

GURU NANAK COLLEGE (AUTONOMOUS)

A Sikh Minority Institution | Unit of Guru Nanak Educational Society (Regd.)

Affiliated to University of Madras | Approved by AICTE

Accredited at A++ Grade by NAAC (CGPA 3.68/4)

Guru Nanak Salai, Velachery, Chennai - 600042



SCHOOL OF MANAGEMENT

B.B.A Retail Management

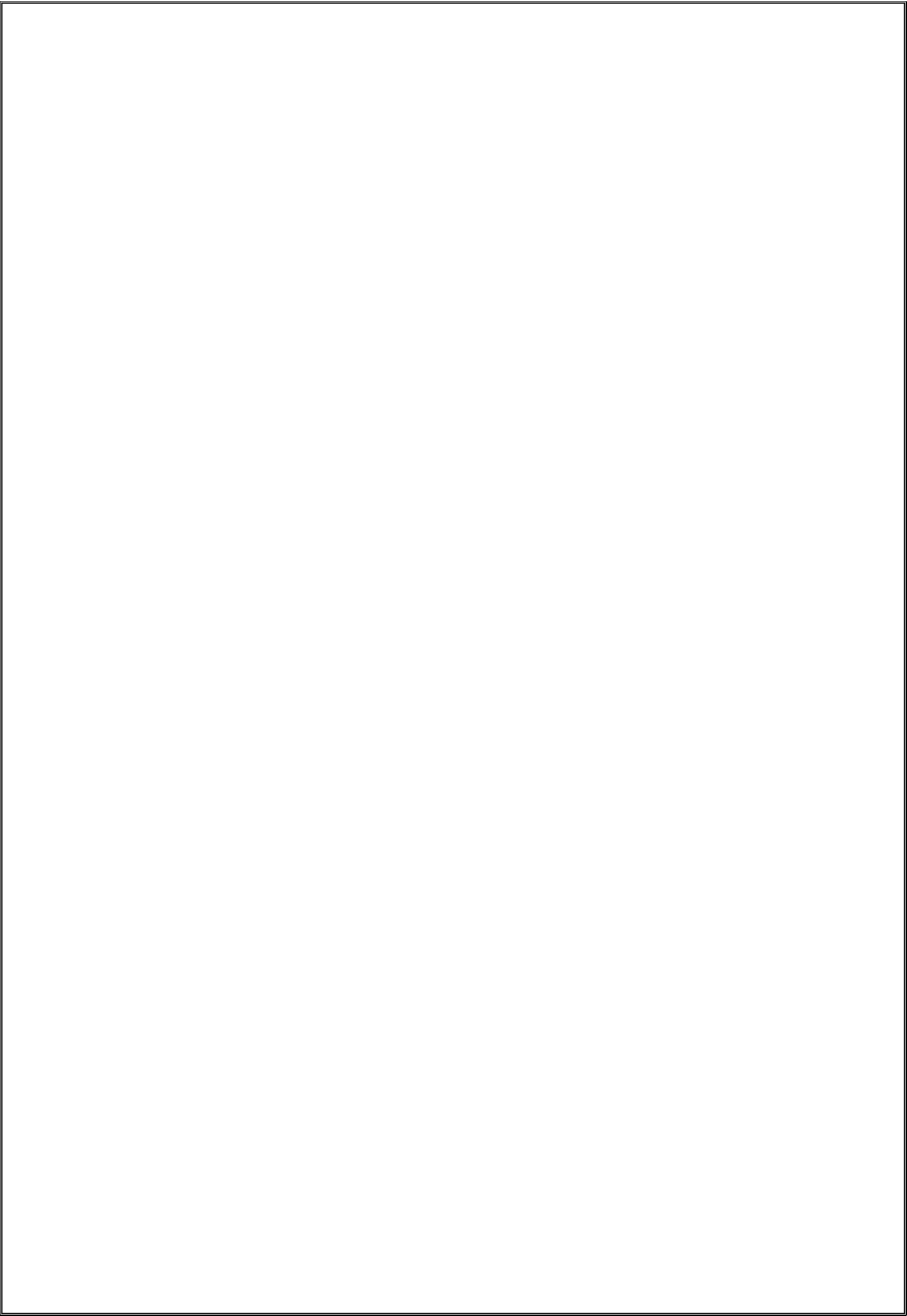
(Semester pattern with Choice Based Credit System)

Syllabus

(For the UG Batch of 2026 - 29 and thereafter)

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LOCF - LEARNING OUTCOME BASED CURRICULUM FRAMEWORK

PREAMBLE

1. ABOUT THE PROGRAMME

The Bachelor of Business Administration (BBA) - Retail Management is a 3 Year undergraduate program designed to focus on the Retail sector and it prepares students for exciting careers in the ever-evolving retail industry. This program blends core business knowledge with specialized retail expertise, equips students with the skills needed to manage retail operations, analyse consumer behaviour, and drive customer satisfaction. BBA Retail Management 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 the 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 the retail segment.
- To cultivate evidence-based decision-making skills.

4. PROGRAMME EDUCATIONAL OBJECTIVES (PEOS)

PEO1: Professional Excellence and Competence: Graduates will acquire comprehensive knowledge of management principles, commerce practices, accounting, finance, and business administration, enabling them to excel in corporate, entrepreneurial, and public sector careers.

PEO2: Analytical and Decision-Making Skills: Graduates will develop strong analytical, quantitative, and problem-solving abilities to make informed decisions and address complex business and economic challenges in a dynamic global environment.

PEO3: Ethics, Sustainability, and Social Responsibility: Graduates will uphold ethical values, integrity, and social responsibility, contributing to sustainable development and fostering inclusive growth in society.

PEO4: Leadership, Communication, and Collaboration: Graduates will demonstrate effective communication, teamwork, and leadership skills, preparing them to manage diverse organizational settings and collaborate across disciplines and cultures.

PEO5: Innovation, Adaptability, and Lifelong Learning: Graduates will embrace innovation, adaptability, and continuous learning to remain relevant in evolving business landscapes, emerging technologies, and global economic trends.

5. PROGRAMME OUTCOMES (POS):

1. **KNOWLEDGE MANAGEMENT:** Apply management theories and practices to understand behaviour and handle business operations.
2. **PROBLEM SOLVING:** Identify business problems and formulate effective solutions for real-world business challenges.
3. **CRITICAL THINKING:** Strengthen critical thinking abilities for data based decision-making and leadership effectiveness.
4. **INDIVIDUAL AND TEAM WORK:** Exhibit the ability to work independently and collaboratively in teams with leadership, accountability, and interpersonal skills.
5. **COMMUNICATION AND LIFELONG LEARNING:** Develop effective communication skills and engage in continuous learning to adapt to changing business environments and professional growth.

6. PROGRAMME SPECIFIC OUTCOMES (PSOS)

1. SPECIALIZATION SUBJECT AND UNIQUENESS: Apply and acquire specialized expertise in retail management, merchandising, logistics management, and E-retailing, reflecting the unique focus of the programme and preparedness for careers in retail sectors.
2. EXPERIENTIAL AND TOOL USAGE: Demonstrate experiential learning by undertaking retail store visits, internships, hands-on training, and project-based learning
3. INVESTIGATION, RESEARCH and SUSTAINABILITY: Investigate retail business challenges, conduct research-driven analysis, and apply sustainable practices to develop innovative solutions and responsible decision-making.
4. EMPLOYABILITY: Develop professional competencies for employability and cultivate an entrepreneurial mindset for careers in retail business
5. INTERDISCIPLINARY and MULTIDISCIPLINARY: Integrate retail knowledge to address complex business challenges and enhance operational efficiency across retail and other sectors.

7. PEO – PO MAPPING

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

8. PEO- PSO MAPPING

	PO 1	PO2	PSO3	PSO4	PSO5
PSO 1	3	3	3	2	3
PSO 2	3	2	3	3	3
PSO 3	3	2	3	2	3
PSO 4	3	3	2	3	3
PSO 5	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 course 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 BBA- Retail Management 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.

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) Core Courses (*Including Project*) (b) Allied Courses (c) Elective Courses related to the main subject of study.

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 (State Board) or Tamil up to X Standard (CBSE and

other boards) and opted for 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.

Ability Enhancement Skills (I, II, III & IV Semesters)

Value Education (I Semester)

Self-Study (Compulsory) Course (III Semester)

Indian Knowledge System (Domain Specific) – (IV Semester)

Summer Internship (After IV Semester)

Environmental Studies (V 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.

10. COURSE STRUCTURE

The **Programme of B.B.A Retail Management** consists of 19 Core courses with 4 credits each, 4 Allied courses with 5 credits each, 3 elective courses with 4 credits each, 4 Ability Enhancement Skill courses with two credits each, 2 Non-Major Elective courses with two credits each, 2 Life Skill courses (Value Education and EVS) with two credits each, 1 Self-study course with 2 credits and a domain specific IKS course with one credit. Internship is a compulsory component with 2 credits and Project is a compulsory core course with 4 credits for all the UG & PG programmes. Extension activity is a compulsory component with 1 credit.

Consolidated Credit Structure for all the 3 years

Course component		No. of Courses	Credits
Part I	Language	2	6
Part II	English	2	6
Part III	Core	19	76
	Allied	4	20
	Elective	3	12
Part IV	NME	2	4
	Ability Enhancement Skills	4	8
	EVS	1	2
	Value Education	1	2
	Internship	1	2
	Self-study course	1	2
	IKS	1	1
Part V	Extension activity	1	1
Total		42	142

Credit Distribution for Each Semester:

Semester I		Subject	Credit	Hours per week	Marks		Total
Course Component					Internal	External	
Part I	Language	Language – I	3	6	50	50	100
Part II	English	English – I	3	4	50	50	100
Part III	Core - I	Basics of Financial Accounting	4	5	50	50	100
	Core - II	Principles of Management (Common to B.Com (GEN), B.Com (BM), B.Com (MM), B.Com (AF), BBA, BBA (RM))	4	4	50	50	100
	Allied - I	Business Regulatory Framework	5	5	50	50	100
Part IV	Non-Major Elective - I	Basic Tamil-I/ Advanced Tamil- I/ Retail Store Management	2	2	50	50	100
	Life Skills-I	Value Education	2	2	50	50	100
	Ability Enhanceme nt Skills - I	Communication skills and Personality Development skills	2	2	50	50	100
	Total		25	30			
Semester II		Subject	Credit	Hrs/ Week	Marks		Total
Course Component					Internal	External	
Part I	Language	Language – II	3	6	50	50	100
Part II	English	English – II	3	4	50	50	100
Part III	Core - III	Basics of Retail Management	4	6	50	50	100
	Core - IV	Marketing Management and AI (Common to B.Com (MM) and BBA, BBA (RM))	4	5	50	50	100
	Allied - II	International Trade (Common to BBA & BBA (RM))	5	5	50	50	100
Part IV	Non-Major Elective - II	Basic Tamil-II/ Advanced Tamil- II/ Luxury Retail Management	2	2	50	50	100
	Ability Enhanceme nt Skills - II	Foundations of Quantitative Aptitude	2	2	50	50	100
Total			23	30			

