CENTRAL UNIVERSITY OF ANDHRA PRADESH

ANANTAPURAMU

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

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(Education Gives Humility)

B Voc Retail Management and IT

2021-22

Structure and Syllabus
(With effect from 2021-22 Batch)

CONTENTS

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

BVoc in 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 (5) DSC 2 (5) DSC 3 (5) DSC 4 (5)	EL by MOOC-1 (2)	Communication Skills – I (5)	Computer Skills (3)	Value based/Add-on Course			Comp. Lab (2)	32
II	DSC 5 (5) DSC 6 (5) DSC 7 (5)	EL by MOOC-2 (3)	Communication Skills -II (5)	Python Programming (3)	Value based/Add-on Course	Internship During Intervening summer between II and III semesters		Comp. Lab (2)	28
III	DSC 8 (5) DSC 9 (5) DSC 10 (5)	EL by MOOC-3 (2)	Basic Statistics (5)	Accounting and Financial Management (5) Web Technologies (3)	Value based/Add-on Course			Comp. Lab (2)	32

IV	DSC 12 (5) DSC 13 (5) DSC 14 (5)	EL by MOOC-4 (3)	Research Methodology (4)	Database Management Systems (3)	Value based/Add-on Course			Comp. Lab (2) Comp. Lab (1)	28
V	DSC 16 (5) DSC 17 (5) DSC 18 (5)	EL by MOOC- 5 (5)	Legal and Regulatory Framework in Retail (5)	Data Mining and Warehousing (3)	Value based/Add-on Course		Summer Training Project (5)	Comp. Lab (2)	30
VI	DSC 19 (5) DSC 20 (5) DSC 21 (5)	DSE 1 (5) DSE 2 (5)		Basics of Cloud Computing (3)				Comp. Lab (2)	30
Total	95	25	20	23			5	12	180
Percent of total credits	52.77	13.89	11.11	12.78			2.78	6.67	

Total Credits= 180

Alignment with CBCS

The BVoc Retail Management and IT (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 BVoc 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 BVoc Retail Management and IT programme. A student of BVoc 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, one in each Semester I, II, III, IV & V.

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

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 BVoc Retail Management and IT offers MOOC courses in the I, II, III, IV & V semesters.

UGC GUIDELINES FOR B.Voc.

Guidelines for Bachelor of Vocation (BVoc) Programme under the National Skills Qualifications Framework (NSQF)

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 Vocation (B. Voc.) Degree, the university has decided to introduce the skill education-based degree programme leading to the award of the BVoc degree.

As per the UGC scheme and in coherence with the NSQF framework 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 BVoc degree at the end of the 6 semesters programme as the case may be. It is expected that the B. Voc. programme would enable its products making a meaningful participation the economic activities of the country through adequate employment and entrepreneurship.

Eligibility Criteria

a) To be eligible for admission to a bachelor's vocational degree programme of study, a candidate must have secured a minimum of 45% of the aggregate marks in class +2 level of a recognized Board of School Education or an equivalent grade/NSQF certification level, admission to first semester or level 4 of bachelor's vocational degree programme under NSQF can be made as per following categorization unless otherwise prescribed by Advisory Committee of Bachelor of Vocational Degree Programmes

Category-1: Candidates who have already acquired 50 prescribed NSQF certification level in a particular industry sector and opted for admission in the Bachelor of Vocational degree programme under same sector for which he/she was previously certified at school level.
Category-2: students who have acquired requisite NSQF certification Level but may like to change their sector and may enter in BVoc course in a different sector.
Category-3: Students who have passed 10+2 examination with conventional schooling without any background of vocational training.
Category-4: Students who have qualified equivalent examination from polytechnic in the same field may also be considered eligible.

b) Equal weightage, at par with other subjects, would be given to vocational subjects at +2 level while considering candidates for admission.

Duration:

The duration of the B. Voc. 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.Voc 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.

Levels of Awards

The certification levels will lead to Diploma/Advanced Diploma/B. Voc. Degree in one or more vocational areas and will be offered under the aegis of the University. This is out-lined in Table I.

