

BHARATHIAR UNIVERSITY,COIMBATORE-641 046

B.B.M –RM (Retail Management) with Diploma in Entrepreneurship Development
(For the students admitted during the academic year 2008-2009 and onwards)

SCHEME OF EXAMINATIONS : CBCS PATTERN

Part	Study Components	Course Title	Ins. hrs / week	Examinations				Credits
				CIA	Dur.Hrs	Marks	Total	
	SEMESTER –I							
I	Language-I		6	25	3	75	100	3
II	English-I		6	25	3	75	100	3
III	Core I – Management Process		5	25	3	75	100	4
III	Core II – Financial Accounting		5	25	3	75	100	4
III	Allied Paper I - Mathematics for Management-I		6	25	3	75	100	5
IV	Environmental Studies #		2	-	3	50	50	2
	SEMESTER –II							
I	Language-II		6	25	3	75	100	3
II	English-II		6	25	3	75	100	3
III	Core III –Industrial Psychology		5	25	3	75	100	4
III	Core IV – Economics for Executives		5	25	3	75	100	4
III	Allied Paper II – Mathematics for Management-II		6	25	3	75	100	5
IV	Value Education – Human Rights #		2	-	3	50	50	2
	SEMESTER –III							
III	Core V – Marketing Management		6	25	3	75	100	4
III	Core VI– Human Resource Management for Retail Organization		6	25	3	75	100	4
III	Core VII – Business Law		6	25	3	75	100	4
III	Allied : III - Business Taxation		6	25	3	75	100	5
IV	Skill based Subject 1 (Diploma) Paper-I : Entrepreneurship Development		4	25	3	75	100	3
IV	Tamil @ /Advanced Tamil # (or) Non-major elective-I : Yoga for Human Excellence # / Women’s Rights #		2	-	-	75	75	2
	SEMESTER –IV							
III	Core VIII – Financial Management in Retailing		5	25	3	75	100	4
III	Core IX – Consumer Behaviour		5	25	3	75	100	4
III	Core X – Retail Operations , Systems & Inventory		5	25	3	75	100	4
III	CORE XI– Business Ethics & Corporate Responsibility		5	25	3	75	100	4
III	Allied : IV - Applications in Retail Business		5	25	3	75	100	5
IV	Skill based Subject 2 (Diploma) Paper-II : Entrepreneurial Finance		3	25	3	75	100	3
IV	Tamil @ / Advanced Tamil # (or) Non-major elective -II : General Awareness #		2	-	-	75	75	2

SEMESTER –V							
III	Core XII – Fashion Merchandising	6	3	25	75	100	4
III	Core XIII – Strategic Management	6	3	25	75	100	4
III	Core XIV – Customer Relationship Management	6	3	25	75	100	4
III	Core XV – Retail Advertising and Promotion	5	3	25	75	100	4
III	Elective –I :	4	3	25	75	100	5
IV	Skill based Subject 3 (Diploma) Paper-III : Small Business Management	3	3	25	75	100	3
SEMESTER –VI							
III	Core XVI – Brand Management	6	3	25	75	100	4
III	Core XVII – Retail Supply Chain Management	6	3	25	75	100	4
III	Core XVIII – E-Commerce	6	3	25	75	100	4
III	Elective –II :	6	3	25	75	100	5
III	Elective –III :	2	3	25	75	100	5
IV	Skill based Subject 4 (Diploma) Business Environment	4	3	25	75	100	3
V	Extension Activities @	-	-	-	-	50	1
Total						3600	140

@ No University Examinations. Only Continuous Internal Assessment (CIA)

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List of Elective papers (Colleges can choose any one of the paper as electives)		
Elective – I	A	Research Methods for Management
	B	Marketing Research
	C	Consumer Behaviour
Elective – II	A	Channel Management
	B	HRD (Human Resource Development)
	C	Financial Services
Elective - III	A	Labour Law
	B	Global Business Management
	C	Project Work & Viva-Voce

SEMESTER - I

Subject Title: MANAGEMENT PROCESS

Goal: To enable the students to learn principles, concepts and functions of management.

Objective: On successful completion of this course, the students should have understood

- ✓ The nature and types of business organizations
- ✓ Principles & functions of Management
- ✓ Process of decision making
- ✓ Modern trends in management process.

UNIT -I

Business - meaning -business and profession, requirements of a successful business- Organisation - meaning - importance of business organisation. Forms of business Organisation-Sole traders, partnership, Joint Hindu family firm - Joint Stock Companies - Cooperative Organisations - Public Utilities and Public Enterprises.

UNIT -II

Nature and Scope of Management process – Definitions of Management – Management: a science or an art? - Scientific Management - Managerial functions and roles – The evolution of Management Theory.

UNIT -III

Planning: meaning and purpose of planning - steps in planning - types of planning. Objectives and Policies - Decision making: Process of Decision making - types of Decisions.

UNIT -IV

Organising: Types of organisation - Organisational structure - span of control - use of staff units and committees. Delegation: Delegation and centralisation - Line and Staff relationship. Staffing: Sources of recruitment - Selection process - training.

UNIT - V

Directing: Nature and purpose of Directing. Controlling: Need for co-ordination - meaning and importance of controls - control process - Budgetary and non-Budgetary controls - Modern trends in Management Process - case studies.

REFERENCE BOOKS

1. Business Organisation - Bhushan Y.K.
2. Principles of Management – L.M. Prasad
3. Business Management – Dinkar Pagare
4. Principles of Business organisation and Management – P.N. REDDY

Subject Title: FINANCIAL ACCOUNTING

Goal: To enable the students to acquire knowledge of Accounting principles and practice

Objective: On successful completion of this course, the students should have understood

- ✓ The basic accounting concepts
- ✓ Double entry book keeping system and various books of accounts
- ✓ Preparation of final accounts, etc.

UNIT - I

Basic Accounting concepts - Kinds of Accounts – Financial Accounting vs. Cost Accounting - Financial Accounting vs. Management Accounting -Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal and Ledger Accounts- problems - Subsidiary books - cash book – types of cash book - problems - purchase book - sales book - sales return and purchase return books.

UNIT - II

Trial balance - Errors – types of errors - Rectification of errors – problems - Bank reconciliation statement – problems.

UNIT - III

Manufacturing - Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments.

UNIT - IV

Accounting for non-trading institutions-Income & Expenditure Account- Receipts and Payment Accounts and Balance sheet - Accounting for depreciation – methods of depreciation – problems (straight line method and written down value method only)

UNIT - V

Preparation of accounts from incomplete records.

(Theory and problems may be in the ratio of 20% and 80% respectively)

REFERENCE BOOKS

1. Grewal, T.S. : Double Entry Book Keeping
2. Jain and Narang : Advanced Accountancy
3. Shukla and Grewal : Advanced Accountancy
4. Gupta and Radhaswamy : Advanced Accountancy
5. Gupta R.L. : Advanced Accountancy

Subject Title: MATHEMATICS FOR MANAGEMENT- I

Goal: To enable the students to acquire knowledge of mathematics & statistics and their use in business decision making.

