion</b>
	Painting (Individual Event)	40	45	50	55	55	60	65	70	70	75	80	85	85	90	95	100	100
	Collage (Individual Event)	40	45	50	55	55	60	65	70	70	75	80	85	85	90	95	100	100
	Poster Making (Individual Event)	40	45	50	55	55	60	65	70	70	75	80	85	85	90	95	100	100
	Clay Modeling (Individual Event)	40	45	50	55	55	60	65	70	70	75	80	85	85	90	95	100	100
	Cartooning (Individual Event)	40	45	50	55	55	60	65	70	70	75	80	85	85	90	95	100	100
	Rangoli (Individual Event)	40	45	50	55	55	60	65	70	70	75	80	85	85	90	95	100	100
	Spot Photography	40	45	50	55	55	60	65	70	70	75	80	85	85	90	95	100	100

	(Individual Event)																	
	Installation (Group Event)	40	45	50	55	55	60	65	70	70	75	80	85	85	90	95	100	100
6	Short Film (Group Event)	40	45	50	55	55	60	65	70	70	75	80	85	85	90	95	100	100
7	Procession (Group Event)	40	45	50	55	55	60	65	70	70	75	80	85	85	90	95	100	100
8	Students Parliament	40	45	50	55	55	60	65	70	70	75	80	85	85	90	95	100	100
9	Mock court	40	45	50	55	55	60	65	70	70	75	80	85	85	90	95	100	100

सुचना - AIU किंवा राजभवन द्वारा आयोजित स्पर्धा व्यतिरीक्त आंतर महाविद्यालयाच्या वरील सर्व स्पर्धा Inter College / University Level स्पर्धा म्हणून गुणांकन करावे.





**Annexure – VI**

**List of Major subjects offered under Bachelor of Business Administration  
(Honours/Research) Degree Examination**

(Anyone to be opted by the student in the first semester itself)

**Major Subject: Marketing Management**

**Programme Specific Outcomes**

Sr. No.	Attribute	Programme Specific Outcomes
PSO1	Disciplinary Knowledge	The student will be able to understand domains of marketing function of a business
PSO 2	Analytical Thinking	The student will be able critically analyse the challenges related to marketing function
PSO3	Problem Solving	The student will be able to develop analytical ability towards complex issues in marketing
PSO4	Communication Skills	The student will be able to understand and express various marketing terminologies used in a business
PSO5	Research Ability	The student will be able to conduct research in marketing domain and prepare a report

Sem	Course Name	Course Code	Teaching Scheme (Total Hours)			Examination Scheme				Credits
			Theory	Practical	Total	Max. Marks (TH)	Max. Marks (CIE)	Max. Marks (Total)	Min. Passing Marks	
I	Management Principles		45	-	45	80	20	100	40	3
	Managerial Economics		45	-	45	80	20	100	40	3
II	Cost and Management Accounting		45	-	45	80	20	100	40	3
	Business Law		45	-	45	80	20	100	40	3
III	Quantitative Analysis for Decision Making		60	-	60	80	20	100	40	4
	Fundamentals of Marketing Management		60	-	60	80	20	100	40	4
IV	Organisational Behaviour		60	-	60	80	20	100	40	4
	Sales and Distribution Management		60	-	60	80	20	100	40	4
V	Customer Relationship Management		60	-	60	80	20	100	40	4
	Advertising and Sales Promotion Management		60	-	60	80	20	100	40	4
	Retail Marketing OR Rural Marketing		60	-	60	80	20	100	40	4
VI	Service Marketing		60	-	60	80	20	100	40	4
	Consumer Buying Behaviour		60	-	60	80	20	100	40	4
	Digital Marketing OR B2B Marketing		60	-	60	80	20	100	40	4
VII (H)	Green Marketing		60	-	60	80	20	100	40	4
	Marketing Information Systems		60	-	60	80	20	100	40	4
	Strategic Marketing		60	-	60	80	20	100	40	4
	Agriculture Marketing OR		60	-	60	80	20	100	40	4

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	Sales Force Training									
VIII (H)	Content Marketing		60	-	60	80	20	100	40	4
	Marketing Ethics		60	-	60	80	20	100	40	4
	Brand Management & Marketing Communication		60	-	60	80	20	100	40	4
	Trade Marketing <b>OR</b> Marketing Analytics		60	-	60	80	20	100	40	4
VII (R)	Marketing Information Systems		60	-	60	80	20	100	40	4
	Strategic Marketing		60	-	60	80	20	100	40	4
	Agriculture Marketing Or Sales Force Training		60	-	60	80	20	100	40	4
VIII (R)	Marketing Ethics		60	-	60	80	20	100	40	4
	Brand Management & Marketing Communication		60	-	60	80	20	100	40	4
	Trade Marketing <b>OR</b> Marketing Analytics		60	-	60	80	20	100	40	4

### Major Subject: Financial Management

#### Programme Specific Outcomes

Sr. No.	Attribute	Programme Specific Outcomes
<b>PSO1</b>	Disciplinary Knowledge	The students will be able to understand various domains in finance function
<b>PSO2</b>	Problem Solving	The student will be able to understand the practical problems of finance function and evaluate solutions available to him
<b>PSO3</b>	Analytical Thinking	The student will be able to analyse the effectiveness of finance functions in a business organization
<b>PSO4</b>	Communication Skills	The student will be able to understand and express various financial terminologies used in a business.
<b>PSO5</b>	Research Ability	The student will be able to conduct research in finance domain and prepare a report

Sem	Course Name	Course Code	Teaching Scheme (Total Hours)			Examination Scheme				Credits
			Theory	Practical	Total	Max. Marks (TH)	Max. Marks (CIE)	Max. Marks (Total)	Min. Passing Marks	
I	Management Principles		45	-	45	80	20	100	40	3
	Managerial Economics		45	-	45	80	20	100	40	3
II	Cost and Management Accounting		45	-	45	80	20	100	40	3
	Business Law		45	-	45	80	20	100	40	3
III	Quantitative Analysis for Decision Making		60	-	60	80	20	100	40	4
	Fundamentals of Financial Management		60	-	60	80	20	100	40	4
IV	Organisational Behaviour		60	-	60	80	20	100	40	4
	Managerial Accounting for Decision Making		60	-	60	80	20	100	40	4
V	Business Valuation and Analysis		60	-	60	80	20	100	40	4
	Working Capital Management		60	-	60	80	20	100	40	4
	Principles and Practices of Banking <b>OR</b> Capital Budgeting		60	-	60	80	20	100	40	4
VI	Strategic Cost Management		60	-	60	80	20	100	40	4
	Corporate Finance		60	-	60	80	20	100	40	4
	Financial Services and Market <b>OR</b> Venture Capital and Private Equity		60	-	60	80	20	100	40	4
VII (H)	Wealth Management		60	-	60	80	20	100	40	4
	Financial Information Systems		60	-	60	80	20	100	40	4
	Corporate Governance		60	-	60	80	20	100	40	4
	Security Analysis and Investment Management <b>OR</b> International Trade and Finance		60	-	60	80	20	100	40	4
VIII (H)	Regulatory Environment for Financial Sector		60	-	60	80	20	100	40	4
	Credit Risk Management		60	-	60	80	20	100	40	4

**Four Year Bachelor of Business Administration (Honours/Research) Degree Examination as per NEP 2020**

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	Taxation		60	-	60	80	20	100	40	4
	Financial Derivatives <b>OR</b> Financial Analytics		60	-	60	80	20	100	40	4
VII (R)	Wealth Management		60	-	60	80	20	100	40	4
	Corporate Governance		60	-	60	80	20	100	40	4
	Security Analysis and Investment Management <b>OR</b> International Trade and Finance		60	-	60	80	20	100	40	4
VIII (R)	Regulatory Environment for Financial Sector		60	-	60	80	20	100	40	4
	Taxation		60	-	60	80	20	100	40	4
	Financial Derivatives <b>OR</b> Financial Analytics		60	-	60	80	20	100	40	4

**Major Subject: Human Resource Management**

**Programme Specific Outcomes**

Sr. No.	Attribute	Programme Specific Outcomes
<b>PSO1</b>	Disciplinary Knowledge	The students will be able to understand various domains in HR function.
<b>PSO2</b>	Problem Solving	The student will be able to understand the practical problems of HR function and evaluate solutions available to him.
<b>PSO3</b>	Analytical Thinking	The student will be able to analyse the effectiveness of HR functions in a business organization.
<b>PSO4</b>	Communication Skills	The student will be able to understand and express various HR terminologies used in a business.
<b>PSO5</b>	Research Ability	The student will be able to conduct research in HR domain and prepare report.

Sem	Course Name	Course Code	Teaching Scheme (Total Hours)			Examination Scheme				Credits
			Theory	Practical	Total	Max. Marks (TH)	Max. Marks (CIE)	Max. Marks (Total)	Min. Passing Marks	
I	Management Principles		45	-	45	80	20	100	40	3
	Managerial Economics		45	-	45	80	20	100	40	3
II	Cost and Management Accounting		45	-	45	80	20	100	40	3
	Business Law		45	-	45	80	20	100	40	3
III	Quantitative Analysis for Decision Making		60	-	60	80	20	100	40	4
	Fundamentals of HRM		60	-	60	80	20	100	40	4
IV	Organisational Behaviour		60	-	60	80	20	100	40	4
	Psychological Theories and HR Practices		60	-	60	80	20	100	40	4
V	Legal Aspects in HR		60	-	60	80	20	100	40	4
	Recruitment and Selection		60	-	60	80	20	100	40	4
	Training and Development		60	-	60	80	20	100	40	4
	<b>OR</b> Industrial Relation									
VI	Organizational Development		60	-	60	80	20	100	40	4
	Collective Bargaining & Negotiation Skills		60	-	60	80	20	100	40	4
	Performance Measurement System		60	-	60	80	20	100	40	4
	<b>OR</b> International HRM									
VII (H)	HR Accounting and Audit		60	-	60	80	20	100	40	4
	Human Resource Information System		60	-	60	80	20	100	40	4
	Facility Management		60	-	60	80	20	100	40	4
	Compensation and Benefit Management		60	-	60	80	20	100	40	4
	<b>OR</b> Labour Law									
VIII (H)	Employer Branding		60	-	60	80	20	100	40	4
	HR Ethics		60	-	60	80	20	100	40	4
	Employee Engagement		60	-	60	80	20	100	40	4
	Team Dynamics		60	-	60	80	20	100	40	4
	<b>Or</b> HR Analytics									
VII (R)	HR Accounting and Audit		60	-	60	80	20	100	40	4

**Four Year Bachelor of Business Administration (Honours/Research) Degree Examination as per NEP 2020**

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	Human Resource Information System		60	-	60	80	20	100	40	4
	Compensation and Benefit Management <b>OR</b> Labour Law		60	-	60	80	20	100	40	4
VIII (R)	HR Ethics		60	-	60	80	20	100	40	4
	Employee Engagement		60	-	60	80	20	100	40	4
	Team Dynamics <b>OR</b> HR Analytics		60	-	60	80	20	100	40	4

## Programme Specific Outcomes



	Application of Machine Learning										
VII (R)	Data Analytics using Python		-	120	120	100		-	100	40	4
	Data Extraction & Cleaning		60	-	60	80	-	20	100	40	4
	Text Analytics		60	-	60	80	-	20	100	40	4
	<b>OR</b> DevOps										
VIII (R)	Business Performance Analysis		-	120	120	100		-	100	40	4
	Strategic Management		60	-	60	80	-	20	100	40	4
	Application of AI <b>OR</b> Application of Machine Learning		60	-	60	80	-	20	100	40	4

## DETAILED SYLLABUS

### BBA (Four Year – UG) – Semester – I

#### Core Course – BBA Semester I

#### Management Principles

<b>CO1</b>	The student will be able to identify different functions of management and will be able to differentiate management and administration
<b>CO2</b>	The student will be able to outline and illustrate plans for various activities.
<b>CO3</b>	The student will be able to demonstrate decision making and principles of direction while working in a group.
<b>CO4</b>	The student will be able to understand the organisation structure and will be able to differentiate delegation terms like authority, responsibility and accountability
<b>CO5</b>	The student will be able to apply various management principles in his/ her day-today life

**Unit 1: Introduction to management:** -Nature, function, definition and importance of management, Definition, nature, purpose and scope of management, Functions of a manager, is management a science or art? **Management and Administration**-Management and administration, Management as a profession, Professionalism of management in India. Management ethics and management culture, Skills required of manager

**Unit 2: Management Planning**-Concept of planning, objectives, Nature, Types of plans, Stages involved in planning, Characteristics of a good plan and its Importance, Limitations of planning, Strategic planning; **MBO**-Definition, objective and process

**Unit 3: Decision Making**-Concept, characteristics of decisions, Types of decisions, Steps Involved in decision making, Importance of decision making, Methods of decision making, Committee Decision Making. **Direction:** Principles of Direction; Importance and characteristics of directions; issuing orders or instructions

**Unit 4: Organisation:** -Concepts, Principle of organization, Importance, Features of good organization structure, Types of Organisation structure. Centralization, Decentralization and Departmentalization; Span of control; Delegation of authority – Authority, Responsibility and Accountability

#### Reference Books:

- Essential of Business Administration - K.Aswathapa Himalaya Publishing House

- Management: Concept and Strategies By J. S. Chandan, Vikas Publishing
- Principles of Management, By Tripathi, Reddy Tata McGraw Hill
- Principles of Management By Ramasamy T, Himalaya Publishing House
- Principles of Management, Dr.Neeru Vashisht & Dr.Namita Rajput, Taxmann

**Core Course – BBA Semester I**

**Managerial Economics**

**Course Outcomes**

<b>CO1</b>	The student will be able to understand the various concepts of economics.
<b>CO2</b>	The student will be able to use the various techniques of demand forecasting.
<b>CO3</b>	The student will be able to understand the theory of production and cost function.
<b>CO4</b>	The student will be able to analyze the price determination under different types of competition.
<b>CO5</b>	The student will be able to analyze the various techniques used in managerial economics.

**Unit 1: Introduction to Managerial Economics:** Introduction to Economics, concept of managerial economics. Nature and Scope, Types of Economies – Capitalist, socialist, and mixed economies. Concept of Utility, Types, Law of Diminishing Marginal Utility, Its application. Indifference Curve analysis, Consumer Choice Theories.

**Unit 2: Demand Analysis: Demand theory:** – Law of Demand, Exceptions and assumptions. Elasticity of Demand, Types, and its role in Managerial decision making, Demand forecasting, Techniques of Demand forecasting.

**Unit 3: Theory of Production and Analysis of Cost:** Laws of variable proportions and return to scale. Isoquants and Iso-cost. Elasticity of substitutions; Cost concepts: Kind of costs, short run and long run cost functions, Economies and Diseconomies of scale.

**Unit 4: Determination of Price and Output:** Concept of Market equilibrium and Revenue curves, Characteristics of different market structures, Price determination and firms' equilibrium under perfect competition, monopolistic competition, oligopoly and monopoly, Price discrimination, pricing methods.

**Reference Books:**

Managerial Economics, D. N. Dwivedi, Vikas Publications.

Managerial Economics: Analysis, Problems and Cases, P. L. Mehta, S. Chand.

Managerial Economics, Damodaran Suma, Oxford University Press

**Core Course – BBA Semester II**  
**Cost and Management Accounting**

**Course Outcomes:**

<b>CO-1</b>	Given the data about the various cost student will be able to classify the elements of cost and also able to prepare cost sheet, tender/Quotation for various business proposals.
<b>CO-2</b>	Given the information about each process through which a product has to pass, a student will be able to compute the cost of each process, total cost of product and also able to compute the Value of abnormal loss and abnormal gain. Given the cost data about the transport vehicle (Goods and Passenger) the students will be able to <b>compute</b> the cost & profit of an operating service.
<b>CO-3</b>	Given the information about Cost, Volume & Profit student will be able to Compute of Break Even Point, Profit Volume Ratio, Margin of Safety etc
<b>CO-4</b>	Given the data about the various cost/Receipt and payments the students will be able to <b>prepare</b> budgets for forecasting cost structure at various production capacities and cash positions for a specific duration
<b>CO-5</b>	The students will be able to <b>apply</b> the concept of costing in ascertainment of cost, computation of profit and business forecasting.

**Unit 1: Introduction to cost accounting** - Meaning of Cost, Costing and Cost Accounting, Features, Scope and Functions of Cost Accounting, Advantages and Limitations of Cost Accounting; Concept of Cost; Analysis and Classification of Costs; Elements of Cost; Preparation of Cost Sheet (Statement of Cost); Quotations and tender.

**Unit 2: Process Costing** - Meaning, features and applicability, difference between process and job costing, wastage and by-products, normal and abnormal loss. Preparation of process accounts (up to abnormal loss and abnormal gain only). **Operating Costing**- Classification of costs, features of operating costing: Preparation of log sheet for Transport (Goods and Passenger) costing only.

**Unit 3: Marginal Costing and CVP analysis** - Introduction, Application of Marginal costing in terms of cost control, Cost – Volume Profit Analysis, Break Even Charts and Profit Charts, level of activity planning- Break-even-analysis: Application of BEP for various business problems.

**Unit 4: Budget and Budgetary Control**- Concepts, Types of Budgets, Budgetary Control, Types of budgets, Advantage and limitations of budgets, Simple problems based on Flexible and Cash Budget, Basic concept of zero-base budgeting.

**Reference Books:**

1. Cost Accounting, Text and Problems, M.C Shukla, TS Grewal and MP Gupta, S Chand Publications
2. Cost Accounting, RSN Pillai and V. Bhagwathi, S. Chand Publication
3. Management Accounting, Bhagwati & Pillai, Second Edition, S. Chand & Company Ltd.
4. Taxman's Cost & Management Accounting – A student-oriented book with illustrations Ravi M Kishore, 6<sup>th</sup> Edition, Taxmann publication
5. Cost and Management Accounting- Theory, Problems and Solutions, M N Arora, 2019 Edition, Himalaya Publication.



**Core Course – BBA Semester II**

**Business Law**

**Course Outcomes**

<b>CO1</b>	The student will be able to evaluate the validity and enforceability of a contract.
<b>CO2</b>	The student will be able to evaluate the validity of negotiable instruments.
<b>CO3</b>	The student will be able to compare the various IPR laws and its application in business.
<b>CO4</b>	The student will be able to evaluate the consumer rights and its enforceability
<b>CO5</b>	The student will be able to understand the basic legal environment for businesses in India.

**Unit 1: Contract Act:** Definition, nature and kinds of contract; Essentials of contract: offer and acceptance, considerations, capacity of parties, free consent, legality of object, void agreements; performance of contract; Discharge of Contract; Remedies for breach of Contract.

**Unit 2: Negotiable Instrument Act:** Negotiable instruments: meaning, types and essentials; Parties to negotiable instruments: Rights and liabilities; Presentation of negotiable instruments: essential conditions; Dishonor and discharge of negotiable instruments; Crossing and bouncing of Cheque.

**Unit 3: Basics of IPR:** Patent law: patent and patentability, rights of patent holder, patent registration process, infringement and remedies for infringement. Trademark: meaning and essentials; types of trademarks; registration process; rights of trademark holder; infringement and passing off. Copyright: meaning and subject matter of copyrights; rights of copyright holder, registration process; infringement of copyright.

**Unit 4: Consumer Law and IT Act:** Consumer protection act 2019: objectives and salient features; Definitions; Restrictive and Unfair trade practices; Rights of Consumer; Consumer protection council; Consumer redressal agencies; Information Technology Act: objectives, scope and important definitions; Electronic governance; Certifying authority; Electronic signature; penalties and offences.

**Reference Books:**

- Elements of Company Law, N.D. Kapoor, Sultan Chand & Sons.
- Legal Aspects of Business Concepts and Application, Parul Gupta, Vikas Publishing House.
- Business Legislation for Management, M C Kuchhal & V Kuchhal, Vikas Publishing House.

**R.T.M Nagpur University, Nagpur**  
**Ability Enhancement Course for B.Com, BBA, B.Sc.(Fin)**  
**(Semester 1)**  
As per New Education Policy  
To be implemented from 2024-2025  
**Subject : English**

**Semester 1 (2 Credits) (50 Marks)**

**Unit:1 (32 Marks)**

1. Reading Skills (Skimming, Scanning, Understanding graphs, charts, deciphering information)
2. Customer-relation skills (Persuasion, justification, convincing, man-management)
3. Leadership Skills (positivity, confidence building , taking initiative & Nonverbal Communication Skills – gesture, tone, language etc)
4. Cross Cultural Communication Skills- understanding different cultures, people, global understanding

**Unit:2 (15 Marks)**

**Writing Skill**

- a).Vocabulary Building (6 Marks)
- c).Correction of Errors (6 marks)
- d) Blog writing (6 Marks)

**(Unit 1 will include passages, which will have following questions:)**

- Comprehension-factual questions
- Interpretative questions
- Personal response questions
- Situation based questions on soft skills prescribed

**CIE(Continuous Internal Evaluation) (50 Marks)**

**Practical (30 marks)**

- 1)Anchoring Skills( RJ, VJ, News Reporting),
- 2)Power point presentation skill,
- 3)Interview skills- Preparing Interview Questions, Conducting an Interview,
- 4)Listening Skill- comprehension, positive perception
- 5)Review writing/Feedback of a product/service

**Internal Assessment (20 marks)**

- A) Unit Test (10 marks)
- B)Assignment (5 marks)
- C)Attendance( 5 Marks)

**Question Paper**  
**Ability Enhancement Course**  
**Subject: English**  
**Semester-1**

**Time: 2 Hrs**

**Marks: 50**

Q1. Answer any three of the following questions in about two to three sentences each. (06 marks)

(Any three out of four factual questions based on Unit 1)

Q2. Answer any two of the following questions in about 100 words. (10 Marks)

(Any two out of three interpretative questions based on Unit 1)

Q3. Answer any three of the following questions in about 100 words. (06 Marks)

(Any five out of four personal response questions will be given related to the passages given in Unit 1)

Q4. Answer any two the following questions in about 100 words. (10 Marks)

(Any two out of three situation based questions on soft skills prescribed in Unit 1)

Q5. Questions based on Writing Skills given in Unit 2 (18 Marks)

a) Vocabulary Building (6 Marks)

b) Correction of Errors (6 marks)

c) Blog writing (6 Marks)



**R.T.M Nagpur University, Nagpur**  
**Ability Enhancement Course for B.Com, BBA, BCCA**  
(Semester 4)  
As per New Education Policy  
To be implemented from 2024-2025  
**Subject : English**

**Semester 4 ( 2 Credits) (50 Marks)**

**Unit:1 (32 Marks)**

1. Problem solving skills (critical thinking, logical reasoning)
2. Emotional Intelligence Skills (empathy, human values)
3. Innovations Skills- Startups, working on ideas
4. Professional Skills- professional attitude

**Unit:2 (18 Marks)**

**(Writing Skill)**

- a) Summarizing (6 marks)
- b) E communication- business related email writing (6 Marks)
- c) Making an Advertisement- Content Writing for advertisement(4 marks) and preparing a Taglines of the product(2 Marks) Total (6 Marks)

**Continuous Internal Evaluation ( 50 Marks)**

**I)Practicals (30 marks)**

- 1)Group Discussion,
- 2)Picture interpretation,
- 3)Public Speaking/Addressing a meeting,
- 4)Reel making,
- 5)Report Writing based on Survey

**II)Internal Assessment (20 marks)**

- A) Unit Test (10 Marks)
- B)Assignment (5 marks)
- C)Attendance ( 5 Marks)

**(Unit 1 in both the semesters will include passages, which will have following questions:)**

- Comprehension-factual questions
- Interpretative questions
- Personal response questions
- Situation based questions on soft skills prescribed

**Question Paper**  
**Ability Enhancement Course**  
**Subject: English**  
**Semester-4**

**Time: 2 Hrs**

**Marks: 50**

Q1. Answer any three of the following questions in about two to three sentences each. (06 marks)

(Any three out of four factual questions based on Unit 1)

Q2. Answer any two of the following questions in about 100 words. (10 Marks)

(Any two out of three interpretative questions based on Unit 1)

Q3. Answer any three of the following questions in about 100 words. (06 Marks)

(Any five out of four personal response questions will be given related to the passages given in Unit 1)

Q4. Answer any two the following questions in about 100 words. (10 Marks)

(Any two out of three situation based questions on soft skills prescribed in Unit 1)

Q5. Questions based on Writing Skills given in Unit 2 (18 Marks)

a) Summarizing (6 marks)

b) E communication- business related email writing (6 Marks)

c) Making an Advertisement- Content Writing for advertisement (4 marks) and preparing a Taglines of the product (2 Marks) Total (6 Marks)

**Bachelor of Business Administration / Bachelor of Science (Finance)**

**SEM – II**

**Course Type: Ability Enhancement Course**

**Course Name: Aptitude Development - 1**

**Course Outcomes**

CO1	The students will be able to practice effective communication in real life situation
CO2	The students will be able to recognize problem solving skills
CO3	The students will be able to infer logical reasoning techniques
CO4	The students will be able to explain and infer data analytical techniques
CO5	The students will be able to prepare themselves for various competitive exams and different placement aptitude tests as well

**Unit 1: Verbal Ability:** Introduction of Parts of speech, What is noun, Kinds of Noun, Rules & Application, Definition of Pronoun, Examples, Rules & Application, Definition of Verb, Kinds of Verb, Rules & Application, Definition of Tense, Different types of Tenses, Examples, Rules & Application, Definition of Adjective, Kinds of Adjective, Rules & Application, Definition of Adverb, Kinds of Adverb, Rules & Application, Definition of Preposition, Examples, Rules & Application, Definition of Interjection, Examples, Rules & Its Application, Definition of Conjunction, Examples, Rules & Application, Different types of Articles, Examples, Rules & Application English Grammar. Newspaper reading (Economic Times).

**Unit 2: Quantitative Aptitude I:** Average- Concept on average, different missing numbers in average estimation, shortcuts & their application. Mixture & Allegation – Proportion & mixtures in percentages, populations & liquids, shortcuts & their application. Time & Work- Basic concept, Chain rule, formulae & their application. Pipes & cistern. Time and distance – Basic concept, Different problems & their shortcut tricks. Time & Speed & Tides- concept of speed, time & Distance, relative speed, Upstream & Downstream, formulae & their application, Non-Verbal Reasoning, Image Formation, Water –Images, Mirror Image, Image completion, Paper Cutting and Folding

**Unit 3: Logical reasoning:** Coding & Decoding, series missing numbers, odd one out, cause effect, Direction & Ranking, Blood relations, Syllogism, Assumptions, Premise, and Conclusion, Assertions and Reasoning, Resume writing and LinkedIn Profiles.

**Unit 4: Data Interpretation:** Table Charts, Line Charts, Pie Charts, Bar Charts, Tabular Form, Missing Data Interpretation, Radar/Web.

**Reference Books:**

- Objective English- Arihant Publications
- Data Interpretation - R.S Agarwal
- Objective English Grammar- Kiran Publications
- Verbal & non-verbal reasoning- R.S Agarwal

- Quantitative Aptitude- R.S Agarwal
- Analytical Reasoning –Peeyush Bhardwaj

### **Question Paper Pattern**

The end semester examination of AEC-2 Aptitude Development-1 course shall have the following question pattern.