Semester III		Subject	Credit	Hrs/ Week	Marks		Total
Course Component					Internal	External	
Part III	Core - V	Business Environmental Outlook	4	6	50	50	100
	Core -VI	Logistics & Supply Chain Management	4	6	50	50	100
	Core - VII	Business Communication for Managers (Common to B.Com (MM), B.Com (BM), BBA, BBA (RM))	4	5	50	50	100
	Core -VIII	Basics of Financial Management	4	6	50	50	100
	Allied - III	Economics for Managers	5	5	50	50	100
Part IV	Ability Enhancement Skills - III	Digital Productivity and AI	2	2	50	50	100
	Self-Study Course(Compulsory)	Indian Heritage and Knowledge Systems / Contemporary World and Sustainable Development	2	-	-	100	100
Total			25	30			
Semester IV		Subject	Credit	Hrs/ Week	Marks		Total
Course Component					Internal	External	
Part III	Core - IX	Organizational Behavior (Common to BBA & BBA (RM))	4	6	50	50	100
	Core - X	E-Retailing	4	5	50	50	100
	Core - XI	Merchandising Management	4	5	50	50	100
	Core - XII	AI in Business Management	4	6	50	50	100
	Allied - IV	Statistics for Management	5	5	50	50	100
Part IV	Indian Knowledge Systems	Guru Nanak Devji's Principles in Business Management	1	1	100	-	100
	Ability Enhancement Skills - IV	Resume writing and Interview skills	2	2	50	50	100
Total			24	30			
6							

Semester V		Subject	Credit	Hrs/ Week	Marks		Total
Course Component					Internals	Externals	
Part III	Core - XIII	Entrepreneurial Development and Start Ups (Common to B.Com (BM), B.Com (MM), B.Com (AF), BBA, BBA (RM))	4	6	50	50	100
	Core -XIV	Rural Marketing	4	6	50	50	100
	Core - XV	Research Methods in Business (Common to B.Com (BM), B.Com (MM),BBA (RM) & BBA))	4	6	50	50	100
	Core - XVI	Design Thinking and Advertisement Management	4	5	50	50	100
	Elective - I IDE (Inter Disciplinary Elective)	Retail Business Procedures	4	5	50	50	100
Part IV	Life Skills - II	Environmental Studies	2	2	50	50	100
	Internship	Internship	2	-	-	-	-
Total			24	30			
Semester VI		Subject	Credit	Hrs/ Week	Marks		Total
Course Component					Internals	Externals	
Part III	Core - XVII	Consumer Behaviour	4	6	50	50	100
	Core - XVIII	Retail Finance	4	6	50	50	100
	Core - XIX	Project	4	6	50	50	100
	Elective - II	Human Resource Management (Common to B.Com (GEN), B.Com (MM) B.Com (ISM), BBA, BBA (RM)	4	6	50	50	100
	Elective - III	Services Marketing (Common to BBA, BBA (RM), BCom (MM)	4	6	50	50	100
Part V	Extension Activity	Participation in NSS/NCC etc.	1	-	-	-	-
Total			21	30			
Total Credits			142				

11. 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 85 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	50%
Model Examination	After 85 working days of the Semester	100%

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

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment			5
Workbook / recordbook / notebook			5
Class activity 1			5
Class activity 2			5
Class activity 3			5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

The Mode of Evaluation for class activity can be based on the following parameters (these are suggestions, the faculty can add more if needed)

- 1) Quiz with MCQ
- 2) Case-Study analysis
- 3) Debate
- 4) Seminar/ Presentation
- 5) Peer/Self-Assessment
- 6) Role play
- 7) Scrap book
- 8) Monograph
- 9) Puzzle
- 10) Group Discussion
- 11) Group activity
- 12) Surprise class tests

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).

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

Method of assessment

Remembering (K1)	- 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)	- 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)	- 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)	- 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)	- 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)	- 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 :2026-29
PART: III	COURSE COMPONENT: CORE I
COURSE NAME: BASICS OF FINANCIAL ACCOUNTING	COURSE CODE: 26UBRM301
SEMESTER: I	MARKS:100
CREDITS: 4	TOTAL HOURS: 75
THEORY AND PROBLEMS	

COURSE OBJECTIVE:

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

COURSE OUTCOMES:

1. Prepare Journal, Ledger, Trial Balance, and Cash Book for business transactions.
2. Classify accounting errors by passing appropriate rectification entries.
3. Analyze Final Accounts with necessary adjustments.
4. Explain the accounting procedure under the Hire Purchase system.
5. Prepare accounts under Single Entry and Double Entry systems 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 TEXTBOOKS:

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
A	Definition/Principle Answer any 10 out of 12 questions (Each in 50 words)	1-12	3	30
B	Short Answer Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Essay Answer any 2 out of 4 questions	20-23	20	40
TOTAL MARKS				100

BREAK UP OF QUESTIONS

UNITS	SECTION A		SECTION B		SECTION C	
	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
SECTION A – 12			SECTION B-7		SECTION C-4	

PO – CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	2	2	2	2
CO 2	3	3	2	3	2
CO 3	3	3	2	3	3
CO 4	0	0	2	2	3
CO 5	3	3	2	2	2
Ave.	2.4	2	2	2.4	2.4

PSO – CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	2	3
CO 2	3	3	2	2	2
CO 3	3	3	3	2	3
CO 4	3	3	2	2	2
CO 5	3	3	2	2	3
Ave.	3	3	2.4	2	2.6

PO – PSO – CO QUESTION PAPER MAPPING

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Prepare Journal, Ledger, Trial Balance, and Cash Book for business transactions.	PO1,2,3,4,5	PSO 1,2,3, 4 & 5	K1, K2, K3, K4, K5
CO2	Classify accounting errors by passing appropriate rectification entries.	PO1,2,3,4,5	PSO 1,2, 3,4 & 5	K1, K2, K3, K4, K5
CO3	Analyze Final Accounts with necessary adjustments.	PO1,2,3,4,5	PSO 1,2,3, 4 & 5	K1, K2, K3, K4, K5
CO4	Explain the accounting procedure under the Hire Purchase system.	PO1,2,3,4,5	PSO 1,2,3,4 & 5	K1, K2, K3, K4, K5
CO5	Prepare accounts under Single Entry and Double Entry systems of accounting.	PO1,2,3,4	PSO 1,2,3,4 & 5	K1, K2, K3, K4, K5

Continuous Internal Assessment - Components

Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	(Content-5, Presentation-5)	10	5
Workbook / recordbook / notebook	Accounts Notebook Maintenance (Content-3, Regularity-2)	5	5
Class activity 1	Accounting Quiz Competition Rapid-fire quiz on accounting (Accuracy of Answer-3 Participation-2)	5	5
Class activity 2	Journal Entry activity: (Accuracy of Journal Entries-5, Timely Presentation-3, Team Involvement-2)	10	5
Class activity 3	Debit vs Credit Game: (Accuracy of Answers-5, Timely Presentation-5)	10	5
Attendance	Marks will be given based on the attendance percentage of respective course	5	5
Total			50

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

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION- RETAIL MANAGEMENT	BATCH:2026-29
PART: III	COURSE COMPONENT: CORE-II
COURSE NAME: PRINCIPLES OF MANAGEMENT	COURSE CODE: 26UCOM302
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), BBA & BBA RM)

COURSE OBJECTIVE:

To enable the students to acquire knowledge on principles, concepts and functions of management and inherit the importance of decision making.

COURSE OUTCOMES:

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

1. Explain management functions, managerial roles, and management theories to support effective business decision-making.
2. Apply Planning Concepts and decision-making process in managerial situations.
3. Illustrate organizing principles and organizational structures for efficient business operations.
4. Examine staffing procedures and evaluate leadership styles to improve workforce effectiveness.
5. Analyze coordination requirements and controlling techniques to enhance organizational performance

UNIT-I:

(15 Hours)

Management: Importance–Definition–Functions of Management: POLC Framework- Role And Functions Of Managers– Managerial Skills–Levels Of Management–Application Of Management In Various Functional Areas - Production, Accounting, Finance, Marketing And Personnel Management. Evolution Of Management, Administrative Management By Henri Fayol - Scientific Management By F.W. Taylor - Human Relations Management By Elton Mayo -Modern Management By Peter Drucker.

UNIT-II:

(10 Hours)

Planning- Definition, Objectives Of Planning - Importance Of Planning- Types Of Plans– Decision Making; Nature And Significance - Process Of Decision Making - Types Of Decisions Making.

UNIT-III:

(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-Line and Staff– Divisional Organization Structure, Product/ Project Organizational Structure, Matrix Organizational Structure And Hybrid Organizational Structure – Bases Of Departmentation- Departmentation By Functions, Departmentation By Products, Departmentation By Territories, Departmentation By Customers, Departmentation By Process.

UNIT-IV:

(10 Hours)

Staffing– Meaning, Importance - Staffing Process, Benefits. Directing - Meaning-Importance Of Directing- Leadership - Styles Of Leadership- Authoritative Leadership (Autocratic), (Democratic)- (Laissez-Faire) Leadership, Transformational Leader And Transactional Leadership

UNIT-V:**(10 Hours)**

Co-Ordination: Meaning - Need for Co - Ordination, Types Of Co-Ordination, Essential Requisites For Excellent Co-Ordination. Controlling: Meaning and Importance, Functions Of Controlling, Process Of Controlling And Types Of Control -Introduction To MIS.

RECOMMENDED TEXT BOOKS:

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

REFERENCE BOOKS:

1. P.C. Tripathi & P.N. Reddy, Principles of Management - Tata Mc. Graw Hill - New Delhi, 5th Edition
2. Wehrhanch Koontz, Management - A Global Perspective, 8th Edition.
3. N. Premavathy, Principles of Management - Sri Vishnu Publication - Chennai 8th Edition
4. J. Jayashankar, Business Management - Margham Publications - Chennai

WEB REFERENCES:

1. <http://www.12manage.com>
2. <http://www.businessballs.com>
3. https://www.tutorialspoint.com/management_principles/m

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 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

BREAK UP OF QUESTIONS

UNITS	SECTION A	SECTION B	SECTION C
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

PO – CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	3	3	2	3
CO 2	3	3	3	2	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	2.60	3

PSO – CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	2	3	0	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	2.80	3	2.40	3	3

CO No:	COURSE OUTCOMES	Pos ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Explain management functions, managerial roles, and management theories to support effective business decision-making.	PO 1,2,3 & 5	PSO 1,4 & 5	K1, K2, K3, K4, K5
CO2	Apply planning concepts and analyze the decision-making process in managerial situations.	PO 1,2,3	PSO 2, 3 & 4	K1, K2, K3, K4, K5
CO3	Illustrate organizing principles and organizational structures for efficient business operations.	PO 1,2,3&4	PSO 1,4 &5	K1, K2, K3, K4, K5
CO4	Examine staffing procedures and evaluate leadership styles to improve workforce effectiveness.	PO 1,2,3 & 5	PSO 2,3 & 4	K1, K2, K3, K4, K5
CO5	Analyze coordination requirements and controlling techniques to enhance organizational performance	PO 1, 2,3 & 4	PSO 3,4 & 5	K1, K2, K3, K4, K5

