CENTRAL UNIVERSITY OF ANDHRA PRADESH

Ananthapuramu – 515002, Andhra Pradesh

Learning Outcome-based Curriculum Framework (LOCF) for Undergraduate Programme

Vidya Dadati Vinayam
(Education Gives Humility)

B.A / B.Sc Retail Management and IT

Structure and Syllabus
(With effect from 2023-24 Batch)

Important Information to Students

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

II. A student should attend at least 75% of the classes, seminars, practicals in each course of study as may be prescribed and at least 60% in **redo** course.

III. An on-campus elective course is offered only if a minimum of 10 students or 40% of the registered students in the class, whichever is higher, exercise their option for that course.

IV. All theory courses in UG programmes carry a Continuous Internal Assessment (CIA) component to a maximum of 40 marks and End Semester Examination (ESE) for a maximum of 60 marks

V. The students pursuing Undergraduate Programme should pass separately in both the CIA and ESE, i.e. the students need to secure 16 (40% of 40) out of 40 marks in the CIA and 24 (40% of 60) out of 60 marks in the semester-end examinations for theory courses.

VI. Students failing to secure the minimum pass percentage marks in CIA are not be allowed to take the end semester exam of that particular subject in that semester. S/he has to **Redo** the course by attending the classes for a semester to gain the pass percentage in the internal tests in order to take the end semester examinations.

VII. Students failing a course due to lack of attendance have to **redo** the course.

VIII. The semester-end question paper pattern:
   a. Section - A : should answer 5 out of 8 questions – 5x2=10 Marks
   b. Section - B : should answer all 5 questions with internal choice covering all units (for example: Q1 – a or b, Q2 - a or b, Q3 – a or b, Q4 – a or b, Q5 – a or b) – 5Q x4M = 20 marks
   c. Section – C : should answer all 2 questions with internal choice (for example: Q1 – a or b, Q2 - a or b) – 2Q x 10M = 20 Marks
   d. Section - D : Case Study is compulsory – 1Qx10M = 10 Marks

IX. Re-evaluation is applicable only for theory papers and shall not be entertained for other components such as Practical/ Thesis/ Dissertation etc.

CENTRAL UNIVERSITY OF ANDHRA PRADESH , ANANTHAPURAMU

BA/BSc Retail Management and IT: Semester and Course-wise Credits

Sem	Discipline Core (DSC)	Discipline Elective (DSE) / Generic Elective (GE)	Ability Enhancement Compulsory Courses (AECC)	Skill Enhancement Courses (SEC)		Internship	Project Work	Lab	Total Credits
				Skill based	Value based/ Add-on courses				
I	DSC 1 (4) DSC 2 (4) DSC 3 (4)	EL by MOOC-1 (2+)	Business Communication – I (4)	Essentials of IT (3)	Value based/Add-on Course			Comp. Lab (1)	22+
II	DSC 4 (4) DSC 5 (4)	EL by MOOC-2 (2+) Open Elective (4)	Business Communication -II (4) Basics of Business Analytics (4)	Basic Accountancy (4) Python Programming (3)	Value based/Add-on Course			Comp. Lab (1)	26+
III	DSC 6 (4) DSC 7 (4)	EL by MOOC-3 (2+)	Research Methodology (4)	Financial Management (4) Web Technologies (3)	Value based/Add-on Course	Internship During Intervening summer between II and III semesters (4)		Comp. Lab (1)	26+

IV	DSC 8 (4) DSC 9 (4) DSC 10 (4)	EL by MOOC-4 (2+) Open Elective (4)	Business Laws (4)	Database Management Systems (3)	Value based/Add-on Course			Comp. Lab (1)	26+
V	DSC 11 (4) DSC 12 (4) DSC 13 (4)	EL by MOOC- 5 (2+)		Data Mining and Warehousing (3)	Value based/Add-on Course	Summer Internship	Summer Internship Report (4)	Comp. Lab (1)	22+
VI	DSC 14 (4)	DSE 1 (4) DSE 2 (4)					Experiential Learning Project (6)		18
Total	56	18+	20	19		4	8	5	140+
Percent of total credits	43.08	13.85	15.38	14.61		3.08	6.15	3.85	100

Total Credits= 140+

Alignment with CBCS

The Bachelor of Arts (RMIT) programme is aligned with Choice Based Credit System (CBCS) adopted by the Central University of Andhra Pradesh.

Types of Courses

The following types of courses are offered under CBCS:

1. Core Courses (CC). A core course is a compulsory course. A student of B.A. RMIT has to take 21 such Retail Management and IT courses over six semesters.

Elective Courses (EC). An elective course is a course that is to be chosen from a specified set of courses. These courses are of two types.

Discipline Specific Electives (DSE): These are elective courses that provide advanced undergraduate training in specialised areas of Retail Management and IT. A set of two, semester- specific, courses of this kind are offered in the sixth semester of the Retail Management and IT programme. In this semester, a student has to take two such courses from the relevant semester's set of courses.

Generic Electives (GE): These courses, in disciplines other than Retail Management and IT, are intended to broaden the training of a student in the BA Retail Management and IT programme. A student of BA Retail Management and IT will take one such course, offered by another department, in each of Semesters I, II, III, IV & V.

Ability Enhancement Compulsory Course (AECC). Five such courses are to be taken in Semesters I, II, III & IV

Skill Enhancement Course (SEC). A student is to take one such course in Semester I, II, IV & V and one in Semester III.

Massive Open Online Courses (MOOC): Online Courses being a norm now, there are a lot of organizations out there that offer these MOOC courses. The University Grants Commission (UGC) along with the HRD (Human Resource Development) Ministry has launched the MOOC program in India for higher secondary, bachelors and masters degrees. This will cover a wide range of subjects that may or may not be taught in regular campus studies. As per the UGC instructions the BA Retail Management and IT offers MOOC courses in the I, II, III, IV & V semesters.

UGC GUIDELINES FOR B.A / B.Sc

Preface

In pursuance of the University Grants Commission (UGC) scheme on skill development based higher education as part of college/university education leading to Bachelor of Arts (B.A.) Degree, the university has decided to introduce the skill education-based degree programme leading to the award of the BA degree.

As per the UGC scheme, the programme is designed with facilities for multiple exits/entry into the programmes and, depending on the skill level attained may be awarded Diploma/ Advanced Diploma or a B.A degree at the end of the 6 semesters programme as the case may be. It is expected that the B.A. programme would enable its products making a meaningful participation the economic activities of the country through adequate employment and entrepreneurship.

Eligibility Criteria

To be eligible for admission to a BA RMIT/ BSc RMIT, a candidate must have secured a minimum of 50% (for General, OBC Categories) and 45% (for SC/ST/PWD Categories) of the aggregate marks in class +2 level of a recognized Board of School Education.

Duration:

The duration of the B.A. Courses shall ordinarily be of three years duration which shall be evenly distributed into semesters. There shall be at least 90 teaching-learning days in a semester excluding the evaluation time.

Programme Structure

The B.A/ B. Sc programmes shall have a mix of general and skill component in which 40.0% of the total content shall be of general nature including language courses in English while the remaining 60.0% of the content shall be on skill developing. The syllabi of the various programmes shall be approved and amended as may be needed from time to time by the concerned university authorities.

B.A/B.Sc Retail Management and IT

SYLLABUS (w.e.f. Academic Year 2023-24)

In pursuance of the University Grants Commission (UGC) scheme on Skill Development based higher education as a part of college/university education leading to a Bachelor of Vocational (B.A.) Degree, The University has decided to introduce the skill education-based degree Programme leading to the award of B.A. Degree in RMIT.

The programme as per the UGC scheme is designed with facilities for multiple exits/entry into the programme and, depending on the skill level attained may be awarded Certificate/Diploma/Advanced Diploma or a B.A. Degree at the end of 6 semester programme as the case may be.

Programme Objectives - B.A/B.Sc RMIT

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

- ➢ have an overview of all the relevant areas of Retail management and IT
- ➢ understand the concepts thoroughly on Retail management and IT
- ➢ complete internships/projects in organizations and gain practical knowledge in the Retail management and IT
- ➢ develop the skill and knowledge about Retail management and IT
- ➢ be industry ready and enhance employability skills to slide into Retail management and IT
- ➢ be confident to start a small entrepreneurial activity in Retail management and IT sectors
- ➢ gain confidence to be self-reliant and create employment opportunities for others in Retail management and IT Sector.