MCQ Test: 50 Multiple Choice Questions of 2 mark each. 50 questions would be prepared covering all four units of the course with equal weightage. The MCQ based test can be taken either offline mode or online mode as per the available resources with the colleges. Duration of the examination will be of 2 Hours.



**Bachelor of Business Administration / Bachelor of Science (Finance)**

**SEM – III**

**Course Type: Ability Enhancement Course**

**Course Name: Aptitude Development - II**

**Course Outcomes**

CO1	The student will be able to <b>illustrate</b> quantitative and mathematical computational ability.
CO2	The student will be able to <b>interpret</b> various coding based on conditions, word patterns, direction, distance etc.
CO3	The student will be able to <b>inspect</b> situations logically and draw conclusions
CO4	The student will be able to <b>illustrate</b> the ability of verbal comprehension.
CO5	The student will be able to <b>develop</b> critical thinking ability.

**Unit 1: Quantitative Aptitude II**

Percentage: Basic concept of percentage & it's shortcut rules & their applications, Ratio: Basic concept of Ratio & Proportion, Partnership – concept, rules & Applications, Percentage Advanced problems & shortcuts, HCF, LCM, Profit & Loss- Basic concept, formulae, shortcut tricks & their application.

**Unit 2: Logical Mental Ability**

Direction Sense: Conditional Coding, Word-Pattern Coding, Chinese Coding, Direction Sense Test, Direction Distance Test, and Shadow based Questions.

**Unit 3: Logical Reasoning**

Problems on Cube and Dice, Problems on data sufficiency, Cause & Effect.

**Unit 4: Verbal Reasoning**

Logical Sequence of Words, Antonyms and Synonyms, Venn diagram, Verification of truth. Character Puzzles

**Reference Books:**

1. A Modern Approach to Verbal and Non-Verbal Reasoning, Dr. R. S. Aggarwal, S. Chand.
2. A Modern Approach to Logical Reasoning, Dr. R. S. Aggarwal, S. Chand.
3. Quantitative Aptitude for Quantitative Examinations, Dr. R. S. Aggarwal, S. Chand.

**Question Paper Pattern**

The end semester examination of AEC-3 Aptitude Development-2 course shall have the following question pattern.

**MCQ Test:** 50 Multiple Choice Questions of 2 mark each. 50 questions would be prepared covering all four units of the course with equal weightage. The MCQ based test can be taken either offline mode or online mode as per the available resources with the colleges. Duration of the examination will be of 2 Hours

राष्ट्रसंत तुकडोजी महाराज नागपूर विद्यापीठ, नागपूर

BBA

Semester 2 & 3

MARATHI

Ability Enhancement Course (AEC)

(To be implemented from Session 2024-25 and onwards)

राष्ट्रीय शैक्षणिक धोरण (NEP) 2020 नुसार अभ्यासक्रम

अभ्यासक्रमाचा उद्देश (Course Objectives) :

- \* मराठी भाषेच्या समृद्धीची जाणीव करून देणे.
- \* विद्यार्थ्यांमध्ये भाषा कौशल्याचा विकास करणे आणि त्यातून रोजगाराच्या संधींचा शोध घेणे आणि प्राप्त करणे.
- \* भाषेचा जीवन व्यवहारात योग्य पद्धतीने वापर करण्याचा प्रयत्न करणे.
- \* प्राचीन, अर्वाचीन साहित्याच्या आकलन, आस्वाद व चिकित्सेतून विद्यार्थ्यांची मानवी संवेदनशीलता, चारित्र्यसंपन्नता, मूल्याधिष्ठितता जागृत करणे आणि त्यांच्यात सामाजिक सेवेची व राष्ट्रप्रेमाची जाणीव जागृती निर्माण करणे.
- \* संत साहित्याच्या शिकवणुकीतून मानवता आणि मानवी व्यवहाराची सांगड घालणे आणि विद्यार्थ्यांत नैतिक मूल्य रुजविणे.
- \* व्यावहारिक मराठीच्या माध्यमातून व्यावहारिक ज्ञानकौशल्य विकसित करणे.
- \* रोजगाराभिमुख मराठीच्या माध्यमातून विद्यार्थ्यांना रोजगाराभिमुख बनविणे.

**अभ्यासक्रमाचा परिणाम**  
**(Course Outcomes)**

- \* मराठी भाषा, साहित्य व संस्कृतीचे ऐतिहासिक मूल्याचे आकलन होणे.
- \* नैतिक मूल्याचे, सामाजिक व राष्ट्रीय उत्तरदायित्वाचे सजग भाग असणारा नागरिक निर्माण होणे.
- \* मराठी भाषेचे संवर्धन आणि संरक्षण होण्यास मदत होणे.
- \* व्यावसायिक कौशल्याची प्रेरक वाट गवसणे.
- \* व्यावसायिक कौशल्य विकसित होणे, त्यातून समाजाभिमुख कार्य करणे.
- \* स्वतंत्र लेखनशैली विकसित होणे.
- \* मराठी भाषेवर प्रभुत्व निर्माण होऊन वक्तृत्वशैली विकसित होणे.

अभ्यासक्रम

पाठ्यपुस्तक : शब्दतरंग (भाग-१)

- (अ) गद्य विभाग
- (ब) पद्य विभाग
- (क) रोजगाराभिमुख मराठी - व्यावहारिक कौशल्ये
- (ड) व्यावहारिक मराठी

अनुक्रमणिका

Unit - I : गद्य विभाग

- १. ससिकरक्षण - म्हाइंभट
- २. एक जुनी पुराणी मास्तराण - श्री. म. माटे
- ३. 'वसंत' माझा विद्यार्थी - श्री. ना. बनहट्टी
- ४. अम्मा - प्रिया तेंडूलकर

Unit - II : पद्य विभाग

- १. संतवाणी - संत ज्ञानेश्वर, संत नामदेव, संत तुकाराम
- २. या झोपडीत माझ्या - राष्ट्रसंत तुकडोजी महाराज
- ३. उषःकाल होता होता - सुरेश भट
- ४. तिफन - विठ्ठल वाघ

Unit - III : रोजगाराभिमुख मराठी - व्यावहारिक कौशल्ये

- १. मुलाखतीचे तंत्र आणि लेखन प्रक्रिया - वसुंधरा काशीकर
- २. दृक्-श्राव्य माध्यमांसाठी लेखनकौशल्ये - डॉ. परमानंद बावनकुळे
- ३. मराठी शुद्धलेखन आणि मुद्रितशोधन - प्रा. सोनाली देशपांडे-गुजर

Unit - IV : व्यावहारिक मराठी

- १. वृत्त संपादन - प्रभाकर कोंडबत्तुनवार
- २. इंग्रजी शब्दसंक्षेप व मराठी शब्दविस्तार
- ३. शुद्ध शब्द



सत्र - ३  
अभ्यासक्रम

पाठ्यपुस्तक : शब्दतरंग (भाग-२)

- (अ) गद्य विभाग
- (ब) पद्य विभाग
- (क) रोजगाराभिमुख मराठी - व्यावहारिक कौशल्ये
- (ड) व्यावहारिक मराठी

अनुक्रमणिका

**Unit - I : गद्य विभाग**

- |                                    |                   |
|------------------------------------|-------------------|
| १. दोन शब्दात दोन संस्कृती         | - वि. दा. सावरकर  |
| २. गाडगेबाबांचे रचनात्मक कार्य     | - सतीश तराळ       |
| ३. भारतीय संविधानाची विज्ञाननिष्ठा | - यशवंत मनोहर     |
| ४. अजातशत्रू                       | - अक्षयकुमार काळे |

**Unit - II : पद्य विभाग**

- |                |                 |
|----------------|-----------------|
| १. लेखनक्रिया  | - समर्थ रामदास  |
| २. तुतारी      | - केशवसुत       |
| ३. कणा         | - कुसुमाग्रज    |
| ४. बिरसा मुंडा | - भुजंग मेश्राम |

**Unit - III : रोजगाराभिमुख मराठी - व्यावहारिक कौशल्ये**

- |                                                    |                    |
|----------------------------------------------------|--------------------|
| १. स्मरणिका व इतर संपादनकार्य                      | - आनंद काटिकर      |
| २. जाहिरातींची लेखनकौशल्ये (मुद्रित व दृक्श्राव्य) | - वैशाली कार्लेकर  |
| ३. भाषांतर व अनुवाद : स्वरूप आणि वैशिष्ट्ये        | - उज्ज्वला जोगळेकर |

**Unit - IV : व्यावहारिक मराठी**

- |                           |                     |
|---------------------------|---------------------|
| १. इंटरनेट आणि मराठी भाषा | - डॉ. नंदकुमार मोरे |
| २. वाक्प्रचार             |                     |
| ३. म्हणी                  |                     |

**गुण विभागणी**  
**सत्र २ व ३**  
**(Semester - II & III)**

विभाग एक : गद्य	१०
विभाग दोन : पद्य	१०
विभाग तीन : रोजगाराभिमुख मराठी - व्यावहारिक कौशल्ये	२०
विभाग चार : व्यावहारिक मराठी	१०

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एकूण गुण - ५०

**सूचना :**

अभ्यासक्रमात नेमलेल्या शब्दतरंग या पुस्तकातील सर्व पाठ व सर्व कविता अभ्यासक्रमात समाविष्ट राहतील. प्रश्नपत्रिका ५० गुणांची राहिल. प्रात्यक्षिक परीक्षा प्रकल्प (Project) स्वरूपात ३० गुणांची राहिल आणि २० गुण अंतर्गत मूल्यांकनावर (Internal Assessment) राहतील.

प्रात्यक्षिक परीक्षेच्या प्रकल्पासाठी अभ्यासक्रमातील कोणत्याही घटकांवरील लेखन विद्यार्थ्यांकडून गृहपाठरूपाने सादर करता येईल. अथवा विद्यार्थ्यांच्या सर्जनशील जाणिवा विकसित करण्यासाठी अभ्यासक्रमातील पाठ, कविता, रोजगाराभिमुख मराठी आणि व्यावहारिक मराठी या संपूर्ण अभ्यासक्रमावर विद्यार्थ्यांकडून आपले स्वतंत्र विचार लिखित Project स्वरूपात मागण्यात येईल. याशिवाय विद्यार्थ्यांकडून साकार करावयाच्या व्यावसायिक कौशल्याधारित नव्या संकल्पना व प्रकल्पांतर्गत मूल्यांकनासाठीच स्वतंत्र विषय शिक्षकाला असेल.

प्रश्नपत्रिकेचे स्वरूप व गुण विभागणी

वेळ : २ तास)

(गुण : ५०

प्रश्न १ ला :

१०

प्रश्न २ रा :

१०

प्रश्न ३ रा :

१०

प्रश्न ४ था :

१०

प्रश्न ५ वा :

१०

राष्ट्रसंत तुकडोजी महाराज नागपूर विद्यापीठ, नागपूर

BBA

Semester 2 & 3

(२०२४-२५ पासून लागू)

मराठी

अभ्यासक्रम

१. पाठ्यपुस्तक : शब्दतरंग - भाग १ व २  
(सत्र-२ व सत्र-३ करिता)

प्रश्नपत्रिकेचे स्वरूप

वेळ : २ तास)

(एकूण गुण : ५०)

प्रश्न १ -	गद्यावर आधारित (१ ते ४ पाठ) दोन दीर्घ प्रश्न (२ x ५)	१०
	किंवा	
	गद्यावर आधारित (१ ते ४ पाठ) दोन दीर्घ प्रश्न (२ x ५)	
प्रश्न २ -	पद्यावर आधारित (१ ते ४ कविता) दोन दीर्घ प्रश्न (२ x ५)	१०
	किंवा	
	पद्यावर आधारित (१ ते ४ कविता) दोन दीर्घ प्रश्न (२ x ५)	
प्रश्न ३ -	रोजगाराभिमुख मराठी - व्यावहारिक कौशल्ये (तीन प्रकरणे) यावर आधारित दोन प्रश्न (२ x ५)	१०
	किंवा	
	रोजगाराभिमुख मराठी - व्यावहारिक कौशल्ये (तीन प्रकरणे) यावर आधारित दोन प्रश्न (२ x ५)	
प्रश्न ४ -	व्यावहारिक मराठी (तीन प्रकरणे) यावर आधारित दोन प्रश्न (२ x ५)	१०
	किंवा	
	व्यावहारिक मराठी (तीन प्रकरणे) यावर आधारित दोन प्रश्न (२ x ५)	
प्रश्न ५ -	रोजगाराभिमुख मराठी-व्यावहारिक कौशल्येवर आधारित अति लघुतरी पाच अनिवार्य प्रश्न (२ x ५)	१०

गुणांचे विभाजन

गद्य विभाग	-	१०
पद्य विभाग	-	१०
रोजगाराभिमुख मराठी - व्यावहारिक कौशल्ये	-	२०
व्यावहारिक मराठी	-	१०
एकूण गुण	-	५०

प्रात्यक्षिक परीक्षा : प्रकल्प (Project) - ३० गुण

(अंतर्गत मूल्यमापन : उपस्थिती - ५ गुण, गृहपाठ ५ गुण, वाचन कौशल्य ५ गुण, मौखिकी ५ गुण = एकूण २० गुण)

# राष्ट्रसंत तुकडोजी महाराज नागपुर विद्यापीठ, नागपुर

Syllabus for

BBA/ - Semester II & III

(To be implemented from the session 2024-25 and onwards)

सत्र 2 व सत्र 3

विषय - हिंदी

## अभ्यासक्रम उद्देश्य (Course Objectives)

- हिंदी भाषा ज्ञान की समृद्धि से अवगत करना ।
- हिंदी भाषा एवं साहित्य की सम्यक जानकारी प्राप्त करना ।
- विद्यार्थियों में भाषिक संप्रेषण की क्षमता को विकसित करना ।
- दैनिक जीवन और रोजगार में भाषा का उचित प्रयोग सीखना ।
- भाषिक समृद्धि एवं अभिव्यक्ति कौशल के माध्यम से व्यक्तित्व का समग्र विकास करना ।
- विद्यार्थियों को साहित्य के विविध रूपों से परिचित करना ।
- विद्यार्थियों में व्यवसायिक चेतना, राष्ट्रीय चेतना व मानवीय मूल्यों का संवर्धन करना ।
- हिंदी भाषा के व्याकरण और उसकी प्रयोज्यता की व्याख्या करना।
- भाषिक साहित्यिक क्षमता के साथ-साथ रोजगाराभिमुख दृष्टि को आत्मसात करना ।
- वाणिज्य एवं वैचारिक लेखन के माध्यम से विद्यार्थियों को नवीन चिंतनधारा की ओर अग्रसित कर व्यवसायिक दृष्टिकोण का निर्माण करना ।
- विद्यार्थियों में मानवीय संवेदनशीलता, चरित्र और मूल्यों को जागृत कर सजग और कर्तव्यनिष्ठ नागरिक बनाने का प्रयास करना।

## पाठ्यक्रम के परिणाम (Course Outcome):

- हिंदी भाषा, साहित्य और संस्कृति की ऐतिहासिक समझ।
- हिंदी भाषा पर प्रभुत्व और वक्तृत्व शैली का विकास।
- हिंदी भाषा के संरक्षण और संवर्धन में योगदान देना।
- हिंदी व्याकरण और भाषाविज्ञान के संबंध में भाषाई समझ की स्पष्टता ।
- नैतिक मूल्य के साथ सामाजिक और राष्ट्रीय उत्तरदायित्व की भावना निर्मित होना ।
- व्यवसायिक कौशल विकास के माध्यम से उद्यमी दृष्टिकोण का विकास ।
- स्वतंत्र तथा मौलिक लेखन शैली का विकास।

बी.बी.ए/

द्वितीय सत्र

हिंदी

अभ्यासक्रम

□ पाठ्यपुस्तक - स्पंदन भाग 1

□ प्रयोजन मूलक हिंदी : लेखन कौशल्य, सृजन व सवाद कौशल्य और रोजगार परक हिंदी

अनुक्रमणिका

प्रथम इकाई: गद्य विभाग

- |                                                        |                       |
|--------------------------------------------------------|-----------------------|
| 1. बूढ़ी काकी (कहानी)                                  | मुंशी प्रेमचंद        |
| 2. बातचीत में शिष्टाचार (निबंध)                        | कामता प्रसाद गुरु     |
| 3. जल जीवन और संस्कृति (निबंध)                         | डॉ. कृष्ण कुमार मिश्र |
| 4. नेतृत्व: इंसोसिस यात्रा के दौरान सीखे सबक (संस्मरण) | नारायण मूर्ति         |

द्वितीय इकाई : पद्य विभाग

- |                     |                        |
|---------------------|------------------------|
| 1. कबीर के दोहे     | कबीर                   |
| 2. सब उन्नति को मूल | भारतेन्दु हरिश्चंद्र   |
| 3. जीवन का लक्ष्य   | डॉ. गिरिराजशरण अग्रवाल |
| 4. दस रूपए          | अरविंद भट्ट            |

तृतीय इकाई : प्रयोजन मूलक हिंदी

- पत्र लेखन - औपचारिक, अनौपचारिक, (अर्थ, महत्व, प्रकार) कार्यालयीन व व्यवसायिक पत्र, आत्मवृत्त (अर्थ, स्वरूप, प्रकार, प्रारूप)
- अनुवाद:- अर्थ - परिभाषा, स्वरूप, अनुवादक के गुण, सफल अनुवाद की विशेषताएँ , अनुवाद प्रक्रिया, प्रकार ।

चतुर्थ इकाई : हिंदी भाषा और व्याकरण ज्ञान

- पारिभाषिक शब्दावली (वाणिज्य)
- विराम चिह्न एवं अन्य संकेतक चिह्न - अर्थ, परिभाषा, प्रकार, प्रयोग
- शब्द भेद - तत्सम, तद्भव, देशज, विदेशी, संकर
- वाक्यांशों के लिए एक शब्द ( 50 )

## आंतरिक मूल्यांकन

- किसी प्रसिद्ध उद्यमी, समाज सेवी या साहित्यकार का साक्षात्कार के माध्यम से प्रकल्प (Project) निर्माण / रील निर्माण ।
- नौकरी के लिए आवेदन के साथ आत्मवृत्त प्रारूप ।
- किसी कविता, कहानी, लेख का हिंदी, मराठी, अंग्रेजी में अनुवाद ।

## निर्देश

पाठ्यक्रम में निर्धारित की गई पाठ्य पुस्तक से सभी पठन और सभी कविताओं को पाठ्यक्रम में शामिल किया जाएगा। प्रश्नपत्र 50 अंकों का होगा। 50 अंक आंतरिक मूल्यांकन (Internal assignment) के होंगे।

मूल्यांकन के लिए पाठ्यक्रम के किसी भी घटक पर लिखना। छात्रों द्वारा गृहकार्य के रूप में प्रस्तुत किया जा सकता है। या छात्रों की रचनात्मकता जागरूकता विकसित करने के लिए पाठ्यक्रम से पाठ और कविता पर लिखित में स्वतंत्र विचार माँगे जा सकते हैं। इसके अलावा, छात्र द्वारा अनुभव किए जाने वाले व्यवसायिक कौशल के आधार पर शिक्षक को नई अवधारणाओं और परियोजनाओं का मूल्यांकन करने की स्वतंत्रता होगी।



## प्रश्नपत्र का स्वरूप और अंक विभाजन

### द्वितीय सत्र

समय: 2 घंटे

पूर्णांक: 50

- प्रश्न 1 प्रथम इकाई गद्य विभाग पर आधारित चार पाठों में से चार प्रश्न। चार में से तीन प्रश्नों के उत्तर अपेक्षित हैं। 5x3=15
- प्रश्न 2 द्वितीय इकाई पद्य पर आधारित चार कविताओं में से चार प्रश्न। चार में से तीन प्रश्नों के उत्तर अपेक्षित हैं। 5x3=15
- प्रश्न 3 तृतीय इकाई प्रयोजनमूलक हिंदी पर आधारित चार प्रश्न। चार में से दो प्रश्नों के उत्तर अपेक्षित हैं। 5x2=10
- प्रश्न 4 चतुर्थ इकाई पर चार प्रश्न जिनमें से दो प्रश्नों के उत्तर अपेक्षित हैं। 5x2=10

#### कुल अंक विभाजन

प्रथम इकाई	-	गद्य	15 अंक
द्वितीय इकाई	-	पद्य	15 अंक
तृतीय इकाई	-	प्रयोजनमूलक हिंदी	10 अंक
चतुर्थ इकाई	-	हिंदी भाषा और व्याकरण ज्ञान	10 अंक
कुल अंक	-		50 अंक

#### आंतरिक मूल्यांकन - 50 अंक

#### द्वितीय सत्र

1. कल्पना विस्तार (मौलिक सृजनात्मक लेखन) 10 अंक
2. किसी प्रसिद्ध उद्यमी, समाज सेवी या साहित्यकार का साक्षात्कार के माध्यम से प्रकल्प (Project) निर्माण / रील निर्माण। 10 अंक
3. किसी कविता, कहानी, लेख आदि का हिंदी, मराठी, अंग्रेजी अनुवाद। 10 अंक
4. नौकरी के लिए आवेदन के साथ आत्मवृत्त प्रारूप। 10 अंक
5. आंतरिक मूल्यापेक्षा परीक्षा। 10 अंक



# राष्ट्रसंत तुकडोजी महाराज नागपुर विद्यापीठ, नागपुर

Syllabus for Bachelor of Commerce

BBA/

(To be implemented from the session 2024-25 and onwards)

Semester III

हिंदी

## अभ्यासक्रम

पाठ्यपुस्तक - स्पंदन भाग 2

□ प्रयोजन मूलक हिंदी : लेखन कौशल्य, सृजन व सवाद कौशल्य और रोजगार परक हिंदी

### अनुक्रमणिका

#### प्रथम इकाई: गद्य विभाग

- |    |                                             |                        |
|----|---------------------------------------------|------------------------|
| 1. | साहित्य की महत्ता (निबंध)                   | महावीर प्रसाद द्विवेदी |
| 2. | पुरस्कार (कहानी)                            | जयशंकर प्रसाद          |
| 3. | कथाकार मन्नू भंडारी से बातचीत (साक्षात्कार) | श्रीमती संतोष गोयल     |
| 4. | विज्ञान ए पाठशाला (फीचर लेख)                | डॉ बीना शर्मा          |

#### द्वितीय इकाई - पद्य विभाग

- |    |                         |                          |
|----|-------------------------|--------------------------|
| 1. | रहीम के दोहे            | रहीम                     |
| 2. | तुम्हें नमन             | सोहनलाल द्विवेदी         |
| 3. | कुछ भी अलौकिक नहीं होता | बसंत त्रिपाठी            |
| 4. | आशा                     | संतोष कुमार पांडे (बादल) |

#### तृतीय इकाई - प्रयोजन मूलक हिंदी

- हिंदी पत्रकारिता - परिचय और विकास, पत्रकारीय लेखन, समाचार लेखन, समाचार संपादन, फीचर लेखन (अर्थ, परिभाषा, उद्देश्य, विशेषताएँ, प्रकार)
- साक्षात्कार - अर्थ, परिभाषा, उद्देश्य, विशेषताएँ, प्रकार ।

#### चतुर्थ इकाई - हिंदी भाषा और व्याकरण ज्ञान

- वाक्य विचार (रचना के आधार पर)
- मुहावरे और लोकोक्तियाँ (पाठ्यपुस्तक में संकलित)
- पर्यायवाची शब्द (50)
- भाषा परिचय - भाषा का अर्थ, परिभाषा, प्रकार (संपर्क भाषा, राष्ट्रभाषा, राजभाषा, राज्यभाषा, मीडिया की भाषा, वाणिज्य की भाषा)

## आंतरिक मूल्यांकन

- किसी प्रसिद्ध व्यक्तित्व का साक्षात्कार
- कल्पना विस्तार (मौलिक सृजनात्मक लेखन)
- फीचर लेखन - प्रकृति परक या विश्लेषणत्मक ।

## निर्देश

पाठ्यक्रम में निर्धारित की गई पाठ्य पुस्तक से सभी पठन और सभी कविताओं को पाठ्यक्रम में शामिल किया जाएगा। प्रश्नपत्र 50 अंकों का होगा। 50 अंक आंतरिक मूल्यांकन (Internal assignment) के होंगे।

मूल्यांकन के लिए पाठ्यक्रम के किसी भी घटक पर लिखना। छात्रों द्वारा गृहकार्य के रूप में प्रस्तुत किया जा सकता है। या छात्रों की रचनात्मकता जागरूकता विकसित करने के लिए पाठ्यक्रम से पाठ और कविता पर लिखित में स्वतंत्र विचार मांगे जा सकते हैं। इसके अलावा, छात्र द्वारा अनुभव किए जाने वाले व्यवसायिक कौशल के आधार पर शिक्षक को नई अवधारणाओं और परियोजनाओं का मूल्यांकन करने की स्वतंत्रता होगी।

प्रश्नपत्र का स्वरूप और अंक विभाजन

तृतीय सत्र

समय: 2 घंटे

पूर्णांक: 50

प्रश्न 1 प्रथम इकाई गद्य विभाग पर आधारित चार पाठों में से चार प्रश्न। चार में से तीन प्रश्नों के उत्तर अपेक्षित हैं।

5x3=15

प्रश्न 2 द्वितीय इकाई पद्य पर आधारित चार कविताओं में से चार प्रश्न। चार में से तीन प्रश्नों के उत्तर अपेक्षित हैं।

5x3=15

प्रश्न 3 तृतीय इकाई प्रयोजनमूलक हिंदी पर आधारित चार प्रश्न। चार में से दो प्रश्नों के उत्तर अपेक्षित हैं।

5x2=10

प्रश्न 4 चतुर्थ इकाई पर चार प्रश्न जिनमें से दो प्रश्नों के उत्तर अपेक्षित हैं।

5x2=10

कुल अंक विभाजन

प्रथम इकाई -	गद्य	15 अंक
द्वितीय इकाई -	पद्य	15 अंक
तृतीय इकाई -	प्रयोजनमूलक हिंदी	10 अंक
चतुर्थ इकाई -	हिंदी भाषा और व्याकरण ज्ञान	10 अंक
कुल अंक -		50 अंक

आंतरिक मूल्यांकन - 50 अंक

सत्र तृतीय

1. कल्पना विस्तार (मौलिक सृजनात्मक लेखन) 10 अंक
2. किसी प्रसिद्ध व्यक्ति का साक्षात्कार । 10 अंक
3. फीचर लेखन, प्रकृति परक या विश्लेषणात्मक । 10 अंक
4. समूह चर्चा (Group Discussion) / किसी प्रसिद्ध साहित्यकार/व्यापारी/ समाजसेवी के व्यक्तित्व पर पी.पी.टी. (Power Pont Presentation) 10 अंक
5. आंतरिक मूल्यमापन परीक्षा। 10 अंक

**Annexure – VIII**  
**Faculty of Commerce and Management**  
**Basket for Vocational Skill Courses – 2 Credits**

Sem	Course Type	Subjects	Course Code	Teaching Scheme				Examination Scheme					Credits
				Total Hours			Max. Marks (TH) *	Max. Marks (PR)	Max. Marks (CIE)	Total Marks	Min. Passing Marks		
				Theory	Practical	Total							
I	VSC	Computer Applications for Business OR Content Writing		15	30	45	-	50	50	100	50	2	
II	VSC	Office Management		15	30	45	-	50	50	100	50	2	
III	VSC	Understanding Business Documentation		15	30	45	-	50	50	100	50	2	
V	VSC	Event Management Skills		15	30	45	-	50	50	100	50	2	

**DETAILED SYLLABUS**

**Vocational Skill Course – Sem I – 2 Credits**

**Computer Application for Business**

**Course Outcomes**

<b>CO 1</b>	The students will be able to compare various types of operating systems.
<b>CO 2</b>	The students will be able to perform basic tasks using word processing tools
<b>CO 3</b>	The students will be able to perform basic mathematic operations and data presentation using Charts in MS-Excel.
<b>CO 4</b>	The students will be able to create simple PowerPoint presentations.