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

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Neatness & Presentation - 3, Regularity – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think -Pair -Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course	5	5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION- RETAIL MANAGEMENT	BATCH:2026-29
PART: III	COURSE COMPONENT: ALLIED-I
COURSE NAME: BUSINESS REGULATORY FRAMEWORK	COURSE CODE: 26UBRM3A1
SEMESTER: I	MARKS:100
CREDITS: 5	TOTAL HOURS: 90
THEORY	

COURSE OBJECTIVE:

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

COURSE OUTCOMES:

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

1. Apply the provisions of the Indian Contract Act in business transactions.
2. Describe the key concepts of the Sale of Goods Act.
3. Outline the structure and important provisions of the Companies Act.
4. Discuss the provisions of the Consumer Protection Act and Right to Information Act.
5. Determine the principles and applications of 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 TEXTBOOKS:

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

BREAK UP OF QUESTIONS

UNITS	SECTION A	SECTION B	SECTION C
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

PO – CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	2	3	2	3	2
CO 2	0	0	2	3	2
CO 3	2	3	2	3	3
CO 4	3	2	2	3	3
CO 5	3	3	3	3	3
Ave.	1.8	2.2	2.2	3	2.6

PSO – CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	2	3	2	3	3
CO 2	0	0	2	3	3
CO 3	3	3	2	3	3
CO 4	2	2	2	3	3
CO 5	2	3	3	3	3
Ave.	1.8	2.2	2.2	3	3

PO – PSO – CO QUESTION PAPER MAPPING

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Apply the provisions of the Indian Contract Act in business transactions.	PO 1,3,4,5	PSO 1, PSO 3, PSO 4, PSO5	K1, K2, K3, K4
CO2	Describe the key concepts of the Sale of Goods Act.	PO 1,3,4,5,	PSO 1, PSO 3, PSO 4,PSO 5	K1, K2, K3, K4
CO3	Outline the structure and important provisions of the Companies Act.	PO 1,2,3,4,5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO4	Discuss the provisions of the Consumer Protection Act and Right to Information Act.	PO 1,2,3,4,5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO5	Determine the principles and applications of Cyber Law.	PO 1,2,3,4,5	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

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation- 2	10	5
Workbook / recordbook / notebook	Neatness & Presentation- 3, Regularity – 2	5	5
Class activity 1	Case Study Analysis- (Understanding- 2, Analysis- 5, Presentation-3)	10	5
Class activity 2	MCQ or rapid-fire quiz on business laws (Correct Answers - 3, Speed - 2)	5	5
Class activity 3	Group Discussion (Subject Knowledge-5, Communication Skill-3, Presentation 2	10	5
Attendance	Marks will be given based on the attendance percentage of respective course	5	5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION- RETAIL MANAGEMENT	BATCH:2026-29
PART: IV	COURSE COMPONENT:NME-I
COURSE NAME: RETAIL STORE MANAGEMENT	COURSE CODE: 26UNME4A110
SEMESTER: I	MARKS:100
CREDITS: 2	TOTAL HOURS: 30
THEORY	

COURSE OBJECTIVE:

The paper aims to provide students with knowledge of retailing, retail store operations, merchandising, and store layouts.

COURSE OUTCOMES:

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

1. Recall the basic concepts and importance of retailing.
2. Identify the retail store management functions
3. List the retail store operations and management practices.
4. Access the different retail store layouts and designs
5. Identify the modern trends in retail stores.

UNIT I

(6 HOURS)

Overview of Retailing- Meaning-Definition-Characteristics-Scope- Functions of Retailing-Types of Retailing.

UNIT II

(6 HOURS)

Retail Store Management- Meaning- Objectives - Functions - Importance-Principles of good store management- Problems of Insufficient store keeping- Store Manager- Key duties and Responsibilities-Essential Skills for Retail Store Managers.

UNIT III

(6 HOURS)

Retail Store Operations- 5's of Retail Store Operations- Challenges of Retail Store Operations-Inventory Management- Billing and Cash Management- Product Assortment- Components- Types- Benefits

UNIT IV

(6 HOURS)

Retail Store Layout- Meaning- Importance- Types of Store Layout- Store Design-Principles of effective Store Design- Visual Merchandising in retail Store- Benefits

UNIT V

(6 HOURS)

Modern Trends in Retail Stores- Omni-Channel Retailing- Artificial Intelligence (AI) in Retail- Quick Commerce- Sustainability and Green Retailing- Experiential Retailing.

REFERENCE BOOKS:

1. Retail Store Management, Dr. Dipu Varghese, Book Rivers, 2021
2. Retail Management: An Effective Management Strategy for Retail Store Managers, Prabhu TL, Nestfame Creations Pvt. Ltd., 2019
3. Retail Management, Giri, Arunangshu, Paul, Pradip, Chatterjee, Satakshi, PHI Learning Pvt. Ltd.2020

E-LEARNING RESOURCES:

1. <https://goaudits.com/blog/retail-operations/>
2. <https://www.gofrugal.com/blog/retail-store-management/>
3. <https://www.yourretailcoach.in/five-s-of-retail-store-operations/>
4. https://www.tutorialspoint.com/retail_management/retail_management_overview.htm

Question paper pattern-MCQs

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION- RETAIL MANAGEMENT	BATCH:2026-29
PART: IV	COURSE COMPONENT: LIFE SKILLS-I
COURSE NAME: VALUE EDUCATION	COURSE CODE:26UVED401
SEMESTER: I	MARKS:100
CREDITS: 2	TOTAL HOURS: 30
THEORY	

COURSE OBJECTIVE:

To inculcate human values, ethical principles, social responsibility, and awareness of responsible technology use for holistic personal and societal development.

COURSE OUTCOMES:

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

1. Recall core value systems and their relevance to real-life situations and ethical decision- making in personal and social contexts.
2. Describe the role of culture and civilization in shaping individual and collective identities.
3. List salient values for life such as forgiveness, sacrifice, self-esteem, teamwork, and creative thinking.
4. Describe the relationship between human rights, social values, and contemporary social issues.
5. Recall the teachings of Guru Nanak Dev Ji and describe their connection to values and sustainable living.

UNIT I EDUCATION AND VALUES

(6 HOURS)

Definition, Concept, Classification, Theory, Criteria And Sources Of Values Aims And Objectives Of Value Education. Role And Need For Value Education In 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 VALUE EDUCATION AND PERSONAL DEVELOPMENT

(6 HOURS)

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 HUMAN RIGHTS AND MARGINALIZED PEOPLE

(6 HOURS)

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, Trans Gender, 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 VALUE EDUCATION TOWARDS NATIONAL AND GLOBAL DEVELOPMENT (6 HOURS)

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. Emerging Technologies And Human Values: (Ethical And Responsible Use Of Artificial Intelligence, Digital Citizenship, Privacy, Academic Integrity And Technology For Social Good).

UNIT V**(6 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, 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:

1. Dr. Abdul Kalam. My Journey-Transforming Dreams in to Actions. Rupa Publications, 2013.
2. Steven R Covey, 8th Habit of Effective People (From Effectiveness to Greatness), Free Press, NewYork,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 House (1999, Reprint2018)

Question paper pattern-MCQs

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION- RETAIL MANAGEMENT	BATCH:2026-29
PART: IV	COURSE COMPONENT: ABILITY ENHANCEMENT SKILLS-I
COURSE NAME: COMMUNICATION SKILLS AND PERSONALITY DEVELOPMENT SKILLS	COURSE CODE: 26USKL401
SEMESTER: I	MARKS:50
CREDITS: 2	TOTAL HOURS: 30
THEORY	

COURSE OBJECTIVE:

To build communication skills for personal and professional development.

COURSE OUTCOMES:

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

1. Demonstrate The Ability To Actively Listen To Others, Understand Diverse Perspectives, And Paraphrase Key Points Accurately, Enhancing Their Comprehension Skills In Various Personal And Professional Contexts.
2. Articulate Thoughts, Ideas, And Information Clearly And Concisely, Using Appropriate Language And Structure To Convey Messages Effectively In Both Written And Verbal Communication
3. Develop Confidence In Expressing Opinions, Asserting Boundaries, And Advocating For Themselves And Others, Leading To Enhanced Self-Assurance And Effectiveness In Interpersonal And Group Communication.
4. Demonstrate Their Communication Style And Approach Based On The Audience, Context, And Purpose Of Communication, Fostering Flexibility And Versatility In Interacting With Diverse Individuals And Groups.
5. Acquire Techniques For Resolving Conflicts, Managing Disagreements, And Negotiating Mutually Beneficial Outcomes Through Effective Communication Strategies, Promoting Constructive Problem Solving And Collaboration In Personal And Professional Settings.

UNIT I Types Of Communication

(6 HOURS)

Verbal Communication - Nonverbal Communication - Visual Communication - Written Communication - Interpersonal Communication - Group Communication - Mass Communication - Digital Communication - Barriers – Language- Cultural- Psychological- Semantic- Technological Barriers

UNIT II Etiquette & Ethical Practices in Communication

(6 HOURS)

Active Listening - Respectful Language - Clarity And Conciseness – Truthfulness-Professionalism Tone - Timeliness - Constructive Feedback - Confidentiality - Cultural Sensitivity - Emotional Intelligence- Social Intelligence- Social Etiquettes-Accountability

UNIT III Self Actualization

(6 HOURS)

SWOC Analysis- Self Regulation - Self Evaluation, Self-Monitoring, Self- Criticism, Self- Motivation, Self-Awareness And Reflection:

UNIT IV Leadership and Teamwork

(6 HOURS)

Leadership Skills: Leadership Styles - Goal-Setting And Decision-Making- Motivation And Influence- Team Dynamics: Team Building Activities- Conflict Resolution- Collaborative Problem-Solving

UNIT V Stress and Time Management

(6 HOURS)

Definition Of Stress, Types Of Stress, Symptoms Of Stress, Stress Coping Ability, Stress Inoculation training, Time Management And Work-Life Balance: Self-Discipline Goal-Setting

RECOMMENDED TEXTBOOKS:

1. Goleman, Daniel (2006) *Emotional Intelligence*, Bantam Books
2. Linden, Wolfgang (2004) *Stress Management- From Basic Science to Better Practice*- University of British Columbia, Vancouver, Canada.
3. Hasson, Gill (2012) *Brilliant Communication Skills*. Great Britain: Pearson Education.
4. Monippally, Matthukutty, M. *Business Communication Strategies*. New Delhi: Tata McGraw-Hill Publishing Company Ltd., 2001.
5. Raman, Meenakshi & Sangeetha Sharma (2011) *Communication Skills*, Oxford University Press.

REFERENCE BOOKS:

- a. N.Krishnaswamy *Current English for College* (1st Edition) - Trinity Press
- b. Wood, Julia T (2015) *Interpersonal Communication: Everyday Encounters* 8th Edition, Cengage Learning.

