आंध्रप्रदेश केंद्रीय विश्वविद्यालय

CENTRAL UNIVERSITY OF ANDHRA PRADESH

Ananthapuramu

School of Vocational Studies & Skill Development
Department of Vocational Studies and Skill Development

Undergraduate Programme Structure
as per the UGC Credit Framework (NEP 2020)

Vidya Dadati Vinayam

(Education Gives Humility)

B.Sc. (RM & IT)

Bachelor of Science in Retail Management and Information Technology

CENTRAL UNIVERSITY OF ANDHRA PRADESH ANANTAPURAMU

Programme Structure

(With effect from AY 2026 - 27)

आंध्रप्रदेश केंद्रीय विश्वविद्यालय

CENTRAL UNIVERSITY OF ANDHRA PRADESH

Ananthapuramu

Contents

S.No	Particulars	Page Number
1	About the Programme	1
2	Objectives & Out Comes	2
3	Semester and Course-Wise Credits	5
4	Programme Structure	6
5	Credit Distribution	7
5	Important Instructions to Students	10

B.Sc. RETAIL MANAGEMENT & INFORMATION TECHNOLOGY

About the Programme

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

Programme Vision

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

Programme Objectives

The purpose of this programme is to:

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

Learning Outcomes

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

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

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

Program Structure

- The B.Sc. RMIT is a three-year program divided into six semesters with around 144 credits.
- The program is designed with a combination of Discipline Specific Courses, Discipline Specific Electives, Inter-disciplinary Electives (IDE), Ability Enhancement Courses (AEC), Skill Enhancement Courses (SEC), and Value-Added Courses (VAC).
- Students will undergo a two-month summer internship after semester II and a summer Training Project (STP) after semester IV and submit the reports in semesters III and V, respectively.
- Students will select one discipline-specific elective from each Group A&B in semester VI.
- Students will submit experiential learning projects in semester VI
- An Educational Tour (evaluated through a report and presentation) lasting no more than 10 days. The student should bear the entire cost of the tour.

B.Sc RM & IT (Bachelor of Science in Retail Management and Information Technology) Semester and Course-wise Credits

SEMESTER	DSC	DSE	IDE	AEC	SEC	VAC	SIP	DISSERTATION	Total Credits
I	BRI 101 (4) BRI 102 (4) BRI 103 (4) BRI 104 (2) BRI 104 Lab (2)		BRI 112 (3) (MOOC)	BRI 113(2)	BRI114(3)	BRI115 (2)			**26**
II	BRI 201 (4) BRI 202 (4) BRI 203 (4) BRI 204 (2) BRI 204 Lab(2)		BRI 212 (3) (MOOC)	BRI 213(2)	BRI 214(3)	BRI 215 (2)			**26**
III	BRI 301 (4) BRI 302 (4) BRI 303 (4) BRI 304 (2) BRI 304 Lab(2)		BRI 312 (3) (MOOC)	BRI 313 (2)	BRI 314(4)		BRI 315 (2)		**27**
IV	BRI 401 (4) BRI 402 (4) BRI 403 (4) BRI 404 (3) BRI 404 Lab(1) BRI 405 (2) BRI 405 Lab(2)			BRI 412 (4)		BRI 413(2) (MOOC)			**26**
V	BRI 501 (4) BRI 502 (3) (MOOC) BRI 503 (4) BRI 504 (4)						BRI 511(4)		**19**
VI	BRI 601 (4)	Elective 1 (4) Elective 2 (4)						BRI604: Experiential Learning (8)	**20**
Total	**87**	**8**	**9**	**10**	**10**	**6**	**6**	**8**	**144**
Percentage	**60.41**	**5.55**	**6.25**	**6.94**	**6.94**	**4.16**	**4.16**	**5.55**	**100**

As per UGC Credit Framework minimum credit requirements to award the degree under each category: Major(Core) 80 Credits, Minor 32 Credits, Multidisciplinary 9 Credits, Ability Enhancement course (AEC) 8 Credits, Skill Enhancement courses (SEC) 9 Credits, Value Added Course(VAC) 6-8 Credits, Summer Internship 2-4 credits, Research Project/Dissertation 12 credits. Minimum Total Credits per Programme :160

B. Sc RMIT Programme Structure with Course Titles

S.No	Course Code	Course Title	Number of Credits	Credit Distribution		
				L	T	P
Semester-I						
1	BRI101	Principles and Practices of Management	4	3	1	
2	BRI102	Introduction to Marketing	4	3	1	
3	BRI103	Business Environment	4	3	1	
4	BRI104	Essentials of IT	4	3		1
5	BRI112	MOOC (IDE)	3	3		
6	BRI113	Human Rights and Duties (AEC)	2	2		
7	BRI114	Modern English Grammar & Pronunciation (SEC)	3	3		
8	BRI115	Management Through Hindu Texts (VAC)	2	2		
Total			**26**	**22**	**3**	**1**
Semester-II						
1	BRI201	Business Statistics	4	3	1	
2	BRI202	Business Accountancy	4	3	1	
3	BRI203	Managerial Economics	4	3	1	
4	BRI204	Python Programming	4	2		2
5	BRI212	MOOC (IDE)	3	3		
6	BRI213	Understanding Disabilities (AEC)	2	2		
7	BRI214	Academic Writing (SEC)	3	3		
8	BRI215	Ecology & Environment (VAC)	2	2		
Total			**26**	**21**	**3**	**2**
Semester-III						
1	BRI301	Research Methodology	4	3	1	
2	BRI302	Introduction to Retailing	4	3	1	
3	BRI303	Organisational Behaviour	4	3	1	
4	BRI304	Web Technologies	4	2		2
5	BRI312	MOOC (IDE)	3	3		
6	BRI313	Understanding The Indian Economy (AEC)	2	2		
7	BRI314	IT Skills & Artificial Intelligence (SEC)	4	2		2
8	BRI315	Internship Report (1) and Presentation (1)	2	2		
Total			**27**	**20**	**3**	**4**
Semester-IV						
1	BRI401	Business Laws	4	3	1	
2	BRI402	Strategic Management	4	3	1	

3	BRI403	Production and Operations Management	4	3	1	
4	BRI404	Digital Marketing	4	3		1
5	BRI405	Database Management Systems	4	2		2
6	BRI412	Building Mathematical Ability and Financial Literacy (AEC)	4	4		
7	BRI413	Climate Change (VAC)	2	2		
Total			**26**	**20**	**3**	**3**
Semester-V						
1	BRI501	Data Mining and Warehousing	4	3	1	
2	BRI502	Fundamentals of Retail Management and Retail Services (MOOC)	3	3		
3	BRI503	Retail Store Operations	4	3	1	
4	BRI504	Store-Keeping and Warehousing	4	3	1	
5	BRI511	Summer Training Project (2), Presentation (1) and Viva (1)	4			4
Total			**19**	**12**	**3**	**4**
Semester-VI						
1	BRI601	International Retailing	4	3	1	
2		Elective – I	4	3	1	
3		Elective -II	4	3	1	
4	BRI604	Experiential Learning Project	8			8
Total			**20**	**9**	**3**	8

Semester VI GROUP A: Electives

S. No	**Course Code**	**Course Title**	**Number of Credits**	**Credit Distribution**		
				L	**T**	**P**
1	BRI611	Supply Chain Management in Retail	4	3	1	
2	BRI612	Food and Fashion Retailing	4	3	1	
3	BRI613	E-Retailing	4	3	1	
4	BRI614	Visual Merchandising	4	3	1	
5	BRI615	Mall Management	4	3	1	
6	BRI616	Sales Management and B2B Marketing	4	3	1	

Semester VI GROUP - B: Electives

S.No	Course Code	Course Title	Number of Credits	Credit Distribution		
				L	T	P
1	BRI621	Basics of Cloud Computing	4	**2**		**2**
2	BRI622	Basics of Android	4	**2**		**2**
3	BRI623	Internet of Things (IOT)	4	**2**		**2**
4	BRI624	Fundamentals of Data Science	4	**2**		**2**
5	BRI625	Principles of Animation	4	**2**		**2**
6	BRI626	Management Information System	4	**2**		**2**

Note: The programme template and course titles are tentative. The department may make any required changes.

Semester-wise credit distribution

Semester	Credits Allotted	Cumulative Credits
I	**26**	**26**
II	**26**	**52**
III	**27**	**79**
IV	**26**	**105**
V	**19**	**124**
VI	**20**	**144**

Important Information to Students

1. Eligibility: 10+2 level of education (Intermediate/PUC/CBSE/ICSE/HSC) or equivalent in science/arts/commerce/other streams with 50% aggregate marks.
2. The minimum duration for completing 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. The maximum duration is double the duration of the programme concerned.
3. A student should attend at least 75% of the classes, seminars, and practicals/labs in each course of study.
4. All theory courses in B.Sc. RMIT has a Continuous Internal Assessment (CIA) component of 40 marks and a Semester-end component of 60. The pass percentage for each component in a course is 40%.
5. For Courses with a lab component, the Continuous Internal Assessment (CIA) component shall be 60 marks and the Semester-end component 40 marks. The pass percentage for each component in a course is 40%.
6. The student is given 3 Continuous Internal Assessment (CIA) tests per semester in each course from which the best two performances are considered for calculating the marks in CIA. The academic unit maintains a record of continuous assessment. The three internal tests are conducted for 15 Marks each; out of the best two tests, scores are considered for 30 marks. Out of the remaining ten marks, five marks are awarded for assignments, class presentations, and class participation of the students, and the remaining five marks are awarded for punctuality and attendance of the students.