**Unit I**

**Introduction to Computers:** Generation of Computers, Block Diagram, Working of Computer, Hardware and Software, Programming and Flow Charts concepts, Operating systems (MSDOS, Windows, UNIX, Linux), Networking concepts.

**Unit II**

**Word Processing:** Introduction, starting word, creating document, Structure of Ms-word window and its application, Mouse & keyboard operations, designing a document; formatting - selection, cut, copy,

paste, Toolbars, operating on text; Printing, Saving, Opening, closing of document; creating a template; Tables, borders, textbox operations; Spelling and Grammar check.

### **Unit III**

**Spreadsheet Package:** Introduction to Ms-Excel, Navigating, Excel Toolbars and Operations, Formatting Features- Copying Data Between Worksheets; Entering and Editing Cell Entries, Creation of Charts, Editing and Formatting Charts, Mathematical, Statistical and Financial Functions in Ms-Excel.

### **Unit IV**

**PowerPoint Presentation:** Working with PowerPoint Window, Standard Toolbar, Formatting Toolbar, Drawing Toolbar, Moving the Frame, Inserting Clip Art, Picture, Slide; Text Styling, Send to Back, Entering Data to Graph, Organization Chart, Table, Design Template, Master Slide.

### **Reference books:**

1. Microsoft Office –2000 – Gini Courter , Annelte Marquis BPB
2. First Text Book On Information Technology – Srikant Patnaik
3. An Introduction to Operating Systems: Concepts and Practice (GNU/Linux and Windows)  
Prentice Hall India Pvt., Limited, 2019
4. Mastering MS Office, Bittu Kumar, V&S Publishers; Latest Revised Edition (9 January 2017)
5. MS-Office, Dr. S.S. Srivastava, Firewall Media, 2008

### **Practical Marks – 50**

#### **List of Practical**

#### ***MS-WORD***

1. Use a professional letter template of MS-WORD and write an application to the principal for two days leave. Also write down the steps to perform above in MS-WORD.
2. Using Mail Merge of MS-WORD, write a letter to the students of MCM-I to submit their Original Documents (Mark Sheet, Migration Certificate, TC etc) along with their balance fees up to 10<sup>th</sup> March 2008 in the office of the college during office timings morning 8:00 AM to 5:00 PM. Also write down the steps to perform above in MS-WORD.
3. Using Mail Merge of MS-WORD, write a letter to all the selected candidate for their final interview on 10<sup>th</sup> March 2008 at the Centre Point College, 7 Nawab Layout, Tilaknagar, Nagpur-10 at 11:00 AM along with all original documents and 2 passport size photographs. Also write down the steps to perform above in MS-WORD.

#### ***MS-EXCEL***

1. Create a Mark-Sheet of MCM-Part I using MS-Excel. Mark-Sheet format should be as per below. Fill the information about 10 students.

Roll No.	Name of Student	IT (100)	ICP (100)	IOS (100)	C++ (100)	MIS & SA (100)	Practical -I (100)	Practical-II (100)	Total Marks (Out of 700)	%
1										

- Draw a pie chart for above Mark-sheet
- Also write down the steps to perform above operation in MS-EXCEL.

- Create an Employee Payment Sheet using MS-Excel. Employee Payment Slip format should be as per below. Fill the information about 10 employees format should be as per below. Fill the information about 10 employees.

Sr. No.	Name of Employee	Basic Salary	HRA 5%	TA 7%	DA 9%	Gross Salary
1						
Total salary						

- Draw a bar chart for above Employee Payment Sheet
- Also write down the steps to perform above operation in MS-EXCEL.

- Create the following Product sheet in MS-EXCEL and perform the operation given below:

Sr. No.	Product Name	Company Name	Country	Quantity	Rate
1	Butter	Amul India Ltd	India	20	Rs.19.00
2	Milkmaid	Amul India Ltd	India	10	Rs.35.00
3	Tea	Hindustan Lever Ltd	Malaysia	15	Rs.40.00
4	Biscuits	Parle Ltd	India	32	Rs.12.00
5	Papad	Haldiram Ltd	India	12	Rs.10.00
6	Chocolate	Cadbury Ltd	Australia	150	Rs.15.00
7	Paneer	Amul India Ltd	India	23	Rs.25.00
8	Bournvita	Cadbury Ltd	Australia	20	Rs.45.00
9	Poppins	Parle Ltd	India	27	Rs.6.00
10	Sauce	Amul India Ltd	India	16	Rs.21.00

- List only those records whose country=||India||.
- List only those records whose company name=||Amul||.
- Also write down the steps to perform above operation in MS-EXCEL.

- Create the following Product sheet in MS-EXCEL and perform the operation given below:

Sr. No.	Product Name	Company Name	Country	Quantity	Rate
1	Butter	Amul India Ltd	India	20	Rs.19.00
2	Milkmaid	Amul India Ltd	India	10	Rs.35.00
3	Tea	Hindustan Lever Ltd	Malaysia	15	Rs.40.00
4	Biscuits	Parle Ltd	India	32	Rs.12.00
5	Papad	Haldiram Ltd	India	12	Rs.10.00
6	Chocolate	Cadbury Ltd	Australia	150	Rs.15.00
7	Paneer	Amul India Ltd	India	23	Rs.25.00
8	Bournvita	Cadbury Ltd	Australia	20	Rs.45.00

9	Poppins	Parle Ltd	India	27	Rs.6.00
10	Sauce	Amul India Ltd	India	16	Rs.21.00

- Sort by Product Name, by company name, by country in ascending order.
- Sort by Country in descending order.
- Also write down the steps to perform above operation in MS-EXCEL.

- Create the following Product sheet in MS-EXCEL and perform the operation given below:

Sr. No.	Product Name	Company Name	Country	Quantity	Rate
1	Butter	Amul India Ltd	India	20	Rs.19.00
2	Milkmaid	Amul India Ltd	India	10	Rs.35.00
3	Tea	Hindustan Lever Ltd	Malaysia	15	Rs.40.00
4	Biscuits	Parle Ltd	India	32	Rs.12.00
5	Papad	Haldiram Ltd	India	12	Rs.10.00
6	Chocolate	Cadbury Ltd	Australia	150	Rs.15.00
7	Paneer	Amul India Ltd	India	23	Rs.25.00
8	Bournvita	Cadbury Ltd	Australia	20	Rs.45.00
9	Poppins	Parle Ltd	India	27	Rs.6.00
10	Sauce	Amul India Ltd	India	16	Rs.21.00

- List the records whose quantity is  $\geq 10$  and  $\leq 100$ .
  - List the records whose rate is  $\geq$  Rs.35.00.
- Also write down the steps to perform above operation in MS-EXCEL.

### MS-PowerPoint

- Draw and Analyze the DFD of Book Issuing System of College Library in MS- PowerPoint.  
Also write down the steps to perform above in MS-POWERPOINT.
- Draw and Analyze the DFD of Examination Management System in MS- PowerPoint. Also write down the steps to perform above in MS-POWERPOINT.

## Vocational Skill Course – Sem I – 2 Credits

### Content Writing

#### Course Outcomes

CO1	The student will be able to <b>understand</b> basic concepts of content writing.
CO2	The student will be able to <b>gain</b> knowledge regarding types of content writing and editing.
CO3	The student will be able to <b>acquire</b> knowledge on various writing styles.
CO4	The student will be able to <b>create</b> plagiarism-free content.
CO5	The student will be able to <b>understand</b> and <b>write</b> effective content without plagiarism.

#### Unit I

**Basics of Content Writing:** Concept of Content Writing and its relevance, Role and functions of Content Writers, Print and Web Content Writing, Scope and Types of Content Writing, Principles and processes of Content Writing.

#### Unit II

**Types of Content Writing:** Process of Content Writing: getting the brief, ideating, researching, structuring, formatting; editing and Proof-Reading: following company style sheet, grammar, copy flow, restructuring, market research,

#### Unit III

**Writing Styles:** Writing Styles: Non-fiction (Essays, Reports), Advertising, Newspapers, writing blogs, Case Studies, White Papers; Corporate Communications: writing for business to business (B2B), business to consumer (B2C), press releases; Newsletters: focus on language, jargon, writing style, and target audience, formal and informal language.

#### Unit IV

**Plagiarism and Content Writing:** Introduction to plagiarism, rules of plagiarism, techniques of writing plagiarism-free content.

#### Reference Books:

- 1.Turk, Christopher and John Kirkman. Effective Writing. London and New York: Chapman & Hall. Indian Reprint 2003
- 2.Pinker, Steven. The Sense of Style: The Thinking Person's Guide to Writing in the 21st Century . Penguin Books, Reprint edition ,2015
- 3.Seely, John. Oxford Guide to Effective Writing and Speaking. OUP 2nd edition, 2005
- 4.Goins, Jeff. You Are a Writer (So Start Acting Like One). Tribe Press
- 5.Brohaugh, William. Write Tight: Say Exactly What You Mean with Precision and Power.
- 6.Janzer. Anne. The Writer's Process: Getting Your Brain in Gear. Cuesta Park Consulting, 2016
- 7.King, Stephen. On Writing: A Memoir of the Craft. Scribner, 2010



## Practical Marks – 50

### List of Practical

1. Create an advertisement content for a business school that offers executive MBA programme
2. Write a movie review of recently released movie
3. Write a complaint mail to a supplier for delay in receipt of consignment.
4. Write a press release on the scheduled induction programme for first year students
5. Develop a promotion message using emails for customers to attract them to enrol for a new online course
6. Write a travel blog for travelling information of Jim Corbet Park
7. Write a short essay on role of students in democracy (between 1000-1200 words) and check its plagiarism online and attach with the report along with the essay.
8. Write a sports editorial commencement of Indian Premier League
9. Create a content for online promotion of healthy food for healthy lifestyle
10. Write a newspaper article on excessive obsession towards social media among youth

## Vocational Skill Course – Sem II – 2 Credits

### Office Management

#### Course Outcomes

CO1	The student will understand the concept and importance of office management.
CO2	The student will be able Create mails and letter for internal and external communication.
CO3	The student will be able to Prepare a policy and manuals for office.
CO4	The student will be able to prepare document for office meetings.

### Unit I

#### Office Management

Office Management: Concept and Definition, Nature and Scope. Elements and Functions, Office Manager: Functions, Duties and Responsibilities, Challenges before Modern Office Manager, Effective Management Techniques.

### Unit II

#### Office Communication

Meaning, Types: Internal and External communications, Features of good communication. Process of Communications. Basic Principles of communications. Barriers to communications. Measures to overcome barriers.

### Unit III

#### Office Manuals & Reports

Office Manuals & Reports Introduction, need, sources, types, advantages of manuals. Introduction, functions, classification of reports, basic Principles of writing reports, specimen of report.

## **Unit IV**

### **Office Meeting**

Office Meeting: Meaning, Definition, Importance, Purposes and Types of Meetings. Meeting: Essentials of Valid meeting & drafting notices, Agenda & Minutes, Factors of Successful meeting.

### ***Reference Books***

1. Office Organization and Management- Dr. C B Gupta, Sultan Chand & Sons.
2. Office Organization and Management- N.Kumar & R.Mittal, Anmol Publication Pvt.Ltd.
3. Fundamental of Office Management- J.P.Mahajan, Pitamber Publishing Co.
4. Office Management-Dr. A H Lokhandwala & V.K.Behere, Nirali Prakashan,

### **Practical Marks – 50**

#### **Practical Works for Course**

1. Prepare a letter for inviting quotation of stationary supplies to Office.
2. Prepare a Joining letter for a new employee in the office.
3. Write an email to customer to apologize for delay in fulfilling orders.
4. Prepare an appreciation letter praising employee in office.
5. Prepare a leave policy for the office employee.
6. Prepare a manual to claim reimbursement of office tours.
7. Prepare a notice and agenda of an employee meeting to brief them on new project.
8. Prepare the minutes of the of an employee meeting to brief them on new project.
9. Prepare a report on annual employee performance.
10. Write a report on action taken of customer complaint against office staff.

**ANNEXURE - IX**

**B.Com./BBA/B.Sc.(Finance) SEMESTER – I**

**Value Education Course – 2 Credits**

**Course Name: ENVIRONMENTAL STUDIES**

**(Prepared by the Board of Studies in Environmental Sciences under Faculty of Science and Technology)**

**COURSE OUTCOMES:**

At the end of the course, students shall be able to:

- Explain the basics of Environmental Science and Atmospheric Science along-with the components of Environment
- Explicate the importance of Environmental Education.
- Elucidate the fundamentals of atmospheric science including formation, depletion and effects of ozone layer and acid rain on environment.
- Describe the various physical and chemical characteristics and properties of Water and Soil
- Understand the Ecology and its allied branches
- Comprehend about Population and Community Ecology
- Study the changes in Population by understanding the concept of Population ecology

**Unit-I: Basics of Environmental Science (7.5 Hrs)**

- A. Introduction of Environmental Science: Definition, Types, Classification, Characteristics, Components and principles of environment. Scope and need for environmental science, Multidisciplinary nature of environmental science, Environmental ethics.
- B. Environmental Education: Goals, Objectives and principles of environmental education, formal and non-formal environmental education, environmental programme, importance of environmental education, environmental awareness.
- C. Components of Environment: Atmosphere (Structure and composition), hydrosphere – distribution of water, hydrological cycle, global water balance, lithosphere – Internal structure of Earth, types of rocks, Biosphere- Boundaries of biosphere.

**Unit-II: Basics of Atmospheric Science (7.5 Hrs)**

- A. Atmospheric Chemistry: Structure of atmosphere based on temperature, photochemical reaction in the atmosphere, temperature inversion and lapse rate, smog formation, types of smog (sulphur and photochemical smog), adverse effect of smog on human being, aerosol.

- B. Green House Effect: Greenhouse gases, relative contribution and effects of greenhouse effect, control of greenhouse gases. Ozone depletion: chemistry of ozone depletion, Dobson Unit, ozone depleting substances (ODS), ozone hole, consequences of ozone depletion, mitigation measures and international protocols.
- C. Acid Rain: Chemistry of Acid Rain, effect of acid rain on ecosystem, control measures. Precipitation – Forms of precipitation (rain, drizzle, snow, sleet, and hail), types of precipitation (conventional, orographic, and cyclonic).

### **Unit-III: Basics of Ecology (7.5 Hrs)**

- A. Ecology: Definition, subdivision and modern branches of ecology, ecology spectrum, scope of ecology. Application and significance of ecology to human beings.
- B. Abiotic Factors: Temperature: effect of temperature on plants and animals, Adaptation to meet extreme temperature. Light: Zonation in marine habitat, effects of light on plants and animals, Microclimate and fire, Shelford law of tolerance, Leibigs law of minimum.
- C. Biotic Factor: Inter specific relationship Positive: Mutualism (symbiosis), commensalism, proto- cooperation Negative: Parasitism, predation, competition, Antibiosis, Neutralism.

### **Unit-IV: Ecosystems and food chain (7.5 Hrs)**

- A. Ecosystem: Definition, structure and function of ecosystem, types of ecosystem: Terrestrial (forest, grassland, desert, cropland), Aquatic (Marine and freshwater)
- B. Food chain: Definition & types: Grazing food chain, detritus food chain, and parasitic food chain, food web in forest and grassland ecosystem. Ecological pyramids (number biomass and energy), energy flow in ecosystem (Y- shaped). Energy flow and the law of thermodynamics.
- C. Biogeochemical Cycles: Definition, classification, gaseous cycle (oxygen, carbon and nitrogen) Sedimentary cycle (phosphorus and sulphur).

### **Reference Books:**

1. Text Book of Environment: K M Agrawal, P.K. Sikdar, and S.C. Deb, Mc'Millan Publication, Mumbai.
2. Man and Environment: M.C. Dash and P.C. Mishra, Mc'Millan Publication, Mumbai.
3. Environmental Science: S.C. Santra, New Central Book Pvt.Ltd, Kolkatta.
4. Environmental Problems and Solution: D.K. Asthana, S.Chand Publication, New Delhi.
5. Environmental Chemistry: S.S. Dara, S.Chand Publication ,New Delhi.
6. Environmental Chemistry: A.K. Dey, New Age International Publishers, 2001.
7. A Textbook of Environmental Studies: Dr S.Satyanarayan, Dr S.Zade, Dr S Sitre and Dr P.U. Meshram, Allied Publishers, New Delhi.
8. Environmental Biology: Biswarup Mukherjee, Tata McGraw-Hill Publishing Company Ltd, New Delhi, 1996.
9. Animal Ecology and Distribution of Animals: Veer Bala Rastogi , Rastogi Publication, Meerut (U.P).
10. Ecology and Environment: P.D.Sharma, Rastogi Publication ,Meerut (U.P).
11. Fundamentals of Environmental Biology: S. Arora, Kalyani Publishers.
12. Environmental Biology: P.K.G. Nair, Himalaya Publication.
13. Environmental Biology: K.C. Agrawal, Agro Botanical Publisher ,Bikaner, 1994

**B. Com./BBA/B.Sc. (Finance) Semester – II**  
**Value Education Course – 2 Credits**

**Name of the Course: Constitution of India**

**(Prepared by the Board of Studies in Law under the Faculty of Humanities)**

**UNIT – I:**

- Historical Background to the Framing of the Indian Constitution: General Idea about the Constituent Assembly of India.

**UNIT – II**

- Preamble – Nature and key concepts/Constitutional values, Socialism, Secularism, Democracy, Justice, Liberty, Equality and Fraternity
- Salient Features of the Constitution of India

**UNIT – III**

- General study about the kinds, nature and importance of; Fundamental Rights, Directive Principles of State Policy and Fundamental Duties.

**UNIT –IV**

Introduction of the Constitutional Institutions and Authorities;

- Central Legislature and Executive (Parliament of India, President of India and Council of Ministers)
- State Legislature and Executive (State legislative Assemblies, Governors and Council of Ministers)
- Higher Judiciary (Supreme Court of India and High Courts)

**Annexure - X**

**Faculty of Commerce and Management**

**IKS (Indian Knowledge System) Course – 2 Credits**

**Indian Economics and Business Model**

**Course Outcomes**

<b>CO 1</b>	The students will be able to compare past and present Indian thoughts.
<b>CO 2</b>	The students will be able to understand Kautilya's Economic thoughts.
<b>CO 3</b>	The students will be able to understand agriculture and manufacturing framework in ancient India.
<b>CO 4</b>	The students will be able to compare various Indian Business Models.

**Unit 1:**

History of Indian Economy Thoughts, New Indian Economic Model & Sectorial Contribution Past vs Present History of Indian Economy Thoughts: Context from Dharmashastras, Shukraniti, Mahabharata, and Arthashastra

**Unit 2:**

Kautilya's Economic thoughts in specific. India and Global GDP: Ancient India; Beyond Capitalism and Communalism, Dharmic, Caste as Social Capital, Black Money, and Tax Heaven.

**Unit 3:**

Agriculture: Ancient India, Manufacturing: Ancient India, Education in India, Wealth in India, Governance, and Business in India, Where India Stands Globally.

**Unit 4:**

Indian Business Model: Based on 10-point formula: Family Base, High Level of Savings, Self-Employment, Highly Entrepreneurial Nature, Non-corporate Sector as the Core of the Economy, Community Orientation and Higher Social Capital, Faith and Relationship in Economic Affairs, A Society-driven Economy, Driven by Norms and Values.

**Reference Books:**

1. Kanagasabapathi; "Indian Models of Economy, Business and Management", Third Edition, Prentice Hall India Ltd., Delhi.
2. Lotus and Stones; Garuda Prakashan (31 October 2020); Garuda Prakashan Pvt. Ltd.
3. Dwivedi D.N., Essentials of Business Economics, Vikas Publications, Latest Edition.
4. Inida Uninc by Prof. R Vaidyanathan, Westland Ltd.Publication
5. Economic Sutras by Prof. Satish Y. Deodhar, IIMA Books series
6. Black Money Tax Heaven by R Vaidyanathan, Westland Ltd. Publication.

**Web resources:**

- Goswami Anandajit, Economic Modeling, Analysis, and Policy for Sustainability, IGI Global, Latest Edition.
- Ganguly Anirban, Redefining Governance, published by Prabhat Prakashan, Latest Edition.

- VaidyanathanR., India Unincorporated, ICFAI Books, Latest Edition.

**Question paper pattern**

Q.1 Very short answer type questions: 8 questions (2 questions from each unit) of 2 marks each  
=  $8 \times 2 = 16$

- A. (Unit I)
- B. (Unit I)
- C. (Unit II)
- D. (Unit II)
- E. (Unit III)
- F. (Unit III)
- G. (Unit IV)
- H. (Unit IV)

Q2. Short answer type questions: 8 questions (2 questions from each unit) of 3 marks each  
=  $8 \times 3 = 24$

- A. (Unit I)
- B. (Unit I)
- C. (Unit II)
- D. (Unit II)
- E. (Unit III)
- F. (Unit III)
- G. (Unit IV)
- H. (Unit IV)

Q3. Long answer type questions (with internal choice) (Unit I)

- A. 5 marks
- B. 5 marks
- Or**
- C. 10 marks

Q4. Long answer type questions (with internal choice) (Unit II)

- A. 5 marks
- B. 5 marks
- Or**
- C. 10 marks

Q5. Long answer type questions (with internal choice) (Unit III)

- A. 5 marks
- B. 5 marks
- Or**
- C. 10 marks

Q6. Long answer type questions (with internal choice) (Unit IV)

- A. 5 marks
- B. 5 marks
- Or**
- C. 10 marks



Annexure – XI

**DETAILS OF ‘ON JOB TRAINING/SUMMER INTERNSHIP PROJECT’, ‘FIELD PROJECT’,  
‘COMMUNITY ENGAGEMENT PROJECT’ AND ‘RESEARCH PROJECT’**

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Sem	Course Type	Subjects	Course Code	Teaching Scheme				Examination Scheme					Credits
				Total Hours			Max. Marks (TH) *	Max. Marks (PR)	Max. Marks (CIE)	Total Marks	Min. Passing Marks		
				Theory	Practical	Total							
III	FP	Field Project		-	60	60	-	50	50	100	50	2	
IV	CEP	Community Engagement Project		-	60	60	-	50	50	100	50	2	
V	FP/CEP	Field Project / Community Engagement Project		-	60	60	-	50	50	100	50	2	
VI	OJT	On Job Training		-	120	120	-	50	50	100	50	4	
VII (Res earc h)	RP	Research Project		15	90	105	-	50	50	100	50	4	
VIII (Hon ours )	OJT	On Job Training		-	120	120	-	50	50	100	50	4	
VIII (Res earc h)	RP	Research Project		30	180	210	-	50	50	100	50	8	

## [A] GUIDELINES FOR 'ON JOB TRAINING/INTERNSHIP/FIELD PROJECT/COMMUNITY ENGAGEMENT PROJECT

### 1. Learning Outcomes

<b>CO1</b>	Student will be able to construct and explain the company profile by compiling the brief history, management structure, products / services offered, key achievements and market performance for her / his organization of internship/OJT <b>OR</b> Student will be able to describe the UN SDG to which the ' <i>Field Project</i> ', or ' <i>Community Engagement Project</i> ' is related.
<b>CO2</b>	For his / her organization of internship/OJT, the student will be able to assess its Strengths, Weaknesses, Opportunities and Threats (SWOT). <b>OR</b> Student will be able to list the goals, objectives or outcomes of the ' <i>Field Project</i> ', or ' <i>Community Engagement Project</i> ' undertaken by her/him
<b>CO3</b>	Student will be able to determine the challenges and future potential for her / his internship/OJT organization in particular and the sector in general. <b>OR</b> Student will be able to describe the profile of respondents / community involved in the ' <i>Field Project</i> ', or ' <i>Community Engagement Project</i> ' undertaken by her/him
<b>CO4</b>	Student will be able to correlate theoretical classroom learning and its application in practical situations by accomplishing the tasks undertaken during On Job Training/Summer Internship Project', ' <i>Field Project</i> ', or ' <i>Community Engagement Project</i> '.
<b>CO5</b>	Student will be able to apply various soft skills such as time management, positive attitude, and communication skills during performance of the tasks assigned during On Job Training/Summer Internship Project', ' <i>Field Project</i> ', or ' <i>Community Engagement Project</i> '
<b>CO6</b>	Student will be able to suggest improvements in processes/systems at the Organization(s)/Community where On Job Training/Summer Internship Project', ' <i>Field Project</i> ', or ' <i>Community Engagement Project</i> ' is undertaken

- Every student admitted to BBA is compulsorily required to undergo this course.
- During the semester, all students will have to undergo the training of 6-8 weeks (120 Hours) with an industrial, business or service organization by taking a project study.
- The condition of successfully completing the program shall not be deemed to have been satisfied unless a student undergoes this training under the supervision of the department executive in organizations as approved by the Director/ Principal/ Head / Faculty from time to time. Alternatively, Director/ Principal/ Head / Faculty of the Department/ College/ Institute may allocate the sector/ industry/ company specific project to the individual student.
- Each student will be required to submit a detailed report to the Department/ College/ Institute for the work undertaken during this period **within 7 days of completion of the training** following which the evaluation and assessment for OJT/SIP will be done by the college/institute concerned. The Report submitted must be according to the Learning outcomes and in tune with the rubric for evaluation.
- A student is also allowed to conduct a Field Project or Community Engagement Project in lieu of On Job Training. However, such a Field or Community Engagement Project need to have a duration of 6-8 weeks (120 Hours) and a student is required to submit the report to college/institute as mentioned above.
- College/Institute is required to assign Supervisor/Mentor to students for OJT/SIP/PF/CEP who will guide the students in attaining the outcomes of this course.
- The College/Institute, on receipt of the report from student, shall immediately schedule the open defence seminar by a student.

9. The open defence seminar by a student shall be evaluated by the supervisor/mentor assigned to a student (as an internal examiner) and an external examiner appointed by the college/institute.
10. **Appointment of External Examiner:** It is desirable to appoint an external examiner from the company/organization where a student has completed his 'OJT/SIP/FP/CEP'. However, the Principal may appoint any other industry professional or subject expert as an external examiner. The remuneration (Rs. 100 per student), TA/DA or Conveyance Allowance to external examiner may be paid by the college/institute which will be reimbursed by the university as per established rules.
11. The Internal Examiner and External Examiner shall jointly evaluate the report submitted by the student and her/his seminar and shall immediately submit the evaluation report in the prescribed format provided along with.
12. The College/Institute shall submit marks obtained by students to the university as per prevalent system within 3 days of evaluation.

