

**CENTRAL UNIVERSITY OF ANDHRA PRADESH
ANANTHAPURAMU**



Vidya Dadati Vinayam
(Education gives Humility)

**B.Voc. Programme
in
Retail Management and IT**

**Program Structure
Syllabus
Teaching and Evaluation Regulations**
(with effect from the 2018-2021 Batch)

CONTENTS

Section	Page No.
Objectives of the Programme	1
Structure of the Programme	2
Teaching and Evaluation Regulations	4
Grade Sheet	9
Syllabus-Semester I	10
Tentative Timetable-Semester I	22
Syllabus-Semester II	23
Tentative Timetable-Semester II	35
Syllabus-Semester III	36
Tentative Timetable-Semester III	48
Syllabus-Semester IV	49
Tentative Timetable-Semester IV	60
Syllabus-Semester V	61
Tentative Timetable-Semester V	73
Syllabus-Semester VI	74
Tentative Timetable-Semester VI	112



CENTRAL UNIVERSITY OF ANDHRA PRADESH, ANANTHAPURAMU
B.Voc. Retail Management and IT

In pursuance of the University Grants Commission (UGC) scheme on Skill Development based higher education as a part of college/university education leading to Bachelor of Vocational (B. Voc.) Degree, The University has decided to introduce the skill education based degree programme leading to the award of B.Voc. Degree in Retail Management and Information Technology.

Objectives of the Programme

At the end of the programme, the student should be able to:

1. Have an overview of all the relevant areas of Retail Management and IT.
2. Understand the concepts thoroughly on Retail Management and IT.
3. Complete internships/projects in organizations and gain practical knowledge in the retail sector.
4. Develop the skill and knowledge about Retail Management and IT sector.
5. Be industry ready and develop employability skills to slide into Retail and IT sector.
6. Be confident to start a small entrepreneurial activity in Retail Sector.
7. Gain confidence to be self reliant and create employment opportunities for others in Retail Sector.

Structure of the Programme:

Total Number of Credits for the B.Voc. Programme: 180

S.No.	Course Code	Title of the Course	Number of Credits	Contact Hours		
				L	T/L	S/P/L
Semester - I						
1	RM 101	Fundamentals of Computer Skills	5	30	30	10
2	RM 102	Effective Communication Skills	5	55	10	10
3	RM 103	Introduction to Marketing	5	55	10	10
4	RM 104	Principles and Practices of Management	5	55	10	10
5	RM 105	Fundamentals of Retail Management	5	55	10	10
6	RM 106	Business Environment	5	55	10	10
Total			30	305	80	60
S.No.	Course Code	Title of the Course	Number of Credits	Contact Hours		
				L	T/L	S/P/L
Semester – II						
1	RM 151	Effective Communication Skills-II	5	55	10	10
2	RM 152	Computer Skills-II	5	30	30	10
3	RM 153	HR in Retail Operations	5	55	10	10
4	RM 154	Retail Shopper Behaviour	5	55	10	10
5	RM 155	Managerial Economics	5	55	10	10
6	RM 156	Introduction to Retail Store Operations	5	55	10	10
Total			30	305	80	60
S.No.	Course Code	Title of the Course	Number of Credits	Contact Hours		
				L	T/L	S/P/L
Semester - III						
1	RM 201	Web Technologies	5	30	30	10
2	RM 202	Customer Relationship Management	5	55	10	10
3	RM 203	Basic statistics	5	55	10	10
4	RM 204	Accounting and Financial Management	5	55	10	10
5	RM 205	Retail Services and Operations	5	55	10	10
6	RM 206	E-Commerce	5	55	10	10
Total			30	305	80	60
S.No.	Course Code	Title of the Course	Number of Credits	Contact Hours		
				L	T/L	S/P/L
Semester - IV						
1	RM 251	Research Methodology	5	55	10	10
2	RM 252	Store Keeping and Warehousing	5	55	10	10
3	RM 253	Merchandising Management	5	55	10	10
4	RM 254	Data Base Management Systems	5	30	30	10
5	RM 255	Legal and Regulatory Framework in Retail and IT	5	55	10	10
6	RM 256	Business Ethics and Environmental Management	5	55	10	10

Total			30	305	80	60
S.No.	Course Code	Title of the Course	Number of Credits	Contact Hours		
				L	T/L	S/P/L
Semester - V						
1	RM 301	Data Mining and Warehousing	5	30	30	10
2	RM 302	Entrepreneurship and Business Strategy	5	55	10	10
3	RM 303	Advertising and Sales Management	5	55	10	10
4	RM 304	Supply Chain Management in Retail	5	55	10	10
5	RM 305	Fashion and Food Retailing	5	55	10	10
6	RM 306	Summer Project	5	55	10	10
Total			30	305	80	60
S.No.	Course Code	Title of the Course	Number of Credits	Contact Hours		
				L	T/L	S/P/L
Semester - VI						
1	RM 351	Retail Selling and Negotiation Skills	5	55	10	10
2	RM 352	International Retailing	5	55	10	10
3	RM 353	Brand and Private Label Management	5	55	10	10
4	RM 354	Fundamentals of Data Science	5	30	30	10
Semester VI GROUP A: Electives from Retailing						
1	RM 355	Digital Marketing	5	55	10	10
2	RM 355	Logistics Management in Retail	5	55	10	10
3	RM 355	Retail Analytics	5	55	10	10
4	RM 355	Mall Management	5	55	10	10
5	RM 355	Rural Retailing and Social Marketing	5	55	10	10
6	RM 355	E-Retailing	5	55	10	10
7	RM 355	Visual Merchandising	5	55	10	10
8	RM 355	Sales Management and B2B Marketing	5	55	10	10
9	RM 355	Understanding Retail Verticals	5	55	10	10
Semester VI GROUP B: Electives from IT						
1	RM 356	Basics of Cloud Computing	5	30	30	10
2	RM 356	Basics of Android	5	30	30	10
3	RM 356	Internet of Things(IOT)	5	30	30	10
4	RM 356	Fundamentals of Multimedia	5	30	30	10
5	RM 356	Principles of Animation	5	30	30	10
6	RM 356	Enterprise Resource Planning (ERP)	5	30	30	10
7	RM 356	Management Information System(MIS)	5	30	30	10
TOTAL			30	280	100	60
TOTAL			180	1805	500	360

L – Lectures T/L – Tutorials/Lab

S/P/L – Seminar/Project/Lab

TEACHING AND EVALUATION REGULATIONS

Special features

The special features of the University's academic set up include a flexible academic programme that encourages interdisciplinary courses. The assessment of examinations of the Undergraduate and Postgraduate courses is continuous and internal.

Semester system

The courses are organized on the semester pattern. The academic year consists of two semesters of 16 to 18 weeks each. July – December is the Monsoon and January – June is the winter semester.

Continuous internal assessment

The examination system of the University is designed to test systematically the student's progress in class, laboratory and field work through continuous evaluation in place of the usual "make or mar" performance in a single examination. Students are given periodical tests, short quizzes, home assignments, seminars, tutorials, term papers in addition to the examination at the end of each semester. A minimum of three such assignments/tests are administered as part of the internal assessment process

Attendance and progress of work

A minimum attendance requirement of 75% of the classes actually held in each course (at least 60% if the same course is repeated for writing the end-semester examinations, and for visually challenged students) and participate, to the satisfaction of the Academic Unit, in seminars, sessionals and practical's as may be prescribed, mandatory. The progress of work of the research scholars and their attendance is regularly monitored by their supervisors. Absence from classes continuously for 10 days shall make the student liable to have his/her name removed from the rolls of the University. Absence on medical grounds should be supported by a certificate which has to be submitted soon after recovery to the respective Academic Unit. Coordinator can condone the requirement of Minimum attendance up to 5% only for regular or repeat courses.

Credit Calculation:

The credit computation in the programme shall be as given hereunder:

1. One Credit would mean equivalent of 15/16 periods of 60 minutes each, for theory, workshops/labs and tutorials;
2. For Industrial visits the Credit weightage for equivalent hours shall be 50% of that for lectures/workshops;

3. For Self Learning, based on e-content or otherwise, the Credit weightage of equivalent hours of study should be 50% or less of that for lectures/workshops.

Evaluation regulations

1. The performance of each student enrolled in a course will be assessed at the end of each semester. Evaluation of all U.G/ P.G is done under the Grading System. There will be 7 letter grades; A+, A, B+, B, C, D and F on a 10 point scale which carries 10,9,8,7,6,5,0 grade points respectively.
2. The final result in each course will be determined on the basis of continuous assessment and performance in the end semester examination which will be in the ratio of 40:60 in case of theory courses and 60:40 in laboratory courses (practicals).
3. The mode of continuous assessment will be decided by the University. For B.Voc. (Retail Management and IT) programme, Continuous assessment will be done for 40 marks and semester-end examination is conducted for 60 marks. The students will be given a minimum of three units of assessment per semester in each course from which the best two performances will be considered for the purpose of calculating the result of continuous assessment. The record of the continuous assessment will be maintained by the Academic Unit. Three Internal tests will be conducted for 15 marks each, out of which two best of three test scores will be considered for 30 marks. Out of the remaining 10 marks, 5 marks will be awarded for assignments, class presentations and class participation of the student and remaining 5 marks will be awarded for punctuality and attendance of the student.

Marks for attendance will be considered as follows:

95% or more	-	5 Marks
90-94%	-	4 Marks
85-89%	-	3 Marks
80-84%	-	2 Marks
75-79%	-	1 Mark.

4. Semester end examination pattern contains 4 sections for 60 marks
 - Section A: Student needs to answer 5 out of 8 questions which is assessed for 10 marks (2x5=10 marks)
 - Section B: Student needs to answer 4 out of 6 questions which is assessed for 20 marks (4x5=20 marks)
 - Section C: Student needs to answer 2 out of 3 questions which is assessed for 20 marks (2x10=20 marks)
 - Section D: Student needs to answer this compulsory question which is assessed for 10 Marks (1x10=10 marks)

5. At the end of the semester examination, the answer scripts shall be evaluated and the grades scored by each student shall be communicated to the Coordinator, for onward transmission to the Office of the Controller of Examinations. Wherever required, the faculty/ Coordinator may moderate the evaluation.
6. (a) Students should obtain a minimum of 'D' grade in each course in order to pass in the Under graduate/ Postgraduate. Students who obtain less than 'D' Grade in any course, may be permitted to take the supplementary examination in the course/s concerned usually within a week after the commencement of the teaching of the next semester or in accordance with the schedule notified. Appearance at such examinations shall be allowed only once. Those students who get less than 'D' grade in the supplementary examination also shall have to repeat the course concerned or take an equivalent available course with the approval of the Coordinator. Such approval should be obtained at the beginning of the semester concerned.

(b) In order to be eligible for award of medals/prizes and ranks etc., the students should complete the course within the prescribed duration without availing supplementary or repeat examinations. Further, Grade value obtained in the supplementary/ repeat/improvement examination shall not be taken into account for the said purpose. Candidates attempting in Supplementary/Improvement exams are also not eligible for medals.

(c) Medals are awarded to only those who have passed/completed the course in that current academic year only.
7. A student of UG/ PG, is expected to clear more than 50 % of the courses offered in that semester in order to be promoted to the next semester A student may have a maximum of two backlogs where the number of the courses in a semester are four and a maximum of three backlogs where the number of courses in a semester are more than four at any given point of time including the backlogs of the previous semester, if any.
8. Students who are permitted to appear in supplementary examinations in course/s in accordance with clauses 5(a) above will be required to apply to write the examination concerned in the prescribed form and pay the prescribed examination fee by the date prescribed for the purpose.
9. (a) A student in order to be eligible for the award of BA/BSc/M.A/ B.Voc Courses must obtain a minimum of 'D' grade in each course. The results of successful candidates will be classified as indicated below on the basis of the CGPA: CGPA of 8.0 and above and up to 10.0 I Division with Distinction CGPA of 6.5 and above and < 8.0 I Division CGPA of 5.5 and above and < 6.5 II Division CGPA of 6.0 II Division with 55% CGPA of 5.0 and above and < 5.5 III Division (b) To satisfactorily complete the programme and qualify for the degree, a student must obtain a minimum CGPA of 5. There should not be

any 'F' grades on records of any student for making himself/herself eligible for award of the degree. The division obtained by a student will be entered in his/her provisional cum consolidated grade sheet and in the Degree certificate.

10. No student shall be permitted to take a supplementary examination for the second time of the same course except in the case of one repeating the entire course.
11. Students who are not found eligible to take semester examinations and also those who are not promoted to the next semester of the course may be considered for readmission to the concerned semester of the immediately following academic year. Such students should seek readmission before the commencement of the classes for the concerned semester or within a week of the commencement of the concerned semester if they are appearing in the supplementary examinations. Such students are given an option either to undergo instruction for all the courses of the semester concerned or to undergo instruction in only such courses in which they have failed on the condition that the option once exercised will be binding on the student concerned.
12. At the specific written request of the student concerned, answer scripts of the semester examinations may be shown to him/her, but not returned to the candidates. The result of the continuous assessment of the students will, however, be communicated to students immediately after the assessment.
13. In the case of a request for re-evaluation of end-semester examination answer books, the Academic Unit shall constitute a Grievance Committee consisting of 3 or 4 teachers to examine the complaints received from the students of the School regarding their assessment. Such requests from the students should reach the Coordinator, within 15 days of the announcement of the results.

Note: If a student is not satisfied with the evaluation by the Academic Unit level Grievance Committees, the Coordinator, on a request from the student may refer the matter to the Controller of Examinations for getting the paper evaluated by an external examiner, whose evaluation will be final. The fees for external evaluation in all such cases shall be Rs. 500/- per paper which shall be paid by the student concerned.

14. (a) Students absenting themselves after payment of fees from a regular semester examination are permitted to appear in the supplementary examination subject to fulfilling the attendance requirement. The application for the supplementary examination in the prescribed form along with the prescribed fee should reach the office of the Controller of Examinations through the Coordinator by the date prescribed.
(b) Students may opt an audit/Extra course within the Academic Unit or outside, provided he/she fulfils 75% of attendance requirement and the regular internal assessments for an audit/Extra course for including it in the additional grade sheet.
(c) Option once exercised for audit/extra courses shall be final.