Table – I

Award	Duration	Corresponding NSQF
Diploma	1 Year	5
Advanced Diploma	2 Years	6
B.Voc. Degree	3 Years	7

Credit Distribution & Certification Levels

NSQF Level	Skill Component Credits	General Education Credits	Total Credits For Award	Normal Course Duration	Exit Points / Awards
4	18	12	30	One Semester	Certificate
5	36	24	60	Two Semesters	Diploma
6	72	48	120	Four Semesters	Advanced Diploma
7	108	72	180	Six Semesters	BVoc Degree

Credit Distribution Structure

The B. Voc programme shall have multiple exit/ entry points. Any candidate admitted in such a Course of the university may complete all the six semesters successfully at one go and leave the university with a B. Voc Degree in the relevant skill sector opted by her/him. A student shall however have the option to exit from the course after successfully completing the first year with a certificate in the relevant trade and if the candidate opts to exit after successfully completing the second year of the programme. s/he may do so with an Advanced Diploma in the relevant Trade.

The full six semester Credit Distribution Structure of the course is as under:

Semester	Skill Component Credit	General Component Credit	Total Credits	Cumulative Credits at the end of the semester
Semester I	18	12	30	30
Semester II	18	12	30	60
Semester III	18	12	30	90
Semester IV	18	12	30	120
Semester V	18	12	30	150
Semester VI	18	12	30	180

The curriculum is designed in a manner that at the end of year-1, year-2 and year-3, students are able to meet below mentioned level descriptors for level 5, 6 and 7 of NSQF, respectively:

Level Descriptors under NSQF

Level	Process required	Professional knowledge	Professional Skill	Core Skill	Responsibility
Level 5	Job that requires well developed skill, with clear choice of procedures in familiar context	Knowledge of facts, principles, processes and general concepts, in a field of work or study	A range of cognitive and practical skills required to accomplish tasks and solve problems by selecting and applying basic methods, tools materials and information	Desired mathematical skill, understanding of social, political and some skill of collecting and organizing information, communication.	Responsibility for own work and learning and some responsibility for other's works and learning
Level 6	Demands wide range of specialized technical skill, clarity of knowledge and practice in broad range of activity involving standard / non-standard practices	Factual and theoretical knowledge in broad contexts within a field of work or study	A range of cognitive and practical skills required to generate solutions to specific problems in a field of work or study	Reasonably good in mathematical calculation, understanding of social, political and, reasonably good in data collecting organizing information, and logical communication	Responsibility for own work and learning and full responsibility for other's works and learning
Level 7	Requires a command of wide ranging specialized theoretical and practical skill, involving variable routine and non-routine context	Wide ranging, factual and theoretical knowledge in broad contexts within a field of work or study	Wide range of cognitive and practical skills required to generate solutions to specific problems in a field of work or study	Good logical and mathematical skill understanding of social political and natural environment good in collecting and organizing information, communication and presentation skill	Full responsibility for output of group and development

a) Professional knowledge is what a learner should know and understand with reference to the subject.
b) Professional skills are what a learner should be able to do.
c) Core skills refer to basic skills involving dexterity and use of methods, materials, tools and instruments used to perform the job including IT skills needed for that job.
d) Responsibility aspect determines the (i) nature of working relationship, (ii) level of responsibility for self and others, (iii) managing change and (iv) accountability for actions

BVoc Retail Management and IT

SYLLABUS (w.e.f. Academic Year 2021-22)

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

The programme as per the UGC scheme and in coherence with NSQF framework 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 BVoc Degree at the end of 6 semester programme as the case may be.

Programme Objectives - BVoc 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
• 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.

Total Number of Credits for BVoc RMIT Programme: 180

S.No	Course Code	Course Title	Number of Credits	Contact Hours			
				L	**T**	**S/P**	**Lab**
	Semester – I						
1	BRI 101	Computer Skills	5	45	0	0	30
2	BRI 102	Communication Skills – I	5	30	30	10	--
3	BRI 103	Introduction to Marketing	5	55	10	10	--
4	BRI 104	Principles and Practices of Management	5	55	10	10	--
5	BRI 105	Fundamentals of Retail Management and Retail Services	5	55	10	10	--
6	BRI 106	Merchandising Management	5	55	10	10	--
7		MOOCs	2				--
		Add-on Course					
		Total	**32**				
S.No	Course Code	Course Title	Number of Credits	Contact Hours			
				L	**T**	**S/P**	**Lab**
	Semester – II						
1	BRI 201	Python Programming	5	45	0	0	30
2	BRI 202	Communication Skills-II	5	30	30	10	--
3	BRI 203	HR in Retail Operations	5	55	10	10	--
4	BRI 204	Retail Shopper Behaviour	5	55	10	10	--
5	BRI 205	Managerial Economics	5	55	10	10	--
7	BRI 206	MOOCs	3				--
		Add-on Course					
	Total		**28**				
S.No	Course Code	Course Title	Number of Credits	Contact Hours			
				L	**T**	**S/P**	**Lab**
	Semester – III						
1	BRI 301	Web Technologies	5	45	0	0	30
2	BRI 302	Customer Relationship Management	5	55	10	10	--
3	BRI 303	Basic Statistics	5	55	10	10	--
4	BRI 304	Accounting and Financial Management	5	55	10	10	--
5	BRI 305	Retail Store Operations	5	55	10	10	--
6	BRI 306	E-Commerce	5	55	10	10	--
7		MOOCs	2				--
		Add-on Course					
	Total		**32**				

