

GURU NANAK COLLEGE (AUTONOMOUS)

(Affiliated to University of Madras and Accredited at A++ Grade By NAAC)

Guru Nanak Salai, Velachery, Chennai - 600042



SCHOOL OF MANAGEMENT BACHELOR OF BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

(SEMESTER PATTERN WITH CHOICE BASED CREDIT SYSTEM)

(For the UG Batch of 2023-26 and thereafter)

S. NO	CONTENTS	PAGE NO.
1.	LOCF – Learning Outcome based Curriculum Framework	4
2.	Vision	5
3.	Mission	5
4.	Program Educational Outcomes (PEOs)	5
5.	Program Outcomes (POs)	6
6.	Program Specific Outcomes (PSOs)	6
7.	PEO – PO Mapping	6
8.	PO – PSO Mapping	6
9.	Choice Based Credit System (CBCS)	7
10.	Consolidated Credit Structure for all the 2 years	9
11.	Credit Distribution for Each Semester	10
12.	Mode of Evaluation	14
13.	Method of Assessment	14
14.	Principles of Management	17
15.	Accounting for Managers	20
16.	Business Regulatory Framework	24
17.	Analytical and Logical Reasoning	27
18.	Practical – Automobile Retailing - I	29
19.	Basics of Financial Management	31
20.	Basics of Retail Management	34
21.	Statistics for Managers	37
22.	Business Etiquette and Corporate Culture	40
23.	Practical-Automobile Retailing - II	42
24.	Business Environment	45
25.	Principles of Marketing Management	48
26.	Business communication	51
27.	Advertising and Sales Promotion	54
28.	Economics for Managers	57
29.	Practical - Accessories Marketing	60

30.	Organizational Behaviour	62
31.	E-Retailing	65
32.	Insurance Management	69
33.	Practical – IT skills for Managers	71
34.	International Trade	73
35.	Presentation skills	76
36.	Environmental studies	77
37.	Business Research	81
38.	Practical- Sales Management	84
39.	Business Strategy	85
40.	Entrepreneurial Development	88
41.	Practical – Auto Finance	91
42.	Value Education	92
43.	Buyer Behaviour	95
44.	Practical - Social Media Marketing	98
45.	Services Marketing	99
46.	Human Resource Management	102
47.	Practical - Project Work (group)	105

LOCF - LEARNING OUTCOME BASED CURRICULUM FRAMEWORK

PREAMBLE

1. About the Programme

BBA Retail Management is an under graduate program with focus on Retail sector. It is a collaborative programme with industry with an objective of hands on training during the course of the programme. The programme gives an opportunity to students to explore the nuances of retail segment through regular on the job training and a project.

The curriculum is designed to explore in-depth about the retail sector and different dimensions of management. The programme also concentrates on overall improvement of students by imparting soft skills and value education.

2. VISION

To nurture the students to confront Volatile business environment

3. MISSION

- To develop managerial skills for retail segment.
- To cultivate evidence-based decision-making skills.

4. PROGRAMME EDUCATIONAL OUTCOMES

1. Values of Life, Ethics & Social Concern

The graduates exhibit truth, loyalty, and love as integral moral principles, thereby contributing to a society characterized by enhanced well-being and fundamental goodness in behavior.

2. Employability & Entrepreneurship

The graduates apply analytical, logical, and critical problem-solving skills in professional contexts, elevating employability and cultivating entrepreneurial capabilities through upskilling.

3. Regional/National/Global Relevance & Competency

The graduates foster advanced analytical skills and a heightened appreciation for current Regional/National/Global perspectives, enabling informed and sustainable decision-making in a dynamic environment.

4. Skill Enhancement, Self-Directed & Lifelong Learning

The graduates independently engage in skill-based learning, utilizing infrastructure and opportunities for continuous upskilling, enabling self-evaluation and lifelong excellence attainment.

5. Research Skills & Innovation

The graduates proficiently apply scientific reasoning, fostering creativity, strategic thinking, and effective problem-solving skills. They demonstrate a core competency in generating innovative ideas for advancements and inventions.

5. PROGRAMME OUTCOMES

PO 1: Applying knowledge of management theories and practice to solve business Problems.

PO 2: Fostering analytical and critical thinking abilities for data-based decision making

PO 3: Making students abreast with the E business solutions

PO 4: Improving ability to develop ethical and value-based leadership

PO 5: Building the capacity to understand the business environment

6. PROGRAMME SPECIFIC OUTCOMES

PSO 1: Providing knowledge in Retail management

PSO 2: Fostering Salesmanship

PSO 3: Acquiring practical skills through hands on training.

PSO 4: Fostering analytical and critical thinking abilities for decision making.

PSO 5: Understanding Buyer behaviour for better Marketing

7. PEO – PO mapping

	PEO 1	PEO2	PEO3	PEO4	PEO5
PO 1	3	3	3	3	3
PO 2	3	3	3	3	3
PO3	3	3	3	3	3
PO 4	3	3	3	3	3
PO 5	3	3	3	3	3

8. PO – PSO mapping

	PO 1	PO2	PO3	PO4	PO5
PSO 1	3	3	3	3	3
PSO 2	3	3	3	3	3
PSO3	3	3	3	3	3
PSO 4	3	3	3	3	3
PSO5	3	3	3	3	3

9. Choice Based Credit System (CBCS)

The College follows the CBCS with Grades under the Semester pattern. Each course is provided with a credit point based on the quantum of subject matter, complexity of the content and the hours of teaching allotted. This is done after a thorough analysis of the content of each subject paper by the members of the Board of Studies and with the approval of the Academic Council. Students are also offered a variety of Job oriented Elective, Multidisciplinary skill-based courses as part of the curriculum. Students can earn extra credits by opting for Massive Open Online Courses (MOOCs) and Certificate Courses.

The evaluation method under CBCS involves a more acceptable grading system that reflects the personality of the student. This is represented as Cumulative Grade Point Average (CGPA) and Grade Point Average (GPA) which are indicators of the Academic Performance of the student. It provides students with a scope for horizontal mobility and empowers them with the flexibility of learning at their convenience.

Eligibility for Admission

Candidates admitted to the first year of the UG programme should have passed the higher Secondary Examinations (Academic or Vocational Stream) conducted by the Government of Tamil Nadu or an examination accepted as equivalent thereof by the Syndicate of the University of Madras. Students applying for the PG programme should have taken the UG degree in the relevant subject from a recognized university as per the norms of the University of Madras.

For B.Com. (Hons): Candidates admitted to the first year of the B.Com. (Hons.) programme should have passed the higher secondary examinations conducted by the Government of Tamil Nadu or an examination accepted as equivalent thereof by the Syndicate of the University of Madras with 75 % cut-off in Commerce/Business studies, Accountancy, Economics and Business Mathematics/ Mathematics.

For MBA: The basic requirement for admission to the MBA programme is a Bachelor's degree in any discipline with a minimum of 50% marks in aggregate and satisfactory test score in MAT Entrance Test conducted by AIMA, New Delhi / TANCET for MBA conducted by Government of Tamil Nadu / CAT / XAT or any other approved MBA Entrance Tests.

For MCA: Only those candidates who have passed B.C.A/B.Sc. in Computer Science or any

other equivalent degree OR passed B.Sc./B.Com/BA with Mathematics at 10 + 2 level or at graduation level (with Optional bridge course in Mathematics), provided they have undergone the course under 10+2+3 pattern and obtained at least 50% of marks (45 % marks in case of candidates belonging to reserved category) in the qualifying examination shall be eligible for admission to the M.C.A. Programme.

Duration of the Course

The UG programme is of three years duration with six semesters and the PG programme is of two years duration with four semesters. The period from June to November is termed as the odd semester and the period from December to April is referred to as the even semester. Each semester must compulsorily have 90 working days before the students appear for the final End Semester Exam.

Course of Study

The main course of study for the Bachelor's Degree shall consist of the following:

Foundation Courses

PART - I: Tamil/ Hindi /Sanskrit/French

PART - II: English

Core Courses

PART - III: Consisting of (a) Main subject (b) Allied Subjects (c) Elective subjects related to the main subject of study and project work.

PART – IV: Those who have not studied Tamil up to XII standard and have taken a non-Tamil language under Part – I, shall opt for Basic Tamil in the first two semesters.

Those who have studied Tamil up to XII standard, and taken a non -Tamil language under Part – I, shall opt for Advanced Tamil in the first two semesters.

Others, who do not come under either of the clauses mentioned above, can choose a Non-Major Elective (NME) in the first two semesters.

Soft Skills (I, II, III & IV Semesters)

Self-Study (Compulsory) Course (III Semester)

Environmental Studies (IV Semester)

Value Education (V Semester)

Summer Internship (After IV Semester)

PART - V: Compulsory Extension Services

A Student shall be awarded one credit for compulsory extension service. A student must enroll in NSS / NCC /Sports & Games/ Citizen Consumer Club / Enviro Club or any other service organization in the College and should put in compulsory minimum attendance of 40 hours, which shall be duly certified by the Principal of the College. If a student lacks 40 hours compulsory minimum attendance in the extension services in any Semester, s/he shall have to compensate the same, during the subsequent Semesters.

Course Structure

The UG programme consists of 15-19 Core courses with 3-4 credits for each paper, 3 Elective courses and 4 Allied courses with 4-5 credits for each paper in addition to 4 Soft Skill courses with two credits each. Internship as a compulsory component carries 2 credits. The B.Com. (Hons) course has 31 core courses of 4 credits each and project with 8 credits.

The MBA programme has 15 core courses including project work with 4 credits, 6 elective courses with 3 credits, 2 extra disciplinary courses with 3 credits, Four Soft Skill courses with two credits each.

The MCA programme has 15 core courses of 2-4 credits, 5 Elective courses of 3 credits, 2 Extra- disciplinary courses of 3 credits and a project work of 17 credits.

Internship training is a compulsory component for all the UG & PG programmes.

10.Consolidated Credit Structure for all the 3 years

		No. of Paper	Credits
Part 1	Language	2	6
Part II	English	2	6
Part III	Core	19	76
	Allied	4	20
	Elective	3	15
Part IV	NME	2	4
	Soft Skills	4	12
	EVS	1	2
	Value Education	1	2
	Internship	-	-
Part V	Extension activity	1	1
Total		39	144

11. Credit Distribution for Each Semester:

Semester	Part	Course Component	Name of the Course	Credits	Hours/week	CIA	ESE	Total
I	I	Language I	Language - I	3	6	50	50	100
	II	English I	English - I	3	4	50	50	100
	III	Core I	Principles of Management	4	5	50	50	100
		Core II	Accounting for Managers	4	5	50	50	100
	Allied I	Business Regulatory Framework	5	6	50	50	100	
	IV	NME I	Analytical and Logical Reasoning	2	2	50	50	100
		Soft Skills I	Practical – Automobile Retailing - I	3	2	50	50	100
Total				24	30	350	350	700

Semester	Part	Course Component	Name of the Course	Credits	Hours/week	CIA	ESE	Total
II	I	Language II	Language-II	3	6	50	50	100
	II	English	English-II	3	4	50	50	100
	III	Core III	Basics of Financial Management	4	5	50	50	100
		Core IV	Basics of Retail Management	4	5	50	50	100
	Allied II	Statistics for Managers	5	6	50	50	100	
	IV	NME II	Business Etiquette and Corporate Culture	2	2	50	50	100
		Soft Skills II	Practical- Automobile Retailing - II	3	2	50	50	100
Total				24	30	350	350	700

Semester	Part	Course Component	Name of the Course	Credits	Hours/week	CIA	ESE	Total
III	III	Core V	Business Environment	4	6	50	50	100
		Core VI	Principles of Marketing Management	4	5	50	50	100
		Core VII	Business communication	4	6	50	50	100
		Core VIII	Advertising and Sales Promotion	4	5	50	50	100
	IV	Allied III	Economics for Managers	5	6	50	50	100
		Soft Skills III	Practical - Accessories Marketing	3	2	50	50	100
Total				24	30	300	300	600

Semester	Part	Course Component	Name of the Course	Credits	Hours/week	CIA	ESE	Total
IV	III	Core IX	Organizational Behaviour	4	5	50	50	100
		Core X	E-Retailing	4	5	50	50	100
		Core XI	Insurance Management	4	5	50	50	100
		Core XII	Practical – IT skills for Managers	4	5	50	50	100
		Allied IV	International Trade	5	6	50	50	100
	IV	Soft Skills IV	Presentation skills	3	2	50	50	100
		EVS	Environmental studies	2	2	50	50	100
Total				26	30	350	350	700

Semester	Part	Course Component	Name of the Course	Credits	Hou rs/w eek	CIA	ESE	Total
V	III	Core XIII	Business Research	4	6	50	50	100
		Core XIV	Practical- Sales Management	4	6	50	50	100
		Core XV	Business Strategy	4	6	50	50	100
		Core XVI	Entrepreneurial Development	4	6	50	50	100
		Elective I -IDE	Practical – Auto Finance	5	5	50	50	100
IV	Value Education	Value Education	2	1	50	50	100	
Total				23	30	300	300	600

Semester	Part	Course Component	Name of the Course	Credits	Hou rs/w eek	CIA	ESE	Total
VI	III	Core XVII	Buyer Behaviour	4	6	50	50	100
		Core XVIII	Practical - Social Media Marketing	4	6	50	50	100
		Core XIX	Services Marketing	4	6	50	50	100
		Elective II	Human Resource Management	5	6	50	50	100
		Elective III	Practical - Project Work (group)	5	6	50	50	100
V	Extension activity	Participation in NSS/NCC/ Enviro Club, etc.	1	-	-	-	-	
Total				23	30	250	250	500
Grand Total				144	180			

Examination

Continuous Internal Assessment (CIA) will be for 50 percent and End Semester Examination (ESE) will be for 50 percent.

Continuous Internal Assessment (CIA)

Every semester will have a mid-semester examination which will be conducted on completion of 45 working days in each semester. A Model exam for three hours duration will be conducted on completion of 80 working days in each semester. For the courses coming under Part IV, ESE will be conducted in MCQ pattern. Internship credits will be given in semester V after verification of documents by the respective Heads.

The schedule for these tests is as follows:

CIA	Schedule	Syllabus Coverage
Mid Semester Examination	After 45 working days of the Semester	60%
Model Examination	After 80 working days of the Semester	95%

The components for the CIA (Theory & Practicals) are as follows:

Internal Components			
Assessment Type	Nature	Maximum Marks	% of Weightage
CIA	Mid Semester Examination	50	10
Model	Model Examination	100	10
	Assignment		10
	Class activities		15
	Attendance		5
Total			50

The class activity relates to a programme of accepted innovative techniques such as Seminar, Quiz, Portfolio creation, Power Point presentation, Objective tests, Role play, Group discussion, Case Study etc. The mode of evaluation of the class activity will be fixed before the commencement of the semester and an approval will be obtained from the Head of the programme/wing. The students will be informed of the various methods of evaluation once the semester begins.