Marks for the Attendance will be considered as follows:

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

7. A student should pass separately in both CIA and the ESE, i.e., a student should secure 16 (40% of 40) out of 40 marks for theory and 24 (40% of 60) out of 60 marks for lab components in the CIA. Therefore, a student should secure 24 (40% of 60) out of 60 marks for theory and 16 (40% of 40) out of 40 marks for lab components in the End-Semester Examination (ESE).
8. Semester-end examination shall consist of Objective type questions, Descriptive type questions, short answer questions and Case studies or any other recommended by the BoS.
9. A student failing to secure the minimum pass marks in the CIA is not allowed to take the end semester examination of that course. She/he has to redo the course by attending special classes for that course and get the pass percentage in the internal tests to become eligible to take the end semester examination.
10. Students failing a course due to lack of attendance should redo the course.
11. Re-evaluation is applicable only for theory papers and shall not be entertained for other components such as practical/ thesis/ dissertation/ internship etc.
12. An on- campus elective course is offered only if a minimum of ten or 40% of the students registered, whichever is higher.

SEMESTER – I

Course Code: BRI101 **Core/ Elective:** Core **No. of Credits:** 4 **No. of Hours:** 60	Course Title **PRINCIPLES & PRACTICES OF MANAGEMENT**

Course Objectives:

The purpose of this course is:

- To provide a conceptual understanding of principles of management.
- To provide knowledge on the functional areas of management.
- To familiarize the students with contemporary management issues.
- To understand the need and importance of organization process & structure, span of control, departmentation, and delegation of authority.
- To analyse the need for and importance of motivation and communication and interpret various leadership styles with effective coordination and control mechanisms.

Learning Outcomes:

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

- Explain the importance & role of management in business organizations.
- Identifying various leadership styles and their suitability to the situation.

Course Outline:

Unit I **No. of Teaching Hours: 10**

Introduction to Management: Definitions of Management - Nature of Management – Levels of Management- Evolution of Management Thought: Classical Approach and Modern Approaches- Functions of Management - Principles of Management - Organisation Chart. Management is an Art, Science, or Profession.

Unit II **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 13**

Organising: Benefits of Organising - Organization Structure - Formal and informal Organization -Span of Management - Process of Organising- Line and Staff concepts – Authority, Concept of Delegation and Decentralization- Delegation Vs. Decentralization-Power Coordination: Introduction - Principles of Coordination - Types of Coordination.

Unit IV **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 13**

Motivation, Leadership, Communication and Controlling: Motivation: Definition – Meaning-Types- Theories of motivation: The Need Hierarchy Theory – Hygiene approach to motivation- Leadership: Definition - Leadership styles: Autocratic, Democratic, Free rein – Managerial Grid. Communication:

Definition – Importance – Process – Barriers to effective communication. Coordination- Definition – Concept- Need -Difficulties- Controlling -Definition –Control Process-Essential of good control system- Merits and Demerits.

Suggested Reading:

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

References:

1. Prasad, L. M. (2000). Principles and Practice of Management. Chand.
2. Sherlekar - Business Organisation and Management - Himalaya Publishers
3. Tripathi, P. C. (2008). Principles of Management. Tata McGraw-Hill Education.
4. Stephens Robbbins - Management, Pearson Education.

Course Code: BRI102 **Core/ Elective:** Core **No. of Credits**: 4 **No. of Hours**: 60	Course Title **INTRODUCTION TO MARKETING**

Course Objectives

The purpose of this course is

- To Understand the marketing concepts and the changing context of the marketing environment.
- To provide an understanding of the concepts, strategies, and issues involved in the marketing of products.
- To apply the conceptual frameworks, theory, and techniques to various marketing contexts.
- To design marketing and sales plans appropriate to the needs of customers.

Learning Outcomes

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

- Describe conceptual understanding of product management and issues relating to the marketing of services**.**
- Demonstrate different pricing strategies and the dynamics of channel management.
- Analyze different elements of the promotion mix and the importance of integrated marketing communications.

Course Outline:

Unit I **No. of Teaching Hours: 15**

Understanding Marketing Management: Definition of marketing- Functions of Marketing-Core marketing concepts- Evolution of marketing- Differences between selling and marketing-Introduction to Marketing Mix - Service Marketing Mix-Role of marketing in modern business-Green Marketing-Holistic Marketing-Cause Marketing- Guerilla Marketing-Emotional Marketing.

Unit II **No. of Teaching Hours: 10**

Segmentation, Targeting and Positioning: Bases and procedure for segmenting a consumer market-Criteria for effective market segmentation-Target market selection process and strategies-Positioning strategies- Marketing research- Marketing information system.

Unit III **No. of Teaching Hours: 10**

Product Concept and Pricing Strategies: Concept of Product - Classification of Products – Levels of a product –Product Mix Decisions- New Product Development Stages - Product Life Cycle & and its implications – Introduction to Pricing – Methods and Strategies.

Unit IV **No. of Teaching Hours: 10**

Promotion mix- Advertising- Major decisions in advertising - Sales Promotion - Personal Selling - Publicity - Public Relations- Publicity Vs. Public Relations- Integrated Marketing Communication.

Unit V **No. of Teaching Hours: 15**

Channel Management: Introduction- Functions-Types of marketing channels – Channel Conflict-Retailing: Introduction- Types, Wholesaling: Introduction- Types**.**

Controlling: Introduction to controlling- Types of marketing control- Process.

Suggested Reading

1. Philip Kotler and Gary Armstrong, "Principles of Marketing-The Millennium Edition Prentice Hall of India Private Limited." New Delhi (2007).

References

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

Course Code: BRI103 **Core/ Elective:** Core **No. of Credits**: 4 **No. of Hours:** 60	Course Title **BUSINESS ENVIRONMENT**

Course Objective:

The purpose of this course is

- To provide the student with a background of various environmental factors influencing the business.
- To update the changes that occur constantly in the current business environment.

Learning Outcomes:

Upon the completion of this course, the students should be able to

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

Course Outline

Unit I **No. of Teaching Hours: 11**

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

Unit II **No. of Teaching Hours: 12**

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

Unit III **No. of Teaching Hours: 15**

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

Unit IV **No. of Teaching Hours: 12**

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

Unit V **No. of Teaching Hours: 10**

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

Suggested Reading:

1. Essentials of Business Environment, K.Aswathappa, Himalaya Publishing House.
2. Business Environment – Text and Cases, Justin Paul, TMH.

References:

1. Indian Economy, Dutt and Sundaram, S. Chand, New Delhi.
2. Indian Economy, Misra and Puri, Himalaya.
3. Business Environment, Saleem, Pearson.
4. Recent Economic Survey Report of Government of India.

Course Code: BRI104 **Core/ Elective:** Core **No. of Credits:** 4 **No. of Hours:** 60	Course Title **ESSENTIALS OF IT**

Course Objectives

The purpose of this course is

- To give students an in-depth understanding of why computers are essential in business, education, and society.
- To provide exposure to understanding 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 PowerPoint.

Learning Outcome

Upon the completion of this course the students should be able to

- Understand computing devices and reinforce computer vocabulary, mainly concerning personal use of computer hardware and software, the internet, networking, and mobile computing.

Course Outline

Unit I **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 12**

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, disk copy, label, ScanDisk, replace, format, fdisk, Windows – windows explorer, print manager, control panel, etc.

Unit III **No. of Teaching Hours: 12**

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

Unit IV **No. of Teaching Hours: 12**

MS OFFICE: Focus is on teaching how to use Office Suite properly.

MSWord: The following features are explored for MS Word

i. Templates are created using existing templates and 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 **No. of Teaching Hours: 12**

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.

Suggested Reading

1. 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: BBA113 **Course Type:** AEC **No. of Credits:** 2 **No. of Hours:** 30	Course Title **HUMAN RIGHTS AND DUTIES**

Course Objectives:

- To gain a clear understanding of the human rights and duties.
- To learn the integral relationship between human rights and duties.
- To cultivate the art of appreciation of values- Freedom, Equality, Fraternity, Justice and respect for others.

Course Outcomes:

- Able to explain and apply the fundamental principles of human rights.
- Understand the relationship between rights and duties and their connection to moral, ethical, social and democratic values.
- Knowing the need to follow the duties and follow.

Unit -I: Human Rights-Meaning, Evolution, Significance **No of Hours: 15**

- Rights and Human Rights.
- Claim Rights and Liberty Rights
- Positive Rights and Negative Rights
- Individual Rights and Group Rights
- Universal Rights

Unit-II: Duties- Meaning, Significance, Necessity **No of Hours: 15**

- Rights-Duties –Obligation
- Duties-Natural and Acquired, Positive and Negative
- Duties-Individual, Society and State-Impact
- Duty as a Value and as a Life

Suggested Readings:

- Donnelly, J. (2013). Universal human rights in theory and prac ce (3rd ed.).
- Cornell University Press. Sharma, S. K., & Aggarwal, R. C. (2010).
- Human rights and du es in India. New Delhi: Prentice-Hall of India.