### [A-1] EVALUATION REPORT OF INTERNSHIP/ON JOB TRAINING

Bachelor of Business Administration (Major Subject) Examination, \_\_\_\_\_

Name of Student: \_\_\_\_\_

OJT/IP Title: \_\_\_\_\_

Roll No. \_\_\_\_\_

Max. Marks: 100

CRITERION	Parameters	Score out of 20
<b>Description of Organizational Profile</b>	Company profile, Historical evolution, Management structure, Organization structure, Products / services offered, Key achievements, Market performance	
<b>Analysis of organization &amp; Sector.</b>	SWOT analysis, Key challenges & opportunities, Company Analysis, Sector Analysis, Competitive analysis	
<b>Application of theoretical knowledge.</b>	Details of the work done, Job Description, specification. Project implemented. Identify the various issues in organization and its processes.	
<b>Conclusions and Recommendations</b>	Specific Conclusions based on empirical evidences. Recommendations based on practical feasibility	
<b>Feedback from organization.</b>	Authentic Company Certificate of completion clearly classifying the performance of the student as <b>Excellent / Above Average</b> or <b>Good/ Average</b> or <b>Satisfactory /below average</b> .	
<b>Total Marks Scored out of 100</b>		
Name and Signature of Internal Examiner		Name and Signature of External Examiner

### Rubric for Evaluation of Summer Internship/On Job Training

<b>Criterion</b>	<b>Substantial Achievement (16-20 Marks)</b>	<b>Moderate Achievement (10-15 Marks)</b>	<b>Poor Achievement (0-9 Marks)</b>
Description of Organizational Profile	Writes a clear description of company profile including its history, management structure, products/services offered, key achievements and market performance	Writes a limited description of company profile. However, a majority of the points are covered	Writes a very brief description of company profile excluding majority of the points
Analysis of Organization and Sector	Performance a SWOT analysis for the company and presents all the key challenges & opportunities of the sector in general and company in particular	A limited analysis of the company and the sector is performed. All the key elements of challenges & opportunities have not been identified	Is unable to perform a proper SWOT analysis and identify the challenges & opportunities of the sector in general and company in particular
Application of theoretical knowledge	Details of the work done or project implemented during internship is documented in detail. Theoretical basis is used to identify the various issues in organization and its processes	Work done or project implemented during internship is documented but with limited details. No proper theoretical basis for identification of issues in organization and its processes	Documentation o work done or project implemented during internship is vaguely defined. No attempt has been made to relate theory with organizational or procedural problems
Conclusions and Recommendations	Conclusions drawn are not global but specific and based on empirical evidences. Recommendations given are practical and methodology of implementing the same is discussed	Conclusions drawn are specific but empirical evidences are not properly presented. Recommendations given seem to be practical and feasible. However, methodology of implementing the same is not discussed	Conclusions drawn are of global nature not based on empirical evidences. Recommendations given don't seem practical and feasibility and methodology of implementing the same is not discussed
Feedback from Organization	Overall Performance Feedback from organization is "Excellent or Above Average"	Overall Performance Feedback from organization is "Good or Average"	Overall Performance Feedback from organization is "Satisfactory or below average "

## [A-2] EVALUATION REPORT OF FIELD PROJECT/COMMUNITY ENGAGEMENT PROJECT

Bachelor of Business Administration (Major Subject) Examination, \_\_\_\_\_

Name of Student: \_\_\_\_\_

FP/CEP Title: \_\_\_\_\_

Roll No. \_\_\_\_\_

Max. Marks: 100

CRITERION	Parameters	Score out of 20
<b>Description UN SDG Related to FP/CEP</b>	Detailed Description of ALL UN SDGs related to FP/CEP Undertaken by the student. The degree and extent of such related SDGs should be clearly mentioned	
<b>Description of Respondent Profile/Community Profile &amp; Listing of goals/objectives/Outcomes of FP/CEP</b>	A detailed description (Including Statistical Data) of the respondents / community where the FP/CEP is being undertaken. Clear Mention of issues/problems under study to be included. Comprehensive Listing of goals/objectives/Outcomes of FP/CEP	
<b>Application of theoretical knowledge.</b>	Details of the work done or project implemented during FP/CEP is documented in detail. Theoretical basis is used to identify the various issues related to problem under consideration	
<b>Conclusions and Recommendations</b>	Specific Conclusions based on empirical evidences. Recommendations based on practical feasibility	
<b>Feedback from concerned organization/Community Head</b>	Authentic Company Certificate of completion /appreciation clearly classifying the performance of the student as <b>Excellent / Above Average</b> or <b>Good/ Average</b> or <b>Satisfactory /below average</b> .	
<b>Total Marks Scored out of 100</b>		
Name and Signature of Internal Examiner		Name and Signature of External Examiner

## RUBRIC FOR EVALUATION OF FIELD PROJECT/COMMUNITY ENGAGEMENT PROJECT

Criterion	Substantial Achievement (16-20 Marks)	Moderate Achievement (10-15 Marks)	Poor Achievement (0-9 Marks)
<b>Description UN SDG Related to FP/CEP</b>	Written a clear description of UN SDG(s) associated with the project	Writes a limited description of UN SDG(s) associated with the project. However, a majority of the points are covered	Writes a very brief description of UN SDG(s) associated with the project excluding majority of the points

<b>Description of Respondent Profile/Community Profile &amp; Listing of goals/objectives/Outcomes of FP/CEP</b>	Written Detailed and statistical Description of Respondent Profile/Community Profile & Clear Listing of goals/objectives/Outcomes of FP/CEP	Written Detailed but non-statistical Description of Respondent Profile/Community Profile & Clear Listing of goals/objectives/Outcomes of FP/CEP	Written brief and non-statistical Description of Respondent Profile/Community Profile & unclear Listing of goals/objectives/Outcomes of FP/CEP
Application of theoretical knowledge	Details of the work done or project implemented during FP/CEP is documented in detail. Theoretical basis is used to identify the various issues related to problem under consideration	Work done or project implemented during FP/CEP is documented but with limited details. No proper theoretical basis for identification of issues related to problem under consideration	Documentation of work done or project implemented during FP/CEP is vaguely defined. No attempt has been made to relate theory with Community or procedural problems
Conclusions and Recommendations	Conclusions drawn are not global but specific and based on empirical evidences. Recommendations given are practical and methodology of implementing the same is discussed	Conclusions drawn are specific but empirical evidences are not properly presented. Recommendations given seem to be practical and feasible. However, methodology of implementing the same is not discussed	Conclusions drawn are of global nature not based on empirical evidences. Recommendations given don't seem practical and feasibility and methodology of implementing the same is not discussed
<b>Feedback from concerned organization(s)/Community Head(s)</b>	Overall Performance Feedback from concerned organization(s) and or Community Head(s) is "Excellent or Above Average"	Overall Performance Feedback from concerned organization(s) and or Community Head(s) is "Good or Average"	Overall Performance Feedback from concerned organization(s) and or Community Head(s) is "Satisfactory or below Average"

## [B] GUIDELINES FOR RESEARCH PROJECT

### 1. Learning Outcomes:

On completion of the research project, the learner will be able to –	
CO1	Formulate a research problem statement under a given state of conditions
CO2	Carry out Review of Literature in the context of defined research problem and identify research gap
CO3	Develop Constructs, design data collection instruments and collect data using appropriate sampling technique and procedure
CO4	Analyse data to arrive at meaningful findings and conclusions using appropriate statistical tools with reference to defined research problem
CO5	Write a project report explaining research problems, hypotheses (if any), data collection, analysis of data, findings, conclusions, and recommendations
CO6	Defend the research design, methods, and findings in the Open Defence Examination

2. The research project is a compulsory course carrying 12 credits (7<sup>th</sup> Semester – 4 Credits and 8<sup>th</sup> Semester – 8 Credits) to become eligible for award of degree of Bachelor of Business Administration (Research) under this scheme of examination.
3. The research project of a student should be corresponding to the 'Major Subject' selected by a student.
4. College/Institute is required to assign Supervisor to students for Research Project who will guide the students in attaining the outcomes of this course. One such supervisor can supervise maximum 20 students in a session.
5. Appointment of Supervisor: A supervisor shall be a full-time teacher working with the college/institute concerned. However, in case of non-availability of adequate number of full-time teachers, an ad-hoc or CHB teacher can be appointed as a supervisor. In certain cases, an industry professional or subject expert can also be appointed as a supervisor by the Principal of college. Supervisors shall not claim any additional remuneration/honorarium for guiding students.
6. Guidelines for Research Project:
  - a. Objective:- Every student admitted to BBA (Research) will be assigned a project in 7<sup>th</sup> and 8<sup>th</sup> Semesters and it will be pursued by her/him under the supervision of an internal supervisor. The objective of the Project Work is to help the student develop her/his ability to apply multidisciplinary concepts, tools and techniques to solve organizational problems and/or to evolve new/innovative theoretical frame work.
  - b. Types of Project: The Project may take any one of the following forms (not limited to these):
    - i. Comprehensive case study (covering single organization/ multifunctional area problem, formulation, analysis and recommendations)
    - ii. Inter-organisational study aimed at inter-organisational comparison/ validation of theory/survey of management services.
    - iii. Evolution of any new conceptual / theoretical framework. iv) Business Plan/Viability Studies
    - iv. Field study (Empirical study).
    - v. Software analysis, Design and solutions for organisational achievement (Applicable to IT/Ecommerce)
  - c. Selection of Project Topic: -
    - Project topic has to be selected with respect to the programme of study and area elected by the student.
    - Title of the project should clearly specify the objective and scope of the study. It should be specific and neither too vague nor centralistic. The topics should be designed meticulously. It can be designed like "Employee Welfare Measures" – A case study of XYZ Ltd.
    - Project selection has to be made in consultation with the supervisor who will act as a Project guide for the student. The Project Guide/Supervisor shall approve the title and project synopsis in the initial phase of the project.
  - d. Scope of Work: - The student is expected to carry out following activities in the project:
    1. Prepare a synopsis and get it approved by the supervisor as assigned by the respective Institutes. **Approved synopsis shall be part of final report as appendix.**
    2. Undertake a detailed literature survey on the subject matter.
    3. Make relevant data collection/observation.
    4. Consult experts of the field.
    5. Visit related organizations/institutions/industries.
    6. Compile data in proper format.
    7. Make proper conclusion/recommendations.

8. Prepare a Project Report.
  9. The volume of the project-report should be ranging from 60-80 pages.
  10. Obtain approval of Project Report by project supervisor.
  11. Submit a hard-bound copy of the Project Report at the Institute.
- e. **Submission of the Research Project Report:** Every student shall submit a Hard Copy of the Research Project Report duly signed by the student and supervisor to the college/institute one month prior to the date of the commencement of the 7<sup>th</sup> and 8<sup>th</sup> Semester Examinations for M. Com. Following documents are required to be submitted with the Research Project Report:
- i. A certificate from the Supervisor to the effect that the candidate has satisfactorily completed the Project work for not less than one session and that the Project work is the result of the candidates own work and is of sufficiently high standard to warrant its presentation for examination
  - ii. A declaration by the candidate that the Project is the result of her/his own research work and the same has not been previously submitted to any examination of this University or any other University. The Project shall be liable to be rejected and /or cancelled if found otherwise.
  - iii. A certificate obtained through anti-plagiarism software stating that the original content of the project work report is more than 80% must be attached at the beginning of the project report and/or A certificate from the Supervisor to the effect that the candidate has not copied / plagiarised the contents of project report and that the supervisor has ensured the originality & authenticity of data /contents incorporated in the project report.
- f. **General Format of the Report:** The project report should preferably be written in the following format (The format may vary depending on the nature of research topic):
- i. Executive Summary
  - ii. Introduction to topic
  - iii. Research Methodology
  - iv. Analysis and Findings of the study
  - v. Conclusions and Recommendations
  - vi. Bibliography
7. The College/Institute, on receipt of the report from student, shall schedule the open defence seminar by a student before commencement of Session End Examination.
  8. The open defence seminar by a student shall be evaluated by the supervisor/mentor assigned to a student (as an internal examiner) and an external examiner appointed by the college/institute.
  9. **Appointment of External Examiner:** The External Examiner for evaluation of Research Project Report shall be appointed by the University through its established rules and procedures. The remuneration (Rs. 100 per student), TA/DA or Conveyance Allowance to external examiner may be paid by the college/institute which will be reimbursed by the university as per established rules.
  10. The Internal Examiner and External Examiner shall jointly evaluate the report submitted by the student and her/his seminar and shall immediately submit the evaluation report in the prescribed format provided along with.
  11. The College/Institute shall submit marks obtained by students to the university as per prevalent system within 3 days of evaluation.



**Semester-\_\_\_ Bachelor of Business Administration (BBA) Examination, Summer-  
20\_\_**

**EVALUATION REPORT OF PROJECT REPORT & VIVA VOCE OF 100 MARKS**

Major: \_\_\_\_\_

Name of Student: - \_\_\_\_\_

Roll No. \_\_\_\_\_

Project Title: \_\_\_\_\_

Name of the Supervisor: \_\_\_\_\_

Parameters	Score out of	Marks Scored
<b>Research Project Proposal/Synopsis (SUBMITTED AND ATTACHED AS ANNEXURE TO PROJECT REPORT)</b> Identification of Problem Domain Research Gap Objectives Methodology Research Frame Sampling Method, Sample Size, Sample characteristics, Sample Frame Justification of Objectives and Methodology Steps to solve the defined problem Data collection Methods Primary & Secondary Data Targeted Respondent Population <b>Clarity About</b> Data Collection Tools & Techniques Classification & Graphical Representation of data Hypothesis Testing Concluding Remarks <b>Proposed Chapter Scheme</b>	20 Marks	
<b>Literature Review</b> Data to be collected from authenticated sources Literature Review with respect to Research gap Focused Information to be gathered from multiple reliable Secondary data sources The researcher needs to review at least 10 Research papers related to the specified research topic published in last 5 years	10 Marks	
<b>Data Collection, Field Work &amp; Analysis</b> Questionnaire formulation & Designing Pilot Study and Application Field Visit and data collection Data Reliability & Validity Data Sanitization Classification & graphical Representation Hypothesis Testing Conclusion & Finding	25 Marks	
<b>Project Report and References</b> Declarations and Undertaking/Plagiarism Report Project report in the specified format References and citations Annexures	10 Marks	
<b>Discussion and Specific Conclusions</b> Future work outlined	10Marks	
<b>Oral Presentation and viva voce</b> Contents of presentations Communication & Delivery Q & A	25 Marks	
	TOTAL MARKS SCORED OUT OF 100	
<b>Name &amp; Signature of External Examiner</b>	<b>Name &amp; Signature of Internal Examiner</b>	

IMPORTANT NOTE: Above format shall be used separately for 7<sup>th</sup> and 8<sup>th</sup> semesters as a student is carrying out different projects in these semesters.

### Rubric for Evaluation of Research Project Work

	Excellent (80-100% Marks)	Good (60-79% Marks)	Average (50-59% Marks)	Poor (Less than 50% Marks)
<b>Synopsis:</b> Identification of Problem Domain and Detailed analysis of Feasibility, Objectives and Methodology of Project Proposal	<ul style="list-style-type: none"> <li>Detailed and extensive explanation of the purpose and need of the project</li> <li>Detailed and extensive explanation of the specifications and the limitations of the existing Systems</li> <li>All objectives of the proposed work are well defined;</li> </ul>	<p>Good explanation of the purpose and need of the project</p> <ul style="list-style-type: none"> <li>Collects a great deal of information and good study of the existing systems;</li> <li>Good justification to the objectives; Methodology to be followed is specified but detailing is not done</li> </ul>	<p>Average explanation of the purpose and need of the project;</p> <ul style="list-style-type: none"> <li>Moderate study of the existing systems; collects some basic information</li> <li>Incomplete justification to the objectives proposed; Steps are mentioned but unclear; without justification to objectives</li> </ul>	<ul style="list-style-type: none"> <li>Moderate explanation of the purpose and need of the project</li> <li>Explanation of the specifications and the limitations of the existing systems not very satisfactory; limited information</li> </ul>
<b>Quantity &amp; Quality of Literature Review</b>	<ul style="list-style-type: none"> <li>Information is gathered from multiple, research-based sources.</li> </ul>	<ul style="list-style-type: none"> <li>Information is gathered from multiple sources.</li> </ul>	<ul style="list-style-type: none"> <li>Information is gathered from a limited number of sources.</li> </ul>	<ul style="list-style-type: none"> <li>Information is gathered from a single source.</li> </ul>
<b>Project Report and References</b>	<p>Project report is according to the specified format</p> <p>References and citations are appropriate and well mentioned</p>	<p>Project report is according to the specified format</p> <ul style="list-style-type: none"> <li>References and citations are appropriate but not mentioned well</li> </ul>	<p>Project report is according to the specified format but some mistakes</p> <ul style="list-style-type: none"> <li>In-sufficient references and citations</li> </ul>	<ul style="list-style-type: none"> <li>Project report not prepared according to the specified format</li> <li>References and citations are not appropriate</li> </ul>
<b>Discussion and Conclusions</b>	<p>Discussion and conclusions tie the problem statement, experiments, and results well to tell an overall story.</p> <p>Future work clearly outlined.</p>	<p>Some discussion and conclusions drawn, but missing some points in terms of linkage of results to problem statement</p>	<p>Major components missing in the discussion</p> <p>*Little attempt to tie together experiments and problem statement/claims</p>	<ul style="list-style-type: none"> <li>Little discussion or conclusions drawn.</li> </ul>
<b>Oral Presentation and viva voce</b>	<p>Contents of presentations are appropriate and well Delivered</p> <p>Clear voice with good spoken language</p>	<ul style="list-style-type: none"> <li>Contents of presentations are appropriate but not well delivered</li> <li>Eye contact with only</li> </ul>	<ul style="list-style-type: none"> <li>Contents of presentations are appropriate but not well delivered</li> <li>Eye contact with only</li> </ul>	<ul style="list-style-type: none"> <li>Contents of presentations are not appropriate and not well delivered</li> <li>Poor eye</li> </ul>

	and eye contact with Audience Comprehensive Q&A for all questions	few people and unclear voice ● Comprehensive Q&A for some questions	few people and unclear voice Average Q&A	contactwith audience and unclear voice ● Poor Q&A
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## **Annexure – XII**

### **BBA (Retail Operations Management)**

#### **Apprenticeship Embedded Degree Program**

##### **1. Preamble:**

BBA in Retail Operations Management is an Apprenticeship Embedded Degree Program designed by Retailers Association's Skill Council of India (RASCI). The program is a judicious mix of professional education in the form of apprenticeship along with General and Retail Operations Management education on the principles of dual learning methodology. This Apprenticeship Embedded Degree Programme (AEDP) curated in consultation with experts from Industry and Academia. The curriculum is dovetailed with the general subjects taught under any business management undergraduate programme whilst necessary skill training that is required to perform roles in Modern Retail environment is embedded in the form of stipend-based apprenticeship/ on-the-job training (OJT). On The Job training will be delivered in the live retail business environments under the guidance, training and coaching from the managers of various Retail Industry Partners of RASCI. Therefore, the AEDP programme is designed to achieve hybrid outcomes to pave a well guided path for a fresh graduate to obtain a job after completion of the programme whilst fast tracking her/ his career progression.

The R T M Nagpur University has entered a Memorandum of Understanding with Retailer's Association's Skill Council of India (RASCI) and this program is offered by the university as a part of this MOU. All affiliated colleges/institutes of the RTM Nagpur University offering this program shall abide by the terms and conditions of this MOU.

##### **2. General Conditions:**

- a. The colleges/institutes affiliated to Rashtrasant Tukadoji Maharaj Nagpur University to offer BBA program and approved by the All India Council for Technical Education only will be allowed to offer this major subject.
- b. The colleges/institutes will be required to communicate their willingness to offer this major to the office of Dean, Faculty of Commerce and Management before commencement of academic session for BBA program.
- c. The office of Dean shall communicate the terms & conditions and procedural aspects along with timeline to the college/institute concerned and the same shall be strictly adhered by the college/institute concerned.
- d. Students opting for this program shall be required to attend classroom sessions for three days and undertake apprenticeship at designated organizations for three days every week.
- e. A copy of MOU with RASCI is appended with this annexure and all institutes/colleges offering this program are required to go through the same and strictly adhere to the terms and conditions mentioned therein.
- f. The program being an AEDP, the teaching and examination scheme for this major shall be different from other major subjects of BBA program.

### 3. Teaching and Examination Scheme:

The teaching and examination scheme for 'Retail Operations Management' shall be as follows:

#### **Bachelor of Business Administration (BBA) BBA – Semester I**

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme					Credits
				Total Hours Per Week			Max. Marks (TH) *	Max. Marks (P)	Max. Marks (CIE)	Total Marks	Min. Passing Marks	
				Theory	Practical	Total						
1.	Core	Introduction to Retail Operations		2	-	2	80	-	20	100	40	2
2.	Core	In Store Merchandising and Cashiering Operations		3	-	3	80	-	20	100	40	3
3.	Core	Business Communication & Basic IT Applications		4	-	4	80	-	20	100	40	4
4.	Core	Business Organization and Management		4	-	4	80	-	20	100	40	4
5.	AEC	Teamwork		2	-	2	80	-	20	100	40	2
6.	IKS	Ancient Trade and Principles of Chanakya’s Management		2	-	2	80	-	20	100	40	2
7.	CC	To be selected from common basket (Annexure – V)		-	4	4	-	-	100	100	50	2
8.	OJT	Apprenticeship in Instore Merchandising and Cashiering		-	24	24	-	100#	-	100	50	3
		TOTAL		17	28	45	480	100	220	800	340	22

\*Semester End Examination which is mandatorily required to be appeared by every student

#Assessment to be facilitated by RASCI and marks as per the apprenticeship assessment guidelines of National Apprenticeship Promotion Scheme (NAPS) wherein the practical component will be assessed by Industry and Theory Component by RASCI. RASCI shall submit the composite score to the university.

**Note:**

1. TH = Theory, CIE= Continuous Internal Evaluation

2. SEE for Theory as well as Practical examinations as mentioned above shall be conducted by the University for all semesters.

**BBA – Semester - II**

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme					Credits
				Total Hours Per Week			Max. Marks (TH) *	Max. Marks (PR)	Max. Marks (CIE)	Total Marks	Min. Passing Marks	
				Theory	Practical	Total						
1.	Core	Customer Relationship Management		4	-	4	80	-	20	100	40	4
2.	Core	Principles of Marketing		4	-	4	80	-	20	100	40	4
3.	Core	Business Environment		4	-	4	80	-	20	100	40	4
4.	AEC	Sustainable Work Practices		2	-	2	80	-	20	100	40	2
5.	VAC	Customer Loyalty and Retention		2	-	2	50	-	50	100	40	2
6.	CC	To be selected from common basket (Annexure – V)		-	4	4	-	-	100	100	50	2
7.	OJT	Apprenticeship in Instore Cashiering and Visual Merchandising		-	24	24	-	100#	-	100	50	3
		TOTAL		16	28	48	370	100	230	700	300	22

\*Semester End Examination which is mandatorily required to be appeared by every student

#Assessment to be facilitated by RASCI and marks as per the apprenticeship assessment guidelines of National Apprenticeship Promotion Scheme (NAPS) wherein the practical component will be assessed by Industry and Theory Component by RASCI. RASCI shall submit the composite score to the university.

**Note:**

1. TH = Theory, CIE= Continuous Internal Evaluation
2. SEE for Theory as well as Practical examinations as mentioned above shall be conducted by the University for all semesters.

**BBA – Semester – III**

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme				Credits
				Total Hours Per Week						Total Marks	

**Four Year Bachelor of Business Administration (Honours/Research) Degree Examination as per NEP 2020**

				Theory	Practical	Total	Max. Marks (TH) *	Max. Marks (PR)	Max. Marks (CIE)		Min. Passing Marks	
1.	Core	Retail Sales Management		4	-	4	80	-	20	100	40	4
2.	Core	Introduction to FMCG/FMCD Sales & Distribution		2	-	2	80	-	20	100	40	2
3.	Core	Fundamentals of Financial & Cost Accounting		4	-	4	80		20	100	40	4
4.	Core	Managerial Economics		3	-	3	80		20	100	40	3
5.	SEC	Practical in Retail Sales Management		2	2	4	-	50	50	100	50	3
6.	VAC	Workplace Health and Safety		1	-	1	-	-	100	100	40	1
7.	CC	To be selected from common basket (Annexure – V)		-	4	4	-	-	100	100	50	2
8.	OJT	Apprenticeship in Customer Relations and Sales Management		-	24	24	-	100#	-	100	50	3
		TOTAL		16	30	46	320	150	330	800	350	22

\* Semester end examination

#Assessment to be facilitated by RASCI and marks as per the apprenticeship assessment guidelines of National Apprenticeship Promotion Scheme (NAPS) wherein the practical component will be assessed by Industry and Theory Component by RASCI. RASCI shall submit the composite score to the university.

**Note:**

1. TH = Theory, CIE= Continuous Internal Evaluation
2. SEE for Theory as well as Practical examinations as mentioned above shall be conducted by the University for all Semesters.

**BBA – Semester – IV**

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme			Max. Marks (TH) *	Examination Scheme				Credits
				Total Hours Per Week				Max. Marks (PR)	Max. Marks (CIE)	Total Marks	Min. Passing Marks	
				Theory	Practical	Total						
1.	SEC	Retail Team Management		3	-	3	80	-	20	100	40	3

**Four Year Bachelor of Business Administration (Honours/Research) Degree Examination as per NEP 2020**

2.	SEC	Inventory and Budget Management		3	-	3	80	-	20	100	40	3
3.	Core	Logistics and Supply Chain Management		3	-	3	80	-	20	100	40	3
4.	Core	Introduction to Enterprise Resource Planning		3	-	3	80	-	20	100	40	3
5.	SEC	Leadership Skills		2	2	4	-	50	50	100	50	3
6.	VAC	Introduction to Statutory and Legal Framework for Retail Business Enterprises		1	-	1	-	-	100	100	40	1
7.	CC	To be selected from common basket (Annexure – V)		-	4	4	-	-	100	100	50	2
8.	OJT	Apprenticeship in Store Operations Management		-	24	24	-	100#	-	100	50	4
		<b>TOTAL</b>		<b>15</b>	<b>30</b>	<b>45</b>	<b>320</b>	<b>150</b>	<b>330</b>	<b>800</b>	<b>310</b>	<b>22</b>

\*Semester End Examination which is mandatorily required to be appeared by every student

#Assessment to be facilitated by RASCI and marks as per the apprenticeship assessment guidelines of National Apprenticeship Promotion Scheme (NAPS) wherein the practical component will be assessed by Industry and Theory Component by RASCI. RASCI shall submit the composite score to the university.