E-LEARNING RESOURCES:

1. <http://www.albion.com/netiquette/corerules.html>
2. <http://www.englishdaily626.com/c-errors.php>
3. <https://www.helpguide.org/articles/relationships-communication/nonverbal-communication.htm>
4. <https://www.communicationtheory.org/verbal-vs-non-verbal-communication-with-examples/>
5. <https://letstalkscience.ca/educational-resources/backgrounders/digital-citizenship-ethics> <https://www.switchboard.app/learn/article/teamwork-leadership-skills>

GUIDELINES TO THE QUESTION PAPER SETTERS
QUESTION PAPER PATTERN

SECTION	QUESTION COMPONENT	NUMBERS	MARKS	TOTAL
A	Answer any 5 out of 7 questions (answer in 50 words)	1-7	2	10
B	Answer any 4 out of 6 questions (answer in 300 words)	8-13	5	20
C	Answer any two (Internal (Choice)	14-15	10	20
	Internal & Viva Voce		50	50

BREAK UP OF QUESTIONS

UNITS	SECTION A	SECTION B	SECTION C
I	2	2	----
II	2	1	1
III	1	1	1
IV	1	1	1
V	1	1	1
TOTAL			
SECTION A – 7		SECTION B - 6	SECTION C - 4

SEMESTER II

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION- RETAIL MANAGEMENT	BATCH:2026-29
PART: III	COURSE COMPONENT: CORE-III
COURSE NAME: BASICS OF RETAIL MANAGEMENT	COURSE CODE: 26UBRM303
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. Recall the basic concepts and importance of retailing.
2. Identify the retail store operations and management practices.
3. List the different retail store layouts and designs
4. Identify the visual merchandising techniques in retail stores.
5. List stock management methods for effective inventory control.

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. 3

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.

REFERENCE BOOKS:

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, Oxfor UniversityPress,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	Definition/Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Short Answers Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Essay Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

BREAK UP OF QUESTIONS

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

PO – CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	2	2	3	3	3
CO 2	2	2	3	3	3
CO 3	2	0	3	0	2
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	2.4	2	3	2.4	2.8

PSO – CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
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
Ave.	3	3	3	3	3

PO – PSO – CO QUESTION PAPER MAPPING

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Recall the basic concepts and importance of retailing.	PO 1, 2,3,4,5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO2	Identify the retail store operations and management practices.	PO 1,2,4,5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO3	List the different retail store layouts and designs	PO 1, 2,3,4,5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO4	Identify the visual merchandising techniques in retail stores.	PO 1, 2,4,5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO5	List stock management methods for effective inventory control.	PO 1, 2,3,4,5	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

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation- 2	10	5
Workbook / recordbook / notebook	Neatness & Presentation- 3, Regularity – 2	5	5
Class activity 1	Retail Store Model (Creativity and Store Layout Design- 5, Team Presentation 5)	10	5
Class activity 2	Case Study Analysis on Successful Retailers (Understanding- 3, Analysis and Presentation -7) / Retail Store Visit and Observation (Observation & analysis- 5, Presentation-5)	10	5
Class activity 3	Role Play – Retail Sales Executive and Customer (Understanding of Retail Sales Process- 5, Presentation-5)	10	5
Attendance	Marks will be given based on the attendance percentage of respective course	5	5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION- RETAIL MANAGEMENT	BATCH:2026-29
PART: III	COURSE COMPONENT: CORE-IV
COURSE NAME: MARKETING MANAGEMENT AND AI	COURSE CODE: 26UBBA304
SEMESTER: II	MARKS:100
CREDITS: 4	TOTAL HOURS: 75
THEORY	

(Common to B.Com (MM), BBA & BBA-RM)

COURSE OBJECTIVE:

To acquaint students with the fundamental concepts, principles and functions of marketing in a dynamic, technology-driven business environment, with special emphasis on the role of Artificial Intelligence and digital innovations transforming modern marketing practices.

COURSE OUTCOME

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

1. Comprehend The Basics, Importance, And Approaches Of Marketing In Business.
2. Explain Buyer Behaviour, Customer Relations, STP Approach, And AI Tools Used In Marketing.
3. Describe Product Management, New Product Development, And AI Applications In Customer Engagement.
4. Comprehend Marketing Research, Distribution Channels, Demand Forecasting, And AI-Based Market Analysis.
5. Explain Advertising Methods, Digital Marketing Trends, And Ethical Issues In AI-Driven Marketing

UNIT I

(15 Hours)

Definition, Role and Significance In Modern Business-Definition And Core Concepts Of Marketing – Role And Importance Of Marketing In Business – Relationship Of Marketing With Other Functional Areas – Marketing Mix – Marketing Approaches

UNIT II

(15 Hours)

Nature & Scope Of Customer Relations- Buyer Behavior- Differences Between Consumers And Industrial Buyer -Types Of Buyers – STP Approach - The Buying Process –Factors Influencing Buyer Behaviour – Chat Bots, Virtual Assistants - Predictive Analytics.

UNIT III

15 HOURS

Meaning, Need and Basis – Importance - Product – Product Characteristics And Benefits – Product Classification – New Product Development Process (NPD)- Email Campaigns- Lead Scoring- Customer Journey Mapping Using AI.

UNIT IV

15 HOURS

Meaning and Importance Of Marketing Research –Nature & Scope Of Channels Of Distribution Consumer Goods – Factors Influencing Choice Of Distribution– Consumer Behaviour Prediction- Demand Forecasting-Need For Quick Commerce -AI Tools Monitoring Brand Perception In Real Time.

UNIT V

15 HOURS

Meaning, Objectives and Types Of Advertising- Importance – Programmatic Advertising- Hyper-Personalization, Dynamic Ad Creation — Direct Selling Social Marketing - AI Generated Influencers- Fake Follower Detection- Data Privacy, Algorithmic Bias, Deep Fake Advertising Concerns.

RECOMMENDED TEXTBOOKS:

1. Kotler, P. (2007). Marketing Management–The Millennium Edition Prentice Hall of India Private Limited. New Delhi, 35-8.
2. Pillai & Bagavathi, R. S. N. (1999). Marketing Management. S. chand & Co. Ltd.
3. Artificial Intelligence in Marketing Management- Dr. Jitendra Pandey, Dr. Surendran

REFERENCE BOOKS:

1. Joshi, G. (2009). Information Technology for retail. Oxford University Press, Inc..
2. Mullins, J., Walker, O. C., & Boyd Jr, H. W. (2012). Marketing management: A strategic decision-making approach. McGraw-Hill Higher Education.
3. Pradhan, S. (2011). Retailing management: Text and cases. Tata McGraw-Hill Education.
4. Ramaswamy, V. S., & Namakumari, S. (2009). Marketing management: Global perspective, Indian context. Macmillan.
5. Withey, F. (2006). Marketing Fundamentals. The Official CIM Coursebook 06/07. Taylor & Francis.

E-LEARNING RESOURCES:

1. <https://iedunote.com/marketing-definition-functions-importance-process>
2. <http://www.yourarticlelibrary.com/marketing/top-10-advantages-of-marketing/53152>
3. <http://www.notesdesk.com/notes/marketing/the-marketing-mix-4-ps-of-marketing/>
4. <https://www.enotesmba.com/2013/03/marketing-notes-marketing-mix.html>
5. <https://www.marketingtutor.net/consumer-decision-making-process-stages/>
6. <https://courses.lumenlearning.com/boundless-marketing/chapter/ethics-in-marketing/>
7. <https://www.youtube.com/watch?v=Mco8vBAwOmA>

GUIDELINES TO THE QUESTION PAPER SETTERS
QUESTION PAPER PATTERN

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

BREAK UP OF QUESTIONS

UNITS	SECTION A	SECTION B	SECTION C
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

PO – CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	0	0	2	0	3
CO 2	3	3	3	3	3
CO 3	3	3	3	0	3
CO 4	2	2	3	0	3
CO 5	3	3	3	3	3
Ave.	2.2	2.2	2.8	1.2	3

PSO – CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	2	3	0	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	2.8	3	2.4	3	3

PO – PSO – CO QUESTION PAPER MAPPING

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Comprehend the basics, importance, and approaches of marketing in business.	PO 1,3 &5	PSO1, PSO2, PSO3, PSO4, PSO5	K1,K2,K3, K4
CO2	Explain buyer behaviour, customer relations, STP approach, and AI tools used in marketing.	PO 1,3,4 &5	PSO1,PSO, PSO3,PSO4, PSO5	K3, K4
CO3	Describe product management, new product development, and AI applications in customer engagement.	PO 1,3,4 &5	PSO1,PSO2, PSO3,PSO4, PSO5	K1,K2, K3,K4
CO4	Comprehend marketing research, distribution channels, demand forecasting, and AI-based market analysis.	PO 1,3,4 &5	PSO1,PSO2, PSO3, PSO4,PSO5	K1,K2,K 3,K4, K5
CO5	Explain advertising methods, digital marketing trends, and ethical issues in AI-driven marketing	PO 1,3, &4	PSO1,PSO2, PSO3,PSO4, PSO5	K1,K2,K3, K4

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

Continuous Internal Assessment - Components

Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Neatness & Presentation - 3, Regularity – 2	5	5
Class activity 1	Quiz (MCQ on Marketing Basics – Correct Answers - 3, Speed - 2) / Product Identification Activity (Understanding - 3, Accuracy - 2) / Others	5	5
Class activity 2	Group Discussion (Market Trends – 3, Communication	5	5

	Skills – 2) / Case Study (Application of Marketing Concepts – 3, Analysis – 2) / Others		
Class activity 3	Think-Pair-Share (Marketing Ideas – 3, Sharing – 2) / Role Play (Sales Pitch – 3, Creativity – 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION- RETAIL MANAGEMENT	BATCH:2026-29
PART: III	COURSE COMPONENT: ALLIED- II
COURSE NAME: INTERNATIONAL TRADE	COURSE CODE: 26UBBA3A2
SEMESTER: II	MARKS:100
CREDITS: 5	TOTAL HOURS: 90
THEORY	

(Common to BBA, BBA RM)

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. Describe the basic concepts and scope of international trade.
2. Explain the major theories of international trade.
3. Apply knowledge of foreign exchange and FDI in real-world contexts.
4. Analyze the global trade environment, including policies and trade barriers.
5. Evaluate the role of international institutions and contemporary issues in international trade.

UNIT I

(18 HOURS)

Introduction To International Trade & Business: Meaning – Scope- Importance- Internal Vs International Trade- Stages Of Internationalization- Multinational Companies- Advantages & Disadvantages

UNIT II

(18 HOURS)

Theories of International Trade: Adam Smith's Cost Absolute- Ricardo's Comparative Advantage- Haberler's Opportunity Cost Theory- Heckscher-Ohlin Theory- New Trade Theory- Porter's Diamond.

UNIT III

(18 HOURS)

Balance Of Trade, Balance Of Payment, Causes Of BOP Disequilibrium- Methods To Correct BOP Disequilibrium - Exchange Rates, Fixed Vs Floating, Euro-Dollar Market..

UNIT IV

(18 HOURS)

Export Management; FEMA - FERA – Cryptocurrency - Digital Export-Import Services- Export Procedures, Export Finance, Export Pricing, Export Promotion, Foreign Direct Investment- Types- World Trade And Protectionism - Tariff And Non-Tariff Barriers.