Programme includes

- Internship in organizations during the intervening summer between II and III Semesters
- Summer Training Project (STP) in organizations during the intervening summer between IV and V Semesters
- On-Job training in semester VI for better exposure of the industry
- Educational Tour (which is evaluated through report and presentation) of not more than 10 days and entire cost of the tour should be borne by the student.

CENTRAL UNIVERSITY OF ANDHRA PRADESH, ANANTHAPURAMU
B.A/B.Sc Retail Management and IT: Programme Structure

Total Number of Credits for B.A/B.Sc RMIT Programme: 140 +

S.No	Course Code	Course Title	Number of Credits	Contact Hours			
				L	**T**	**S/P**	**Lab**
		Semester – I					
1	BRM 101	Principles and Practices of Management	4	45	10	5	--
2	BRM 102	Introduction to Marketing	4	45	10	5	--
3	BRM 103	Business Environment	4	45	10	5	--
4	BRM 104	Essentials of IT	4	40	0	0	20
5	BRM 105	Business Communication - I	4	40	10	10	--
6	BRM 108	MOOCs	2+				--
7		Add-on Course					
		Total	**22+**				
S.No	Course Code	Course Title	Number of Credits	Contact Hours			
				L	**T**	**S/P**	**Lab**
		Semester – II					
1	BRM 201	Organisational Behaviour	4	45	10	5	--
2	BRM 202	Basic Accountancy	4	45	10	5	--
3	BRM 203	Basics of Business Analytics	4	45	10	5	--
4	BRM 204	Python Programming	4	40	0	0	20
5	BRM 205	Business Communication -II	4	40	10	10	--
6	BRM 206	Open Elective	4	45	10	5	--
7	BRM 208	MOOCs	2+				--
8		Add-on Course					
		Total	**26+**				
S.No	Course Code	Course Title	Number of Credits	Contact Hours			
				L	**T**	**S/P**	**Lab**
		Semester – III					
1	BRM 301	Research Methodology	4	45	10	5	--
2	BRM 302	Customer Relationship Management	4	45	10	5	--
3	BRM 303	Financial Management	4	45	10	5	--
4	BRM 304	Production and Operations Management	4	45	10	5	--
5	BRM 305	Web Technologies	4	40	0	0	20
6	BRM 306	Internship Report (3) and Presentation (1)	4	45	10	5	--
7	BRM 308	MOOCs	2+				--

8		Add-on Course					
Total			**26+**				

S.No	Course Code	Course Title	Number of Credits	Contact Hours			
				L	**T**	**S/P**	**Lab**
	Semester – IV						
1	BRM 401	Business Laws	4	45	10	5	--
2	BRM 402	Business Strategy and Entrepreneurship	4	45	10	5	--
3	BRM 403	Managerial Economics	4	45	10	5	--
4	BRM 404	International Business	4	45	10	5	--
5	BRM 405	Data Base Management Systems	4	40	0	0	20
6		Open Elective	4	45	10	5	--
7	BRM 408	MOOCs	2+				--
8		Add-on Course					
		Total	**26+**				

S.No	Course Code	Course Title	Number of Credits	Contact Hours			
				L	**T**	**S/P**	**Lab**
	Semester –V						
1	BRM 501	Data Mining and Warehousing	4	45	10	5	--
2	BRM 502	Fundamentals of Retail Management and Retail Services (Self-Study)	4	40	0	0	20
3	BRM 503	Retail Store Operations	4	45	10	5	--
4	BRM 504	Store Keeping and Warehousing	4	45	10	5	--
5	BRM 505	Summer Internship Report (2), Presentation and Viva (2)	4	45	10	5	--
6	BRM 508	MOOCs	2+				--
		Add-on Course					
		Total	**22+**				

S.No	Course Code	Course Title	Number of Credits	Contact Hours			
				L	**T**	**S/P**	**Lab**
	Semester –VI						
1	BRM 601	International Retailing	4	45	10	5	--
2		Elective - I	4	45	10	5	--
3		Elective -II	4	45	10	5	--
4	BRM 604	Experiential Learning Project	6	45	10	5	30

S.No	Course Code	Course Title	Number of Credits	L	T	S/P	Lab
Total			**18**				

Semester VI   GROUP A: Electives

S.No	Course Code	Course Title	Number of Credits	Contact Hours			
				L	T	S/P	Lab
1	BRM 611	Supply Chain Management in Retail	4				--
2	BRM 612	Food and Fashion Retailing	4	45	10	5	--
3	BRM 613	E-Retailing	4	45	10	5	--
4	BRM 614	Visual Merchandising	4	45	10	5	--
5	BRM 615	Mall Management	4	45	10	5	--
6	BRM 616	Sales Management and B2B Marketing	4	45	10	5	--

Semester VI   GROUP - B: Electives

S.No	Course Code	Course Title	Number of Credits	Contact Hours			
				L	T	S/P	Lab
1	BRM 621	Basics of Cloud Computing	4	40	0	0	20
2	BRM 622	Basics of Android	4	40	0	0	20
3	BRM 623	Internet of Things (IOT)	4	40	0	0	20
4	BRM 624	Fundamentals of Multimedia	4	40	0	0	20
5	BRM 625	Principles of Animation	4	40	0	0	20
7	BRM 626	Management Information System	4	40	0	0	20
TOTAL			**140 +**				

Note:
- Any online/MOOC course taken by the student must be approved by the competent authority
- L = Lectures, T = Tutorials, P = Presentations, S = Seminars,
  Lab = Computer Laboratory

Credit Distribution

Semester	Total Credits	Cumulative Credit at the end of the Semester
Semester I	22	22
Semester II	26	48
Semester III	26	74
Semester IV	26	100
Semester V	22	122
Semester VI	18	140 +

Course Code : BRM 101	**Core/ Elective** : Core
Course Title : Principles and Practices of Management	**No. of Credits** : 4

Course Objectives

➢ To provide conceptual understanding of principles and practice of management.
➢ To familiarize with the contemporary issues in management.

Learning Outcome

• Will be able to analyze the various aspects of management in Retail and IT sector.

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- Organisation Chart

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

Unit III

Organisation: 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

Motivation and 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 - organisational Communication

Text Books

Koontz, H. (2010). Essentials of management. Tata McGraw-Hill Education.

Robbins, S. P., & Coulter, M. (2007). Principles of Management.

References

Prasad, L. M. (2000). Principles and Practice of Management. Chand.

Tripathi, P. C. (2008). Principles of Management. Tata McGraw-Hill Education.

| Course Code | : BRM 102 | Core/ Elective | : Core |
| Course Title | : Introduction to Marketing | No. of Credits | : 4 |

Course Objectives

➢ Analyze, evaluate and respond to environmental & competitive changes, their impact on marketing planning, strategies and practices.

➢ Apply the conceptual frameworks, theory and techniques to various marketing contexts.

➢ Design marketing and sales plan appropriate to the needs of customers and contexts.

Learning Outcome

• Will be able to acquire conceptual frameworks, theory and techniques in organisational marketing 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- Value chain in Marketing

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- Impact of Covid on Marketing strategies

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

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

References

Ramaswamy, V. S., & Namakumari, S. (2002). Marketing management: Planning, implementation & control: Global perspective Indian context. MacMillan.

Saxena, R. (2005). Marketing Management. Tata McGraw-Hill Education.

Course Code : BRM 103	Core/ Elective : Core
Course Title : Business Environment	No. of Credits : 4

Course Objective:
- To provide the student with a background of various environment factors that impact business
- Sharpen their mind to watch and update the changes that occur constantly in this sphere.

Learning Outcomes:

- Acquire the knowledge on business policies and environment factors to carryout a business.
- Understand the various laws relating to business activities
- Conduct and plan business effectively and efficiently in the light of information on variousbusiness policies

Unit I
Business Environment:- Meaning, Nature of business Environment, significance, Internal and External Factors influencing business environment. Industrial policy of 1991, Liberalization, Privatization and Globalization- Policy on foreign direct investment in India.

Unit II
Fiscal Policy: Public revenues, public expenditure, public debt, development activities financed by public expenditure. Monetary Policy: Demand for and supply of money, Objectives of monetary and credit policy, Recent trends- Role of Finance Commission.

Unit III
India's Trade Policy – Magnitude and direction of Indian International trade, bilateral and multilateral trade agreements, EXIM Policy, Role of EXIM Bank. Balance of Payments: Structure, Major components, Causes for dis-equilibrium in Balance of Payments, correction measures, Impact of New Economic Policy on Balance of Payments.

Unit IV
WTO: Nature and scope - structure – trading blocks – role and functions of WTO in promoting world trade – Principles - TRIPS, TRIMS and GATS, Disputes settlement mechanism- Dumping and Anti-dumping measures.