Objective: On successful completion of this course, the students should have understood

- ✓ Set operations, matrix and Mathematics of Finance
- ✓ Statistical tools and their applications

UNIT - I

Sets and set operation - Venn Diagrams - Elements of Co-ordinate system. Matrices, Fundamental ideas about matrices and their operational rules – Matrix multiplication - Inversion of square matrices of not more than 3rd order- solving system of simultaneous liner equations.

UNIT-II

Mathematics of Finance and series simple and compound interest - Arithmetic progression - Geometric progression (Simple problems only).

UNIT-III

Meaning and Definitions of Statistics - Scope and Limitations. Statistical enquiries - Scope of the problem - Methods to be employed types of enquiries - Presentation of data by Diagrammatic and Graphical Method - Formation of Frequency Distribution.

UNIT-IV

Measures of Central tendency - Arithmetic Mean, Median, Mode, Geometric and Harmonic mean, Measures of variation and standard, mean and quartile deviations - Skew ness and Kurtoses Lorenx curve, Simple Correlation - Scatter diagram - Karl Pearson's Co-efficient of correlation – Rank correlation - Regression lines.

UNIT-V

Analysis of Time Series: Methods of Measuring - Trend and Seasonal variations - Index number - Unweighted indices - Consumers price and cost of living indices.

* Questions in theory and problems carry 30% and 70% marks respectively

REFERENCE BOOKS

1. Sundaresan and Jayaseelan - An Introduction to Business Mathematics and Statistical Methods
2. Gupta S.P. - Statistical Methods
3. Navaneethan P. - Business Mathematics
4. Statistics - R.S.N. Pillai, Mrs. Bhagavathi
5. P.R. Vittal - Business Mathematics and Statistics

Subject Title: INDUSTRIAL PSYCHOLOGY

Goal: To enable the students to acquire knowledge of organisational behaviour

Objective: On successful completion of this course, the students should have understood Personality, Perception, Motivation, Job-satisfaction, morale, Group dynamics, Leadership traits, Counselling and guidance, etc.

UNIT - I

Importance and scope of organisational psychology – Individual differences - Intelligence tests - Measurement of intelligence - Personality tests - nature, types and uses.

UNIT - II

Perception - Factors affecting perception - Motivation - theories - financial and non-financial motivation - techniques of motivation - Transactional Analysis - Brain storming.

UNIT - III

Job satisfaction - meaning - factors - theories - Management of job satisfaction - Morale - importance - Employee attitude and behaviour and their significance to employee productivity - job enrichment - job enlargement.

UNIT – IV

Hawthorne Experiment - importance - Group Dynamics - Cohesiveness – Co-operation - competition - conflict - Types of Conflict – Resolution of conflict - Sociometry - Group norms - Role - Status – supervision style - Training for supervisions.

UNIT - V

Leadership - types - theories – Trait, Managerial Grid, Fiedler's contingency - Organisational climate - organisational effectiveness – organisational development - counselling and guidance - Importance of counsellor - types of counselling - merits of counselling.

REFERENCE BOOKS

1. Keith Davis - Human Behaviour at Work
2. Ghos - Industrial Psychology
3. Fred Luthans - Organisational Behaviour
4. L.M. Prasad - Organisational Behaviour
5. Hippo - Organisational Behaviour

Subject Title: ECONOMICS FOR EXECUTIVES

Goal: To enable the students to learn principles and concepts of Business Economics

Objective: On successful completion of this course, the students should have understood

- ✓ The objectives of business firms
- ✓ Factors of production and BEP Analysis
- ✓ Types of competitions and price administration
- ✓ Government measures to control monopoly

UNIT - I

Objectives of business firms - Profit Maximisation - Social responsibilities - Demand analysis - Law of Demand - Elasticity of demand.

UNIT - II

Production function - Factors of production - Laws of diminishing returns and Law of variable proportions - Economics of Scale – Cost and Revenue Curves - Break - even- point analysis.

UNIT - III

Market structure and prices - Pricing under perfect Competition - Pricing under Monopoly - Price discrimination - Pricing under Monopolistic competition - Oligopoly.

UNIT - IV

Pricing under factors of production; wages - Marginal productivity theory - Interest - Keynes's Liquidity preference theory – Theories of Profit - Dynamic theory of Profit - Risk Theory - Uncertainty theory.

UNIT - V

Government and Business - Performance of public enterprises in India - Price policy in public utilities, Government measures to control Monopoly in India - MRTP Act.

REFERENCE BOOKS

1. Sankaran - Business Economics
2. Markar Et al - Business Economics
3. Sundaram K.P & Sundaram E - Business Economics

Subject Title: MATHEMATICS FOR MANAGEMENT- II

Goal: To enable the students to learn the techniques of Operation Research and their applications in business management.

Objective: On successful completion of this course, the students should have understood

- ✓ Operations Research models
- ✓ Game theory, Queuing theory, PERT, CPM, etc.

UNIT - I

Introduction to Operations Research - Meaning - Scope – Models - Limitation.
Linear Programming - Formulation – Application in Management decision making
(Graphical method only)

UNIT - II

Transportation (Non- degenerate only) - Assignment problems - Simple Problems only

UNIT - III

Game Theory:- Queuing theory - Graphical Solution – $m \times 2$ and $2 \times n$ type. Solving game by Dominance property - fundamentals - Simple problems only. Replacement problem – Replacement of equipment that deteriorates gradually (value of money does not change with time)

UNIT - IV

CPM - Principles - Construction of Network for projects – Types of Floats – Slack- crash programme.

UNIT - V

PERT - Time scale analysis - critical path - probability of completion of project - Advantages and Limitations.

Note: Theory and problem shall be distributed at 20% and 80% respectively.

REFERENCE BOOKS

1. Kanti Swarup, Gupta R.K. - Operations Research
2. P.R. Vittal - Operations Research
3. Gupta S.P. - Statistical Methods.

SEMESTER III

MARKETING MANAGEMENT

UNIT 1

Definition of marketing – marketing management – marketing concepts – meaning, importance – importance of marketing in developing countries – functions of marketing – environmental factors affecting marketing functions.

UNIT II

Product – marketing characteristics – consumer goods – industrial goods- product policy- product life cycle – product mix – modification and elimination-package- developing new products-strategies.

UNIT III

Market segmentation-Bases – marketing strategies-structure-marketing risks- marketing mix.

UNIT IV

Services-importance and characteristics-Services strategy-steps in strategic planning – process-market oriented service strategy-the service triangle-service oriented organization structure – services marketing mix-implementation of service strategy.

UNIT V

Retail pricing – factors affecting retail pricing – price strategies- consumer – government – wholesalers-suppliers-competitors-developing a retail price strategy- objectives- price policy-implementations-price adjustments-retail image- significance, components, creation. maintenance-atmosphere-community relations.

TEXT BOOK:

Rajan Nair – Marketing, Sultan Chand and Sons, 2003.

REFERENCE BOOKS:

R.S.N.Pillai & Bagavathi, Modern-Principles & Practices, S.Chand & Sons, 2005.