UNIT V

(18 HOURS)

Globalization & International Institutions: Globalization- Trade Barriers- Protectionism Vs Liberalization- WTO- IMF-World Bank- TRIPS-TRIMS-Regional Integration- India Trade Policy.

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:

1. <https://online.hbs.edu/blog/post/international-business-examples>
2. https://saylordotorg.github.io/text_international-business
3. <https://www.imf.org/en/home>
4. <https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/>
5. <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
A	Definition/Principle Answer any 10 out of 12 questions (each in 50 words)	1-12	3	30
B	Short Answers Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Essay Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

BREAK UP OF QUESTIONS

UNITS	SECTION A	SECTION B	SECTION C
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

PO – CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	3	3	2	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	2	2	3	2	3
CO 5	3	3	3	3	3
Ave.	2.8	2.8	3	2.6	3

PSO – CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	0	2	2	2	3
CO 2	2	2	2	2	3
CO 3	3	3	3	3	3
CO 4	2	2	3	2	3
CO 5	3	3	3	3	3
Ave.	2	2.4	2.6	2.4	3

PO – PSO – CO QUESTION PAPER MAPPING

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Describe the basic concepts and scope of international trade.	PO1,2,3,4,5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO2	Explain the major theories of international trade.	PO1,2,3,4,5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO3	Apply knowledge of foreign exchange and FDI in real-world contexts	PO1,2,3,4,5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO4	Analyze the global trade environment, including policies and trade barriers.	PO1,2,3,4,5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO5	Evaluate the role of international institutions and contemporary issues in international	PO1,2,3,4,5	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

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Neatness & Presentation - 3, Regularity – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION- RETAIL MANAGEMENT	BATCH:2026-29
PART: IV	COURSE COMPONENT: NME-II
COURSE NAME: LUXURY RETAIL MANAGEMENT	COURSE CODE: 26UNME4B110
SEMESTER: II	MARKS:100
CREDITS: 2	TOTAL HOURS: 30
THEORY	

COURSE OBJECTIVE:

To provide students with knowledge of luxury retail concepts, luxury consumer behaviour, branding strategies, store operations, and emerging trends in the global luxury retail industry.

COURSE OUTCOMES:

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

1. List the concepts, scope, and importance of luxury Retailing
2. Assess the behaviour and preferences of luxury consumers.
3. Recall the luxury branding and positioning strategies
4. Identify the Technology and digital transformation in luxury retailing.
5. Assess the future prospects and challenges in luxury retailing.

UNIT I

(6 HOURS)

Luxury Retail- Meaning- Definition- Evolution And Growth Of Luxury Markets- Characteristics Of Luxury Products And Services- Difference Between Premium And Luxury Brands- 8 Ps Of Luxury Retail.

UNIT II

(6 HOURS)

Understanding Luxury Consumers- Factors Influencing Luxury Buying Behaviour- Psychological And Social Aspects Of Luxury Consumption- Customer Relationship Management In Luxury Retail- Changing Trends In Luxury Customer Expectations

UNIT III

(6 HOURS)

Luxury Branding- Meaning-Importance- Brand Identity, Heritage, And Storytelling- Positioning Strategies For Luxury Brands- Managing Brand Exclusivity And Prestige.

UNIT IV

(6 HOURS)

Store Design And Visual Merchandising In Luxury Retail- Location Selection And Store Ambience- Inventory And Supply Chain Management For Luxury Goods- Customer Service Excellence In Luxury Stores- Technology And Digital Transformation In Luxury Retailing

UNIT V

(6 HOURS)

E-Commerce And Omnichannel Luxury Retailing- Sustainable And Ethical Luxury Retail Practices- Luxury Fashion, Jewellery, Automobile, And Hospitality Retailing- Influence Of Social Media And Celebrity Endorsements- Future Prospects And Challenges In Luxury Retailing.

REFERENCE BOOKS:

1. Luxury Retail Management, Michel Chevalier & Michel Gutsatz, Wiley India, 2012
2. The Luxury Strategy, Jean-Noël Kapferer & Vincent Bastien, Kogan Page, 2021
3. Retail Management, Swapna Pradhan, McGraw Hill Education India, 2020

E-LEARNING RESOURCES:

1. <https://lombardo.agency/the-8-ps-of-luxury-brand-marketing/>
2. <https://medium.com/@thepiyushkumar/luxury-brand-vs-premium-brand-38fd5a142628>
3. <https://www.gopazo.com/blog/luxury-visual-merchandising>
4. <https://www.supdeluxe.com/en/luxury-news/ethical-fashion-more-sustainable-industry>

Question paper pattern-MCQ

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH:2026-29
PART: IV	COURSE COMPONENT: ABILITY ENHANCEMENT SKILLS-II
COURSE NAME: FOUNDATIONS OF QUANTITATIVE APTITUDE	COURSE CODE: 26USKL402
SEMESTER: II	MARKS:100
CREDITS: 2	TOTAL HOURS: 30
THEORY AND PROBLEMS	

COURSE OBJECTIVE:

Develop learners' problem-solving skills and critical thinking abilities in the context of recruitment aptitude tests.

COURSE OUTCOMES:

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

1. Apply the Concepts Of Number Systems, Divisibility Rules, And Number Series To Solve Numerical Problems.
2. Compute HCF And LCM of Numbers Using Prime Factorization Method.
3. Apply Percentage Concepts to Solve Problems Involving Profit, Loss, Cost Price, And Selling Price.
4. Compare Simple Interest and Compound Interest To Solve Financial Problems.
5. Interpret Data From Tables and Graphs To Draw Meaningful Conclusions.

UNIT I: Number system and Number series

(6 HOURS)

Numbers: Numbers And Their Classification, Test For Divisibility Of Numbers, General Properties Of Divisibility, Division And Remainder, Remainder Rules.

Number Series: Number Series, Three Steps To Solve A Problem On Series, Two-Line Number Series, Sum Rules On Natural Numbers.

UNIT II: HCF and LCM of Numbers

(6 HOURS)

Factors, Multiples, Principal Of Prime Factorization, Highest Common Factor (HCF) And Least Common Multiple (LCM), Product Of Two Numbers, Difference Between HCF And LCM.

UNIT III: Percentage, Profit and Loss

(6 HOURS)

Percentage: Introduction, Fraction To Rate Percent, Rate Percent To Fraction, Rate Percent Of A Number, Express A Given Quantity As A Percentage Of Another Given Quantity, Convert A Percentage Into Decimals And Convert A Decimal Into Percentage.

Profit and Loss: Gain/Loss and % gain and % loss, relation among Cost price, Sale price, Gain/Loss and % gain and % loss.

UNIT IV: Simple Interest and Compound Interest

(6 HOURS)

Simple Interest: Definition, Effect Of Change Of P , R And T On Simple Interest, Amount.

Compound Interest: Introduction, Conversion Period, Basic Formula, To Find The Principal/Rate/Time, Difference Between Simple Interest And Compound Interest.

UNIT V: Data interpretation

(6 HOURS)

Tabulation, Bar Graphs, Pie Charts, Line Graphs, average.

RECOMMENDED BOOKS:

1. Quantitative Aptitude by R.S. Agarwal

2. Quantitative Aptitude by Abhijit Guha, Fourth Edition.
3. Quantitative Aptitude by Ramandeep Singh.

E-LEARNING RESOURCES:

1. <https://byjus.com/maths/numeral-system/#:~:text=crore%20is%207.-,International%20Numeral%20System,8%20%E2%80%93%20Ones>
2. <https://byjus.com/maths/hcf-and-lcm/>
3. <https://byjus.com/maths/profit-loss-percentage/>
4. <https://www.vedantu.com/jee-main/maths-difference-between-simple-interest-and-compound-interest>

GUIDELINES TO THE QUESTION PAPER SETTERS
QUESTION PAPER PATTERN

SECTION	QUESTION COMPONENT	NUMBERS	MARKS	TOTAL
A	Multiple Choice Questions:			
	Answer 20 out of 20 questions (each question carries one mark)	1 - 20	20	20
B	Answer any 5 out of 7 questions (each question carries 6 marks)	21 - 27	6	30
TOTAL MARKS				50

UNITS	SECTION A	SECTION B
I	4	1
II	4	1
III	4	1
IV	4	1
V	4	1
Any Unit	-	2
TOTAL	20	7

SEMESTER III

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION- RETAIL MANAGEMENT	BATCH:2026-29
PART: III	COURSE COMPONENT: CORE-V
COURSE NAME: BUSINESS ENVIRONMENTAL OUTLOOK	COURSE CODE: 26UBRM305
SEMESTER: III	MARKS:100
CREDITS: 4	TOTAL HOURS: 75
THEORY	

COURSE OBJECTIVE:

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

COURSE OUTCOMES:

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

1. Analyze the impact of the business environment on decision-making.
2. Evaluate the role of corporate governance in business organizations.
3. Examine the influence of social and cultural environments on business.
4. Formulate business decisions based on economic environmental factors.
5. Assess the financial system and its impact on business operations.

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 - Ldbi - 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
A	Definition/Principle Answer any 10 out of 12 Questions (Each in 50 words)	1-12	3	30
B	Short Answer Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Essay Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

BREAK UP OF QUESTIONS

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

PO – CO MAPPING

Ave.	3	3	3	3	3
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
	PO 1	PO 2	PO 3	PO 4	PO5

PSO – CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	2	3	3	3	3
CO 2	2	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	2	3	3	3	3
Ave.	2.4	3	3	3	3

PO – PSO – CO QUESTION PAPER MAPPING

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Analyze the impact of the business environment on decision-making.	PO 1,2,3,4,5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO2	Evaluate the role of corporate governance in business organizations.	PO 1,2,3,4,5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO3	Examine the influence of social and cultural environments on business.	PO 1,2,3,4,5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO4	Formulate business decisions based on economic environmental factors.	PO 1,2,3,4,5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO5	Assess the financial system and its impact on business operations.	PO 1,2,3,4,5	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

Continuous Internal Assessment - Components

Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation- 2	10	5
Workbook / recordbook / notebook	Neatness & Presentation- 3, Regularity – 2	5	5
Class activity 1	Quiz Competition (Correct Answers - 3, Speed - 2)	5	5
Class activity 2	Debate (Content-5, Communication-5)	10	5
Class activity 3	Poster Presentation (Content 3, Creativity-4 Presentation 3)	10	5
Attendance	Marks will be given based on the attendance percentage of respective course	5	5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION- RETAIL MANAGEMENT	BATCH:2026-29
PART: III	COURSE COMPONENT: CORE VI
COURSE NAME: LOGISTICS AND SUPPLY CHAIN MANAGEMENT	COURSE CODE: 26UBRM307
SEMESTER: III	MARKS:100
CREDITS: 4	TOTAL HOURS: 75
THEORY	

COURSE OBJECTIVE:

To provide knowledge of logistics, inventory control, supply chain operations, and performance improvement strategies for effective business decision-making.