Improvement examination

- i) The facility for improvement shall be open to all students securing 'D' grade and above and who want to improve their grade irrespective of the CGPA obtained by them. However, one should clear all courses of a particular semester in which he/she intends to take an improvement examination. Appearance at such examination in the course will be allowed only once. One can improve a maximum of four courses of their respective programmes as detailed below: One course at the end of the first semester, two courses at the end of the second semester, three courses (to be taken from 1st & 3rd semesters) at the end of the third semester and four courses at the end of the fourth semester. No further chance will be given under any circumstances.
- ii) The improvement examinations will be conducted along with the supplementary examinations within a week of the commencement of the teaching of the next semester or as per the schedule prescribed.
- iii) For the purpose of determining the Division, the better of the two performances in the examinations will be taken into consideration.
- iv) The grade sheet of a student will indicate full information of the examinations taken by him/her. Both the Grades obtained in the 1st and 2nd attempts will be shown in the grade sheets.
- v) The Application for improvement examination in the prescribed form along with the prescribed Examination Fee should reach the office of the Controller of Examinations within a week of the commencement of the teaching of the next semester through the Academic Unit by the prescribed date.
- vi) Students who have completed the course without availing the improvement facility in accordance with the schedule prescribed by the University are allowed to avail the un-availed chances within a maximum period of six months after completion of the course. Such exams are to be taken when the regular or supplementary/improvement exams are held.

Special Supplementary Examinations:


The UG/PG Students who after completion of the prescribed duration of the course are left with backlogs are eligible to appear for special supplementary exams subject to a maximum of two courses where number of courses in a semester are four and a maximum of three

courses where the number of courses in a semester are more than four. Appearance in such exams shall be allowed only once. Special supplementary exams are to be conducted when the regular supplementary/ improvement exams are held.

Note: Supplementary and Special Supplementary examinations cannot be written in same semester.

GRADE SHEET

Letter Grade	Grade Points	Range of % of Marks
A+	10	90 to 100
A	9	80 to <90
B+	8	70 to <80
B	7	60 to <70
C	6	50 to <60
D	5	40 to <50
F	0	<40

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: I	Course Instructor:
Course Code : RM 101 Core/ Elective : Core No. of Credits : 5.00 Lectures : 55 hours Tutorials : 10 Hours Seminars/Projects : 10 Hours	Title of the Course: EFFECTIVE COMMUNICATION SKILLS

Course Objectives:

1. To make the student communicate well augmenting basics of grammar.
2. To apply various basic grammatical concepts for language proficiency.
3. To enhance vocabulary and language.

UNIT I

Introduction to English Pronunciation: English Sounds - Word Accents - Intonations.

UNITII

Greeting and Introduction - Expressing Opinions - Tense and Aspect - Asking Questions/ Asking information and Giving information.

UNIT III

Prepositions - Giving Instructions/ Following Instructions - Modals: Positive and Negative statements - Report Writing: Introduction and Formal Reports.

UNIT IV

Understanding Vocabulary in context - Phrasal Verbs - Management Vocabulary - Making Short Presentation - Presentation.

UNIT V


Direct and Indirect Speech - Academic English- Criteria for good Technical Writing - Technical Writing.

Text Books:

1. Eastwood, J. (2005). Oxford Learner Grammar: Grammar Finder.
2. Coe, N. (2006). Oxford Practice Grammar Intermediate: With Answers. Oxford University Press.

Reference Books:

1. Karal, R. (2016). English Grammar Just for You: English-Kannada. Oxford University Press.
2. Pal, R., & Korlahalli, J. S. (1979). Essentials of Business Communications. Chand.

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: I	Course Instructor:
Course Code : RM 102 Core/ Elective : Core No. of Credits : 5.00 Lectures : 30 hours Tutorials : 30 Hours Seminars/Projects : 10 Hours	Title of the Course: FUNDAMENTALS OF COMPUTER SKILLS

Course Objectives:

1. Give students an in-depth understanding of why computers are essential components in business, education and society.
2. Introduce the fundamentals of computing devices and reinforce computer vocabulary, particularly with respect to personal use of computer hardware and software, the Internet, networking and mobile computing.
3. Provide hands-on use of Microsoft Office applications Word, Excel and PowerPoint. Completion of the assignments will result in MS Office applications knowledge and skills.

UNIT I

Computer Fundamentals: Components of a computer system. Classification of computers. Types of computers. Brief history of evolution of computers and generation of computers. Computer hardware and software. Input/output devices, internet and web surfing etc. Personnel Computers: PC & Types of Computers, Primary & Secondary storage device, other peripherals used with PC.

UNIT II

Data Processing: Types, Data processing cycle, Computers in Business.

UNIT III

Data Communication & Networks: Introduction of Communication, Communication Medias, Communication Modes, Goals of Networks, Types of Networks, Client/Server Computing, Network Topologies, MODEM, Gateways, Multiplexer, Bridges, Routers. Ethernet. Internet, WWW etc.

UNIT IV

MSOFFICE: Focus is on teaching how to use Office suite properly.

- a. MSWord: The following features are explored for MSWord
 - i. Templates using existing templates and creating new templates.
 - ii. Complex Tables, Use of Pictures with text flowing around the picture, Sectioning, Captioning, Cross Referencing, Table of Contents.
 - iii. Using Equation editor for complex equations, Multiple Column format documents.

UNIT V

MS Excel & PowerPoint: Using complex equations for combining data, VLOOKUP function, Excel charts, Excel Sort, Excel Filter, Pivot Table.


MSPowerPoint: Using Animations and Transitions.

Textbooks:

1. V Rajaraman, Fundamentals of Computers, PHI, Sixth Edition, 2014

Reference Books:

1. Efraim Turban, R. Kelly Rainer Jr, Richard E. Potter, Introduction to Information Technology, John Wiley & Sons, (Asia) Pvt. Ltd. Singapore, 2004.

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: I	Course Instructor:
Course Code : RM 103 Core/ Elective : Core No. of Credits : 5.00 Lectures : 55 hours Tutorials : 10 Hours Seminars/Projects : 10 Hours	Title of the Course: INTRODUCTION TO MARKETING

Course Objectives:

1. Analyze, evaluate and respond to environmental & competitive changes, their impact on marketing planning, strategies and practices.
2. Apply the conceptual frameworks, theory and techniques to various marketing contexts.
3. Design marketing and sales plan appropriate to the needs of customers and contexts.

UNIT I

Understanding Marketing Management: Defining marketing for the new realities - Developing marketing strategies and plans - Creating long-term loyalty relationships.

Marketing Mix: Product Marketing Mix - Service Marketing Mix - 4P's, 7P's of Marketing.

UNIT II

Capturing Marketing Insights: Collecting information and forecasting demand - Conducting marketing research.

Connecting with Customers: Analyzing consumer markets - Analyzing business markets - Tapping into global markets.

UNIT III

Building Strong Brands: Identifying market segments and targets - Crafting the brand positioning - Creating brand equity - Addressing competition and driving growth

Creating Value: Setting product strategy - Designing and managing services - Introducing new market offerings - Developing pricing strategies and programs.

UNIT IV

Communicating Value: Designing and managing integrated marketing communications - Managing mass communications: advertising, sales promotions, events, experiences and public relations - Managing digital communications: online, social media and mobile - Managing personal communications: direct marketing, database marketing and personal selling.

UNIT V

Delivering Value: Designing and managing integrated marketing channels - Managing retailing, wholesaling and logistics.


Marketing Responsibility for Long Term Success: Managing a holistic marketing organization for the long run.

Text Books

1. Kotler, Philip. "Marketing Management-The Millennium Edition Prentice Hall of India Private Limited." New Delhi (2007): 35-8.

References

1. Ramaswamy, V. S., & Namakumari, S. (2002). Marketing management: Planning, implementation & control: Global perspective Indian context. MacMillan.
2. Saxena, R. (2005). Marketing management. Tata McGraw-Hill Education.

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: I	Course Instructor:
Course Code : RM 104 Core/ Elective : Core No. of Credits : 5.00 Lectures : 55 hours Tutorials : 10 Hours Seminars/Projects : 10 Hours	Title of the Course: PRINCIPLES AND PRACTICES OF MANAGEMENT

Course Objectives:

1. To provide conceptual understanding of principles and practice of management.
2. To familiarize with the contemporary issues in management.
3. To be able to analyze the various aspects of management in tourism and hospitality industry.

UNIT I

Introduction to Management: Functions of Management - Principles of Management - Definitions of Management - Nature of Management - Evolution of Management Thought: Classical Approach and Modern Approaches.

UNIT II

Planning: Introduction-Nature of Planning - Importance of Planning - Types of Plans - Steps in Planning Process - Objectives and Process of Planning – Strategies - Policies and Planning - Decision Making: Introduction to decision making and Significance of decision making - Types of Decisions - Decision making process.

UNIT III

Organisation: Meaning and Definitions of Organising - Benefits of Organising - Span of Management - Process of Organising - Authority Delegation and Decentralization: Difference between Authority - Power Coordination: Introduction - Principles of Coordination - Types of Coordination.

UNIT IV

Human Resource Management and Staffing: Human Resource Management and Selection - Recruitment, Training - Performance appraisal and career strategy - Leadership: Definitions and Meaning of Leadership - Leadership Theories - Leadership Styles - Leadership Qualities.

UNIT V

Controlling: Control Techniques - Steps in Control Process - Types of Control - Importance of controlling and levels of controlling - Motivation: Definitions and Meaning of Motivation - Motivation Theories - Motivational Techniques.


Managing Communication: Significance of communication in organizations - Communication is Process - Barriers to communication and gateways to effective communication.

Text Books

1. Robbins, S. P., & Coulter, M. (2007). Principles of management.
2. Koontz, H. (2010). Essentials of management. Tata McGraw-Hill Education.

References

1. Prasad, L. M. (2000). Principles and practice of management. Chand.
2. Tripathi, P. C. (2008). Principles of management. Tata McGraw-Hill Education.

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: I	Course Instructor:
Course Code : RM 105 Core/ Elective : Core No. of Credits : 5.00 Lectures : 55 hours Tutorials : 10 Hours Seminars/Projects : 10 Hours	Title of the Course: FUNDAMENTALS OF RETAIL MANAGEMENT

Course Objectives:

1. To stipulate student's interest in retailing by capturing the exciting, challenging and rewarding opportunities facing both retailer and firms.
2. To enable the students understand dynamics of retail business environment for effective strategy decision making.

UNIT I

Introduction to Retailing and Types of Retail Formats: Economic and Social Significance - Structure and Distribution – Opportunities – Characteristics - Food and Non-Food Retailing - General Merchandise Retailing - Service Retailing - Types of Ownership - Retail Channels and Benefits - Challenges of Effective Multichannel Retailing.

UNIT II

Understanding Retail Buying Behavior and Strategic Issues: The Buying Process - Types of Buying Decisions - Social Factors Influencing the Buying Process - Retail Market Strategy - Growth Strategies in Domestic Market - Global Growth Opportunities - The Strategic Retail Planning Process - Sustainability Issues in Retailing.

UNIT III

Financial Strategy and Retail Store Locations: Objectives - Strategic Profit Model - Setting and Measuring Performance - Types of Locations - Opportunities and Retail Strategy - Legal Considerations - Evaluating Specific Areas and Site for a Retail Store - Trade Area Characteristics - Estimating Potential Sales for a Store Site - Negotiating Lease.

UNIT IV

Merchandise Management and Planning: Forecasting Sales - Developing an Assortment Plan - Inventory Levels - Setting Product Availability Levels - Establishing Control System for Managing Inventory - Allocating Merchandise - Analyzing Merchandise Management Performance - Developing and Sourcing - Private Label Merchandise - Negotiating with Vendors

UNIT V


Retail Pricing and Retail Communication Mix: Pricing Strategies – Considerations – Techniques – Legal and Ethical Issues. Communication Programs to Develop Brand Images – Methods of Communicating with Customers – Planning the Retail Communication Program.

Textbooks

1. Retailing Management by Levy M., Weitz B. A. & Ajay P., (2009), Tata McGraw Hill.

References

1. Retailing Management: Text and Cases by Swapna Pradhan, Tata McGraw hill Education
2. Integrated Retail Management, Ogden J.R. and Ogden D. T., Biztantra.
3. Managing Retailing by Kumar S.P. and Prasad U.D. (2007), Oxford University Press.

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: I	Course Instructor:
Course Code : RM 106 Core/ Elective : Core No. of Credits : 5.00 Lectures : 55 hours Tutorials : 10 Hours Seminars/Projects : 10 Hours	Title of the Course: BUSINESS ENVIRONMENT

Course Objectives:

1. To facilitate the students for taking decisions at the work place considering business environment.
2. To make students understand dynamics of business environment in India.
3. To make students aware about emerging trends of global liberalization.

UNIT I

Business Environment: Introduction to Business Environment - Globalization of Indian Business - Planning in India Economic Environment of Business. Economic Trends and Inflation - National income and problems of growth.

UNIT II

Socio Culture Environment: Corporate Governance - Corporate Social Responsibility - Human Development & Rural Development - Legal Environment - FERA and FEMA - Intellectual Property Rights - RTI - MRTP Act - Competition Acts.

UNIT III

Industrial policy: Introduction to Industrial policy - Industrial Licensing - Stock Exchange - Fiscal policy of India - Monetary policy of India

UNIT IV

India's Foreign Trade in Global Context: Introduction to International Business and Foreign Trade Policy of India - Balance of Payment and Taxes - Foreign Investment and MNCs - EXIM Policy and SEZ in India - International Monetary System - Bretton Woods System - The Eurodollar market - Exchange rates.

UNIT V

International Trading Environment: Tariff and Non-tariff barriers - Cartels and Trade Blocs - SAARC and SAPTA - International organizations - WTO and IMF - World Bank and UNCTAD - Asian Development Bank and International Trade Centre.

Text Books:

1. Business Environment by Cherunilam F., 2009, Himalaya Publishing House.

References:

1. International Business: Text and Cases by Cherunilam F., 2010, PHI Learning Pvt. Ltd
2. International Marketing: Text and Cases by Paul J., 2008, Tata McGraw Hill Education.

**CENTRAL UNIVERSITY OF ANDHRA PRADESH
ANANTHAPURAMU**

**Tentative Time Table
B.Voc. Retail Management & IT: Semester I**

Day	9:00 AM -11:00 AM	11:00 AM– 1:00 PM		2:00PM-3:00PM	3:00PM-4:00PM
Monday	IM	FRM	B R E A K	IM	BE
Tuesday	FRM	IM		PPM	PPM
Wednesday	ECS	BE		ECS	PPM
Thursday	CS-1	ECS		Computer LAB	Computer LAB
Friday	CS-1	FRM		Computer LAB	Computer LAB
Saturday	PPM	BE		RM	

IM: Introduction to Marketing

RM: Fundamentals of Retail Management—

PPM: Principles and Practices of Management –

BE: Business Environment –

ECS: Effective Communication Skills –


CS-1: Computer Skills 1 -

Prof. S. Hanuman Kennedy

Dr. J. Naipunya

Mr. K. Naresh

Dean In-charge

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: II	Course Instructor:
Course Code : RM 151 Core/ Elective : Core No. of Credits : 5.00 Lectures : 55 hours Tutorials : 10 Hours Seminars/Projects : 10 Hours	Title of the Course: EFFECTIVE COMMUNICATIONS SKILLS-II

Course Objectives:

1. To make the student effective in both reading and writing skills;
2. To enable the student to enhance their academic and professional capabilities in reading and writing.