References:

- Alston, P., & Goodman, R. (2013). International human rights. Oxford University Press.
- Basu, D. D. (2012). Human rights in constitutional law. LexisNexis Butterworths Wadhwa.
- Baxi, U. (2008). The future of human rights (3rd ed.). Oxford University Press.
- Donnelly, J. (2013). Universal human rights in theory and practice (3rd ed.). Cornell University Press.
- Government of India. (2023). The Constitution of India. Ministry of Law and Justice. https://legislative.gov.in/constitution-of-india

Course Code: BRI114 **Course Type:** SEC **No. of Credits:** 3 **No. of hours:** 45	Course Title **MODERN ENGLISH GRAMMAR AND PRONUNCIATION**

Course Objectives:

The Purpose of this course is:

- To equip the student with the skills to use words appropriately.
- To help the student develop insights into the structure of the English language.
- To familiarize the student with the pronunciation of English

Learning Outcomes:

At the end of this course, the student will be able to

- learn how to use contextually appropriate words.
- Acquire basic knowledge of modern English grammar and usage.
- To become familiar with English speech sounds and the basic aspects of word accent and intonation.

Course Outline:

Unit I **No. of Teaching Hours: 10**

- Some Major Concepts and Categories
- Verbs and Auxiliaries
- The Semantics of the Verb Phrase

Unit II **No. of Teaching Hours: 15**

- Word Formation
- Derivation
- Conversion
- Compounding
- Blending
- Analogy
- Abbreviation (Clipping, Acronyms, Initialisms)
- Phrasal Verbs
- Collocation
- Using the Dictionary: The Five S Approach
- Nouns and Determiners
- The Simple Sentence

Unit III **No. of Teaching Hours: 10**

- The Speech Mechanism
- English Vowels
- English Consonants

Unit IV **No. of Teaching Hours: 10**

- Word Accent
- Phonological Environment: Weak Forms, Assimilation, Elision
- Intonation

Suggested Reading:

1. Alan Cruttenden: Gimson's Pronunciation of English
2. John Wells: Longman Pronunciation Dictionary.
3. M.J. Müller, N. Rutter, and B. Bryan Gick: Phonology for Communication Disorders
4. L. Colantoni, J. Steele, and P.R. Escudero Neyra: Second Language Speech: Theory and Practice.

References:

1. Cambridge International Dictionary of Phrasal Verbs. Cambridge: CUP, 1997.
2. Greenbaum, Sidney, and Randolph Quirk. A Student's Grammar of the English Language. Harlow: Longman, 1990. (Chapters 2,3,4,5, and 10).
3. Jones, Daniel. English Pronouncing Dictionary (Latest Edition).
4. Leech, Geoffrey, and Jan Svartvik. A Communicative Grammar of English. 3rd Ed., Harlow: Pearson, 2002.
5. Sethi, J., and P.V. Dhamija. A Course in Phonetics and Spoken English. 2nd Ed., India: Prentice-Hall, 1999.
6. Swan, Michael. Practical English Usage. 3rd Ed., Oxford: OUP, 2005.
7. Yule, George. The Study of Language. 4th Ed., Cambridge: Cambridge University Press, 2010. (Chapter 5)

Course Cod : BRI115 Course Type : **VAC** No. of Credits : 2**.00** No. of Hours : **30**	**Course Title** **Management Through Hindu Texts**

Credit Distribution:

Lecture	Tutorial	Practical
2 (30 Hours)	-	-

Course Description:

This course introduces students to the fundamentals of management, leadership, ethics, governance, and wise decision-making through selected Indian knowledge traditions and classical Hindu texts. The course aims to provide students with practical insights into leadership, values, communication, administration, and human behaviour through discussions, storytelling, case analysis, reflective activities, and contemporary applications.

The course is designed to provide only a foundational understanding in an engaging and activity-oriented manner without overburdening students with extensive theory.

Course Objectives:

1. Identify the basic principles of leadership, ethics, governance, and management found in classical Hindu texts.
2. Explain the relevance of Indian knowledge traditions in contemporary management and organizational practices.
3. Apply value-based and ethical thinking to simple management and decision-making situations.
4. Analyse selected stories, characters, and situations from ancient texts from a managerial perspective.
5. Develop communication, teamwork, and reflective thinking skills through activity-based learning.

Course Outcomes (COs):

By the end of the course, students will be able to;

1. **CO1:** Explain basic management and leadership concepts from classical Hindu texts.
2. **CO2:** Identify ethical and value-based approaches to leadership and decision-making.
3. **CO3:** Relate principles from Indian epics and texts to contemporary management situations.
4. **CO4:** Demonstrate reflective thinking, communication, and teamwork through discussions and activities.
5. **CO5:** Apply selected principles of governance, strategy, and wise conduct in simple practical contexts.

Course Outline:

Unit-I: 6 Hours [Lecture 6 Hours]

Strategic Leadership in the Mahabharata: Introduction to the Mahabharata as a source of management wisdom; Leadership styles of Krishna, Yudhishthira, Bhishma, Karna, and Duryodhana; Strategic thinking and decision-making; Conflict management and negotiation; Team dynamics and crisis leadership; Lessons from the Kurukshetra War.

Unit-II: 6 Hours [Lecture 6 Hours]

Value-Based Management in the Ramayana: The Ramayana and ethical leadership; Dharma and duty in management; Lord Rama as an ideal leader; Teamwork and loyalty: Hanuman and the Vanara Sena; Integrity, sacrifice, and emotional intelligence; Family, relationships, and organizational values.

Unit-III: 6 Hours [Lecture 6 Hours]

Statecraft and Public Administration in Arthashastra: Introduction to Kautilya and the Arthashastra; Principles of governance and administration; Leadership and political strategy; Public administration and welfare; Financial management and taxation; Diplomacy, intelligence, and decision-making.

Unit-IV: 6 Hours [Lecture 6 Hours]

The Science of Wise Conduct (Niti Shastra) in the Panchatantra: Introduction to Panchatantra and Niti Shastra; Wisdom through storytelling; Communication and interpersonal behaviour; Decision-making and problem-solving; Trust, friendship, and teamwork; Practical intelligence and emotional understanding.

Unit-V: 6 Hours [Lecture 6 Hours]

Application of Ancient Indian Wisdom in Modern Management: Relevance of Indian knowledge systems in modern organizations; Ethical leadership in contemporary workplaces; Work-life balance and emotional well-being; Decision-making and personal growth; Indian management philosophy and sustainability; Lessons for young managers and entrepreneurs.

Prescribed Texts:

- Bhagavad Gita Krishna-Dwaipayana Vyasa. (2020). *The Bhagavad Gita* (E. Easwaran, Trans., 2nd ed.). Nilgiri Press. ISBN: 9781586380199.
- The Ramayana Valmiki. (2000). *The Ramayana* (R. K. Narayan, Trans.). Penguin Books India. ISBN: 9780140280449.
- Arthashastra Kautilya. (2016). *Arthashastra* (L. N. Rangarajan, Trans.). Penguin Random House India. ISBN: 9780143428978.
- Panchatantra Vishnu Sharma. (1998). *Panchatantra* (P. Lal, Trans.). Jaico Publishing House. ISBN: 9788172240806.

References:

- Mahabharata Vyasa. (2010). *The Mahabharata: A Modern Rendering* (R. K. Narayan, Trans.). University of Chicago Press. ISBN: 9780226618470.
- Chanakya Neeti Chanakya. (2017). *Chanakya Neeti* (M. N. Dutt, Trans.). Fingerprint Publishing. ISBN: 9788175993877.
- Indian Ethos and Values in Management Chakraborty, S. K. (2011). *Ethics in management: Vedantic perspectives*. Oxford University Press. ISBN: 9780198067085.
- Management and the Bhagavad Gita Mulla, Z. R., & Krishnan, V. R. (2006). *Karma-Yoga: The Indian model of moral development*. Journal of Human Values, 12(2), 147–158.

Suggested Video / Audio References:

- NIT Calicut – Management Lessons from Mahabharata (YouTube Lecture) — A lecture discussing innovation, adaptability, and leadership lessons from the Mahabharata.
- Management Lessons from The Mahabharata – MITSDE — Covers management principles, human behaviour, and leadership insights from the Mahabharata.
- Lessons of Management from Mahabharata – Vidya-Mitra — Educational lecture focusing on Indian ethos and management values derived from epic literature.

SEMESTER – II

Course Code: BRI201 **Core/ Elective:** Core **No. of Credits:** 4 **No. of Hours:** 60	Course Title **BUSINESS STATISTICS**

Course Objectives

The purpose of this course is

- 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, tests of hypothesis and statistical inference.

Learning Outcome

Upon the completion of this course the students will be able to

- Understand the statistical tools for data analysis and apply them at the right place in a right way.

Course Outline

Unit I **No. of Teaching Hours: 13**

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: Average, Standard Deviation, etc.