K. Ramamohana Rao- Services Marketing, Pearson Education, 2000.

Philip Kotler, Marketing, Management, Prentice Hall, 2005.

SEMESTER III

HUMAN RESOURCE MANAGEMENT FOR RETAIL ORGANISATION

UNIT I

Nature and scope of human resource management-meaning of human resource-nature and importance of HRM-functions of HRM.

UNIT II

Human Resource Management In Retail – Planning for Human Resources: Task analysis, Long Range and Short Range Analysis- Rechniques for Determining Human Resource Requirements – Measures to Control Quantitative Human Resource Requirements

UNIT III

Hiring Process: Sources – Screening and Selection. Training: Needs and Objectives – Types and Evaluation of Training Programmes

UNIT IV

Managing Existing Employees: Teamwork, and Developing Employees, Evaluating employees, Motivating Employees

UNIT V

Human Resource Compensation: Nature and Role of Incentives – Common Types of Compensation: Individual and organization-wide Inventive Systems – Non-financial Incentives.

TEXT BOOK

LM Prasad – Human Resource Management. Sultan chand & Sons 2006

REFERENCE BOOK

R.S.Dwivedi – Managing Human Resources In Indian Enterprises, Galgotia Publishing Company, 2003

Tirupathi PC Human Resource Management Sultanchand & Sons 2004.

Swapna Pradhan – Retailing Management Text & Cases, Tata Mc Graw Hill Publishing Company Ltd., 2004

Subject Title: BUSINESS LAW

Goal: To enable the students to acquire knowledge of legal aspects of business

Objective: On successful completion of this course, the students should have understood

- ✓ Law of contract, Law of sale of goods
- ✓ Law of Agency, Negotiable Instruments Act,....

UNIT - I LAW OF CONTRACT

Contracts - Essentials of Contract - Agreements - Void - voidable and illegal contracts - Express and implied Contracts - Executed and Executory Contracts - Absolute and contingent contracts - Offer - Legal rules as to offer as to offer and lapse of offer - Acceptance - and rules as to acceptance - to create legal relation - Capacity of parties to create contract - Consideration - Legal rules as to Consideration - Stranger to a Contract and exceptions - Contract without consideration - Consent - Coercion - undue influence – misrepresentation - fraud - mistake of law and mistake of fact.

UNIT II

Legality of Object - Unlawful and illegal agreements - Effects of illegality - Wagering Agreements - Agreement opposed to public policy - Agreements in Restraint of trade - Exceptions – void agreements - Restitution - Quasi-contracts - Discharge of contract - Breach of contract - Remedies for breach of Contract.

UNIT - III LAW OF SALE OF GOODS

Formation of contract of sale - Sale and agreement to sell – Hire purchase agreement - Sale and bailment - Capacity to buy and sell - Subject matter of contract of sale - Effect of destruction of goods - Documents of title to goods - conditions and warranties - Rules of Caveat - Emptor - Exceptions - Transfer of property - Goods sent on approval - FOB, CIF, FOR and Ex-ship contracts of sale - Sale by non - owners - right of lien - termination of lien - right of resale - right of stoppage in transit - Unpaid Vendor's rights.

UNIT - IV

Creation of agency - Classification of agents - relations of principal and agent - delegation of authority - relation of principal with third parties - personal liability of agent - Termination of agency.

UNIT V

Negotiable Instruments Act 1881-Negotiable Instruments-Characteristics-cheque-Essentials requirements-Endorsements-kinds-crossing-types-Demand draft-Bills of Exchange.

REFERENCE

1. N.D. Kapoor - Elements of Mercantile Law
2. Shukla M.C. - A Manual of Mercantile Law
3. Venkatesan - Hand Book of Mercantile Law
4. Pandia R. H. - Mercantile La
5. K.P.Kandasami - Banking Law & Practice

SEMESTER III

BUSINESS TAXATION

UNIT I

Indian Tax System: Essential Features – Need and Objectives of Taxation – Principles of Taxation – Classification of Taxes – Merits and Demerits

UNIT II

Excise Duties: Meaning, Significance, Types and Procedure, Excise Taxation: Levy and Collection of duty – Valuation of excisable goods

UNIT III

Customs Duties: Meaning, Object, Import and Export Duties – Types of Customs Tariff (First Schedules and Second Schedules to the Customs Tariff Act) – Searches, Seizures and Penalties

UNIT IV

T.N.G.S.T Act: Definitions – Registration of Dealers – Levy of Taxes on Sales or Purchase of Goods – Stage of Levy of Taxes in respect to Imported and Exported goods – Assessment Procedure – Sales Tax Authorities under TNGST

UNIT V

VAT: Meaning of VAT – Necessity of VAT in India – Advantages and Disadvantages of VAT – Items covered in Indian VAT – Impact of VAT

TEXT BOOK

T.S.Reddy and Y.Hari Prasad Reddy – Business Taxation, Margham Publication, First Edition, 2006

REFERENCE BOOK

Dinkar Pagare – Business Taxation, Sultan Chand & Sons, 2006

DIPLOMA IN ENTREPRENEURSHIP

Subject Title : Entrepreneurship Development - Third Semester

Subject Description

This course presents the Entrepreneurship Development emphasizing the Students to train in Entrepreneurship.

Goals:

To enable the Students to learn the Entrepreneurship Development in order to start new ventures.

Objectives:

On successful completion of the course the students should have:

Understood Entrepreneurship Development

Learnt to start new enterprises, opportunity recognition, project formulation.

Contents:

Unit I

Entrepreneurship: Entrepreneur - Types of Entrepreneurs -- Difference between Entrepreneur and Intrapreneur - Entrepreneurship in Economic Growth, Factors Affecting Entrepreneurial Growth.

Unit II

Motivation: Major Motives Influencing an Entrepreneur - Achievement Motivation Training, self Rating, Business Game, Thematic Apperception Test - Stress management, Entrepreneurship Development Programs - Need, Objectives.

Unit III

Business: Small Enterprises - Definition, Classification - Characteristics, Ownership Structures - Project Formulation.

Steps involved in setting up a Business - identifying, selecting a Good Business opportunity.

Unit IV

Setting up Business Venture: Market Survey and Research, Techno Economic Feasibility Assessment - Preparation of Preliminary Project Reports - Project Appraisal - Sources of Information - Classification of Needs and Agencies.

Unit V

Support to Entrepreneurs: Government Policy for Small Scale Enterprises - Growth Strategies in small industry - Expansion, Diversification, Joint Venture, Merger and Sub Contracting.

Reference:

1. S.S.KHANKA "Entrepreneurial Development" S.Chand & Co. Ltd. Ram Nagar, New Delhi, 1999.
2. Hisrich R D and Peters M P, "Entrepreneurship" 5th, Edition Tata McGraw-Hill, 2002.
3. Rabindra N. Kanungo "Entrepreneurship and innovation", Sage Publications, New Delhi, 1998.
4. EDII "Faulty and External Experts - A Hand Book for New Entrepreneurs Publishers: Entrepreneurship Development" Institute of India, Ahmadabad, 1986.