UNIT I

Reading Skills: Reading Tactics and strategies - Reading for direct meanings - Reading purposes: kinds of purposes and associated comprehension;

UNIT II

Reading Skills (contd.): Reading for understanding concepts - details, coherence, logical progression and meanings of phrases/ expressions.

UNIT III

Activities: Active reading of passages on general topics - Comprehension questions in multiple choice format - Sort comprehension questions based on content and development of ideas

UNIT IV


Writing Skills: Guidelines for effective writing - writing styles for application, resume, personal letter, official/business letter, memo, notices etc. - outline and revision.

UNIT V

Activities: a) Formatting personal and business letters - b) Organizing the details in a sequential order - c) Converting a biographical note into a sequenced resume or vice-versa - d) Ordering and sub-dividing the contents while making notes - e) Writing notices for circulation/boards.

Textbooks:

1. Oxford Guide to Effective Writing and Speaking by John Seely.
2. English Grammar in Use (Fourth Edition) by Raymond Murphy, CUP

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: II	Course Instructor:
Course Code : RM 152 Core/ Elective : Core No. of Credits : 5.00 Lectures : 30 hours Tutorials : 30 Hours Seminars/Projects : 10 Hours	Title of the Course: COMPUTER SKILLS-II

Course Objectives:

1. To provide exposure to problem-solving skills through programming.
2. To train students on the basic concepts of the Python programming language.
3. To impart hands-on experience with the concepts for thorough understanding.
4. To provide exposure to understand the services provided by different Operating systems and basic commands in MS-DOS and Linux.

UNIT I

Introduction to Operating Systems: Types of operating systems like

- A. Concept of MS—DOS: Internal and External commands, path, prompt, rmdir, time, ver, vol, echo, chkdsk, diskcopy, label, scandisk, replace, format, fdisk, Windows – windows explorer, print manager, control panel etc.
- B. Basic commands in Linux such as listing files, viewing contents in files, creating and deleting directories, moving and copying files and/or directories, man pages, pipes, ps and top commands, killing processes. Basic philosophy of the Unix operating system's view of access rights on files / directories, setting permissions on files / directories, vi / emacs editors.

UNIT II

Introduction to Python Programming: Features/characteristic of Python ,Basic syntax, Writing and executing simple program, Basic Data Types, Declaring variables, Performing assignments, arithmetic operations, Simple input-output, Precedence of operators, Type conversion, Conditional Statements: if, if-else, nested if –else
Looping: for, while, nested loops; Terminating loops, skipping specific conditions. Scope and extent of variables; Testing and debugging principles.

UNIT III

Strings & Lists: Concept, escape characters, String special operations, String formatting operator, Single quotes, Double quotes, Triple quotes, Raw String, Unicode strings, Built-in String methods. List Type Built-in Methods, Special Features of Lists.

UNIT IV

Tuples, Dictionaries & Functions: Tuple Operators and Built-in Functions, Special Features of Tuples; Introduction to Dictionaries, Operators, Built-in Functions, Built-in Methods, Dictionary Keys. Functions, Calling Functions, Creating Functions. Formal, Positional, Default Arguments,. Why Default Arguments?, Default Function Object Argument Example, Variable-length Arguments, Non-keyword Variable Arguments(Tuple), Keyword Variable Arguments

UNIT V


Files and Input/output: File Objects, File Built-in Function, File Built-in Methods, File Built-in Attributes, Standard Files, Command-line Arguments, File System, File Execution, Persistent Storage Modules.

Textbooks:

1. Beginning Python From Novice to Professional, Second Edition [Authors: Hetland, Magnus Lie] ISBN-13: 978-9380501604 ISBN-10: 9380501609

References

1. Barry, Paul, Head First Python, 2nd Edition, O Rielly, 2010 ISBN: 9781491919521
2. Lutz, Mark, Learning Python, 5th Edition, O Rielly, 2013 ISBN: 9781449355722

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: II	Course Instructor:
Course Code : RM 153 Core/ Elective : Core No. of Credits : 5.00 Lectures : 55 hours Tutorials : 10 Hours Seminars/Projects : 10 Hours	Title of the Course: HR IN RETAIL OPERATIONS

Course Objectives:

1. To facilitate the students with the knowledge of HR practices of the organizations.
2. To achieve the organizational goals by proper utilization of human resources.
3. To develop and maintain healthy working relationships among all the employees and to adopt sound, desirable organization structure.

UNIT I

Introduction to Human Resources in Retail Operations – Importance – Scope – Functions – Objectives - Evolution of the concept of Human Resource in retail operations - Long term and Short term objectives of HR in Retail.

UNIT II

Planning - HR inventory, Design for Retailer's specific needs – Recruitment and Selection - Job analysis - Process of Job Analysis - Job Specification - Methods of analysis.

UNIT III

Placement - Induction - Internal mobility of Human Resource - Training of employees - Need for training - Objectives and methods of training - Training Evaluation, Employee Commitment and motivation of Human Resource.

UNIT IV

Compensation Management - Grievance Redress - Compensation Planning - Wage Systems - Factors influencing wage system - Employee turnover - Labor participation in management.

UNIT V


Performance Management - Employee Engagement - Challenges of HRM in Retail Sector.

Textbooks:

1. Human Resource and Personnel Management by K Arswathappa.
2. Human Resource in Indian Organizations by R.S Dwivedi.

References:

1. Retailing Management, Michael Levy and Barton Weitz, Mc Graw Hill, Irwin
2. Retail Management: A strategic Approach by Berman, Bary and Joel
3. Retail Management by S. L Gupta

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: II	Course Instructor:
Course Code : RM 154 Core/ Elective : Core No. of Credits : 5.00 Lectures : 55 hours Tutorials : 10 Hours Seminars/Projects : 10 Hours	Title of the Course: RETAIL SHOPPER BEHAVIOUR

Course Objectives:

1. To familiarize the students with the various types of shoppers' behavior in a retail store.
2. To create awareness on shoppers behavior of various segments of society.

UNIT I

Introduction to Shopper Behavior – Nature – Importance - Types of Shoppers - Buying Participants and their role – Demographic Factors Influencing Shoppers Behavior - Shoppers Behavior in Indian Environment.

UNIT II

Concepts and Techniques for understanding the retail dynamics of Customers - Consumer Adoption Process - Product Adoption Process - Buying Decision Process for Products.

UNIT III

Decision Making Process - Need/Problem Recognition Stages - Information Search – Alternatives – Evaluation - Brand Choice/Post Purchase Dissonance - Brand Loyalty- Motivation Research Concepts - Shopper Behavior in Indian Environment.

UNIT IV

Models of Retail Consumer Behavior - Influence of personal factors on Shopper Behavior - Demographic Influences – Family - Influence of Social Class on Shopper Behavior – Groups – Types - Influence of Group Opinion – Leadership - Word-of-mouth Communication - Influence of Socio-Cultural Factors, Sub-Culture and Cross Culture on Shopper Behavior.

UNIT V


Shopper Needs and Motives - Motivation Theories – Perception - Importance and Meaning - Shopper Attitudes – Elements - Attitude Development Process - Attitude Measurement - Personality and Shopper Behavior - Customer services in Retail - Marketing of Retail Services – Retail Service Mix - Approaches to Customer Service - Retail Selling Process – CRM.

Textbooks:

1. Consumer Behavior by Schiffman L.G. and L L Kanuk, 2010, Pearson Education.
2. Patronage Behavior and Retail Management by William R Darden, North- Holland Publishers.

References:

1. Consumer Behavior by Wayne D Hoyer and J McInnis, 2017, Cengage Learning.
2. Cases in Retail Management by R K Srivastava, 2011, WILEY.
3. Retail Marketing by A Siva Kumar, Excel Books.

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: II	Course Instructor:
Course Code : RM 155 Core/ Elective : Core No. of Credits : 5.00 Lectures : 55 hours Tutorials : 10 Hours Seminars/Projects : 10 Hours	Title of the Course: MANAGERIAL ECONOMICS

Course Objectives:

1. This course is designed to help undergraduate students to introduce the economic concepts; and
2. It also familiarize with the students the importance of economic approaches in managerial decision making to understand the applications of economic theories in business decisions.

UNIT-I

Introduction: Meaning - definition - scope of managerial economics - role and responsibilities of managerial economics - distinction between economics and managerial economics - circular flow of activities.

UNIT-II

Demand analysis: demand, law of demand - exceptions of law of demand - change in demand and quantity demanded - elasticity of demand- concept - types of elasticity of demand - factors involved in demand forecasting - purposes of forecasting - demand estimation for censurable durables and non-censurable.

UNIT-III

Supply analysis: Supply - law of Supply - change in Supply and quantity Supply - elasticity of Supply – concept- types of elasticity of Supply - Demand and Supply Equilibrium.

UNIT-IV

Production: production function short run production - long run production - cost curves - revenue curves - break even point.


Market structure: perfect competition:- features and price determination - monopoly:- features and price determination - types of price discrimination.

UNIT-V

Monopolistic competition: meaning and concept – oligopoly: features - kinked demand curve - Types of pricing policies - factors affecting on pricing policy - Role of government in different economic systems and policies.

Text Books

1. Varshney, R and Maheshwari, K.L. Managerial Economics. Sultan Chand and Sons Publications. ISBN 978-81-8054-914-4
2. Thomas, C.R., Charles, S.M and Sarkar, S. Managerial Economics. Ninth Edition,

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: II	Course Instructor:
Course Code : RM 156 Core/ Elective : Core No. of Credits : 5.00 Lectures : 55 hours Tutorials : 10 Hours Seminars/Projects : 10 Hours	Title of the Course: INTRODUCTION TO RETAIL STORE OPERATIONS

Course Objectives:

1. To enable the students understand the basics of retail stores and their operations.
2. To give the students an exposure to current retail store operations.

UNIT I

Basic Concepts of Retailing: Perspectives on Retailing - important retailing decision - Significance - Indian Retail Sector - Forms of retail stores in India - Current retail scenario and trends in India - Services Provided by Retailers.

UNIT II

Store location, Design and Layout: Types of Store Locations - Process of Selecting a Store Location - Checklist analysis - Analyzing infrastructure and taking permission from authorities - Locating alternative sites and making selection - Current trends in retail property development in India - Retail Store Design - Exterior and Interior – Layout - Functioning of a retail store.

UNIT III

Inventory Management in Retail: Importance - Stock check - Negative inventory - Movement from warehouse to store - Un-loading - Product Repair System - Customer Interface - Vendor Interface - Returning Merchandise to Vendor - Retail Merchandising – Evolution - Merchandise management.

UNIT IV

Employees in Retail Stores: Grooming - Disciplinary Policy - Human Resource Management - Role and Functions - Job Description and KRAs - Store head - Floor head - Sales staff – Cashiers - Administrative head - Commercial head - Security head.

UNIT V

Store Finance and Controls: Measures of Financial Performance - Income statement or profit and loss statement - Balance sheet - Ratio analysis. Measuring retail store and space performance - Strategic Profit Mode – Budgeting - Dump and Shrink - Calculation and Control - Gift

Voucher's Management and Release - Customer touch points - Customer buying behavior - Store Audit.

Textbooks:

1. Retailing Management by Michael Levy, 8th Edition, McGraw hill education, Year 2017
2. Retail Store Operations by Vishal Agawal. 2nd Edition, 2012, Biztantra Publishers.

References:

1. Retail Management by Gibson G. Vedamani, Pearson Publications, 5th Edition, Year 2017.
2. Retail Store Operations by Sriram B Iyer, Publisher McGraw Hill Education, Year 2011.

**CENTRAL UNIVERSITY OF ANDHRA PRADESH
ANANTHAPURAMU**

Time Table

**B.Voc Retail Management & IT: Semester-II
(W.E.F. 8th January, 2020)**

Day	9:00 AM -11:00 AM	11:00 AM- 1:00 PM		2:30PM-3:30PM	3:30PM-4:30PM
Monday	ME	IRSO	B R E A K	ME	IRSO
Tuesday	IRSO	CS-II		CS-II (LAB)	
Wednesday	CS-II	ECS-II		CS-II (LAB)	
Thursday	RSB	ME		RSB	
Friday	RSB	HRRO		HRRO	
Saturday	HRRO	ECS-II		ECS-II	

HRRO: HR in Retail Operations –

ME: Managerial Economics –

ECS-II: Effective Communication Skills –

RSB: Retail Shopper Behaviour —

IRSO: Introduction to Retail Store Operations –

CS-II: Computer Skills-II -

Prof. G. Anjaneya Swamy

Dr. J. Naipunya


Mr. K. Naresh

Dr. A. Md. Farmanulla

Mr. Sreekanth

Mr. B. Nagarjuna

Dean In-Charge

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: III	Course Instructor:
Course Code : RM 201 Core/ Elective : Core No. of Credits : 5.00 Lectures : 30 hours Tutorials : 30 Hours Seminars/Projects : 10 Hours	Title of the Course: WEB TECHNOLOGIES

Course Objectives:

1. Design and development of web-pages and web-applications
2. Use of development tools
3. To provide skills to design interactive and dynamic web sites

UNIT I

HTML: Basic HTML, Document body, Text, Hyper links, adding more formatting, Lists, Tables using images. More HTML: Multimedia objects, Frames, Forms towards interactive, HTML document heading detail

UNIT II

Cascading Style Sheets: Introduction, using Styles, simple examples, your own styles, properties and values in styles, style sheet, formatting blocks of information, layers.

UNIT III

Introduction to JavaScript: What is DHTML, JavaScript, basics, variables, string manipulations, mathematical functions, statements, operators, arrays, functions. Objects in JavaScript: Data and objects in JavaScript, regular expressions, exception handling

UNIT IV

DHTML with JavaScript: Data validation, opening a new window, messages and confirmations, the status bar, different frames, rollover buttons, moving images.

UNIT V


XML: defining data for web applications, basic XML, document type definition, presenting XML, document object model. Web Services

Textbooks

1. Harvey M. Deitel and Paul J. Deitel, “Internet & World Wide Web How to Program”, 4/e, Pearson Education

References

1. Uttam Kumar Roy, Web Technologies from Oxford University Press
2. Web Technologies Black Book - Dreamtech Press

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: III	Course Instructor:
Course Code : RM 202 Core/ Elective : Core No. of Credits : 5.00 Lectures : 55 hours Tutorials : 10 Hours Seminars/Projects : 10 Hours	Title of the Course: CUSTOMER RELATIONSHIP MANAGEMENT

Course Objectives:

1. To make students aware the importance of customer relationships.
2. To learn how to improve the efficiency of the business through CRM.
3. To make students learn how to use technology for business effectiveness.

UNIT I

Background and study, Marketing: Evolution and new Paradigms - CRM – Definition and the Basic Concepts.