Unit V
Legal Framework: Special features of The SICA (Special Provisions) 1985, BIFR, Consumer Protection Act, 1986.

Textbooks
Essentials of Business Environment, K.Aswathappa, Himalaya.
Business Environment – Text and Cases, Justin Paul, TMH.

References:
- Indian Economy, Dutt and Sundaram, S. Chand, New Delhi.
- Indian Economy, Misra and Puri, Himalaya.
- Business Environment, Saleem, Pearson.
- Recent Economic Survey Report of Government of India

Course Code : BRM 104	Core/ Elective : Core
Course Title : Essentials of IT	No. of Credits : 4

Course Objectives

> ➢ To give students an in-depth understanding of why computers are essential components in business, education and society.
> ➢ To provide exposure to understand the services provided by different Operating systems and basic commands in MS-DOS.
> ➢ To Provide hands-on use of Microsoft Office applications Word, Excel and Power Point. Completion of the assignments will result in MS Office applications knowledge and skills.

Learning Outcome

- Will be able to understand computing devices and reinforce computer vocabulary, particularly with respect to personal use of computer hardware and software, the Internet, networking and mobile computing.

Unit I

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

Unit II

Introduction to Operating Systems: Goals & Structure of O.S, Basic functions, Batch, multiprogramming. Multitasking, time sharing, parallel, distributed & real -time O.S.
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.

Unit III

Data Communication & Networks: 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

MS OFFICE: 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.
MS PowerPoint: Using Animations and Transitions.

Textbooks

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

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

Course Code	: BRM 105	Core/ Elective	: Core
Course Title	: Business Communication - I	No. of Credits	: 4

Course Objectives

➢ to make the student communicate using the basics of grammar
➢ to help the student apply various basic grammatical concepts for language proficiency
➢ to enable the student to enhance their vocabulary

Learning Outcome

• Will be able to communicate in a business professional setup

Unit I

Introduction to English pronunciation: spoken English, its need and importance-pronunciation-pronunciation and listening – pronunciation and spelling – intelligibility and a model of pronunciation-important features of pronunciation- sounds - production of speech sounds - word accent - intonation

Unit II

Greeting and introduction - expressing opinions - asking questions/ asking information and giving information - giving instructions/ following instructions

Unit III

Sentence and its types – parts of speech - tense and aspect - modals: positive and negative statements –conditionals - direct and indirect speech– active voice and passive voice

Unit IV

Vocabulary – content and structural words – active and receptive/ passive use of vocabulary – learning vocabulary - understanding vocabulary in context - phrasal verbs - management vocabulary - making short presentation - presentation

Unit V

Report writing: features of writing a good report – purpose of report writing – characteristics of a good report – importance of communication in report writing – guidelines for report writing – steps in report writing – structure of a report – types of reports and different formats - academic English

Text Books

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

References

Karal, R. (2016). English Grammar Just for You: English-Kannada. Oxford University Press.

Pal, R., & Korlahalli, J. S. (1979). Essentials of Business Communications. Chand.

Course Code	: BRM 201	Core/ Elective	: Core
Course Title	: Organisational Behaviour	No. of Credits	: 4

Course Objectives

➢ To familiarize the learners with the concepts of organizational behaviour.
➢ To enable the learner to get acquainted with the contemporary issues in management.

Learning Outcome

- Will be able to understand the behaviour in organisations.

Unit I

Introduction to OB – Definition-Relationship with other fields- Theoretical frame works - environmental context-Globalization-Diversity of work force.

Unit II

Foundations of Behavior: Personality – Meaning-Role of Heredity-Self-Esteem -Self Efficacy -Socialization Process – Person-Situation Interaction-Big 5 Personality Traits -Organization Skills.

Unit III

Work Motivation – Meaning-Primary Motive-Secondary Motives – Approaches-Content Theories-Process Theories-Contemporary Theories-Application of Theories in Work Place-Job Design

Unit IV

Groups- Nature of Groups-Dynamics Of Informal Groups-Dysfunctions Of Groups And Teams-Teams In Modern Work Place – Leadership – Styles – Strategies - Behavioural.

Unit V

Negotiation – Skills – Management-Introduction to OD Interventions - Stress – Emergence of Stress – Causes- Organizational Culture – Definition – Characteristics – Emergence of Cultures -Maintaining A Uniform Culture - Changing Organizational Culture - Culture and Climate Differences - Challenges of Organizations in the Post Globalized Era.

Text Books

Fred Luthans (1998) Organizational Behaviour. New Delhi: McGraw-Hill International Edition.

References

K Aswathappa (2005) Organizational Behaviour Text cases games. New Delhi: Himalaya Publishing Company.

Udai Pareek (2004) Understanding Organizational Behaviour. New Delhi: Oxford University Press.

Course Code : BRM 202	Core/ Elective : Core
Course Title : Basic Accountancy	No. of Credits : 4

Course Objectives

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

Learning Outcome

• Students will be acquired with the accounting basics knowledge

UNIT-I:

Book-keeping and Accounting – Financial Accounting – Concepts and Conventions – Double Entry System – Preparation of Journal, Ledger and Trial Balance – Preparation of Final Accounts –Trading, Profit and Loss Account and Balance Sheet with adjustment entries, simple problems only - Capital and Revenue Expenditure and Receipts.

UNIT-II

Depreciation – Causes – Methods of Calculating Depreciation – Straight Line Method, Diminishing Balance Method and Annuity Method - Ratio Analysis – Uses and Limitations – Classification of Ratios – Liquidity, Profitability, Financial and Turnover Ratios – Simple problems only.

UNIT-III

Funds Flow Analysis – Funds From Operation, Sources and Uses of Funds, Preparation of Schedule of Changes in Working Capital and Funds Flow Statements – Uses and Limitations - Cash Flow Analysis – Cash From Operation – Preparation of Cash Flow Statement – Uses and Limitations – Distinction between Funds flow and Cash Flow – only simple problems

UNIT-IV

Marginal Costing - Marginal cost and Marginal costing - Importance - Break-even Analysis - Cost Volume Profit Relationship – Application of Marginal Costing Techniques, Fixing Selling Price, Make or Buy, Accepting a foreign order, Deciding sales mix.

UNIT-V

Cost Accounting - Elements of Cost - Types of Costs - Preparation of Cost Sheet – Standard Costing – Variance Analysis – Material Variances – Labour Variances – simple problems related to Material and Labour Variances only

Textbooks

R.N. Anthony: Management Accounting – Text And Cases (Irwin)

References

- Datarrajan Cost Accounting-A Managerial Emphasis, Pearson Publications.
- LAL,J Cost Accounting For Management, Himalaya Publishing House Mumbai

Course Code	: BRM 203	**Core/ Elective**	: Core
Course Title	: Basics of Business Analytics	**No. of Credits**	: 4

Course Objectives

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

Learning Outcome

- • Will be able to understand the statistical tools for data analysis and apply them at the right place in a right way

Unit I
Introduction to data - Types of variables - Data collection principles - Types of studies - Types of measurements: 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 distribution - 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

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

References

David S. Moore - The basic practice of statistics-W.H. Freeman & Company
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.

Morse L.B., "Statistics for Business and Economics", HarperCollins college Publishers, New York, 1994.
S.P. Gupta. Statistical methods. Sulthan Chand and sons. Latest Edition.

Course Code	: BRM 204	Core/ Elective	: Core
Course Title	: Python Programming	No. of Credits	: 4

Course Objectives

- ➢ To provide exposure to problem-solving skills through programming.
- ➢ To train students on the basic concepts of the Python programming language.
- ➢ To impart hands-on experience with the concepts for thorough understanding.

Learning Outcome

- • Will be able to use Python tools and techniques to tackle the world of data

Unit I

Introduction to Python Programming: Features/characteristic of Python, Basic syntax, Basic Data Types, Simple input-output, Precedence of operators, Type conversion, Conditional Statements, Looping: for, while, nested loops; Terminating loops, skipping specific conditions. Scope and extent of variables; Testing and debugging principles.

Unit II

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 III

Tuples, Dictionaries & Functions: Tuples, Tuple Operators and Built-in Functions, Special Features of Tuples; Dictionaries, Operators, Built-in Functions, Built-in Methods, Dictionary Keys. Functions, Calling Functions, Creating Functions, Formal Arguments, Positional Arguments, Default Arguments, Variable-length Arguments.
Unit IV

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.