S.No	Course Code	Course Title	Number of Credits	Contact Hours			
				L	T	S/P	Lab
	Semester – IV						
1	BRI 401	Research Methodology	5	55	10	10	--
2	BRI 402	Store Keeping and Warehousing	5	55	10	10	--
3	BRI 403	Data Base Management Systems	5	45	0	0	30
4	BRI 404	Legal and Regulatory Framework in Retail and IT	5	55	10	10	--
5	BRI 405	Advertising and Sales Promotion	5				--
6	BRI 406	MOOCs	3				--
		Add-on Course					
		Total	28				

S.No	Course Code	Course Title	Number of Credits	Contact Hours			
				L	T	S/P	Lab
	Semester –V						
1	BRI 501	Business Strategy and Entrepreneurship	5	55	10	10	--
2	BRI 502	Data Mining and Warehousing	5	45	0	0	30
3	BRI 503	Supply Chain Management in Retail	5	55	10	10	--
4	BRI 504	Fashion and Food Retailing	5	55	10	10	--
5	BRI 505	Summer Training Project	5	55	10	10	--
6	BRI 506	MOOCs	5				--
		Add-on Course					
		Total	**30**				

S.No	Course Code	Course Title	Number of Credits	Contact Hours			
				L	T	S/P	Lab
	Semester –VI						
1	BRI 601	Retail Selling and Negotiation Skills	5	55	10	10	--
2	BRI 602	International Retailing	5	55	10	10	--
3	BRI 603	Brand and Private Label Management	5	55	10	10	--
4	BRI 604	Fundamentals of Data Science	5	45	0	0	30
5		Elective – 1 (Group – A)	5	55	10	10	--
6		Elective – 2 (Group – B)	5	55	10	10	--
		Total	30				

S.No	Course Code	Course Title	Number of Credits	Contact Hours			
Semester VI GROUP A: Electives							
				L	**T**	**S/P**	**Lab**
1	BRI 611	Digital Marketing	5				--
2	BRI 612	Logistics Management in Retail	5	55	10	10	--
3	BRI 613	Retail Analytics	5	55	10	10	--
4	BRI 614	Mall Management	5	55	10	10	--
5	BRI 615	Rural Retailing and Social Marketing	5	55	10	10	--
6	BRI 616	E-Retailing	5	55	10	10	--
7	BRI 617	Visual Merchandising	5	55	10	10	--
8	BRI 618	Sales Management and B2B Marketing	5	55	10	10	--

S.No	Course Code	Course Title	Number of Credits	Contact Hours			
Semester VI GROUP - B: Electives							
				L	**T**	**S/P**	**Lab**
1	BRI 621	Basics of Cloud Computing	5	45	0	0	30
2	BRI 622	Basics of Android	5	45	0	0	30
3	BRI 623	Internet of Things (IOT)	5	45	0	0	30
4	BRI 624	Fundamentals of Multimedia	5	45	0	0	30
5	BRI 625	Principles of Animation	5	45	0	0	30
6	BRI 626	Enterprise Resource Planning (ERP)	5	45	0	0	30
7	BRI 627	Management Information System	5	45	0	0	30
	TOTAL		**30**				
	TOTAL		**180**				

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	32	32
Semester II	28	60
Semester III	32	92
Semester IV	28	120
Semester V	30	150
Semester VI	30	180

Course Code : BRI 101	Core/ Elective : Core
Course Title : Computer Skills	No. of Credits : 5

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 : **BRI 102**	Core/ Elective : **Core**
Course Title : **Communication Skills - I**	No. of Credits : **5**

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 : **BRI 103** Course Title : **Introduction to Marketing**	Core/ Elective : **Core** No. of Credits : **5**

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	: BRI 104	Core/ Elective	: Core
Course Title	: Principles and Practices of Management	**No. of Credits**	: 5

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 : BRI 105	Core/ Elective : Core
Course Title : Fundamentals of Retail Management and Retail Services	No. of Credits : 5

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 : BRI 106	Core/ Elective : Core
Course Title : Merchandising Management	No. of Credits : 5

Course Objectives

➢ To make students understand the importance of merchandising visualization.