UNIT II

CRM and Services Marketing - Tools for CRM - Campaign Management – Public Relations

UNIT III

Significance of Customer Retention, Key Account Management - CRM and Knowledge Management – Life time value of the customer, Customer loyalty and involvement. CRM implementation and effectiveness –Management of Relationships

UNIT IV

Strategies for profitable dialog with customers, Sales Force automation, marketing automation, Internal Relationships, External Relationships and Supplier relationships and Electronic Relationships.

UNIT V


Customer database management and data Warehousing - Real-world applications. Customer relationship management analytics-data mining techniques.

Text books:

1. Jagdish N. Sheth and others – Customer Relationship Management – McGraw Hill
2. William G. Zikmund – Customer Relationship Management – Wiley – 2005

REFERENCE BOOKS:

1. Mark Godson – Relationship Marketing – Oxford University Press, 2009
2. Green – CRM at the speed of light – Tata McGraw Hill

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: III	Course Instructor:
Course Code : RM 203 Core/ Elective : Core No. of Credits : 5.00 Lectures : 55 hours Tutorials : 10 Hours Seminars/Projects : 10 Hours	Title of the Course: BASIC STATISTICS

Course Objectives:

1. To make students understand and present data to recognize patterns.
2. To make them thorough on elements of probability.
3. To build knowledge on theory of sampling and tests of hypothesis, statistical inference through regression.

UNIT I

Introduction to data - Types of variables - Data collection principles - Types of studies - Types of measurement:-nominal, ordinal, interval, ratio - other types of data - visual, text, images and etc - Examining numerical data Graphical methods - Histograms and other graphs - Numerical methods:- the average, the standard deviation, etc.

UNIT II

Measures of central tendency - Arithmetic Mean, Median, Mode, Geometric Mean, Harmonic Mean for grouped and ungrouped data; Merits and Demerits - Measures of Dispersion - Range - Mean Deviation - Quartile Deviation - Standard Deviation - Coefficient Variation - Measures of Skewness.

UNIT III

Basic definitions and rules for probability - conditional probability - Probability distributions:- Binomial, Poisson, Uniform and Normal Distributions - Sampling and Estimation - Random Sampling-Introduction to Sampling Distributions-Relationship Between Sample Size and Standard Error - Point Estimates.

UNIT IV

Testing of Hypotheses - Hypothesis - Steps in Hypothesis Testing - Measuring the Power of a Hypothesis Test - Hypothesis Testing of Means and Proportions - Hypothesis Testing for Differences between Means and Proportions.

UNIT V


Regression analysis - Meaning and definition - Types of Regression - Regression lines - Properties of correlation and regression co-efficients - Comparison of regression and correlation.

Text Books

1. Hooda R.P., "Statistics for Business and Economics", 2nd edition, Macmillan India Ltd., 2010.
2. J.K. Sharma - Business Statistics - Pearson Publications.

References

1. Levine D.M., Krehbiel T.C. and Berenson M.L., "Business Statistics: A First Course", Pearson Education Asia, 2nd edition, New Delhi, 5 th Edition, 2009.
2. Morse L.B., "Statistics for Business and Economics", HarperCollins college Publishers, New York, 1994.
3. S.P. Gupta. Statistical methods. Sulthan Chand and sons. Latest Edition.
4. David S. Moore - The basic practice of statistics-W.H. Freeman & Company

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: III	Course Instructor:
Course Code : RM 204 Core/ Elective : Core No. of Credits : 5.00 Lectures : 55 hours Tutorials : 10 Hours Seminars/Projects : 10 Hours	Title of the Course: ACCOUNTING AND FINANCIAL MANAGEMENT

Course Objectives:

1. To acquaint the students with the fundamentals principles of financial, cost and management accounting.
2. To enable the students to prepare, analyse and interpret financial statements.

UNIT I

Nature of financial management Introduction-scope of finance - Finance function -Financial goal profit maximization v/s wealth maximization - Finance functions- Investment, financing and dividend decisions - Functions of financial market - classification of financial market - skeleton of financial system.

UNIT II

Capital budgeting Capital Budgeting: Nature of investment decisions; Investment evaluation criteria – Net present value - Internal rate of return - Profitability index - payback period - accounting rate of return - NPV and IRR comparison – Capital – Rationing - Risk analysis in capital budgeting.

UNIT III

Financial accounting 1 Accounting principles and conventions- Double entry system- Introduction to accounting Types - Preparation of Journal,-Ledger-Trail balance.

UNIT IV

Accounting Cash books-Preparation of final accounts --Profit and loss account - Balance sheet.

UNIT V


Financial Analysis – Financial Statements – Techniques of Financial Analysis – Ratio Analysis – Financial Ratios – uses and limitations of Ratio Analysis – Funds Flow Analysis – Cash Flow Analysis - Cost accounting– Elements of Cost – Cost Accounting – Objectives – Cost Sheet – classification of cost – Techniques of Costing.

Text Books

1. Maheswari.S.N-Financial And Management Accounting, Vikas Publication House, New Delhi
2. Pandey.I.M Financial Management, Vikas Publications

References

1. LAL,J Cost Accounting For Management, Himalaya Publishing House Mumbai
2. Datarrajan Cost Accounting-A Managerial Emphasis, Pearson Publications.
3. R.N. Anthony: Management Accounting – Text And Cases (Irwin)

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: III	Course Instructor:
Course Code : RM 205 Core/ Elective : Core No. of Credits : 5.00 Lectures : 55 hours Tutorials : 10 Hours Seminars/Projects : 10 Hours	Title of the Course: RETAIL SERVICES AND OPPORTUNITIES

Course Objectives:

1. To make student understand scope of various retail service opportunities.
2. To make student familiar with the current trends in retail services.

UNIT I

Understanding Customer Service, meaning and scope of retail services - Characteristics and Classification – Approaches - Various Customer Service that a retailer can offer - Retail Service Mix: Product, Pricing, Promotion, Place, People, Process, Physical evidence. Importance of service in retail, Reasons for the growth of retail service sector; recent trends in services sector in the Indian economy.

UNIT II

Consumer behavior in services — Consumer expectations and purchase decision process; Market segmentation, targeting and positioning, New service development – Service differentiation - Service branding, customer loyalty programs, customer feedback.

UNIT III

Retail selling process, methods of selling, salesmanship, qualities of good sales person, Customer Complaints and Customer Service: Types of complaints, Procedure for handling customer complaints, Sales force training and development, Salesperson compensation and incentives, Salesperson performance, Evaluation of sales force performance

UNIT IV

Retail Information System - Understanding its applications in retail - Data Mining and Data Warehousing.

UNIT V


Service Quality Management (Gap model, SERVQUAL); Total Quality Services Marketing. Services failures and recovery strategies. Branding in Retail Business - The retailer as a Brand - The role of Own Label - Retailers perspective towards Manufactures and their Brands - Emerging trends in Branding of Retail Business - Emerging Opportunities.

Textbooks:

1. Kotler, Keller, Koshy and Jha Marketing Management: A South Asian Perspective, Pearson Education.
2. Anil Mishra and Ruchi Gupta: Customer Service in Retailing,

References:

1. K.Rama Mohana Rao: Services Marketing
2. Christian Gronroos: Services Management and Marketing,
3. Sales Force Management, 10th edition, McGraw-Hill-Irwin, 2011 3. Mark W. Johnston (Author),

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: III	Course Instructor:
Course Code : RM 206 Core/ Elective : Core No. of Credits : 5.00 Lectures : 55 hours Tutorials : 10 Hours Seminars/Projects : 10 Hours	Title of the Course: E-COMMERCE

Course Objectives:

1. To acquaint the students with the decisional and procedural aspects of retailing through the internet.
2. To familiarise the basic concepts and applications used in e-commerce companies.

UNIT I

Introduction to E-Commerce: E commerce- features, functions- E-business concept, Benefits and Impact of e-Commerce - The Anatomy of e-Commerce applications - e-Commerce Consumer applications- e-Commerce Organisation Applications- e-commerce in India- Prospects of e-commerce.

UNIT II

E-commerce Models: Business-to-Business-Hubs,- Market Places- Business-to-Business Exchange - Business-to-Consumer - Consumer-to-consumer- Business-to-Government - consumer-to-business

UNIT III

E-Advertising & Marketing: The new age of information based Marketing - Emergence of internet as a competitive advertising media - Market Research - Weakness in Internet Advertising- e-Advertising & Marketing in India.

UNIT IV

Electronic Payment Systems: Introduction to Payment Systems – On Line Payment Systems- Pre-Paid e-Payment System- Post-Paid e-Payment System-Requirements Metrics of a Payment System.

UNIT V

E-Security: Securing the Business on Internet- Security Policy - Procedures and Practices, - Transaction Security – Cryptology - Digital Signatures- Security Protocols for Web Commerce.- Legal Security and Privacy

Textbooks:

1. David Whiteley: E-Commerce- Strategy technologies and Applications, Tata Mac-Graw Hill, New Delhi, 2000.
2. C.S.V.Murthy: E-Commerce-Concepts, Models & Strategies, Himalaya Publishing house, Mumbai, 2003.
3. Kamallesh K Bajaj &Debjani Nag: E-Commerce, the Cutting Edge of Business- Tata McGraw-Hill, New Delhi, 2002.

**CENTRAL UNIVERSITY OF ANDHRA PRADESH
ANANTHAPURAM**

**Tentative Time Table
B.Voc. (Retail Management & IT): Semester III**

(W.e.f. 20th August 2020)

Day	9:00-11:00	11:00 – 1:00 AM	L U N C H B R E A K	2.00-3.00PM	3.00-4.00PM
Monday	WT	FA		COMPUTER LAB	COMPUTER LAB
Tuesday	BS	CRM		CRM	BS
Wednesday	BS	EC		FA	
Thursday	RSO	CRM		RSO	
Friday	RSO	FA		EC	
Saturday	EC	WT		COMPUTER LAB	COMPUTER LAB

WT: Web Technologies- Dr C.Krishna Priya

CRM: Customer Relationship Management- Mr. Sreekanth


BS: Basic Statistics- Dr J Naipunya

FA: Financial and Cost Accounting – Dr. B.R. Manasa

RSO: Retail Services and Opportunities-

EC: E-Commerce -

Dean In-Charge

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: IV	Course Instructor:
Course Code : RM 251 Core/ Elective : Core No. of Credits : 5.00 Lectures : 55 hours Tutorials : 10 Hours Seminars/Projects : 10 Hours	Title of the Course: RESEARCH METHODOLOGY

Course Objectives:

1. The course intends to orient the students towards the basics of research, process of research.
2. It will enable a student choose a method appropriate to one's own research problem.
3. It will also speak about certain basic elements and the craft of project report writing with a view to improve its overall quality.

UNIT I

Introduction: Definition of Research - Types of Research - Research Process - Criteria of Good Research and Ethics - Problems Encountered by Researchers in India.

UNIT II

Review of Literature - Research Gap - Research Problem – Objectives – Scope – Hypothesis – Limitations - Identifying Methodology.

UNIT III

Sampling - Sample Size - Sampling Techniques - Preparation of Questionnaire - Measurements of scaling.

UNIT IV

Data Collection - Qualitative Data - Quantitative Data - Data Analysis and Interpretation - Statistical Tools for Data Analysis - Introduction to SPSS - E-VIEWS and R Software.

UNIT V


Preparation of Report - Referencing Styles - Annexures.

Text Books

1. Kothari, C. R and Gaurav, G. Research Methodology Methods and Techniques. 4th Edition, New Age International Publishers. ISBN 9789386649-22-5

References

1. RanjitKumar. 2014. Research Methodology: A Step-by- Step Guide for Beginners, 4th Edition, SAGE Publications. ISBN 978-1-84920-300-5
2. Uwe Flick. 2012. Introducing Research Methodology: A Beginner's Guide to Doing a Research Project, Sage Publications. *ISBN*: 8601406063730

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: IV	Course Instructor:
Course Code : RM 252 Core/ Elective : Core No. of Credits : 5.00 Lectures : 55 hours Tutorials : 10 Hours Seminars/Projects : 10 Hours	Title of the Course: STORE KEEPING AND WAREHOUSING

Course Objectives:

1. To create awareness on fundamentals of store keeping in a retail store.
2. To build awareness on retail warehousing and logistics in a retail company.

UNIT I

Store Keeping - Definition and Meaning – Objectives – Functions - Types of Stores - Organisation of Stores - Advantages and Disadvantages of Centralised and Independent Stores - Stages in Storekeeping - Duties and Responsibilities of Store Keeper.

UNIT II

Store Planning: Locations of departments - Location of Merchandise within Departments - Merchandise Presentation Techniques - Vertical Merchandising - Tonnage Merchandising - Store Display Methods - Use of Plano grams - In-store Kiosks – Fixtures - Signage and Graphics - Creating an Appealing Store Atmosphere like Lighting, Colour, Music and Scent.

UNIT III

Store Maintenance: Energy Management - Labour Scheduling - Reducing Inventory Costs - Reducing Inventory Shrinkage - Calculating Shrinkage - Organised and High-tech Retail Theft - Detecting and Preventing Shoplifting and reducing employee thefts.

UNIT IV

Store Management: Store Administration and Management of the Premises - Storefronts, entrances, facades, windows, material for storefronts, material and finishes like floor, interiors walls, ceilings.

UNIT V

Retail Warehousing management - Functions – Importance – Benefits - Types of Warehousing - Warehousing Strategies - Transportation and Logistics - Warehousing Management


System(WMS) - Delivering Store service: Service distribution - Direct Delivery of Service - Delivery through Intermediaries and Electronic Channels - Strategies for Effective Service Delivery - Issues and Challenges in Distributing Services.

Textbooks:

1. Purchasing and storekeeping: sneha s. Dharpawar, Jaiswal oni Balbhadra, Himalya Publishing House, First Edition(2017) ISBN:978-93-5273-016-2
2. Sales and Distribution Management: Tapan Panda and Sunil Sahadev, Oxford Higher education. ISBN: 0195673905

References:

1. Retailing Management: 8e Michael Levy, Weitz, Ajay Pandit, McGraw Hill Education.ISBN:9352603168
2. Retail Management: A strategic Approach:Fifth Edition Barry Berman, Evans Chatterjee, Srivastava, Pearson Publications.ISBN:9386873273S
3. Services Marketing:Integrating customer focus across the firm: Valarie A Zeithaml, Dwayne D Gremier,Mary Jo Bitner, Ajay Pandit, McGraw- Hill companies. ISBN: 0-07-066007-7

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: IV	Course Instructor:
Course Code : RM 253 Core/ Elective : Core No. of Credits : 5.00 Lectures : 55 hours Tutorials : 10 Hours Seminars/Projects : 10 Hours	Title of the Course: MERCHANDISE MANAGEMENT

Course Objectives:

1. To make students understand the importance of merchandise visualization.
2. To learn how to improve the efficiency of business by merchandise management.

UNIT I

Major Areas - Role and Responsibilities of Merchandisers - Merchandise Mix - Concept of Assortment Management - Merchandise Mix of Show off - Case Studies - Retail business formats - Retail Management Information System.