Unit II **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 13**

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

Unit IV **No. of Teaching Hours: 10**

Testing of Hypotheses - Hypothesis - Steps in Hypothesis testing process - Hypothesis testing of Means and Proportions - Hypothesis Testing for Differences between Means and Proportions.

Unit V **No. of Teaching Hours: 12**

Correlation and Regression analysis – Types of Correlation- Karl. Pearson Coefficient of Correlation - Types of Regression – Construction of Regression equations by the method of least squares- Properties of correlation and regression co-efficient - Comparison of regression and correlation.

Suggested Reading

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

References

1. David S. Moore - The basic practice of statistics-W.H. Freeman & Company.
2. 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.
3. Morse L.B., “Statistics for Business and Economics”, HarperCollins college Publishers, New York, 1994.
4. S.P. Gupta. Statistical methods. Sultan Chand and sons. Latest Edition.
5. Acharya, Seema Subhasini, Chellappan, Big Data Analytics. Wiley.
6. Berthold, Michael David J. Hand. Intelligent Data Analysis. Springer.

Course Code: BRI202 **Core/ Elective:** Core **No. of Credits:** 4 **No. of Hours:** 60	Course Title **BUSINESS ACCOUNTANCY**

Course Objectives

The purpose of this course is

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

Learning Outcome

Upon the completion of this course, the students should be able to

- Students will acquire knowledge on applying accounting principles in a business organisation.

Course Outline

Unit I **No. of Teaching Hours: 13**

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

Unit II **No. of Teaching Hours: 12**

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

Unit III **No. of Teaching Hours: 13**

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

Unit I **No. of Teaching Hours: 12**

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

Unit I **No. of Teaching Hours: 10**

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

Suggested Reading:

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

2.S.P.Jain and K.L.Narang Financial Accounting and Analysis, Kalyani Publishing House

References

1.Datarrajan Cost Accounting-A Managerial Emphasis, Pearson Publications.

2.LAL, J Cost Accounting for Management, Himalaya Publishing House Mumbai.

Course Code: BRI203 **Core/ Elective:** Core **No. of Credits:** 4 **No. of Hours:** 60	Course Title **MANAGERIAL ECONOMICS**

Course Objectives

The purpose of this course is

- To help undergraduate students to introduce the economic concepts.
- To acquire knowledge for application of economic principles and tools in business practices.
- To familiarize the students the importance of economic approaches in managerial decision making.
- To understand the applications of economic theories in business decisions.

Learning Outcome

Upon the completion of this course the students should be able to

- Grasp fundamental microeconomic concepts such as supply and demand, elasticity, production and cost analysis and market structures.
- Gain insights into macroeconomic factors such as inflation.
- Develop analytical skills through case studies, projects and assignments to evaluate business scenarios.

Course Outline

Unit I **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 13**

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 **No. of Teaching Hours: 11**

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 **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 12**

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.

Suggested Reading

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

References

1. Samuelson, W. F., Marks, S. G., & Zagorsky, J. L. (2021). *Managerial economics*. John Wiley & Sons.
2. William, F. S., & Stephen, G. M. (2021). *MANAGERIAL ECONOMICS*. John Wiley.

Course Code: BRI204 **Core/ Elective:** Core **No. of Credits**: 4 **No. of Hours:** 60	Course Title **PYTHON PROGRAMMING**

Course Objectives

The purpose of this course is

- 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

Upon the completion of this course, the students should be able to

- Use Python tools and techniques to tackle the world of data.

Course Outline

Unit I **No. of Teaching Hours: 12**

Introduction to Python Programming: Features/characteristics 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 I **No. of Teaching Hours: 12**

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 I **No. of Teaching Hours: 12**

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 I **No. of Teaching Hours: 12**

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 I **No. of Teaching Hours: 12**

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, JSON files, Analyzing Data.

Suggested Reading

1. Beginning Python from Novice to Professional, Second Edition [Authors: Hetland, Magnus Lie] ISBN-13: 978-9380501604**.**
2. Python Data Analytics, Second Edition 2018, Author: FabeoNelli Press

References

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

Course Code: BRI213 **Course Type**: AEC **No. of Credits**: 2 **No. of Hours**: 30	Course Title **UNDERSTANDING DISABILITIES**

Course Objectives:

The purpose of this course is

- To introduce the concept of disability and the causes and measures to handle disabilities.
- To disseminate the spirit of Acts and policies in dealing with disabilities.

Learning Outcomes:

Upon the completion of this course, the students should be able to

- Appreciate and accept the uniqueness of persons with disabilities and recognize their significance in society.
- Demonstrate the ability to empathize with fellow students and others with disability through knowledge about the related Acts.

Course Outline:

Unit I: Introduction **No. of Teaching Hours: 15**

- Disabilities: Definitions and Classifications
- Types and Causes of Disabilities: Physical, Sensory (visual, hearing), Cognitive and Intellectual, Developmental (autism, Down syndrome), and Mental Health.
- Impact of Disabilities: Individual experiences, Family dynamics and Caregiving, social isolation and Stigma, Employment, and Economic disparities.

Unit I: Accessibility and Inclusion **No. of Teaching Hours: 15**

- Accessibility in the Built Environment and Assistive Technologies.
- Disability Rights and the UN Convention on the Rights of Persons with Disabilities (CRPD).
- The Rights of Persons with Disabilities (RPwD) Act, 2016.
- National Education Policy 2020 (NEP 2020)

Suggested Reading

1. Dell Orto, A. E., & Power, P. W. (2007). The psychological & social impact of illness and disability. Springer.
2. Hilton, A., &Ringlaben, R. (1998). Best and Promising Practices in Developmental Disabilities. Austin, TX: PRO-ED.
3. National Education Policy 2020, Government of India, Ministry of Education.
4. Panda, K. C. (1999). Education of exceptional children. Vikas Publishing House, New Delhi.
5. Schwean, V. L., & Saklofske, D. H. (Eds.). (1999). Handbook of psychosocial characteristics of exceptional children. Springer Science & Business Media.
6. The Rights of Persons with Disabilities (RPwD) Act, 2016.

References:

1. Ghai, A. (2018). Disability in South Asia: knowledge and experience. Sage.
2. Hegarty, S., & Alur, M. (Eds.). (2002). Education & children with special needs: From segregation to inclusion. Sage.
3. Madhavan, T., Kalyan, M., Naidu, S., Peshawaria, R., & Narayan, J. (1989). Mental retardation: a manual for psychologists. Secunderabad: National Institute for the Mentally Handicapped.
4. World Health Organization. Disability. https://www.who.int/health-topics/disability

Course Code: BRI 214 **Course Type:** SEC **No. of Credits:** 3 **No. of Hours:** 45	Course Title **ACADEMIC WRITING**

Course Objectives:

The purpose of this course is

- To help the student build their argument in their academic writing.
- To enable the student to acquire the ability to use both descriptive and critical rhetorical functions in their academic writing.
- To enhance the ability of the student to legitimately borrow ideas from other scholars with appropriate discipline-specific citation practices and articulate their voice while reviewing others' works.

Learning Outcomes:

By the end of the course, the student

- Will have acquired the ability to use descriptive and critical rhetorical functions in their academic writing.
- Will have enhanced their ability to integrate material from various sources.
- Will be able to develop their argument in their academic writing.

Course Outline:

Unit I **No. of Teaching Hours: 15**

Rhetorical Functions in Academic Writing.

- Introduction.
- Defining terms and ideas.
- Describing.
- Comparing and contrasting.
- Classifying.
- Explaining causes and effects

Moving from Description to Analysis

- Description vs Analysis.
- Analysis vs Synthesis.
- Process of analyzing information.
- Strategies for organizing information

Developing Arguments

Unit II **No. of Teaching Hours: 15**

Developing Paragraphs in Academic Writing

- Elements of an academic paragraph: MEAL
- Mainidea(Leadin)
- Evidence
- Analysis
- Lead out
- Functions of topic stage
- Functions of body stage
- Functions of conclusion

Unit III **No. of Teaching Hours: 15**

Information Structure

- Theme–Rheme/Given–New/Topic–Comment
- Elements that constitute themes
- Information packaging patterns

- Linear theme
- Zigzag theme
- Multiple themes

Source Use

- Evaluating different sources
- Source use strategies
- Paraphrasing
- Summarising
- Direct quoting
- Functions of citation
- Use of reporting verbs
- Finding one's voice

References:

1. Gillett, A., Angela, H., and Mary Martala. Inside Track: Successful Academic Writing. Essex: Pearson Education Limited,2009.
2. Murray and Geraldine Hughes. Writing up your University Assignments and Research Projects: A Practical Handbook. New York: Open University Press, 2008.
3. Swales, J. M., and C. B. Feak. Academic Writing for Graduate Students: A Course for Non-native Speakers of English. Ann Arbor: University of Michigan Press,1994.
4. Yakhontova, T. English Academic Writing for Students and Researchers. Lviv: PAIS,2003.
5. Wallwork. English for Academic Research: Writing Exercises. New York: Springer,2013.