➢ To learn how to improve the efficiency of business by merchandising management

Learning Outcome

• Will be able to understand various aspects of retail merchandising

Unit I

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

Unit II

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

Unit III

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

Unit IV

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

Unit V

Merchandise Sourcing – Concept - Historical Perspective - Stock Management and Distribution - International Sourcing - Merchandise Replenishment – Retail Replenishment – Importance - Direct Store Delivery (DSD

Text Books

Retail Management: A strategic approach by Barry Berman and Joel R. Evans; Tenth Edition Published by Prentice-Hall, Inc. 10th Edition, 2006, ISBN:978-8120330429

Retailing Management by Michael Levy, Barton A Weitz, & Ajay Pandit, Publisher: The McGraw Hill publications, 8th Edition, 2017, ISBN-13:978-1259004742

References

International Business: Text and Cases by Cherunilam F., 2010, PHI Learning Pvt. Ltd.

International Marketing: Text and Cases by Paul J., 2008, Tata McGraw Hill Education.

Course Code	**:** BRI 201	**Core/ Elective**	: Core
Course Title	**:** Python Programming	**No. of Credits**	: 5

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	: BRI 202	Core/ Elective	: Core
Course Title	: Communications Skills - II	No. of Credits	: 5

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 | : BRI 203 | Core/ Elective | : Core |
| Course Title | : HR in Retail Operations | No. of Credits | : 5 |

Course Objectives

➢ To facilitate the students with the knowledge of HR practices of the organizations.

➢ To develop and maintain healthy working relationships among all the employees and to adopt sound, desirable organization structure.

Learning Outcome

• Students can achieve the organizational goals by proper utilization and management of human resources.

Unit I

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

Unit II

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

Unit III

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

Unit IV

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

Unit V

Performance Management - Employee Engagement - Challenges of Human Resource Management in Retail Sector.

Textbooks

Human Resource and Personnel Management by K Aswathappa.

Human Resource in Indian Organizations by R.S Dwivedi.

References

Retailing Management, Michael Levy and Barton Weitz, Mc Graw Hill, Irwin

Retail Management: A strategic Approach by Berman, Bary and Joel

Retail Management by S. L Gupta

Course Code : BRI 204	**Core/ Elective** : Core
Course Title : Retail Shopper Behaviour	**No. of Credits** : 5

Course Objectives

➢ To familiarize the students with the various types of shoppers' behaviour in a retail store.

➢ To create awareness on shoppers' behaviour of various segments of society.

Learning Outcome

• Will be able to understand the behaviour of retail shoppers for decision making

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

Models of Retail Consumer Behavior - Influence of personal factors on Shopper Behavior - Demographic Influences – Family - Influence of Social Class on Shopper Behavior – Groups – Types - Influence of Group Opinion – Leadership - Word-of-mouth Communication.

UNIT V

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

Textbooks

Consumer Behavior by Schiffman L.G. and L L Kanuk, 2010, Pearson Education.

Patronage Behavior and Retail Management by William R Darden, North- Holland Publishers.

References

Consumer Behavior by Wayne D Hoyer and J McInnis, 2017, Cengage Learning.

Cases in Retail Management by R K Srivastava, 2011, WILEY.

Sivakumar, A. (2007). *Retail marketing*. Excel Books India.

| Course Code : BRI 205 | Core/ Elective   : Core |
| Course Title : Managerial Economics | No. of Credits   : 5 |

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 : BRI 301	Core/ Elective : Core
Course Title : Web Technologies	No. of Credits : 5

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 : BRI 302	Core/ Elective : Core
Course Title : Customer Relationship Management	No. of Credits : 5

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	: BRI 303	Core/ Elective	: Core
Course Title	: Basic Statistics	No. of Credits	: 5

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 : BRI 304	Core/ Elective : Core
Course Title : Accounting and Financial Management	No. of Credits : 5

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

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

Unit II

Capital Budgeting: Nature of investment decisions; Investment evaluation criteria – Net present value - Internal rate of return - Profitability Index - Payback Period - accounting rate of return - NPV and IRR comparison – Capital Rationing

Unit III

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

Unit IV

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

Unit V

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

Text Books

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

References

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

Course Code : BRI 305		**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	: BRI 306	Core/ Elective	: Core
Course Title	: E-Commerce	No. of Credits	: 5

Course Objectives

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

Learning Outcome

- • Will be able to work with the decisional and procedural aspects of retailing through the internet.