UNIT II

Merchandise Displays and Space Management. Concept – Importance - Role of IT in Space Management, Concept of Plano gram - Visual Merchandising - Meaning – Objectives – Growth - Visual Merchandising in India - Product Positioning.

UNIT III

Merchandise Planning -. Concept – Elements – Applications - Role of Merchandiser in Planning - Category Management - Open to Buy system - Allocating merchandise to stores.

UNIT IV

Merchandise Budgeting - Concept of Category Management - Merchandise Forecasting - Pricing Merchandise and Performance Evaluation - Basic Markup Formulas - Markdown Management.

UNIT V


Merchandise Sourcing – Concept - Historical Perspective - Stock Management and Distribution - International Sourcing. Merchandise Replenishment - Retail Replenishment – Importance - Direct Store Delivery (DSD) - Managing Retail Home Delivery - Measures for Retail Distribution and Replenishment - Role of IT in it.

Textbooks:

1. Retailing Management by Michael Levy, Barton A Weitz, & Ajay Pandit, Publisher: The McGraw Hill publications, 8th Edition, 2017, ISBN-13:978-1259004742
2. Retail Management: A strategic approach by Barry Berman and Joel R. Evans; Tenth Edition Published by Prentice-Hall, Inc. 10th Edition, 2006, ISBN:978-8120330429

References:

3. Retail Management by Chetan Bajaj, RajnishTuli, &NidhiV Srivastava, Publisher Oxford University Press, 3rd Edition, 2016, ISBN-13:978-0199467440
4. Retail Merchandising by Swapna Pradhan, TMH Publications. 1st Edition, Year 2009, ISBN-13 : 978-0070144972

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: IV	Course Instructor:
Course Code : RM 254 Core/ Elective : Core No. of Credits : 5.00 Lectures : 30 hours Tutorials : 30 Hours Seminars/Projects : 10 Hours	Title of the Course: DATA BASE MANAGEMENT SYSTEMS

Course Objectives:

1. To present an introduction to database management systems, with an emphasis on how to organize, maintain and retrieve efficiently, and effectively information from a DBMS.

UNIT I

Introduction: Introduction; Characteristics of Database approach; Advantages of using DBMS approach; A brief history of database applications; when not to use a DBMS. Data models, schemas and instances; Three schema architecture and data independence; Database languages and interfaces; The database system environment; Centralized and client-server Architectures; Classification of Database Management systems.

UNIT II

Entity-Relationship Model: Using High-Level Conceptual Data Models for Database Design; Entity Types, Entity Sets, Attributes and Keys; Relationship types, Relationship Sets, Roles and Structural Constraints; Weak Entity Types; Refining the ER Design; ER Diagrams, Naming Conventions and Design Issues; Relationship types of degree higher than two.

UNIT III

Relational Model and Relational Algebra: Relational Model Concepts; Relational Model Constraints and Relational Database Schemas; Update Operations, Transactions and dealing with constraint violations; Unary Relational Operations: SELECT and PROJECT; Relational Algebra Operations from Set Theory; Binary Relational Operations : JOIN and DIVISION; Additional Relational Operations; Examples of Queries in Relational Algebra; Relational Database Design Using ER- to-Relational Mapping.

UNIT IV

SQL: SQL Data Definition and Data Types; Specifying basic constraints in SQL; Schema change statements in SQL; Basic queries in SQL; More complex SQL Queries. Insert, Delete and Update statements in SQL; Specifying constraints as Assertion and Trigger; Views (Virtual Tables) in SQL; Additional features of SQL; Database programming issues and techniques; Embedded SQL, Dynamic SQL; Database stored procedures and SQL / PSM.

UNIT V


Database Design – 1: Informal Design Guidelines for Relation Schemas; Functional Dependencies; Normal Forms Based on Primary Keys; General Definitions of Second and Third Normal Forms; Boyce-Codd Normal Form, Properties of Relational Decompositions; Algorithms for Relational Database Schema Design; Multivalued Dependencies and Fourth Normal Form; Join Dependencies and Fifth Normal Form; Inclusion Dependencies; Other Dependencies and Normal Forms

Textbooks

1. Elmasri and Navathe : Fundamentals of Database Systems, 7th Edition, Pearson Education, 2016, ISBN-10 0133970779, ISBN-13 9780133970777

Reference Books:

1. Raghu Ramakrishnan and Johannes Gehrke: Database Management Systems, 3rd Edition, McGraw-Hill, 2014, ISBN-10: 9339213114, ISBN-13: 978-9339213114
2. Silberschatz, Korth and Sudharshan: Data base System Concepts, 7th Edition, Mc-Graw Hill, 2019, ISBN 9780078022159
3. C.J. Date, A. Kannan, S. Swamynatham: An Introduction to Database Systems, 8th Edition, Pearson Education, 2006, ISBN 10: 8177585568 / ISBN 13: 9788177585568

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: IV	Course Instructor:
Course Code : RM 255 Core/ Elective : Core No. of Credits : 5.00 Lectures : 55 hours Tutorials : 10 Hours Seminars/Projects : 10 Hours	Title of the Course: LEGAL AND REGULATORY FRAMEWORK IN RETAIL AND IT

Course Objectives:

1. To improve legal literacy among students.
2. To create awareness among students about the laws and regulatory framework under which the retail industry functions
3. To make the students observe the laws and regulations governing the Retail industry in Practice.

UNIT I

Shops and Establishment Act and Exceptions to Retail Sector - Basics of Law of Contract - Sale of Goods Act

UNIT II

Basics of Labor laws - Law relating to contract labor - Minimum wages Act - Payment of Wages Act - Maternity Benefit Act

UNIT III

Licenses required for Retail Sector - Trade License - Music License - Fire Safety NOC - Signage Permission

UNIT IV


Laws relating to E commerce - Intellectual Property Rights - Unfair Trade Practices

UNIT V

IT Act and recent amendments - Cybercrimes and Financial crimes and related punishments

Text Books

1. Legal Aspects of Business: Akhileshwar Pathak (2010), Fourth Edition, TMH, ISBN:978-0-07-068197-2
2. Legal Aspects of Business: Daniel Albuquerque(2014), Third Edition, Oxford University Press, ISBN:978-0-19-807710-7

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: IV	Course Instructor:
Course Code : RM 256 Core/ Elective : Core No. of Credits : 5.00 Lectures : 55 hours Tutorials : 10 Hours Seminars/Projects : 10 Hours	Title of the Course: BUSINESS ETHICS AND ENVIRONMENTAL MANAGEMENT

Course Objectives:

1. To understand the Business Ethics and to provide best practices of business ethics.
2. To learn the values and implement in their careers to become a good managers.

UNIT I

Business Ethics and Corporate Ethics – Meaning, Importance, Functions, Unethical Practices and Ethical dilemma, Ethical theories and Approaches, Modern Decision making - Ethical Models for Decision Making, Indian Ethos, Ethics for Managers, Ethics in Retail Business Competition

UNIT II

Ethical Aspects in Organization-Marketing ethics and Consumer ethics – Ethical issues in Advertising, Criticisms in Marketing ethics, Ethics in HRM: Selection, Training and Development – Ethics at work place-. Ethical issues in Information Technology

UNIT III

Corporate Governance: Purpose – Theories and Philosophies of Corporate Governance- Corporate Governance Structures-Directors, Committees, Institutional investors – Auditors. Corporate Social Responsibility: Stakeholders – Environment – social Development.

UNIT IV

Corporate ethos in management: Principles – Approaches – Wisdom Management – Quality of Work Life – Strategies for Work Life Balance.

UNIT V

Business Environment: Concept, significance and factors – Environment - influence on business – Environmental awareness and scanning for business planning. Social Environment of Business – Political Business environment– Government interface – Public policy formulation – Implications for Business.

TEXT BOOKS:

1. Bhatia, S.K., Business Ethics and Corporate Governance, Deep and Deep Publications ISBN – 13: 978-0130959102 3rd Edition
2. Bowie Norman, Business Ethics, Prentice Hall, ISBN-13: 978-0130959102.

REFERENCES:

1. Chakraborty, S.K., Management by Values, Oxford Univ. Press ISBN: 9780195632187.
2. Laura P. Hartman, Perspectives in Business Ethics, Tata McGraw Hill ISBN: 13-9780070620049.

**CENTRAL UNIVERSITY OF ANDHRA PRADESH
ANANTHAPURAMU**

Time Table

B.Voc. (Retail Management & IT): Semester - IV

(W.E.F. 8th January, 2020)

Day	9:00-11:00	11:00 – 1:00 AM	L U N C H B R E A K	2.30-3.30PM	3.30-4.30PM
Monday	MM	BE&EM		SKW	BE&EM
Tuesday	LRF	SKW		LRF	
Wednesday	MM	RM		RM	MM
Thursday	BE&EM	DBMS		DBMS LAB	
Friday	LRF	DBMS		DBMS LAB	
Saturday	SKW	RM			

LRF: Legal and Regulatory Framework in Retail and IT – Prof. S. Hanuman Kennedy

RM: Research Methodology – Dr. J. Naipunya/ Dr. Raju Chelle


BE&EM: Business Ethics and Environmental Management – Dr. B.R. Manasa

SKW: Store Keeping and Warehousing - Dr. A. Md. Farmanulla

MM: Merchandising Management- Mr. Sreekanth

DBMS: Database Management Systems – Dr. C. Krishna Priya

Dean In-Charge

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: V	Course Instructor:
Course Code : RM 301 Core/ Elective : Core No. of Credits : 5.00 Lectures : 30 hours Tutorials : 30 Hours Seminars/Projects : 10 Hours	Title of the Course: DATA MINING AND DATA WAREHOUSING

Course Objectives:

1. To understand the concepts of Data Mining and Data Warehousing
2. To gain knowledge about Data pre-processing, applying mining techniques
3. To learn about classification, prediction and cluster analysis techniques and data mining applications and trends

UNIT I

Introduction to Data Mining: Different kinds of data and patterns that are mined, Technologies used, Applications, Major Issues in Data Mining. Data Objects and Attribute Types, Basic Statistical Description of Data – Data visualization, Measuring Data Similarity and Dissimilarity.

UNIT II

Data Pre-processing: Overview of Data Pre-Processing, Data Cleaning, Data Integration, Data Reduction, Data Transformation and Data Discretization, Concept Hierarchy.

UNIT III

Data Warehousing and Online Analytical Processing: Basic Concepts of Data Warehouse, Operational Database Systems vs. Data Warehouses, Data Warehouse Architecture, Data Warehouse Modelling: Data Cube and OLAP, Data Warehouse Design and Usage, Data Warehouse Implementation,

UNIT IV

Mining Frequent Patterns, Associations and Correlations: Basic Concepts, Frequent Itemset Mining Methods, Pattern Evaluation Methods, Applications of Pattern Mining.

Classification: Basic Concepts, Decision Tree Induction, Bayes Classification Methods, Rule-Based Classification, Classification by back Propagation,

UNIT V

Cluster Analysis: Cluster Analysis Requirements and Overview Clustering Methods, Partitioning Methods, Hierarchical Methods, Density Based Methods, Grid- Based Methods, Outlier Analysis.


Data Mining Trends: Mining Complex Data Types, Other Methodologies of Data Mining, Data Mining Applications, Data Mining Trends.

Text Books:

1. J Han, M Kamber, J Pei, Morgan Kaufman Publishers, Elsevier:Data Mining Concepts and Techniques, 3rd edition, 2011, ISBN 978-0-12-381479-1

Reference Books:

1. Charu C. Aggarwal, Data Mining: The Textbook, Springer, 2015, ISBN 978-3-319-14141-1
2. PaulrajPonnaiah, Data Warehousing Fundamentals, Wiley Publishers, Reprint 2011
3. Roiger, Michael W. Geatz, Data Mining , A Tutorial-Based Primer, Pearson Education

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: V	Course Instructor:
Course Code : RM 302 Core/ Elective : Core No. of Credits : 5.00 Lectures : 55 hours Tutorials : 10 Hours Seminars/Projects : 10 Hours	Title of the Course: Entrepreneurship and Business Strategy

Course Objectives:

1. To understand the dynamics of strategy formulation and implementation;
2. To appreciate the scope for entrepreneurship in tourism; and
3. To enable the students to initiate start-ups in Travel and Tourism

UNIT I

Strategic Management Process – Environmental Scanning and Analysis – Strategy Formulation – Michael Porter on Strategy - BCG Matrix – Generic strategies – Integration Strategies - Outsourcing strategies – Offensive and Defensive strategies – Strategic Alliances – Mergers and Acquisitions – Diversification – Strategic Intent and Fit.

UNIT II

Role of Entrepreneurship in Economic Development – Entrepreneurial Competencies – Functions of Entrepreneurship – Types of Entrepreneurs

UNIT III

Entrepreneurship Theories & Approaches – Entrepreneurial Motivation – Entrepreneurial Climate – Myths about Entrepreneurship.

UNIT IV

Entrepreneurship in Tourism – Opportunity Identification – Business Plan - Feasibility Report – Funding options - Organizational Framework for Promotion and Development of Tourism and Travel Business.

UNIT V


Creativity and Innovation – Roadblocks to Creativity – Promotion of Start-ups – Problems faced by Small Scale Entrepreneurs

TEXT BOOKS:

1. Srinivasan. R (2006), Strategic Management: the Indian Concept, 2nd Ed., Prentice Hall India, New Delhi.

REFERENCES:

1. Thomson. A. A., Stick land. A.J. &Cambel. J. E.,(2005), Crafting and Executing Strategy- the Quest for Competitive Advantage, Tata McGraw Hill, New Delhi.
2. Peter F. Drucker (1985), Innovation & Entrepreneurship, Harper & Row, New York.
3. John A. Pearce II & Richard B. Robinson Jr. (1991) Strategic Management, 3rd Ed, AITBS, New Delhi.
4. Michael E. Porter (1985), Competitive Advantage, Free Press, New York.
5. Miller. A & Dess. G.G (1996), Strategic Management, 2nd Ed., McGraw Hill, New York.

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: V	Course Instructor:
Course Code : RM 303 Core/ Elective : Core No. of Credits : 5.00 Lectures : 55 hours Tutorials : 10 Hours Seminars/Projects : 10 Hours	Title of the Course: ADVERTISING AND SALES PROMOTION

Course Objectives:

1. To provide a basic understanding/acquaintance of Advertising and Sales Promotion and to learn the subject, integrate and apply it.
2. To provide with a working knowledge of the major frameworks, theories, and research findings in the area of advertising and sales promotion.

UNIT I

Concepts of Advertising: The Field of Advertising - Integrated Marketing Communication, Advertising and its types, Comparative Advertising, Case study, Communication Models in Advertising. *Integrated Advertising Program*. Analysis of Mission and Market Objective Setting and Determining target Audience. Understanding Segmentation, Positioning, Budget Decisions.