SEMESTER IV

CORE 9: FINANCIAL MANAGEMENT IN RETAILING

UNIT 1

Financial Management – Definition – Scope- Functions – Objectives – Sources of finance – Long –term – Equity – Preference shares – Debentures- Dept – Short term bank and non-bank sources.

UNIT II

Financing decision – cost of capital – cost of equity – preference – debt – reserves- weighted average cost of capital – operating leverage- financial leverage.

UNIT III

Working capital management – meaning – concepts – importance – determinants working capital – cash management – motives – objectives – strategies of cash management – receivables management objectives – credit – cost and benefits – credit policies- credit terms – collection policies.

UNIT IV

Ratio analysis – liquidity – activity – efficiency – solvency – retail operations ratio – stock holding GMROI – space productivity GMROF – employee productivity GMROL – pragmatic cost sheet towards profitability – strategic resource model in retailing – SRM- sensitive analysis-designing a performance programme.

TEXT BOOK:

Sharma RK and Shashi K Gupta – Financial Management, Kalyan Publishing, 2004.

Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing House, Second edition, 2004.

REFERENCE BOOKS:

Barry Berman and Joel R Evans – Retail Management – A strategic Approach, Prentice Hall of India, Tenth edition, 2006.

SN Maheswari – Management According – Sultan Chand & Sons, 2004.

Swapna Pradhan – Retailing Management: Text and Cases – Tata McGraw Hill Publishing Company Ltd., 2004.

SEMESTER IV

CORE 10:

CONSUMER BEHAVIOUR

UNIT I

Introduction – Consumer Behaviour – Definition – Scope of Consumer Behaviour – Discipline of Consumer Behaviour – Customer Value Satisfaction – Retention – marketing Ethics.

UNIT II

Consumer Research – Paradigms – The Process of Consumer Research – Consumer Motivation – Dynamics – Types – Measurements of Motives – Consumer Perception – Element Dynamics.

UNIT III

Consumer Learning – Elements – Behavioural Learning Theories – Measures of Consumer Learning – Consumer Attitude Formation – Models – Strategies for Attitude Change.

UNIT IV

Social Class and Consumer Behaviour – Lifestyles Profiles of Consumer Classes – Cross Cultural Consumers Behaviour Strategies.

UNIT V

Consumer Decision Making Process – Opinion Leadership – Dynamics – Types of Consumer Decision Making – A model of Consumer Decision Making.

TEXT BOOK

S.Shajahan – Relationship Marketing, McGraw Hill, 1997

REFERENCE BOOKS

Paul Green Berg – CTM, Tata McGraw hill, 2002

Barry Berman and Joel R Evans – Retail Management – A strategic Approach, Prentice Hall of India. Tenth edition, 2006

Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing House, Second edition, 2004.

SEMESTER IV

CORE 11: RETAIL OPERATIONS, SYSTEMS AND INVENTORY

UNIT I

Choosing a Store Location: Importance of location to a retailer – Trading Area Analysis
“Regional Analysis” – Characteristics of the trading areas

UNIT II

Site selection: Actual site analysis and selection – Choice of a general location – characteristics of the available site – Retail store layout – the circulation plan – space mix and effective retail space management – Floor space management

UNIT III

Operations Management: Operating a retail business – operations Blueprint – store maintenance, Energy management and renovations – Inventory management – store security – Insurance – Credit management – Computerisation – Outsourcing – Crisis Management

UNIT IV

Evaluating a retail operation: Store operating parameters – Using the strategic resource model in retailing – designing a performance programme

UNIT V

Retail Inventory: Inventory Planning – Return on inventory investments and stock turnover – Inventory Management – Physical and perpetual inventory systems – retail method of inventory valuation.

TEXT BOOK

James R Ogden and Denise T Ogden – Integrated Retail Management, Biztantra, 2005

REFERENCE BOOK

Barry Berman and Joel R Evans – Retail Management – A strategic Approach, Prentice Hall of India, Tenth edition, 2006

Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing House, Second edition. 2004

Swapna Pradhan – Retailing Management : Text and Cases – Tata McGraw Hill Publishing Company Ltd., 2004

SEMESTER IV

CORE 12: BUSINESS ETHICS AND CORPORATE RESPONSIBILITY

UNIT I

Ethics – Meaning, Definition, Objectives. Sources, Types – Ethics and Business – Need, Importance, Nature, Scope and Objectives – Myths about Business Ethics – Ethics and the Organisation – Running an ethical business

UNIT II

Ethics in Marketing: Ethics in areas of advertising, new product pricing, product packaging and labeling, personal selling, International marketing, Supply Chain Management – Criticism of ethics in marketing – Establishing ethical standards – Ethics in Retail Business

UNIT III

Ethics in HRM: Privacy issues – psychological expectation model – Restructuring and layoffs – wages empowerment of the weakest and unique – advancement of women in the workforce – Human Quality Development – Sexual harassment – Discrimination – Whistle Blowing Vs. Organisational loyalty – Employer rights and responsibilities

UNIT IV

Ethics in Production and Operations Management – Ethics in Finance Specific laws that affect retailers

UNIT V

Ethics in global business – Ethical International decision-making methods – Corporate Responsibility and the environment.

TEXT BOOK

C S V Murthy – Business Ethics – Text and Cases, Himalaya Publishing House, Second edition, 2006

REFERENCE BOOKS

Joseph W Weiss, Business Ethics – A Stakeholder and Issues Management Approach – Thomson (South – Western), Third edition, 2003

Swapna Pradhan, Retailing Management – Text and Cases – Tata McGraw Hill, Second edition, 2004

Barry Berman and Joel R Evans – Retail Management – A strategic Approach, Prentice Hall of India, Tenth edition, 2006

SEMESTER IV

ALLIED 4: **APPLICATIONS AND RETAIL BUSINESS**

UNIT I

Management Information system – Definition – data information and system – objectives of MIS – approaches to information – role of information systems in organization – value of information – steps in implementation needs – challenges of information systems.

UNIT II

Management information system and decision making – strategic planning for MIS
Development of strategic management information system – MIS strategy
implementation – Barriers to development of SMIS.

UNIT III

Data base management system – meaning of data base – data models – hierarchical – net work – relational model – components of DBMS – data ware housing – distributed data base – client server architecture – data mining.

UNIT IV

Decision support systems – evolution – objectives – classification – characteristics – components – functions – development of DSS – group DSS – Executive Information system – Artificial intelligence – Customer relationship management system – Radio Frequency Identification Device (RFID).

Unit V

Information systems in Business – marketing Information system – quality information system – financial accounting information system – research and development information system – geographical information system information flow in retail distribution channel – A void retail strategies based on inadequate information – building and using retail information system – retail DBMS in action.

TEXT BOOK

Gupta AK. Management Information System, S.Chand & Company Ltd, 2000.

REFERENCE BOOKS

Kenner C Laudon, Jane P. Laudon, Management Information System, Prentice Hall of India Private Limited 2004.

James A O'Brien Management Information system Tata McGraw Hill edition – 2002.

Effy OZ, Management Information System Thomson Course Technology 2002.