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

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

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

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

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

Textbooks

C.S.V. Murthy: E-Commerce-Concepts, Models & Strategies, Himalaya Publishing house, Mumbai, 2003.

David Whiteley: E-Commerce- Strategy technologies and Applications, Tata Mac-Graw Hill, New Delhi, 2000.

Kamalesh K Bajaj & Debjani Nag: E-Commerce, the Cutting Edge of Business- Tata McGrawHill, New Delhi, 2002.

References

Laudon, K. C., & Traver, C. G. (2013). *E-commerce*. Boston, MA: Pearson.
Tassabehji, R. (2003). Applying e-commerce in business. Sage.

Course Code	: BRI 401	Core/ Elective	: Core
Course Title	: Research Methodology	No. of Credits	: 5

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 : BRI 402	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 : BRI 403	Core/ Elective : Core
Course Title : Database Management Systems	No. of Credits : 5

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 : BRI 404	Core/ Elective : Core
Course Title : Legal and Regulatory Framework in Retail and IT	No. of Credits : 5

Course Objectives
- ➢ To improve legal literacy among students.
- ➢ To create awareness among students about the laws and regulatory framework under which the retail industry functions

Learning Outcome
- • Will be able to observe the laws and regulations governing the Retail industry in Practice.

Unit I

Shops and Establishment Act and Exceptions to Retail Sector - Indian Contract Act, 1872: Introduction, Definition and Meaning of Contract, Essentials of a Contract, Types of Contracts, Capacity of Parties- Modes of Discharge of a Contract

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.

Unit III

Licenses required for Retail Sector - Trade License - Music License - Fire Safety NOC - Signage Permission- Negotiable Instruments Act, 1881-Meaning of Negotiable Instrument- Promissory Note- Bill of Exchange- Cheque- Parties to Negotiable Instruments.

Unit IV

Laws relating to E commerce - Intellectual Property Rights - Unfair Trade Practices- Consumer Protection Act [COPRA], 1986- Consumer Protection Council- Central Consumer Protection Council- Consumer Redressal Agencies.

Unit V

IT Act and recent amendments - Cybercrimes and Financial crimes and related punishments- Competition Act, 2002: Meaning and Scope of Competition Act- Salient Features of Competition Act- Offences and Penalties under the Act- Recent Legislations And Policies

Text Books

Legal Aspects of Business: Akhileshwar Pathak (2010), Fourth Edition, TMH, ISBN:978-0-07-068197-2

Legal Aspects of Business: Daniel Albuquerque (2014), Third Edition, Oxford University Press, ISBN:978-0-19-807710-7

References

Cortés, P. (Ed.). (2016). *The New Regulatory Framework for Consumer Dispute Resolution*. Oxford University Press.

King, H. (2013). *Food Safety Management: Implementing A Food Safety Program in A Food Retail Business*. Springer Science & Business Media.

Course Code : BRI 405	Core/ Elective	: Core
Course Title : Advertising and Sales Promotion	No. of Credits	: 5

Course Objectives

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

Learning Outcome

- • Students can framework the concepts of area of advertising and sales promotion.

Unit I

Concepts of Advertising: The Field of Advertising - Integrated Marketing Communication- Advertising and its types - Comparative Advertising - Communication Models in Advertising- Analysis of Mission - Market Objective Setting- Determining target Audience.

Unit II

Understanding Message Strategy: Message in Advertising- Headlines in Print and TV Advertising- Visualisation and Layout- AD Appeals- Testimonials and Celebrity Endorsement- Types of Media - Media Selection - Media Planning.

Unit III

Campaign Making: Three Phases of Campaign Creation- Steps of Effective Advertising – Understanding Campaigns- Advertising Stake Holders – Advertising Organization - Organization Structure of Advertising Department.

Unit IV

Introduction to Sales: The Sales Process and Sales Management- Difference between sales promotion and advertising -Types/Kinds of sales and Why People buy- Issues in Sales Management - Value creation and Ethics- Sales Force Planning

Unit V

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

Text Books

Advertising and Sales Promotion , 1 January 2012 by Ken Kaser South Western Educational Publishing
Advertising & Sales Promotion by S. K. Sarangi DU BOULEVARD PRIVATE LIMITED; 1st edition (1 January 2018)
Advertising and Sales Promotion, Dr. P.N. Harikumar, Prof. M.N. Mishra Himalaya Publishing House ISBN: 9789352026197, 9352026195
Foundations of Advertising, S.A. Chunawalla, KC Sethia, Himalayan Publishing House
Sales Management, Rovert Calvin; McGraw Hill

