आंध्रप्रदेश केंद्रीय विश्वविद्यालय

CENTRAL UNIVERSITY OF ANDHRA PRADESH
Ananthapuramu

Undergraduate Programme Structure

as per the UGC Credit Framework (NEP 2020)

Vidya Dadati Vinayam

(Education Gives Humility)

B.Sc (RM & IT)

Bachelor of Science in Retail Management and Information Technology

Programme Structure

(With effect from AY 2024 - 25)

आंध्रप्रदेश केंद्रीय विश्वविद्यालय
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About the Programme

In pursuance of the University Grants Commission (UGC) scheme on Skill Development based higher education, the University introduced the skill education-based degree programme leading to the award of B.Sc. Degree in RMIT under the School of Vocational Education and Skill Development. This programme is designed to furnish students with the integrated expertise on retail management and Information Technology. Combining theoretical foundations with hands-on experiences, it cultivates adeptness in various facets of retail management. Integral to the curriculum is the integration of Information Technology (IT) tools and systems tailored for the retail industry. Through this component, students learn to harness the power of technology to optimize retail operations, analyze market trends and enhance customer engagement. Practical exercises and case studies provide invaluable insights and preparing the students to navigate the digital landscape of contemporary retail sector practices.

Programme Vision

Instill knowledge, skills, and abilities to enrich the qualities of strength, thoughtfulness, and resilience to nurture skills in retailing, information technology and cultivate a passion for lifelong learning to excel in the fast-changing world of retail and IT.

Programme Objectives

The purpose of this programme is to:

1. Equip students with business knowledge through theory and application, encompassing global and local environment in retailing.
2. Develop communication and leadership skills to enable students to analyse and empathise with the need of retail and allied sectors.
3. Impart innovative and the best industry practices through association with thought leaders, practitioners and alumni.
4. Equip students with global business knowledge across retail and allied sectors.
5. Develop students to identify and analyse business challenges in retail and IT sectors.
6. Inculcate team work in students with communication and leadership skills thereby enhancing managerial effectiveness.

Learning Outcomes

Upon the completion of this programme, the students should be able to:

- Understand the concepts thoroughly on Retail Management and IT.
- Complete internships/projects in organisations and gain practical knowledge in the Retail Management and IT.
- Develop the skill and knowledge about Retail Management and IT.
- Enhance employability skills to slide into Retail Management.
- Start a small entrepreneurial activity in Retail Management and IT sectors.

Pedagogy of the program

The pedagogy is designed with the combination of Student-Centric learning, Group Discussions on Current Topics, Developing Case Studies with Local Community and Business, Guest Lectures by Industry Experts, Interactive Sessions, Internship and Project based Learning, Research Orientation, Seminars & Workshops, Tutorial & Assignments, Class Test / Open Book Test. It aims to equip students with the necessary knowledge, skills, and competencies to excel in diverse roles within the field of Retail Business Management and Information Technology. The combination of theoretical learning, practical experiences, and experiential opportunities prepares the students to navigate complex retail business environments and make meaningful contributions to their organizations and society.

Programme Structure

- The B.Sc. RMIT is a three-year programme divided into six semesters with a total of around 145 credits.
- The program is designed with the combination of Discipline Specific Courses, Discipline Specific Electives, Inter-disciplinary Electives (IDE), Ability Enhancement Course (AEC),
  Skill Enhancement Courses (SEC) and Value-Added Courses (VAC).
- Students will undergo for two months summer internship after semester II, Summer Training Project (STP) after semester IV and submit the report of the same in semester III and V respectively.
- Students will select one discipline specific elective from each Group A&B in semester VI.

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- Students will submit experiential learning project in semester VI
- Educational Tour (which is evaluated through report and presentation) of not more than 10 days and entire cost of the tour should be borne by the student.