UNIT II

Understanding Message Strategy: Message in Advertising, Headlines in Print and TV Advertising, Visualisation and Layout, AD Appeals, Testimonials and Celebrity Endorsement. *Media* Types of Media, Media Selection, Media Planning. New Perspective, Media Decision.

UNIT III

Campaign Making: Three Phases of Campaign Creation. Steps of Effective Advertising. Category in style. Case study. Understanding Campaigns. Advertising Stake Holders – Advertising Organization, Evolution and History of advertising Agency - The working, Organization Structure of Advertising Department, Interface with other Departments, Functions of Advertising Agency.

UNIT IV

Introduction to Sales: The Sales Process and Sales Management. Difference between sales promotion and advertising. Types/Kinds of sales and Why People buy. Issues in Sales Management. Value creation and Ethics. Sales Force Planning, Forecasting, and compensation. Strategic Sales Issues. Negotiations and Recruiting, Selecting and training.

UNIT V


Ethics in Advertising and Sales: Introduction. Perceived role of advertising and sales. The Advertising standards council of India. Forms of ethical violations. Misleading advertising. Advertising to children. Product endorsements. Stereotyping, cultural, religious and racial sensitivity in advertising, Obscenity in advertising.

Text Books:

1. Foundations of Advertising, S.A. Chunawalla, KC Sethia, Himalayan Publishing House
2. Sales Management, Roberth Calvin; McGraw Hill

References:

1. Advertising Management, Dr. Varma & Aggarwal, King Books
2. Advertising Principles and Practice, Qells Burnett Moriarty, PHI

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: V	Course Instructor:
Course Code : RM 304 Core/ Elective : Core No. of Credits : 5.00 Lectures : 55 hours Tutorials : 10 Hours Seminars/Projects : 10 Hours	Title of the Course: SUPPLY CHAIN MANAGEMENT

Course Objectives:

1. To introduce process and functions of supply chain management.
2. To understand the role of coordination in supply chain management in modern era business.

UNIT I

Introduction to Supply Chain Management- Supply chain – objectives – importance – decision phases – process view – competitive and supply chain strategies – achieving strategic fit – supply chain drivers – obstacles – framework – facilities – inventory – transportation – information – sourcing – pricing.

UNIT II

Designing the Supply Chain Network- Designing the distribution network – role of distribution – factors influencing distribution – design options – e-business and its impact – distribution networks in practice –role of network – factors affecting the network design decisions – modeling for supply chain.

UNIT III

Planning Demand and Supply- Role of forecasting – demand forecasting – approaches – role of IT. Planning and Managing Inventories- Safety inventory and its appropriate level – impact of supply uncertainty.

UNIT IV

Transportation Networks and Sourcing- Role of transportation – modes and their performance – transportation infrastructure and policies - design options and their trade-offs – Tailored transportation.

UNIT V


Coordination in a Supply Chain- Lack of supply chain coordination and the Bullwhip effect – obstacle to coordination – managerial levels – building partnerships and trust – continuous replenishment and vendor-managed inventories – collaborative planning, forecasting and replenishment. Ethics in SCM.

TEXT BOOKS:

1. Hugos, Michael H, Essentials Of Supply Chain Management - Wiley 2018

REFERENCES:

1. Sunil Chopra and Peter Mendel, Supply Chain Management– Strategy, Planning and Operations, PHI, 4th Edition, 2010.
2. Wisner, Keong Leong and Keah-Choon Tan, Principles of Supply Chain Management: A Balanced Approach, Thomson Press, 2005.

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: V	Course Instructor:
Course Code : RM 305 Core/ Elective : Core No. of Credits : 5.00 Lectures : 55 hours Tutorials : 10 Hours Seminars/Projects : 10 Hours	Title of the Course: FASHION AND FOOD RETAILING

Course Objectives:

1. To provide a basic understanding/acquaintance of Fashion and Food retail industry.
2. To develop fashion/retail industry oriented retail professionals specialized in the areas of retail buying and merchandising, store operations and supply chain management.

UNIT I

Fashion Retail.Introduction. Scope and importance. Types of stores and location - Departmental, Speciality and Chain stores. Channels of distribution – Designer shops, outlet. Discount retailing. Elements of retail mix. Consumer service, Human Resource, Sales methods and Competition. E – Tailing.

UNIT II

Consumer behaviour in Fashion and Retail Industry. Fashion Marketing Research. Fashion Forecasting-Short and Long term. Forecast reports: Fibre, Fabric and Colour. Market Weeks-Trade Fairs, Fashion fairs, Fair growth. Fashion Economics. Fashion Dynamics.

UNIT III

Principles of Fashion Marketing and Merchandising. Fashion Advertising and sales promotion. Elements of design and History of Fashion. Psychology of Fashion. Design marketing interactive strategy.

UNIT IV

Food Retail. Introduction. Scope and importance. History of Food. Psychology of food habits. Food Advertising and Promotion. Food marketing research. Forecasting – short and long term. Food economics. Food Consumer behaviour in food and retail industry dynamics.

UNIT V


Ethics in Fashion and Food retailing. Cultural Aspects in Fashion and Food.

Text Books:

1. Fashion Marketing, Mike Easey 1995, oxford University press
2. Food Retail Management, Samarendra Mahapatra, Kalyani Publisher.

References:

1. Fashion Marketing by John Fayer Weather.
2. Retail Fashion Promotion and Advertising. New York Macmillan Berman.

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: V	Course Instructor:
Course Code : RM 306 Core/ Elective : Core No. of Credits : 5.00 Lectures : 55 hours Tutorials : 10 Hours Seminars/Projects : 10 Hours	Title of the Course: SUMMER TRAINING PROJECT

Summer Training Project

Objective:

The students are imparted theoretical inputs through classroom learning. As prospective employees in the corporate organizations the students of B.Voc (TTM) and B.Voc (RMIT) are expected to observe and learn the practical implementation of the concepts and principles in a real time situation. Therefore the students are expected to work for 8-10 weeks in an organization under the mentorship of external guide in the organization and an internal guide from the University. After returning from the summer training in the organization, during the subsequent semester, the students, with the support of the faculty in the University are expected to compile data, analyse and interpret data, give their findings and their learning experience about the project. They are expected to prepare a report and submit to the University as a Summer Training Project.

Methodology:

Since the students could not work in the organization for 8-10 weeks during summer because of COVID-19 and the lockdown imposed throughout the country, the current batch of students during their Fifth Semester, shall be given small projects on studying the company profiles in the respective industry sectors, Study the financial status , study the Balance sheets, Industry Profile, Promoters, Product range , Future projections, etc... and draw a comparison between any two companies in the same sector. The students will give their comparative analysis of the two companies and prepare a report.

Template of the Project Report:

- Introduction about the companies.
- Industry Profile
- Company Profiles
- Promoters and Board of Directors
- Shared values of the Company
- Comparison of Financial status
- Product range offered by the Companies
- Sales figures of the two Companies
- Manpower resources of the Companies
- Comparative Analysis and Interpretation of the data
- Findings and Suggestions
- Overall Learning Experience
- References.

Evaluation Pattern:

Summer Training Project is a 5 Credit course and evaluated for 100 marks which are divided into two parts i.e., Project Report and Viva-Voce. Project report carries 50 Marks and Viva-Voce carries 50 Marks.

**CENTRAL UNIVERSITY OF ANDHRA PRADESH
ANANTHAPURAMU**

**Tentative Time Table
B.Voc Retail Management & IT: Semester V
(W.e.f. 20th August 2020)**


Day	9:00 AM -11:00 AM	11:00 AM– 1:00 PM		2:00PM-3:00PM	3:00PM-4:00PM
Monday	FFR	ASP	B R E A K	FFR	BSE
Tuesday	FFR	DMW		DMW(lab)	DMW(lab)
Wednesday	ASP	SCM		ASP	SCM
Thursday	BSE	SCM		SP	SP
Friday	BSE	DMW		DMW LAB	DMW LAB
Saturday	SP				

BSE- Business Strategy and Entrepreneurship in Retail-
DMW-Data Mining and Warehousing-
ASP- Advertising and Sales Promotion-
SCM- Supply Chain Management in Retail-
FFR- Fashion and Food Retailing-
SP - Summer Project-

Prof G. Anjaneya Swamy
Dr C.Krishna Priya
Mr. Sreekanth
Dr B.R.Manasa

Prof S.Hanuman Kennedy.

Dean In-Charge

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: VI	Course Instructor:
Course Code : RM 351 Core/ Elective : CORE No. of Credits : 5.00 Lectures : 55 hours Tutorials : 10 Hours Seminars/Projects : 10 Hours	Title of the Course: RETAIL SELLING AND NEGOTIATION SKILLS

Course Objectives:

1. Understand and appreciate the skills and competencies required to an effective sales person
2. Use the tools required to be an effective sales person
3. Understand and appreciate what it takes to be a good negotiator and managing conflict in the negotiation process

UNIT I

Introduction to Sales Management: Fundamentals of Selling, What makes a good Sales Person, Prospecting, Gambits, Presentation, Closing of sales, Handling Objections, Territory management.

UNIT II

Negotiation: What is negotiation?, Characteristics of a good negotiator, The process of negotiation, Conflict resolution, Negotiating Strategies and tactics, Negotiation with individuals, Negotiation with Groups, Negotiation styles, Roles played by negotiating teams.

UNIT III

Sales Management by Objectives: Establishing a hierarchy of objectives, A hierarchy of objectives for retail products, A hierarchy of objectives for industrial products, Managing to sales objectives, The basic principles of establishing objectives, Typical focus of sales objectives

UNIT IV

Sales structures and organization: Considerations in organizing the sales force, Developing a structure, Geographical, horizontal, vertical factors, Management span of control, the organizational considerations, Some typical evolving organization structures

UNIT V**Sales technique**


Sales responsibilities and preparation , Personal selling skills, Key account management, Relationship selling, Direct marketing, Internet and IT applications in selling and sales management

Text Books

1. Fundamentals of Selling - Charles Futrell 10th edition
2. Negotiation - Lewicki, Saunders, Barry 8th edition

References

1. Selling, Principles and Practices - Russell, beach and Buskirk
2. Zig Ziglar on Selling - The Ultimate Handbook for the complete sales professional

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: VI	Course Instructor:
Course Code : RM 352 Core/ Elective : CORE No. of Credits : 5.00 Lectures : 55 hours Tutorials : 10 Hours Seminars/Projects : 10 Hours	Title of the Course: INTERNATIONAL RETAILING

Course Objectives:

1. To familiarize students with the basics of global competitiveness, Exposing the students to the forms and success ingredients of strategic, alliances, which are fast emerging as basic tools for business successes in the Global Market.
2. To explain channels of International retailing.

UNIT I

Retailing and Marketing Competitiveness, Culture and Competitiveness, Role of Information in Building Competitiveness. Global Competitiveness of Indian Industry – Status ; Cause of Un competitiveness

UNIT II

Strategic Alliances – Meaning and Nature, Types of strategic Alliances ; International Alliances as Strategy for gaining competitiveness; Management of Strategic Alliances ; Strategic Alliances in Indian Context.

UNIT III

International Retailing – Alternative conceptions of International retailing, definitions, interpretations and classification – trends in the internationalization of retailing and evolution of International retailing – Motives for international retailing.

UNIT IV

Methods of International retailing , accessing retail markets , the form of entry, joint ventures, franchising, acquisition etc. Marketing planning for differing international and regional requirements.

UNIT V


Retail Structure – Enterprise Density – Market Concentration – Product Sector – Innovation
Employment Structure – Merging Structure – Global Structure – Developing Markets – Stages in
Development and Mergers – Organic Growth – Choice of Market Entry – Domestic Market –
Retail Operations - Non Domestic Market

Textbooks

1. Spence, A. Michael and Hazard Heather A., ed., International Competitiveness, Ballinger Publishing Company, Cambridge.
2. Nicolas Alexander, International Retailing, Blackwell Business Publishers Ltd.

References

1. Arthur A Thompson, AJ Strickland, John E Gamble & Arun K Jain, Crafting and Executing Strategy – Concepts and Cases, Tata McGraw hill Publishing Company.
2. Abbas J Ali, Globalization of Business Practice and Theory, Jaico Publishing House.
3. Arun Chandra , Pradep Rau, & John K, Ryans India Business : Finding Opportunities In This Big Emerging Market, Paramount Market Publishing

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: VI	Course Instructor:
Course Code : RM 353 Core/ Elective : CORE No. of Credits : 5.00 Lectures : 55 hours Tutorials : 10 Hours Seminars/Projects : 10 Hours	Title of the Course: BRAND AND PRIVATE LABEL MANAGEMENT

Course Objectives:

1. To present contemporary view of the role of Brand Management
2. To explore various issue related to Brand Management
3. To develop a critical understanding of the process involved in Private label Management in retailing

UNIT I

Brand – Meaning – Definition – Role of Brand – Brand Positioning & Personality of a Brand

UNIT II

Consumer’s concept of ‘Self-Image’- Brand Proposition – Brand Name & Brand Awareness

UNIT III

Managing Brand Portfolio – Contemporary view of the role of Brand Management – Various issues related to Brand Management – Process involve in Building & Managing Brand in retail.

UNIT IV

Planning & Implementing- private label Marketing Programs- Criteria for Choosing private label Elements-Options & tactics for private label Elements- Use of IMC for Brand Building, Leveraging Secondary Brand Associations to private Brand building

UNIT V


Measuring & Interpreting private label Performance- Developing A private Brand Equity Measurement & Management System- Measuring Sources of Brand Equity & Outcome of Brand label- Equity Identifying & Establishing private label Positioning- Building A Strong Brand Positioning Guidelines

Text books:

1. Kelley & Jugenheimer, Advertising Media Planning A Brand Management Approach, Prentice Hall, India. 2008
2. Bajaj, Tuli & Srivastava, Retail Management, Oxford University Press, New Delhi

References:

1. Dunne, Retail Management, Cengage Learning Pvt. Ltd, New Delhi
2. S.L. Gupta, Retail Management
3. David Gilbert, Retail Marketing Management

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: VI	Course Instructor:
Course Code : RM354 Core/ Elective : CORE No. of Credits : 5.00 Lectures : 30 hours Tutorials : 30 Hours Seminars/Projects : 10 Hours	Title of the Course: FOUDNATIONS OF DATA SCIENCE

Course Objectives:

1. Gives you the knowledge and skills of both the data sciences and computer applications world.
2. To understand the overview and definition of Data Science with its crucial role in current business world.
3. To know the integrated role of computers and its components in Data Science.
4. To understand the flow and process model of data science project management.