References

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

Course Code : BRI 501	**Core/ Elective**	**:** Core
Course Title : Business Strategy and Entrepreneurship	**No. of Credits**	**:** 5

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 : BRI 502	Core/ Elective : Core
Course Title : Data Mining and Data Warehousing	No. of Credits : 5

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 | : BRI 503 | Core/ Elective | : Core |
| Course Title | : Supply Chain Management | No. of Credits | : 5 |

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 | : BRI 504 | Core/ Elective | : Core |
| Course Title | : Fashion and Food Retailing | No. of Credits | : 5 |

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 : BRI 505	Core/ Elective : Core
Course Title : Summer Training Project	No. of Credits : 5

Project Objective

➢ To enable the student to observe and learn the implementation of the concepts and principles in a real time situation

Project Outcome

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

Information about the Project

The students are imparted theoretical inputs through classroom learning. As prospective employees in the corporate organizations the students of B.Voc (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 8-10 weeks in an organization under the mentorship of external guide in the organization and an internal guide from the University. After returning from the summer training in the organization, during the subsequent semester, the students, 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 5 Credit course and evaluated for 100 marks which are divided into two parts i.e.., Project Report and Viva-Voce. Project report carries 50 Marks and Viva-Voce carries 50 Marks

Course Code : BRI 601	Core/ Elective : Core
Course Title : Retail Selling and Negotiation Skills	No. of Credits : 5

Course Objectives

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

Learning Outcome

- • Students are trained to acquire selling and negotiation skills along organisational communication skills.

Unit I

Introduction: Concept of Salesmanship --Changing Roles and Functions of a Salesman - Importance of Personal Selling in the Context of Competitive Environment - Types of Selling - Career Counselling & Guidance-Types of Salesman, Retail, Wholesale, Specialized Salesman.

Unit II

Negotiation: What is negotiation- Characteristics of a good negotiator- The process of negotiation- process of conflict- conflict levels- Conflict resolution- Negotiating Strategies and tactics - Roles plays

Unit III

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

Unit IV

Basic sales training - Objectives of sales training –theories and principles of sales training-challenges-training process and phases-Training methods – Designing sales training programme - Socialization process.

Unit V

The Selling Process - stages of selling process - pre-sale preparation – prospecting - sales presentation - handling customer objections - closing the sale - follow up action - B2B Selling.

Text Books

Fundamentals of Selling - Charles Futrell 10th edition
Negotiation - Lewicki, Saunders, Barry 8th edition
Sales and Distribution Management, Tapan K Panda Sunil sahadev

References

Bhat Sridhara K., (2011), "Sales and Distribution Management", Himalaya Publishing House, New Delhi.
Chunawala S. A., (2012), "Sales and Distribution Management", (3rd Edition), Himalaya Publishing House, Mumbai.
Richard R Still, Edward W. Cundiff & Norman, A.P Govoni, (1988), "Sales Management, Decisions, Strategies and Cases", (5th Edition), Pearson Education Pvt. Ltd., New Delhi.
Selling, Principles and Practices - Russell, beach and Buskirk
Zig Ziglar on Selling - The Ultimate Handbook for the complete sales professional

| Course Code | : BRI 602 | 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 : BRI 603	Core/ Elective	: Core
Course Title : Brand and Private Label Management	No. of Credits	: 5

Course Objectives

➢ To present contemporary view of the role of Brand Management
➢ To explore various issue related to Brand Management
➢ To develop a critical understanding of the process involved in Private Label Management in Retailing

Learning Outcome

• Will be able to with skills of management of brand and private label.

Unit I

Brand – Meaning – Definition – Role of Brand – Brand Positioning & Personality Of A Brand - Concepts On Branding And Brand Management - Brand Element Choice Criteria-Marketing Advantages Of Strong Brands- Financial Brand Value

Unit II

Consumer's Concept Of 'Self-Image'- Brand Proposition – Brand Name & Brand Awareness Describes The Brand Equity Model (D. Aaker) Perceived Quality - Brand Associations- Brand Awareness - Brand Loyalty - Brand Asset Valuator

Unit III

Managing Brand Portfolio – Contemporary View Of The Role Of Brand Management – Various Issues Related To Brand Management – Process Involve In Building & Managing Brand In Retail-Brand Positioning- Value proposition- Brand Repositioning And Relaunching

Unit IV

Planning & Implementing- Private Label Marketing Programs- Criteria For Choosing Private Label Elements-Options & Tactics For Private Label Elements- Use Of IMC For Brand Building- Leveraging Secondary Brand Associations To Private Brand Building

Unit V

Measuring & interpreting private label Performance- Developing A private Brand Equity Measurement & Management System- Measuring Sources of Brand Equity - Outcome of Brand label - Equity Identifying & Establishing private label Positioning.