Unit V

Python for Data Science: Matplotlib, importing libraries in python, Basic Scatter plot, Creating Axes, Line plot. Customization: Title & Axis labels, Adding Legend, Annotations, Plot Styles, Histograms, Bar Graphs, Box and Whisker Plots.
Pandas: Series, Data Frames, Reading CSV, Excel and JSON files, Analyzing Data.
Textbooks

Beginning Python from Novice to Professional, Second Edition [Authors: Hetland, Magnus Lie] ISBN-13: 978-9380501604

Python Data Analytics, Second Edition 2018, Author: FabeoNelli, Apress

References

Barry, P. (2016). *Head first Python: A brain-friendly guide*. " O'Reilly Media, Inc.".
Lutz, M. (2013). *Learning python: Powerful object-oriented programming*. " O'Reilly Media, Inc.".

Course Code	: BRM 205	Core/ Elective	: Core
Course Title	: Business Communication - II	No. of Credits	: 4

Course Objectives
- ➢ To argue how it is easy for one to speak, read and write a language if one is exposed to listening
- ➢ To create a positive social behaviour which you may have to inculcate among students
- ➢ To make the student effective in both reading and writing skills;

Learning Outcome
- • Will be able to communicate in a retail business setup in reading and writing.

Unit I
Listening Skills: Listening as a Basic Skills Communication Introduction - The emergence of listening as a skill and its meaning - Kinds of Listening - Listening skills in question - Need for listening skills - Acquisition of listening skills - Activities

Unit II
Speaking Skills: Speaking/listening-oral communication - Dos and Don'ts while speaking and listening - Importance of oral communication in real-life situations - Revise the phonetics and pronunciation - Activities

Unit III
Reading Skills: Reading Tactics and strategies - Reading for direct meanings - Reading purposes: kinds of purposes and associated comprehension - Reading for understanding concepts - details, coherence, logical progression and meanings of phrases/ expressions - Activities

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.

References
English Grammar in Use (Fourth Edition) by Raymond Murphy, CUP
The Lost Art of Listening by Michael P. Nichols, PhD Guilford press, Third Edition
Oxford Guide to Effective Writing and Speaking by John Seely.

Course Code	: BRM 207	Core/ Elective	: Open Elective
Course Title	:	No. of Credits	: 4

Courses will be chosen from either B.A Political Science or B. Sc Economics for giving the student Multidisciplinary approach.

Course Code	: BRM 207	Core/ Elective	: Open Elective
Course Title	:	No. of Credits	: 4

Course Code	: BRM 301	**Core/ Elective**	: Core
Course Title	: Research Methodology	**No. of Credits**	: 4

Course Objectives

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

Learning Outcome
- • Will be able to take up research projects with statistical methods and project report writing

Unit I

Introduction: Meaning of Research - Types of Research - Research Process - Criteria of Good Research and Ethics –Research Methods verus Methodology-Problems Encountered by Researchers in India.

Unit II

Review of Literature - Research Gap - Research Problem –Research Design and its types- Features of a good research design- Objectives – Scope – Hypothesis – Limitations - Identifying Methodology.

Unit III

Sampling - Sample Size - Sampling Techniques –census and sample survey- Sample Design- Preparation of Questionnaire -Measurements of scaling- Sources of error in measurement

Unit IV

Data Collection –Primary Data- Secondary data- Qualitative Data - Quantitative Data - Data Analysis and Interpretation - Statistical Tools for Data Analysis - Introduction to SPSS - E-VIEWS

Unit V

Preparation of Report –steps of writing report-layout of research report- Referencing Styles – Annexures- Bibiliography.

Text Books

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

References

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

Course Code	: BRM 302	Core/ Elective	:Core
Course Title	: Customer Relationship Management	No. of Credits	: 4

Course Objectives

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

Learning Outcome

• Will be able to analyse and work on operational Customer relationship management.

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

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

Course Code : BRM 303	**Core/ Elective** : Core
Course Title : Financial Management	**No. of Credits** : 4

Course Objectives:
- To explain the importance of finance function and goals of financial managers.
- To impart the decision-making skills in acquiring, allocating and utilizing the funds of acompany.
- To educate on corporate restructures and corporate governance.

Learning Outcomes:
- Learn the roles and goals of finance manager in a corporate structure business.
- Acquire decision-making skills regarding financing, investing, and corporate restructuring inthe present competitive business environment.
- Analyse the impact of capital structure on wealth maximization of owners and value of thecompany.
- Manage current assets and current liabilities of the company in an effective and efficientway.

Unit I
The Finance function: Nature and Scope. Importance of finance function – The new role in the contemporary scenario – Goals of finance function; Profit Vs Wealth Vs Welfare; –Wealth maximization and Risk-Return trade off.

Unit II
The Investment Decision: Investment decision process – Project generation, project evaluation, project selection and project implementation. Developing Cash Flow Data. Using Evaluation Techniques – Traditional and DCF methods. The NPV Vs IRR Debate.

Unit III
The financing Decision: Sources of finance – a brief survey of financial instruments. The capital structure decision in practice: EBIT-EPS analysis. Cost of capital: The concept – Average Vs Marginal cost of Capital. Measurement of cost of capital – Component Costs and Weighted Average Cost. The Dividend Decision: Major forms of dividends

Unit IV
Introduction to working capital: Concepts and characteristics of working capital, Factors determining the working capital. Estimation of working capital requirements. Current Assets Management: Management of current assets – Cash, Receivables and Inventory. Cash budget, Credit terms – Financing current assets

Unit V
Corporate Restructures: Corporate Mergers and acquisitions and take-overs-Types of Mergers, motives for mergers, Principles of corporate governance.

Textbooks

Financial management –V.K.Bhalla ,S.Chand

Fundamentals of Financial Management, Chandra Bose D, PHI

References

- Financial Management, I.M. Pandey, Vikas Publishers.
- Financial Management--Text and Problems, MY Khan and PK Jain, Tata McGraw-Hill,
- Financial Management , Dr.V.R.Palanivelu , S.Chand
- Principles of Corporate Finance, Richard A Brealey etal., Tata McGraw Hill.

Course Code : BRM 304	Core/ Elective : Core
Course Title : Production and Operations Management	No. of Credits : 4

Course Objectives

➢ To understand the concepts and principles of Production and Operations
➢ To appreciate the importance of quality in Production Management
➢ To apply the productivity improvement techniques

Learning Outcomes: Students will be able to

- Plan and production process and control the quality
- Understand the process of developing new products
- Understand the productivity techniques and improve the productivity

UNIT I

Transformation process model: Inputs, Process and outputs; Classification of operations; Responsibilities of Operations Manager; New Product Development, Selection and Design of Product / Services.

UNIT II

Process types in manufacturing: Project, jobbing, batch, line, mass, continuous; Process types in services: professional services, services shops, mass services; Plant location; Layout planning.

UNIT III

Production Planning & Control: Production planning techniques for various process choices, Techniques of production control, Aggregate planning techniques,

UNIT IV

Quality management: Introduction; Meaning; Quality characteristics of goods and services; Tools and techniques for quality improvement: check sheet, histogram, scatter diagram, cause

and effect diagram, Pareto chart, process diagram, statistical process control chart; Quality assurance; Total quality management (TQM) model; Service quality, concept of Six Sigma and its application.

UNIT V

Productivity Improvement Techniques: Work study; Method study; Work measurement: time study: stop watch time study; Work sampling. Maintenance: maintenance policies for facilities and equipment; Time of failure; Preventive versus breakdown maintenance; Procedure for maintenance, total productive maintenance (TPM)

Textbooks

Adam Jr Everetl E. R J, Production and Operations Management , Prentice-Hall, 1992, 2000 5th ed.
Chary, Production and Operations Management, Tata McGraw-Hill, 1997 9th ed.

REFERENCES

Hill T, Operations Management , Palgrave, 2000
Haleem A, Production and Operations Management ,Galgotia Publication, 2004
Shanker Ravi, Industrial Engineering, Galgotia Publication.
Kanishka Bedi, Production & Operations Management, Oxford University Press

Course Code : BRM 305	Core/ Elective	: Core
Course Title : Web Technologies	No. of Credits	: 4

Course Objectives

➢ Design and development of web-pages and web-applications
➢ To provide skills to design interactive and dynamic web sites

Learning Outcome
• Students will acquire the knowledge regarding web technologies of development tools

Unit I

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

Unit II

Cascading Style Sheets: Benefits of CSS, syntax, External Style Sheets, Multiple Style Sheets, Value lengths and Percentages, Selectors, properties and values in styles, Color Background, Text fonts, Box Model, formatting blocks of information, layers.