A record of all such assessment procedures will be maintained by the department and is open for clarification. Students will have the right to appeal to the Principal in case of glaring disparities in marking. CIA marks for practical subjects will be awarded by the respective faculty based on the performance of the student in the model practical examination, observation notebook, submission of record books, regularity and attendance for the practical classes. The attendance particulars for practical classes will be maintained by the concerned faculty. The marks for attendance will be awarded as per the following:

Percentage of General Attendance	Marks Awarded
90-100	5
75-89	4
60-74	3
<60	0

End Semester Examinations (ESE)

After the completion of a minimum of 90 working days each semester, the End Semester Examinations will be conducted. Examinations for all UG and PG programmes will be held for all courses in November/December and April/May. Practical examinations will be conducted only during the end of the odd / even semester before, during or after the commencement of the theory exam. The schedule for ESE Practicals will be notified by the Controller of Examinations in consultation with the Dean (Academics)

12. Mode of Evaluation

METHODS OF EVALUATION		
Internal Evaluation	Mid Sem Exam (10)	50 Marks
	Model Exam (10)	
	Assignment (10)	
	Class activity (15)	
	Attendance (5)	
External Evaluation	End Semester Examination	50 Marks
Total		100 Marks

13. Method of assessment

Remembering (K1)	<ul style="list-style-type: none"> The lowest level of questions requires students to recall information from the course content Knowledge questions usually require students to identify information in the textbook. Suggested Keywords: Choose, Define, Find, How, Label, List, Match, Name, Omit, Recall, Relate, Select, Show, Spell, Tell, What, When, Where, Which, Who, Why
Understanding (K2)	<ul style="list-style-type: none"> Understanding off acts and ideas by comprehending organizing, comparing, translating, interpolating and interpreting in their own words. The questions go beyond simple recall and require students to combined at altogether Suggested Keywords: Classify, Compare, Contrast, Demonstrate, Explain, Extend, Illustrate, Infer, Interpret, Outline, Relate, Rephrase, Show, Summarize, Translate
Application (K3)	<ul style="list-style-type: none"> Students have to solve problems by using / applying a concept learned in the classroom. Students must use their knowledge to determine a exact response. Suggested Keywords: Apply, Build, Choose, Construct, Develop, Experiment with, Identify, Interview, Make use of, Model, Organize, Plan, Select, Solve, Utilize

Analyze (K4)	<ul style="list-style-type: none"> • Analyzing the question is one that asks the students to breakdown something into its component parts. • Analyzing requires students to identify reasons causes or motives and reach conclusions or generalizations. • Suggested Keywords: Analyze, Assume, Categorize, Classify, Compare, Conclusion, Contrast, Discover, Dissect, Distinguish, Divide, Examine, Function, Inference, Inspect, List, Motive, Relationships, Simplify, Survey, Take part in, Test for, Theme
Evaluate (K5)	<ul style="list-style-type: none"> • Evaluation requires an individual to make judgment on something. • Questions to be asked to judge the value of an idea, a character , a work of art, or a solution to a problem. • Students are engaged in decision-making and problem–solving. • Evaluation questions do not have single right answers. • Suggested Keywords: Agree, Appraise, Assess, Award, Choose, compare, Conclude, Criteria, Criticize, Decide, Deduct, Defend, Determine, Disprove, Estimate, Evaluate, Explain, Importance, Influence, Interpret, Judge, Justify, Mark, Measure, Opinion, Perceive, Prioritize, Prove, Rate, Recommend, Rule on, Select, Support, Value
Create (K6)	<ul style="list-style-type: none"> • The questions of this category challenge students to get engaged in creative and original thinking. • Developing original ideas and problem solving skills • Suggested Keywords: Adapt, Build, Change, Choose, Combine, Compile, Compose, Construct, Create, Delete, Design, Develop, Discuss, Elaborate, Estimate, Formulate, Happen, Imagine, Improve, Invent, Make up, Maximize, Minimize, Modify, Original, Originate, Plan, Predict, Propose, Solution, Solve, Suppose, Test, Theory

SEMESTER – I

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH: 2023-26
PART: III	COURSE COMPONENT: CORE I
COURSE NAME: PRINCIPLES OF MANAGEMENT	COURSE CODE: 23UBRM301
SEMESTER: I	MARKS: 100
CREDITS: 4	TOTAL HOURS: 75
THEORY	

(Common to B. Com (GEN), B. Com (A&F), B. Com (BM), B. Com (MM), B. Com (ISM), BBA and BBA (RM))

COURSE OBJECTIVE:

This paper provides an overview of management and its evolution. It examines management functions of planning, organizing, leading, and controlling and its impact on the business organization.

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Recognize the importance and the functions of a manager in a business organization.
2. Understand evolution of Management.
3. Evaluate planning procedure and decision process.
4. Interpret the types of organization, power and Authority
5. Comprehend different dimension to controlling.

UNIT I (20 Hours)

Management- Definition- Importance - Is Management art or science - Functions of Management- Role and Functions of a Manager- Levels of Management- Application of management in various functional areas - Production, Accounting and Finance, Marketing and Human Resource Management.

UNIT II (15 Hours)

Evolution of Management; Administrative Management: Henry Fayol, Scientific Management, F. W. Taylor, Modern Management–Peter Drucker.

UNIT III (15 Hours)

Planning- Meaning- Objectives of planning- Importance of planning- Types of planning. Decision Making: Nature and Significance – Process of Decision Making – Types of Decision Making.

UNIT IV (15 Hours)

Organizing – Meaning and definition of Organizing, Importance of Organizing, and Principles of Organizing. Types of Organizational Structure- Line Organizational Structure, Staff Organizational Structure, Divisional Organizational Structure, Product/Project Organizational Structure, Matrix Organizational Structure and Hybrid Organizational Structure.

UNIT V (10 Hours)

Introduction to co-ordination - Need for co-ordination, Types of co-ordination and essential requisites for excellent co-ordination. Controlling: Meaning and Importance- Functions of controlling, Process of controlling and types of Control- Introduction to Management Information System (MIS).

RECOMMENDED TEXT BOOKS:

1. C.B. Gupta, Management, Theory and Practice – Sultan Chand & Sons- New Delhi, 16th Edition.
2. L.M. Prasad, Principles and Practice of Management - Sultan Chand & Sons- New Delhi, 8th Edition.

REFERENCE BOOKS:

1. P.C. Tripathi and P.N. Reddy, Principles of Management, Tata Mc Graw Hill, New Delhi- 5th Edition.
2. N.Premavathy, Principles of Management, Sri Vishnu Publications, Chennai, 8th Edition
3. J.Jayashankar, Business Management, Margham Publications, Chennai.

E LEARNING RESOURCES:

1. https://www.managementstudyguide.com/management_functions.htm
2. https://www.tutorialspoint.com/management_principles/management_principles_organizational_structure.htm
3. <https://www.futurelearn.com/courses/introduction-to-business-management>

GUIDELINES TO THE QUESTION PAPER SETTERS**QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

DISTRIBUTION OF QUESTIONS

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	2	-	1	-
II	2	-	1	-	1	-
III	3	-	1	-	2	-
IV	2	-	2	-	1	-
V	3	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Average	3	3	3	3	3

PSO's and CO's - Question Paper Marking

CO No:	COURSE OUTCOME	PSO'S Addressed	COGNITIVE LEVEL (K1 to K6)
CO1	Recognize the importance and the functions of a manager in a business organization.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO2	Understand evolution of Management.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO3	Evaluate planning procedure and decision process.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO4	Interpret the types of organization, power and Authority	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO5	Comprehend different dimension to controlling	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH: 2023-26
PART: III	COURSE COMPONENT: CORE II
COURSE NAME: ACCOUNTING FOR MANAGERS	COURSE CODE: 23UBRM302
SEMESTER: I	MARKS: 100
CREDITS: 4	TOTAL HOURS: 75
THEORY AND PROBLEMS	

COURSE OBJECTIVE:

Accounting for managers paper provides an introduction to core accounting principles and their applications, both Internal and external, to a business organization.

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Prepare Journal, ledger, trial balance and cash book
2. Classify errors and making rectification entries
3. Prepare final accounts with adjustments
4. Understand Hire Purchase system
5. Prepare single and double entry system of accounting

UNIT I

(15 Hours)

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance.

UNIT II

(15 Hours)

Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account.

UNIT III

(15 Hours)

Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital.

UNIT IV

(15 Hours)

Hire Purchase System – Default and Repossession – Hire Purchase Trading Account – Installment System.

UNIT V

(15 Hours)

Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method

RECOMMENDED TEXT BOOKS:

1. Goel.D. K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition.
2. Jain. S.P & Narang. K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th edition
3. Rakesh Shankar. R & Manikandan.S, Financial Accounting, SCITECH, 3rd edition.
4. Shukla & Grewal, 2002, Advanced Accounting, Sultan Chand & Sons, New Delhi, 15th edition.
5. Tulsian P.C., 2006, Financial Accounting, Pearson Education.

REFERENCE BOOKS:

1. Dr.K.Ganesan & S.Ushena Begam – Accounting for Managers - Volume 1, Charulatha Publications, Chennai.
2. TS Reddy & A.Murthy; Financial Accounting -Margham Publications , 6th Edition, 2019
3. David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017
4. M N Arora; Accounting for Management- Himalaya Publications House 2019.
5. SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.
6. T. Horngren Charles, L. Sundern Gary, A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017.

E LEARNING RESOURCES:

1. https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf
2. <https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf>
3. <https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles>
4. https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system
5. <https://www.profitbooks.net/what-is-depreciation>

GUIDELINES TO THE QUESTION PAPER SETTERS
QUESTION PAPER PATTERN

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 out of 12 questions (Each in 50 words)	1-12	3	30
Section B	Short Answer Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Essay Answer any 2 out of 4 questions	20-23	20	40

DISTRIBUTION OF QUESTIONS

UNITS	SECTIONA		SECTIONB		SECTIONC	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	1	1	1	-	1
II	1	1	-	1	-	1
III	1	1	-	1	-	1
IV	2	1	1	1	-	-
V	1	1	-	1	-	1
TOTAL	7	5	2	5	-	4
SECTIONA – 12			SECTIONB-7		SECTIONC-4	

PSO-CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Average	3	3	3	3	3

PSO'S AND CO'S - QUESTION PAPER MARKING

CO No:	COURSE OUTCOME	PSO'S Addressed	COGNITIVE LEVEL (K1 to K6)
CO1	Prepare Journal, ledger, trial balance and cash book	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO2	Classify errors and making rectification entries	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO3	Prepare final accounts with adjustments	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO4	Understand Hire Purchase system	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO5	Prepare single and double entry system of accounting	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH: 2023-26
PART: III	COURSE COMPONENT: ALLIED 1
COURSE NAME: BUSINESS REGULATORY FRAME WORK	COURSE CODE: 23UBRM303
SEMESTER: I	MARKS: 100
CREDITS: 5	TOTAL HOURS: 90
THEORY	

COURSE OBJECTIVE:

This paper is an attempt is made to introduce the students to certain important business regulatory framework of business.

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Explain Indian Contracts Act.
2. Understand Sales of goods act.
3. Understand Indian Companies Act 1956.
4. Understand Consumer Protection Act – RTI.
5. Understand Cyber law

UNIT I

(18 Hours)

Indian Contracts Act – Essentials of a valid contract- Classification of contract, Offer-Types, Acceptance, Revocation- Meaning, Consideration- Exceptions, Persons Incompetent to contract, Free consent, Special contracts- Quasi contract, Contingent contract, Wagering Agreements.

UNIT II

(18 Hours)

Sale of goods Act 1930 – Essentials of a contract of sale- Sale & Agreement to sell- Condition and Warranty- Caveat Emptor-exception. Rights of an unpaid seller.

UNIT III

(18 Hours)

Indian Companies Act 1956- kinds- formation- MOA- AOA- Prospectus- Appointment of Directors- Duties-Meeting and Kinds of Meeting – Modes of Winding up.

UNIT IV

(18 Hours)

Consumer Protection Act – Rights of consumers- Objects of the Act- Consumer council- Types. Right to Information Act (RTI)- Features- Public Information Officer (PIO)- duties.

UNIT V

(18 Hours)

Cyber laws – Need- Cybercrime- Meaning- Types- Information Technology Act 2000 – Definition- Appointment & Functions of controller- Digital signature, Important features of IT Act 2008.

RECOMMENDED TEXT BOOKS:

1. Tulsian.P.C Business Law (2018) Third Edition, McGraw Hill Publications.
2. Pillai R S N, Bhagavati, Business Law, Third Edition, Sultan Chand.
3. N D Kapoor(2019), Elements of Merchantile Law, Sultan Chand & Sons.
4. Constitutional Law – Dr. M.R. Sreenivasan & Ananda Krishna Deshkulkarni.
5. Business Law (Commercial Law) – Dr. M.R. Sreenivasan.

REFERENCE BOOKS:

1. Business Regulatory Framework, Sahitya Bhawan Publications. Revised, 2022.
2. Business Regulatory Framework, Garg K.C., Sareen V.K., Sharma Mukesh, 2013
3. Business Regulatory Framework, Pearson Education India, 2011
4. Bare Acts- RTI, Consumer Protection Act
5. Business Regulatory Framework, Dr.Pawan Kumar Oberoi, Global Academic Publishers & Distributors, 2015

E LEARNING RESOURCES:

1. <https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework---1.html>
2. <http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/>
3. <https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661>
4. International Journal of Law (lawjournals.org)
5. https://www.himpub.com/BookDetail.aspx?BookId=1936&NB=&Book_TitleM=%20Business%20Regulatory%20Framework

GUIDELINES TO THE QUESTION PAPER SETTERS QUESTION PAPER PATTERN

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
Section B	Short Answers Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Essay Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40

DISTRIBUTION OF QUESTIONS

UNITS	SECTIONA		SECTIONB		SECTIONC	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	2	-	1	-
II	2	-	2	-	1	-
III	3	-	1	-	2	-
IV	2	-	1	-	1	-
V	3	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Average	3	3	3	3	3

PSO's and CO's - Question Paper Marking

CO No:	COURSE OUTCOME	PSO'S Addressed	COGNITIVE LEVEL (K1 to K6)
CO1	Explain Indian Contracts Act.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO2	Understand Sales of goods act.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO3	Understand Indian Companies Act 1956.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO4	Understand Consumer Protection Act – RTI.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO5	Understand Cyber law	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH: 2023-26
PART: IV	COURSE COMPONENT: NON-MAJOR ELECTIVE 1
COURSE NAME: ANALYTICAL AND LOGICAL REASONING	COURSE CODE:
SEMESTER: I	MARKS: 100
CREDITS: 2	TOTAL HOURS: 30
THEORY AND PROBLEMS	

(Common to BBA & BBA RM)

COURSE OBJECTIVE:

This course focuses on the basic concepts from statistics, probability, scientific methodology, cognitive psychology and cost-benefit theory and shows how they can be applied to everything from picking one product over another to critiquing media accounts of scientific research.

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Solve business problem
2. Construct outside-the-box solutions in a business space
3. Develop an objective and reasonable decisions
4. Gain skills about verbal reasoning
5. Interpret data using bar diagrams, pie charts and Venn diagrams.