Text books

Bajaj, Tuli & Srivastava, Retail Management, Oxford University Press, New Delhi

Kelley & Jugenheimer, Advertising Media Planning A Brand Management Approach, Prentice Hall, India. 2008

References

Dunne, P. M., Lusch, R. F., & Carver, J. R. (2013). Retailing. Cengage Learning.
Gilbert, D. (2003). *Retail marketing management*. Pearson Education India.
S.L. Gupta, Retail Management

Course Code : BRI 604	Core/ Elective : Core
Course Title : Foundations of Data Science	No. of Credits : 5

Course Objectives

  ➢ To provide the knowledge and skills of both the data sciences and computer applications
  ➢ To understand the overview and definition of Data Science with its crucial role in current business world.
  ➢ To know the integrated role of computers and its components in Data Science.

Learning Outcome

  • Students will understand the flow and process model of data science project management

Unit I
Overview of The Data Science Process - Philosophies of data science -Data all around us: Data science in a big data world - Benefits and uses of data science -facts of data -data science processes; Retrieving data -Cleansing, integrating, and transforming data - Exploratory data analysis - Build the model.

Unit II
Machine Learning - Applications - Modelling Process – Training model – Validating model – Predicting new observations –Supervised learning algorithms, Classification, Regression– Unsupervised learning algorithms, Clustering, Association.

Unit III
First Steps in Big Data-Distributing data storage and processing with frameworks - Case study: Assessing risk when loaning money, Data Retrieval, Data Preparation, Data Exploration and Report Building -Join the NoSQL movement -NoSQL Database types -Case Study

Unit IV
The Rise of Graph Databases-Introducing connected data and graph databases -Text mining and text analytics -Text mining in real world - text mining techniques, Stemming and lemmatization, Decision tree classifier.

Unit V
Introduction to Data Visualization -Data Visualization to the End user, Data visualization options –Filters –Map Reduce –Dashboard development tools, creating an interactive dashboard.

Text Books

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

Reference

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

Course Code	: BRI 611	Core/ Elective	: Elective (Group – A)
Course Title	: Digital Marketing	No. of Credits	: 5

Course Objectives

> ➢ To expose the students to the strategic framework that keeps organizations relevant and effective in the technologically competitive markets.

Learning Outcome

- students will gain knowledge of several updated technologies involved in this digital marketing era

Unit I

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

Unit II

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

Unit III

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

Unit IV

Social Media Marketing- Social Media- SMM v/s SMO- Benefits of SMM- Social Media Strategy; Facebook Marketing; Twitter Marketing; Youtube Marketing; Instagram Marketing; Google Marketing; LinkedIn Marketing; contextual marketing.

Unit V

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

Textbooks

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

References

Frost, R. D., & Strauss, J. (2016). *E-marketing*. Routledge.

Mohammed, Fisher, Jaworski and Cahill : Internet marketing – building advantage in a networked economy (Tat McGraw-Hill)

Course Code : BRI 612	Core/ Elective : **Elective (Group – A)**
Course Title **:** Logistics Management in Retail	No. of Credits **: 5**

Course Objective

> ➢ To introduce process and functions of physical distribution system
> ➢ To introduce the major building blocks, functions, business process, performance metrics and decision making in Retail Logistics network

Learning Outcome

- Provide an insight into the role of Internet Technologies and electronic commerce in Logistics chain management

Unit I

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

Unit II

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

Unit III

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

Unit IV

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

Unit V

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

Textbooks

Ballau, Renald H. Business Logistics Management. Englewood Cliffs, New York, Prentice Hall Inc.

Beal K. A management Guide to Logistics Engineering. U.S.A. Institute of Production Engineering.

Benjamin S.B. Logistics Engineering and Management. Englewood Cliffs, New York, Prentice Hall.

References

Bowersox, D.J. and Closs, D.J. Logistics Management: A System Integration of Physical Distribution. New York Macmillan.

Christopher, M. Logistics and Supply Chain management: Strategies for Reducing Costs and Improving Services. London, Pitsman.

| Course Code | : BRI 613 | Core/ Elective | : Elective (Group – A) |
| Course Title | : Retail Analytics | No. of Credits | : 5 |

Course Objectives

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

Learning Outcome

• Students learn working with several software which is quite popular and extensively used in the area of analytics.