DIPLOMA IN ENTREPRENEURSHIP

Subject Title : Entrepreneurial Finance - Fourth Semester

Subject Description

This course presents the Entrepreneurial Finance which helps students to know more about the investments and capital market problems.

Goals:

To familiarize the students with the Entrepreneurial Finance needed to start new ventures.

Objectives:

On successful completion of the course the students should have: Understood Entrepreneurial Finance. Learnt more about capital market considerations, strategic investments.

Contents :

UNIT I

Overview of Entrepreneurial Finance: Introduction - Financing choices for start ups -Opportunity Assessment and Creation - Major valuation - risk management and planning concepts Types of investments and funding sources - Tools for analysis -Valuation concepts Business/ financial plans - Capital structures - Sources of funding - Decision horizons

UNIT II

Project Management - Sources of Business idea, Project classifications - Identifications - Formulation & Design - Feasibility Analysis - Preparation of Project Report and Presentation.

Unit III

Project Finance : Sources of Finance – Institutional Finance - Role of IFC, IDBI, ICICI, LIC, SFC, SIPCOT, Commercial Bank – Appraisal of bank for loans.

Unit IV

Institutions Aids for Entrepreneurship Development - Role of DICs, SIDCO, NSICs, IRCI, NIDC, SIDBI, SISI, SIPCOT, Entrepreneurial guidance Bureau - Approaching Institutions for Assistance.

Unit V

Small Scale Industries - locations - steps in setting SSI unit - problems of entrepreneurs - Sickness in SSI unit – problems of entrepreneurs – Sickness in SSI - Reasons and Remedies - Incentives & subsidies - Evaluating Entrepreneurial performance - Rural Entrepreneurship - Women Entrepreneurship.

Reference :

1. Vasanth Desai, Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House.
2. N.P.Srinivasan & G.P.Gupta, Entrepreneurial Development, Sultan Chand & Sons.
3. P.Saravanavelu, Entrepreneurship Development, Eskapee Publications.
4. David L.Bodde, International Entrepreneur, Prentice Hall of India, New Delhi.
5. Berger, Allen and Greg Udell, 1998, The Economics of Small Business Finance : Roles of Private Equity and Debt Markets in the Financial Growth Cycle, Journal of Banking and Finance, 22, 613-673.

SEMESTER V

CORE 13: MERCHANDISING MANAGEMENT

UNIT I

Merchandising – meaning – concept – factors affecting merchandising function – merchandise manager-functions – merchandise hierarchy – merchandise mix – components of merchandise management – merchandise strategies

Unit II

Merchandise planning-steps involved – merchandise control – the open to buy – assortment planning – steps involved – merchandising stages- merchandise budgets and forecasting

UNIT III

Merchandise buying – types of buying – sources of supply-identifying and contracting – evaluating sources – branding strategies – category management – components of category management – category management and business process – role of category captain.

UNIT IV

Merchandise performance – retail pricing – elements – merchandise allocation – analysing merchandise performance – methods – integrating dollar and unit concept – gross margin return on investment – mark ups and downs – shrinkage in retail management.

UNIT V

Visual merchandising – types of display – display planning – characteristics of effective display – selling power of display – methods of display – window display and interior display – space management – planning layout.

Text Book

Chetan Bajaj And Ranjith – Retail Management – Oxford University Press, second edition 2005

Reference Book

Gillespie. Hecht and Lebowitz – Retail Business Management, McGraw Hill Book company, Third edition 2002

Gibson G. V edamani – Retail Management: Functional Principles and Practices, Jaico Publishing House, Second Edition 2004

James R. Ogden. Denise T.Ogden – Integrated Retail Management, Wiley Pvt Ltd, 2005

SEMESTER V

FASHION MERCHANDISING

UNIT I :

Introduction to textiles-apparels and made ups-classification of apparels-structural changes in apparel industry-introduction to fashion merchandising-definition and concepts-scopes of fashion merchandiser-traits of merchandiser-responsibilities of fashion merchandiser.

UNIT II :

Fashion terminology-fashion cycle-factor affecting fashion-fashion adoption theories-creative process-elements and principles of design-styling direction-product development of knitted and woven garments.

UNIT III:

Material sourcing-factors affecting sourcing decisions-sourcing options-buyer seller negotiations-preparation for negotiation-sample preparation-story board-meeting phase-post negotiation control.

UNIT IV:

Costing and pricing strategies-pricing policies and decisions-pricing and fashion cycle-costing principles-costing for woven and knit garments.

UNIT V:

Supply chain management in apparel industry-quality-consumer perception of quality-standards and specification-responsibilities of merchandiser for quality control-inspection and sampling procedure.

TEXT BOOKS:

Elaine Stones-Fashion Merchandising-Mc Graw Hall, 2000.

REFERENCE BOOKS:

Dickerson, Jarnow-Inside The Fashion Business, Prentice Hall, 2002.

Frings Cs-Fashion From Concept To Consumer, Prentice Hall, 2003.

Grace Kuntz-Apparel Merchandising, Fair Child, 2001.

SEMESTER V

STRATEGIC MANAGEMENT

UNIT I

Introduction-concept of Strategy – Need – Dimensions - Strategic Planning - Process- Benefits – McKinsey's 7S Model – Strategic vision – Corporate Mission – Objectives – Goals – Social Responsibility – Business ethics – Linking Strategies with ethics – Social audit.

UNIT II

Environmental analysis – Need – Scanning – Approaches – Forecasting – Techniques. Internal Analysis – Need – SWOT analysis – Value Chain – Functional Analysis – Grid approach – Criteria for evaluating internal capabilities.

UNIT III

Strategic Decision framework – Developing alternatives – Strategy Options – Diversification strategies – Retrenchment Strategy – Factors influencing strategy – generic strategy – cultural context of strategy – comparing alternatives – BCG Model.

UNIT IV

Implementation – Role of top management – Process – Matching Structure of strategy – Resource allocation – Planning and Controlling system.

Evaluation – Criteria – Quantitative and Qualitative factors – Feedback and Information – Industry attractiveness – Application of 9 Cell Matrix.

UNIT V

Core Competencies – Building core competencies – Building Strategic Supportive Corporate Culture Strategic advantage – Managing Strategic Change – Strategic Change Process – Diagnosing change need.

TEXT BOOK

PK Ghosh, Strategic Planning and Management, Sultan Chand & Sons, 2000.

REFERENCE BOOK

VS Ramaswamy & S.Namakumari, Strategic Planning – Formulation of Corporate Strategy, Macmillan Business Books, 2001

John A Pearce, Richard B Robinson, Strategic Management, AITBS Educational Books, 2000

Micheal E Porter, Competitive Strategy, Prentice Hall, 2004.

SEMESTER V

CUSTOMER RELATIONSHIP MANAGEMENT

UNIT I

Overview of Relationship Marketing –Basis of Building Relationship – Types of Relationship Marketing – Customer Life Cycle.

UNIT II

CRM – Overview and Evolution of The Concept – CRM and Relationship Marketing – CRM Strategy – Importance of Customer Divisibility In CRM – CRM and place in Business World.

UNIT III

Sales Force Automation – Contact Management – Concept – Enterprise Marketing Management – The Core Beliefs – CRM in India.