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Semester and Course-wise Credits

SEMESTER	DSC	DSE	IDE	AEC	SEC	VAC	SIP	DISSERTATION	Total Credits
I	BRI 101 (4) BRI 102 (4) BRI 103 (4) BRI 104 (2) BRI 104 Lab(2)		BRI 111 (3) - MOOC/Swayam	BRI 112(2)	BRI 113(3)	BRI 114 (2)			26
II	BRI 201 (4) BRI 202 (4) BRI 203 (4) BRI 204 (2) BRI 204 Lab(2)		BRI 211 (3) - MOOC/Swayam	BRI 212(2)	BRI 213(3)	BRI 214 (2)			26
III	BRI 301 (4) BRI 302 (4) BRI 303 (4) BRI 304 (2) BRI 304 Lab(2)		BRI 311 (3) - MOOC/Swayam	BRI 312 (2)	BRI 313(4)		BRI 314 (2)		27
IV	BRI 401 (4) BRI 402 (4) BRI 403 (4) BRI 404 (3) BRI 404 Lab(1) BRI 405 (2) BRI 405 Lab(2)			BRI 411 (4)		BRI 412(2)			26
V	BRI 501 (4) BRI 502 (4) BRI 503 (4) BRI 504 (4)						BRI 511(4)		20
VI	BRI 601 (4)	Elective 1 (4) Elective 2 (4)						Experiential Learning (8)	20
Total	88	8	9	10	10	6	6	8	145
Percentage	60.69	5.52	6.21	6.89	6.89	4.13	4.13	5.51	100

Ability Enhancement course (AEC), Skill Enhancement courses (SEC), Value Added Course(VAC), Summer Internship (SIP), Research Project/Dissertation

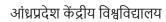Bachelor of Science in Retail Management and Information Technology

Programme Structure with Course Titles

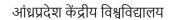| S. No	Course Code	Course Title	Number of Credits	Credit Distribution		
				L	T	P
Semester-I						
1	BRI 101	Business Organisation and Management	4	3	1	
2	BRI 102	Introduction to Marketing	4	3	1	
3	BRI 103	Business Environment	4	3	1	
4	BRI 104	Essentials of IT	4	3		1
5	BRI 111	MOOCs (IDE)	3	3		
6	BRI 112	Modern Indian Language (English-I) (AEC)	2	2		
7	BRI 113	Modern English Grammar & Pronunciation (SEC)	3	3		
8	BRI 114	Indian Knowledge System (VAC)	2	2		
		Total	**26**	**22**	**3**	**1**
Semester-II						
1	BRI 201	Business Statistics	4	3	1	
2	BRI 202	Basic Accountancy	4	3	1	
3	BRI 203	Managerial Economics	4	3	1	
4	BRI 204	Python Programming	4	2		2
5	BRI 211	MOOCs (IDE)	3	3		
6	BRI 212	Any Course on English Language (MOOCs) (AEC)	2	2		
7	BRI 213	Writing for the Media (SEC)	3	3		
8	BRI 214	Environmental Studies- I (VAC)	2	2		
		Total	**26**	**21**	**3**	**2**
Semester-III						
1	BRI 301	Research Methodology	4	3	1	
2	BRI 302	Introduction to Retailing	4	3	1	
3	BRI 303	Organisational Behaviour	4	3	1	
4	BRI 304	Web Technologies	4	2		2
5	BRI 311	MOOCs (IDE)	3	3		
6	BRI 312	Modern Indian Language (English-II) (AEC)	2	2		
7	BRI 313	Artificial Intelligence and Machine Learning (SEC)	4	2		2
8	BRI 314	Internship Report (1) and Presentation (1)	2	2		
		Total	**27**	**20**	**3**	**4**

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S. No	Course Code	Course Title	Number of Credits	Credit Distribution		
				L	**T**	**P**
Semester-IV						
1	BRI 401	Business Laws	4	3	1	
2	BRI 402	Business Strategy and Entrepreneurship	4	3	1	
3	BRI 403	Marketing of Services	4	3	1	
4	BRI 404	Digital Marketing	4	3		1
5	BRI 405	Data Base Management Systems	4	2		2
6	BRI 411	Building Mathematical Ability (AEC)	4	4		
7	BRI 412	Environmental Studies- II (VAC)	2	2		
		Total	**26**	**20**	**3**	**3**
Semester-V						
1	BRI 501	Data Mining and Warehousing	4	3	1	
2	BRI 502	Fundamentals of Retail Management and Retail Services / MOOCs	4	4		
3	BRI 503	Retail Store Operations	4	3	1	
4	BRI 504	Store Keeping and Warehousing	4	3	1	
5	BRI 511	Summer Internship Report (2), Presentation and Viva (2)	4			4
		Total	**20**	**13**	**3**	**4**
Semester-VI						
1	BRI 601	International Retailing	4	3	1	
2		Elective – I	4	3	1	
3		Elective -II	4	3	1	
4	BRI 604	Experiential Learning Project	8			8
		Total	**20**	**9**	**3**	**8**