Unit III

Introduction to Java Script: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: Components - Comparison with HTML properties - Data validation - opening a new window - messages and confirmations - the status bar - different frames - DHTML Events - rollover buttons - moving images.

Unit V

XML: Defining data for web applications - Basic XML - Document Type – Definition (DTDs) - Creating and Viewing XML Documents -Transforming XML Documents - XML Document Syntax - Validating XML Documents with DTDs - XML Namespaces - document object model - Web Services

Textbooks

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

References

Web Technologies Black Book - Dreamtech Press

Uttam Kumar Roy, Web Technologies from Oxford University Press

Course Code : BRM 306	Core/ Elective : Core
Course Title : Internship Report & Presentation	No. of Credits : 4

Project Objective:

To enable the student to learn the implementation of the concepts and principles in real time situation.

Project Outcome:

Will have knowledge about the application of concepts and practices in the industry.

About the Project

The students are imparted theoretical inputs through classroom learning. As prospective employees in corporate organizations, the students of BA RMIT are expected to observe and learn the implementation of the concepts and principles in a real time situation. Therefore, the students will have to work for 6 - 8 weeks in an organization under the mentorship of an external guide in the organization and an internal guide from the University.

After returning from the Internship in the organization, during the subsequent semester, the students, under the supervision of internal guide of the University are expected to compile their learning experiences into a report. They are expected to prepare a report and submit to the University as an Internship Report.

Evaluation Pattern

Internship Report is a 4 Credit course and is evaluated for 100 marks which is divided into two parts i.e.., Report and presentation. Report carries 50 Marks presentationion carries 50 marks.

Course Code : BRM 401	**Core/ Elective** : Core
Course Title : Business Laws	**No. of Credits** : 4

Course Objectives

➢ To improve legal literacy among students

➢ To familiarize the students with the legal scenario of doing business in India.

Learning Outcome

• Will be able to observe the laws and regulations governing the business world

Unit II

Meaning and Scope of Business Law, Law of Contract -1872 (Part-I)**:**Nature of Contract and essential elements of a valid Contract, Offer and Acceptance. Law of Contract– 1872 (part-II): Consideration, Capacity to Contract and free consent, Legality of the object.

Unit II

Basics of Labor laws - Law relating to contract labor - Minimum wages Act - Payment of Wages Act - Maternity Benefit Act- Remedies for Breach of Contract - Sale of Goods Act-Contact of Sale of Goods- Essentials of a Contract of Sale - Conditions and Warranties, Rights &Liabilities of a Buyer & Seller, Rights of an Unpaid Seller.

Unit III

Intellectual Property Laws - Meaning and scope of intellectual properties – Patent Act of 1970 and its amendments as per WTO agreement - The Copy Rights Act, Meaning – Its uses and rights - The Trade Marks Act, its meaning, registration, procedures – infringement – Authorities concerned –Remedies.

Unit IV

Competition Laws - Concept of Competition, Development of Competition Law, overview of MRTP Act 2002, Anticompetitive Agreements - Competition Law 2003: Meaning and scope, salient features, offences and penalties under the Act –

Consumer Protection laws - Consumer Protection Act 1986– definitions - consumer dispute - Complaint Procedure - defect, deficiency, and service, Remedies - Consumer Protection Council, Consumer Redress Agencies - District Forum, State Commission and National Commission.

Unit V

Cyber Laws - Information Technology Act, 2000: Objectives - definitions and salient features - provisions pertaining to piracy and related offences and personalities - Digital signature e- governance, penalties and adjudication - cyber regulations appellate - duties of subscribers - Right to Information Act, 2005 - GST Act 2017.

Textbook

Gulshan, S.S. (2014). *Business & Corporate Law*, Excel Books, New Delhi

Tulsian, P. C. (2011). *Business and Corporate Laws*. S. Chand Publishing.

References

Anson, W. R. (2009). Law of contract (29th edition), Oxford University Press, Oxford, New Delhi.
Avtar, S. (2011). Principles of Mercantile Law (9th Edition), Eastern Book Company, New Delhi.
Kapoor, N.D (2012.). *Elements of Mercantile Law*, Sultan Chand & Sons, New Delhi.

Course Code : BRM 402	Core/ Elective : Core
Course Title : Business Strategy and Entrepreneurship	No. of Credits : 4

Course Objectives
- ➢ To appreciate the scope for entrepreneurship
- ➢ To enable the students to initiate start-ups

Learning Outcome
- • Students can understand the dynamics of strategy formulation and implementation

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.

Unit II
Role of Entrepreneurship in Economic Development – Entrepreneurial Competencies – Functions of Entrepreneurship – Types of Entrepreneurs- Mergers and Acquisitions – Diversification – Strategic Intent and Fit.

Unit III
Entrepreneurship Theories & Approaches – Entrepreneurial Motivation – Entrepreneurial Climate –Preparing a Business Plan- Meaning and Objectives of a Business Plan- Advantages and cost of preparing a Business Plan- Elements and Critical Assessment.

Unit IV
Entrepreneurship – Opportunity Identification – Business Plan - Feasibility Report – Funding options - Organizational Framework for Promotion and Development – Startups- MSME and Respective State Entrepreneurship Training

Unit V
Creativity and Innovation – Roadblocks to Creativity – Promotion of Start-ups – Problems faced by Small Scale Entrepreneurs- Barriers to Entrepreneurship- Role of Creativity and Innovation in Entrepreneurship.

Text Books

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

References

John A. Pearce II & Richard B. Robinson Jr. (1991) Strategic Management, 3rd Ed, AITBS, New Delhi.

Michael E. Porter (1985), Competitive Advantage, Free Press, New York.

Miller. A & Dess. G.G (1996), Strategic Management, 2nd Ed., McGraw Hill, New York.

Peter F. Drucker (1985), Innovation & Entrepreneurship, Harper & Row, New York.

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.

Course Code : BRM 403	Core/ Elective : Core
Course Title : Managerial Economics	No. of Credits : 4

Course Objectives

- ➢ This course is designed to help undergraduate students to introduce the economic concepts; and

- ➢ 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.

Learning Outcome

- • Students will able to understand the economic aspects in Retail industry

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

Thomas, C.R., Charles, S.M and Sarkar, S. Managerial Economics. Ninth Edition,

Varshney, R and Maheshwari, K.L. Managerial Economics. Sultan Chand and Sons Publications. ISBN 978-81-8054-914-4

References

Samuelson, W. F., Marks, S. G., & Zagorsky, J. L. (2021). *Managerial economics*. John Wiley & Sons.

William, F. S., & Stephen, G. M. (2021). *MANAGERIAL ECONOMICS*. John Wiley.

Course Code : BRM 404	Core/ Elective : Core
Course Title : International Business	No. of Credits : 4

Course Objectives

➢ To introduce the students to international markets, international marketing and the management of international business.
➢ To educate the rapid expansion of international business during the past decades.
➢ To inform the growth of international trade and its consistent growth in industrial output.

Learning Outcome
- Understand the manifestations of international markets
- Analyse the various aspects in international marketing
- Apply the management functions of international marketing
- Construct and compare the strategy issues and choices available for managers in international marketing

Unit I
Introduction To International Business - Meaning and Definition of International Business – Theories of International Trade – Economic Theories – Forms of International Business – Nature of International Business

Unit II
Mode of Entry – Exporting – Licensing – Franchising – Contract Manufacturing – Turn Key Projects – Foreign Direct Investment – Mergers, Acquisitions and Joint Ventures – Comparison of different modes of Entry.

Unit III
Globalization: Meaning – Features – Stages – Production – Investment and Technology, Globalization – Advantages and Disadvantages – Methods and Essential Conditions for Globalization. MNC's and International Business: Definitions – Distinction between Indian Companies – MNC – Global Companies and TNC – Organizational Transformations – Merits and Demerits of MNCs in India
Unit IV
International Marketing And Financial Aspects - Information required – Source of Information – International Marketing Information System and Marketing Research - Basics of Global HRM - Basics of International Financial Management - Basics of International Accounting - Ethics and Global Business

Unit V
EXIM Trade - Export Trade, Procedure, Steps & Documentation, Direction of India's Trade – Export Financing – Documents related to Export Trade – Export Marketing – Import Trade, Procedure, Steps, Documentations and Problems – EXIM Policy – Balance of Payment – Disequilibrium and Measures for Rectification – Institutions connected with EXIM Trade.

Text Books

Rao, P. S. (2008). *International business*. Himalaya Publishing House.
Rao, S. (2021). *International Business Environment*. Himalaya Publishing House.
Cherunilam, F. (2020). *International business*. PHI Learning Pvt. Ltd.