COURSE OUTCOMES:

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

1. Explain the origin and principles of logistics management.
2. Analyze the different types of inventory control techniques.
3. Examine the importance of supply chain management in business operations.
4. Evaluate the key enablers for supply chain improvement.
5. Interpret the SCOR model in supply chain performance measurement.

UNIT 1

(20 HOURS)

Origin Of Logistics Management – Meaning –Importance - Types Of Logistics – Principles Of Logistics Management– Warehouse Management(WM) – Meaning – Definition – Importance – Types Of WM-Automation And Outsourcing – Customer Service And Logistics Management– Perspective– Concepts In Logistics And Physical Distribution– Distribution And Inventory.

UNIT 2

(15 HOURS)

Types of Inventory Control– Demand Forecasting– Routing– Transportation Management– Some Commercial Aspects in Distribution Management– Codification– Distribution Channel Management – Distribution Resource Planning (DRP) – Logistics in 21st Century.

UNIT 3

(15 HOURS)

Introduction and Development – Nature and Concept– Importance of Supply Chain – Value Chain – Components of Supply Chain – The Need for Supply Chain – Understanding the Supply Chain – Management – Participants in Supply Chain – Global Applications.

UNIT 4

(15 HOURS)

Role Of A Manager In Supply Chain - Supply Chain Performance Drivers – Key Enablers In Supply Chain Improvement – Inter Relation Between Enablers And Levels Of Supply Chain Improvement – Systems And Values Of Supply Chain.

UNIT 5

(10 HOURS)

SCOR Model – Outsourcing 3 Pls– Fourth Party Logistics – Bull Whip Effect And Supply Chain – Supply Chain Relationships – Conflict Resolution Strategies – Certifications.

RECOMMENDED TEXTBOOKS:

1. G. Raghuram & N. Rangaraj, Logistics and Supply Chain Management, Macmillan India Ltd., India, 2000.
2. Martin Christopher, Logistics and Supply Chain Management: Creating Value-Adding Networks, FT Press, New Jersey, USA, 2016.
3. D. K. Agrawal, Textbook of Logistics and Supply Chain Management, Macmillan Publishers India Ltd., India, 2003.
4. Tan Miller & Matthew J. Liberatore, Logistics Management: An Analytics-Based Approach, Business Expert Press, New Jersey, USA, 2015.
5. Peter Bolstorff & Robert Rosenbaum, Supply Chain Excellence: A Handbook for Dramatic Improvement Using the SCOR Model, AMACOM, New York, USA, 2012.

REFERENCE BOOKS:

1. Donald Waters, Logistics: An Introduction to Supply Chain Management, Palgrave Macmillan, India, 2003.
2. Martin Christopher, Logistics and Supply Chain Management: Creating Value-Adding Networks, FT Press, New Jersey, USA, 2016.
3. Sanjay Dalmia, Financial Supply Chain Management, McGraw Hill Education, Noida, 2019.
4. Robert F. Jacobs & William L. Berry, Manufacturing Planning and Control for Supply Chain Management: The CPIM Reference (2nd Edition), McGraw Hill Education, Noida, 2011.
5. Douglas Long, International Logistics: Global Supply Chain Management, Springer Publications, New York, 2016.

E-LEARNING RESOURCES:

1. <https://lapaas.com/logistics-management-overview-types-and-process/>
2. <https://www.investopedia.com/terms/s/scm.asp>
3. <https://scm.ncsu.edu/scm-articles/article/the-scor-model-for-supply-chainstrategic-decisions>

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 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

BREAK UP OF QUESTIONS

UNITS	SECTION A	SECTION B	SECTION C
I	3	2	2
II	2	1	1
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

PO – CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	1	2	2	2
CO 2	2	3	3	1	2
CO 3	3	2	2	2	2
CO 4	2	3	3	2	2
CO 5	3	2	3	1	2
Ave.	2.6	2.2	2.6	2	2

PSO – CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	1	2	2	2
CO 2	2	3	3	1	2
CO 3	3	2	2	2	2
CO 4	2	3	3	2	2
CO 5	3	2	3	1	2
Ave.	2.6	2.2	2.6	2	2

PO – PSO – CO QUESTION PAPER MAPPING

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Explain the origin and principles of logistics management.	PO1,2,3,4,5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO2	Analyze the different types of inventory control techniques.	PO1,2,3,4,5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO3	Examine the importance of supply chain management in business operations.	PO1,2,3,4,5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO4	Evaluate the key enablers for supply chain improvement.	PO1,2,3,4,5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO5	Interpret the SCOR model in supply chain performance measurement.	PO1,2,3,4,5	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

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation- 2	10	5
Workbook / recordbook / notebook	Neatness & Presentation- 3, Regularity – 2	5	5
Class activity 1	Quiz Competition (Correct Answers - 3, Speed - 2)	5	5
Class activity 2	Warehouse Layout Design (Application of Warehouse Concepts- 3, Creativity-5, Presentation-2)	10	5
Class activity 3	Packaging Design Activity (Relevance of Packaging Design- 2, Creativity- 5, Presentation-3)	10	5
Attendance	Marks will be given based on the attendance percentage of respective course	5	5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION- RETAIL MANAGEMENT	BATCH: 2026-2029
PART: III	COURSE COMPONENT: CORE-VII
COURSE NAME: BUSINESS COMMUNICATION FOR MANAGERS	COURSE CODE: 26UBBA306
SEMESTER: III	MARKS:100
CREDITS: 4	TOTAL HOURS: 75
THEORY	

(Common to B.Com (MM), BBA & BBA (RM))

Course Objectives:

To equip students with effective business communication, professional correspondence, writing, interview, and digital communication skills for modern organizational environments.

Course Outcome:

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

1. Discuss the concepts, process, methods, channels, principles, and barriers of business communication.
2. Explain the purpose, characteristics, stages, layout, and types of business letters.
3. Describe various trade-related business correspondences and their execution procedures.
4. Discuss bank and insurance correspondence along with the principles of effective presentation.
5. Examine the importance of report writing, business meetings, and modern forms of communication.

UNIT I

(15 HOURS)

Meaning and Definition Of Business Communication – Process – Need – Methods: Oral Or Verbal, Nonverbal – 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 - Characteristics Of A Good Business Letter – Stages Of Writing Business Letters – Layout - Kinds Of Business Letters.

UNIT III

(15 HOURS)

Trade Enquiries – Orders and Their Execution – Credit and Status Enquiries – Complaints And Adjustments – Collection Letters – Sales Letters – Circulars.

Unit Iv

(15 HOURS)

Bank Correspondence - Insurance Correspondence - Elements of Presentation - Rules of Making Effective 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 TEXT BOOKS:

1. Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication-Sultan Chand & Sons- New Delhi.
2. Gupta and Jain, Business Communication, Sahityabahvan Publication, New Delhi.

3. K.P. Singha, Business Communication, Taxmann, New Delhi.
4. R. S. N. Pillai and Bhagavathi. S, Commercial Correspondence, Chand Publications, New Delhi.
5. M. S. Ramesh and R. Pattanshetty, Effective Business English and Correspondence, S. Chand & Co, Publishers, New Delhi.

REFERENCE BOOKS

1. V.K. Jain and Om Prakash, Business Communication, S.Chand, New Delhi.
2. Rithika Motwani, Business Communication, Taxmann, New Delhi.
3. Shirley Taylor, Communication for Business-Pearson Publications - New Delhi.
4. Bovee, Thill, Schatzman, Business Communication Today - Pearson Education, Private Ltd New Delhi.
5. Penrose, Rasbery, Myers, Advanced Business Communication, Bangalore.

E-LEARNING RESOURCES:

1. www.businesscommunication.org
2. <https://www.testpreptraining.com/business-communications-practice-exam-questions>
3. <https://bachelors.online.nmims.edu/degree-programs>

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 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory and Letter writing

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	

PO – CO mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	2	2	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
Ave.	2.8	2.8	3	3	3

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	2	2	3
CO 2	0	0	2	0	3
CO 3	3	3	2	3	3
CO 4	2	2	3	2	3
CO 5	2	3	3	3	3
Ave.	2	2.2	2.4	2	3

PO-PSO-CO-Question Paper Mapping

CO No:	COURSE OUTCOME	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Discuss the concepts, process, methods, channels, principles, and barriers of business communication.	PO 1, 3, & 4	PSO1,PSO2, PSO3,PSO4, PSO5	K1,K2,K3, K4
CO2	Explain the purpose, characteristics, stages, layout, and types of business letters	PO 1,3,& 4	PSO1,PSO2, PSO3,PSO4,PSO5	K3,K4
CO3	Describe various trade-related business correspondences and their execution procedures	PO 1,3,& 4	PSO1,PSO2,PSO3, PSO4,PSO5	K1,K2,K3, K4
CO4	Discuss bank and insurance correspondence along with the principles of effective presentation.	PO 1,3,4 & 5	PSO1,PSO2, PSO3,PSO4,PSO5	K1,K2,K3, K4, K5
CO5	Examine the importance of report writing, business meetings, and modern forms of communication	PO 1,3 & 4	PSO1,PSO2,PSO3, PSO4,PSO5	K1,K2,K3,K 4

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

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Neatness & Presentation - 3, Regularity – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION- RETAIL MANAGEMENT	BATCH:2026-29
PART: III	COURSE COMPONENT: CORE VIII
COURSE NAME: BASICS OF FINANCIAL MANAGEMENT	COURSE CODE: 26UBRM308
SEMESTER: III	MARKS:100
CREDITS: 4	TOTAL HOURS: 75
THEORY	

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. Explain and interpret the financial goals of a business organization.
2. Analyze the cost of capital for decision-making.
3. Evaluate dividend decisions and their impact on firm value.
4. Assess the significance of working capital in business operations.
5. Apply capital budgeting techniques for investment decisions.

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

(15 HOURS)

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

BREAK UP OF QUESTIONS

UNITS	SECTION A		SECTION B		SECTION C	
	THEORY	PROBLEM	THEORY	PROBLEM	THEORY	PROBLEM
I	3	-	1	-	-	-
II	2	1	-	1	-	1
III	1	1	1	1	-	1
IV	1	1	-	1	-	1
V	1	1	-	2	-	1
TOTAL	8	4	2	5	-	4
SECTION A 12			SECTION B 7		SECTION C 4	

PO – CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	0	2	2	2	2
CO 2	3	3	2	3	3
CO 3	3	3	3	3	3
CO 4	3	2	0	2	2
CO 5	2	2	3	0	2
Ave.	2.2	2.4	2	2	2.4

PSO – CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
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
Ave.	3	3	3	3	3

PO – PSO – CO QUESTION PAPER MAPPING

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Explain and interpret the financial goals of a business organization.	PO1,2,3,&4	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO2	Analyze the cost of capital for decision-making.	PO1,2,3,&4	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO3	Evaluate dividend decisions and their impact on firm value.	PO1,2,3,&4	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO4	Assess the significance of working capital in business operations.	PO1,2,3,&4	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO5	Apply capital budgeting techniques for investment decisions.	PO1,2,3,&4	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

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation- 2	10	5
Workbook / record book / notebook	Neatness & Presentation- 3, Regularity – 2	5	5
Class activity 1	Presentation-(Content 3, Presentation 2)	5	5
Class activity 2	Formula Test (Accuracy-5)	5	5
Class activity 3	Working Capital Activity (Accuracy in Calculation)	5	5
Attendance	Marks will be given based on the attendance percentage of respective course	5	5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH: 2026-29
PART: III	COURSE COMPONENT: ALLIED-III
COURSE NAME: ECONOMICS FOR MANAGER	COURSE CODE: 26UBRM3A3
SEMESTER: III	MARKS:100
CREDITS: 5	TOTAL HOURS: 90
THEORY	

COURSE OBJECTIVE:

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

COURSE OUTCOMES:

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

1. Explain the core concepts of economics.
2. Analyze different demand scenarios and their implications.
3. Examine the importance of supply and production functions.
4. Apply the various cost concepts
5. Explain and compare 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

REFERENCE BOOKS:

1. PaulA.Samuelson,WilliamD.Nordhaus,SudipChaudhuriandAnindyaSen,Economics,19

Tata McGraw Hill, New Delhi, 2010.