UNIT-I (6 Hours)

Logical reasoning Introduction- Number Series

UNIT-II (6 Hours)

Statement and assumptions – Statement and conclusion

UNIT-III (6 Hours)

Verbal reasoning – Coding and Decoding (with alpha numeric characters) – Reasoning Blood Relationship

UNIT-IV (6 Hours)

Direction Sense Test – Data Interpretation from bar chart, pie chart.

UNIT-V (6 Hours)

Venn Diagrams – Image Series

RECOMMENDED TEXT BOOKS:

1. Logical and Analytical Reasoning – A.K. Gupta – Ramesh publishing house – 2016 Paper Back edition

REFERENCE BOOKS:

1. A Modern Approach to verbal and non-verbal reasoning – Revised edition by R.S.Agarwal Publisher – Chand and Company Pvt. Ltd.

E LEARNING RESOURCES:

1. <http://www.careerguide.co.in/search/label/Reasoning>
2. <http://www.indiabix.com/logical-reasoning>

Question paper pattern-MCQs

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH: 2023-26
PART: IV	COURSE COMPONENT: SOFT SKILLS 1
COURSE NAME: AUTOMOBILE RETAILING 1	COURSE CODE:
SEMESTER: I	MARKS: 100
CREDITS: 3	TOTAL HOURS: 30
PRACTICAL	

COURSE OBJECTIVE:

To enable the students, understand the configurations in 4-wheeler passenger cars.

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Classify vehicles.
2. Understand vehicle systems.
3. Identify components of Engine system.
4. Know the importance of ignition system.
5. Learn about vehicle transmission.

UNIT I

(6 Hours)

Vehicle classification, sub-assemblies

Basic Terms used in automobiles (Cars)- Bumper, Air Dam, Spoiler, Hood (Bonnet), Windscreen, Wipers, ORVM, IRVM, Power Window, Boot Space Etc.

UNIT II

(6 Hours)

Vehicle Systems

Instrument Cluster, MID, warning lights, Reverse camera, Parking Sensor, Head light:-Types of bulbs & Headlamp levelling device, Auto head lamp, Driver seat height adjuster & Tilt steering, Cruise control system, Steering mounted Audio/Blue tooth Control, Day night IRVM manual & Auto ORVM: Electrical adjustable, retractable and auto fold.

UNIT III

(6 Hours)

Vehicle - Engine, S-CNG -I

Engine: 4 Valves, Camshaft, SOHC, DOHC, VVT, Dual VVT Turbo charger, VGT, MPFi, drive by wire
 Engine: Fuel system, intake system, Exhaust system & cooling system; Components, 4 stroke, Petrol & Diesel.

UNIT IV

(6 Hours)

Vehicle - Engine, S-CNG - II

K-series Engine:-advantages &Types, S-CNG-Hi5s -Benefits, Electrical System: ECM- Ignition system.

UNIT V

(6 Hours)

Vehicle - Transmission

Transmission: Clutch, Gearbox, Differential, Wheel Drive system.

Methodology:

The students are expected to work in an organization and learn the practicality and intricacies of the above course through on the job training.

Evaluation:

The students are expected to submit a report and make a presentation on the learnings.

SEMESTER –II

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH: 2023-26
PART: III	COURSE COMPONENT: CORE PAPER III
COURSE NAME: BASICS OF FINANCIAL MANAGEMENT	COURSE CODE:
SEMESTER: II	MARKS: 100
CREDITS: 4	TOTAL HOURS: 75

THEORY & PROBLEMS

COURSE OBJECTIVE:

- To understand how crucial financial decisions are taken in a firm and gain insight into wealth maximization and profit maximization.

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Understand financial goals of a business organization.
2. Determine the cost of capital.
3. Evaluate the dividend decisions.
4. Recognize the relevance of Working capital.
5. Identify the role of capital budgeting.

UNIT-I

(15 Hours)

Financial Management – Introduction – Scope – Finance and other related disciplines – Function of Finance – Functions of Finance Manager in 21st Century. Financial Goals: Profit Maximization Vs Wealth Maximization.

UNIT-II

(15 Hours)

Cost of Capital – Significance of the cost of Capital – Determining Component costs of Capital – Cost of Equity - Cost of Preference share capital – Cost of Debt - Cost of Retained Earnings – Weighted Average cost of capital.

UNIT-III

(15 Hours)

Dividend policies – objectives of Dividend policies – Types of Dividend Policies - Factors affecting dividend policies – Dividend theories – Walters – Gordon’s – MM hypothesis – Forms of dividend.

UNIT-IV

(15 Hours)

Working capital – components of working capital –operating cycle – Factors influencing working capital.

UNIT-V

(15Hours)

Definition of Capital budgeting – Importance of capital budgeting –benefits of capital budgeting - Evaluation criteria: Discounting and Non-Discounting Criteria.

RECOMMENDED TEXTBOOKS:

1. M.Y. Khan and P.K. Jain Basic Financial Management, Tata McGraw-Hill Education
2. Dr. A. Murthy, Financial Management, Margham Publications

REFERENCE BOOKS:

1. Pandey I.M.: Financial Management, Vikas Publishing House Pvt Ltd
2. Maheswari . S.M.: Financial Management, Sultan Chand & Sons
3. Prasanna Chandhra: Financial management theory and practice, McGraw-Hill Education
4. Dr. Rustagi P R, Fundamentals of Financial management, Taxman's publication, 14th edition
5. Paramasivan C & Subramanian T, Financial Management, New Age International Publishers

E LEARNING RESOURCES:

1. <https://www.managementstudyguide.com/financial-management.htm>
2. <https://corporatefinanceinstitute.com/resources/knowledge/finance/cost-of-capital/>
3. <https://www.investopedia.com/terms/c/capitalbudgeting.asp>
4. <https://efinancemanagement.com/dividend-decisions>
5. <https://cleartax.in/s/working-capital-management-formula-ratio>
6. <https://books.google.co.in/books?isbn=812591658X>
7. <https://books.google.co.in/books?isbn=8174465863>

**GUIDELINES TO THE QUESTION PAPER SETTERS
QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 2 out of 4 questions	20-23	20	40
TOTAL MARKS				100

DISTRIBUTION OF QUESTIONS

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	1	1	-	-	-
II	2	1	-	1	-	1
III	1	1	1	1	-	1
IV	1	1	-	1	-	1
V	1	1	-	2	-	1
TOTAL	7	5	2	5	-	4
SECTION A 12			SECTION B 7		SECTION C 4	

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Average	3	3	3	3	3

PSO'S AND CO'S & QUESTION PAPER MARKING

CO No:	COURSE OUTCOME	PSO'S Addressed	COGNITIVE LEVEL (K1 to K6)
CO1	Understand financial goals of a business organization.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO2	Determine the cost of capital.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO3	Evaluate the dividend decisions.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO4	Recognize the relevance of Working capital.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO5	Identify the role of capital budgeting	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH: 2023-26
PART: III	COURSE COMPONENT: CORE PAPER IV
COURSE NAME: BASICS OF RETAIL MANAGEMENT	COURSE CODE:
SEMESTER: II	MARKS: 100
CREDITS: 4	TOTAL HOURS: 75
THEORY	

COURSE OBJECTIVE:

To understand the concepts and nuances of effective retailing

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Explain the concept of retailing and trends in retailing in India.
2. Contrast the organized and unorganized retailing.
3. Describe the merchandising and location decisions in retailing.
4. Illustrate the promotional strategies.
5. Examine the role of personal selling.

UNIT I:

(15 Hours)

Introduction - An overview of Retailing – Challenges and opportunities– Retail trends in India – Retail Environment

UNIT II:

(15 Hours)

Organized and Unorganized Retailing - Characteristics of organized and unorganized retail - Organized Formats: Malls, Discount Stores, Specialty Stores, Chain of stores Super markets, hyper markets, department stores, kiosks, manufacturers own outlet, Franchise, factory outlets - Un organized formats Pavement vendors, hawkers, Hand cart, Mom and Pop Stores, Convenience stores – Advantages of organized and unorganized retail.

UNIT III:

(15 Hours)

Retail Marketing Mix – I -Merchandising and category management Choice of retail locations - internal and external atmospherics – Positioning of retail shops –Retail Pricing Decisions

UNIT IV:

(15 Hours)

Retail Marketing Mix – II -Retail store brands – Retail advertising and promotions – Mannequins – Online retail– Emerging trends.

UNIT V:

(15 Hours)

Retail Sales Force Management -Personal selling – skills needed for sales personnel – steps in sales force Management: Setting objectives, Recruitment & Selection, Training and Development, Motivation, Performance evaluation.

RECOMMENDED TEXTBOOKS:

1. Michael Levy, Baston, Aweitz and Ajay Pandit, Retail Management, TataMcgrawHill, Sixth Edition, 2007
2. Ogden, Integrated Retail Management, Biztantra, India, 2008.

REFERENCEBOOKS:

1. Patrick M. Dunne and Robert F Lusch, Retailing, Thomson Learning, 4th Edition 2008.
2. Chetan Bajaj, Rajnish Tow and Nidhi V. Srivatsava, Retail Management, Oxford University Press 2007.
3. Swapna Pradhan, Retail Management -Text and Cases, Tata McGraw Hill, 3rd Edition, 2009.
4. Dunne, Retailing, Cengage Learning, 2nd Edition, 2008
5. Ramkrishnan and Y.R.Srinivasan, Indian Retailing Text and Cases, Oxford University Press, 2008
6. Dr.JaspreetKaur, Customer Relationship Management, Kogentsolution.

E LEARNING RESOURCES:

1. http://www.ehow.com/about_6401557_definition-retail-marketing.html
2. <http://www.ibef.org/industry/retail-india.aspx>

GUIDELINES TO THE QUESTION PAPER SETTERS**QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 2 out of 4 questions	20-23	20	40
TOTAL MARKS				100

DISTRIBUTION OF QUESTIONS

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	2	-	1	-
II	2	-	1	-	1	-
III	3	-	1	-	1	-
IV	2	-	2	-		-
V	3	-	1	-	1	-
TOTAL	12	-	7	-	4	-
SECTION A 12			SECTION B 7		SECTION C 6	

PSO – CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Average	3	3	3	3	3

PSO'S AND CO'S - QUESTION PAPER MARKING

CO No:	COURSE OUTCOME	PSO'S Addressed	COGNITIVE LEVEL (K1 to K6)
CO1	Explain the concept of retailing and trends in retailing in India.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO2	Contrast the organized and unorganized retailing.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO3	Describe the merchandising and location decisions in retailing.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO4	Illustrate the promotional strategies.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO5	Examine the role of personal selling	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH: 2023-26
PART: III	COURSE COMPONENT: ALLIED PAPER - II
COURSE NAME: STATISTICS FOR MANAGERS	COURSE CODE:
SEMESTER: II	MARKS: 100
CREDITS: 5	TOTAL HOURS: 90
THEORY & PROBLEMS	

COURSE OBJECTIVE:

To familiarize the students with statistical methods for effective decision making.

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Identify need for data and sources of data for business decisions.
2. Solve and interpret the concept of Measures of central tendency.
3. Analyse and interpreting the concept of Measures of dispersion.
4. Infer the results of correlation.
5. Deduce the outcomes of regression analysis.

UNIT-I

(20 Hours)

Origin Meaning, Definition and Characteristics of Statistics – Uses and Limitations - Sources of Statistical data – Primary and Secondary – Collection of Primary Data – Direct Personal, Indirect Oral, Mailed Questionnaire and Schedule Methods – Editing of Secondary Data-Scatter diagram.

UNIT-II

(15 Hours)

Measures of Central Tendency / Averages – Arithmetic Mean, Median, Quartiles, Deciles, and Percentiles, Mode, Geometric Mean, Harmonic Mean, Combined Mean and Weighted Mean.

UNIT-III

(20 Hours)

Measures of Dispersion – Range, Quartile Deviation, Mean Deviation and Standard Deviation – Co-efficient of Variation.

UNIT-IV

(15 Hours)

Correlation Analysis – Meaning, Definition, Significance and Types of Correlation, Karl Pearson's Coefficient of Correlation – Spearman's Rank Correlation.

UNIT-V

(20 Hours)

Regression Analysis- Meaning and Importance – Regression Lines and Regression equations- X on Y, Y on X, and Properties of Regression Coefficients – Uses of Regression – Difference between Correlation & Regression.

RECOMMENDED TEXTBOOKS:

1. Gupta S.P, Statistical Methods, 2000 Sultan Chands.
2. Vittal Dr. P.R, Introduction to Operations Research, Margham Publications

REFERENCE BOOKS:

1. E.L.Lehmann , Elements of Statistical Hypothesis , Johu Wiley & Sons.
2. R.S.N.Pillai & B.Bhagavathi, Practical Statistics,S. Chand & Company.

E LEARNING RESOURCES:

1. <https://books.google.co.in/books?isbn=0764142399>
2. <https://books.google.co.in/books?isbn=8122400116>
3. <https://books.google.co.in/books?isbn=8131726029>

GUIDELINES TO THE QUESTION PAPER SETTERS
QUESTION PAPER PATTERN

Section	Question Component	Numbers	Marks	Total
A	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Answer any 2 out of 4 questions	20-23	20	40
TOTAL MARKS				100

DISTRIBUTION OF QUESTIONS

	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	2	-	1	-
II	2	-	-	1	1	-
III	3	-	1	-	1	1
IV	2	-	1	1	-	1
V	3	-	1	-	-	1
TOTAL	12	-	7	-	3	3
SECTION A -12			SECTION B-7		SECTION C-6	

PSO – CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	2
CO 3	3	3	3	3	2
CO 4	3	3	3	3	2
CO 5	3	3	3	3	2
Average	3	3	3	3	2

PSO's and CO's & Question Paper Marking

CO No:	COURSE OUTCOME	PSO'S Addressed	COGNITIVE LEVEL (K1 to K6)
CO1	Identify need for data and sources of data for business decisions.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO2	Solve and interpret the concept of Measures of central tendency.	PSO 1, PSO 2, PSO 3, PSO 4,	K1, K2, K3, K4
CO3	Analyse and interpreting the concept of Measures of dispersion.	PSO 1, PSO 2, PSO 3, PSO 4,	K1, K2, K3, K4
CO4	Infer the results of correlation.	PSO 1, PSO 2, PSO 3, PSO 4,	K1, K2, K3, K4
CO5	Deduce the outcomes of regression analysis	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH: 2023-26
PART: IV	COURSE COMPONENT: NON-MAJOR ELECTIVE - II
COURSE NAME: BUSINESS ETIQUETTE AND CORPORATE CULTURE	COURSE CODE:
SEMESTER: II	MARKS: 100
CREDITS:2	TOTAL HOURS: 30
THEORY	

COURSE OBJECTIVE:

To sharpen your office skills including telephonic, letter and email communications and to learn about multi-cultures and managing people.

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Define professional behaviour and suggest standards for appearance, action and attitude in business environment
2. Understand different communication styles and how to adjust to each
3. Familiarize with the concept of Netiquette
4. Acquire knowledge on the different facets of corporate culture
5. Enhance students to deal with ethical dilemmas

UNIT-I

(6 Hours)

Definition- Need and Importance of etiquette in business - Components of Etiquette- ABCs of etiquette - Corporate culture - Conversations at Work- Dealing with Colleagues- Dealing with Confidential Issues in the Office- Dealing with Ethical Dilemmas -Office Party Etiquette.