References
Shenkar, O., & Luo, Y. (2008). *International business*. Sage.
Cavusgil, S. T., Knight, G., Riesenberger, J. R., Rammal, H. G., & Rose, E. L. (2014). *International business*. Pearson Australia.

Course Code : BRM 405	Core/ Elective : Core
Course Title : Database Management Systems	No. of Credits : 4

Course Objectives

➢ 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.

Learning Outcome

• Students can able to solve several DBMS related organisational issues

Unit I

Introduction: Characteristics of database approach-Advantages of using DBMS approach - Data models, schemas and instances- Three schema architecture - Database languages and interfaces- The database system environment- Centralized and client-server architectures.

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 designand design issues.

Unit III

Relational Model and Relational Algebra: Relational model constraints and database schemas-Update operations- Unary and binary relational operations- Relational algebra operations from set theory- Relational database design using ER to relational mapping.

Unit IV

SQL: Data definition and data types- Specifying basic constraints in SQL- Schema change statements in SQL- Queries in SQL- More complex Queries-Views in SQL- Database programming issues - Embedded SQL, Dynamic SQL; Database stored procedures.

Unit V

Database Design – 1: Informal design guidelines for relation schemas - Normal forms based on primary keys- Second and Third normal forms- Boyce-Codd normal form- Properties of relational decompositions-Fourth normal form- Fifth normal form.

Textbooks

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

References

C.J. Date, A. Kannan, S. Swamynatham: An Introduction to Database Systems, 8th Edition, Pearson Education, 2006, ISBN 10: 8177585568 / ISBN 13: 9788177585568

Raghu Ramakrishnan and Johannes Gehrke: Database Management Systems, 3rd Edition, McGraw-Hill, 2014, ISBN-10: 9339213114, ISBN-13: 978-9339213114

Silberschatz, Korth and Sudharshan: Data base System Concepts, 7th Edition, Mc-Graw Hill, 2019, ISBN 9780078022159

Course Code	: BRM 407	Core/ Elective	: Open Elective
Course Title	:	No. of Credits	: 4

Courses will be chosen from either B.A Political Science or B. Sc Economics for giving the student Multidisciplinary approach.

Course Code	: BRM 407	Core/ Elective	: Open Elective
Course Title	:	No. of Credits	: 4

Course Code : BRM 501	Core/ Elective : Core
Course Title : Data Mining and Data Warehousing	No. of Credits : 4

Course Objectives

➢ To understand the concepts of Data Mining and Data Warehousing
➢ To gain knowledge about Data pre-processing, applying mining techniques

Learning Outcome

• Students can 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 - 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-Major tasks in data pre-processing – Data cleaning- Data integration - Data value conflict detection and resolution -Data reduction-Data transformation - Data discretization, Concept hierarchy for nominal data.

Unit III

Data Warehousing and Online Analytical Processing: 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: Frequent itemset mining methods-Pattern evaluation methods - Applications of pattern mining - Classification: Decision tree induction- Bayes classification methods, Rule-based classification.

Unit V

Cluster Analysis: Cluster analysis requirements- clustering methods- Evaluation of clustering - Outlier analysis- Data Mining Trends: Mining complex data types- Other methodologies of data mining- Data mining applications and Data mining Trends.

Text Books

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

References

Charu C. Aggarwal**,** Data Mining: The Textbook, Springer, 2015, ISBN 978-3-319-14141-1

PaulrajPonnaiah, Data Warehousing Fundamentals, Wiley Publishers, Reprint 2011

Roiger, Michael W. Geatz, Data Mining , A Tutorial-Based Primer, Pearson Education

Course Code : BRM 502	Core/ Elective	: Core
Course Title : Fundamentals of Retail Management and Retail Services	No. of Credits	: 4

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

Learning Outcome
• Students are equipped with the knowledge of basics of Retail industry and its services

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
Financial Strategy and Merchandise Management: Strategic Profit Model - Setting and Measuring Performance - Opportunities and Retail Strategy - Forecasting Sales - Developing an Assortment Plan - Inventory Levels - Setting Product Availability Levels - Establishing Control System for Managing Inventory - Allocating Merchandise - Analysing Merchandise Management.

Unit III
Retail Pricing and Retail Communication Mix: Pricing Strategies – considerations in setting retail prices – pricing techniques for increasing sales and profits – using communication programs to develop and build customer loyalty – methods of communicating with customers – planning the retail communication program – The Indian Retailscape.

Unit IV
Retail Services: Understanding Customer Service, meaning and scope of retail services - Characteristics and Classification – Approaches - Various Customer Service that a retailer can offer - Retail Service Mix -Importance of service in retail, Reasons for the growth of retail service sector; recent trends in services sector in the Indian economy.

Unit V
Service Quality Management: (GAP model, SERVQUAL); Total Quality Services Marketing - Services failures and recovery strategies. Emerging trends in Retail Business - Emerging opportunities.

Textbooks

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

References

Integrated Retail Management, Ogden J.R. and Ogden D. T., Biztantra.

Managing Retailing by Kumar S.P. and Prasad U.D. (2007), Oxford University Press.

Retailing Management: Text and Cases by Swapna Pradhan, Tata McGraw hill Education

Course Code : BRM 503	Core/ Elective : Core
Course Title : Retail Store Operations	No. of Credits : 5

Course Objectives

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

Learning outcome

- • Will be able to apply the concepts of retail store operations in the organisations

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 - 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 - 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

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

References

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

Course Code : BRM 504	Core/ Elective : Core
Course Title : Store Keeping and Warehousing	No. of Credits : 5

Course Objectives

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

Learning Outcome

- • Students get the knowledge of retail business storekeeping and warehousing

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

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.

Textbooks

Purchasing and storekeeping: Sneha S. Dharpawar, Jaiswal oni Balbhadra, Himalaya Publishing House, First Edition (2017) ISBN:978-93-5273-016-2

Sales and Distribution Management: Tapan Panda and Sunil Sahadev, Oxford Higher education. ISBN: 0195673905

References

Retailing Management: 8e Michael Levy, Weitz, Ajay Pandit, McGraw Hill Education. ISBN:9352603168

Retail Management: A strategic Approach: Fifth Edition Barry Berman, Evans Chatterjee, Srivastava, Pearson Publications.ISBN:9386873273S

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

| Course Code : BRM 505 | Core/ Elective : Core |
| Course Title   : Summer Training Project | No. of Credits   : 4 |

Course Objectives:

➢ The purpose of writing project report is to communicate the findings of the project study undertaken on a particular topic by a student in business organization in a systematic way, in partial fulfillment of BBA program. It is a time-bound and independent study guided by a faculty member.

   1. To enable students to identify the thrust area of research.
   2. To conduct the literature survey and problem identification and articulate the research gap.
   3. Develop research proposal and design for a study.
   4. To collect and analyze the data and summarize the findings.
   5. To develop a research report.

Learning Outcomes:

• At the end of the project work students will be able to
   1. Identify the thrust are of research.
   2. To conduct the literature survey and problem identification and articulate the research gap.
   3. Develop research proposal and design for a study.
   4. Analyze the data applying statistical tools and summarize the findings.
   5. To develop a research report.

Information about the Project

The students are imparted theoretical inputs through classroom learning. As prospective employees in the corporate organizations the students of B.A. (RMIT) are expected to observe and learn the implementation of the concepts and principles in a real time situation. Therefore, the students are expected to work for 6-8 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, under the supervision internal guide of 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.

Evaluation Pattern

Summer Training Project is a 4 Credit course and evaluated for 100 marks which are divided into three parts i.e.., Project Report, presentation and Viva-Voce. Project report carries 50 Marks, presentation carries 25 marks and Viva-Voce carries 25 Marks.

Course Code : BRM 601	**Core/ Elective** : Core
Course Title : International Retailing	**No. of Credits** : 5

Course Objectives

➢ 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.
➢ To explain channels of international retailing.

Learning Outcome

• Will be familiarized with various concepts of 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 - Marketing planning for differing international and regional requirements - Retail Operations – Non-Domestic Market

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

Textbooks

Nicolas Alexander, International Retailing, Blackwell Business Publishers Ltd.

Spence, A. Michael and Hazard Heather A., ed., International Competitiveness, Ballinger Publishing Company, Cambridge.

References

Abbas J Ali, Globalization of Business Practice and Theory, Jaico Publishing House.

Arthur A Thompson, AJ Strickland, John E Gamble & Arun K Jain, Crafting and Executing Strategy – Concepts and Cases, Tata McGraw hill Publishing Company.