Course Code: BRI215 **Course Type**: VAC **No. of Credits**: 2 **No. of Hours:** 30	Course Title **ECOLOGY AND ENVIRONMENT**

Course Objectives:

The purpose of this course is

- To introduce the multidisciplinary nature of the environment and its constituents.
- To sensitize on environment-related issues and their conservation

Learning Outcomes:

- Gain insights into various environmental initiatives and related legislations.
- Disseminate information about the significance of environmental management and conservation.

Course Outline:

Unit I **No. of Teaching Hours: 16**

Ecology and Ecosystem

- Environment.
- Biosphere.
- Ecology.
- Ecosystem.
- Biodiversity: Hot Spots, Causes and Effects of Loss of Biodiversity.
- Biodiversity Conservation and Species-Based Conservation Programmes (Project Tiger, Project Elephant, Project Snow Leopard and others).

Unit I **No. of Teaching Hours: 14**

Pollution, Degradation, and Conservation

- Meaning and Types of Pollution (Land, Air, and Water Pollution).
- Land Degradation, Desertification and Sustainable Land Management (SLM).
- Environmental Governance: Institutional bodies, Legislations, and Conventions (National and International).

Suggested Reading:

1. Bhargava.; Olson, Keith; Rajaram, V.; Tiede, Lynn (2019). Ecology and environment. Chapman and Hall/CRC.
2. Anubha Kaushik (2010). Basics of environment and ecology. New Age International Ltd.

References:

1. Vesilind, P. A., Peirce, J. J., & Weiner, R. F. (2013). Environmental pollution and control. Elsevier.
2. Alberts, R. C., Retief, F. P., Cilliers, D. P., Roos, C., & Hauptfleisch, M. (2021). Environmental impact assessment (EIA) effectiveness in protected areas. Impact Assessment and Project Appraisal, 39(4), 290–303.

SEMESTER – III

Course Code: BRI301 **Core/ Elective**: Core **No. of Credits**: 4 **No. of Hours**: 60	Course Title **RESEARCH METHODOLOGY**

Course Objectives

The purpose of this course is

- To orient the students towards the research and process basics.
- To enable the students to choose a method appropriate to one's research problem.
- To speak about certain essential elements and the craft of project report writing to improve its overall quality.

Learning Outcome

Upon the completion of this course, the students should be able to

- Take up research projects with statistical methods and project report writing.

Course Outline

Unit I **No. of Teaching Hours: 12**

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

Unit II **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 12**

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

Unit IV **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 12**

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

Suggested Reading

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

References

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

Course Code: BRI302 **Core/ Elective**: Core **No. of Credits**: 4 **No. of Hours:** 60	Course Title **INTRODUCTION TO RETAILING**

Course Objectives:

The purpose of this course is

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

Learning Outcomes:

Upon the completion of this course, the students will be able to

- Gain a foundational knowledge of the retail industry, including key terms, concepts, and the overall retail landscape.
- Learn about different retail formats and their operational practices, including store layout, inventory management, and customer service.
- Explore strategies for promoting retail products, including merchandising techniques, pricing strategies, and promotional activities.

Course Outline

Unit I **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 12**

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

Unit III **No. of Teaching Hours: 13**

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

Unit IV **No. of Teaching Hours: 12**

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

Unit V **No. of Teaching Hours: 11**

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

Suggested Reading

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

References

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

Course Code: BRI303 **Core/ Elective:** Core **No. of Credits:** 4 **No. of Hours:** 60	Course Title **ORGANISATIONAL BEHAVIOUR**

Course Objectives

The purpose of this course is

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

Learning Outcome

Upon the completion of this course, the students should be able to

- Understand the behaviour in organizations.

Course Outline

Unit I **No. of Teaching Hours: 10**

Introduction to OB – Definition-Relationship with other fields- Theoretical framework - environmental context-Globalization-Diversity of workforce.

Unit II **No. of Teaching Hours: 12**

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

Unit III **No. of Teaching Hours: 12**

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

Unit IV **No. of Teaching Hours: 12**

Groups- Nature of Groups- Dynamics of Informal Groups- Functions of Groups and Teams-Teams in Modern Work Place – Leadership – Styles – Strategies - Behavioural.

Unit V **No. of Teaching Hours: 14**

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

Suggested Reading

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

References

1. K Aswathappa (2005) Organizational Behaviour Text cases games. New Delhi: Himalaya Publishing Company.
2. Udai Pareek (2004) Understanding Organizational Behaviour. New Delhi: Oxford University Press.

Course Code: BRI313 **Major/Minor:** AEC **No. of credits:** 2 **No. of Hours:** 30	Course Title **Understanding The Indian Economy**

Course Objectives:

- To familiarize students with the structure and functioning of the Indian economy.
- To provide an understanding of key sectors, policies, and challenges in India's economic development.
- To enable critical analysis of contemporary issues in the Indian economy.

Course Outcomes

- Explain the historical and structural features of the Indian economy.
- Analyze sectoral contributions (agriculture, industry, services) to growth and development.
- Evaluate government policies and reforms in relation to inclusive and sustainable development.
- Critically discuss current challenges such as unemployment, poverty, and inequality.

Unit I: Structure and Growth of Indian Economy **No of Hours 15**

Basic Features of the Indian economy – demographic profile, natural resources, dualism, and structural changes since independence. National Income – concepts, trends, and growth performance. Economic Reforms – Liberalization, Privatization, Globalization (LPG model) and their impact. Poverty, Unemployment, and Inequality – trends, measurement, and policy responses.

Unit II: Sectoral and Contemporary Issues **No of Hours 15**

Agricultural Sector – role in Indian economy, problems, and policies (Green Revolution, MSP, recent reforms). Industrial Sector – MSMEs, industrial policies, role of Public Sector Enterprises, and Make in India. Service Sector – IT, trade, banking, tourism, health, and education. Current Issues – digital economy, sustainable development, climate change, globalization, and regional disparities.

Suggested Pedagogy

- Lecture-cum-discussion Case studies (e.g., MNREGA, GST, Digital India)
- Group presentations on contemporary issues
- Use of statistical data from Economic Survey & Budget

Reading List

1. Dutt, R. & Sundaram, K.P.M. – Indian Economy
2. Mishra, S.K. & Puri, V.K. – Indian Economy: Its Development Experience
3. Uma Kapila – Indian Economy: Performance and Policies
4. Government of India – Economic Survey (latest edition)
5. Government of India – Union Budget (latest edition)

Course Code: BRI304 **Core/ Elective:** Core **No. of Credits:** 4 **No. of Hours**: 60	Course Title **WEB TECHNOLOGIES**

Course Objectives

The purpose of this course is

- To design and develop web pages and web applications.
- To provide skills in designing interactive and dynamic websites.

Learning Outcome

Upon the completion of this course, the student should be able to

- Acquire knowledge regarding web technologies of development tools

Course Outline

Unit I **No. of Teaching Hours: 12**

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

Unit II **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 12**

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.

Suggested Reading

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

References

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

Course Code: BRI314 **Major/Minor:** SEC **No. of credits:** 4 **No. of Hours:** 60	Course Title **IT Skills & Artificial Intelligence**

Course Objectives:

The purpose of this course is

- To understand and explain the fundamental concepts and applications of artificial intelligence.
- To apply problem-solving and critical thinking skills effectively

Learning Outcomes:

After completion of the course, students will be able to

- Demonstrate proficiency in basic computer skills for everyday use.
- Create and format documents using word processing software.
- Solve practical problems in various domains.

Course Outline:

Unit I **No. of Teaching Hours: 20**

Knowing Computer:

- Components of Computer System- Input / Output Devices- CPU- Memory Devices
- Concepts of Hardware and Software.
- Applications of Computer.
- Concept of Computing- Data and Information – Number Conversions

Understanding Word Processing:

- Opening and Closing of Documents.
- Text Creation and Manipulation
- Formatting of Text- Spell Check, Language Setting, and Thesaurus; Printing of Word Document.
- Table Handling.

Unit II **No. of Teaching Hours: 15**

Artificial Intelligence:

- AI Problems
- Foundation of AI and History of AI Intelligent Agents
- Agents and Environments

Unit III **No. of Teaching Hours: 15**

Searching Strategies:

- Uniformed Search Strategies
- Heuristic Search Algorithms
- Problem Reduction
- Game Playing- Problem in Game Playing
- Alpha-Beta Pruning-Evaluation Functions.

Unit IV **No. of Teaching Hours: 10**

Expert Systems

- Structure &Problem Areas
- Success Factors
- Types of Expert Systems.

Suggested Reading

1. Reema Thereja, “Fundamentals of Computers”, Oxford University Press, 2nd Edition, 2019.
2. S. Russell and P. Norvig, “Artificial Intelligence: A Modern Approach” Prentice Hall, 4th Edition 2022.

3. M.TimJones, “Artificial Intelligence: A Systems Approach (Computer Science)”, Jones and Bartlett Publishers, Inc.; 1st Edition,2008.

References

1. V. Rajaraman, “Fundamentals of Computers”, PHI Learning ,2014.
2. E. Balaguru Swamy, “Fundamentals of Computers”, McGraw Hill Education, 2009
3. Lavika Goel, “Artificial Intelligence: Concept and Applications”, Willy ,2021Nils
4. J. Nilsson, “The Quest for Artificial Intelligence”, Cambridge University Press, 2009.