UNIT-II

(6 Hours)

Significance of Netiquette- Enforcement of email etiquettes in the organization - Basic Email Etiquettes: Proper Grammar, Spelling, Punctuation, Styling and Formatting, Body of Email, Response, Privacy- Professional email address - Salutation, Subject line, concise body, closing the email, CC & BCC.

UNIT-III

(6 Hours)

Patterns of presentation- Colour scheme, font size, content, spellings, animation - Rules of making Effective PowerPoint presentations – Body language, confidence, Eye contact- Common mistakes during presentations.

UNIT-IV

(6 Hours)

Introduction-concept of culture-Business context -Facets of culture-National cultural Dimensions- Global Business Etiquette- Cross Cultural Etiquettes-cultural Awareness-Culture and Communications-Business Communication across culture-Barriers to Intercultural Communication.

UNIT-V

(6 Hours)

Corporate Culture-Nature of Organizational Culture-Designing the Strategy-culture change Building- Implementation-Measurement of ongoing Improvement-Culture Implications.

RECOMMENDED TEXTBOOKS:

1. Lillian H. Chaney, Jeanette S. Martin. The Essential Guide to Business Etiquette
2. Sarvesh Gulati (2012), Corporate Grooming and Etiquette, Rupa Publications India Pvt. Ltd.
3. Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication - Sultan Chand & Sons – New Delhi.
4. Parissa Haghirian-Multinational and Cross cultural Management Routledge 2012.
5. David C.Thomas: Cross cultural Management, Sage Publications, 2016.

REFERENCE BOOKS:

1. R. Subramanian, Professional Ethics: Need for the 21st Century, N.B. Publications, 2020
2. Aarti Kelshikar, How India Works: Making Sense of a Complex Corporate Culture, Harper Business (Publication)

E LEARNING RESOURCES:

1. <https://www.economicdiscussion.net/business/business-ethics/31798>
2. <https://www.personio.com/hr-lexicon/corporate-culture/>

Question paper pattern-MCQs

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH: 2023-26
PART: IV	COURSE COMPONENT: SOFT SKILLS II
COURSE NAME AUTOMOBILE RETAILING	COURSE CODE:
SEMESTER: II	MARKS: 100
CREDITS: 3	TOTAL HOURS: 30
PRACTICAL	

COURSE OBJECTIVE:

To make the students understand the internal component parts in 4 wheeler passenger cars.

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Learn about suspension and steering system in automobile.
2. Understand Brake, Safety system in Automobile.
3. Highlight technology in Automobile.
4. Compare competition in hatch back sector of automobile industry.
5. Compare competition in Sport utility and multi utility sector of automobile industry.

UNIT –I

(6 HOURS)

Automobile Suspension, Steering

Body Types: monocoq& Ladder frame, TECT, Heartectt, Suspension system: Independent, Semi-independent& Non Independent , Steering system: R&P, Ball & Nut, EPS & HPS

UNIT –II

(6 HOURS)

Automobile Brake, Safety Systems, Smart hybrid vehicles -I

Brakes: Disc & Drum, Safety System: Introduction, Active & Passive safety system, Active Safety: ABS, EBD, BA, ESP, Hill hold, Seat belt reminder, High speed alert, Parking sensor, Child lock, Passive Safety: ELR seatbelt, Airbag, Seatbelt Pretensione & Force limiter, Head Resrtaint, Crumplezone, Collapsible steering column,

UNIT – III

(6 HOURS)

Automobile Brake, Safety Systems, Smart hybrid vehicles -II

Technologies: Hybrid: - importance, SHVS technology, Functions & Pre requisites, BS6 Norms

UNIT –IV

(6 HOURS)

Competition Comparison

Alto:Brand, Dimension, Specifications ,High-5s, Concept and points, FABing- importance of FAB, Competition Comparison, SPresso: Brand, Dimension, Specifications.

UNIT –V

(6 HOURS)

Wagon R, Celerio, Celerio X & Competition Comparison

WagonR:Brand, Dimension, Specifications, High-5s, Concept and points, Celerio: Brand, Dimension, Specifications, High-5s, Concept and points, CelerioX:Brand, Dimension,Specifications, High-5s, Concept and points, Comparison

Methodology:

The students are expected to work in an organization and learn the practicality and intricacies of the above course through on the job training.

Evaluation:

The students are expected to submit a report and make a presentation on the learning.

SEMESTER – III

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH: 2023-26
PART: III	COURSE COMPONENT: CORE PAPER V
COURSE NAME: BUSINESS ENVIRONMENT	COURSE CODE:
SEMESTER: III	MARKS: 100
CREDITS: 4	TOTAL HOURS: 75
THEORY	

COURSE OBJECTIVE:

The students will be able to understand the concept of business environment its meaning, scope and importance.

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Identify the impact of environment in business decision making
2. Realise role of Corporate Governance
3. Understand social and cultural environment influencing business
4. Plan decisions based on economic environment
5. Comprehend financial system and its impact on business

UNIT-I

(15 Hours)

The concept of Business Environment - Its nature and significance - Brief overview of political Cultural - Legal - Economic and social environments and their impact on business and strategic decisions.

UNIT-II

(15 Hours)

Political Environment - Government and Business relationship in India- Corporate Governance.

UNIT-III

(15 Hours)

Social environment - Cultural heritage - Social attitudes - Castes and communities - Joint family systems - linguistic and religious groups - Types of social organization

UNIT-IV

(15 Hours)

Economic Environment - Economic systems and their impact of business - Fiscal deficit - Plan investment -Five Year Planning

UNIT-V

(15 Hours)

Financial Environment - Financial system - Commercial bank Financial Institutions - RBI Stock Exchange - IDBI - Non-Banking Financial Companies NBFC

RECOMMENDED TEXTBOOKS:

1. Cherunilam Francis, 2000, Business environment, Himalaya Publishing House, 11th Revised Edition, India.
2. Sankaran Dr.S., Business Environment, Margham Publications.

REFERENCE BOOKS:

1. Aswathappa K, 1997, Essentials of Business Environment, Himalaya Publishing House, 6th Edition, India.
2. Sangam Joshi Rosy Kapoor, Business Environment, Kalyani Publishers, Ludhiana.

E LEARNING RESOURCES:

1. <https://pestleanalysis.com/what-is-pestle-analysis/>
2. <https://www.vedantu.com/commerce/economic-environment>

GUIDELINES TO THE QUESTION PAPER SETTERS**QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 out of 12 Questions (Each in 50 words)	1-12	3	30
Section B	Short Answer Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Essay Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40

DISTRIBUTION OF QUESTIONS

UNITS	SECTIONA		SECTIONB		SECTIONC	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	2	-	2	-
II	2	-	1	-	1	-
III	2	-	2	-	1	-
IV	2	-	1	-	1	-
V	3	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTIONA - 12			SECTIONB - 7		SECTIONC- 6	

PSO – CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Average	3	3	3	3	3

PSO'S AND CO'S & QUESTION PAPER MARKING

CO No:	COURSE OUTCOME	PSO'S Addressed	COGNITIVE LEVEL (K1 to K6)
CO1	Identify the impact of environment in business decision making	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO2	Realise role of Corporate Governance	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO3	Understand social and cultural environment influencing business	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO4	Plan decisions based on economic environment	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO5	Comprehend financial system and its impact on business	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH: 2023-26
PART: III	COURSE COMPONENT: CORE PAPER VI
COURSE NAME: PRINCIPLES OF MARKETING MANAGEMENT	COURSE CODE:
SEMESTER: III	MARKS: 100
CREDITS: 4	TOTAL HOURS: 75

THEORY

COURSE OBJECTIVE:

To enable the students, understand the fundamentals of marketing concept and the role marketing in business.

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Understand the key marketing concepts.
2. Identify the role of segmentation, targeting and positioning.
3. Examine the concepts on product and pricing.
4. Recognize the role of channels of distribution.
5. Familiarize the concepts of advertisement, publicity & public relations.

UNIT I

(10 Hours)

Marketing - Meaning - Definition – Nature- Importance- Functions- Scope of Marketing- Process of Marketing Management - Marketing Mix- Distinction between marketing and selling- Environment factors affecting marketing functions.

UNITII

(20 Hours)

Buyer Behavior- Meaning- Factors Influencing Buyer Behavior- Buying Motives- Stages of Buying Decision Process- Market Segmentation- Need and Bases of Segmentation- Steps in Market Segmentation Process- Targeting- Types of Targeting – Positioning- Strategies.

UNIT III

(15 Hours)

Product- Definition- Importance- Product Classification- Consumer goods- Industrial Goods- Product Mix- New product development- Product Life Cycle- Branding- Elements- Types- Strategies- Packaging- Types- Requisites of Good package- Labeling- Types- Function. Pricing- Objectives of Pricing Decisions- Importance of Pricing- Factors influencing Pricing Decisions- Process of Price determination - Kinds of Pricing.

UNIT IV

(15 Hours)

Distribution- Meaning- Objectives- Channels of distribution of Consumer Goods- Channels of distribution of Industrial Goods- Functions of Channels of Distribution- Factors Determining the Choice of Distribution Channels-Distribution Problems.

UNIT V

(15 Hours)

Promotion- Meaning- Objectives- Types- Advertising- Different types of Advertising- Publicity- Public Relations- Personal Selling and Sales promotion- Dealer Promotion- Customer Promotion- Recent Development in Marketing-Green Marketing- Digital Marketing- Online Marketing.

RECOMMENDED TEXTBOOKS:

1. Marketing Management- C.B Gupta and N. Rajan Nair- Sultan Chand and Sons.

REFERENCE BOOKS:

1. Marketing Management- Philip Kotler, Kevin Keller, Abraham Koshy and Mithileshwar Jha- Pearson Publication.
2. Marketing Management- Ramasamy V.S and Namakumar. S- Macmillan.
3. Marketing Management- R.S.N Pillai – S.Chand.

E LEARNING RESOURCES:

1. <https://99designs.com/blog/marketing-advertising/principles-of-marketing/>
2. <https://www.marketingtutor.net/consumer-decision-making-process-stages/>
3. <https://courses.lumenlearning.com/boundless-marketing/chapter/ethics-in-marketing/>
4. <https://www.youtube.com/watch?v=Mco8vBAwOmA>
5. <http://www.notesdesk.com/notes/marketing/the-marketing-mix-4-ps-of-marketing/>

GUIDELINES TO THE QUESTION PAPER SETTERS**QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
Section B	Short Answers Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Essay Answer any 4 out of 6 questions (each in 1200 words)	20-25	20	40

DISTRIBUTION OF QUESTIONS

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	2	-	1	-
II	2	-	1	-	1	-
III	2	-	2	-		-
IV	2	-	1	-	1	-
V	3	-	1	-	1	-
TOTAL	12	-	7	-	4	-
SECTION A 12			SECTION B 7		SECTION C 6	

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Average	3	3	3	3	3

PSO's And CO's - Question Paper Marking

CO No:	COURSE OUTCOME	PSO'S Addressed	COGNITIVE LEVEL (K1 to K6)
CO1	Understand the key marketing concepts.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO2	Identify the role of segmentation, targeting and positioning.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO3	Examine the concepts on product and pricing.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO4	Recognize the role of channels of distribution.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO5	Familiarize the concepts of advertisement, publicity & public relations.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH: 2023-26
PART: III	COURSE COMPONENT: CORE PAPER VII
COURSE NAME: BUSINESS COMMUNICATION	COURSE CODE:
SEMESTER: III	MARKS: 100
CREDITS: 4	TOTAL HOURS: 75
THEORY	

COURSE OBJECTIVE:

Application of business communication principles through creation of effective business documents and oral presentations.

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Evaluate the basic principles of effective Communication.
2. Design Business letters
3. Formulate the business Correspondence letters
4. Create Agenda, minutes, circular and notes
5. Combine knowledge about modern forms of communication

UNIT-I (15 Hours)

Meaning and Definition of Business Communication – Process – need – Methods: oral or verbal, non-verbal – written Communication – Audio – Video Communication - channels of communication: formal, in- formal – dimensions of communication: upward, downward, horizontal, diagonal – Principles of Effective Communication – Barriers to Communication.

UNIT-II (15 Hours)

Understanding the purpose of writing a Business Letter – 4 C's of Good Communication: correctness – Clarity – Conciseness – Courtesy – Characteristics of a Good Business Letter - Stages of writing Business Letters – Lay out - Kinds of Business Letters.

UNIT-III (15 Hours)

Persuasive Letters – Enquiries – Replies – Orders – Sales Letters – Circulars – Complaints- Bank Correspondence – Insurance Correspondence – Correspondence with shareholders, Directors

UNIT-IV (15 Hours)

Patterns of Business Presentation – Chronological – Categorical – Cause and Effect – Problem Solution – Elements of presentation- Rules of making effective PowerPoint presentations- Effective Sales Presentation

UNIT-V (15 Hours)

Importance of Report Writing - Kinds of reports- Business Meetings -Agenda – Minutes of the Meeting – Modern forms of Communication. – Social Media – Email Etiquettes – Video Conferencing.

RECOMMENDED TEXTBOOKS:

1. Rajendra Pal and Korlahalli, Essentials of Business Communication- Sultan Chand & Sons
2. N.S. Raghunathan, R. Santhanam, Business Communication-Margham Publications.

REFERENCE BOOKS:

1. Shirley Taylor, Communication of Business- Pearson Publication- New Delhi.
2. K.Sundar, A.Kumararaj, Business Communication, Vijay Nichole Imprints Pvt.Ltd.

E LEARNING RESOURCES:

1. <https://books.google.co.in/books?isbn=130556023X>
2. <https://books.google.co.in/books?isbn=0618990488>
3. <https://books.google.co.in/books?isbn=0538466251>

GUIDELINES TO THE QUESTION PAPER SETTERS**QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle			
	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
Section B	Short Answers			
	Answer any 5 out of 7 questions each in 300 words)	13-19	6	30
Section C	Essay			
	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40

DISTRIBUTION OF QUESTIONS

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	LETTER WRITING	THEORY	LETTER WRITING	THEORY	LETTER WRITING
I	2	-	1	-	2	-
II	2	-	1	1	-	1
III	3	-	1	2	-	1
IV	3	-	-	-	-	1
V	2	-	1	-	1	-
TOTAL	12	-	4	3	3	3
SECTION A -12			SECTION B-7		SECTION C-6	

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Average	3	3	3	3	3

PSO's and CO's - Question Paper Marking

CO No:	COURSE OUTCOME	PSO'S Addressed	COGNITIVE LEVEL (K1 to K6)
CO1	Evaluate the basic principles of effective Communication.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO2	Design Business letters	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO3	Formulate the business Correspondence letters	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO4	Create Agenda, minutes, circular and notes	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO5	Combine knowledge about modern forms of communication	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH: 2023-26
PART: III	COURSE COMPONENT: CORE PAPER VIII
COURSE NAME: ADVERTISING AND SALES PROMOTION	COURSE CODE:
SEMESTER: III	MARKS: 100
CREDITS: 4	TOTAL HOURS: 75
THEORY	

COURSE OBJECTIVE:

To Identify the various strategies in advertising and sales promotion.