Unit I

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

Unit II

Retail & Data Analytics -Data Terms- Market Basket- Data Storage- Data without Use Is Overhead- Case Studies- Practical Examples of Data-Related Retail Projects- Trade Area Modeling - Real Estate Site Selection Modeling - Competitor Threat Analytics.

Unit III

Machine Learning-Supervised Learning and Unsupervised Learning- Clustering & Segmentation-Affinity/ Association Analysis- Data Reduction- Visual Analytics and Data Visualization Retail Analytics Process Cycle

Unit IV

Merchandise Mix Modelling - Combining Multiple Data Sources- Celebrity Marketing: Tracking Effectiveness- House Brand versus Name Brand- E-Business: Clicks and Mortar, Affinity Merchandising -Merchandise Cross-Sell

Unit V

Introduction to Big Data, -Master Data Management- Market basket Analysis - Text Analytics - Spreadsheet Modeling.

Textbooks

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

References

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

Course Code : BRI 614	Core/ Elective : Elective (Group – A)
Course Title : Mall Management	No. of Credits : 5

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 Code : BRI 615	Core/ Elective : Elective (Group-A)
Course Title : Rural Retailing and Social Marketing	No. of Credits : 5

Course Objectives

➢ To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context
➢ To familiarize with the special problems related to sales in rural markets

Learning Outcome

• Elective provided the concepts of understanding the working of social marketing and rural retailing

Unit I

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

Unit II

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

Unit III

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

Unit IV

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

Unit V

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

Textbooks

Rob Donovan and Nadine Henley   Principles and Practice of Social Marketing An International Perspective   Cambridge university press 2013

Yadav Naresh kumar, Rural Retailing in India Serial publications, 2016.

References

A.K. Singh & S. Pandey, Rural Marketing: Indian Perspective, New Age International Publuishers, 2007

Balaram Dogra & Karminder Ghuman, Rural Marketing: Concept & Cases, Tata McGraw-Hill Publishing Company, New Delhi, 2008

Course Code : BRI 616	Core/ Elective : Elective (Group – A)
Course Title : E-Retailing	No. of Credits : 5

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 : BRI 617	Core/ Elective : Elective (Group-A)
Course Title : Visual Merchandising	No. of Credits : 5

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 : BRI 618	Core/ Elective : Elective (Group-A)
Course Title : Sales Management and B2B Marketing	No. of Credits : 5

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.

Electives Group-B

Course Code : BRI 621	Core/ Elective : Elective (Group-B)
Course Title : Basics of Cloud Computing	No. of Credits : 5

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 : BRI 622	Core/ Elective : Elective (Group-B)
Course Title : Basics of Android	No. of Credits : 5

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 : BRI 623	Core/ Elective : Elective (Group-B)
Course Title : Internet of Things	No. of Credits : 5

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** : BRI 624 | **Core/ Elective** : Elective (Group-B) |
| **Course Title** : Fundamentals of Multimedia | **No. of Credits** : 5 |

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 : BRI 625	Core/ Elective : Elective (Group-B)
Course Title : Principles of Animation	No. of Credits : 5

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 : BRI 626	Core/ Elective : Elective (Group-B)
Course Title : Enterprise Resource Planning (ERP)	No. of Credits : 5

Course Objectives

- ➢ To understand the business process of an enterprise
- ➢ To grasp the activities of ERP project management cycle
- ➢ To understand the emerging trends in ERP developments

Learning Outcome

- • The subject will give an idea of enterprise management and planning.

Unit I

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

Unit II

ERP SOLUTIONS AND FUNCTIONAL MODULES: Small medium and large enterprise vendor solutions- BPR- Business engineering and best business practices - Business process Management- ERP modules -sales and Marketing-Accounting and Finance-Materials and Production management.

Unit III

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

Unit IV

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

Unit V

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

Text Books

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

References

Alexis Leon, Enterprise Resource Planning, second edition, Tata McGraw-Hill, 2008.

Jagan Nathan Vaman, ERP in Practice, Tata McGraw-Hill, 2008

Mahadeo Jaiswal and Ganesh Vanapalli, ERP Macmillan India, 2006.

Summer, ERP, Pearson Education, 2008.

Vinod Kumar Grag and N.K. Venkatakrishnan,ERP- Concepts and Practice, Prentice Hall of India, 2006.

Course Code : BRI 606	Core/ Elective : Elective (Group-B)
Course Title : Management of Information System (MIS)	No. of Credits : 5

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