Course Code: BRI315 **Core/ Elective:** Core **No. of Credits:** 2 **No. of Hours:** -	Course Title **INTERNSHIP REPORT & PRESENTATION**

Project Objective:

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

Project Outcome:

- Will know the application of concepts and practices in the industry.

About the Project

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

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

Evaluation Pattern

Internship Report is a 2-credit course and is evaluated for 100 marks. The marks are divided into two parts: Report and Presentation. The report carries 50 Marks, and the Presentation carries 50 marks.

SEMESTER – IV

Course Code: BRI401 **Core/ Elective**: Core **No. of Credits**: 4 **No. of Hours**: 60	Course Title **BUSINESS LAWS**

Course Objectives

The purpose of this course is

- To improve legal literacy among students.
- To familiarize the students with the legal business scenario in India.

Learning Outcome

Upon the completion of this course, the students will be able to

- Observe the laws and regulations governing the business world.

Course Outline:

Unit I **No. of Teaching Hours: 10**

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

Unit II **No. of Teaching Hours: 12**

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

Unit III **No. of Teaching Hours: 11**

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

Unit IV **No. of Teaching Hours: 15**

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

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

Unit V **No. of Teaching Hours: 12**

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

Suggested Reading

1. Gulshan, S.S. (2014). *Business & Corporate Law*, Excel Books, New Delhi
2. Tulsian, P. C. (2011). *Business and Corporate Laws*. S. Chand Publishing.

References

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

Course Code: BRI402 **Core/ Elective:** Core **No. of Credits**: 4 **No of Hours**: 60	Course Title **STRATEGIC MANAGEMENT**

Course Objectives:

The purpose of this course is:

- To understand how strategic decisions should be taken and implemented in the changing environment.
- To understand the different stages of the strategic management process.

Learning Outcomes:

Upon the completion of this course, the students will be able to learn

- The process of strategic management.
- Different types of strategies are used in the process of development and revival of businesses.

Course Outline

Unit I **No. of Teaching Hours: 12**

Introduction: Concept, Definition, Need and Scope, Objectives, and Importance of Strategic Management- Strategic Decision Making – Stages of Strategic Management: Strategy Formulation, Strategy Execution and Strategy Evaluation and Control- Concept of Strategic Business Units (SBUs).

Unit II **No. of Teaching Hours: 12**

Environmental and Organizational Analysis: Environmental Threat and Opportunity Profile (ETOP), Organizational Capability Profile – Strategic Advantage Profile – Value Chain Analysis– BCG, GE Nine-cell Matrix- Industry Level Analysis: Porters' Forces Model.

Unit III **No. of Teaching Hours: 12**

Strategy Implementation: Resource Allocation Techniques- Organization Structure, Matching Structure and Strategy – Leadership Style – Corporate Culture – Values – Power – Social Responsibilities – Ethics– Functional Plans and Policies

Unit IV **No. of Teaching Hours: 12**

Corporate level (or Grand) Strategies: Stability, Expansion, Divestment and Coordination Strategies. Growth Strategies: Mergers, Acquisitions, Takeovers, Joint Ventures, Strategic Alliances, and Collaborative Partnerships.

Unit V **No. of Teaching Hours: 12**

Strategic Control: 7S Framework for Understanding Implementation Issues – The Concept of Balanced Score Card – Strategy Evaluation and Control: Purpose of Strategic Control, Strategic, Budgetary, and Operational Control – Strategic Control Process – Strategic Audit.

Suggested Reading:

1. JA. Pearce II and R. B. Robinson Jr., Strategic Management Formulation Implementation and Control, Tata McGraw Hill.
2. Ansoff H. Igor, Corporate Strategy: An Analytical Approach to Business Policy for Growth and Expansion, McGraw–Hill, New York.
3. V.S.P. Rao & V Hari Krishna, Strategic Management Text & Cases, Excel Books.
4. Andrews, Kenneth R., The Concept of Corporate Strategy, Dow – Jones – Irwin, Homewood.
5. Glueck, William F. and Lawrence R. Jauch., Business Policy and Strategic Management, Mc Graw Hill, International Edition.

References

1. Hamel, G. and S.K. Prahlad, Competing for the Future, Harvard Business School Press.
2. Kazmi, Azhar., Business Policy, Tata McGraw Hill.
3. Nitin Balwani, Strategic Management & Business Policy, Excel Books, New Delhi
4. Hamel, G. and S.K. Prahlad, Competing for the Future, Harvard Business School Press, Boston, 1994.

Course Code: BRI403 **Core/ Elective:** Core **No. of Credits:** 4 **No. of Hours:** 60	Course Title **PRODUCTION AND OPERATIONS MANAGEMENT**

Course Objectives

The purpose of this course is

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

Learning Outcomes:

Upon the completion of this course, the students will be able

- To understand and plan the production process.
- To understand the process of developing new products.
- To understand the productivity techniques and improve productivity.

Course Outline:

Unit I **No. of Teaching Hours: 12**

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

Unit II **No. of Teaching Hours: 10**

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

Unit III **No. of Teaching Hours: 10**

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

Unit IV **No. of Teaching Hours: 15**

Quality management: Introduction; Meaning; Quality characteristics of goods and services; Tools and techniques for quality improvement: check sheet, histogram, scatter diagram, cause and effect diagram, Pareto chart, process diagram, statistical process control chart; Quality assurance; Total quality management (TQM) model; Service quality, concept of Six Sigma and its application.

Unit V **No. of Teaching Hours: 13**

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

Suggested Reading

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

References

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

Course Code: BRI404 **Core/ Elective:** Core **No. Of Credits:** 4 **No. of Hours:** 60	Course Title **DIGITAL MARKETING**

Course Objectives:

The purpose of this course is

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

Learning Outcome

Upon the completion of this course, the students will be able to

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

Course Outline:

Unit I **No. of Teaching Hours: 12**

Introduction to Digital Marketing: Creating initial digital marketing plan - SWOT Analysis - Target group analysis- Content management – Optimization of site expression - SEO optimization - CRM platform - Google analytics - Social media marketing - Budgeting.

Unit II **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 12**

Internet demographics: Online user behavior and characteristics - navigation behavior (click-o-graphics) - Market research on the internet -Web tracking audits and demand forecasting Trends in internet marketing - Acquiring customers online.

Suggested Reading

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

References

1. Frost, R. D., & Strauss, J. (2016). E-marketing. Routledge.
2. Mohammed, Fisher, Jaworski, and Cahill: Internet marketing - building advantage in a networked economy (Tat McGraw-Hill).

Course Code: BRI405 **Core/ Elective:** Core **No. of Credits:** 4 **No. of Hours:** 60	Course Title **DATABASE MANAGEMENT SYSTEMS**

Course Objective

The purpose of this course is

- To present an introduction to database management systems, emphasizing how to organize, maintain, and retrieve information from a DBMS efficiently and effectively.

Learning Outcome

Upon the completion of this course, the students will be able to

- Solve several DBMS-related organizational issues.

Course Outline

Unit I **No. of Teaching Hours: 12**

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

Unit II **No. of Teaching Hours: 12**

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 entity types- Refining the ER design and design issues.

Unit III **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 12**

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 standard form- Fifth normal form.

Suggested Reading

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

References

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

Course Code: BRI412 **Core/ Elective:** CCC-I **No. of Credits:** 4 **No. of Hours:** 60	Course Title **BUILDING MATHEMATICAL ABILITY AND FINANCIAL LITERACY**

Course Objectives:

- Introduce fundamental mathematics and finance concepts to undergraduates.
- Develop proficiency in mathematical operations, logical reasoning, and understanding of financial instruments.

Learning Outcomes:

- Apply fundamental mathematical concepts and logical reasoning to problem-solving.
- Demonstrate competency in handling financial instruments and analyzing data for informed decision-making.

Course Outline:

Unit I : Mathematics Fundamentals **No. of Teaching Hours: 14**

Basic set theory - Permutations and combinations - Introduction to mathematical logic: propositions - truth values - logical connectives – tautology – contradiction - logical equivalences - conditional statements.

Unit II: Financial Mathematics **No. of Teaching Hours: 15**

Cost price - selling price - profit and loss - Simple interest - compound interest (reducing balance and flat rate) - Introduction to stocks and shares - Housing loans – insurance - equated monthly installments (EMI) calculation - Basic income tax calculations.

Unit III: Statistical Analysis **No. of Teaching Hours: 15**

Sources of data: primary and secondary - Types of data and graphical representation Measures of central tendency: mean – median - mode - Measures of dispersion: range - standard deviation - coefficient of variation - Bivariate data analysis: scatter plot, correlation coefficient, and simple linear regression.

Unit IV: Financial Literacy **No. of Teaching Hours: 16**

Definition and functions of money—Role of banks—credit creation and usage of debit and credit cards—Functions of central banks—with a focus on the Reserve Bank of India Monetary policy tools: bank rate policy—cash reserve ratio—open market operations, statutory liquidity ratio—repo rate—reverse repo rate—selective credit control.