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Provide basic knowledge about Advertising.
2. Understand Mass media
3. Comprehend message and copy development
4. Familiarise aspects of sales promotion
5. Understand ethics economics and social relevance of advertising and sales promotion

UNIT –I **(15 HOURS)**

Advertising: Definition, objectives, need & importance, growth of modern advertising – types & classification of advertisement, advertising spiral – market segmentation, promotional mix and target audience.

UNIT –II **(15 HOURS)**

Media: Mass Media-Selection, planning and scheduling – web advertising – integrated programme and budget planning –percentage of sales method, objective to task method, competitive parity, market share method, unit sales method, affordable method.

UNIT –III **(20 HOURS)**

Message and copy development – different types of copy; Art & layout of an advertisement: Principles of design, layout stages, difference in designing of television, audio & print advertisement – Advertising agencies – Organization and operation.

UNIT –IV **(15 HOURS)**

Management of sales promotion: Importance & need for sales promotion, planning for consumer schemes & contests, different types of consumer schemes.

UNIT –V **(10 HOURS)**

Control: Measurement of effectiveness – ethics, economics and social relevance.

RECOMMENDED TEXTBOOKS:

1. Bhatia, T.K., Advertising and Marketing in Rural India, 2nd Edition, Macmillan India Ltd., 2007.
2. Hackley, C., Advertising and Promotion: An integrated communications approach, 2nd Edition, Sage Publications, 2010.

REFERENCE BOOKS:

1. Jefkins, F., Advertising, 4th Edition, Pearson,2002.
2. Wells, W.D., Burnett, J. and Moriarty, S., Advertising: Principles and Practice, 7th Edition, Pearson,2007.

E LEARNING RESOURCES:

1. <https://www.soravjain.com/ebook/ebook.pdf>
2. <https://testbook.com/digital-marketing/digital-marketing-course-syllabus-and-content-for-beginners>
3. <https://www.optron.in/blog/digital-marketing/>
4. <https://www.tutorialsduniya.com/notes/digital-marketing-notes>
5. <https://digitalmarketinginstitute.com/resources/ebooks>

GUIDELINES TO THE QUESTION PAPER SETTERS

QUESTION PAPER PATTERN

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
Section B	Short Answers Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Essay Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40

DISTRIBUTION OF QUESTIONS

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	2	-	1	-
II	2	-	1	-	1	-
III	2	-	2	-	2	-
IV	2	-	1	-	1	-
V	3	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Average	3	3	3	3	3

PSO's and CO's - Question Paper Marking

CO No:	COURSE OUTCOME	PSO'S Addressed	COGNITIVE LEVEL (K1 to K6)
CO1	Provide basic knowledge about Advertising.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO2	Understand Mass media	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO3	Comprehend message and copy development	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO4	Familiarise aspects of sales promotion	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO5	Understand ethics economies and social relevance of advertising and sales promotion	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH: 2023-26
PART: III	COURSE COMPONENT: ALLIED III
COURSE NAME: ECONOMICS FOR MANAGERS	COURSE CODE:
SEMESTER: III	MARKS: 100
CREDITS: 5	TOTAL HOURS: 90
THEORY	

COURSE OBJECTIVE:

To familiarise the students on various concept of Economics for business decisions.

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Understand the core concepts of Economics
2. Identify the scenarios with respect to demand
3. Recognize the importance of supply and production function
4. Familiarize the cost concepts
5. Explain the different Market structures.

UNIT I

(18 Hours)

Meaning and Nature of Economics for Managers – Significance – Scope – Role of a managerial Economist- Theory of Firm – Profit Maximization – Sales maximization – Fundamental concepts in Managerial economics: Opportunity cost, time perspective, time value of money, incremental reasoning.

UNIT II

(18 Hours)

Demand Function: Meaning of Demand- Determinants of Demand- Law of Demand -Types of demand - Elasticity of Demand – Demand forecasting: Determinants of Demand forecast - Methods of Demand forecasting – Utility Analysis: Ordinal and cardinal utility

UNIT III

(18 Hours)

Supply and Production Function: Law of Supply _ determinants of supply – elasticity of supply - Meaning of production – short run production function – long un production function – Isoquants: Meaning, types and properties.

UNIT IV

(18 Hours)

Cost Function: Types of cost – determinants of cost function – Relation between production and cost function - Short–run and long– run cost function–economies of scale: Internal and external economies – Diseconomies of scale.

UNIT V

(18 Hours)

Market Structure – Type of Market – Perfect Competition - Imperfect competition: Monopoly – Monopolistic – Oligopoly – Duopoly

RECOMMENDED TEXTBOOKS:

1. Damodaran,S.,Managerialeconomics,2ndEdition,OxfordUniversityPress,2011.
2. Dean,J.,ManagerialEconomics,PHILearningPvt.Ltd.,2009.
3. Dwivedi,D.N.,ManagerialEconomics,VikaspublishingHouse,2011

REFERENCEBOOKS:

1. PaulA.Samuelson,WilliamD.Nordhaus,SudipChaudhuriandAnindyaSen,Economics,19th edition, Tata McGraw Hill, New Delhi, 2010.
2. WilliamBoysandMichaelMelvin,Textbookofeconomics,Biztantra,2005.
3. N.GregoryMankiw,principlesofEconomics,3rdedition,Thoms on learning, New Delhi.

E LEARNING RESOURCES:

1. <http://www.viauc.com/horsens/Documents/summerschool/courses/ManagerialEconomics.pdf>
2. <http://catalog.flatworldknowledge.com/bookhub/reader/5572>
3. <http://www.managementstudyguide.com/managerial-economics.htm>

GUIDELINES TO THE QUESTION PAPER SETTERS**QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 out of 12 questions (Each in 50 words)	1-12	3	30
Section B	Short Answer Answer any 5 out of 7 questions(each in 300 words)	13-19	6	30
Section C	Essay Answer any 4 out of 6 questions(each in 1200 words)	20-25	10	40

DISTRIBUTION OF QUESTIONS

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	1	-	1	-
II	3	-	2	-	2	-
III	2	-	2	-	1	-
IV	3	-	1	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Average	3	3	3	3	3

PSO's and CO's & Question Paper Marking

CO No:	COURSE OUTCOME	PSO'S Addressed	COGNITIVE LEVEL (K1 to K6)
CO1	Understand the core concepts of Economics	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO2	Identify the scenarios with respect to demand	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO3	Recognize the importance of supply and production function	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO4	Familiarize the cost concepts	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO5	Explain the different Market structures	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH: 2023-26
PART: III	COURSE COMPONENT: SOFT SKILLS III
COURSE NAME: ACCESSORIES MARKETING	COURSE CODE:
SEMESTER: III	MARKS: 100
CREDITS: 3	TOTAL HOURS: 30

PRACTICAL

COURSE OBJECTIVE:

To provide an in-depth knowledge about accessories marketing

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Introduce b2b Marketing
2. Segment, Target and adopt positioning for accessories Market
3. Strategise for Increasing Market share
4. Understand Customization in Accessories Marketing
5. Know role of standardize in Accessories Marketing

UNIT-I (6 Hours)

Introduction to b2b Marketing

UNIT-II (6 Hours)

Segmentation, Targeting and positioning.

UNIT-III (6 Hours)

Strategies for Increasing Market share

UNIT –IV (6 Hours)

Customization in Accessories Marketing

UNIT-V (6 Hours)

Standardization in Accessories Marketing

Methodology:

The students are expected to work in an organization and learn the practicality and intricacies of the above course through on the job training.

Evaluation:

The students are expected to submit a report and make a presentation on the learnings

SEMESTER – IV

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH: 2023-26
PART: III	COURSE COMPONENT: CORE PAPER IX
COURSE NAME: ORGANISATIONAL BEHAVIOUR	COURSE CODE:
SEMESTER: IV	MARKS: 100
CREDITS: 4	TOTAL HOURS: 75
THEORY	

COURSE OBJECTIVE:

It is an interdisciplinary subject that has the influence of various subjects. Psychology, management, sociology, economics and engineering have their influence on this field.

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Be aware of the OB Models.
2. Comprehend Determinants of personality and perception
3. Gain insights on various motivational theories
4. Familiarise various group dynamic issues and leadership styles
5. Analyse organisational culture.

UNIT-I

(15 Hours)

Meaning, Definition of Organizational Behavior, Evolution of OB as a discipline, Contribution from other disciplines, OB Framework, OB Model (Autocratic, Custodial) Emerging issues in organization behavior.

UNIT- II

(15 Hours)

Personality: Meaning - Determinants of Personality - Biological factors - Cultural factors - Family and Social Factors - Situational factors -Personality attributes influencing OB, Interactive Behaviour and Interpersonal Conflict.

Perception: Meaning - Need - Perceptual Process – Perceptual Mechanism - Factors influencing perception. - Attitude: Meaning of Attitude - Characteristics of Attitude – Components of Attitude - Attitude and Behaviour – Attitude formation, change in attitude and barriers to attitude- Learning: Meaning & Importance – Barriers- Principles of Learning & Reinforcement - Observational Learning - Cognitive Learning - Theories of Learning.

UNIT- III

(15 Hours)

Definition of Motivation - Importance of Motivation - Relevance of Motivation to OB - Theories of Motivation: Maslow's needs theory, Alderfer's ERG theory, McGregor X and Y theory, Herzberg's hygiene theory.

UNIT-IV

(15 Hours)

Group Dynamics: Meaning - Types of Groups - Functions of small groups - Group Size Status - Managerial Implications –Group Behaviour - Group Norms – Group Cohesiveness - Types- Threats to Group Cohesiveness- Evolution of Groups into Teams. **Leadership:** Introduction - Managers V/s Leaders. Overview of Leadership- Traits and Types, Theories of Leadership- Trait and Behavioral Theories. Contingency Perspective of Leadership - Situational Leadership and Path & Goal of leadership, Transformational, Transactional, Charismatic leaders, Leaders as mentors and Ethical Leadership.

UNIT– V**(15 Hours)**

Organizational culture: Meaning and Nature of Organization Culture - Origin of Organization Culture, Functions of Organization Culture, Types of Culture, Creating and Maintaining Organization Culture, Managing Cultural Diversity-Organizational Climate: Factors influencing organizational climate—Organizational Development: Nature of Organizational Development, Steps involves in Organizational Development Process.

RECOMMENDED TEXTBOOKS:

1. K. Aswathappa, Organizational Behaviour, HPH.
2. Sekaran Uma, Organisational Behaviour Text & cases, 2nd edition, Tata McGraw Hill Publishing CO. Ltd.
3. Rao Gangadhar, Narayana, V.S.P Rao, Organisational Behaviour 1987, Reprint 2000, Konark Publishers Pvt.Ltd , 1st edition

REFERENCE BOOKS:

1. Khanka S.S., Organisational Behaviour, S. Chand & Co , New Delhi.
2. Jayasankar J., Organisational Behaviour, Margham Publications, Chennai .3.

E LEARNING RESOURCES:

1. <https://www.geektonight.com/organisational-behaviour-notes-pdf/>
2. <https://weatherhead.case.edu/centers/fowler/research/case-studies/department?idDept=339>

GUIDELINES TO THE QUESTION PAPER SETTERS**QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle			
	Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
Section B	Short Answers			
	Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Essay			
	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

DISTRIBUTION OF QUESTIONS

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	1	-	1	-
II	3	-	2	-	1	-
III	2	-	1	-	1	-
IV	2	-	2	-	2	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A – 12			SECTION B - 7		SECTION C - 6	

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Average	3	3	3	3	3

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSO'S Addressed	COGNITIVE LEVEL (K1 to K6)
CO1	Be aware of the OB Models.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO2	Comprehend Determinants of personality and perception	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO3	Gain insights on various motivational theories	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO4	Familiarise various group dynamic issues and leadership styles	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO5	Analyse organisational culture	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH: 2023-26
PART: III	COURSE COMPONENT: CORE PAPER X
COURSE NAME: E-RETAILING	COURSE CODE:
SEMESTER: IV	MARKS: 100
CREDITS: 4	TOTAL HOURS: 75
THEORY	

COURSE OBJECTIVE:

To Recognise the intricacies of E-Retailing

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Introduce the concept of E-retailing as against the traditional retailing
2. Describe the E-Retail services
3. Illustrate the nuances of E-store
4. Evaluate the pros and cons of E-commerce
5. Recognise the importance of Customer relationship Management

UNIT -1

(15 HOURS)

E-Retailing: Traditional retailing and e retailing, Benefits of e-retailing, Key success factors, Models of e retailing, Features of e retailing.

UNIT –II

(15 HOURS)

E Services: Categories of e-services, Web-enabled services, matchmaking services, Information-selling on the web, e entertainment, Auctions and other specialized services. Business to Business Electronic Commerce

UNIT – III

(15 HOURS)

E-Store: Weighing the options, approaches to building an E-store, requirements of an effective E-store, E-store design: web atmospherics, navigability, interactivity, retail information

UNIT – IV

(15 HOURS)

Security in E Commerce: Threats in Computer Systems: Virus, Protecting Web server with a Firewall, Online payment processing, internet payment gateways, internet security issues, E-malls, future of E-retailing

UNIT – V

(15 HOURS)

Customer Relation Management in E-Retailing: Building customer loyalty, CRM implementation, Customer service, gift reminder services, contests & promotions, online communities, loyalty programs, personalization

RECOMMENDED TEXTBOOKS:

1. D.P. Sharma, E-retailing Principles and Practice, Himalaya Publications
2. Caroll & Broadhead, Selling Online: How to Become a Successful E- Commerce Merchant, Dearborn publishers

REFERENCE BOOKS:

1. Janice Reynolds, The Complete E-Commerce Book: Design, Build, and Maintain a Successful Web-Based Business, CMP Media.
2. Dennis, Fenech & Merrilees, E-retailing, Routledge Press Levy & Weitz, Retailing Management, Tata McGraw Hill

E LEARNING RESOURCES:

1. <https://corporatefinanceinstitute.com/resources/management/electronic-retailing-e-tailing/>

GUIDELINES TO THE QUESTION PAPER SETTERS**QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
Section B	Short Answers Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Essay Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40

DISTRIBUTION OF QUESTIONS

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	1	-	1	-
II	3	-	2	-	1	-
III	2	-	1	-	1	-
IV	2	-	2	-	2	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A – 12			SECTION B - 7		SECTION C - 6	

PSO – CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Average	3	3	3	3	3

PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	PSO'S Addressed	COGNITIVE LEVEL (K1 to K6)
CO1	Introduce the concept of E-retailing as against the traditional retail.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO2	Describe the E-Retail service.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO3	Illustrate the nuances of E-store	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO4	Evaluate the pros and cons of E-commerce	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO5	Recognise the importance of Customer relationship Management	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH: 2023-26
PART: III	COURSE COMPONENT: CORE PAPER XI
COURSE NAME: INSURANCE MANAGEMENT	COURSE CODE:
SEMESTER: IV	MARKS:100
CREDITS: 4	TOTAL HOURS: 75
THEORY	

COURSE OBJECTIVE:

To expose the students to Insurance Management

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Understand basic concept of Insurance
2. Learn about life Insurance
3. Get acquainted with Types of Insurance -Comprehensive &Third Party Insurance
4. Demonstrate the functioning of electronic banking and its uses
5. Understand Insurance claim process.