Arun Chandra, Pradep Rau, & John K, Ryans India Business: Finding Opportunities In This Big Emerging Market, Paramount Market Publishing

Course Code : BRM 604	Core/ Elective : Core
Course Title : Experiential Learning Project	No. of Credits : 6

Project Objectives

➢ To make the student understand and realize the general problem that occurs around him/her.
➢ Enable the student to identify the solutions for the problems identified.

Learning Outcome:
- Students will be able to identify the day-to-day problems that occur in society.
- They will be able to use their knowledge to find solutions for the problems.
- They will become better managers by solving real time problems.

Students have to choose an area of interest either a government organization, corporate company, SMEs, cooperatives or even a small locality and identify a real time problem and find solution to that problem.

A report and presentation have to be made by the student which will be guided by the faculty supervisor.

Evaluation Pattern
Experiential Learning Projects is a 6 Credit course and is evaluated for 100 marks which is

divided into three parts i.e.., Project Report, presentation and Viva-Voce. Project report carries

50 Marks, Presentation carries 25 marks and Viva-Voce carries 50 Marks.

Course Code	: BRM 611	Core/ Elective	: Elective I
Course Title	: Supply Chain Management	No. of Credits	: 4

Course Objectives

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

Learning Outcome

- • Students can apply the learned outcomes all supply chain concepts and make or buy decisions in retail organisations

Unit I
Development of SCM concepts and Definitions – key decision areas – strategic. Supply Chain Management and Key components, External Drivers of Change. Dimensions of Logistics – The Macro perspective and the macro dimension – Logistic system analysis.

Unit II
Sourcing strategy - Manufacturing management – make or buy decision – capacity management – Materials Management – choice of sources – procurement planning-– supply chain drivers

Unit III
 Distribution strategy- Choice of Market – network design – warehouse designed operation and distribution planning – transportation – packaging- achieving strategic fit- Designing the distribution network

Unit IV
Inventory Strategy- Demand forecasting – inventory planning – planning of stocking facilities – warehouse location allocation - Warehouse design and operations – inventory norms- Bullwhip Effect.

Unit V
Channels of Distribution – Customer Service Strategy: Identification of Service needs, cost of services – revenue Management- Transportation Networks And Sourcing- Role Of Transportation – Modes

Text Books
Hugos, Michael H, Essentials Of Supply Chain Management - Wiley 2018

References

Sunil Chopra and Peter Mendel, Supply Chain Management– Strategy, Planning and Operations, PHI, 4th Edition, 2010.

Wisner, Keong Leong and Keah-Choon Tan, Principles of Supply Chain Management: A Balanced Approach, Thomson Press, 2005.

| Course Code : BRM 612 | Core/ Elective : Elective I |
| Course Title : Fashion and Food Retailing | No. of Credits : 4 |

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

Learning Outcome
- • Provides concepts related to fashion/retail industry oriented retail professionals specialized in the areas of retail buying and merchandising

Unit I
Fashion Retail- Introduction- Types of stores and location - Departmental, Speciality and Chain stores - Channels of distribution – Designer shops, outlet- Discount retailing- Elements of retail mix - 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
Fashion Marketing, Mike Easey 1995, oxford University press
Food Retail Management, Samarendra Mahapatra, Kalyani Publisher.

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

Course Code : BRM 613	Core/ Elective : Elective I
Course Title : E-Retailing	No. of Credits : 4

Course Objective

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

Learning Outcome

• Will be able to apply the concepts in real-time situation

Unit-I
Introduction: The concepts of E-Commerce, E-Business and E-Marketing, Evolution of E-Commerce, E-Commerce Vs Traditional Commerce - Network infrastructure for E-Commerce, Internet, Extranet: Prospects in India.

Unit-II
E-Commerce applications: Consumer Applications, Organisation Applications, Procurement - Online Marketing and Advertisement, Online Interactive Retailing, E-Commerce - Business Models: B2B, B2C, C2C, B2 Government, Government to Government, E-Business, Storefronts, Infomediary.

Unit-III
E-Marketing: Information based marketing, E-Marketing Mix - Cost, Connectivity, Convenience, Customer, interface, Speed of delivery. Internet as an advertising media. Web retailing, Characteristics of web users, Role of the web, store-based retailer, Process of website development. E-Retailing/reverse Marketing.

Unit-IV
E-Security: E Security Issues - Hacking, Spoofing and viruses: Network Security and Transaction Security, Cryptology, Digital Signatures, Security protocols for web commerce, Cyber laws - IT Act, 2000.

Unit-V
Electronic Payment Systems: Introduction to payment systems, On-line payment systems-Prepaid E - payment systems, Post - paid E-payment systems, E-Cash or Digital Cash, E-Cheques, Credit cards. Smart cards, Debit cards.

Text books

Chaffey Dave, "E-Business and E- commerce Management", Pearson Edu.
Laudon & Traver, "E-commerce", Pearson Edu.

References

Amit B. and Steve M. (2007), "How to Plan E-Business Initiatives in Established Companies", Vol. 49,

Aranda-M., G. and Stewart, P. (2005), "E-Business Adoption in construction international literature review",

Kalakotar & Whinston, "Frontiers of Electronic Commerce", Pearson Edu.

Course Code : BRM 614	Core/ Elective : Elective I
Course Title : Visual Merchandising	**No. of Credits** : 4

Course Objectives

- ➢ To create awareness on technical aspects of Visual Merchandising.
- ➢ To familiarize the student on concepts of store management.
- ➢ To create awareness on challenges in Visual Merchandising.

Learning Outcome

- • Familiarizing the students with concepts of visual management.

Unit I
Introduction to Visual Merchandising (VM): 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: 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: 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: 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: Visual Merchandising at Different Stores, Apparel store, Furniture store, Gift store, Future Prospects of Visual Merchandising

Textbooks

Dravid Gilbert, Retail Marketing Management, Prentice Hall - Pearson Education

Swati Bhalla and Anurag S (2010). Visual Merchandising. Tata McGraw Hill.

References

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

Course Code : BRM 615	Core/ Elective : Elective I
Course Title : Mall Management	No. of Credits : 4

Course Objectives

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

Learning Outcome

• Students can learn awareness of concepts of mall management

Unit I
Introduction: Concept of shopping mall - Growth of malls in India- Mall positioning strategies - Strategic planning for malls- Mall space supply demand – Leasing – Marketing Management services

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 - Planning framework - Loading ducks - Community enhancement.

Textbooks

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

Mall Management JNU 2013.

References

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

Backstrom, K. (2006), 'Understanding recreational shopping', International Review of Retail Distribution and Consumer Research, 16(2), pp. 143–158

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

Evers, D. (2002), 'The rise (and fall) of national retail planning', Tijdschriftvoor Economischeen Sociale Geografie, Vol. 93, No. 1, pp. 107–113

Miranda, M.; Konya, L. and Havira, I. (2005), 'Shopper's satisfaction levels are not only the key to store loyalty', Marketing ng Intelligence and Planning, 23(2), pp. 220–232

Course Objectives

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

Learning Outcome

- • Students will be enabled to get the concepts of B2B marketing and sales

Unit I
Development and role of selling in marketing - 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 - 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 - Implementing the marketing concept - The relationship between sales and marketing.

Unit III
Introduction to B2B Marketing - 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 and institutional customers.

Unit IV
Pricing in B2B marketing - 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

Unit V
E-commerce for B2B marketing channels - 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

David Jobber and Geoffrey Lancaster Selling and Sales Management 8th edition ISBN: 978-0-273-72065-2 Perason publications

Ellis, N. (2011) Business-to-Business Marketing: Relationships, Networks & Strategies, Oxford University Press, ISBN 978-0-19-955168-2

References

Michael D. Hutt, Dheeraj Sharma, Thomas W. Speh B2B Marketing: A South Asian Perspective Cengage 2014, 11th ed.

Sharad Sarin Business Marketing: Concepts and Cases McGraw Hill 2013, 1st ed.

Elective - II

Course Code : BRM 621	Core/ Elective : Elective II
Course Title : Basics of Cloud Computing	No. of Credits : 4

Course Objectives

- ➤ To provide students with the fundamentals and essentials of Cloud Computing.
- ➤ 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.

Learning Outcome

- • Students will 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 - Historical developments- Building cloud computing environments - Application development - Infrastructure and system development - Computing platforms.

Unit II
Cloud Computing Architecture and economics:The cloud reference model - Types of clouds - Economics of the cloud. Cloud infrastructure - private clouds - Software productivity in the cloud -Open challenges.