2. WilliamBoysandMichaelMelvin,Textbookofeconomics,Biztantra,2005.

3. N.GregoryMankiw,principlesofEconomics,3rd edition,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
A	Definition/Principle Answer any 10 out 12 questions (Each in 50 words)	1-12	3	30
B	Answer Answer any 5 out of 7 questions (each in 300 words)	13-19	6	30
C	Essay Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

BREAK UP OF QUESTIONS

UNITS	SECTION A	SECTION B	SECTION C
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

PO – CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	2.8	3	3

PSO – CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	2	3	3	2
CO 2	3	3	3	3	3
CO 3	3	2	2	2	2
CO 4	3	3	2	2	2
CO 5	3	3	2	2	3
Ave.	3	2.6	2.4	2.2	2.6

PO – PSO – CO QUESTION PAPER MAPPING

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Explain the core concepts of economics.	PO1, 2, 3, 4,5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO2	Analyze different demand scenarios and their implications.	PO1, 2, 3, 4,5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO3	Examine the importance of supply and production functions.	PO1, 2, 3, 4,5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO4	Apply the various cost concepts	PO1, 2, 3, 4,5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO5	Explain and compare different market structures	PO1, 2, 3, 4,5	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

Continuous Internal Assessment - Components

Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation- 2	10	5
Workbook / recordbook / notebook	Neatness & Presentation- 3, Regularity – 2	5	5
Class activity 1	Surprise class tests (Correct Answers-5)	5	5
Class activity 2	Case Study Analysis (Analytical Skills- 5, Presentation-5)	10	5
Class activity 3	Quiz Competition (Correct Answers - 3, Speed - 2)	5	5
Attendance	Marks will be given based on the attendance percentage of respective course	5	5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH:2026-29
PART: IV	COURSE COMPONENT: ABILITY ENHANCEMENT SKILLS-III
COURSE NAME: DIGITAL PRODUCTIVITY AND AI	COURSE CODE: 26USKL403
SEMESTER: III	MARKS:100
CREDITS: 2	TOTAL HOURS: 30
THEORY	

COURSE OBJECTIVES:

To build job-ready digital skills by training students in MS Office, Google Workspace, and AI productivity tools

COURSE OUTCOMES:

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

1. Create and format professional business documents, including reports, letters, and proposals, using MS Word / Google Docs.
2. Build and manage spreadsheets with formulas, charts, and data tools using MS Excel / Google Sheets.
3. Design and deliver impactful business presentations using MS PowerPoint / Google Slides.
4. Communicate and collaborate effectively using professional email, Google Meet, and cloudbased tools.
5. Apply AI-powered productivity tools to automate, enhance, and accelerate routine office tasks. .

UNIT 1: PROFESSIONAL DOCUMENT CREATION

(6 Hours)

Business Documents With MS Word / Google Docs: Setting Up A Professional Document – Page Layout, Margins, And Orientation – Styles And Headings For Structured Documents – Formatting Paragraphs, Line Spacing, And Indentation – Inserting Tables, Images, And Shapes – Headers, Footers, And Page Numbers – Mail Merge: Creating Personalised Letters And Labels – Track Changes And Comments For Document Review – Exporting Documents As PDF. AI Integration: Using Microsoft Copilot In Word To Draft, Summarise, And Rewrite Content – Grammar And Style Checking With Grammarly.

UNIT 2: DATA MANAGEMENT WITH SPREADSHEETS

(6 Hours)

MS Excel / Google Sheets — Core Skills: Creating And Formatting Worksheets – Entering And Editing Data – Cell Referencing: Relative And Absolute – Essential Formulas: SUM, AVERAGE, MIN, MAX, COUNT, IF, VLOOKUP – Sorting And Filtering Data – Conditional Formatting To Highlight Key Data – Freezing Rows And Columns – Data Validation And Drop-Down Lists – Protecting Sheets And Cells. AI Integration: Using Copilot In Excel / Google Duet AI To Generate Formulas From Plain English Auto-Generating Insights From Data.

UNIT 3: DATA VISUALISATION AND REPORTING

(6 Hours)

Charts And Dashboards In Excel / Google Sheets: Types Of Charts: Bar, Column, Line, Pie, And Combo Charts– Inserting And Formatting Charts – Choosing The Right Chart For The Right Data – Creating A Basic Dashboard With Multiple Charts – Pivot Tables: Summarising And Analysing Large Datasets – Pivot Charts: Visualising Pivot Data – Slicers For Interactive Filtering – Printing And Sharing Reports Professionally. AI Integration: Using AI To Suggest The Best Chart Type For A Dataset – Auto-Generating Summaries Of Spreadsheet Data Using Copilot.

UNIT 4: BUSINESS PRESENTATIONS

(6 Hours)

MS PowerPoint / Google Slides — Professional Presentations: Designing a presentation structure: title, agenda, content, and closing slides – Applying themes, colour schemes, and fonts consistently – Working with slide layouts and master slides – Inserting charts, tables, SmartArt, and icons – Slide transitions and entrance/exit animations – Presenter View: notes, timer, and laser pointer – Exporting as PDF and video –

Introduction to Canva for Presentations as an alternative tool.

AI Integration: Using Microsoft Copilot in PowerPoint to generate a full presentation from a prompt – Gamma AI for instant AI-generated presentations – Designing visuals using Canva AI.

UNIT 5: DIGITAL COMMUNICATION AND WORKPLACE COLLABORATION (6 Hours)

Professional Email and Communication: Writing effective professional emails: structure, tone, and etiquette – CC, BCC, Reply All best practices – Email signatures and templates in Gmail / Outlook – Managing inbox: labels, filters, and folders – Scheduling meetings using Google Calendar / Outlook Calendar – Introduction to Microsoft Teams and Google Meet for virtual collaboration.

Cloud-Based Collaboration Tools: Google Drive / OneDrive: organising and sharing files and folders – Real-time collaboration on Docs, Sheets, and Slides – Version history and restoring previous versions

AI Integration: Using AI email assistants: Gmail Smart Compose, Outlook Copilot – Summarising long email threads with AI

E-LEARNING RESOURCES

<https://support.microsoft.com/en-us/word>

<https://support.microsoft.com/en-us/excel>

<https://support.microsoft.com/en-us/powerpoint>

<https://workspace.google.com/learning-center/>

<https://www.w3schools.com/excel/>

<https://learn.microsoft.com/en-us/copilot/microsoft-365/>

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH:2026-29
PART: IV	COURSE COMPONENT: SELF STUDY COURSE
COURSE NAME: 1. INDIAN HERITAGE AND KNOWLEDGE SYSTEM OR 2. CONTEMPORARY WORLD AND SUSTAINABLE DEVELOPMENT	COURSE CODE: 26USSP401/ 26USSP402
SEMESTER: III	MARKS:100
CREDITS: 2	TOTAL HOURS: 30
THEORY	

Indian Heritage and Knowledge System

Course Description: This course explores the rich tapestry of Indian heritage, delving into diverse South-Indian cultures and ancient knowledge systems that have shaped the nation's unique identity. It unveils the wisdom enshrined in ancient knowledge systems like Yoga, Ayurveda, and Siddha, understanding their core principles and their profound impact on various facets of Indian life and society.

Course Objectives:

1. Recall the key features of Indian heritage and its role in shaping cultural identity.
2. Identify the artistic, architectural, and literary achievements of South India and other regions.
3. List traditional practices preserved through folklore across India.
4. Recall the principles of ancient Indian sciences related to physical, mental, and spiritual well-being.
5. Describe the connections between spiritual, medicinal, and artistic elements in Indian heritage.

Learning Outcomes:

- To develop a comprehensive understanding among students of Indian heritage, its richness and diversity, and its role in shaping the nation's cultural identity.
- Students will gain an enhanced insight into the artistic, architectural, and literary achievements of South India and other regions, fostering a sense of pride in Indian cultural heritage.
- To enhance students' cultural literacy by gaining insights into traditional practices preserved through folklore across India.
- To acquire knowledge among students of ancient Indian sciences for holistic well-being, promoting physical, mental, and spiritual health.
- Students will develop a deeper understanding of the interconnectedness of spiritual, medicinal, and artistic dimensions within Indian Heritage systems.

Course Structure:

Unit 1: Introduction to Indian Heritage

- **Concept of Heritage:** Definition, the importance of studying heritage, and its diverse forms.
- **Cultural Landscape of India:** Overview of major cultural zones in India, with a focus on South India.
- **Key Concepts:** Cultural heritage, diversity, tangible heritage (e.g., monuments), intangible heritage (e.g., traditions, practices).

Unit II: Cultural Tapestry of South India

- **Literature:** The classical Tamil literature of *Sangam poetry*, the epic Kannada works like the "*Kuvempu*

Ramayana," the Telugu compositions of *Annamacharya*, and the poetic Malayalam works of Kerala's rich literary tradition.

- **Painting:** The intricate gold leaf work of *Tanjore* painting, the intricate patterns of *Mysore* painting, hand-painting or block-printing of Kalamkari.
- **Theatre:** The ancient art form of *Koothu* and the elaborate dance-dramas of *Bhagavata Mela* in Tamil Nadu, and the colourful folk theatre of *Yakshagana* in Karnataka.
- **UNESCO Indian Heritage Sites:** *Great Living Chola Temples* artistry, *Hampi-Virupaksha Temple* and the *Vijaya Vittala Temple*, *Mahabalipuram*- a treasure trove of Pallava art, *Mysore Palace*-Indo-Saracenic architecture, *Periyar National Park*- Western Ghats, *Kanchipuram*-City of Thousand Temples

Unit III : Tamil Nadu Folklores

(6 Hours)

- **Origins and Significance:** Historical background of Tamil Nadu folklore and its cultural significance.
- **Folk Dances:** Exploration of traditional Tamil folk dances like Karakattam, Kolattam, and Kummi.
- **Folk Music:** Overview of folk music traditions in Tamil Nadu, including Parai Attam and Villu Paatu.
- **Rituals and Festivals:** Understanding the role of folklore in Tamil Nadu's rituals and festivals- Pongal and Jallikattu.