UNIT IV

Value Chain – Concept – Integration Business Process Management – Benchmarks and Metrics – Culture Change – Alignment with Customer Ecosystem – Vendor Selection – Implementation Strategy.

UNIT V

Database Marketing – Prospect Database – Data Warehouse and Data Mining – Analysis of Customer Relationship Technologies – Best Practices In Marketing Technology – Indian Scenario.

TEXT BOOK

S.Shajahan – Relationship Marketing McGraw Hill, 1997

REFERENCE BOOKS

Paul Green Berg – CRM, Tata McGraw hill, 2002

Barry Berman and Joel R Evans – Retail Management – A strategic Approach, Prentice Hall of India, Tenth edition, 2006

Philip Kotler, Marketing Management, Prentice Hall, 2005

SEMESTER V

RETAIL ADVERTISING AND PROMOTION

UNIT I :

Advertising in retailing: Advertising principles-steps in planning a retail advertising campaign-advertising for the retail store.

UNIT II :

Media and copy decisions: Media objectives-planning and budgeting-advertising evaluation-creating and producing copy-copy testing.

UNIT III:

Retail promotional strategy: Promotional objectives, promotional budget, selecting the promotional mix, implementing the promotional mix.

UNIT IV:

Management of sales promotion: Role of sales promotion-types of sales promotion-evaluating sales promotion.

UNIT V:

Personal selling and publicity: Publicity and special events-role of personal selling in retailing-process in personal selling.

TEXT BOOKS:

Drake, Mary Frances and Spoone, Janice Ha-Retail Fashion Promotion and Advertising, Prentice Hall-Pearson, New Delhi, First Edition, 2003.

REFERENCE BOOKS:

Chunawalla Reddy, Appannaiah-An Introduction to Advertising and Marketing Research, Himalaya Publishing House, 2004.

Patrick M Dunne, Robert F. Lusch and David A. Griffith-Retailing, Thomson Asia Pvt. Ltd. 2002.

Gillespie, Hecht and Lebowitz-Retail Business Management, McGraw Hill Book Company, Third Edition, 2002.

DIPLOMA IN ENTREPRENEURSHIP **Small Business Management**

Subject Description :

This course incorporates current theory and practice relating to starting and managing small firms. It provides a comprehensive coverage of critical small business issues; numerous real-world examples.

Goals:

To help Students understand how to apply the small business management concepts.

Objectives:

On successful completion of the course the students should have:

Understood small business management concepts, opportunities recognition, quality and risk management.

Contents:

UNIT I

The Winning Hand of Entrepreneurship - Strategies That Capture Opportunities – E-Commerce Opportunities - Global Opportunities - Entrepreneurial opportunities - The factors that make the family business unique - The franchising Concept.

UNIT II

Startups and Buyouts - Franchising Opportunities - The Family Business - The Role of the Business Plan - Developing the Marketing Plan - Management Teams, Organized Forms, and Strategic Alliances - Define competitive advantage.

UNIT III

Selecting a Location and Planning the Facilities - Projecting Financial Requirements - Finding Sources of Financing - Exit Strategies - Develop a comprehensive business plan - the nature of the marketing research process - Identify the factors affecting choice of a business location.

UNIT IV

Customer Service, Product, and Distribution Strategies - Pricing and Credit Strategies - Promotional Strategies - Professional Management in the Growing Firm - Managing Human Resources.

UNIT V

Quality Management in Small Business - Social and Ethical Issues in Small Business Management - Evaluating Financial Performance – Managing Risk in Small Business Management.

References :

1. Small Business Management: An Entrepreneurial Emphasis by Justin G. Longenecker, Carlos W. Moore, and J. William Petty.
2. Small Business Management By And By Megginson and Byrd and Megginson, Megginson Megginson and B, Leon C.
3. Effective Small Business Management By Zimmer Scarborough and, And Zimmer Scarborough and Zimmer
4. Essentials of Entrepreneurship and Small Business Management By Thomas W. Zimmerer, Norman M. Scarborough, Doug Wilson
5. Small Business Management: Managing People By David Byrne, Jim Richardson, Wilf Bowen.

SEMESTER VI

CORE 16:

BRAND MANAGEMENT

UNIT I :

Brand-history of branding-importance of branding-strategic brand management process-brand image-branding challenges and opportunities.

UNIT II :

Brand positioning-brand equity-sources-building a strong brand-brand building implications-identifying brand positioning-positioning guidelines-defining brand values-internal branding.

UNIT III:

Planning and implementing brand marketing-choosing brand elements-criteria-options and tactics for brand elements-new perspective on marketing-co-branding-guidelines-licensing guidelines.

UNIT IV:

Measuring and interpreting brand performance-brand value chain-brand tracking studies-establishing effective brand equity management systems-capturing market performance-comparative methods.

UNIT V:

Implementing brand strategies-brand product matrix-breadth and depth of branding strategy-brand hierarchy-designing a long term brand strategy-brand extensions-advantages and disadvantages-reinforcing brands-adjusting brand portfolios.

TEXT BOOKS:

Kelvin Lane Keller-Strategic Brand Management-Prentice Hall India, 2003.

REFERENCE BOOKS:

Jean Noel Kapferer-Strategic Brand Management, Prentice Hall, 2004.

Micheal Moon And Dova Millison-Building Brand Loyalty In the Internet Age, Tat McGraw Hill, 2000.

Ajay Kumar-Brand Management Text and Cases-India Book Distributors, 2000.

SEMESTER VI

CORE 17: RETAIL SUPPLY CHAIN MANAGEMENT

UNIT I :

Supply chain management-meaning, definition, need and evolution-traditional and modern approaches to SCM-key issues in SCM-phases of SCM-SCM and its relation to other departments in the organization.

UNIT II :

Operations management in SCM: Type of manufacturing systems-lean manufacturing - mass customization - outsourcing-service operations management - managing supply and demand.

UNIT III:

Procurement for supply chain: Type of purchases-inventory models-inventory counting systems-universal bar code-materials requirement planning-just in time and vendor management inventory.

UNIT IV:

Logistics management: Elements of logistics management-supply chain integration-innovations in SCM-retail logistics-distribution management and strategies-transportation management-warehousing and warehouse management systems-packaging for logistics-third party logistics-GPS and GIS technologies.

UNIT V:

Global issues in SCM: Forces behind globalization-world class SCM-world class demand management (WCDM)-world class logistics management (WCLM).

TEXT BOOKS:

Rahul V Alterkar-Supply Chain Management-Concepts and Cases, Prentice Hall of India, 2005.

REFERENCE BOOKS:

David Simchi Levi, Philip Kaminsky and Edith Simchi Levi-Managing the Supply Chain-The Definitive Guide, Tata McGraw Hill, 2004.

Burt, Dobler and Starling-World Class Supply Management-The Key to SCM. Tata-McGraw Hill, Seventh Edition, 2006.

Christopher Ryan, High Performance Interactive Marketing, Viva Books Ltd. 2003.