UNIT I

PREPARING AND GATHERING DATA AND KNOWLEDGE AND OVERVIEW OF THE DATA SCIENCE PROCESS-Philosophies of data science -data all around us: Data science in a big data world -Benefits and uses of data science and big data -facts of data - data science processes; Retrieving data -Cleansing, integrating, and transforming data - Exploratory data analysis -Build the model -Presenting finding and building applications on top of them

UNIT II

MACHINE LEARNING-Modelling Process –Training model –Validating model –Predicting new observations –Supervised learning algorithms –Unsupervised learning algorithms

UNIT III

FIRST STEPS IN BIG DATA-Distributing data storage and processing with frameworks - Case study: Assessing risk when loaning money -Join the NoSQL movement -Introduction to NoSQL -Case Study

UNIT IV

THE RISE OF GRAPH DATABASES-Introducing connected data and graph databases - Text mining and text analytics -text mining in real world -text mining techniques

UNIT V


INTRODUCTION TO DATA VISUALIZATION-Data visualization options –Filters –Map Reduce –Dashboard development tools

Text Book:

1. Introducing Data Science,Davy Cielen, Arno D. B. Meysman and Mohamed Ali, Manning Publications, 2016
2. Think Like a Data Scientist, Brian Godsey, Manning Publications, 2017

Reference Books:

1. Doing Data Science, Straight Talk from the Frontline, Cathy O'Neil, Rachel Schutt, O' Reilly, 1st edition, 2013.

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: VI	Course Instructor:
Course Code : RM 355 Core/ Elective : Elective No. of Credits : 5.00 Lectures : 55 hours Tutorials : 10 Hours Seminars/Projects : 10 Hours	Title of the Course: DIGITAL MARKETING

Course Objectives:

1. The basic aim of the course is to expose the students to the strategic framework that keeps organizations relevant and effective in the technologically competitive markets.

UNIT I

Introduction of the Digital Marketing; Creating initial Digital Marketing Plan; SWOT Analysis; Target Group Analysis; Content management; Optimization of Web Sites; MS Expression; SEO Optimization; CRM platform; Google Analytics; Social Media Marketing; Budgeting.

UNIT II

Digital Marketing Budgeting - Digital Marketing: Benefits of Digital V/s Traditional Marketing; Digital Marketing Platforms; Defining Digital Marketing Goals; Latest Digital Marketing Trends.

UNIT III

Search Engine Optimization: Introduction to Search Engines; How Search Engine works; Search Engine Optimization & its Benefits; Search Engine Marketing; Google Adwords; Google Ad sense; Display Advertising; Keyword Optimization.

UNIT IV

Social Media Marketing: What is Social Media; SMM v/s SMO; Benefits of SMM; Social Media Strategy; Facebook Marketing; Twitter Marketing; Youtube Marketing; Instagram Marketing; Google+ Marketing; LinkedIn Marketing; Pinterest Marketing.

UNIT V


Internet demographics: On-line user behaviour and characteristics – navigation behaviour (click-o-graphics) – Market research on the internet, Web tracking audits and demand forecasting Trends in internet marketing – acquiring customers on the web – contextual marketing.

Textbooks

1. The Beginner's Guide to Digital Marketing (2015). Digital Marketer. Pulizzi,J.(2014) Epic Content Marketing, Mcgraw Hill Education.
2. Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited

References

1. Mohammed, Fisher, Jaworski and Cahill : Internet marketing – building advantage in a networked economy (Tat McGraw-Hill)
2. Strauss and Frost: E-Marketing (Prentice-Hall)

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: VI	Course Instructor:
Course Code : RM 355 Core/ Elective : Core No. of Credits : 5.00 Lectures : 55 hours Tutorials : 10 Hours Seminars/Projects : 10 Hours	Title of the Course: LOGISTICS MANAGEMENT IN RETAIL

Course Objectives:

1. To introduce process and functions of physical distribution system
2. To introduce the major building blocks, functions, business process, performance metrics and decision making in supply chain network
3. To provide an insight into the role of Internet Technologies and electronic commerce in supply chain management

UNIT I

Physical distribution : Participation in the physical distribution functions – The environment of physical distribution – Channel design strategies and structures – electing channel members – Setting distribution objectives and tasks – Target markets and channel design strategies.

UNIT II

Managing the marketing channel - Product, Pricing and Promotion issues in channel Management and Physical Distribution - Motivating channel members - Evaluating channel member performance - Vertical marketing systems - Retail co-operatives, Franchise systems and corporate marketing systems.

UNIT III

Supply Chain: Building Blocks of a Supply Chain Network – Performance Measures in Decisions in the Supply chain World – Models for Supply chain Decision Making.

UNIT IV

Supply Chain Inventory Management: Economic Order quantity Models – Recorder Point Models – Multichannel Inventory systems – Supply chain Facilities Layout – Capacity Planning – Inventory optimization – Dynamic Routing and Scheduling.

UNIT V


Relation to ERP: E-procurement – E-Logistics – Internet Auctions – E-markets – Electronic Business Process – Optimization Business Object in SCM.

Textbooks:

1. Ballau, Renald H. Business Logistics Management. Englewood Cliffs, New York, Prentice Hall Inc.
2. Beal K. A management Guide to Logistics Engineering. U.S.A. Institute of Production Engineering.
3. Benjamin S.B. Logistics Engineering and Management. Englewood Cliffs, New York, Prentice Hall.

References:

1. Bowersox, D.J. and Closs, D.J. Logistics Management: A System Integration of Physical Distribution. New York Macmillan.
2. Christopher, M. Logistics and Supply Chain management: Strategies for Reducing Costs and Improving Services. London, Pitsman.

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: VI	Course Instructor:
Course Code : RM 355 Core/ Elective : Elective No. of Credits : 5.00 Lectures : 55 hours Tutorials : 10 Hours Seminars/Projects : 10 Hours	Title of the Course: RETAIL ANALYTICS

Course Objectives:

1. To provide the students an exposure to the role of analytics in business decision making.
2. The students also learn working with R software which is quite popular and extensively used in the area of analytics.

UNIT I

Introduction to Retail Analytics, Types of data, Integrating Analytics with Retail Business, Retail Analytics for Competitive Advantage, Descriptive, Predictive, and Prescriptive Analytics, Dashboards

UNIT II

Retail Analytics Process Cycle

UNIT III

Machine Learning, Supervised Learning and Unsupervised Learning, Clustering & Segmentation, Affinity/ Association Analysis, Data Reduction, Visual Analytics and Data Visualization

UNIT IV

Market basket Analysis - Text Analytics - Spreadsheet Modeling.

UNIT V


Introduction to Big Data, Master Data Management

Textbooks:

1. Analytics at Work by Thomas H. Davenport, Jeanne G.Harris and Robert Morison, Harvard Business Press, 2010.
2. Getting Started with Business Analytics: Insightful Decision – Making by David Hardoon, Galit Shmueli, Chapman & Hall/CRC, 2013.

References:

1. Business Intelligence: A Managerial Approach by Efraim Turban, Ramesh Sharda, Dursun Delen and Daid King, Pearson Publication, 2012.
2. Business Intelligence Making Decision through Data Analytics, Jerzy Surma, Business Expert Press, 2011.
3. Successful Business Intelligence: Secrets to Making BI a Killer App by Cindi Howson, Tata McGraw Hill Edition 2012. 6. R for Everyone: Advanced Analytics and Graphics, Jared Lander, Addison Wesley.

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: VI	Course Instructor:
Course Code : RM 355 Core/ Elective : Elective No. of Credits : 5.00 Lectures : 55 hours Tutorials : 10 Hours Seminars/Projects : 10 Hours	Title of the Course: MALL MANAGEMENT

Course Objectives:

1. To make students aware on concepts and principles of mall management.
2. To build awareness on security, legal compliances and footfall management.

UNIT I

Introduction: Concept of shopping mall, Growth of malls in India, Mall positioning strategies, Strategic planning for malls.

UNIT II

Aspects in Mall Management: Concepts in mall design, Factors influencing malls establishment, Recovery management, Aspect in finance, Human resources, Security and accounting, Legal compliances and issues, Measuring mall performance.

UNIT III

Mall Operations: Store allocation, Leasing negotiations, Maintenance and repairs, Security and safety procedures and regulations, Operational activities, Footfalls measurement, Common area management.

UNIT IV

Tenant Management: Selection of anchor tenant, Tenant mix, Types of retail formats, Multiplexes, Food courts, Branded stores, Specialty stores, Hypermarkets, Supermarkets, Mall resource allocation, Owner-tenant relationship.

UNIT V


Mall Development Process: Introduction, Planning and Design Decisions, Site for the Shopping Mall, Mall Design Process

Textbooks:

1. Singh, Harvinder; Srinivasan, Srini R., *Mall Management*, Tata McGraw Hill Education Private Limited, New Delhi, 2012.

References:

1. Anselmsson, J. (2006), 'Sources of customer satisfaction with shopping malls: a comparative study of different customer segments', *The International Review of Retail, Distribution and Consumer Research*, 16(1), pp. 115–138
2. Backstrom, K. (2006), 'Understanding recreational shopping', *International Review of Retail Distribution and Consumer Research*, 16(2), pp. 143–158
3. Carter, C.C. and Vendell, K.D. (2005), 'Store location in shopping centers: theory and estimates', *Journal of Real Estate Research*, 25(3), pp. 237–265
4. Evers, D. (2002), 'The rise (and fall) of national retail planning', *Tijdschrift voor Economische en Sociale Geografie*, Vol. 93, No. 1, pp. 107–113
5. Miranda, M.; Konya, L. and Havira, I. (2005), 'Shopper's satisfaction levels are not only the key to store loyalty', *Marketing Intelligence and Planning*, 23(2), pp. 220–232

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: VI	Course Instructor:
Course Code : RM 355 Core/ Elective : Elective No. of Credits : 5.00 Lectures : 55 hours Tutorials : 10 Hours Seminars/Projects : 10 Hours	Title of the Course: RURAL RETAILING AND SOCIAL MARKETING

Course Objectives:

1. To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context
2. To familiarize with the special problems related to sales in rural markets
3. To help in understanding the working of social marketing

UNIT I

Rural Economy - Rural - Urban disparities-policy interventions required - Rural face to Reforms - The Development exercises in the last few decades.

UNIT II

Rural Marketing - Concept and Scope - Nature of rural markets - attractiveness of rural markets - Rural Vs Urban Marketing - Characteristics of Rural consumers - Buying decision process - Rural Marketing Information System - Potential and size of the Rural Markets.

UNIT III

Pricing strategy - pricing policies - innovative pricing methods for rural markets - promotion strategy - appropriate media - Designing right promotion mix - promotional campaigns.

UNIT IV

Social marketing and the environment Introduction Environmental monitoring a monitoring example Environmental determinants of health and wellbeing Social class and self-efficiency Importance of early childhood Social capital Social ecology

UNIT V


Social marketing and social change Introduction Marketing and business What is marketing? Defining social marketing Social marketing's beginnings Social marketing and social change tools

Textbooks:

1. Rob Donovan and Nadine Henley Principles and Practice of Social Marketing An International Perspective Cambridge university press 2013
2. Yadav Naresh kumar, Rural Retailing in India Serial publications, 2016.

References:

1. Balaram Dogra & Karminster Ghuman, Rural Marketing: Concept & Cases, Tata McGraw-Hill Publishing Company, New Delhi, 2008
2. A.K. Singh & S. Pandey, Rural Marketing: Indian Perspective, New Age International Publuishers, 2007

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: VI	Course Instructor:
Course Code : RM 355 Core/ Elective : Elective No. of Credits : 5.00 Lectures : 55 hours Tutorials : 10 Hours Seminars/Projects : 10 Hours	Title of the Course: E RETAILING

Course Objective:

1. To acquaint the students with the environmental, institutional, decisional and—procedural aspects of retailing through the internet.

UNIT I

Introduction to e- Retailing – Definition, Features and types – Forecasting E-Retailing, E-Commerce Business Models – B2C, M-Commerce – Privacy and Right to Information.

UNIT II

Intellectual Property Rights – E-Retailing Infrastructure – Building of E-commerce websites.

UNIT III

E-commerce Payment system – Credit cards, e-cash, e- cheques, - Stored Value system – Accumulating balance systems – Electronic billings.

UNIT IV

E-commerce Marketing – Online branding – Online Market research – E-commerce Marketing communication – Online advertising – Online promotions – Costs and benefits of online communication

UNIT V


Purpose of Retail Information system – Role of Technology in gathering data – Universal product code – Networking

Text books

1. Laudon & Traver, “E-commerce”, Pearson Edu.
2. Chaffey Dave, “E-Business and E- commerce Management”, Pearson Edu.

References:

1. Amit B. and Steve M. (2007), "How to Plan E-Business Initiatives in Established Companies", Vol. 49,
2. Aranda-M., G. and Stewart, P. (2005), "E-Business Adoption in construction international literature review",
3. Kalakotar & Whinston, "Frontiers of Electronic Commerce", Pearson Edu.

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: VI	Course Instructor:
Course Code : RM 355 Core/ Elective : Elective No. of Credits : 5.00 Lectures : 55 hours Tutorials : 10 Hours Seminars/Projects : 10 Hours	Title of the Course: VISUAL MERCHANDISING

Course Objectives:

1. To create awareness on technical aspects of Visual Merchandising.
2. To familiarize the student on concepts of store management.
3. To create awareness on challenges in Visual Merchandising.

UNIT I

Introduction to Visual Merchandising (VM): Introduction, Objectives, Concept of Visual Merchandising, Objectives of Visual Merchandising, Growth of Visual Merchandising, Visual Merchandising in India, Scope of visual merchandising in India, Challenges in Visual Merchandising.

UNIT II

Store Management in Merchandising: Introduction, Objectives, Types of Stores, Location of a Store, Types of retail locations, Planning a Store Layout, Various Types of Store Layouts, Grid layout, Forced-path layout, Free-form layout, Boutique layout, Combined layout, Store Space Allocation, Heads of space allocation in a store,

UNIT III

Store Design and Display: Introduction, Objectives, Concept of Store Design and Display, Objectives of store design, Purpose and importance of display, Rules of display planning, Display Settings, Store Design, Exterior of a store, Interior of a store, Window displays,

UNIT V

Store Image & Security: Introduction, Objectives, Concept of Image Mix, Elements of Image Mix, Merchandise, Fixtures, Sound/Music, Odour, Visuals, Employees, Elements that Levy Negative Impact on Shoppers, Change of Image, Security Issue.

UNIT V


The Present and Future of Visual Merchandising: Introduction, Objectives, Visual Merchandising at Different Stores, Apparel store, Furniture store, Gift store, Future Prospects of Visual Merchandising

Textbooks:

1. Swati Bhalla and Anurag S (2010). Visual Merchandising. Tata McGraw Hill.
2. Dravid Gilbert, Retail Marketing Management, Prentice Hall - Pearson Education

References:

1. Levy, Michael & Barton A. Weitz (2009). Retailing Management. Tata McGraw Hill.
2. Pradhan Swapana (2009). Retailing Management. Tata McGraw Hill.