Suggested Reading:

1. J. Medhi, "Statistical Methods: An Introductory Text," Wiley Eastern Ltd. (latest edition).
2. "Building Mathematical Ability," Foundation Course, University of Delhi, S. Chand Publications.
3. M.K. Lewis and P.D., "Monetary Economics," Oxford University Press, New York, 2000.

References:

1. C. Rangarajan, "Indian Economy: Essays in Money and Finance," 1999.
2. B. Brahmaiah and P. Subbarao, "Financial Futures and Options," Himalaya Publishing House, Mumbai, 1998.

Course Code: BRI413 **Course Type:** VAC **No. of Credits:** 2 **No. of Hours:** 30	Course Title **CLIMATE CHANGE**

Objectives:

- To understand the causes and impacts of climate change.
- To orient climate change management and best practices in achieving sustainable local, regional, and global development.

Learning Outcomes:

- Sensitivity towards climate change and its adverse effects.
- Appreciate the efforts of the world community towards climate change management.

Course Outline:

Unit I **No. of Teaching Hours: 15**

Introduction

- Climate Change: Causes and Impacts.
- Green House Gases.
- Global Warming.
- Ecological and Carbon Footprint.

Unit II **No. of Teaching Hours: 15**

Climate Change Management and Environment

- Climate Change: Summits, Conferences and Organizations.
- Environment Schemes and Environmental Mission in India.
- Environmental Impact Assessment (EIA).
- Sustainable Development and Best Practices.

Suggested Reading:

1. Wei-Yin Chen, Toshio Suzuki, Maximilian Lackner (eds.) (2017). Handbook of climate change mitigation and adaptation. Springer International Publishing.

References:

1. East-West Centre. (2021). Global Climate Change: Causes and Indicators. In Climate Change: in the Commonwealth of the Northern Mariana Islands (pp. 11–13). East-West Centre.
2. Gillespie, A. (2006). I. Basics. In Climate Change, Ozone Depletion and Air Pollution (pp. 1-17). Brill Nijhoff.

SEMESTER – V

Course Code: BRI501 **Core/ Elective**: Core **No. of Credits**: 4 **No. of Hours**: 60	Course Title **DATA MINING AND WAREHOUSING**

Course Objectives

The purpose of this course is

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

Learning Outcome

Upon the completion of this course, the students will be able to

- learn about classification, prediction and cluster analysis techniques and data mining applications and trends

Course Outline:

Unit I **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 12**

Data Warehousing and Online Analytical Processing: Operational database systems vs. data warehouses- Data warehouse architecture- Data warehouse modeling cube and OLAP- Data warehouse design and usage- Data warehouse implementation.

Unit IV **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 12**

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.

Suggested Reading:

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

References:

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

Course Code: BRI502 **Core/ Elective:** Core **No. of Credits:** 4 **No. of Hours:** 60	Course Title **FUNDAMENTALS OF RETAIL MANAGEMENT AND RETAIL SERVICES**

Course Objectives

The purpose of this course is

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

Learning Outcome

Upon the completion of this course, the students will be able to

- equipping them with the basics of the retail industry and its services.

Course Outline:

Unit I **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 13**

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 **No. of Teaching Hours: 12**

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, and the Indian retail-scape.

Unit IV **No. of Teaching Hours: 13**

Retail Services: Understanding Customer Service, the Meaning and Scope of Retail Services, Characteristics and Classification, Approaches, Various Customer services that a retailer can offer, Retail Service Mix, the Importance of service in retail, Reasons for the growth of the retail service sector, and recent trends in the services sector in the Indian economy.

Unit V **No. of Teaching Hours: 10**

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

Suggested Reading:

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

References:

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

Course Code: BRI503 **Core/ Elective:** Core **No. of Credits**: 4 **No. of Hours**: 60	Course Title **RETAIL STORE OPERATIONS**

Course Objectives

The purpose of this course is

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

Learning outcome

Upon the completion of this course, the students will be able to

- apply the concepts of retail store operations in the organizations.

Course Outline:

Unit I **No. of Teaching Hours: 10**

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 **No. of Teaching Hours: 13**

Unit II: Store Location, Design and Layout: Types of Store Locations—Process of Selecting a Store Location—Checklist analysis—Analyzing infrastructure and obtaining permission from authorities—Locating alternative sites and making selection—Retail Store Design—Exterior and Interior—Layout—Functioning of a Retail Store.

Unit III **No. of Teaching Hours: 12**

Unit III: Inventory Management in Retail: Importance—Stock check—Negative inventory—Movement from warehouse to store—Unloading—Product Repair System—Customer Interface—Vendor Interface—Returning Merchandise to Vendor—Retail Merchandising—Evolution—Merchandise management.

Unit IV **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 13**

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 behaviour - Store Audit.

Suggested Reading

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

References

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

Course Code: BRI504 **Core/ Elective**: Core **No. of Credits**: 4 **No. of Hours**: 60	Course Title **STORE-KEEPING AND WAREHOUSING**

Course Objectives

The purpose of this course is

- To create awareness of the fundamentals of storekeeping in a retail store.
- To build awareness of retail warehousing and logistics in a retail company.

Learning Outcome

Upon the completion of this course, the students will be able to

- get the knowledge of retail business storekeeping and warehousing

Course Outline:

Unit I **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 12**

Store Management: Store Administration and Management of the Premises—storefronts, entrances, Facades, windows—material for storefronts—material and finishes like floors, interior walls, and ceilings.

Unit V **No. of Teaching Hours: 12**

Retail Warehousing management - Functions –Importance – Benefits - Types of Warehousing - Warehousing Strategies - Transportation and Logistics - Warehousing Management System (WMS) - Delivering Store service: Service distribution.

Suggested Reading:

1. Purchasing and storekeeping: Sneha S. Dharpawar, Jaiswaloni Balbhadra, Himalaya Publishing House, First Edition (2017) ISBN:978-93-5273-016-2
2. Sales and Distribution Management: Tapan Panda and Sunil Sahadev, Oxford Higher education. ISBN: 0195673905

References

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

Course Code: BRI511 **Core/ Elective:** Internship **No. of Credits:** 4 **No of Hours:** -	Course Title **SUMMER TRAINING PROJECT**

Course Objectives:

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

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

Learning Outcomes:

At the end of the project work, students will be able to

- Identify the thrust of the research.
- To conduct the literature survey and problem identification and articulate the research gap.
- Develop a research proposal and design for a study.
- Analyse the data by applying statistical tools and summarize the findings.
- To develop a research report.

About the Project

The students are imparted theoretical input through classroom learning. As prospective employees in corporate organizations, the B.Sc RMIT students are expected to observe and learn how to implement the concepts and principles in a real-time situation. Therefore, the students will have to work for 6 - 8 weeks in an organization under the mentorship of an external guide in the organization and an internal guide from the University or take up any real-time project by data collection.

After returning from the Summer Internship in the organization, during the subsequent semester, the students, under the supervision of an internal university guide, are expected to compile, analyze, and interpret data and submit their findings and learning experiences from the project. They are also expected to prepare a report and submit it to the University as a Summer Training Project.

Evaluation Pattern

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

SEMESTER – VI

Course Code: BRI601 **Core/ Elective:** Core **No. of Credits:** 4 **No. of Hours:** 60	Course Title **INTERNATIONAL RETAILING**

Course Objectives

The purpose of this course is

- 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

Upon the completion of this course, the students will be able to

- familiarize with various concepts of channels of international retailing.

Course Outline

Unit I **No. of Teaching Hours: 11**

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

Unit I **No. of Teaching Hours: 11**

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 I **No. of Teaching Hours: 12**

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 I **No. of Teaching Hours: 13**

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 I **No. of Teaching Hours: 13**

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.

Suggested Reading:

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

References

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

GROUP A: ELECTIVES

Course Code: BRI611 **Core/ Elective:** Elective **No. of Credits**: 4 **No. of Hours:** 60	Course Title **SUPPLY CHAIN MANAGEMENT IN RETAIL**

Course Objectives

The purpose of this course is

- To introduce the 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 of all supply chain concepts and make or buy decisions in retail organizations.

Course Outline

Unit I **No. of Teaching Hours: 13**

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 **No. of Teaching Hours: 11**

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

Unit III **No. of Teaching Hours: 12**

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

Unit IV **No. of Teaching Hours: 12**

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

Unit V **No. of Teaching Hours: 12**

Channels of Distribution – Customer Service Strategy: Identification of Service needs, cost of services – Revenue management- Transportation Networks and Sourcing- Role of Transportation – Modes.

Suggested Reading

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

References

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

Course Code: BRI612 **Core/ Elective:** Elective **No. of Credits**: 4 **No. of Hours:** 60	Course Title **FOOD AND FASHION RETAILING**

Course Objectives

The purpose of this course is

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

Learning Outcome

- Provides concepts related to fashion/retail industry-oriented retail professionals specialized in retail buying and merchandising.

Course Outline

Unit I **No. of Teaching Hours: 12**

Fashion Retail- Introduction- Types of stores and location - Departmental, Specialty and Chain stores - Channels of distribution – Designer shops, outlet- Discount retailing- Elements of the retail mix - Human Resources, Sales methods, and Competition - E-Tailing.