Unit III
Virtualization: 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 – Big Table-Hbase- Dynamo- Cloud data stores: Datastore and Simple DB- MAPREDUCE and extensions-Parallel computing- MAPREDUCE model- Relational operations using MAPREDUCE.

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

Gautam Shroff, "Enterprise Cloud Computing: Technology, Architecture, Applications" by Cambridge University Press, 2010

Rajkumar Buyya, Christian Vecchiola and S. Thamarai Selvi, "Mastering Cloud Computing" - Foundations and Applications Programming, MK publications, 2013.

References

Antonopoulos, N., & Gillam, L. (2010). *Cloud computing*. London: Springer.

| Course Code | : BRM 622 | Core/ Elective | : Elective II |
| Course Title | : Basics of Android | No. of Credits | : 4 |

Course Objectives

- ➢ To learn the basics of Android Programming.
- ➢ To use Android Software Development tools
- ➢ To develop simple Android applications.

Learning Outcome

- Enabling students to develop software tool and simple android applications

Unit I

What is Android, Android Tools, Your First Android Application, Anatomy of Android Application, setting up Android Development Environment, Android development Framework -Android-SDK, Eclipse, Workspaces, Eclipse Perspective, Re-factoring.

Unit II

Emulators, Creating & setting up custom Android emulator, Android Project Framework, My First Android Application, Creating Snapshot, SD Card Emulation, Sending SMS Messages to the Emulator, Transferring Files into and out of the Emulator, Resetting the Emulator

Unit III

Understanding Intent, Activity, Activity Lifecycle and Manifest, Creating Application and new Activities, Expressions and Flow control, Android Manifest, Fragments, Calling Build-In Application using Internet, Notifications

Unit IV

Android User Interface: Introducing Layouts, Creating new Layouts, Drawable Resources, Resolution and density independence, Understanding the Components of a Screen, Adapting to Display Orientation, Managing Changes to Screen Orientation, Utilizing the Action Bar, Listening for UI Notifications.

Unit V

Basic Views, Picker Views, List View, Specialized Fragment, Gallery and Image View, Image Switcher, Grid View, Custom Vs. System Menus, Creating and Using Handset menu Button (Hardware), Android Themes, Dialog, Alter Dialog, Toast in Android, List & Adapters Manifest.xml File Update, Options Menu, Context Menu, Clock View, Web view.

Text Books

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

References

Android Design Patterns: Interaction design solutions for developers by Greg Nudelman Wiley 2013

Android Recipes: A Problem-Solution Approach By: Dave Smith & Jeff Friesen, 2nd Edition, Apress 2012.

Android User Interface Design: Turning Ideas and Sketches into Beautifully Designed Apps By: Ian G. Clifton, Addison-Wesley Professional 2013.

Hello, Android: Introducing Google's Mobile Development Platform (Pragmatic Programmers) By: Ed Burnette 3rd Edition, O′Reilly 2010

Course Code : BRM 623	**Core/ Elective** : Elective II
Course Title : Internet of Things	**No. of Credits** : 4

Course Objectives

- ➢ To understand the fundamentals of Internet of Things
- ➢ To learn about the basics of IOT protocols
- ➢ To understand the application areas of IOT
- ➢ To apply the concept of Internet of Things in the real world scenario.

Learning Outcome

- • Students can 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, IoT Protocols, IoT Levels & Deployment Templates, Communication models & APIs

Unit II

IoT & M2M - M2M Value Chains, IoT Value Chains, An emerging industrial structure for IoT, The international driven, global value chain and global information monopolies. Building architecture, Main design, principles and needed capabilities, An IoT architecture outline, standards considerations.

Unit III

Challenges in IoT - Design challenges, Development challenges, Security challenges, Challenges in terms of Scalability, Security and Privacy - Energy efficiency, Healthcare, Supply chain, Education and Training and other challenges.

Unit IV

Domain specific applications of IoT **-** Home automation, Industry applications, Surveillance applications, Other IoT applications - Smart Objects, Smart Applications, Four Aspects in your Business to Master IoT, Value, Creation from Big Data and Serialization, IoT for Retailing Industry, IoT For Oil and Gas, Industry, Opinions on IoT Application and Value for Industry, Home Management, eHealth.

Unit V

Developing IoTs - Implementing IoT concepts with python - Implementing different IoT tools - Developing applications through IoT tools

Text Books

Vijay Madisetti, Arshdeep Bahga, "Internet of Things: A Hands-On Approach"

References

The Internet of Things" by Samuel Greengard

Course Code : BRM 624	Core/ Elective : Elective II
Course Title : Fundamentals of Multimedia	No. of Credits : 4

Course Objectives

➢ To understand various digital audio, video standard formats and technologies
➢ To understand how to use text-related element in multimedia design
➢ To Understand the future trends and developments in the field of multimedia

Learning Outcome

• Students can 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 – Bitmap-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 Web 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

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

References

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

| **Course Code :** BRM 625 | **Core/ Elective** : Elective II |
| **Course Title :** Principles of Animation | **No. of Credits** : 4 |

Course Objectives
- ➢ To impart knowledge about the basics and principles of animation.
- ➢ To familiarize the students with various techniques of animation

Learning outcome
- • Students will analyze and develop the skills of observation with minute details, create gesture drawing etc.

Unit I
Animation Introduction- 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 - Master background- Concept piece- Character drawing -Story board.

Text Books

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

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

Course Code : BRM 626	Core/ Elective : Elective II
Course Title : Management of Information System (MIS)	No. of Credits : 4

Course Objective
- ➢ 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.

Learning Outcome
- The subject will be helpful in improving IT business decision making

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- Prototyping- Spiral method- End-user development- Use of flow charts- Logical and physical design- Evaluation of information systems.

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- E-commerce applications and issues- B2B- B2C- C2C- E-commerce security issues- Ethical issues-Supporting decision making- Decision support in business.

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

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

SUMMER INTERNSHIP/ EXPERIENTIAL LEARNING REPORT STRUCTURE

CHAPTER 1

A) Introduction to the topic:

The Introduction chapter should broadly cover the following topics

  i.   Introduction to the functional area and the relationship between of one functional area to other functional areas of management.
  b)   Importance of the topic from macro and micro perspective and title chosen for study.
  c)   Study of the organization with reference to the topic. (if Necessary)

B) Literature review

The literature review is a body of text that aims to review the critical points of current knowledge on a particular topic. Literature reviews are secondary sources, and as such, do not report any new or original experimental work. Literature review seeks to describe, summarize, evaluate, clarify and/or integrate the content of primary reports". **Students are required to review at least 10 latest articles from refereed journals on their topics for the research work and write the gist of these articles in 100 words about each article in their own words.**

C) Industry Profile:

The Industry and Company Profile chapter should broadly cover the following topics

  a.   Introduction to Industry/area of business
  b.   Total size/annual turn-over of the industry

Key players in the industry & their market share. [Amount of turn over]. Annual Industry Growth Rate, Government policies/regulations influencing the industry (with reference to foreign competition or FDI limit).

D) Company profile:

  a.   A brief history of the company/business group.
  b.   Year of establishment. initial investment, founders' profile, place(s) of business, nature of initial business(es) of the group, & past business performance
  c.   Present position of the company/business group in terms of total investment, type/nature of businesses, total turnover, total number of employees, product profile, competitor profile, rate of growth of investment, sales, profits, clients or customers, present product/segment wise market share of the company, subsidiary companies [if any] under the same management, collaboration/joint ventures [if any],performance of its stocks for the past few years, export earnings [if exporting], and certifications/achievements/awards won[if any] and SWOT analysis.

CHAPTER 2

Research Design:

The research design chapter must contain the information under the following headings;

1. Title/Statement of the problem
2. Objectives of the study
3. Scope of the study
4. Hypothesis (If there is)
5. Population and sampling techniques
6. Data collection methods
7. Statistical tools for analysis
8. Limitations of the study

CHAPTER 3

Analysis and Interpretation

The data collected is to be analyzed using relevant statistical tools followed by suitable interpretation**.**

CHAPTER 4

Summary of Findings

The salient findings of the research study along with suitable suggestions need to be given

CHAPTER 5

Recommendations and Conclusion

ANNEXURE [NO CHAPTERIZATION]
Questionnaire
Any relevant documents / brochures could be attached

BIBLIOGRAPHY [NO CHAPTERIZATION]

All sources of reference such as journal articles, books, websites etc. to be given in compliance with APA format only.

Text Books and Reference Books

Reports

Websites