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: VI	Course Instructor:
Course Code : RM 355 Core/ Elective : Elective No. of Credits : 5.00 Lectures : 55 hours Tutorials : 10 Hours Seminars/Projects : 10 Hours	Title of the Course: SALES MANAGEMENT AND B2B MARKETING

Course Objectives:

1. To provide with detailed understanding of organizational sales process across various types of organizations.
2. To familiarise with B2B marketing concepts

UNIT I

Development and role of selling in marketing: The nature and role of selling, Characteristics of modern selling, Success factors for professional salespeople, Types of selling, Image of selling, The nature and role of sales management, The marketing concept, Implementing the marketing concept, The relationship between sales and marketing.

UNIT II

Sales strategies: Sales and marketing planning, The planning process, Establishing marketing plans, The place of selling in the marketing plan.

UNIT III

Introduction to B2B Marketing: Business marketing, Business market customers, Characteristics of business markets, Organizational buying and buying behaviour, The buying process, Strategic role of marketing, Organizational markets of India: Organizational and business markets, Government as a customer, Commercial enterprises, Commercial and institutional customers.

UNIT IV

Pricing in B2B marketing: Pricing process Competitive bidding, Pricing of new products, Managing marketing communications for business markets: B2B Advertising Digital marketing, Trade shows, exhibitions, business meets, Managing the sales force, Managing the sales force, Deployment analysis, Managing Channels: Business marketing channels and participants, Channel design and management decisions.

UNIT V


E-commerce for B2B marketing channels: Market logistics decisions, B2B logistics management, Customer care for business markets: Total delivered value, Relationship marketing and CRM, Customer Value Management, Marketing of Projects: Characteristics of project management, Competitive bidding for projects.

Text books:

1. Ellis, N. (2011) Business-to-Business Marketing: Relationships, Networks & Strategies, Oxford University Press, ISBN 978-0-19-955168-2
2. David Jobber and Geoffrey Lancaster Selling and Sales Management 8th edition ISBN: 978-0-273-72065-2 Pearson publications

References:

1. Michael D. Hutt, Dheeraj Sharma, Thomas W. Speh B2B Marketing: A South Asian Perspective Cengage 2014, 11th ed.
2. Sharad Sarin Business Marketing: Concepts and Cases McGraw Hill 2013, 1st ed.

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: VI	Course Instructor:
Course Code : RM 356 Core/ Elective : Elective No. of Credits : 5.00 Lectures : 30 Hours Tutorials : 30 Hours Seminars/Projects : 10 Hours	Title of the Course: BASICS OF CLOUD COMPUTING

Course Objectives:

1. To provide students with the fundamentals and essentials of Cloud Computing.
2. To provide students a sound foundation of the Cloud Computing so that they are able to start using and adopting Cloud Computing services and tools in their real life scenarios.
3. To enable students exploring some important cloud computing driven commercial systems and applications.

UNIT I

The vision of cloud computing : The cloud computing reference model - Characteristics and benefits -Challenges ahead - Historical developments - Distributed systems -Virtualization - Building cloud computing environments - Application development - Infrastructure and system development - Computing platforms and technologies.

UNIT II

Cloud Computing Architecture and economics: Introduction - The cloud reference model - Types of clouds - Economics of the cloud. Cloud infrastructure - Economics of private clouds - Software productivity in the cloud - Economies of scale: public vs. private clouds.

UNIT III

Virtualization: Introduction - Characteristics of virtualized environments - Taxonomy of virtualization techniques - Virtualization and cloud computing - Pros and cons of virtualization - Technology example: VMware: full virtualization

UNIT IV


Data in the cloud: Relational databases - Cloud file systems: GFS and HDFS - BigTable, HBase - Cloud data stores: Datastore and Simple DB

UNIT V

Cloud Platforms in Industry: Healthcare: ECG analysis in the cloud - Biology: protein structure prediction - Biology: gene expression data analysis for cancer diagnosis – Geoscience: satellite image processing.

Textbooks:

1. Rajkumar Buyya, Christian Vecchiola and S. Thamarai Selvi, “Mastering Cloud Computing” - Foundations and Applications Programming , MK publications, 2013.
2. Gautam Shroff, “Enterprise Cloud Computing: Technology, Architecture, Applications” by Cambridge University Press, 2010

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: VI	Course Instructor:
Course Code : RM 356 Core/ Elective : Elective No. of Credits : 5.00 Lectures : 30 Hours Tutorials : 30 Hours Seminars/Projects : 10 Hours	Title of the Course: BASICS OF ANDROID

Course Objectives:

1. To learn the basics of Android Programming.
2. To use Android Software Development tools
3. To develop simple Android applications.

UNIT I

What is Android, Android Tools, Your First Android Application, Anatomy of Android Application, Workspaces, Editors in Eclipse, Eclipse Perspective, Re-factoring.

UNIT II

Creating Android Emulator, Creating Snapshot, SD Card Emulation, Sending SMS Messages to the Emulator, Transferring Files into and out of the Emulator, Resetting the Emulator

UNIT III

Activity, Linking Activity using Intent, Fragments, Calling Build-In Application using Internet, Notifications

UNIT IV

Components of a Screen, Display Orientation, Action Bar, Listening for User Interfaces

UNIT V


Basic Views, Picker Views, List View, Specialized Fragment, Gallery and Image View, Image Switcher, Grid View, Options Menu, Context Menu, Clock View, Web view

Text Books:

1. Android Programming: The Big Nerd Ranch Guide (Big Nerd Ranch Guides) By: Bill Philips & Brian Hardy, 4th edition 2019

Reference Books:

1. Android Design Patterns: Interaction design solutions for developers by Greg Nudelman Wiley 2013
2. Android User Interface Design: Turning Ideas and Sketches into Beautifully Designed Apps By: Ian G. Clifton, Addison-Wesley Professional 2013.
3. Android Recipes: A Problem-Solution Approach By: Dave Smith & Jeff Friesen, 2nd Edition, Apress 2012.
4. Hello, Android: Introducing Google's Mobile Development Platform (Pragmatic Programmers) By: Ed Burnette 3rd Edition, O'Reilly 2010

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: VI	Course Instructor:
Course Code : RM 356 Core/ Elective : Elective No. of Credits : 5.00 Lectures : 30 Hours Tutorials : 30 Hours Seminars/Projects : 10 Hours	Title of the Course: INTERNET OF THINGS

Course Objectives:

1. To understand the fundamentals of Internet of Things
2. To learn about the basics of IOT protocols
3. To understand the application areas of IOT
4. To apply the concept of Internet of Things in the real world scenario.

UNIT I

Introduction to IoT

Defining IoT, Characteristics of IoT, Physical design of IoT, Logical design of IoT, Functional blocks of IoT, Communication models & APIs

UNIT II

IoT & M2M

Machine to Machine, Difference between IoT and M2M, Software define Network

UNIT III

Challenges in IoT

Design challenges, Development challenges, Security challenges, Other challenges

UNIT IV

Domain specific applications of IoT

Home automation, Industry applications, Surveillance applications, Other IoT applications

UNIT V

Developing IoTs


Introduction to Python, Introduction to different IoT tools, Developing applications through IoT tools, Implementing IoT concepts with python

Text Books:

1. Vijay Madiseti, Arshdeep Bahga, "Internet of Things: A Hands-On Approach"

Reference Books:

1.. The Internet of Things" by Samuel Greengard

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: VI	Course Instructor:
Course Code : RM 356 Core/ Elective : Elective No. of Credits : 5.00 Lectures : 30 Hours Tutorials : 30 Hours Seminars/Projects : 10 Hours	Title of the Course: FUNDAMENTALS OF MULTIMEDIA

Course Objectives:

1. To understand various Digital Audio ,Video standard formats and technologies
2. To understand how to use text-related element in multimedia design
3. To Understand the future trends and developments in the field of multimedia
4. To identify a range of concepts, techniques and tools for creating and editing the interactive multimedia applications

UNIT I

Multimedia:

Introduction to multimedia, components, uses of multimedia, multimedia applications, virtual reality. **Text:** Fonts & Faces, Using Text in Multimedia, Font Editing & Design Tools, Hypermedia & Hypertext.

UNIT II

Images: Still Images – bitmaps, vector drawing, 3D drawing & rendering, natural light & colors, computerized colors, color palettes, image file formats.

Sound: Digital Audio, MIDI Audio, MIDI vs Digital Audio, Audio File Formats.

UNIT III

Video: How video works, analog video, digital video, video file formats, video shooting and editing. **Animation:** Principle of animations, animation techniques, animation file formats.

UNIT IV

Internet and Multimedia: www and HTML, multimedia on the web – web servers, web browsers, web page makers and site builders.

UNIT V


Making Multimedia: Stages of a multimedia project, Requirements to make good multimedia, Multimedia Hardware - Macintosh and Windows production Platforms, Hardware peripherals - Connections, Memory and storage devices, Multimedia software and Authoring tools.

Text Books:

1. Tay Vaughan, "Multimedia: Making it work", TMH, Ninth edition, 2014

Reference Books:

1. Ralf Steinmetz and Klara Naharstedt, "Multimedia: Computing, Communications Applications", Pearson, 1996.
2. Keyes, "Multimedia Handbook", TMH. 2000
3. K. Andleigh and K. Thakkar, "Multimedia System Design", PHI.2000

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: VI	Course Instructor:
Course Code : RM 356 Core/ Elective : Elective No. of Credits : 5.00 Lectures : 30 Hours Tutorials : 30 Hours Seminars/Projects : 10 Hours	Title of the Course: PRINCIPLES OF ANIMATION

Course Objectives:

1. To impart knowledge about the basics and principles of animation.
2. To familiarize the students with various techniques of animation
3. To analyze and develop the skills of observation with minute details, create gesture drawing etc.

UNIT I

Animation definition, early examples of Animation. History of Animation: Stop Motion Photo Animation, Zoetrope, Thaumatrope, Cell and Paper Animation, early Disney's Cell Animation Processes

UNIT II

Types of Animation: Cell Animation, Stop Motion Animation, Computer Animation, 2-D Animation, 3-D Animation.

UNIT III

Skills for an Animation Artist: Visual and creative development of an Artist , importance of observation with minute details, efficiency to draw gestures, facial expressions, good listener, hard work and patience, creative and innovative.

UNIT IV

Basic Principles of Animation: Illusion of Life, straight action and pose to pose Timing, Exaggeration, Drama and Psychological Effect, Fade in and Fade out, Squash and Stretch, Anticipation, staging, follow through and overlapping action, Arcs, Solid Drawing ,Appeal, slow in and slow out, Secondary Action.

UNIT V


Various Terms: Animation Drawings/Cells, Rough Drawings , Clean ups, Color reference drawings, Layout, Model Sheet, Key Drawings and in Betweens, Master Background, Concept Piece, Character drawing , Story Board.

Text Books:

1. The complete animation course by Chris Patmore -Baron's Educational Series.(New York)

Reference Books:

1. Animation Unleashed by Ellen Bessen, Michael Weise Productions,2008(U.S.A)
2. The Animator's Survival Kit by Richard Williams, Arrar Straus & Giroux Pub.(U.S.A)

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: VI	Course Instructor:
Course Code : RM 356 Core/ Elective : Elective No. of Credits : 5.00 Lectures : 30 Hours Tutorials : 30 Hours Seminars/Projects : 10 Hours	Title of the Course: ENTERPRISE RESOURCE PLANNING (ERP)

Course Objectives:

1. To understand the business process of an enterprise
2. To grasp the activities of ERP project management cycle
3. To understand the emerging trends in ERP developments

UNIT I

INTRODUCTION: Overview of enterprise systems – Evolution - Risks and benefits - Fundamental technology - Issues to be consider in planning design and implementation of cross functional integrated ERP systems - Case studies.

UNIT II

ERP SOLUTIONS AND FUNCTIONAL MODULES: Overview of ERP software solutions- Small medium and large enterprise vendor solutions, BPR, Business Engineering and best Business practices - Business process Management. Overview of ERP modules -sales and Marketing, Accounting and Finance, Materials and Production management etc. - Case studies.

UNIT III

ERP IMPLEMENTATION: Planning Evaluation and selection of ERP systems- Implementation life cycle - ERP implementation, Methodology and Frame work- Training – Data Migration- People Organization in implementation-Consultants, Vendors and Employees- Case studies.

UNIT IV

POST IMPLEMENTATION: Maintenance of ERP- Organizational and Industrial impact; Success and Failure factors of and ERP Implementation -case studies.

UNIT V


EMERGING TRENDS ON ERP: Extended ERP systems and ERP bolt on CRM, SCM, Business analytics etc- Future trends in ERP systems-web enabled, Wireless technologies so on- Case studies.

Text Books:

1. Alexis Leon, ERP demystified, Third Edition Tata McGraw-Hill, 2014

Reference Books:

1. Jagan Nathan Vaman, ERP in Practice, Tata McGraw-Hill, 2008
2. Alexis Leon, Enterprise Resource Planning, second edition, Tata McGraw-Hill, 2008.
3. Mahadeo Jaiswal and Ganesh Vanapalli, ERP Macmillan India, 2006.
4. Vinod Kumar Grag and N.K. Venkitakrishnan,ERP- Concepts and Practice, Prentice Hall of India, 2006.
5. Summer, ERP, Pearson Education, 2008.

 CENTRAL UNIVERSITY OF ANDHRA PRADESH	
B.Voc. Programme Retail Management and IT Semester: VI	Course Instructor:
Course Code : RM 356 Core/ Elective : Elective No. of Credits : 5.00 Lectures : 30 Hours Tutorials : 30 Hours Seminars/Projects : 10 Hours	Title of the Course: MANAGEMENT INFORMATION SYSTEM (MIS)

Course Objective:

1. To provide students with an understanding at how to use and manage information system in order to revitalize business processes, improve business decision making, and gain competitive advantage.

UNIT I

Information Systems: data vs Information, Strategic role of information in management, Organization as an information system. TPS, MIS, DSS, ESS, OAS, Networking concepts, telecommunications networks.

UNIT II

Systems Development: the concept of systems development life cycle (SDLC), types of SDLC, Use of flow charts.

UNIT III

Application Technologies: ERP concepts, Evolution of ERP, ERP packages, SAP, Baan, MFG-PRO, Oracle, ERP Evaluation, ERP and BPR, ERP Implementation, Extended ERP, Case studies.

UNIT IV

Web Publishing: web publishing, Types of websites, Web surfing, E-commerce, B2B, B2C, C2C, E-commerce security issues, Ethical issues

UNIT V

System Design: System design consideration, input/output design, forms design, file organization and database, data management, file design, program design, control and security.

Text Books:

1. James A. O'Brien, George M. Marakas, Ramesh Behl, "Management Information Systems", TMH
2. Murdic, Rose and Clagett- Information Systems for Modern Management, PHI, New Delhi

Reference Books:

1. Kenneth C. Laudon, Jane P. Laudon , "Management Information System" , Pearson