**Note:**

1. TH = Theory, CIE= Continuous Internal Evaluation
2. SEE for Theory as well as Practical examinations as mentioned above shall be conducted by the University for all Semesters.

**BBA Semester – V**

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme					Credits
				Total Hours Per Week			Max. Marks (TH) *	Max. Marks (PR)	Max. Marks (CIE)	Total Marks	Min. Passing Marks	
				Theory	Practical	Total						
1.	Core	Omni Channel Retailing		3	-	3	80	-	20	100	40	3
2.	Core	Retail Entrepreneurship		3	-	3	80	-	20	100	40	3
3.	Core	Social Media Marketing and Advertising		3	-	3	80	-	20	100	40	3
4.	AEC	Strategic Productivity Management		3	-	3	80	-	20	100	40	3



5.	AEC	Strategic Marketing Research – Enhancing Decision-Making Ability		3	2	3	80	-	20	100	40	3
6.	OJT	Apprenticeship in Store Operations Management		-	24	24	-	100	-	100	50	5
		<b>TOTAL</b>		<b>15</b>	<b>26</b>	<b>41</b>	<b>400</b>	<b>100</b>	<b>100</b>	<b>600</b>	<b>250</b>	<b>20</b>

\*Semester End Examination which is mandatorily required to be appeared by every student

#Assessment to be facilitated by RASCI and marks as per the apprenticeship assessment guidelines of National Apprenticeship Promotion Scheme (NAPS) wherein the practical component will be assessed by Industry and Theory Component by RASCI. RASCI shall submit the composite score to the university.

**Note:**

1. TH = Theory, CIE= Continuous Internal Evaluation
2. SEE for Theory as well as Practical examinations as mentioned above shall be conducted by the University for all Semesters.

**BBA Semester – VI**

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme					Credits
				Total Hours Per Week			Max. Marks (TH) *	Max. Marks (PR)	Max. Marks (CIE)	Total Marks	Min. Passing Marks	
				Theory	Practical	Total						
1.	OJT	Apprenticeship in Store Operations Management		-	48	48	-	500#	-	500	250	20
		TOTAL		16	8	24	320	50	130	500	210	20

\*Semester End Examination which is mandatorily required to be appeared by every student

#Assessment to be facilitated by RASCI and marks as per the apprenticeship assessment guidelines of National Apprenticeship Promotion Scheme (NAPS) wherein the practical component will be assessed by Industry and Theory Component by RASCI. RASCI shall submit the composite score to the university.

**Note:**

1. TH = Theory, CIE= Continuous Internal Evaluation
2. SEE for Theory as well as Practical examinations as mentioned above shall be conducted by the University for all Semesters.

**BBA Semester – VII (Honors Degree with Research)**

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme					Credits
				Total Hours Per Week			Max. Marks (TH) *	Max. Marks (PR)	Max. Marks (CIE)	Total Marks	Min. Passing Marks	

**Four Year Bachelor of Business Administration (Honours/Research) Degree Examination as per NEP 2020**

				Theory	Practical	Total						
1.	SEC	Merchandise Planning and Category Management		4	-	4	80	-	20	100	40	4
2.	SEC	Pricing Strategies and Private Labels		4	-	4	80	-	20	100	40	4
3.	Core	Research Methodology		3	-	3	80	-	20	100	40	3
4.	VAC	Principles and Ethics in Research		2	-	2	80		20	100	40	2
5.	RP/OJT/INT	Capstone Research Project / OJT / Internship		-	30	30	-	200#	-	200	100	7
		Total		13	30	43	320	200	80	600	260	20

\*Semester End Examination which is mandatorily required to be appeared by every student

#Assessment to be facilitated by RASCI and marks as per the apprenticeship assessment guidelines of National Apprenticeship Promotion Scheme (NAPS) wherein the practical component will be assessed by Industry and Theory Component by RASCI. RASCI shall submit the composite score to the university.

**Note:**

1. TH = Theory, CIE= Continuous Internal Evaluation
2. SEE for Theory as well as Practical examinations as mentioned above shall be conducted by the University for all Semesters.

**BBA Semester – VIII (Honors Degree with Research)**

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme					Credits
				Total Hours Per Week			Max. Marks (TH) *	Max. Marks (PR)	Max. Marks (CIE)	Total Marks	Min. Passing Marks	
				Theory	Practical	Total						
1.	SEC	Retail Business Analytics		4	-	4	80	-	20	100	40	4
2.	SEC	Emerging Trends in Retail		4	-	4	80	-	20	100	40	4
3.	Core	Business Ethics and Corporate Governance		3	-	3	80	-	20	100	40	3
4.	RP/OJT/INT	Capstone Research Project Dissertation / OJT / Internship		-	36	36	-	200#	-	200	100	9
		TOTAL		11	36	47	240	200	60	500	220	20

\*Semester End Examination which is mandatorily required to be appeared by every student

#Assessment to be facilitated by RASCI and marks as per the apprenticeship assessment guidelines of National Apprenticeship Promotion Scheme (NAPS) wherein the practical component will be assessed by Industry and Theory Component by RASCI. RASCI shall submit the composite score to the university.

**Note:**

1. TH = Theory, CIE= Continuous Internal Evaluation
2. SEE for Theory as well as Practical examinations as mentioned above shall be conducted by the University for all Semesters.

**Detailed Syllabus**  
**BBA (Retail Operations Management) – Semester – I**  
**DSE 101- Introduction to Retail Operations**

**Credits: 2**

**Subject Code: DSE 101**

**Hours: 30**

Sr. No.	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
Sr. No.	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 -

	<p>Process of resolving the problems that can occur in routine cash point operations and transactions -Procedures of handling customers and complaints at the POS.</p> <p>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</p>
<b>Unit-III</b>	<b>Maintaining Store Security</b>
	<p>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.</p> <p>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.</p> <p>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.</p>

**Reference Book:**

1. Retail Trainee Associate by RASCI publication
2. Retail Cashier RASCI publication
3. Retail Management – Functional Principles & Practices 5<sup>th</sup> 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.

## DSE 102- In Store Cashiering & Merchandising Operations

**Credits: 3**

**Subject Code: DSE 102**

**Hours: 45**

Sr. No.	Course Objectives
1	To learn the best practices of displaying products for sale and provide basic assistance to customers in the stores
2	To comprehend the processes associated with processing customer orders and exchanges
3	To identify the processes related to processing customer payments and goods return
Sr. No.	Course Outcomes
1	The learners will be able to explain the best practices used to display products for sale
2	The learners will be able to explain the process associated with fulfilling customer orders, processing payments and goods return

Unit-I	Preparing Products for Sale & Customer Assistance
	Different Store layouts - Grid, Angular, Racetrack, Free Flow etc., Fixtures Used in Preparing Products for Sale -Maintenance and Usage of Fixtures - Planogram - Putting Products for Sale - Putting Products Together for Sale, Customer Assistance: Qualities Required of a Customer Associate and Various Customer Styles, concepts and principles of visual merchandising, applications of visual merchandising in increasing sale and profits, Customer Complaint Handling Process - Modes and Sources of Customer Complaints, Promoting Loyalty Memberships: Loyalty Scheme Basics - Building Loyalty Memberships.
Unit-II	Processing Customer Orders and Exchanges
	Procedures of processing customer orders - Identify and resolve problems while processing customer orders - the importance of protecting confidentiality of the customer information - procedures for validating customer credit limits - Process part exchange of goods/ products for the customers. Processing Part Exchange Sale Transactions: Need for a Customer to Part Exchange the Products Need for a customer to part exchange the products- Terms and conditions of sale for items that the store exchanges -Process of checking ownership of the items produced for part exchange Consequences of not checking the ownership of the items.
Unit-III	Processing Customer Payments and Goods Return
	Procedures for processing cash and credit transactions - the impact of statutory guidelines and obligations of a retailer in relation to credits - Resolve customer concerns related to pricing of products - the procedures to accept and record the product/ goods returned by the customers. The need to process cash and credit transactions - the risks to the company of offering credit to customers - company guidelines for setting customer credit limits - the process of checking customer accounts effectively - the process to identify overdue payments and customers who have 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 Singha, 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

## DSC 103- Business Communication Skill & Basic Office IT Applications

Credits: 4

Subject Code: DSC 103

Hours: 60

Sr. No.	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
Sr. No.	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, Moodle, social media (Facebook, Tweeter & WhatsApp), 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. <b>Verbal communication:</b> elements of verbal communication- voice, pitch, tone, intonation semantics. <b>Non-verbal:</b> 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
	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
	<b>Introduction to Basic Computer Skills:</b> 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. <b>Introduction to Microsoft Windows:</b> Introduction to the Windows operating system, File management basics: Creating, renaming, moving, and deleting files and folders, Customizing the Windows desktop, and settings. <b>Microsoft Word Basics:</b> Introduction to Microsoft Word, Creating and formatting documents: Text formatting, paragraph formatting, page layout, working with tables and images, Saving, printing, and sharing documents <b>Microsoft Excel Basics:</b> 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
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### 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, 9/e, Adler R Oxford



## DSC 104- Business Organisations and Management

Credits: 4

Subject Code: DSC 104

Hours: 60

Sr. No.	Course Objectives
1	To acquaint the learners with the basics of Commerce & Business concepts, functions and forms of Business Organization and functions of Management.
Sr. No.	Course Outcomes
1	Learners will be able to comprehend the basics of Commerce and Business concepts and functions, forms of Business Organization and functions of Management
2	Learners will be able to apply theories and principles of management at workplace to achieve the desired objectives at workplace

Unit-I	Introduction and Forms Of Business Organisations
	Concepts of Business, Trade, Industry and Commerce - Objectives and functions of Business – Social Responsibility of a business - Forms of Business Organization - Meaning, Characteristics, Advantages and Disadvantages of Sole Proprietorship –Meaning, Characteristics, Advantages and Disadvantages of Partnership -Kinds of Partners - Partnership Deed -Concept of Limited liability partnership – Meaning, Characteristics, Advantages and Disadvantages of Hindu Undivided Family –Meaning, Advantages and Disadvantages of Co-Operative Organization.
Unit-II	Joint Stock Company
	Joint Stock Company - Meaning - Definition - Characteristics - Advantages and Disadvantages - Kinds of Companies -Promotion - Stages of Promotion - Promoter - Characteristics - Kinds - Preparation of Important Documents - Memorandum of Association - Clauses - Articles of Association - Contents – Prospectus - Contents – Red herring Prospectus- Statement in lieu of Prospectus (As per Companies Act.2013).
Unit-III	Introduction To Functions of Management
	Management - Meaning - Characteristics - Functions of Management - Levels of Management – Skills of Management- Scientific Management - Meaning - Definition - Objectives - Criticism – Fayol’s 14 Principles of Management.
Unit-IV	Planning and Organising
	Advantages and Disadvantages – Approaches to Planning - Management by Objectives (MBO) Steps in MBO - Benefits –Weaknesses—Definition of Organizing-Organization-Process of Organizing - Principles of Organization - Formal and Informal Organizations - Line, Staff Organizations - Line and Staff Conflicts - Functional Organization - Span of Management - Meaning - Determining Span – Factors influencing the Span of Supervision.
Unit-V	Authority, Coordination and Control
	Meaning of Authority, Power, responsibility, and accountability - Delegation of Authority - Decentralization of Authority - Definition, importance, process, and principles of Coordination techniques of Effective Coordination - Control - Meaning - Definition – Relationship between planning and control-Steps in Control – Types (post, current and pre-control) - Requirements for effective control.

### Reference Books:

- 1.Business Organization & Management: Sharma Shashi K. Gupta, Kalyani Publishers
- 2.Business Organisation& Management: Patrick Anthony, Himalaya Publishing House
- 3.Business Organization & Management: Dr. Manish Gupta, PBP.

4.Organization & Management: R. D. Agarwal, McGraw Hill.

5.Modern Business Organization: S.A. Sherlekar, V.S. Sherlekar, Himalaya Publishing House

6.Business Organization & Management: C.R. Basu, Tata McGraw HillReference Books:

## AEC 105- Team Work

Credits: 2

Subject Code: AEC 105

Hours: 30

Sr. No.	Course Objectives
1	To understand the principles of teamwork and need to work effectively in a team at the workplace
Sr. No.	Course Outcomes
1	The learners will be able to collaboratively work in a team by fostering effective team working skills within diverse team environments
2	The learners will be able to cultivate a culture of ethical integrity and professionalism in team settings, navigating complex challenges with respect, inclusivity, and a commitment to excellence.

Unit-I	Principles of Teamwork
	Definition of team, purpose of a team at workplace, Types of teams (cross-functional, virtual, self-directed, etc.), Benefits and challenges of teamwork, Bruce Tuckman's Team Development Stages, goals and objectives of team, role of - communication skills to build trust, interdependence, mutual respect among team members, teamwork principles and the role of teamwork in the achievement of workplace goals, role of feedback in achievement of team goals
Unit-II	Effectively Working in a Team
	Collaboration Tools and Techniques: Utilizing technology for collaboration (e.g., project management software, communication tools), Strategies for remote teamwork, Document sharing and version control, communication techniques and use in a team context: open and closed questioning, paraphrasing, effective listening, voice tonality and volume, , techniques for supporting team members in the achievement of workplace outcomes, industry standards and expectations relevant to: teamwork attitudes, teamwork ethics , Integrity and professionalism, respecting special needs, diversity and inclusivity, Handling confidential information responsibly, role of constructive feedback and feedback mechanism.

### Reference Books:

1. The Ideal Team Player by Patrick M. Lencioni
2. The Power of a Positive Team by Jon Gordon
3. You Can Win: A Step-by-Step Tool for Top Achievers" by Shiv Khera
4. The Tatas: How a Family Built a Business and a Nation" by Girish Kuber
5. The Leader in You" by Dale Carnegie Training India
6. You Are the Key: Unlocking Doors Through Social Selling" by Apurva Chamaria and Gaurav Kakkar
7. Corporate Chanakya on Management" by Radhakrishnan Pillai

## VAC 106- Ancient Trade and Chanakya's Management

Credits: 2

Subject Code: VAC 106

Hours: 30

Sr. No.	Course Objectives
1	To enable the familiarize with the practices followed in trade and education systems during the ancient times
2	To familiarize the learners with the concepts of Chanakya's management principles
Sr. No.	Course Outcomes
1	The learner will be able to explain the practices followed in ancient Indian trade
2	The learner will be able to Summarise the Chanakya's principles of management

Unit-I	Indian Ethos in Ancient Times
	Indian Ethos: Meaning, Features, Need & History, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices, Gurukul System of Learning: Meaning, Features, Advantages, Disadvantages. Modern System of Learning: Meanings, Features, Advantages, Disadvantages, Personal growth and Lessons from Ancient Indian Education System, Personality Development- Meaning, Determinants, Indian Ethos and Personality Development
Unit-II	Principles of Chanakya's Management
	Chanakya- Strategist, Philosopher, Economics, Ethics and values laid down by Chanakya. Chanakya's Concept of Leadership: Qualities of a leader, functions and role of a leader, motivation and communication, what a leader should not do, Identifying Potential Leaders, Decision Making, Advice to entrepreneurs, Turning Managers into leaders. Employee Management: Recruitment Process, Training guidelines by Chanakya, Teamwork Management, Safety and Security, Selecting Right Managers. Organisational Planning, Time Management, Disaster Management, A concept of stable organization, Managing Multiple Project Seven Pillars of Business, Power Management at workplace, Art of punishment, Three Aspects of success.

### Reference Books:

1. Moti Chandra, Trade and Trade routes in ancient India, Abhinav Publication, 1997
2. Arun kumar Mishra, trading communities in ancient India, Anamika Prakashan, 1992
3. Radhakrishnan Pillai, 10 th Edition 2021, Corporate Chanakya, 2010
4. Ashok R. Garde, Chanakya on Management, Jaico Publishing House, 2006
5. CA Rajeev k Garg, Chanakya of Modern Business Governance & Time Management, Notion press publication, 2021

## OJT 101 - Apprenticeship in Instore Merchandising & Cashiering

Credits: 3

Subject Code: OJT 101

Hours: 394

Sr. No.	Objectives
1	To acquire skills of unassisted selling, receiving goods, merchandising including Point of Sale (POS) management and cashiering
Sr. No.	Apprenticeship Outcomes
1	The learners will be able to perform the role of a Retail associate and cashier in business to customer, business to business retail business formats.

Sr. No.	Module
	On the Job Training Modules
1	Prepare to display products
2	Label display of products
3	Arrange and maintain the display of products
2	To promote loyalty schemes to customers
3	To keep the store secure
5	To keep the store clean and hygienic
6	To work affectively in a retail team
7	To service Cash Point / POS
8	To follow point-of-sale procedures for age- restricted products
9	To process customer orders for goods
10	To process exchange/ part exchange sale transactions
11	To process payments
12	To process cash and credit transactions
13	To process returned goods

## BBA (Retail Operations Management) – Semester II

### DSE 201 Customer Relationship Management

Credits: 4

Subject Code: DSE 201

Hours: 60

Sr. No.	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
Sr. No.	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
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

## DSC 202 – Principles of Marketing

Credits: 4

Subject Code: DSC 202

Hours: 60

Sr. No.	Course Objectives
1	To understand the basic concepts, principles, tools and techniques of marketing.
Sr. No.	Course Outcomes
1	The learners will be able to know the concepts and principles of marketing and align them in the value chain along with the various marketing strategies.

Unit-I	Introduction to Marketing
	Marketing: Definition, Marketing Concept, Features, Importance, Functions, Evolution, Strategic v/s Traditional Marketing, Selling vs. Marketing, Marketing Information System: Concept, Components, Marketing Environment: Micro and Macro, Marketing Research - Concept, Features, Process Market Segmentation: Concept, Benefits, Bases of market segmentation, Customer Relationship Management- Concept, Techniques, Market Targeting - Concept, Five patterns of Target market Selection, Complaint Management
Unit-II	Marketing Essentials
	Marketing Mix: 7P's of mix, Concept, Product- Product Decision Areas, Product Life Cycle- Concept, managing stages of PLC Branding - Concept, Components, Brand Equity- Concept, Factors influencing Brand Equity, Packaging- Concept, Essentials of a good package, Product/Service Positioning- Concept, Strategies of Positioning, Challenges Pricing - Concept, Objectives, Factors influencing Pricing, Pricing Strategies
Unit-III	Marketing and Integrated Marketing Communication (IMC)
	<b>Physical Distribution</b> - Concept, Factors influencing Physical Distribution, Marketing Channels (Traditional & Contemporary Channels) Supply Chain Management-Concept, Components of SCM <b>Integrated Marketing Communication (IMC)</b> - Concepts and elements Importance, Digital Marketing-Concept, trends in Digital Marketing, Experiential Marketing, Contextual Marketing, <b>Sales Management</b> - Concept, Components, USP- concept, importance Emerging trends in selling Personal Selling- Concept, Process of personal selling, Skill Sets required for Effective Selling
Unit-IV	Promotion in marketing
	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:

1. Marketing Principles and Management-Sherleker and Pany- Himalaya Publishing House
2. Principles of Marketing. 13th edition. Pearson Education - Kotler, Philip, Gary Armstrong, Prafulla Agnihotri and AhsanUlHaque.
3. Principles of Marketing, Bajaj, Kaur, Kalyani Publishers, New Delhi
4. Sherelakar's Marketing Management – Concepts and Cases – R. Krishnamoorthy – Himalaya Publishing House – 14th Edition – 2019
5. Marketing Management, An Indian Perspective', Second Edition (2015), Published by Biztantra, New Delhi and distributed by Wiley International.

## DSC 203 - Business Environment

Credits: 4

Subject Code: DSC 203

Hours: 60

Sr. No.	Course Objectives
1	To Understand the dynamic interplay of economic, social, and regulatory factors shaping contemporary business landscapes.
2	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.
Sr. No.	Course Outcomes
1	The learner will be able to demonstrate a comprehensive understanding of key economic, social, and regulatory drivers influencing business environments.
2	The learner will be able to assess the implications of globalization and technological advancements on business strategies and operations
3	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
	<p>Business: Meaning, Definition, Nature &amp; Scope, Types of Business Organizations</p> <p>Business Environment: Meaning, Characteristics, Scope and Significance, Components of Business Environment, Micro and Macro Environment: Definition, Differentiation, Analysis of Business Environment, SWOT Analysis.</p> <p>Introduction to Micro-Environment: Internal Environment: Value system, Mission, Objectives, Organizational, Structure, Organizational Resources, Company Image, Brand Equity</p> <p>External Environment: Firm, customers, suppliers, distributors, Competitors, Society</p> <p>Introduction to Macro Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal).</p> <p>Retail Business Environment. Contribution of retail to Indian economy.</p>
Unit-II	Political and Legal Environment
	<p>Political Framework: Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India.</p> <p>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.</p> <p>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.</p>



<b>Unit-III</b>	<b>Social and Cultural Environment</b>
	<p>Social and Cultural Environment: Nature, Impact of foreign culture on Business, Traditional Values and its Impact, Social Audit - Meaning and Importance of Corporate Governance and Social Responsibility of Business.</p> <p>Social and cultural factors in retail management, Significance of social and cultural dynamics in shaping consumer behavior and retail trends in India, demographic factors influencing consumer preferences and purchasing behavior in India (e.g., age, gender, income, urbanization),</p> <p>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.</p> <p>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.</p>
<b>Unit-IV</b>	<b>Technological, Competitive and International Environment</b>
	<p>Technological environment: Features, impact of technology on Business</p> <p>Competitive Environment: Meaning, Michael Porter's Five Forces Analysis,</p> <p>Competitive Strategies</p> <p>Globalization: Meaning, Nature and stages of Globalization, features of Globalization, Foreign Market entry strategies, LPG model.</p> <p>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.</p>
<b>Unit - V</b>	<b>International Retail Business Environment</b>
	<p>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 behavior 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.</p>

#### 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

## VAC 204 - Sustainable Work Practices in Retail Operations

Credits: 2

Subject Code: VAC 204

Hours: 30

Sr. No.	Course Objectives
1	To understand the Principles and Importance of Sustainable Retailing:
2	To analyze Sustainable Practices and Their Implementation in Retail Operations
Sr. No.	Course Outcomes
1	Learners will be able to articulate the concepts and significance of sustainability in the retail sector, demonstrating an understanding of its environmental, social, and economic dimensions.
2	Learners will be able to analyze and evaluate sustainable practices relevant to retail operations, including environmentally friendly sourcing, energy efficiency, fair labor practices, and community engagement

Unit-I	Introduction to Sustainable Retailing
	Definition and significance of sustainability in retail, Overview of environmental, social, and economic dimensions of sustainability, developing a sustainability strategy and action plan for a retail business, Integration of sustainability considerations into business decision-making processes, challenges and barriers to implementing sustainable practices, Case studies highlighting the importance of sustainability in retail operations
Unit-II	Environmental Sustainability in Retail
	Sustainable sourcing and procurement practices, Energy efficiency and waste management in retail operations, Green store design and eco-friendly infrastructure, Emerging technologies and trends driving sustainability in retail, Circular economy principles and opportunities for retailers, Case studies of innovative sustainable retailing initiatives, Communicating sustainability initiatives to consumers Eco-friendly product labeling and packaging, Strategies for educating and engaging customers on sustainable consumption
Unit-III	Social Responsibility and Ethical Practices
	Government policies and incentives for promoting sustainability in retail, Overview of environmental and social regulations affecting retail businesses, Certification standards for sustainable products and practices (e.g., Fair Trade, Organic), Fair labor practices and supply chain transparency, Diversity and inclusion initiatives in retail workforce, Community engagement and philanthropic activities
Unit-IV	Sustainable Supply Chain Management and KPIs
	Sustainable sourcing and supplier partnerships, Logistics optimization and transportation efficiency, Collaboration with suppliers for sustainability improvements, Key performance indicators (KPIs) for assessing sustainability in retail, Sustainability reporting frameworks (e.g., Global Reporting Initiative), Using data and metrics to track progress and drive continuous improvement

### Reference Books:

1. Sustainability in Retailing: Concepts and Cases" by Jayashree Suresh and Deepa Dixit
2. Sustainable Retailing: Emerging Trends and Best Practices" by Cristina M. Gómez-Cruz, Gloria Estévez-Mejías, and Sandra María Sánchez-Cañizares
3. Sustainable Supply Chains: Models, Methods, and Public Policy Implications" by David L. Olson and Desheng Dash Wu
4. Corporate Social Responsibility: Challenges and Opportunities in India" by Rajeev Singh

## SEC 205 – Practical on Customer Loyalty and Retention

Credits: 3

Subject Code: SEC 205

Hours: 45

Sr. No.	Course Objectives
1	To understand key concepts related to marketing, customer behavior, and relationship management impacting customer loyalty and retention
2	To provide practical insights and recommendations for enhancing customer loyalty and retention, ultimately contributing to the long-term success of the chosen business or organization.
Sr. No.	
1	The learners will be able to explain the impact of marketing, customer behaviour and relationship management on customer retention and loyalty.
2	The learners will be able to analyze and improve customer loyalty and retention strategies for a chosen business, focusing on enhancing customer satisfaction, engagement, and long-term relationships.

Unit-I	Introduction to Customer Loyalty and Retention
	Definition of customer loyalty and retention, Customer Lifetime Value (CLV): concept of CLV, impact of CLV on profits, Customer Segmentation: need for division of customers based on demographics, behavior, needs, or preferences to devise loyalty and retention strategies, Customer Satisfaction and Loyalty Models: SERVQUAL model or the Kano model, Customer Journey Mapping: correlation between touchpoints and interactions a customer has with a business throughout their lifecycle , loyalty & retention
Unit-II	Customer Retention Strategies and Tactics
	loyalty programs, personalized communication, superior customer service, and post-purchase engagement, Net Promoter Score (NPS): NPS methods NPS and its significance in assessing and improving customer loyalty, Customer Feedback and Listening: gathering, analyzing, and acting upon customer feedback, ethical considerations in customer relationships, such as privacy, transparency, fairness, and trust-building and their impact on retention
Unit-III	Practical/ OJT
	Analyze and improve customer loyalty and retention strategies for a chosen business, focusing on enhancing customer satisfaction, engagement, and long-term relationships by carrying out: Background Research; Customer Data Analysis; Customer Feedback Collection; Competitor Analysis; Strategy Development; Implementation Plan; Testing and Optimization; Measurement and Evaluation; Communication and Engagement; Documentation and Reporting

### Reference Books:

1. Customer Loyalty: Exploring Its Various Dimensions by Shweta Singh
2. Customer Relationship Management: A Strategic Approach by Girish V. S.
3. Retail Management – Functional Principles & Practices 5th edition by Dr Gibson Vedamani  
Published by Pearson

## OJT 201 - Apprenticeship in Instore Merchandising & Cashiering

Credits: 3

Subject Code: OJT 201

Hours: 590

Sr. No.	Objectives
1	To acquire skills of unassisted selling, receiving goods, Visual merchandising including Point of Sale (POS) operations management and cashiering
Sr. No.	Apprenticeship Outcomes
1	The learners will be able to plan and implement visual merchandising displays whilst managing cashiering operations at the POS.