UNIT –I

(15 Hours)

Insurance– Concept and significance of Insurance – classification of Insurance life and non-life – general principles of Insurance.

UNIT-II

(15 Hours)

Life Insurance –Principles, products term life insurance – Endowment Insurance – Pensions – Group Insurance – IRDA.

UNIT-III

(15 Hours)

General Insurance – Principles – products Fire, Marine, Motor vehicles, Public utility and third party insurance, group insurance, burglary insurance, claim settlements.

UNIT-IV

(15 Hours)

Payment system in India– Paper based, e-payments – Electronic banking – advantages – Plastic money, E-money – Forecasting of cash demand at ATMs – Security threats in e-banking and RBI’s initiatives

UNIT-V

(15 Hours)

Customer profiling - Features, Advantages & Benefits of Insurance - Types of Insurance (Comprehensive & Third Party Insurance) - Insurance terminologies Insured Declared Value calculation & add ons - Insurance claim process.

RECOMMENDED TEXTBOOKS:

1. Jyotsna Sethi and Nishwan Bhatia, Elements of Banking and Insurance, PHI Learning, 2012
2. Natarjan. S, and Parameshwaran. R, Indian Banking, S.Chand& Company
3. Journal of Banking and Finance, Elsevier
4. Indian Journal of Banking, Risk and Insurance, Publishing India

REFERENCE BOOKS:

1. Bhattacharya,H.,Banking Strategy, CreditAppraisalandLendingDecisions,OxfordUniversityPress,2nd Edition,2011.
2. Indian Institute of Banking and Finance, Principles and Practices of Banking, Macmillan India Ltd, Fifth Edition,2015.
3. Maheshwari,S.N.andMaheshwari,S.K.,BankingLawandPractice,KalyaniPublishers,11th Edition, 2014.
4. Muraleedharan, Modern Banking :Theory and Practice, PHI Learning, Second Edition, 2014.
5. Varshney,P.N.,Banking Law and Practice, Sultan Chand and Sons, fist Edition, 2015.
6. Gopinath. M. N. -Banking Principles & Operations, Snow White Publications, 7th Edition, 2021

E LEARNING RESOURCES:

<https://www.centennialcollege.ca/programs-courses/full-time/insurance-management/>

GUIDELINES TO THE QUESTION PAPER SETTERS

QUESTION PAPER PATTERN

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
Section B	Short Answers Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Essay Answer any 4 out of 6 questions (each in1200 words)	20-25	10	40

DISTRIBUTION OF QUESTIONS

UNITS	SECTIONA		SECTIONB		SECTIONC	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	1	-	1	-
II	3	-	2	-	1	-
III	2	-	1	-	1	-
IV	2	-	2	-	2	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTIONA - 12			SECTIONB - 7		SECTIONC - 6	

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Average	3	3	3	3	3

PSO's and CO's - Question Paper Marking

CO No:	COURSE OUTCOME	PSO'S Addressed	COGNITIVE LEVEL (K1 to K6)
CO1	Understand basic concept of Insurance	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO2	Learn about life Insurance	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO3	Get acquainted with Types of Insurance -Comprehensive &Third-Party Insurance	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO4	Demonstrate the functioning of electronic banking and its uses	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO5	Understand Insurance claim process.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH: 2023-26
PART: III	COURSE COMPONENT: ALLIED IV
COURSE NAME: IT SKILLS FOR MANAGERS	COURSE CODE:
SEMESTER: IV	MARKS: 100
CREDITS: 5	TOTAL HOURS: 90
PRACTICAL	

COURSE OBJECTIVE:

To give hands-on experience in handling Microsoft office word, Excel and PowerPoint presentation

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Work with the basic features of Word
2. Create and work with a new workbook
3. Format in worksheet
4. Use the basic features of power point
5. Place Clip art and pictures

UNIT-I

(18 hours)

Creating a word document – saving- texting in word- dialog box-inserting dates- understanding the status bar – checking spelling and grammar – exiting safely- printing -The open place -The open dialog box- Opening an existing document-Navigating with the keyboard- Scrolling through a document- Page zooming- Viewing the ruler- Showing paragraph marks- Counting words – page breaks – page layouts- page margin

UNIT-II

(18 Hours)

Starting from the desktop-Understanding the start screen- The workbook screen- How excel works-Using the ribbon-Showing and collapsing the ribbon-Understanding the backstage view- Accessing the backstage view- Using shortcut menus-Understanding dialog boxes-Launching dialog boxes-Understanding the quick access toolbar-Adding commands to the quick access toolbar-Understanding the status bar

UNIT-III

(18 Hours)

Using the blank workbook template-Typing texts, numbers, dates, formulas -Easy formulas - Saving a new workbook -Checking the spelling -Making basic changes -Printing a worksheet - Safely closing a workbook -Editing in a workbook -Overwriting cell contents -Editing longer cells-Editing formulas -Clearing cells -Deleting data -Using undo and redo

UNIT-IV

(18 Hours)

Creating a new blank presentation - Using the ribbon -Using ribbon key tips -Showing and collapsing the ribbon- Understanding the backstage view-Accessing the backstage view-Using shortcut menus-Understanding dialog boxes-Launching dialog boxes -Understanding the quick access toolbar- Understanding & Customising the status bar- exiting safely

UNIT-V

(18 Hours)

Understanding clip art and pictures -Inserting a picture from file-Inserting an online picture - Resizing an image- Positioning an image-Inserting clip art- Modifying graphics-Rotating and flipping clip art -Inserting a screenshot- Inserting a screen clip-Creating a photo album- Understanding animations and transitions-Animating text- Animating objects-Applying multiple effects -Applying motion paths -The animation pane -Setting the timing- Animating smart art graphics-Using slide transitions.

Methodology:

The students are expected to work in an organization and learn the practicality and intricacies of the above course through on the job training.

Evaluation:

The students are expected to submit a report and make a presentation on the learnings.

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH: 2023-26
PART: III	COURSE COMPONENT: CORE PAPER XII
COURSE NAME: INTERNATIONAL TRADE	COURSE CODE:
SEMESTER: IV	MARKS: 100
CREDITS: 4	TOTAL HOURS: 75
THEORY	

COURSE OBJECTIVE:

To identify the relevance of international institutions and trading blocs.

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Familiarize students with basic concepts of International trade
2. Impart knowledge about theories of international trade
3. Know the concepts of foreign exchange market and foreign direct investment
4. Understand the global environment
5. Gain knowledge on the Contemporary Issues of International trade

UNIT-I

(15 hours)

Introduction to International Business: Importance, nature and scope of international business- Internationalization process and Approaches - Modes of entry- Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs.

UNIT-II

(15 Hours)

Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Advantage Theory.

UNIT-III

(15 Hours)

Foreign Investments-Pattern, Foreign exchange rates and their impact on trade and investment flows-Functions of Foreign Exchange Market- Foreign Direct Investments — Factors influencing FDI — Modes of FDI entry - Horizontal and Vertical Foreign Direct Investment — Advantages of Host and Home Countries.

UNIT-IV

(15 Hours)

Drivers in Globalisation - Globalisation of Markets, production, investments and Technology. World trade in goods and services — Major trends and developments- World trade and protectionism — Tariff and non-tariff barriers.

UNIT-V

(15 Hours)

Regional Economic Groupings in Practice- Levels of Regional Economic Integration Regionalism vs. Multilateralism- Important Regional Economic Groupings in the World. Contemporary Issues in International Business- Institutional support to international business like BREXIT, IMF, World Bank, ILO and WTO.

RECOMMENDED TEXTBOOKS:

1. Gupta CB, International Business, S Chand & Co. Ltd, 2014
2. Bhattacharya, B., Going International: Response Strategies of the Indian Sector, Wheeler Publishing, New Delhi.
3. Hill, C.W.L. and Jain, A.K., International Business: Competing in the Global Marketplace, 11th Edition, Tata McGraw-Hill Education, 2018.
4. Cherunilam, F., International Business: Text and Cases, 5th Edition, PHI Learning, 2010
5. Paul, J., International Business, 5th Edition, PHI Learning, 2010

REFERENCE BOOKS:

1. Deresky, H., International Management: Managing Across Borders and Cultures, 6th Edition, Pearson, 2011.
2. Griffin, R., International Business, 7th Edition, Pearson Education, 2012.
3. Tamer Cavusgil S, Gary Knight, John Riesenberger, International Business The New Realities, 4th edition, Pearson ,2017
4. Aswathappa K , International Business , 7th Edition, McGraw-Hill, 2020
5. Subba Rao P, International Business, (Text and Cases), Himalaya Publishing House, 2016

E LEARNING RESOURCES:

<https://online.hbs.edu/blog/post/international-business-examples>

https://saylordotorg.github.io/text_international-business

<https://www.imf.org/en/home>

<https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/>

<http://www.simplynotes.in/e-notes/mbabba/international-business-management/>

GUIDELINES TO THE QUESTION PAPER SETTERS

QUESTION PAPER PATTERN

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
Section B	Short Answers Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Essay Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40

DISTRIBUTION OF QUESTIONS

UNITS	SECTIONA		SECTIONB		SECTIONC	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	1	-	1	-
II	3	-	2	-	1	-
III	2	-	1	-	1	-
IV	2	-	2	-	2	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTIONA - 12			SECTIONB - 7		SECTIONC - 6	

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Average	3	3	3	3	3

PSO's and CO's & Question Paper Marking

CO No:	COURSE OUTCOME	PSO'S Addressed	COGNITIVE LEVEL (K1 to K6)
CO1	Familiarize students with basic concepts of International trade	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO2	Impart knowledge about theories of international trade	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO3	Know the concepts of foreign exchange market and foreign direct investment	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO4	Understand the global environment	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO5	Gain knowledge on the Contemporary Issues of International trade	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH: 2023-26
PART: IV	COURSE COMPONENT: SOFT SKILLS IV
COURSE NAME: PRESENTATION SKILLS	COURSE CODE:
SEMESTER: IV	MARKS: 100
CREDITS: 3	TOTAL HOURS: 30
PRACTICAL	

COURSE OBJECTIVE::

To familiarize learners with the mechanics of presentation.

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Develop and nurture General Language Knowledge of the students to communicate effectively
2. Understand communication in different cultural set up.
3. Illustrate the importance of verbal communication and develop the interpersonal skills to become successful professionals
4. Interpret available information to prepare and make detailed presentations
5. Imbibe social communication skills for effective team work, conflict management and decision making

UNIT –I (6 Hours)

General Language knowledge and presentation.

UNIT-II (6 Hours)

Special Language knowledge and presentation.

UNIT-III (6 Hours)

General communication skills for presentation.

UNIT-IV (6 Hours)

Professional communication skills for presentation.

UNIT-V (6 Hours)

Social communication skills for presentation.

RECOMMENDED TEXTBOOKS:

1. Raymond V Lesikar, John D Pettit, and Mary E Flatly, 2009, Lesikar's Basic.
2. Business Communication, 11th ed, Tata McGraw-Hill, New Delhi.

REFERENCE BOOKS:

1. Goleman, Daniel, 1998, Working with Emotional Intelligence, Bantam Books, New York
2. Cathcart, Robert.S. & Larry. A. Samovar, 1970, Small Group communication: A Reader, 5th Edition, WM.C. Brown Publishers, IOWA.

E LEARNING RESOURCES:

1. <http://www.skillsyouneed.com/presentation-skills.html>
2. <http://www.presentationsskills.ca/>

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH: 2023-26
PART: IV	COURSE COMPONENT: EVS
COURSE NAME: ENVIRONMENTAL STUDIES	COURSE CODE:
SEMESTER: IV	MARKS: 100
CREDITS: 2	TOTAL HOURS: 30
THEORY	

COURSE OBJECTIVE:

This course introduces the concepts of Environmental Studies.

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Know the importance of environmental studies and methods of conservation of natural resources.
2. Describe the structure and function of an ecosystem.
3. Identify the values and conservation of bio-diversity.
4. Explain the causes, effects and control measures of various types of pollutions.
5. Select the appropriate methods for waste management.

UNIT-1:

(6 Hours)

The Multidisciplinary nature of environmental studies Definition; Scope and importance, Need for public awareness.

UNIT-2:

(6 Hours)

Natural Resources: Renewable and non-renewable resources: Natural resources and associated problems.

- a) Forest resources: Use and Over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water dams benefits and problems.
- c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, Case studies.
- f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. - Role of an individual in conservation of natural resources. - Equitable use of resources for sustainable lifestyles.

UNIT-3:

(6 Hours)

Ecosystems - Concept of an ecosystem. - Structure and function of an ecosystem. - Producers, consumers and decomposers. - Energy flow in the ecosystem.

- Ecological succession. - Food chains, food webs and ecological pyramids. - Introduction, types, characteristic features, structure and function of the following ecosystem:-

- a. Forestecosystem
- b. Grasslandecosystem
- c. Desertecosystem
- d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

UNIT-4:**(6 Hours)****Biodiversity and its Conservation**

- Introduction-Definition: genetic, species and ecosystem diversity.
- Bio geographical classification of India.
- Value of biodiversity: consumptive use, productive use, social ,ethical, aesthetic and option values.
- Biodiversity at global, National and local levels.
- India as a mega-diversity nation.
- Hot-spots of biodiversity.
- Threats to biodiversity: habital loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India.
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

UNIT-5:**(6 Hours)****Environmental Pollution: Definition - Causes, effects and control measures of: -**

- a. Air pollution
- b. Water pollution
- c. Soil pollution
- d. Marine pollution
- e. Noise pollution
- f. Thermal pollution
- g. Nuclear hazards

- Solid waste Management: Causes, effects and control measures of urban and industrial wastes. -Role of an individual in prevention of pollution. - Pollution case studies. - Disaster management: floods, earthquake, cyclone and landslides.

Question paper pattern: MCQs**RECOMMENDED TEXTBOOKS:**

1. Environmental studies – St Joseph College Edition
2. Environmental studies - Dr.D.D.Mishra S.Chand

REFERENCE BOOKS:

1. Environmental studies – Dr. J.P. Sharma – University Science Press.
2. Introduction to Environmental Studies – Dr. Mahainta K. Kalita – Asiau Books.

E-LEARNING RESOURCES:

1. <https://www.greenfacts.org/en/desertification/1-2/1-define-desertification.htm>
2. <https://www.texasdisposal.com/blog/ocean-pollution-causes-effects-and-prevention/>

SEMESTER – V

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH: 2023-26
PART: III	COURSE COMPONENT: CORE PAPER XIII
COURSE NAME: BUSINESS RESEARCH	COURSE CODE:
SEMESTER: V	MARKS: 100
CREDITS: 4	TOTAL HOURS: 75
THEORY	

COURSE OBJECTIVE:

Demonstrating the knowledge of research information to conduct an independent publishable research project.