Unit II **No. of Teaching Hours: 13**

Consumer Behavior in the 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 **No. of Teaching Hours: 13**

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 **No. of Teaching Hours: 14**

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 behavior in food and retail industry dynamics.

Unit V **No. of Teaching Hours: 8**

Ethics in Fashion and Food Retailing- Cultural Aspects in Fashion and Food.

Suggested Reading:

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

References

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

Course Code: BRI613 **Core/ Elective:** Elective **No. of Credits**: 4 **No. of Hours**: 60	Course Title **E-RETAILING**

Course Objective

The purpose of this course is

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

Learning Outcome

Upon the completion of this course, the student will be able to

- apply the concepts in real-time situations.

Course Outline

Unit I **No. of Teaching Hours: 11**

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 **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 13**

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

Unit IV **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 12**

Electronic Payment Systems: Introduction to payment systems, Online payment systems-Prepaid E - payment systems, Postpaid E-payment systems, E-Cash or Digital Cash, E-Cheques, and Credit cards. Smart cards, Debit cards.

Suggested Reading

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

References

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

Course Code: BRI614 **Core/ Elective:** Elective **No. of Credits**: 4 **No. of Hours**: 60	Course Title **VISUAL MERCHANDISING**

Course Objectives

The purpose of this course is

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

Learning Outcome

Upon the completion of this course, the students will be able to

- Familiar with concepts of visual management.

Course Outline

Unit I **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 13**

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 **No. of Teaching Hours: 13**

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 IV **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 10**

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

Suggested Reading

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

References

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

Course Code: BRI615 **Core/ Elective:** Elective **No. of Credits**: 4 **No. of Hours**: 60	Course Title **MALL MANAGEMENT**

Course Objectives

The purpose of this course is

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

Learning Outcome

Upon the completion of this course, the students will be able to

- learn the concepts of mall management.

Course Outline

Unit I **No. of Teaching Hours: 11**

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 **No. of Teaching Hours: 13**

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 **No. of Teaching Hours: 13**

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

Unit IV **No. of Teaching Hours: 13**

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 **No. of Teaching Hours: 10**

Mall Development Process: Introduction—Planning and Design Decisions—Site for the shopping mall—Mall Design Process—Planning framework—Loading Ducks- Community enhancement.

Suggested Reading

1. Singh, Harvinder; Srinivasan, Srini R., Mall Management, Tata McGraw Hill Education Private Limited, New Delhi, 2012.
2. Mall Management JNU 2013.

References

1. Anselmsson, J. (2006), 'Sources of customer satisfaction with shopping malls: a comparative study of different customer segments', The International Review of Retail, Distribution and Consumer Research, 16(1), pp. 115–138.
2. Backstrom, K. (2006), 'Understanding recreational shopping', International Review of Retail Distribution and Consumer Research, 16(2), pp. 143–158.
3. Carter, C.C. and Vendell, K.D. (2005), 'Store location in shopping centres: theory and estimates', Journal of Real Estate Research, 25(3), pp. 237–265.
4. 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: BRI616 **Core/ Elective**: Elective **No. of Credits:** 4 **No. of Hours:** 60	Course Title **SALES MANAGEMENT AND B2B MARKETING**

Course Objectives

The purpose of this course is

- To provide a detailed understanding of organizational sales processes across various organizations.
- To familiarise with B2B marketing concepts

Learning Outcome

Upon the completion of this course, the students will be able to

- get the concepts of B2B marketing and sales.

Course Outline

Unit I **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 12**

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.

Suggested Reading

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

References

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

GROUP B: ELECTIVES

Course Code: BRI621 **Core/ Elective:** Elective **No. of Credits:** 4 **No. of Hours:** 60	Course Title **BASICS OF CLOUD COMPUTING**

Course Objectives

The purpose of this course is

- To provide students with the fundamentals and essentials of Cloud Computing.
- To provide students with a sound foundation of Cloud Computing so they can start using and adopting Cloud Computing services and tools in real-life scenarios.

Learning Outcome

Upon the completion of this course, the students will be able to

- explore some critical cloud computing-driven commercial systems and applications.

Course Outline

Unit I **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 12**

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, and Open challenges.

Unit III **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 12**

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

Suggested Reading

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

References

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

Course Code: BRI622 **Core/ Elective:** Elective **No. of Credits**: 4 **No. of Hours**: 60	Course Title **BASICS OF ANDROID**

Course Objectives

The purpose of this course is

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

Learning Outcome

Upon the completion of this course, the students will be able to

- to develop software tools and simple Android applications.

Course Outline

Unit I **No. of Teaching Hours: 12**

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, Refactoring.

Unit II **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 11**

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

Unit IV **No. of Teaching Hours: 12**

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

Unit V **No. of Teaching Hours: 13**

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.

Suggested Reading

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

References

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

Course Code: BRI623 **Core/ Elective:** Elective **No. of Credits:** 4 **No. of Hours:** 60	Course Title **INTERNET OF THINGS**

Course Objectives

The purpose of this course is

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

Learning Outcome

Upon the completion of this course, the students will be able to

- apply the concept of the Internet of Things in a real-world scenario.

Course Outline

Unit I **No. of Teaching Hours: 11**

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 **No. of Teaching Hours: 12**

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, and standards considerations.

Unit III **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 14**

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 **No. of Teaching Hours: 11**

Developing IoTs - Implementing IoT concepts with Python -Implementing different IoT tools—Developing applications through IoT tools.

Suggested Reading

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

Reference

1. The Internet of Things" by Samuel Greengard.

Course Code: BRI624 Core/ Elective: Elective No. of Credits: 4	Course Title **FUNDAMENTALS OF MULTIMEDIA**

Course Objectives

The purpose of this course is

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

Learning Outcome

Upon the completion of this course, the students will be able to

- Students can identify various concepts, techniques, and tools for creating and editing interactive multimedia applications.

Course Outline

Unit I **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 12**

Images: Still Images – Bitmap-Vector drawing- 3D drawing & rendering- natural light & colors- Computerized colors- Color palettes- image file formats. Sound: Digital audio- MIDI vs. Digital audio- Audio file formats.

Unit III **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 12**

Internet and Multimedia: WWW and HTML- Multimedia on the web – Web servers- Web browsers- Web page makers and Web site builders.

Unit V **No. of Teaching Hours: 12**

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.

Suggested Reading

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

References

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

Course Code: BRI625 Core/ Elective: Elective No. of Credits: 4	Course Title **PRINCIPLES OF ANIMATION**

Course Objectives

The purpose of this course is

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

Learning outcome

Upon the completion of this course, the students will be able to

- Analyze and develop observation skills with minute details, create gesture drawings, etc.

Course Outline

Unit I **No. of Teaching Hours: 12**

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 **No. of Teaching Hours: 11**

Types of animation: Cell animation- Stop motion animation- Computer animation- 2-D animation- 3-D animation.

Unit III **No. of Teaching Hours: 12**

Skills for an Animation Artist: Visual and creative development of the importance of observation with minute details- Efficiency to draw gestures- Facial expressions- Good listening- hard work and patience- creative and innovative.

Unit IV **No. of Teaching Hours: 13**

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 **No. of Teaching Hours: 12**

Various Terms: Animation drawings/cells- rough drawings- clean ups- Color reference drawings- Layout- Model sheet- Key drawings - Master background- Concept piece- Character drawing - Storyboard.

Suggested Reading

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

References

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

Course Code: BRI626 **Core/ Elective:** Elective **No. of Credits**: 4 **No. of Hours**: 60	Course Title **MANAGEMENT INFORMATION SYSTEM**

Course Objective

The purpose of this course is

- To provide students with an understanding of how to use and manage information systems to revitalize business processes, improve business decision-making, and gain competitive advantage.

Learning Outcome

Upon the completion of this course, the students will be able to

- improve IT business decision-making.

Course Outline

Unit I **No. of Teaching Hours: 12**

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 I **No. of Teaching Hours: 12**

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 I **No. of Teaching Hours: 12**

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 I **No. of Teaching Hours: 12**

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 I **No. of Teaching Hours: 12**

System Design: System design consideration/output design, File organization and database- Data management- File design- Program design- Control and security.

Suggested Reading

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

Reference

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

BRI604: EXPERIENTIAL LEARNING REPORT STRUCTURE

CHAPTER 1

A) Introduction to the topic:

The Introduction chapter should broadly cover the following topics

i. Introduction to the functional area and the relationship between one and other functional management areas.
ii. Importance of the topic from macro and micro perspectives and title chosen for study.
iii. Study of the organization concerning the topic. (if Necessary)

B) Literature review

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

C) Industry Profile:

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

a. Introduction to Industry/area of business
b. Total size/annual turnover of the industry

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

D) Company profile:

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

CHAPTER 2

Research Design:

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

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

CHAPTER 3

Analysis and Interpretation

The data collected will be analyzed using relevant statistical tools followed by suitable interpretation.

CHAPTER 4
Summary of Findings: The salient findings of the research study, along with suitable suggestions, need to be given
CHAPTER 5
Recommendations and Conclusion

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

BIBLIOGRAPHY [NO CHAPTERIZATION]
All sources of reference such as journal articles, books, websites etc. to be given in compliance with APA format only.
Text Books and Reference Books
Reports
Websites