Sr. No.	Module
On the Job Training Modules	
1	To service Cash Point / POS
2	To process customer orders for goods
3	To process exchange/ part exchange sale transactions
4	To process payments
5	To process cash and credit transactions
6	To process returned goods
7	To Interpret design briefs for visual merchandising displays
8	To Procure merchandise and props to be featured in retail displays
9	To Dress in-store displays based on guidelines
10	To Dress window displays based on guidelines
11	To Evaluate and improve retail displays.
12	To Dismantle visual merchandising displays
13	To Store equipment, props and graphics for retail displays

## BBA (Retail Operations Management) – Semester III

### DSE 301 Retail Sales Management

Credits: 4

Subject Code: DSE 301

Hours: 60

Sr. No.	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
Sr. No.	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 omnichannel retail environments.
3	Learners will be able to demonstrate the use of sales techniques.

Unit-I	Introduction to Retail Sales Management and Consumer Behaviour
	<p><b>Introduction to Retail Sales Management:</b> Types of retail formats (e.g., department stores, specialty stores, e-commerce), Global retail trends and market size</p> <p>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 behaviors, Competition in the retail industry and strategies for differentiation.</p> <p><b>Understanding Consumer Behavior:</b> Consumer psychology and buying behavior, psychological factors influencing consumer decisions (e.g., motivation, perception, attitudes), Social and cultural influences on consumer behavior, 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 behavioral factors, Target market selection and identification of consumer segments: Positioning strategies to differentiate products and attract target consumers</p>
Unit-II	Sales Planning and Strategy
	<p>Setting sales objectives and targets - SMART (Specific, Measurable, Achievable, Relevant, Time-bound) objectives, establishing realistic sales targets based on market analysis and business goals.</p> <p>Sales forecasting techniques - Time-series analysis, Regression analysis, Qualitative methods (e.g., expert opinion, market research)</p>

	Developing sales strategies for different retail formats - Tailoring sales strategies for brick-and-mortar stores, online retail, and omnichannel environments, Promotional strategies (e.g., discounts, loyalty programs) to drive sales and customer engagement.
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Unit-III	Sales Techniques and Skills
	<p>Personal selling techniques -Building rapport with customers, needs assessment and solution selling, handling objections, and closing sales, Customer Buying Cycle Vs Retail Sales Cycle.</p> <p>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.</p> <p>Negotiation and persuasion skills - Principled negotiation techniques, overcoming resistance and objections: types of objection handling techniques, Creating win-win outcomes for both the seller and the customer.</p> <p>Importance of product knowledge - Features, Advantages and Benefits (FAB) of products, use of FABING technique during customer interaction, techniques for product demonstration, upselling &amp; cross selling techniques.</p>
Unit-IV	Case Studies and Presentation
	<p>Analysis of real-world retail sales management cases</p> <ul style="list-style-type: none"> <li>• Case studies on successful sales management strategies in retail companies</li> <li>• Discussion of challenges faced, and lessons learned in implementing sales initiatives</li> </ul>

### 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

## DSE 302 FMCG/ FMCD Sales & Distribution

**Credits: 2**

**Subject Code: DSE 302**

**Hours: 30**

Sr. No.	Course Objectives
1	To equip with the knowledge, skills, and strategic mindset required to effectively manage territories and drive sales within the diverse and dynamic Indian FMCG/FMCD market
Sr. No.	Course Outcomes
1	Learners will be able to demonstrate the ability to strategically analyze the Indian FMCG/FMCD market, effectively plan and manage territories, optimize distribution channels, forecast sales accurately, and adapt to the evolving dynamics of the industry.

Unit-I	FMCG & FMCD Distribution
	<p>Introduction to the Indian consumer market: diversity, preferences, and behaviours, Market trends and growth opportunities in various FMCG/FMCD sectors, Regulatory framework governing FMCG/FMCD sales and distribution in India, Impact of government policies, taxation, and trade regulations on the industry.</p> <p>Product categories in FMCG / FMCD, supply chain system in FMCG /FMCD (Manufacturer, Transportationsystem, Storage, Distribution &amp; retailing and post-sale services) , Overview of distribution channel structures in India: direct, indirect, and hybrid. Selection and evaluation of distribution partners: distributors, wholesalers, retailers. Negotiating and managing agreements with channel partners, including terms and incentives. Addressing channel conflicts such as price undercutting, territory overlaps, and brand dilution. Leveraging technology for efficient channel management and inventory control.</p>
Unit-II	Territory Planning and Distribution System Mapping
	<p>Principles of territory management and its importance in sales strategy, Techniques for defining and segmenting territories in the Indian context. Utilizing market research, data analytics, and GIS tools for territory mapping. Developing territory plans aligned with company objectives and market dynamics. Strategies for efficient route planning, covering urban and rural areas effectively. Roles &amp; responsibilities of stakeholders in FMCG distribution system, importance of influencing people through personal effectiveness, best practices followed in distributor and retailer relationship management.</p>
Unit-III	Sales Forecasting and Performance Evaluation
	<p>Understanding demand patterns and seasonality in the Indian market. Methods for sales forecasting: qualitative, quantitative, and hybrid approaches. Setting realistic sales targets and quotas based on territory potential and historical data. Roles and responsibilities of a FMCG salesperson (Territory, day to day planning, route &amp; beat plans, target achievement, outlet categories, productivity metrics, merchandising &amp; branding, stock management, order booking), objection handling and negotiation with retailers, process of effective sales calls. Monitoring and analyzing key performance indicators (KPIs) such as sales volume, market share, and distribution coverage. Performance evaluation techniques, including variance analysis and sales force effectiveness metrics.</p>

### Reference Books

1. Distributor Salesman – RASCI Courseware
2. Sales and Distribution Management in the Indian Context by Pingali Venugopal



## DSC 303 Fundamentals of Financial & Cost Accounting

Credits: 4

Subject Code: DSC 303

Hours: 60

Sr. No.	Course Objectives
1	To understand the basic concept of accounting practices in an organization.
2	To recognize the role of cost accountancy and cost management.
3	To describe the common practices of accounting in a department of a business organisation
Sr. No.	Course Outcomes
1	The learners will be able to understand basic accounting practices followed in business environment.
2	The learners will be able to classify cost accountancy and cost management.
3	The learner will be able to perform basic accounting practices.

Unit-I	Introduction to Financial Accounting
	<p>Basic accounting practices in retail organisations – meaning, definition, objectives, scope, basic, terms, accounting principles in retail business, branches of accounting.</p> <p>uses &amp; limitations of Accounting, Concepts &amp; Conventions, Statements of Final Accounts – Meaning, need &amp; objectives, types of Trading Account – Meaning &amp; need, Profit &amp; loss Account – meaning &amp; Need, Balance Sheet- Meaning &amp; need.</p> <p>Meaning of final accounts with adjustment entry, Impact of profit &amp; loss account and balance sheet on business goals of the organisation, markup &amp; mark down practices in retail, impact of mark up and mark down on financial accounting &amp; profits.</p>
Unit-II	Accounting Practices
	<p>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</p>
Unit-III	Cost Accounting
	<p>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</p>

### Reference Books:

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

## DSC 304 Managerial Economics

Credits: 4

Subject Code: DSC 304

Hours: 60

Sr. No.	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.
Sr. No.	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-Managerial 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

## SEC 305 Practical in Retail Sales Management (Practical/ Field Project/ OJT)

Credits: 3

Subject Code: SEC 305

Hours: 45

Sr. No.	Course Objectives
1	To apply the key principles and techniques of retail sales management, including customer interaction, sales strategies, and team management.
2	To apply retail sales software/tools effectively to manage inventory, analyze sales data, and enhance customer relationships.
Sr. No.	Course Outcomes
1	Learners will be able to manage retail sales operations by utilizing various tools and techniques.
2	Learners will be equipped with the knowledge and skills to formulate and implement sales strategies encompassing merchandising, promotional campaigns.

Unit-I	Introduction to Practical Retail Sales Management
	<p><b>Overview:</b> Explanation of the format and objectives of practical sessions, Discussion of the importance of practical application in retail sales management education</p> <p><b>Introduction to retail sales management software/tools:</b> Demonstration of common retail sales software/tools (e.g., POS systems, CRM software), Hands-on exploration of software interfaces and basic functionalities.</p> <p><b>Setting up mock retail sales scenarios:</b> Role assignment for simulated sales interactions.</p> <p>Scenario creation: Role plays or OJT demonstration on different types of customer interactions (e.g., product inquiry, complaint handling)</p> <p><b>Designing and executing promotional campaigns:</b> Planning and organizing sales events, promotional campaigns, special festive events, product launches, clearance sales.</p>
Unit-II	Customer Interaction and Sales Techniques
	<p><b>Role-playing exercises:</b> Customer greetings and engagement, Students pair up and take turns practicing initial greetings and engaging customers in conversation</p> <p>Feedback session: Peer evaluation and instructor feedback on communication skills and approachability</p> <p><b>Demonstrating product features and benefits:</b> Introduction to a selection of products for demonstration; Role-playing scenarios: Students take turns demonstrating product features and explaining benefits to customers</p> <p><b>Handling customer objections and closing sales:</b> Identification of common objections in retail sales; Role-playing exercises: Students practice responding to objections and techniques for closing sales</p> <p><b>Feedback and debrief:</b> Discussion of effective strategies and areas for improvement</p>
Unit - III	Using Retail Sales Software and Technology
	<p><b>Hands-on training with POS systems:</b> Simulation exercises: Students practice processing transactions, issuing refunds, and managing inventory using POS software.</p> <p>Troubleshooting scenarios: Students troubleshoot common POS system errors and practice resolving issues.</p>

	<p><b>Introduction to CRM software for sales management:</b> CRM software exploration: Students navigate through CRM software interfaces, input customer data, and track interactions.</p> <p><b>Customer segmentation exercise:</b> Using CRM software to segment customer data and target specific customer groups for marketing campaigns.</p>
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#### **Reference Books:**

1. Retail Management: Text and Cases" by Swapna Pradhan
2. Retail Management | Fifth Edition | By Pearson authored by Dr. Gibson Vedamani
3. Retail sales Associate: RASCI Course Material
4. Retail Team Leader – RASCI Course material

## VAC 306 Workplace Health and Safety

**Credits: 1**

**Subject Code: VAC 306**

**Hours: 15**

Sr. No.	Course Objectives
1	To understand the importance of workplace health and safety in a retail environment and identify common hazards and risks associated with retail operations.
Sr. No.	Course Outcomes
1	Learners will be able to conduct a comprehensive risk assessment of their retail store, identifying potential hazards and proposing practical control measures to mitigate risks and ensure a safe working environment for employees and customers.

Unit-I	Introduction to Workplace Health and Safety
	Overview of workplace health and safety (WHS) regulations and standards in the retail sector  Importance of WHS in a retail store environment, Responsibilities of employers, managers, and employees regarding WHS
Unit-II	Identifying Hazards in and Preventing Accidents in Retail Environments
	Common hazards in retail stores: slips, trips, and falls; manual handling; hazardous substances; electrical safety; etc. Conducting risk assessments in a retail setting, Recognizing potential hazards specific to your store layout and operations. Strategies for preventing slips, trips, and falls, Safe manual handling techniques for lifting and carrying items, Proper use of equipment and machinery, Handling and storing hazardous substances safely, personal protective equipment and their benefits
Unit - III	Emergency Preparedness and Response
	Developing emergency procedures for various scenarios (fire, medical emergencies, etc.)  Importance of training employees on emergency protocols, including evacuation routes and assembly points, importance of First aid training and maintaining first aid supplies in the store
Unit IV	Workplace Health Promotion and Monitoring and Continuous Improvement
	Promoting physical and mental well-being among employees, Encouraging healthy lifestyles and stress management techniques, Implementing ergonomic principles to reduce strain and injuries, Establishing systems for regular WHS inspections and audits, Investigating incidents and near misses to identify root causes, Implementing improvements based on feedback and lessons learned.
Unit V	Additional Resources and Practical Exercises
	<ul style="list-style-type: none"> <li>Interactive scenarios or case studies to reinforce learning.</li> <li>Guest speakers or industry experts to provide insights and best practices.</li> <li>Hands-on demonstrations of safety equipment and procedures.</li> </ul>

### Reference Books:

1. Retail Management: Text and Cases" by Swapna Pradhan
2. Retail Management | Fifth Edition | By Pearson authored by Dr. Gibson Vedamani
3. Retail sales Associate: RASCI Course Material



## OJT 301 - Apprenticeship in Customer Relations & Sales Management

Credits: 3

Subject Code: OJT 301

Hours: 660

Sr. No.	Objectives
1	To acquire skills of assisted selling, consultative selling, personalized customer service and care including standard operating procedures for sales and customer service operations within a retail store.
Sr. No.	Apprenticeship Outcomes
1	The learners will be able to perform the role of a Retail Sales specialist in business to customer, business to business retail business formats.

Sr. No.	Module
	On the Job Training Modules
1.	Create a positive image of self & organisation in the customer's mind
2.	Demonstrate products to customers
3.	Help customers choose right products
4.	Process credit applications for purchases
5.	To allocate and check work in your team
6.	To work effectively in a retail team
7.	To work effectively in an organisation
8.	To plan visual merchandising
9.	To establish and satisfy customer needs
10.	To communicate effectively with stakeholders
11.	To organize the display of products at the store
12.	To process the sale of products
13.	To maintain the availability of goods for sale to customers
14.	To monitor and solve customer service problems

## SEMESTER – IV

### BBA (Retail Operations Management) – Semester IV

#### DSE 401 Retail Team Management

Credits: 3

Subject Code: DSE 401

Hours: 45

Sr. No.	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.
Sr. No.	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
	<p>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.</p> <p>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.</p>
Unit-II	Sales Team Performance Management
	<p><b>Introduction to Retail Store Sales Team Performance Management:</b> 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.</p> <p><b>Setting Sales Team Goals and Objectives:</b> 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 metrics to track progress towards sales goals, Techniques for</p>



	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.
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<b>Unit-III</b>	<b>Sales Team Training and Development:</b>
	<p>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.</p> <p>Classroom training: Structured sessions led by trainers covering sales techniques, product knowledge, and customer service skills,</p> <p>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.</p> <p>Providing continuous learning opportunities through workshops, seminars, and online training resources Encouraging self-directed learning and skill acquisition through individual development plans.</p>
<b>Unit-IV</b>	<b>Team Performance Review</b>
	<p>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)</p> <p>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</p> <p>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.</p>

### 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

## DSE 402 Inventory and Budget Management

**Credits: 3**

**Subject Code: DSE 402**

**Hours: 45**

Sr. No.	Course Objectives
1	To Understand the principles and techniques of retail inventory management.
2	To Develop proficiency in inventory turnover analysis, safety stock management, and supply chain integration.
3	To Gain an understanding of budget planning, forecasting, allocation, and control techniques specific to retail operations
4	To acquire the skills to analyze financial statements, monitor budget performance, and identify variances.
Sr. No.	Course Outcomes
1	Learners will be able to develop and implement inventory management strategies resulting in enhanced customer satisfaction and increased profitability.
2	Learners will be equipped with the knowledge and skills to effectively plan, monitor, and control budgets in retail store operations to achieve financial objectives of the store

Unit-I	Inventory Management
	Importance and objectives of Inventory Management in Retail, Overview of Inventory Costs and Their Impact on Profitability, Methods of Inventory Planning: ABC Analysis, EOQ, JIT, Forecasting Techniques for Demand Prediction, Seasonal Variation and its Impact on Inventory Planning, Inventory Control Techniques: Setting Reorder Points and Safety Stock Levels, Economic Order Quantity (EOQ) Calculation and Implementation, Just-in-Time (JIT) Inventory Management and its Benefits. Inventory Classification and Categorization: ABC Analysis: Classification of Inventory Items based on Value and Frequency of Sales, Inventory Segmentation: Differentiating Inventory based on Characteristics such as Perishability and Seasonality, Product Life Cycle Management and its Impact on Inventory Classification. Inventory Reconciliation and Auditing: Regular Physical Inventory Counts and Cycle Counting Techniques, Inventory Reconciliation Processes  Importance of Accuracy in Inventory Records.
Unit -II	Inventory Optimization Strategies
	Inventory Turnover Ratio and its Significance: Strategies to Reduce Excess Inventory and Dead Stock, Vendor Managed Inventory (VMI) and Consignment Inventory,  Inventory Loss Prevention: Causes of Inventory Shrinkage and Losses: Implementing Inventory Security Measures, Training Staff on Inventory Control and Theft Prevention, Week 9: Technology Solutions for Inventory Management: Barcoding and RFID Technology in Inventory Tracking, Benefits of Real-time Inventory Tracking Systems, Cloud-based Inventory Management Software.
Unit-III	Managing Retail Store Budgets
	<b>Introduction to Retail Store Budget Management:</b> Overview and importance of budget management in retail operations, role of budgeting in achieving financial goals and objectives, key budgeting terminology and concepts in retail.  <b>Understanding Financial Statements:</b> interpreting income statements (profit and loss statements) in retail, revenue, cost of goods sold (COGS), and operating expenses, balance sheets

	<p>in retail: assets, liabilities, and equity, cash flow statements in retail, cash inflows, outflows, and net cash flow.</p> <p><b>Budget Planning and Preparation:</b> Techniques for forecasting sales in retail stores, Historical data analysis, market trends, and seasonality factors, Identifying expense categories for budgeting- Fixed expenses (e.g., rent, utilities), variable expenses (e.g., payroll, inventory), and discretionary expenses (e.g., marketing, promotions), Creating a sales budget - setting sales targets, incorporating sales forecasts, and considering factors affecting sales performance, Developing an expense budget - Allocating resources to various expense categories based on historical data and projected needs</p> <p><b>Budget Monitoring and Control:</b> Overview of budget monitoring and control processes, Establishing performance metrics and benchmarks, Methods for tracking actual performance against budgeted targets, Comparing actual sales and expenses to budgeted figures, Variance analysis techniques -Identifying and analyzing budget variances (favorable and unfavorable), Understanding the causes of budget variances and their implications for store operations, Implementing corrective actions-Adjusting spending plans, reallocating resources, and implementing cost-saving measures to address budget variances</p>
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## Reference Books

1. Swapna Pradhan; "Retailing Management Text & Cases;" Tata McGraw hill; Education Private limited, New Delhi
2. David Gilbert "Retailing Management"; Pearson Education; New Delhi.
3. Retail Management | Fifth Edition | By Pearson authored by Dr. Gibson Vedamani
4. Principles of Inventory Management: When You Are Down to Four, Order More! by R. Srinivasan
5. Inventory Management: Advanced Methods for Managing Inventory within Business Systems" by John Denton
6. Financial Management for Retailers" by C.B. Gupta

## DSC 403 Logistics and Supply Chain Management

**Credits: 3**

**Subject Code: DSC 403**

**Hours: 45**

<b>Sr. No.</b>	<b>Course Objectives</b>
<b>1</b>	To Understand the fundamental principles and concepts of logistics and supply chain management as they apply to the retail industry.
<b>2</b>	To Analyze the design and operation of retail supply chains, including transportation, warehousing, and inventory management strategies.
<b>3</b>	To Evaluate the role of technology, sustainability, and ethical considerations in retail logistics and supply chain management practices.
<b>Sr. No.</b>	<b>Course Outcomes</b>
<b>1</b>	Learners will be able to define key terms and concepts related to logistics and supply chain management in the context of retail.
<b>2</b>	Learners will be able to apply theoretical knowledge to analyze and optimize the design and operation of retail supply chains.
<b>3</b>	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.

<b>Unit-I</b>	<b>Introduction to Supply Chain Management</b>
	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.
<b>Unit-II</b>	<b>Retail Supply Chain and Transportation Logistics</b>
	<p>Retail supply chain network design principles: Factors influencing facility location decisions in retail (proximity to markets, transportation infrastructure, labor availability, etc.)</p> <p>Inventory management strategies in retail: ABC analysis, Economic Order Quantity (EOQ)</p> <p>Just-in-Time (JIT) inventory, Vendor-managed inventory (VMI) and Collaborative Planning, Forecasting, and Replenishment (CPFR) in retail.</p> <p>Modes of transportation in retail logistics: Road transport, Rail transport, Air transport</p> <p>Sea transport, Carrier selection criteria and management strategies</p> <p>Last-mile delivery challenges and solutions: Delivery route optimization, Urban logistics solutions (e.g., micro-fulfillment centers), Transportation cost management techniques and optimization strategies</p>
<b>Unit-III</b>	<b>Warehousing and Distribution in Retail</b>
	<p>Types and functions of warehouses in retail: Distribution centers, Fulfillment centers, Cross-docking facilities, Warehouse layout and design considerations for retail operations</p> <p>Warehouse operations: Receiving and put-away, Order picking and packing, Shipping and dispatch.</p>

	Warehouse automation technologies: Automated storage and retrieval systems (AS/RS) Robotics and automated guided vehicles (AGVs).
<b>Unit-IV</b>	<b>Technology and Green Logistics in Retail</b>
	<p>Role of information technology in retail logistics: Warehouse Management Systems (WMS) Transportation Management Systems (TMS), Enterprise Resource Planning (ERP) systems</p> <p>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, Blockchain for supply chain transparency and traceability.</p> <p><b>Environmental sustainability considerations in retail logistics:</b> Green transportation initiatives Sustainable packaging solutions,</p> <p>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</p>

#### 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

## DSC 405 Enterprise Resource Planning (E R P)

Credits: 3

Subject Code: DSC 405

Hours: 45

Sr. No.	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.
Sr. No.	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, the significance of Business Process Re-engineering (BPR) in ERP solutions wrt to business processes of a Retail organisation, need for business process management (BPM), 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)

## SEC 405 Leadership Skills (Training/ OJT )

**Credits: 3**

**Subject Code: SEC 405**

**Hours: 45**

<b>Sr. No.</b>	<b>Course Objectives</b>
<b>1</b>	To Understand foundational theories and models of leadership.
<b>2</b>	To Develop decision-making, conflict resolving and problem-solving skills essential for effective leadership.
<b>3</b>	Acquire practical experience through simulated leadership scenarios and on-the-job training.
<b>4</b>	To comprehend ethical leadership principles and professionalism in practice.
<b>Sr. No.</b>	<b>Course Outcomes</b>
<b>1</b>	The learners will be able to acquire knowledge of key theories and models in leadership
<b>2</b>	The learners will be able to make informed decisions, resolve conflicts, and solve problems.
<b>3</b>	The learners will be able to gain practical skills in leadership through participation in simulated leadership scenarios and on-the-job training
<b>4</b>	The learners will be able to explain the principles of ethical leadership.

<b>Unit-I</b>	<b>Foundations of Leadership</b>
	Introduction to leadership theories (trait, behavioral, contingency, transformational, etc.)  Understanding different leadership styles and their applications, Practical Exercise: Self-assessment of leadership style and reflection.
<b>Unit-II</b>	<b>Decision-Making and Problem-Solving</b>
	Decision-Making Models: Rational decision-making model, Bounded rationality model  Intuitive decision-making, Practical Exercise: Case studies to apply different decision-making models.  Problem-Solving Strategies: Define the problem and gather information, generate alternative solutions, Evaluate and select the best solution, Practical Exercise: Group problem-solving activities with real-world scenarios
<b>Unit-III</b>	<b>Conflict Resolution and Negotiation</b>
	Identifying Sources of Conflict: Task-related conflicts, Relationship conflicts, Process conflicts  Practical Exercise: Role-playing scenarios to identify and analyze different types of conflicts.  Conflict Resolution Techniques: Collaborative problem-solving, Compromise and negotiation  Mediation and arbitration.  Practical Exercise: Role-playing conflict resolution scenarios with feedback sessions
<b>Unit IV</b>	<b>Ethical Leadership</b>
	Ethical Leadership Principles: Integrity and honesty, Respect for others, Accountability and transparency, empathy  Practical Exercise: Case studies and discussions on ethical dilemmas in leadership.
<b>Unit V</b>	<b>Coaching and Providing Feedback</b>



	<p>Introduction to Coaching and Feedback: Overview of coaching and feedback, Importance of coaching and feedback in the workplace, Understanding the coaching process, Setting expectations for the course.</p> <p>Principles of Effective Coaching: Active listening and empathy, Asking powerful questions</p> <p>Providing constructive feedback, Role-playing exercises on coaching conversations</p> <p>Giving Feedback Effectively: Components of effective feedback, Feedback models (e.g., SBI - Situation-Behavior-Impact), Practice sessions on giving and receiving feedback,</p> <p>Tips for delivering feedback with empathy and clarity,</p> <p>Coaching Techniques and Strategies: Goal setting and action planning, Coaching for performance improvement, Handling resistance and difficult conversations, Role-playing scenarios on coaching challenges.</p> <p>Application and Action Planning: Reflecting on key learnings, identifying opportunities for applying coaching and feedback skills with peers, Creating individual action plans for ongoing development.</p>
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#### Reference Books:

1. "Leadership: Theory and Practice" by Dr. R.K. Uppal and Dr. Preeti Uppal
2. Management Decision Making: Concepts, Methods and Cases" by Dr. P. K. Vijayan and Dr. S. N. Mukherjee
3. Conflict Management: A Practical Guide to Developing Negotiation Strategies
4. Ethics in Management: Concepts and Cases" by Dr. R.P. Singh
5. Indian Corporate Ethics" by Dr. R. Balasubramaniam
6. Managerial Coaching Skills: A Practical Guide" by Dr. Sangeeta Shankar and Dr. Renuka Kamath
7. Effective Feedback Skills" by Dr. S.K. Mandal
8. Feedback: Giving, Seeking and Using" by Dr. Rashmi Kathuria and Dr. Kirti Sharma

## VAC 406 Introduction to Statutory and Legal framework for Retail Business Enterprises

**Credits: 1**

**Subject Code: VAC 406**

**Hours: 15**

Sr. No.	Course Objectives
1	To understand the foundational legal principles and regulatory requirements governing retail business enterprises.
2	To analyze and apply statutory regulations to ensure legal compliance and ethical business practices in the retail sector.
3	To evaluate risk factors and devise proactive measures to manage legal liabilities and resolve disputes effectively within a retail business context.
Sr. No.	Course Outcomes
1	Learners will demonstrate the ability to identify and adhere to legal and regulatory requirements pertinent to retail business operations.
2	Learners will apply legal principles and ethical considerations to resolve practical challenges and mitigate risks within the retail sector.
3	Learners will analyze the impact of statutory regulations on retail business strategies and develop proactive measures to ensure compliance and minimize legal liabilities.