Semester VI GROUP A: Electives

S. No	Course Code	Course Title	Number of Credits	Credit Distribution		
				L	T	P
1	BRI 611	Supply Chain Management in Retail	4	3	1	
2	BRI 612	Food and Fashion Retailing	4	3	1	
3	BRI 613	E-Retailing	4	3	1	
4	BRI 614	Visual Merchandising	4	3	1	
5	BRI 615	Mall Management	4	3	1	
6	BRI 616	Sales Management and B2B Marketing	4	3	1	

Semester VI GROUP - B: Electives

S.No	Course Code	Course Title	Number of Credits	Credit Distribution		
				L	T	P
1	BRI 621	Basics of Cloud Computing	4	2		2
2	BRI 622	Basics of Android	4	2		2
3	BRI 623	Internet of Things (IOT)	4	2		2
4	BRI 624	Fundamentals of Data Science	4	2		2
5	BRI 625	Principles of Animation	4	2		2
6	BRI 626	Management Information System	4	2		2

Semester wise credit distribution

Semester	Credits Allotted	Cumulative Credits
I	26	26
II	26	52
III	27	79
IV	26	105
V	20	125
VI	20	145

Minimum Credit Requirements to Award Degree of B.Sc. RM & IT as per UGC Guidelines.

S. No.	Broad Category of Course	Minimum Credit Requirement	
		3-year UG	**4-Year UG**
1	Major (Core)	60	80
2	Minor Stream	24	32
3	Multidisciplinary	09	9
4	Ability Enhancement Courses (AEC)	08	08
5	Skill Enhancement Courses (SEC)	09	09
6	Value Added Courses common for all UG	06-08	06-08
7	Summer Internship	02-04	02-04
8	Research Project / Dissertation	--	12
	Total	**120**	**160**

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Important Information to Students

1. Eligibility: 10+2 level of education (Intermediate/PUC/CBSE/ICSE/HSC) or equivalent in science/arts/commerce/other streams with 50% aggregate marks.

2. The minimum duration for completion of any UG Programme is 6 semesters (3 academic years) and the maximum duration is 12 semesters (6 academic years) or as per amendments made by the regulatory bodies from time to time. For completion of any programme, the maximum duration is double the duration of the programme concerned.

3. A student should attend at least 75% of the classes, seminars, practical / lab in each course of study.

4. All theory courses in B.Sc RMIT carry Continuous Internal Assessment (CIA) component of 40 marks and Semester-end component of 60 marks. Pass percentage for each component in a course is 40%.

5. In case of courses with lab component Continuous Internal Assessment (CIA) component shall be of 60 marks and Semester-end component for 40 marks. Pass percentage for each component in a course is 40%.

6. The student is given 3 Continuous Internal Assessment (CIA) tests per semester in each course from which the best 2 performances are considered for the purpose of calculating the marks in CIA. A record of the continuous assessment is maintained by the academic unit. The 3 internal tests are conducted for 15 Marks each, out of the best 2 tests scores are considered for 30 marks. Out of the remaining 10 marks, 5 marks are awarded for assignments, class presentations and class participation of the students and the remaining 5 marks are awarded for punctuality, and attendance of the student.

Marks for the Attendance will be considered as follows:

S. No	Attendance (%)	Marks
1	95% or more	5
2	90-94%	4
3	85-89%	3
4	80-84%	2
5	75-79%	1

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7. A student should pass separately in both CIA and the ESE, i.e., a student should secure 16 (40% of 40) out of 40 marks for theory and 24 (40% of 60) out of 60 marks for lab components in the CIA. Therefore, a student should secure 24 (40% of 60) out of 60 marks for theory and 16 (40% of 40) out of 40 marks for lab components in the End-Semester Examination (ESE).

8. Semester-end examination shall consist of Objective type questions, Descriptive type questions, Short answer questions and Case studies or any other recommended by the BoS.

9. A student failing to secure the minimum pass marks in the CIA is not allowed to take the end semester examination of that course. She/he has to redo the course by attending special classes for that course and get the pass percentage in the internal tests to become eligible to take the end semester examination.

10. Students failing a course due to lack of attendance should redo the course.

11. Re-evaluation is applicable only for theory papers and shall not be entertained for other components such as practical/ thesis/ dissertation/ internship etc.

12. An on- campus elective course is offered only if a minimum of ten or 40% of the students registered, whichever is higher.