E – COMMERCE

UNIT 1

Introduction to e-com – economic forces – value chains – SWOT –role – internet –users – emergence of WWW packet switched networks – protocol – mark up languages – intranet and extranet – interconnection – option.

UNIT II

E-retailing – selling on the web – transition – revenue strategic issues – creating effective web presence – web site viability – connecting with customers.

UNIT III

EDI – purchasing – logistics support activities – edi working – standards – value added network – edi on net-internet technologies and SCM – electric market places and portals – virtual community and portal strategies.

UNIT IV

Technologies for e-commerce – web server basics –software – websites and internet utility programs – web server hardware – e locator software – basic and advance functions – media and large companies.

UNIT V

Electronic payment – basics – payment cards – electronic cash – wallets –stored value cards – planning for e commerce – initiatives – strategies for developing e-commerce web sites-managing electronic implementation – e tailing science in India.

TEXT BOOK

Gary P Scheinder – Electronic commerce, Thomson course technology 2003.

REFERENCE BOOK

Kamalesh K Balagi, Debjani Nag, E-commerce, Tata McGraw Hill publishing company Ltd, new Delhi 2005.

James A O Brien Management Information system Tata McGraw Hill edition-2002.

A.K.Gupta Management Information System, S.Chand & Company, 2004.

DIPLOMA IN ENTREPRENEURSHIP

Subject Title Business Environment – Sixth Semester

Subject Description

This course incorporates Current theory and practice of business environment relating to critical business issues.

Goals:

To help Students understand know about business environment.

Objectives:

On Successful completion of the course the students should have: Understood business environment, socio political environment, International Business scenario.

UNIT I

Business environment:- The concept and significance constituents and characteristics of business - environment in India - social responsibility of business.

UNIT II

Socio-political environment Business and society - Business and culture - Labour welfare and social security Indian Constitution and business Government and business - Directive principles of state policy and Legal Environment.

UNIT III

Economic environment - Economic systems - mixed economy - Industrial regulation -curbing monopolies and restrictive trade practices - Foreign exchange regulation.

UNIT IV

Indian Economic environment:- Planning in India - Promotion of Industries - backward, rural industrialization - Banking & credit - Industrial infrastructure - recent developments - Industrial sickness - recent economic policy.

UNIT V

International business scenario:- Globalization - Foreign Investment and collaboration NRI Investment - MNCs - GATT - WTO - Its impact on Indian - Foreign regulation control.

Reference :

1. Adhikan M,Econornic Environment.
 2. Francis Cherunila, Business Environment.
 3. Pruti S, Economic &, Managerial Environment In India.
 4. Davis & Keith William C Fredrick, Business & Society.
 5. Amarch and D., Govt. Business.
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List of Elective papers (Colleges can choose any one of the paper as electives)		
Elective – I	A	Research Methods for Management
	B	Marketing Research
	C	Consumer Behaviour
Elective – II	A	Channel Management
	B	HRD (Human Resource Development)
	C	Financial Services
Elective - III	A	Labour Law
	B	Global Business Management
	C	Project Work & Viva-Voce

Elective – I	A	Research Methods for Management
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UNIT -I

Research - Definition - Importance - Advantages and Limitations. The research process - problem identification - Design of research - Types of Design - Sampling process and selection - sample types - Sample size and sampling errors.

UNIT -II

Data Collection - methods - tools - Questionnaire – Interview Schedule - Kinds of Data - Attitude measurement of scaling technique - Editing, Coding, Tabulation.

UNIT -III

Statistical Data Analysis - Hypothesis - its sources - formulation and testing of Hypothesis - Z test, T test - Chi-square test (Simple Problems Only)

UNIT -IV

Interpretation and report writing - steps in writing reports - layout of report, types, and principles of report writing - Graphical representation of results.

UNIT -V

Application of research: Product research - Price research - Motivation research - Promotion research – Distribution research - Sales control research - Media research.

TEXT BOOKS:

1. Boyd and Westfall : Marketing Research
2. Gown M.C. : Marketing Research
3. Green Paul and Tall : Marketing Research
4. C.R. Kothari : Research Methodology

Elective – I	B	MARKETING RESEARCH
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UNIT -I

Marketing Research: Meaning, nature and role of marketing research; Organization of marketing research; Marketing research process: Problem identification and definition; Determination of information needs; Developing research proposal.

UNIT -II

Research Design: Types of research Design – Exploratory, descriptive and conclusive researches; Secondary and primary data: Sources of secondary data; Primary data collection instruments – Questionnaire designing and testing; Schedule; Observation methods; Scaling techniques and attitude measurement; Online data sources and research.

UNIT -III

Sample Design: Defining the universe and sampling unit; Sampling frame; Probability and non-probability sampling methods; Sample size determination, Data collection and survey errors.

UNIT -IV

Data Analysis and Interpretation: Data editing and coding; Tabulation and graphic representation; Statistical data analysis including estimation, hypothesis testing, advanced data analysis techniques; Report preparation and presentation.

UNIT -V

Application of Marketing Research : Product research; Advertising research; Market and sales analysis; Marketing research in India; Ethical issues related to marketing research.

TEXT BOOKS:

1. Boyd, Harper W. Jr., Westfall, Ralph and Stasch, Stanley, Marketing Research: Text and Cases, Richard D.Irwin Inc., Homewood, Illinois.
2. Sharma S.S., Marketing Research.

Elective – I	C	Consumer Behaviour
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Objectives:

On successful completion of the course the students should have

- To know the importance of consumer behavior in the application of marketing
- To mould the students to understand the consumer behavior

UNIT -I

Understanding Consumer Behaviour - Nature and scope. Consumer Buying Behaviour Model – Consumer buying process – stages in buying process. Market Segmentation and Consumer Behaviour. Consumer Research Process.

UNIT -II

The process of Learning and Consumer Behaviour – Concept and theories of learning – Brand, Brand loyalty and Brand equity. Consumer Perception - Process, interpretation, Perception and marketing strategy. Perceptual process and buying behaviour. Social, cultural and personal factors.

UNIT -III

Consumer needs and Motivation – Wants versus needs – Theories of needs – Maslow's hierarchy of needs – Motivation – role of motives – Theories of motivation – motivational research.

UNIT -IV

Nature of consumer attitudes – models and theories of attitude – change in attitude. Groups - types, Celebrities, Family, Socialization of family members, Function of family, Family decision-making and consumption - related roles, Family life cycle.

UNIT -V

Culture- Nature - Characteristics - Measurement, Sub-cultures – Nationality, age, geographic, Regional and Sex, Sub-cultural interaction – Cross culture.

REFERENCES:

1. Dr. L.S.Gupta & Sumitra Pal, Consumer Behaviour, Sultan Chand & Sons
2. Kurder, Consumer Behaviour, PHI/Pearson.
3. Schiffman.L.G. & Kanak.L.L., Consumer Behaviour, PHI/Pearson.
4. Ingel, Roger & Blackwell, Consumer Behaviour.

Elective – II	A	CHANNEL MANAGEMENT
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UNIT I :

Marketing channels-structure, functions and relationships-meaning, need, importance and functions of marketing channels-emergence of marketing channel structure-primary and specialized participants-channel structure.