Unit-I	Legal Foundations
	<p>Introduction to Legal Framework- Overview of legal systems and sources of law (common law, statutes, regulations), Importance of legal compliance in retail business enterprises, Business Structures and Registrations - Different types of business structures (sole proprietorship, partnership, corporation), Registration requirements and procedures for retail businesses, Pros and cons of each business structure. Contracts and Agreements - Basics of contract law relevant to retail business transactions.</p> <p>Common types of contracts in retail (leases, vendor agreements, employment contracts). Key elements of a valid contract and potential pitfalls - Intellectual Property</p> <p>Overview of intellectual property rights (trademarks, copyrights, patents), Importance of protecting intellectual property in retail businesses, Strategies for safeguarding intellectual property rights.</p>
Unit-II	Compliance and Regulations
	<p>Employment Law - Employment standards, regulations, and obligations in the retail sector, Worker classifications, wages, working hours, and benefits, Discrimination and harassment laws applicable to retail businesses.</p> <p>Consumer Protection Laws - Overview of consumer rights and responsibilities, Regulations governing product safety, labeling, and advertising, Handling customer complaints and disputes, Health and Safety Regulations - Workplace health and safety requirements for retail establishments, OSHA (Occupational Safety and Health Administration) regulations, Creating a safe environment for employees and customers Environmental Regulations - Environmental considerations in retail operations, Waste management, recycling, and pollution control regulations, Sustainable practices and compliance with environmental laws..</p>

Unit-III	Risk Management and Compliance
	<p>Data Protection and Privacy - Overview of data protection laws relevant to retail businesses, Handling customer data, privacy policies, and GDPR compliance (if applicable). Taxation and Financial Regulations - Tax obligations for retail businesses (sales tax, income tax), Tax planning strategies and compliance best practices.</p> <p>Licensing and Permits - Types of licenses and permits required for retail operations.</p> <p>Application processes, renewal procedures, and compliance checks, Consequences of operating without necessary licenses or permits, Risk Management and Insurance-Identifying and mitigating risks in retail operations, Types of insurance coverage (liability insurance, property insurance), Importance of risk management strategies for business continuity, Legal Challenges and Dispute Resolution - Common legal issues faced by retail businesses (contract disputes, liability claims), Methods of dispute resolution (litigation, arbitration, mediation)</p>

**Reference Books:**

1. Retail Management: Principles and Practices by Swapna Pradhan
2. Legal Aspects of Business by Akhileshwar Pathak
3. Business Laws for Retail Managers by K.R. Bulchandani
4. Legal Environment of Business in India by Tulsian

## OJT 401 - Apprenticeship in Store Operations Management

Credits: 4

Subject Code: OJT 401

Hours: 660

Sr. No.	Objectives
1	To acquire skills of managing team and departmental operations of the store
Sr. No.	Apprenticeship Outcomes
1	The learners will be able to lead a team and manage operations of the department.

Sr. No.	Module
	<b>On the Job Training Modules</b>
1.	To help maintain health and safety
2.	To allocate and check work in your team
3.	To work effectively in a retail team
4.	To work effectively in an organisation
5.	To plan visual merchandising
6.	To establish and satisfy customer needs
7.	To monitor and manage store performance
8.	To provide leadership for your team
9.	To build and manage store team
10.	To develop individual retail service opportunities
11.	To communicate effectively with stakeholders
12.	To manage a budget



## BBA (Retail Operations Management) – Semester V

### DSE 501 E-Commerce & Omni Channel Retailing

Credits: 3

Subject Code: DSE 501

Hours: 45

Sr. No.	Course Objectives
1	To develop a comprehensive understanding of E-commerce & Omni Channel Retailing, including its principles, technologies, and strategies.
2	Identify the practical skills required to utilize data analytics, customer engagement techniques, and emerging technologies.
Sr. No.	Course Outcomes
1	Learners will be able to apply effective omni channel retailing strategies to enhance customer satisfaction and loyalty across various touchpoints.
2	The Learners will be proficient in leveraging data analytics and emerging technologies to drive innovation and sustainable growth in retail businesses.

Unit-I	
	<p>Definition of e-commerce and online retailing, models of online retailing, factors impacting online retailing, pros &amp; cons of online retailing, future of online retailing in India and cross border trade</p> <p><b>Introduction to E-commerce &amp; Omni Channel Retailing</b></p> <p><b>Understanding Omni Channel Retailing:</b> Definition and Evolution, Importance in Modern Retail</p> <p>Key Concepts and Components,</p> <p><b>Consumer Behaviour in Omni Channel Retailing:</b> Shifting Consumer Expectations, Omnichannel Shopping Journeys, Impact of Technology on Consumer Behaviour.</p> <p><b>Benefits and Challenges of Omni Channel Retailing:</b> Advantages for Retailers and Consumers</p> <p>Operational Challenges and Solutions, Case Studies of Successful Omni Channel Strategies</p>
Unit-II	Technology and Infrastructure
	<p><b>Digital Platforms and Integration:</b> E-commerce Platforms, Mobile Apps and Responsive Websites, CRM Systems and Data Integration</p> <p><b>Inventory Management Systems:</b> Centralized vs. Decentralized Inventory, Order Fulfilment Processes, Inventory Optimization Techniques</p> <p><b>Payment and Security Systems:</b> Secure Payment Gateways, Fraud Detection and Prevention, Compliance with Payment Regulations.</p>
Unit-III	Marketing and Customer Engagement

	<p><b>Omni Channel Marketing Strategies:</b> Personalization Techniques, Content Marketing Across Channels, Social Media Integration</p> <p><b>Customer Relationship Management (CRM):</b> Building Customer Profiles, Loyalty Programs and Rewards, Retargeting and Remarketing Strategies</p> <p><b>Customer Service and Support:</b> Multi-channel Customer Service, Chatbots and AI in Customer Support, Handling Returns and Exchanges.</p>
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<b>Unit-IV</b>	<b>Data Analytics and Insights</b>
	<p><b>Data Collection and Analysis:</b> Omni Channel Data Sources, Data Analytics Tools and Techniques, Predictive Analytics for Retail</p> <p><b>Customer Insights and Segmentation:</b> Customer Journey Mapping, Segmentation Strategies, Behavioural Analytics</p> <p><b>Performance Measurement and KPIs:</b> Key Performance Indicators (KPIs) in Omni Channel Retailing, Dashboards and Reporting Tools, Continuous Improvement Processes.</p>
<b>Unit V</b>	<b>Future Trends and Innovations</b>
	<p><b>Introduction to Emerging Technologies in Retail:</b> AI and Machine Learning Applications, Augmented Reality (AR) and Virtual Reality (VR) in Retail, Internet of Things (IoT) in Retail Operations</p> <p><b>Globalization and Cross-border Retailing:</b> Cross-border E-commerce Trends, Localization Strategies, Regulatory and Legal Considerations</p>

### Reference Books

1. Omni-Channel Retailing: The Complete Guide to Effective Omnichannel Retailing" by Tim Peter and Jennifer Kubal
2. Omni-Channel Retailing: How to Build Winning Stores in a Digital World" by Chris Adkins and Holger Schmidt
3. Retail Management: A Strategic Approach" by Swapna Pradhan
4. E-tailing" by Ashok Kumar Gupta

## DSE 502 Retail Entrepreneurship

**Credits: 3**

**Subject Code: DSE 502**

**Hours: 45**

Sr. No.	Course Objectives
1	To develop a comprehensive understanding of the retail industry in the Indian context and the key factors that contribute to entrepreneurial success within this sector.
2	To knowledge across various aspects of retail entrepreneurship, including business planning, financial management, marketing strategies, and customer relationship management, to launch and sustain a successful retail venture.
Sr. No.	Course Outcomes
1	The learner will demonstrate the ability to develop a viable retail business plan tailored to the Indian market.
2	The Learner will be able to apply effective marketing techniques and customer relationship management strategies to attract and retain customers.

Unit-I	Foundations of Entrepreneurship Development
	<p><b>Entrepreneurship:</b> Concept and Need of Entrepreneur ship Development, Definition of Entrepreneur, Importance of entrepreneurship in the economy, significance of growth of entrepreneurial activities, Key traits, and characteristics of successful entrepreneurs</p> <p>Differences between entrepreneurs and employees.</p> <p><b>(Case study Mr Kishore Biyani: future group; Mr. Radhakrishna Damani: DMart</b></p> <p><b>Theories of Entrepreneurship:</b> Innovation Theory by Schumpeter &amp; Imitating Theory, of High Achievement by McClelland X-Efficiency Theory by Leibenstein</p> <p><b>External Influences on Entrepreneurship Development:</b> Socio-Cultural, Political, Economic, Personal, Role of Entrepreneurial culture in Entrepreneurship Development, Role of entrepreneurs in innovation and job creation</p> <p><b>Case Study.</b></p>
Unit-II	Types & Classification of Retail Entrepreneurs
	<p><b>Classification based on Business Model:</b> Independent retailers, Franchisees, Online retail entrepreneurs, Brick-and-mortar store owners.</p> <p><b>Classification based on Product Focus:</b> Specialty retailers, Convenience store owners, E-commerce niche entrepreneurs, multi-category retailers</p> <p><b>Classification based on Scale:</b> Small-scale local retailers, Regional retail chains, National retail brands</p> <p>Women Entrepreneurs – concept, development and problems faced by Women Entrepreneurs, Development of Women Entrepreneurs with reference to Self Help Group (Kiran Mazumdar, Falguni Nair)</p> <p>Social entrepreneurship–concept, development of Social, entrepreneurship in India. Importance and Social responsibility of NGO's. (Case study Sumita Ghose: Rangasutra ;Ajaita Shah Frontier Markets )</p>



Unit-III	Business Plan
	<p><b>Identifying Business Opportunities:</b> Market research and analysis, Identifying niche markets and target customers, SWOT analysis for retail business</p> <p><b>Legal and Regulatory Framework:</b> Business registration and licenses in India, Understanding GST (Goods and Services Tax), Employment laws and regulations</p> <p><b>Business Plan Development:</b> Components of a retail business plan, Setting goals and objectives, financial projections, and budgeting.</p> <p><b>Financial Management:</b> Basics of accounting for retail businesses, Cash flow management, Pricing strategies and profit margins</p> <p><b>Funding Options for Retail Ventures:</b> Bootstrapping vs. seeking external funding, Bank loans, government schemes, and other sources of financing, Pitching to investors</p>
Unit-IV	Marketing and Operations
	<p><b>Marketing Strategies for Retail:</b> a marketing plan, Digital marketing techniques for retail, Customer segmentation and targeting</p> <p><b>Customer Relationship Management (CRM):</b> Importance of customer satisfaction, Building customer loyalty programs, Handling customer complaints and feedback</p> <p><b>Branding and Promotions:</b> Brand building strategies for retail businesses, Promotional campaigns and events, Public relations for retail entrepreneurs.</p> <p><b>Managing Operations:</b> Training for staff on service excellence and selling techniques, inventory control, supplier selection, managing stock levels, benefits of technology integration, leveraging e-Commerce.</p> <p><b>Evaluating Performance and Continuous Improvement:</b> Key performance indicators (KPIs) for retail businesses, Monitoring and evaluating business performance, Implementing changes for continuous improvement</p>

### Reference Books

1. Retail Management: Text and Cases" by Swapna Pradhan
2. NVR Naidu and T.Krishna Rao, " Management and Entrepreneurship", IK Int Pub House, New Delhi, 2014
3. S Anil Kumar, "Small Business and Entrepreneurship", IK Int Pub House, New Delhi, 2008
4. Balraj Singh, "Entrepreneurship Development", Wisdom, Delhi, 2005
5. Timmons and Spinelli, "New Venture Creation: Entrepreneurship for 21st Century", TMH, ND
6. Newman, Andrew J. and Peter Cullen Retailing Environment and Operations, Thomson Learning, India, 2010
7. C.V. Bakshi, "Entrepreneurship Development", Excel Publications

## DSC 503 Social Media Marketing and Advertising

**Credits: 3**

**Subject Code: DSE 502**

**Hours: 45**

Sr. No.	Course Objectives
1	To understand the principles and practices of social media marketing and advertising
2	To create marketing and advertising campaigns on social media platforms
Sr. No.	Course Outcomes
1	The learners will be able to acquire proficiency in utilizing social media advertising tools and techniques to create targeted campaigns,

Unit-I	Digital Marketing Foundations& Content Marketing
	<p>Digital Marketing Strategy - Exploring Digital Marketing - Starting with the Website - Foundations of Analytics - Search Engine Optimization - Search and Display Marketing - Social Media Marketing - Video Marketing.</p> <p>Email marketing tools and setup - Email marketing segmentation, personalization and mobile friendly design</p> <p>Content marketing foundations - Blogs for content marketing - Content marketing for staying relevant - Newsletters for content marketing - Mobile marketing foundations. Introduction to social media advertising platforms (Facebook Ads Manager, Instagram Ads, Twitter Ads, etc.)</p> <p>Overview of advertising formats (carousel ads, video ads, sponsored posts, etc.)</p>
Unit-II	Social Media Strategy for Marketing and Advertising
	<p>Social media tools and platforms for marketing, segmenting audience for each different tool and platform, considerations for selecting social media tool/ platform. types of promotional campaigns on social networking sites, reasons to use promotional campaigns on social networking sites, Definition of digital vouchers, potential uses of digital vouchers, disadvantages of digital vouchers, overcoming the barriers of using digital vouchers for acquisition and retention of customer, methods of managing a digital voucher system, measuring the effectiveness of a digital voucher campaign. factors to consider when creating social networking site adverts, importance of identifying the required outcomes from the social networking advertising campaigns, advantages of running more than one advertising campaign in parallel on the same social networking site, reasons for failure of social networking advertising campaign might fail. methods of monitoring social networking site advertising campaigns, changes that might be required for a social networking advertising campaign based on monitoring results.</p>
Unit-III	Creating Social Media Marketing and Advertising Campaigns
	<p>Identifying target customer base, social media guidelines, policies and procedures required to be followed with respect to- Promotional content, providing service to customer, Resolving customer complaints and privacy.</p>

	<p>policies and procedures for publishing images and any content of others, characteristics of amenable and appealing, principles of positive and professional online communications, approaches to deal negativity, complaints, and conflicts on social media.</p> <p><b>Practical Exercise on:</b> Uploading types of files (pdf, images, videos etc), Insert formatted text, Monitoring activities and comments of prospects/ customers, using alerts and responding to alerts, Responding to comments of customers.</p>
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### Reference Books

1. Social Media Marketing: Principles and Strategies" by Anmol Madan
2. Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other Social Media" by Laxmi Publications
3. Social Media Marketing: Concepts and Applications" by SAGE Publications India Pvt Ltd

## AEC 504 Strategic Productivity Management

**Credits: 3**

**Subject Code: AEC 504**

**Hours: 45**

Sr. No.	Course Objectives
1	To understand Retail Math and performance analysis methods to determine business performance of the store and suggest improvements measures.
2	To acquire work planning, time management skills including lateral thinking ability to stay productive at workplace.
Sr. No.	Course Outcomes
1	The learners will be able to apply analytical skills and recommend measures to improve store performance
2	The Learners will be able to apply time management skills and lateral thinking to stay productive at workplace.

Unit-I	Retail Math and Performance Analysis
	<p>Definition of - GMROL / GMROF / GMROI (gross margin return on Labour / gross margin return on selling feet / gross margin on inventory), merchandise intensity &amp; service intensity, conversion rate, average transaction &amp; items per invoice, application of GMROL / GMROF / GMROI to improve the sales in a store, KPIs to monitor and measure store performance, methods and policies to collect KPI data, techniques used to analyse and draw conclusions from data, formats for reporting data analysis.</p> <p>Analytical and statistical techniques to analyse the curated data and determine the below: customer behaviour and insights, Store business performance, Trends of data, Impact of internal and external factors on business, Use the findings to prepare a SWOT report and provide recommendations for improvement.</p>
Unit-II	Work Planning and Time Management
	<p>Concept of Work planning, Planning &amp; Organizing Tools &amp; Practices, work 'Priority Matrix', concept of procrastination and reasons for the same, find out your work leisure quotient – Psychometric test, Art of Delegation, of saying professional 'No', time log sheet and its uses</p>
Unit-IV	Lateral Thinking
	<p><b>Overview of Lateral Thinking:</b> Definition and principles of lateral thinking, Contrasting lateral thinking with vertical thinking, Importance of lateral thinking in problem-solving and creativity</p> <p><b>Applying Lateral Thinking in Problem-Solving:</b> The role of perception in problem-solving, Identifying and reframing problem statements, Creative Idea Generation,</p> <p>Brainstorming techniques for generating creative ideas, encouraging divergent thinking and exploring unconventional solutions.</p> <p><b>Overcoming Mental Blocks:</b> Identifying and challenging common assumptions</p> <p>Techniques for breaking free from mental models and cognitive biases Creative Problem Exploration, exploring multiple perspectives and viewpoints Leveraging analogies, metaphors, and lateral connections.</p> <p><b>Practical Applications of Lateral Thinking - Case Studies-</b> Analysis of real-world examples where lateral thinking led to innovative solutions, Discussion on the application of lateral thinking in</p>

	<p>various fields (business, science, arts, etc.), Group activities or scenarios where participants apply lateral thinking techniques to solve complex problems.</p> <p>Feedback and reflection on the effectiveness of lateral thinking approaches</p>
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### Reference Books

1. Retail Management: Text and Cases" by Swapna Pradhan
2. Getting Things Done: The Art of Stress-Free Productivity" by David Allen
3. Lateral Thinking: Creativity Step by Step" by Edward de Bono
4. Six Thinking Hats" by Edward de Bono

## AEC 505 Strategic Marketing Research: Enhancing Decision-Making Ability

**Credits: 3**  
**Hours: 45**

**Subject Code: AEC 505**

Sr. No.	Course Objectives
1	To enhance the decision-making ability of the learners with market research techniques and implement their own ideas for developing business.
Sr. No.	Course Outcomes
1	The learners will be able to conduct market research and implement business improvement measures at the workplace.

Unit-I	Dynamics of Marketing Research
	Introduction, Meaning of Research - Research Characteristics - Various Types of Research - Marketing Research and its Management - Nature and Scope of Marketing Research – Marketing, Research in the 21st Century (Indian Scenario) - Value and Cost of Information.
Unit-II	Planning Research
	Introduction - Research Process: An Overview - Formulation of a Problem - Research Methods, Research Design - Data Collection Methods - Sample Design - Data Collection - Analysis and Interpretation - Report Writing.
Unit-III	Data Collection: Sources And Methods
	Introduction - Meaning and Nature of Secondary Data - Advantages of Secondary Data - Drawbacks of Secondary Data Types of Secondary Data Sources - Primary Data and its Types.
Unit – IV	Applications Of Marketing Research
	Introduction - Consumer Market Research - Business-to-Business Market Research – Product Research - Pricing Research - Motivational Research - Distribution Research – Advertising Research - Media research - Sales Analysis and Forecasting - Data Mining.
Unit – V	Recent Trends In Marketing Research
	Introduction - Marketing Information System and Research - Online Marketing Research -Recent Trends in Marketing Research - Research in Lifestyle Retail - Marketing Research and Social Marketing - Rural Marketing Research - Trends in Services Marketing Research – Brand Equity Research - International Marketing and Branding Research

### Reference Books

1. Research for Marketing Decisions Paul E. Green, Donald S. Tull
2. Marketing Research- Text and Cases Harper W. Boyd Jr. , Ralph Westfall
3. Naresh K. Malhotra, MARKETING RESEARCH: AN APPLIED ORIENTATION, Pearson Education, Asia
4. Paul E. Green & Donald S. Tull, RESEARCH FOR MARKETING DECISIONS. PHI Learning Private Limited, New Delhi, 2009

5. Donald R. Cooper & Schindler, MARKETING RESEARCH CONCEPT & CASES, Tata McGrawHill Publishing Company Limited, new Delhi, 2006
6. S.C. Gupta, MARKETING RESEARCH, Excel Books India, 2007

**BBA (Retail Operations Management) – Semester VI**  
**OJT 601 – Apprenticeship in Retail Store Operations Management**

**Credits: 20**

**Subject Code: OJT 601**

**Hours: 1035**

<b>Sr. No.</b>	<b>Objectives</b>
<b>1</b>	To acquire skills of managing store operations
<b>Sr. No.</b>	<b>Apprenticeship Outcomes</b>
<b>1</b>	The learners will be able to manage retail operations at the store.

<b>Sr. No.</b>	<b>Module</b>
	<b>On the Job Training Modules</b>
<b>1</b>	Organize the display of products at the store
<b>2</b>	Plan visual merchandising
<b>3</b>	Establish and satisfy customer needs
<b>4</b>	Process the sale of products
<b>5</b>	Maintain the availability of goods for sale to customers
<b>6</b>	Allocate and check work in your team
<b>7</b>	Monitor and solve customer service problems
<b>8</b>	Communicate effectively with stakeholders
<b>9</b>	To monitor and manage store performance
<b>10</b>	To provide leadership for your team
<b>11</b>	To build and manage store team
<b>12</b>	To develop individual retail service opportunities
<b>13</b>	To manage a budget
<b>14</b>	Optimize inventory to ensure maximum availability of stocks and minimized losses
<b>15</b>	Implement standard operating procedures, process and policy at the store while ensuring timely and accurate reporting
<b>16</b>	Manage sales and service delivery to increase store profitability
<b>17</b>	Check and confirm adherence to visual merchandising plans
<b>18</b>	Manage overall safety, security and hygiene of the store
<b>19</b>	Implement promotions and special events at the store
<b>20</b>	Manage human resources at the store through manpower planning, recruitment, training and performance management
<b>21</b>	Conduct price benchmarking and market study of competition



## OJT 601 – Apprenticeship in Retail Store Operations Management

Credits: 20

Subject Code: OJT 601

Hours: 1080

Sr. No.	Objectives
1	To acquire skills of managing store operations
Sr. No.	Apprenticeship Outcomes
1	The learners will be able to manage retail operations at the store.

Sr. No.	Module
	<b>On the Job Training Modules</b>
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



## **BBA (Retail Operations Management) – Semester VII**

### **DSE 701 Merchandise Planning and Category Management**

**Credits: 4**

**Subject Code: DSE 701**

**Hours: 60**

<b>Sr. No.</b>	<b>Course Objectives</b>
<b>1</b>	To understand the principles and practices of merchandise planning and category management
<b>Sr. No.</b>	<b>Course Outcomes</b>
<b>1</b>	Learners will be able to plan merchandise strategy by principles, techniques of planning, sourcing and buying.
<b>2</b>	Learners will be able to use the principles of category management in making decisions while planning merchandise
<b>3</b>	The learners will be able to adopt sustainable practices in packaging and fixturing

<b>Unit-I</b>	<b>Introduction to Merchandise Strategy</b>
	Definition and purpose of merchandise strategy, grading, clustering, role of critical path in merchandise strategy development and execution, internal operating environmental factors and their impact on a merchandise strategy, role of Post Trade Analysis in merchandise planning demand planning and forecasting, inventory planning, planning merchandise hierarchy, range & assortment planning, planogramming, cross merchandising, key financial values, including inventory, sales and profit, merchandise financial planning: gross margin return on inventory, markups and markdowns, buying margin, shrinkage. key performance indicators (KPIs) for merchandise management, IT tools and systems in merchandise management.
<b>Unit-II</b>	<b>Sourcing and Buying</b>
	Definition of buying, functions of buying: sourcing to fulfil range & assortment, vendor/ supplier management, buying methods and controls, advantages and disadvantages of buying methods, key activities of buying, pitfalls of buying function, best practices in buying.
<b>Unit-III</b>	<b>Negotiating and Finalizing Suppliers</b>
	elements of supplier evaluation criteria, legal and ethical compliance requirements related to the supply of merchandise, legal requirements that impact negotiations and agreements in the relevant industry sector including consumer protection, supply chain and logistic considerations- customers, duties, taxes, freight, third-party arrangements, processes, factory locations and access, critical path methodology and its significance in supply chain management, critical path planning including launch and promotional dates, sample due dates, supplier holidays, freight timing and order due date, negotiation techniques for effective supplier and supply.
<b>Unit – IV</b>	<b>Introduction to Category Management</b>

	Definition, benefits of category management, category management process, disadvantages of category management, key stakeholders and role players in category management, roles and responsibilities of a category manager, case studies of category management.
<b>Unit – V</b>	<b>Sustainable practices</b>
	innovative processes to reduce packaging in products, optimizing space to ensure less fixtures are used, methods of reusing same packaging and fixtures, recycled materials available in the market, packaging from compostable material, types of reusable containers used as product packaging, recycling and waste management facilities, certifications of factories that classify them as eco-factories, types of designs of eco-friendly packaging, new packaging available which helps in optimizing space, H&S standards for packaging & fixtures. types of certifications that exist related to packaging.

#### Reference Books:

1. Retailing Management: Principles and Practices by Gibson G. Vedamani
2. Retail Management: Principles and Practices" by Swapna Pradhan
3. Retailing Management" by Swapna Pradhan
4. "Retail Management: Functional Principles and Practices" by K.H. Rathor and Dipti Sharma:
5. "Retailing in India: A Strategic Approach to Merchandising and Buying"
6. "Retail Management: A Case Study Approach" by R. L. Varshney and A. Thukral
7. "Retail Management: A Strategic Approach" by Barry Berman and Joel R. Evans
8. Category Management in Purchasing: A Strategic Approach to Maximize Business Profitability" by Jonathan O'Brien
9. Strategic Retail Management: Text and International Cases" by Joachim Zentes, Dirk Morschett.
10. Retail Buying: From Basics to Fashion" by Richard Clodfelter:
11. Sustainable Packaging Handbook: For Packaging Design and Development" by Sarah E. Dickerson
12. Sustainable Retail Development: New Success Strategies" edited by Manfred Krafft and Murali K Mantrala.

## DSE 702 Pricing Strategies and Private Labels

Credits: 4

Subject Code: DSE 702

Hours: 60

Sr. No.	Course Objectives
1	To Understand the principles, strategies and methods of pricing in retail
2	To Understand the basics of private labels and ways to leverage private labels in retail business
Sr. No.	Course Outcomes
1	Learners will be able to explain the principles, methods and strategies in retail
2	Learners will be able to apply the pricing methods and strategies.
3	Learners will be able to explain the utilities of private labels in retail business.

Unit-I	Introduction to Pricing Strategy
	Pricing – definition, importance and purpose of pricing strategy in retail, objectives and goals, impact of pricing strategies on retail profitability, Influence of pricing on consumer buying behaviour - Cost-based pricing vs. value-based pricing, Market demand and elasticity, Competition analysis and pricing positioning.
Unit-II	Pricing Methods and Strategies
	Factors influencing pricing strategy and decisions, pricing strategies, different category level pricing structures - such as volume pricing, promotional pricing, high-margin pricing, and good, better, best pricing,  Pricing Methods: Markup pricing, Markdown pricing, Psychological pricing, Bundle pricing  Pricing Strategies: Penetration pricing, Skimming pricing, Competitive pricing, Dynamic pricing, Store level pricing strategies, Online/ e-retail pricing strategies governance of pricing in India.
Unit-III	Pricing Execution and Tactics
	Pricing Execution in Retail: Setting initial prices, Adjusting prices over time, Promotional pricing strategies, Pricing Tactics and Techniques: Discounting strategies, Price bundling tactics, Price discrimination techniques, Loss leader pricing,
Unit – IV	Private Label
	Definition and evolution of private labels in retail, role of private labels, global scenario, Indian scenario, private labels in different categories and store formats, factors leading to development of private labels, promotion of private labels, future prospects for private labels, private label Strategy and growth: Case studies

### Reference Books:

1. Retailing Management: Principles and Practices by Gibson G. Vedamani
2. Retail Management: Principles and Practices" by Swapna Pradhan

3. Retail Management: Text and Cases" by Swapna Pradhan
4. Retail Management: Functional Principles and Practices" by K.H. Rathor and Dipti Sharma
5. Pricing Strategies: A Marketing Approach" by Rajagopal

## DSC 703 Research Methodology

Credits: 3

Subject Code: DSC 703

Hours: 45

Sr. No.	Course Objectives
1	To develop the ability to design and conduct research studies
2	To cultivate critical thinking and analytical skills necessary for evaluating and interpreting research findings
Sr. No.	Course Outcomes
1	Learners will be able to design and execute research projects addressing specific issues or challenges.
2	Learners will be able to analyze and interpret research findings effectively, applying appropriate quantitative and qualitative data analysis techniques..