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Be familiar with the basic concepts of research process in business.
2. Create research design and identify sources of data
3. Develop tools for primary data collection
4. Understand sampling techniques
5. Write a research report

UNIT-I

(15 Hours)

Introduction to Business Research- Need for Research in Business; The Research Process- Steps in the research process; the research proposal. Planning and operational problems of research in business.

UNIT-II

(15 Hours)

Research Design: Exploratory, Descriptive, Causal. Secondary Data Research: Advantages & Disadvantages of Secondary data, Criteria for evaluating Secondary sources, Secondary sources of data in Indian Context.

UNIT-III

(15 Hours)

Primary Data Collection; Survey Vs. Observation. Comparison of self- Administered, telephone, mail, emails techniques. Qualitative Research tools: Depth Interviews focus groups and Projective techniques: Questionnaire-form & design.

UNIT-IV

(15 Hours)

Sampling: Sampling techniques- probability and Non-Probability methods- Determination of Sample Size: Data Analysis: Hypothesis Testing-Statistical Significance- Simple Correlation- Regression (Theoretical Explanation only)

UNIT-V

(15 Hours)

Presenting results and writing the report – The Written Research Report.

RECOMMENDED TEXTBOOKS:

1. Sharma D D, Marketing Research -Principles, Application and Cases, Sultan Chand Publications ,New Delhi
2. Beri G. C. -1993-Marketing Research-Second Edition- Tata Mc-Graw Hill Publication- New Delhi.
3. Ravilochan P., Marketing Research, Margham Publications, Chennai,2012.

REFERENCE BOOKS:

1. David J. Loudon and Albert J Della Bitta – Consumer Behavior, Tata McGraw Hill,2002
2. Zikmund, Babin&Carr, Business Research Methods, South-Western.
3. Cooper & Schindler, Business Research Methods, McGraw Hill Education
4. Aaker, Kumar, Day, Marketing Research, Wiley
5. Naresh Malhotra, Marketing Research, Pearson.

E LEARNING RESOURCES:

1. <https://leverageedu.com/blog/business-research/>
2. <https://www.thebusinessresearchcompany.com/>
3. <http://www.informaticsourcings.com/business-research/reports-writing.htm>

GUIDELINES TO THE QUESTION PAPER SETTERS**QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 out of 12 questions (each in 50words)	1-12	3	30
Section B	Short Answers Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Essay Answer any 4 out of 6 questions (each in1200 words)	20-25	10	40
TOTALMARKS				100

DISTRIBUTION OF QUESTIONS

UNITS	SECTIONA		SECTIONB		SECTIONC	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	1	-	1	-
II	3	-	2	-	2	-
III	3	-	2	-	1	-
IV	2	-	1	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTIONA12			SECTIONB 7		SECTIONC6	

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Average	3	3	3	3	3

PSO's and CO's - Question Paper Marking

CO No:	COURSE OUTCOME	PSO'S Addressed	COGNITIVE LEVEL (K1 to K6)
CO1	Familiar with the basic concepts of research process in business	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO2	Create research design and identify sources of data	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO3	Develop tools for primary data collection	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO4	Understand sampling techniques	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO5	Write a research report	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH: 2023-26
PART: III	COURSE COMPONENT: CORE PAPER XIV
COURSE NAME: SALES MANAGEMENT	COURSE CODE:
SEMESTER: V	MARKS: 100
CREDITS: 4	TOTAL HOURS: 75
PRACTICAL	

COURSE OBJECTIVE:

To make the students understand sales management.

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Introduce the concept of personal selling
2. Understand Sales Training, Motivation and Compensation
3. Introduce concept of Customer profiling for pre-owned vehicle market
4. Understand the procedure for sale of a used Vehicles
5. Compare players in Pre owned Vehicles market

UNIT –I

(15 Hours)

Personal Selling- The role of personal selling in marketing mix – The personal selling process – Personal selling objectives – Types of sale jobs – Changing scenario of selling environment.

UNIT-II

(15 Hours)

Operational Sales management: Understanding and opportunities of sales promotion – Trade promotion concepts – selection – Training – Motivation – compensation – Evaluation and Control of sales force.

UNIT-III

(15 Hours)

Introduction to pre-owned car market - Evaluation of a used car - Customer profiling for pre-owned vehicle market.

UNIT-IV

(15 Hours)

Documentation & procedure for sale of a used Vehicles - Comparative study of Pre owned Vehicles market.

UNIT-V

(15 Hours)

Selling Process-1: Prospecting and qualifying; Pre-approach; Approach; Presentation and demonstration. Selling Process- 2: Handling of objections; Closing the sale; Post sales activities.

Methodology:

The students are expected to work in an organization and learn the practicality and intricacies of the above course through on the job training.

Evaluation:

The students are expected to submit a report and make a presentation on the learnings

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH: 2023-26
PART: III	COURSE COMPONENT: CORE XV
COURSE NAME: BUSINESS STRATEGY	COURSE CODE:
SEMESTER: V	MARKS: 100
CREDITS: 4	TOTAL HOURS: 75
THEORY	

COURSE OBJECTIVE:

To give an overview of the role of strategic management for the business growth

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Understand the evolution of strategic management
2. Describe the strategic management process
3. Evaluate the business environment
4. Appraise the generic competitive strategies
5. Explain the strategic implementation, evaluation and control process

UNIT I

(15 Hours)

Introduction to Strategic Management-Evolution of the Concept of Strategic Management- Components of Strategic Management - The three levels of Planning - Making Strategic Decisions

UNIT II

(15 Hours)

Strategic Management Process: The phases of Strategic Management - Strategic decision-making - Company Mission - Vision – Mission Statements - Formulating Mission Statements -Policies – procedures – Rules

UNIT III

(15 Hours)

Analyzing the Business Environment: Porter’s Five Forces analysis-Internal Scanning-External factors of analysis – SWOT analysis-Value Chain Analysis- PESTLE

UNIT IV

(15 Hours)

Generic Competitive Strategy: Cost Leadership – Differentiation – Focus – Other strategic Issues - Pitfalls of Generic Strategies – Competitive Strategies in different types of Industries-Formulating Strategies in an Emerging Industry – Maturing Industries – Declining Industries

UNIT V

(15 Hours)

Strategic Implementation, Evaluation and Control: Strategic Implementation-McKinsey’s 7 S framework - Strategic control- Strategic control process- Balanced Score card – Types of Strategic control: Premise control, implementation control, strategic surveillance, special alert control

RECOMMENDED TEXTBOOKS:

1. Strategic Management Dr. P Subba Rao/ Himalaya
2. Strategic Management – An Integrated Approach Charles Hill & Gareth Jones/ Biztantra
3. Making Strategy Colin Eden & Ackermann / Sage Publications

REFERENCE BOOKS:

1. Competitive Advantage of Nations Michael Porter
2. Strategic Management – Strategy Formulation and Implementation John Pearce & Richard Robinson / AITBS Publication
3. Business Policy and Strategic Management, 6e Jauch, Gupta and Glueck/ Frank Bros and Co.
4. Strategy Safari Mintzberg, Ahlstrand and Lampel/ Pearson
5. Competing for the Future Prahalad and Hamel/ TMH
6. Strategic Management Dr. P Subba Rao/ Himalaya

E LEARNING RESOURCES:

1. <https://www.youtube.com/watch?v=5xD2JLleGqk>
2. <https://www.youtube.com/watch?v=BajRnOCSKk>

GUIDELINES TO THE QUESTION PAPER SETTERS**QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle			
	Answer any 10 out of 12 questions (each in 50words)	1-12	3	30
Section B	Short Answers			
	Answer any 5 out of 7 questions (each in 300words)	13-19	6	30
Section C	Essay			
	Answer any 4 out of 6 questions (each in 1200words)	20-25	10	40
TOTAL MARKS				100

DISTRIBUTION OF QUESTIONS

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	1	-	1	-
II	3	-	2	-	2	-
III	3	-	2	-	1	-
IV	2	-	1	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Average	3	3	3	3	3

PSO's and CO's & Question Paper Marking

CO No:	COURSE OUTCOME	PSO'S Addressed	COGNITIVE LEVEL (K1 to K6)
CO1	Understand the evolution of strategic management	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO2	Describe the strategic management process	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO3	Evaluate the business environment	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO4	Appraise the generic competitive strategies	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO5	Explain the strategic implementation, evaluation and control process	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH: 2023-26
PART: III	COURSE COMPONENT CORE PAPER XVI
COURSE NAME: ENTREPRENEURIAL DEVELOPMENT	COURSE CODE:
SEMESTER: V	MARKS: 100
CREDITS: 4	TOTAL HOURS: 75
THEORY	

COURSE OBJECTIVE:

To give an overview of Entrepreneurship

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Discuss the concept of Entrepreneurship and its functions.
2. Analyze the scope of various financial institutions for the enhancement of small entrepreneurs.
3. Introduce aspects of Business idea generation and preparing project report..
4. Communicate the important values of EDP and the government role in ED.
5. Identify changing economic scenario and to apply the same for the improvement of small-scale entrepreneurs.

UNIT-I

(13 Hours)

Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneurs.

UNIT-II

(20 Hours)

Entrepreneurial Development Agencies - Commercial Banks – District Industries Centre – National Small Industries Corporation – Small Industries Development Organisation – Ministry of Micro, Small & Medium Enterprises (MSME)- Prime Minister Employment Generation Programme – Pradhan Mantri Yuva Yojana - All India Financial Institutions – IDBI – IFCI – ICICI – IRDBI.

UNIT-III

(15 Hours)

Project Management: Business idea generation techniques – Identification of Business opportunities – Feasibility study – Marketing, Finance, Technology & Legal Formalities - Preparation of Project Report – Tools of Appraisal.

UNIT-IV

(12 Hours)

Entrepreneurial Development Programmes (EDP) – Role, relevance and achievements – Entrepreneurship Development Institute of India (EDII), Role of Government in organizing EDPs – Critical evaluation.

UNIT-V**(15 Hours)**

Economic development and entrepreneurial growth – Role of entrepreneur in economic growth- Strategic approaches in the changing economic scenario for small scale entrepreneurs- Networking, Niche play, Geographic concentration, Franchising / Dealership – Development of Women entrepreneurship - problems – government- Women and Self Help Groups. (SHGs)

RECOMMENDED TEXTBOOKS:

1. Gupta,D.C.,&Srinivasan,D.N.Entrepreneurship Development in India Sultan Chand & Sons,(2001).
2. Khanka,S.S.Entrepreneurial development .S.Chand Publishing,(2006).

REFERENCEBOOKS:

1. DesinguSetty,E.,&KrishnaMoorthy, P. Strategies for developing women entrepreneurship.AkansaPub. House,(2010).
2. Drucker,P.F. InnovationandEntrepreneurship:PracticeandPrinciples.Harper&Row,(1986).
3. Gupta,M.Entrepreneurial Development Raj Publishing House,(2006).
4. Shankar,R.EntrepreneurshipTheory&PracticeVijayNicoleImprintsPrivateLtd
5. Suresh,J.Entrepreneurial Development Margham Publications,(2002).

E LEARNING RESOURCES:

1. <http://www.yourarticlelibrary.com/entrepreneur/entrepreneurshipcharacteristicsimportancetypes-and-functions-of-entrepreneurship/5228>
2. <https://landor.com/thinking/eight-principles-of-innovation>
3. <http://www.simply-strategic-planning.com/innovation-and-entrepreneurship.html>
4. <https://www.slideshare.net/sahilkamdar1/institutional-support-in-entrepreneurship>
5. <https://www.businessmanagementideas.com/entrepreneurship-2/institutional-supportsystem-for-entrepreneurs/18184>
6. <https://www.entrepreneur.com/article/323660>
7. <https://www.entrepreneur.com/article/314723>

GUIDELINES TO THE QUESTION PAPER SETTERS**QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
Section B	Short Answers Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Essay Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

DISTRIBUTION OF QUESTIONS

UNITS	SECTIONA		SECTIONB		SECTIONC	
	THEOR Y	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	1	-	1	-
II	3	-	2	-	2	-
III	3	-	2	-	1	-
IV	2	-	1	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTIONA 12			SECTIONB 7		SECTIONC 6	

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Average	3	3	3	3	3

PSO's and CO's & Question Paper Marking

CO No:	COURSE OUTCOME	PSO'S Addressed	COGNITIVE LEVEL (K1 to K6)
CO1	Discuss the concept of Entrepreneurship and its functions.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO2	Analyze the scope of various financial institutions for the enhancement of small entrepreneurs.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO3	Introduce aspects of Business idea generation and preparing project report..	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO4	Communicate the important values of EDP and the government role in EDP.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO5	Identify changing economic scenario and to apply the same for the improvement of small-scale entrepreneurs.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH: 2023-26
PART: III	COURSE COMPONENT: ELECTIVE 1
COURSE NAME: AUTO FINANCE	SUBJECT CODE:
SEMESTER:V	MARKS: 100
CREDITS: 5	TOTAL HOURS: 90
PRACTICAL	

COURSE OBJECTIVE:

To provide an in-depth knowledge to the students on auto finance

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Imbibe Detailed descriptions of finance terms
2. Document the records & understand procedure for financing a car
3. Perform a Comparative study of car loans (NBFC vs Private bank vs PSU)
4. Carryout EMI Calculation
5. Identify Features, Advantages & Benefits of Auto Finance

UNIT - I (18 Hours)

Detailed descriptions of finance terms.

UNIT - II (18 Hours)

Documentation & procedure for financing a car

UNIT - III (18 Hours)

Comparative study of car loans (NBFC vs Private bank vs PSU)

UNIT - IV (18 Hours)

EMI Calculation

UNIT - V (18 Hours)

Features and Benefits of Auto Finance

Methodology:

The students are expected to work in an organization and learn the practicality and intricacies of the above course through on the job training.

Evaluation:

The students are expected to submit a report and make a presentation on the learnings

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH: 2023-26
PART: IV	COURSE COMPONENT: VALUE EDUCATION
COURSE NAME: VALUE EDUCATION	SUBJECT CODE:
SEMESTER: V	MARKS: 100
CREDITS: 2	TOTAL HOURS: 15
THEORY	

COURSE OBJECTIVE:

- To teach and inculcate the importance of value based living.
- To give students a deeper understanding about the purpose of life.

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Inculcate the value system in their real life scenarios.
2. Implement the role of culture and civilization, roles and responsibilities in the society.
3. Effectively follow Salient values for life such as forgiveness, ability to sacrifice, self -esteem, teamwork and creative thinking.
4. Reflect the human rights, social values and welfare of the citizen.
5. Consider the relation between values and personal behavior affecting the achievement of a sustainable future.

UNIT I:

(3 Hours)

Education and Values

Definition, Concept, Classification, Theory, Criteria and Sources of values Aims and objectives of value education Role and Need for value education in the contemporary society, Role of education in transformation of values in society Role of parents, teachers, society, peer group and mass media in fostering values

UNIT II:

(3 Hours)

Value Education and Personal Development

Human Values: Truthfulness, Sacrifice, Sincerity, Self-Control, Altruism, Scientific Vision, relevancy of human values to good life. Character Formation towards Positive Personality
Modern challenges of adolescents: emotions and behavior Self-analysis and introspection: sensitization towards gender equality, differently abled, Respect for - age, experience, maturity, family members, neighbors, strangers, etc.