UNIT II :

Channel strategy and design-enterprise positioning-corporate strategy-customer, competitive and internal environmental analysis-channel objectives-product impact on marketing channel design-transaction cost analysis-analytical tools for evaluating alternative structures-evaluation of channel members-channel strategy-multiple channels.

UNIT III:

Channel development and marketing: Negotiations in marketing-negotiation strategy-channel negotiation process-leadership-vertical marketing system-conflict-types and resolution-macro prospective of channel performance-measuring final performance-measuring customer satisfaction.

UNIT IV:

Issues in retail channel management: Channel dynamics-impact of information age-information systems and channel management-channel change and management-strategic issues in international retailing-need for distribution innovation.

UNIT V:

Channel institutions-retailing-non-store retailing-wholesaling-international distribution channels-channels of distribution for services.
Retail organizations-independent retailers-chain retailers-leased departments-franchises-integrated and consumer co-operatives.

TEXT BOOKS:

Donald J Powerson-Strategic Marketing Channels Management, McGraw Hill, 2002.

REFERENCE BOOKS:

Stren, El. Ansary, Cough man and Anderson-Marketing Channels, Prentice Hall of India-Sixth Edition, 2003.

Barry Berman and Joel R Evans-Retail Management-A strategic approach, prentice Hall of India, Tenth Edition, 2006.

Christopher Ryan, High Performance Interactive marketing, Viva Books Ltd 2003.

Elective – II	B	HRD (Human Resource Development)
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Course Number :

AIM: To enable the students to learn the principles and practices of developing human resources.

UNIT I:

HRD - Meaning, scope, importance, difference between traditional personnel management and HRD. Role Analysis and HRD-Key performance areas, Critical Attributes, Role Effectiveness, Role analysis methods.

UNIT II:

Performance appraisals and performance development - objectives of performance appraisal - The past and the future; Basic considerations in performance appraisal; Development oriented appraisal system. Interpersonal Feedback and performance counseling

UNIT III:

Potential Appraisal and Development. Career planning and Development.

UNIT IV:

Training - conceptual framework for training; learning principles; Identification of training needs; Determination of training objectives; Training programme design; Training methods and their selection criteria.

UNIT V:

Organization Effectiveness - Organisation Culture, HRD climate; Organization Development - characteristics, HRD - OD interface. HRD experiences in India - Emerging trends and perspectives.

REFERENCES:

1. Pareek Udai and T.V.Rao, Designing and Managing Human Resource Systems, Oxford & IBH.
2. Rao T.V.performance Appraisal: Theory and Practice.AIMA-Vikas.
3. ILO: An Introductory course in Teaching and Training Methods for Management Development. Sterling Publishers.
4. Rao T.V.et.al.(ed) Alternative Approaches and Strategies of HRD Rewat Publications.
5. Silvera D.M. - Human Resource Development - the Indian Experience New India Publications.
6. Rao VSP, Human Resource Development, Response Books, 2001.
7. Kandula S.R, Strategic Human Resource Development, PHI, 2001.

Objectives:

On successful completion of the course the students should have:

- To learn the various financial services provided by NBFCs.
- To understand the modes of raising capital from domestic and foreign market.
- To evaluate feasibility of projects on hire purchase and leasing.
- To study and understand mutual funds, venture capital, merges and appreciation along with other financial services.

UNIT I

Merchant Banking - Functions - Modes of raising capital from Domestic and foreign markets - Raising short term funds -Recent developments in the capital markets - SEBI guidelines on merchant banking in India. NBFCs in India.

UNIT II

Hire Purchase - Concept - evaluation of Hire Purchase Proposals. Leasing - Lease Accounting - Types of leases.

UNIT III

Mutual funds - operations performances, regulation - SEBI guidelines for mutual funds.

UNIT IV

Other financial services. Venture Capital - Bill Discounting - Factoring - credit rating - Asset securitization - Depositories.

UNIT V

Mergers and Acquisitions - SEBI code on Take-overs - Business Failures and reorganizations.

REFERENCES :

1. M.Y.Khan, Indian Financial Systems.
2. K.Sriram, Hand Book of Leasing Hire Purchase & Factoring.
3. R.M.Srivastava, Indian Financial System.
4. Rajas Parashine and Ashok Kumar, Introduction to Lease Financing.
5. T.Sundar Rajan, Merchant Banking.
6. L.M.Bhole, Financial Institution & Markets.
7. Habel J.Johnson, Financial Institution & Markets.
8. Dr.J.C.Verma, Mutual Funds & Investment Portfolio.
9. Nalini Prava Tripathy, Financial Instruments and Services,Prentice Hall of India, NewDelhi.

Elective – III	A	Labour Law
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Objectives:

On successful completion of this course, the students should have understood

- Legislations relating to Industrial Disputes and Labour welfare

UNIT I

Industrial relations - industrial disputes - causes - handling and settling disputes - employee grievances - steps in grievance handling - causes for poor industrial relations - remedies.

UNIT II

Collective Bargaining: - Concept - Principles and forms of collective bargaining - Procedure - conditions for effective collective bargaining - worker's Participation in management.

UNIT III

Factories Act 1948 - The Workman's Compensation Act, 1923.

UNIT IV

The Industrial Disputes Act 1947 - The Trade Union Act, 1926.

UNIT V

The Payment of Wages Act,1936 - The Employee's State Insurance Act, 1948

REFERENCES:

1. Personnel Management & Industrial Relation -P.C.Tripathi
2. Dynamics of Personnel Management - C.B.Mamoria
3. Human Resource Management - N.G.Nair & Latha Nair Sultan Chand & Sons.
4. Essentials of Human Resource Management and Industrial Relations – P.SubbaraoHimalaya.
5. N.D. Kapoor - Mercandile Law - Sultanchand & Sons
6. R.Venkatapathy & Assissi Menachery - Industrial Relations & Labour Legislation
- Aditya Publishers.

Elective	B	Global Business Management
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UNIT -I

Need and relevance-international trade – current pattern of India’s foreign trade and world trade-India’s trade-trends-composition-volume and direction-traditional and non traditional products-brief background of import trade-future.

UNIT -II

Indian institutional assistance for export promotion – export policy – features – policy measures – infrastructure set up and aids – export promotion council – commodity boards – board of trade – trade development authority – FIFO, IIFT, Export inspection council, STC, Export houses.

UNIT -III

Export procedures-offer and receipt of confirmed orders – production – shipping and banking procedure – negotiation-documents for export trade –export incentives.

UNIT -IV

Export financing – procedure for pre-shipment finance-post shipment finance-terms of payment in international trade-letter of credit-features and types-medium and long term loans – export control regulations - ECGC.

UNIT -V

International agencies and agreement – IMF-World Bank – functions and features – WTO features-import policy features.

Recommended Books:

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|-----------------------|---|
| 1. TAS Balagopal | Export Management |
| 2. Francis Cherunilam | International Trade and Export Management |
| 3. S K Varghese | Foreign Exchange and Financing of Foreign Trade |
| 4. Y R Ullal | Export Management |

Elective – III	C	Project Work & Viva-Voce
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