Unit-I	Introduction to Research Methodology
	Definition and scope of research, Importance and significance of research, Types of research: Exploratory, Descriptive, and Experimental, Basic research process: Problem definition, Objectives, Hypothesis formulation, Research design: Exploratory, Descriptive, Experimental Sampling techniques in research
Unit-II	Data Collection Methods
	Primary data collection methods: Surveys, Interviews, Observations, Experiments, Advantages and disadvantages of each method, Secondary data collection methods: Literature review, Market research reports, Government publications, Data sources and accessibility in retail research, Questionnaire design: Types of questions, Structure, Validity, Reliability  Interviewing techniques in retail research.
Unit-III	Data Analysis Techniques
	Quantitative data analysis techniques: Descriptive statistics, Inferential statistics, Use of statistical software (e.g., SPSS) in retail research, Qualitative data analysis techniques: Content analysis, Thematic analysis, Narrative analysis, Interpretation and presentation of qualitative data in retail research, Integration of quantitative and qualitative data in retail research  Mixed-methods research designs in retail management studies.
Unit – IV	Writing in Research
	Writing a research proposal: Structure, Components, Formatting, Literature review in retail research: Identifying gaps, Synthesizing findings, Academic writing in retail research: Clarity, Conciseness, Coherence Citation styles and referencing formats.
Unit – IV	Application of Research in Retail

	<p>Retail market analysis: Consumer behavior studies, Market segmentation, Targeting, Positioning.</p> <p>Merchandising research: Assortment planning, Pricing strategies, Product placement studies</p> <p>Store layout and design research: Traffic flow analysis, Visual merchandising studies, Fixture placement research</p>
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**Reference Books:**

1. Research Methodology: A Step-by-Step Guide for Beginners" by Ranjit Kumar
2. Research Methods for Business: A Skill-Building Approach" by Uma Sekaran and Roger Bougie.



## VAC 704 Principles and Ethics in Research

Credits: 2

Subject Code: VAC 704

Hours: 30

Sr. No.	Course Objectives
1	To understand the fundamental principles of research ethics.
2	To develop critical thinking skills to evaluate ethical considerations and make ethical decisions in research practice.
Sr. No.	Course Outcomes
1	Learners will be able to identify and analyze ethical issues in research.
2	Learners will be able to apply ethical principles to research design, data collection, analysis, and reporting in research.

Unit-I	Introduction to Research Ethics
	Definition and importance of research ethics, Historical perspective on research ethics, Ethical principles in research: Respect for persons, Beneficence, Justice, Ethical guidelines and regulations governing research conduct, Ethical considerations in research design and implementation, Case studies and examples illustrating ethical dilemmas in research.
Unit-II	Ethical Issues in Data Collection and Analysis
	Informed consent: Definition, Importance, Components, Obtaining informed consent in research studies, Confidentiality and anonymity: Ensuring privacy and data protection  Handling sensitive data and maintaining confidentiality in research, Integrity in data collection and analysis: Avoiding fabrication, falsification, and plagiarism, Responsible conduct of research and academic integrity.
Unit-III	Ethical Issues in Reporting and Publication
	Authorship and publication ethics: Criteria for authorship, Avoiding conflicts of interest, Responsible authorship practices and ethical considerations in publishing research findings, Peer review process: Importance, Principles, Ethical considerations, Ethical responsibilities of reviewers and editors in the publication process, Ethical issues in reporting research findings: Transparency, Accuracy, Fair representation, Strategies for addressing ethical challenges in reporting and disseminating research results.

### Reference Books:

1. Ethics in Research" by Alan Pritchard and Jane Pritchard
2. Research Ethics: A Philosophical Guide to the Responsible Conduct of Research" by Gary K. Byrd and Mark A. Israel
3. Research Ethics: Cases and Materials" by Robin Levin Penslar
4. Doing Ethics in Social Research: A Practical Guide" by Mark Israel and Iain Hay:
5. Research Methodology: A Step-by-Step Guide for Beginners" by Ranjit Kumar

6. Research Methods for Business: A Skill-Building Approach" by Uma Sekaran and Roger Bougie.

## CRP/OJT 705 Capstone Research Project / Apprenticeship/ Internship

Credits: 7

Subject Code: CRP/ OJT 705

Hours: 210

Sr. No.	Course Objectives
1	To provide students with an opportunity to showcase their academic and intellectual abilities, as well as their readiness for professional practice or further study in their chosen field
Sr. No.	Course Outcomes for Capstone Research Project
1	Learners will demonstrate the ability to independently conduct rigorous research, critically analyze complex issues within their field of study, and develop evidence-based solutions or recommendations.
	Course Outcomes for Apprenticeship
1	Upon completion of the apprenticeship training, apprentices will demonstrate proficiency in the practical skills, techniques, and procedures relevant to their chosen trade or profession

	<p>A capstone research project is a comprehensive academic endeavour that serves as the culmination of a student's academic program, often undertaken in the final semester or year of study. It combines elements of research, analysis, and practical application to address a specific problem, question, or topic within the student's field of study.</p> <p>Here are the key characteristics and components of a capstone research project:</p> <ol style="list-style-type: none"> <li>1. <b>Research Focus:</b> Like other research projects, a capstone project requires students to investigate a particular topic or issue in depth. This may involve conducting literature reviews, collecting and analysing data, and synthesizing information from multiple sources.</li> <li>2. <b>Integration of Learning:</b> A capstone project aims to integrate and apply the knowledge, skills, and concepts that students have acquired throughout their academic program. It provides an opportunity for students to demonstrate their mastery of the subject matter and their ability to apply theoretical concepts to real-world situations.</li> <li>3. <b>Real-World Relevance:</b> Capstone projects often address real-world problems or challenges relevant to the student's field of study or intended career path. By tackling practical issues, students can gain valuable insights and skills that are directly applicable to their future endeavours.</li> <li>4. <b>Interdisciplinary Approach:</b> Depending on the nature of the project and the program requirements, capstone projects may draw upon multiple disciplines or areas of study. This interdisciplinary approach allows students to explore complex issues from different perspectives and develop holistic solutions.</li> <li>5. <b>Project Design and Implementation:</b> Students are responsible for designing and executing their capstone projects under the guidance of faculty advisors or mentors. This may involve formulating research questions, developing methodologies, and implementing research plans.</li> <li>6. <b>Presentation and Communication:</b> Capstone projects typically culminate in a final presentation or report, where students present their findings, analysis, and</li> </ol>

	<p>recommendations to faculty members, peers, and/or industry professionals. Effective communication skills are essential for conveying the significance and implications of the project.</p> <p>7. <b>Evaluation and Assessment:</b> Capstone projects are evaluated based on a set of predetermined criteria, which may include the depth of research, the quality of analysis, the clarity of presentation, and the originality of the findings. Evaluation methods may vary depending on the specific requirements of the program or institution.</p>
<b>OR</b>	
	<b>Apprenticeship / Internship</b>
	<ul style="list-style-type: none"> <li>• Apprenticeship in store operations management</li> <li>• Apprenticeship in merchandise management</li> </ul>

## BBA (Retail Operations Management) – Semester VIII

### DSE 801 Retail Business Analytics

Credits: 4

Subject Code: DSE 801

Hours: 60

Sr. No.	Course Objectives
1	To apply advanced data analysis techniques to extract actionable insights from retail datasets.
2	To design and develop interactive dashboards and reports to visualize retail performance metrics effectively.
Sr. No.	Course Outcomes
1	Learners will be able to conduct exploratory data analysis and customer segmentation to optimize marketing strategies and improve customer satisfaction.
2	Learners will be able to utilize predictive analytics models to forecast sales trends, optimize inventory management, and drive strategic decision-making in retail operations.

Unit-I	Introduction to Retail Business Analysis
	<p><b>Understanding the Retail Industry</b> - Overview of the retail sector: types of retailers, market trends, and challenges. Role of business analysis in retail: driving decision-making, optimizing operations, and enhancing customer experience.</p> <p><b>Fundamentals of Retail Data Analysis</b> - Introduction to retail data sources: POS systems, CRM platforms, e-commerce platforms, etc. Data collection methods and best practices in retail- Basics of data management: data cleaning, transformation, and integration.</p> <p><b>Introduction to Business Intelligence in Retail</b>- Overview of business intelligence (BI) and its applications in retail. Key concepts: data warehousing, data visualization, and predictive analytics. Introduction to BI tools and technologies for retail analysis.</p>
Unit-II	Retail Data Analysis Techniques
	<p><b>Exploratory Data Analysis (EDA)</b> : Exploring retail datasets using descriptive statistics and data visualization techniques, Identifying patterns, trends, and outliers in retail data.</p> <p><b>Customer Segmentation and Profiling</b>: Understanding customer segmentation concepts: demographics, behaviour, and purchasing patterns. Techniques for segmenting retail customers: RFM analysis, clustering algorithms. Creating customer profiles and personas for targeted marketing strategies.</p> <p><b>Sales Forecasting and Demand Planning</b>: Introduction to sales forecasting methods: time series analysis, regression analysis, and machine learning algorithms. Forecasting demand for retail products using historical sales data and market trends. Developing demand plans and inventory forecasts to optimize supply chain operations.</p>
Unit-III	Data Visualization and Reporting

	<p><b>Principles of Data Visualization:</b> Fundamentals of data visualization: visual perception, design principles, and storytelling with data. Selecting appropriate chart types and visualization techniques for retail data analysis. Designing effective dashboards and reports for retail stakeholders.</p> <p><b>Creating Interactive Dashboards:</b> Hands-on experience with BI tools: Microsoft Power BI, Tableau, or similar. Building interactive dashboards to monitor retail KPIs, sales performance, and customer metrics. Customizing dashboards with filters, slicers, and drill-down capabilities.</p> <p><b>Data-Driven Decision Making:</b> Using data visualization to communicate insights and recommendations to retail decision-makers. Incorporating feedback and iteration to improve the effectiveness of dashboards and reports. Presenting analysis findings to stakeholders in a clear and compelling manner.</p>
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Unit – IV	Advanced Retail Analytics
	<p><b>Predictive Analytics in Retail:</b> Introduction to predictive modelling: regression analysis, time series forecasting, and machine learning algorithms. Predicting sales, demand, and customer behaviour in retail using predictive analytics techniques. Applications of predictive analytics in inventory management, pricing optimization, and marketing campaigns.</p> <p><b>Market Basket Analysis and Cross-Selling Strategies:</b> Understanding market basket analysis: association rules, support, confidence, and lift. Identifying product affinities and cross-selling opportunities in retail transactions. Designing targeted cross-selling strategies to increase revenue and customer engagement.</p> <p><b>Real-Time Analytics and Decision-Making:</b> Introduction to real-time analytics: streaming data processing, event-driven architectures. Implementing real-time BI solutions for retail: detecting trends, monitoring inventory levels, and responding to customer behaviour in real-time.</p> <p>Case studies and examples of real-time decision-making in retail operations.</p>

#### Reference Books:

1. Retail Analytics: The Secret Weapon by Emmett Cox
2. Predictive Analytics for Retail" by Scott Nestler
3. Retailing Management by Michael Levy and Barton Weitz
4. Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking" by Foster Provost and Tom Fawcett
5. Business Intelligence Guidebook: From Data Integration to Analytics" by Rick Sherman

## DSE 802 Emerging Technologies and Future Trends in Retail

Credits: 4

Subject Code: DSE 802

Hours: 60

Sr. No.	Course Objectives
1	To understand the applications of artificial intelligence and big data analytics in retail decision-making.
2	To explore the potential of emerging technologies such as augmented reality and blockchain to enhance customer experiences in retail environment.
Sr. No.	Course Outcomes
1	Learners will be able to analyze retail data using AI-driven analytics techniques to make informed business decisions.
2	Learners will be able evaluate and provide recommendations for implementing emerging technologies to create innovative and personalized retail experiences for customers.

Unit-I	Introduction to AI and Big Data in Retail
	Overview of artificial intelligence (AI), applications of AI in retail, big data in retail decision-making., AI-driven analytics for customer segmentation and profiling, Introduction to machine learning algorithms in retail analytics, Case studies on successful AI and big data implementations in retail.
Unit-II	Emerging Technologies and Future Trends
	Augmented Reality (AR) and Virtual Reality (VR) in Retail: Overview of AR and VR technologies and their applications in retail. Enhancing customer experiences with AR and VR in-store and online, AR/VR-enabled product visualization and virtual try-on, Case studies on successful AR/VR implementations in retail.  Internet of Things (IoT) and Blockchain in Retail: Introduction to the Internet of Things (IoT) and its relevance to retail. IoT applications in inventory management, supply chain optimization, and smart stores. Blockchain technology and its potential for supply chain transparency and authenticity verification. Case studies on IoT and blockchain implementations in retail.
Unit-III	Robotics and Automation in Retail Operations
	Overview of robotics and automation technologies in retail, Robotic process automation (RPA) for repetitive tasks in retail operations, Autonomous robots for inventory management, floor cleaning, and customer service, Ethical considerations and societal impacts of robotics and automation in retail, Future trends in robotics and automation in the retail industry.

### Reference Books:

1. Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking by Foster Provost and Tom Fawcett
2. Artificial Intelligence: A Modern Approach by Stuart Russell and Peter Norvig



3. Augmented Reality: Principles and Practice by Dieter Schmalstieg and Tobias Hollerer
4. Internet of Things (IoT): Principles and Paradigms by Rajkumar Buyya, Amir Vahid Dastjerdi, and Mehdi S. M. Salehi

## DSC 803 Business Ethics and Corporate Governance

**Credits: 3**

**Subject Code: DSC 803**

**Hours: 45**

Sr. No.	Course Objectives
1	To Understand the ethical dilemmas and challenges faced by businesses in the Indian context.
2	To Analyze and apply principles of corporate governance to promote ethical decision-making and sustainable business practices.
Sr. No.	Course Outcomes
1	Learners will be able to identify and assess ethical issues in various business scenarios, proposing ethical solutions and strategies.
2	Learners will be able to evaluate the effectiveness of corporate governance mechanisms in ensuring transparency, accountability, and stakeholder value creation in organizations.

Unit-I	Foundations of Business Ethics and Corporate Governance
	Introduction to Business Ethics, Ethical Theories and Decision-Making Models, meaning and definition of Corporate Governance, purpose and need for Corporate Governance, Evolution and history of Corporate Governance, Principles and Mechanisms, Benefits and Limitations of Corporate Governance Corporate Governance, Role of Government and Regulatory Bodies
Unit-II	Ethical Issues in Business
	Corporate Social Responsibility (CSR), Ethical Issues in Marketing, Finance, HR, and other Business Functions, Environmental Ethics, Ethical Leadership and Culture, Codes of Conduct and Ethics Policies, Whistleblowing and Compliance Mechanisms, Board Structures and Executive Compensation, Corporate Governance Reporting and Transparency
Unit-III	Emerging Trends and Case Studies
	Globalization and Ethical Challenges, Technology, Diversity, and Inclusion, Ethics in Specific Industries (Service & Manufacturing Sector etc.), Ethics in Entrepreneurship and International Business.  Application and Case Studies: Case Studies on Ethical Decision Making, Ethical Leadership in Practice, Learning from Corporate Governance Failures and Successes
Unit - IV	Accountability In Corporate Governance
	Definition – Importance - Accounts and Financial Reporting - Stakeholders Influence - Social Responsibility and Accountability - Reflection of Stakeholder’s Accountability in Legislation, Guidance on Stakeholders and Shareholders Interest. Role of Top Management in Corporate Governance. Role of Auditors in Corporate. Role of Shareholders & Other Stakeholders in Corporate Governance.

**Reference Books:**

1. Corporate Governance: A Primer by Kavil Ramachandran and N. Balasubramanian
2. Business Ethics and Corporate Governance by N. Balasubramanian
3. Corporate Governance: Principles, Policies and Practices" by A. C. Fernando
4. Business Ethics: Concepts and Cases by C.S.V. Murthy
5. Ethical Issues in Business: A Philosophical Approach" by Ritu Sharma
6. Ethics in Business and Management Concepts (Western and Indian) & Cases (National & International), R. P. Banerjee, Himalaya Publishing House.
7. Corporate Governance (with Case Studies), Dayanand Achrekar, Surendra Publications,

# CRP/OJT 804 Capstone Research Project Dissertation/ Apprenticeship/ Internship

**Credits: 9**

**Subject Code: CRP/ OJT 804**

**Hours: 270**

Sr. No.	Course Objectives
1	To provide students with an opportunity to showcase their academic and intellectual abilities, as well as their readiness for professional practice or further study in their chosen field
Sr. No.	Course Outcomes for Capstone Research Project
1	Learners will demonstrate the ability to independently conduct rigorous research, critically analyze complex issues within their field of study, and develop evidence-based solutions or recommendations.
	Course Outcomes for Apprenticeship
1	Upon completion of the apprenticeship training, apprentices will demonstrate proficiency in the practical skills, techniques, and procedures relevant to their chosen trade or profession

	<p>A capstone research project is a comprehensive academic endeavour that serves as the culmination of a student's academic program, often undertaken in the final semester or year of study. It combines elements of research, analysis, and practical application to address a specific problem, question, or topic within the student's field of study.</p> <p>Here are the key characteristics and components of a capstone research project:</p> <ol style="list-style-type: none"> <li>8. <b>Research Focus:</b> Like other research projects, a capstone project requires students to investigate a particular topic or issue in depth. This may involve conducting literature reviews, collecting and analysing data, and synthesizing information from multiple sources.</li> <li>9. <b>Integration of Learning:</b> A capstone project aims to integrate and apply the knowledge, skills, and concepts that students have acquired throughout their academic program. It provides an opportunity for students to demonstrate their mastery of the subject matter and their ability to apply theoretical concepts to real-world situations.</li> <li>10. <b>Real-World Relevance:</b> Capstone projects often address real-world problems or challenges relevant to the student's field of study or intended career path. By tackling practical issues, students can gain valuable insights and skills that are directly applicable to their future endeavours.</li> <li>11. <b>Interdisciplinary Approach:</b> Depending on the nature of the project and the program requirements, capstone projects may draw upon multiple disciplines or areas of study. This interdisciplinary approach allows students to explore complex issues from different perspectives and develop holistic solutions.</li> <li>12. <b>Project Design and Implementation:</b> Students are responsible for designing and executing their capstone projects under the guidance of faculty advisors or mentors. This may involve formulating research questions, developing methodologies, and implementing research plans.</li> </ol>

	<p>13. <b>Presentation and Communication:</b> Capstone projects typically culminate in a final presentation or report, where students present their findings, analysis, and recommendations to faculty members, peers, and/or industry professionals. Effective communication skills are essential for conveying the significance and implications of the project.</p> <p>14. <b>Evaluation and Assessment:</b> Capstone projects are evaluated based on a set of predetermined criteria, which may include the depth of research, the quality of analysis, the clarity of presentation, and the originality of the findings. Evaluation methods may vary depending on the specific requirements of the program or institution.</p>
<b>OR</b>	
	<b>Apprenticeship / Internship</b>
	<ul style="list-style-type: none"> <li>• Apprenticeship in store operations management</li> <li>• Apprenticeship in merchandise management</li> </ul>

**MODEL QUESTION PAPER FOR B.Com (Retail Operations Management)**

**(Common for all courses/subjects where examinations are conducted by the University)**

**Time:3Hours**

**(Max Marks–80)**

**SECTION–A**

**Answer any five questions**

**(5X4=20Marks)**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

**SECTION – B**

**II. Answer the following questions**

**(4X15=60)**

9. a)

OR

b)

10. a)

OR

b)

11. a)

OR

b)

12. a)

OR

b)

**Annexure – II**

**List of Minor Courses**

**Subject: Entrepreneurship Development**

**(Can be opted by any student having any major subject)**

Sem	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme				Credits
				Total Hours			Max. Marks (TH) *	Max. Marks (IM)	Total Marks	Min. Passing Marks	
				Theory	Practical	Total					
II		Foundations of Functional Management		30	-	30	80	20	100	40	2
III		Entrepreneurial Theories and Practices		60	-	60	80	20	100	40	4
IV		Business Plan Formulation		60	-	60	80	20	100	40	4
V		Social Entrepreneurship		60	-	60	80	20	100	40	4
VI		Entrepreneurial Marketing		60	-	60	80	20	100	40	4
VII		Research Methodology		60	-	60	80	20	100	40	4

**Subject: Marketing Management**

**(Can not be opted by a student having 'Business Administration' or 'Marketing Management' as a major subject)**

Sem	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme				Credits
				Total Hours			Max. Marks (TH) *	Max. Marks (IM)	Total Marks	Min. Passing Marks	
				Theory	Practical	Total					
II		Foundations of Functional Management		30	-	30	80	20	100	40	2



III		Fundamental of Marketing Management		60	-	60	80	20	100	40	4
IV		Sales and Distribution Management		60	-	60	80	20	100	40	4
V		Customer Relationship Management		60	-	60	80	20	100	40	4
VI		Service Marketing		60	-	60	80	20	100	40	4
VII		Research Methodology		60	-	60	80	20	100	40	4

**Subject: Financial Management**

**(Can not be opted by a student having 'Finance and Banking' or 'Financial Management' or 'Finance' as a major subject)**

Sem	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme				Credits
				Total Hours			Max. Marks (TH) *	Max. Marks (IM)	Total Marks	Min. Passing Marks	
				Theory	Practical	Total					
II		Foundations of Functional Management		30	-	30	80	20	100	40	2
III		Fundamentals of Financial Management		60	-	60	80	20	100	40	4
IV		Managerial Accounting for Decision Making		60	-	60	80	20	100	40	4
V		Working Capital Management		60	-	60	80	20	100	40	4
VI		Corporate Finance		60	-	60	80	20	100	40	4
VII		Research Methodology		60	-	60	80	20	100	40	4

**Subject: Human Resource Management**

**(Can not be opted by a student having 'Business Administration' or 'Human Resource Management' as a major subject)**

Sem		Subjects		Teaching Scheme	Examination Scheme	Credits
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	Course Type		Course Code	Total Hours			Max. Marks (TH) *	Max. Marks (IM)	Total Marks	Min. Passing Marks	
				Theory	Practical	Total					
II		Foundations of Functional Management		30	-	30	80	20	100	40	2
III		Fundamentals of Human Resource Management		60	-	60	80	20	100	40	4
IV		Psychological Theories and HR Practices		60	-	60	80	20	100	40	4
V		Recruitment and Selection		60	-	60	80	20	100	40	4
VI		Organisational Development		60	-	60	80	20	100	40	4
VII		Research Methodology		60	-	60	80	20	100	40	4

**Subject: Business Analytics**

**(Can not be opted by a student having 'Business Analytics' as a major subject)**

Sem	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme					Credits
				Total Hours			Max. Marks (TH) *	Max Marks (PR)	Max. Marks (IM)	Total Marks	Min. Passing Marks	
				Theory	Practical	Total						
II		Foundations of Functional Management		30	-	30	80		20	100	40	2
III		Management Information Systems		60	-	60	80		20	100	40	4
IV		Business Analytics for Managers		60	-	60	80		20	100	40	4
V		Data Analytics Environment		60	-	60	80		20	100	40	4
VI		Python Programming		-	120	120	100		20	100	40	4
VII		Research Methodology		60	-	60	80		20	100	40	4

## DETAILED SYLLABUS

Faculty of Commerce and Management

Minor Course – Sem II – 2 Credits

Foundations of Functional Management

### Course Outcomes

<b>CO1:</b>	To evaluate the marketing function and the role it plays significantly in achieving organizational success
<b>CO2:</b>	The students will be able to gain a comprehensive understanding of HRM as a key function within an organization
<b>CO3:</b>	The students will be able to understand the finance functions
<b>CO4:</b>	Students will be able to define business analytics and its process along with understanding the importance of data and different types of analytics.

**Unit 1: Introduction to Marketing:** Market: Meaning and definition. Marketing Management: Scope, Definition and importance. Marketing environment: Definition, types and components. Marketing Mix: Introduction, concept & importance.

**Unit 2: Introduction to HRM:** HRM - Meaning and definition, Objectives, Scope and importance of HRM, Role of HRM, Difference between HRM and Personnel Management, Difference between HRM and HRD

**Unit 3: Introduction to Finance:** Meaning, Scope and importance of Business Finance. Finance Functions and their interrelationship, Goals & objectives of financial management, Financial Planning and Forecasting

**Unit IV: Introduction to Business Analytics:** Definition and scope of business analytics; Business analytics process; Importance of data-driven decision making; Types of analytics: Descriptive, Diagnostic, Predictive, and Prescriptive

### Books Recommended:

- Marketing management: Marketing Management by Philip Kotler - 15th Edition, Pearson Education India
- K Aswathappa, Human Resource & Personnel Management, Fourth Edition, McGraw-Hill, New York, 2007.
- P. Subba Rao, Personnel & Human Resource Management, Himalaya Publishing, Fifth Revised Edition, 2014.
- Business Analytics Principles, Concepts, and Applications: What, Why, and How, by Marc J. Schniederjans | Dara G. Schniederjans | Christopher M. Starkey, Pearson Education; 1st edition (29 September 2022); Pearson Education,

- Financial Management – Theory Concepts and Problem, 6<sup>th</sup> Revised Edition, Dr. R P Rustagi, Taxmann Publication
- Business Analytics: The Science of Data-driven Decision Making, By U. Dinesh Kumar, Wiley publication

**Question Paper Pattern**

**Q1.** Solve all (Four questions from four units of syllabus) 4 x 4 =16

- A from unit 1
- B from unit 2
- C from unit 3
- D from unit 4

**Q2.** (Short answer type question of 8 marks to be answered within 300 words and Long answer type questions of 16 marks to be answered within 500 words) With Internal Choice from Unit 1

- A 8 marks
  - B 8 marks
- OR**
- C 16 marks

**Q3.** (Short answer type question of 8 marks to be answered within 300 words and Long answer type questions of 16 marks to be answered within 500 words) With Internal Choice from Unit 2

- A 8 marks
  - B 8 marks
- OR**
- C 16 marks

**Q4.** (Short answer type question of 8 marks to be answered within 300 words and Long answer type questions of 16 marks to be answered within 500 words) With Internal Choice from Unit 3

- A 8 marks
  - B 8 marks
- OR**
- C 16 marks

**Q5.** (Short answer type question of 8 marks to be answered within 300 words and Long answer type questions of 16 marks to be answered within 500 words) With Internal Choice from Unit 3

- A 8 marks
  - B 8 marks
- OR**
- C 16 marks