UNIT III:

(3 Hours)

Human Rights and Marginalized People

Concept of Human Rights – Principles of human rights – human rights and Indian constitution – Rights of Women and children – violence against women – Rights of marginalized People – like women, children, minorities, transgender, differently abled etc.
Social Issues and Communal Harmony Social issues – causes and magnitude - alcoholism, drug addiction, poverty, unemployment – communal harmony –concept –religion and its place in public domain –secular civil society

UNIT IV:**(3 Hours)****Value Education towards National and Global Development**

Constitutional Values :(Sovereign, Democracy, Socialism, Secularism, Equality, Justice, Liberty, Freedom, Fraternity)

Social Values: (Pity and Probity, Self-Control, Universal Brotherhood).

Professional Values :(Knowledge Thirst, Sincerity in Profession, Regularity, Punctuality, Faith).

Religious and Moral Values: (Tolerance, Wisdom, character).

Aesthetic Values: (Love and Appreciation of literature, fine arts) Environmental Ethical Values

National Integration and international understanding.

Need of Humanistic value for espousing peace in society. Conflict of cross-cultural influences, cross-border education

UNIT V:**(3 Hours)****Guru Nanak Devji's Teachings**

Relevance of Guru Nanak Devji's teachings' relevance to Modern Society The Guru Granth sahib

The five Ks Values and beliefs

Rights and freedom (Right of equality, Right to Education, Right to Justice, Rights of women, Freedom of religion, Freedom of culture, Freedom of assembly, Freedom of speech) Empowerment of women

Concept of Langar Eminent Sikh personalities

REFERENCES BOOKS:

1. Dr.AbdulKalam. My Journey-Transforming Dreams into Actions. Rupa Publications, 2013.
2. Steven R Covey, 8th Habit of Effective People (From Effectiveness to Greatness), Free Press, New York, 2005.
3. Prem Singh, G.J. (2004). 'Towards Value Based Education', University News. Vol. 42 (45): P.11-12.
4. V.R. Krishna Iyer. Dialectics & Dynamics of Human Rights in India (Tagore Law Lectures) The Yesterday, Today and Tomorrow, Eastern Law Ho use (1999, Reprint 2018)
5. <http://www.ncert.nic.in/rightside/links/pdf/framework/english/nf2005.pdf>

Question paper pattern: MCQs

SEMESTER – VI

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH: 2023-26
PART: III	COURSE COMPONENT: CORE PAPER XVII
COURSE NAME:BUYER BEHAVIOUR	SUBJECT CODE:
SEMESTER:VI	MARKS: 100
CREDITS: 4	TOTAL HOURS: 75
THEORY	

COURSE OBJECTIVE:

To imbibe the importance of understanding the buyer behaviour

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Recognize the marketing implications of buyer behaviour
2. Illustrate the role of consumer psychology
3. Highlight the internal influences on buyer behaviour
4. Appraise the consumer behaviour models
5. Identify the characteristics of organisational buying behaviour

UNIT – I:

(15 Hours)

Introduction to Buyer's Behaviour :Definition of Buyer Behaviour: Scope, Importance - Market Segmentation - Buyer Behaviour and Marketing Implications - Emerging Trends in Buyer's Behaviour

UNIT – II:

(15 Hours)

Determinants of Buyer's Behaviour :Motivation: Nature and Types of Motives, Types of Needs - Consumer Perception: Concept and Elements of Perception - Consumer Learning: Behavioural and Cognitive Learning Theories - Consumer Attitude

UNIT – III:

(15 Hours)

Internal & External Influences :Psychological Influences on consumer behaviour- Life styles - Consumer expectation and satisfaction - Group Dynamics and Reference Groups - Culture: Values and Norms, Characteristics and Influence on Buyer's Behaviour

UNIT - IV:

(15 Hours)

Buyer's Behaviour Model and Decision Making :Buyer's Behaviour Models: Howard Sheth, Kollat& Engel Blackwell model - Implications of the models – Pre purchase and post purchase behavior — Diffusion of Innovation - Managing Dissonance

UNIT V:

(15 Hours)

Organizational Buying: Characteristics of Organizational Buying - Influences on Organizational Buying Behavior – Stages of organisational Buying – Sources of Information for organisational buying.

RECOMMENDED TEXTBOOKS:

1. Consumer Behaviour, Schiffman Kanuk and S. Ramesh Kumar, Pearson, Latest Edition
2. Consumer Behaviour, Concepts and Applications, Loudon and Bitta, TMH, Latest Edition
3. Consumer Behaviour and Marketing Strategy, Peter, J.P. and Olson, TMH, Latest Edition.

REFERENCE BOOKS:

1. Consumer Behavior - Insights from Indian Market Majumudar Ramanuj, PHI, 2nd Edition.
2. Consumer Behavior, Blackwell and Engel, Cengage Publication, Indian Edition.

E LEARNING RESOURCES:

<https://www.omniconvert.com/blog/consumer-behavior-in-marketing-patterns-types-segmentation/>

GUIDELINES TO THE QUESTION PAPER SETTERS**QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
Section B	Short Answers Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Essay Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

DISTRIBUTION OF QUESTIONS

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	1	-	1	-
II	3	-	2	-	2	-
III	3	-	2	-	1	-
IV	2	-	1	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Average	3	3	3	3	3

PSO's and CO's & Question Paper Marking

CO No:	COURSE OUTCOME	PSO'S Addressed	COGNITIVE LEVEL (K1 to K6)
CO1	Recognize the marketing implications of buyer behaviour	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO2	Illustrate the role of consumer psychology	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO3	Highlight the internal influences on buyer behaviour	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO4	Appraise the consumer behaviour models	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO5	Identify the characteristics of organisational buying behaviour	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH: 2023-26
PART: III	COURSE COMPONENT: CORE PAPER XVIII
COURSE NAME: SOCIAL MEDIA MARKETING	SUBJECT CODE:
SEMESTER: VI	MARKS: 100
CREDITS: 4	TOTAL HOURS: 75

PRACTICAL

COURSE OBJECTIVE:

To understand the importance of social media marketing for automobiles

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Understand Different social media
2. Profile customer for Different social media
3. Understand Marketing through digital medium
4. Manage Customer feedback on social networks
5. Apply Business analytics of targeted marketing & Email marketing

UNIT –I (15 Hours)
Understanding Different social media

UNIT- II (15 Hours)
Customer Profiling for Different social media

UNIT-III (15 Hours)
Marketing through digital medium

UNIT-IV (15 Hours)
Customer feedback management on social networks

UNIT-V (15 Hours)
Business analytics of targeted marketing & Email marketing

Methodology:

The students are expected to work in an organization and learn the practicality and intricacies of the above course through on the job training.

Evaluation:

The students are expected to submit a report and make a presentation on the learnings

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH: 2023-26
PART: III	COURSE COMPONENT: CORE PAPER XIX
COURSE NAME: SERVICES MARKETING	SUBJECT CODE:
SEMESTER:VI	MARKS: 100
CREDITS: 4	TOTAL HOURS: 75
THEORY	

COURSE OBJECTIVE:

To Learn the core concepts of marketing services and their applications across industries and businesses from a customer as well as a managerial perspective.

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Recognize the theoretical and practical basis for services.
2. Compile the basic concept of Marketing mix in services.
3. Develop the service strategies
4. Discover marketing issues associated with service productivity, perceived quality, customer satisfaction, communication gap, delivery gap and loyalty
5. Examine marketing of services like finance, health, education, hospitality, professional serviced and public utility services

UNIT-I

(15 Hours)

Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service and designing of the service, blueprinting using technology, developing human resources, building service aspirations.

UNIT-II

(15 Hours)

Marketing Mix In Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing- people, physical evidence and process.

UNIT-III

(15 Hours)

Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy.

UNIT-IV

(15 Hours)

Delivering Quality Service: Causes of service - quality gaps. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions - the service performance gap - key factors and strategies for closing the gap. External communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality.

UNIT-V

(15 Hours)

Marketing of Service with Special Reference To: 1.Financial services, 2.Health services, 3.Hospitality services including travel, hotels and tourism, 4.Professional service, 5.Public utility service, 6.Educational services.

RECOMMENDED TEXTBOOKS:

1. S.M. Jha, Services marketing, Himalaya Publishers, India
2. Sinha.P.K and Sahoo.S.C., 1994, Services Marketing Text and Reading, Himalaya Publishers House, India.

REFERENCE BOOKS:

1. Natarajan Dr. L, Services Marketing, Margham Publications, Chennai.
2. Thakur .G.S. Sandhu supreet & Dogra Babzan , Services marketing , kalyani Publishers, Ludhianna.
3. Balaji Dr. B., Services Marketing and Management, S. Chand & Co , New Delhi.

E LEARNING RESOURCES:

1. <https://www.managementstudyguide.com/services-marketing.html>
2. <https://www.preservearticles.com/service-marketing/service-marketing/31252>
3. <https://blog.hubspot.com/marketing/marketing-objectives>

GUIDELINES TO THE QUESTION PAPER SETTERS**QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
Section A	Definition/Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
Section B	Short Answers Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Essay Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

DISTRIBUTION OF QUESTIONS

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	1	-	1	-
II	3	-	2	-	2	-
III	3	-	2	-	1	-
IV	2	-	1	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTION A 12			SECTION B 7		SECTION C 6	

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Average	3	3	3	3	3

PSO's and CO's & Question Paper Marking

CO No:	COURSE OUTCOME	PSO'S Addressed	COGNITIVE LEVEL (K1 to K6)
CO1	Recognize the theoretical and practical basis for services.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO2	Compile the basic concept of Marketing mix in services.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO3	Develop the service strategies	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO4	Discover marketing issues associated with service productivity, perceived quality, customersatisfaction, communication gap, delivery gap and loyalty.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO5	Examine marketing of services like finance, health, education, hospitality, professional serviced and public utility services	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH: 2023-26
PART: III	COURSE COMPONENT: ELECTIVE II
COURSE NAME: HUMAN RESOURCE MANAGEMENT	SUBJECT CODE:
SEMESTER:VI	MARKS: 100
CREDITS: 5	TOTAL HOURS: 90

THEORY

COURSE OBJECTIVE:

To create awareness on challenges in handling human resources.

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Recognize the concept, principles and practices of H.R.M.
2. Understand HR Planning, Recruitment and Selection Processes through Practice work.
3. Recognize induction, training and development.
4. Understand Various methods of Performance appraisal
5. Comprehend different methods of compensation

UNIT- I

(16 Hours)

HRM Concepts and Functions, Role, Status and competencies of HR Manager - HR Policies Emerging Challenges of Human Resource Management -Workforce diversity; Empowerment – Differences between personnel management and HRM

UNIT-II

(20 Hours)

Human Resource Planning – Job Analysis – Job Description, Job Specification and Job Evaluation – Recruitment and Selection – meaning - Process of Recruitment – Sources of Recruitment –Internal Sources – External Sources - Meaning and Process of Selection – Selection Tests And Interviews - Placement

UNIT-III

(18 Hours)

Induction – Mentoring – Concepts and Importance of Training and Development Needs- Training and Development Methods - on the Job Training – off the Job Training – Evaluating Training Effectiveness – Career Development.

UNIT-IV

(20 Hours)

Objectives and importance of Performance Appraisal - Methods and techniques of Performance Appraisal – Potential Appraisal, Type of transfers and promotions – Problems in Performance Appraisal – Essentials of Effective Appraisal System – Termination of Services.

UNIT-V

(16 Hours)

Compensation – Concept and Policies - Wage and Salary Administration – Methods of Wage Payments and Incentive Plans - Fringe Benefits – Performance linked compensation – Monetary and Non-Monetary benefits.

RECOMMENDED TEXTBOOKS:

1. Aswathappa, K. (2013). Human resource management: Text and cases. Tata McGraw-Hill Education.
2. Gupta, C. B. (2011). Human Resource Management: New Delhi. Sultan Chand & sons Educational publishers.

REFERENCE BOOKS:

1. DeCenzo, D. A., Robbins, S. P., &Verhulst, S. L. (2016). Fundamentals of Human Resource Management, John Wiley & Sons.
2. Dessler, G., &Varrkey, B. (2005). Human Resource Management, 15e. Pearson Education India.
3. Durai, P. (2009). Human Resource Management Publisher: Dorling Kindersley (India) Pvt. Limited:
4. Prasad, L. M. (2006). Human Resource Management Sultan Chand & Sons.
5. Rao, P. S. (2009). Personnel and human resource management (pp. 236-345). Himalaya Publishing House.

E LEARNING RESOURCES:

1. <https://bohatala.com/impact-of-internal-and-external-environment-on-human-resource-management>
2. <https://studiousguy.com/human-resource-planning/>
3. <https://corehr.wordpress.com/2013/12/04/transfer-and-promotion/>
4. <https://hrmpractice.com/employee-welfare/>
5. <https://www.mbaskool.com/business-concepts/human-resources-hr-terms/2390-quality-ofwork-life-qwl.html>

GUIDELINES TO THE QUESTION PAPER SETTERS**QUESTION PAPER PATTERN**

Section	Question Component	Numbers	Marks	Total
Section A	Definition/ Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
Section B	Short Answers Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
Section C	Essay Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

DISTRIBUTION OF QUESTIONS

UNITS	SECTIONA		SECTIONB		SECTIONC	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	2	-	1	-	1	-
II	3	-	2	-	2	-
III	3	-	2	-	1	-
IV	2	-	1	-	1	-
V	2	-	1	-	1	-
TOTAL	12	-	7	-	6	-
SECTIONA12			SECTIONB 7		SECTIONC6	

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Average	3	3	3	3	3

PSO's and CO's & Question Paper Marking

CO No:	COURSE OUTCOME	PSO'S Addressed	COGNITIVE LEVEL (K1 to K6)
CO1	Recognize the concept, principles and practices of H.R.M.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO2	Understand HR Planning, Recruitment and Selection Processes through Practice work.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO3	Recognize induction, training and development.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO4	Understand Various methods of Performance appraisal	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO5	Comprehend different methods of compensation	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4

K1= Remember, K2= Understand, K3= Apply, K4=Analyse, K5= Evaluate, K6= Create

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH: 2023-26
PART: III	COURSE COMPONENT: ELECTIVE III
COURSE NAME: PROJECT WORK(GROUP)	SUBJECT CODE:
SEMESTER:VI	MARKS: 100
CREDITS: 5	TOTAL HOURS: 90
PRACTICAL	

COURSE OBJECTIVE:

To provide practical exposure to the research process for effective decision making

COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Gain practical exposure to the working of an organization
 2. Identify the research problems
 3. Understand the data collection methods
 4. Apply statistical tools
 5. Provide the best solution for a research problem
- To give a practical experience to the students in the fields of marketing or finance or human resources or operations and thus give an insight into the business world.
 - A group of 3 students will be assigned a project in the beginning of the final year. The project work shall be submitted to the college 20 days before the end of the final year and the college has to certify the same and submit during the viva-voce examination.
 - The project shall be evaluated externally. The external examiner shall be from the panel of examiners suggested by the board of studies from time to time. Those who fail in the project work will have to redo the project work and submit to the college for external examination.