Key Concepts: Karakattam, Kolattam, Parai Attam, Villu Paatu, Tamil folk tales, cultural rituals.

Unit IV: Unveiling the Knowledge Systems

(6 Hours)

- **Cultural Landscape of India:** Overview of major cultural zones in India, with a focus on South India.
- **Yoga:** Exploring the various aspects of Yoga - its philosophy, Eight Limbs, practices(e.g., Asanas, Pranayama), and benefits for physical and mental well-being.
- **Ayurveda:** Understanding the core principles of Ayurveda - its focus on holistic health, diagnosis, and treatment methods.

Key Concepts: Yoga philosophy, Asanas, Pranayama, Tridosha theory (Ayurveda), Doshas (Vata, Pitta, Kapha), Panchakarma, herbal medicine, Ayurvedic lifestyle.

Unit V: Siddha Tradition and Other Knowledge Systems

(6 Hours)

- **Siddha Tradition:** Origins, philosophy, medicinal practices, and spiritual aspects.
- **Other Important Knowledge Systems:** Jyotish Shastra (Indian astrology), Natya Shastra (Treatise on performing arts).

Key Concepts: Siddha literature, alchemy, and spirituality in Siddha tradition. Pancha Boothas (Siddha), herbal remedies, Planetary influences, elements of classical Indian dance and music, and aesthetics in Natya Shastra.

Question paper pattern-MCQ

2. Contemporary World and Sustainable Development

Course Overview: This dynamic course delves into the global institutions, pressing challenges, and evolving dynamics of the contemporary world, with a specific lens on South Asia and India's contribution to achieving global sustainability goals.

Course Objectives:

1. Identify the key actors and institutions that shape the contemporary world order.
2. Describe the political, economic, and security challenges in major Asian regions.
3. Recall the causes and human impact of recent wars and conflicts.
4. Describe the principles of sustainable development and their relevance at local, national, and global levels.
5. Identify India's contributions to the SDGs through Tamil Nadu's programs.

Learning Outcomes:

1. Students will gain a comprehensive understanding of the key actors, institutions, and dynamics shaping the contemporary world order.
2. Students will acquire the ability to analyze the political, economic, and security challenges within major Asian regions, fostering informed perspectives on these critical issues.
3. Through the study of recent wars, students will develop critical thinking skills to assess the root causes, human costs, and potential solutions to contemporary conflicts.
4. Students will gain a deeper understanding of the principles and challenges of sustainable development, empowering them to advocate for responsible solutions at local, national, and international levels.
5. Students will be equipped to critically evaluate India's contributions to the SDGs, particularly through specific programs implemented in Tamil Nadu, and assess their effectiveness in achieving sustainable development goals.

Course Structure:

Unit 1: Global Governance and Institutions

- **State & Non-State Actors:** Definition, types (nation-states, failed states), functions. *Key Actors: International states, Intergovernmental organizations (IGOs), nongovernmental organizations (NGOs), multinational corporations (MNCs).*
- **United Nations (UN):** Structure, key organs (General Assembly, Security Council), functions, WB, & others.
- *Key Concepts: United Nations General Assembly, United Nations Security Council.*
- **Regional Organizations:** European Union (EU), African Union (AU), North Atlantic Treaty Organization (NATO)
- *Key Concepts: European Union Commission, African Union Commission, North Atlantic Treaty Organization.*
- **International Law and Treaties:** Significance, role in addressing global challenges. *Key Concepts: International Court of Justice, International Criminal Court, Geneva Conventions.*

Unit 2: Contemporary Asia Major

Geographical Regions

- **Middle East:** Characterized by rich oil reserves, Complex political dynamics, and ongoing conflicts.
- *Key countries: Iran, Iraq, Israel, Saudi Arabia, Syria, Turkey*
- **Southeast Asia:** Rapid economic growth, Challenges- maritime security

and environmental degradation.

Key countries: Indonesia, Malaysia, Philippines, Singapore, Thailand, Vietnam

- **Far East:** Major economic powerhouses and Potential flashpoints.
- *Key countries: China, Japan, North Korea, South Korea*
- **Rise of China:** Political-South China Sea, Territorial disputes and Competition for Resources. Economic- China's Belt and Road Initiative (BRI)
- **Major Economic Centers: Singapore-** Global financial hub, **Hong Kong-** Special Administrative Region of China, **United Arab Emirates (UAE)-** Diversified economy driven by oil and gas, tourism, and trade.

Regional Organizations:

- Association of Southeast Asian Nations (ASEAN)
- South Asian Association for Regional Cooperation (SAARC)
- Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation (BIMSTEC)
- Asia-Pacific Economic Cooperation (APEC)
- Shanghai Cooperation Organization (SCO)

Unit 3: Recent Wars of the World

- **Syrian Civil War (2011-present):** Bashar al-Assad regime, Syrian opposition groups, ISIS.
- *Key Concepts: Origins of the conflict, humanitarian crisis, foreign intervention, refugee crisis.*
- **Yemeni Civil War (2015-present):** Houthi rebels, Yemeni government, Saudi-led coalition.
- *Key Concepts: Proxy war dynamics, humanitarian crisis, role of Iran and Saudi Arabia, UN peace efforts.*
- **Ukraine Conflict (2014-present):** Ukrainian government, Russian-backed separatists, Russia.
- *Key Concepts: Annexation of Crimea, Donbas region conflict, Minsk agreements, NATO-Russia tensions.*
- **Ethiopia Civil War (2020-present):** Ethiopian government, Tigray People's Liberation Front (TPLF), Eritrean forces.
- *Key Concepts: Tigray conflict, humanitarian crisis, regional implications, efforts for ceasefire and peace talks.*
- **Nagorno-Karabakh War (2020):** Armenia, Azerbaijan, Russia.
- *Key Concepts: Conflict over Nagorno-Karabakh region, ceasefire agreement, role of Turkey, peace negotiations.*
- **Myanmar Civil War (2021-present):** Myanmar military (Tatmadaw), ethnic armed groups, and Civilian resistance.
- *Key Concepts: Coup aftermath, Rohingya crisis, ethnic conflicts, ASEAN mediation efforts.*

Unit 4: Sustainable Development Goals

1. Definition of Sustainable Development: Balancing economic, social, and environmental needs.

Page 4

Key Concepts: United Nations Development Programme (UNDP), World Wildlife Fund (WWF), Sustainable Development Solutions Network (SDSN).

2. UN Sustainable Development Goals (SDGs): Overview, targets.

Key Concepts: United Nations, national governments, NGOs, private sector.

3. Challenges and Opportunities: Achieving sustainability, global cooperation.

Key Concepts: United Nations, national governments, civil society organizations, multinational corporations.

Unit 5: India's Role in Achieving Sustainable Development Goals (SDGs) with Tamil Nadu Initiatives

Addressing Basic Needs:

- **Goal 1: No Poverty**

National Rural Employment Guarantee Act

(NREGA) Kalaigai Kanchi Thalaiyalar Scheme

Ungal Thozhil Udhayanam (UTOY)

- **Goal 2: Zero Hunger**

National Food Security Act

(NFSA) Nutritious Noon Meal

Programme Annadhanam

Scheme

Amma Unavagam

- **Goal 3: Good Health and Well-being**

National Health Mission

(NHM) Health Insurance of

Tamil Nadu

Chief Minister's Comprehensive Health Insurance

Scheme Maruthuva Mitri

Amma Mini Clinics

Ensuring Essential Services:

- **Goal 4: Quality Education**

Sarva Shiksha Abhiyan (SSA)

Rashtriya Madhyamik Shiksha Abhiyan

(RMSA) Namakkal District Library Scheme

Pudhumai Penn Scheme under Higher Education Assurance Scheme

(HEAS) Free Coaching for Competitive Exams

- **Goal 6: Clean Water and Sanitation**

Swachh Bharat Mission (Clean India Mission)

National Rural Drinking Water Programme

(NRDWP) Jal Jeevan Mission Tamil Nadu

Namakku Naathey

Scheme

Kudimaramathu

Scheme

- **Goal 7: Affordable and Clean Energy**

National Solar Mission

Tamil Nadu Solar Energy

Policy Green House Scheme

Building Sustainable

Communities:

● **Goal 11: Sustainable Cities and Communities**

Smart Cities Mission

Atal Mission for Rejuvenation and Urban Transformation
(AMRUT) Adi Dravidar Housing Scheme

● **Goal 13: Climate Action**

National Action Plan on Climate Change
(NAPCC) International Solar Alliance
Tamil Nadu Wind Energy Policy 2019

● **Goal 17: Partnerships for the Goals**

Development Assistance Programmes
(DAPs)

International Development Cooperation
(IDC)

SEMESTER IV

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION- RETAIL MANAGEMENT	BATCH:2026-29
PART: III	COURSE COMPONENT: CORE IX
COURSE NAME: ORGANISATIONAL BEHAVIOUR	COURSE CODE: 26UBBA309
SEMESTER: IV	MARKS:100
CREDITS: 4	TOTAL HOURS: 75
THEORY	

(Common to BBA, BBA RM)

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. Aware of the different theories of motivation.
2. Comprehend and apply motivational theories in the workplace.
3. Identify changes within organizations and power and politics in organizations.
4. Evaluate the appropriateness of various leadership styles and conflict management strategies used in organizations.
5. Analyze individual and group behaviour, and understand the implications of Marketing Management on the process of management.

UNIT I

(12 HOURS)

Meaning, Definition of Organizational Behaviour, Evolution of OB as a Discipline, Contribution from other Disciplines, OB Framework, OB Model (Autocratic, Custodial) Emerging Issues in Organization Behaviour. Personality: Meaning - Determinants of Personality - Biological Factors - Cultural Factors - Family and Social Factors - Situational Factors -Personality Attributes Influencing OB, Interactive Behaviour and Interpersonal Conflict.

UNIT II

(17 HOURS)

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

(17 HOURS)

Definition of Motivation - Importance of Motivation - Relevance of Motivation to OB - Theories of Motivation: Maslow's Needs Theory, Alderfer's ERG Theory. Overview of Leadership- Traits and Types, Theories of Leadership- Trait and Behavioural Theories. Contingency Perspective of Leadership - Situational Leadership and Path & Goal of Leadership, Transformational, Transactional, Charismatic Leaders, Leaders as Mentors and Ethical Leadership.

UNIT IV

(17 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.

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

BREAK UP OF QUESTIONS

UNITS	SECTION A	SECTION B	SECTION C
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

PO – CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	3	3	2	3
CO 2	3	3	3	3	3
CO 3	3	3	3	2	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	3	2.6	3

PSO – CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	2	3	3	3
CO 2	2	2	3	3	3
CO 3	3	2	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	2.4	3	3	3

PO – PSO – CO QUESTION PAPER MAPPING

CO No:	COURSE OUTCOMES	POs & ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Aware of the different theories of motivation.	PO1,2,3&4	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO2	Comprehend and apply motivational theories in the workplace.	PO1,2,3&4	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO3	Identify changes within organizations and power and politics in organizations.	PO1,2,3&4	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO4	Evaluate the appropriateness of various leadership styles and conflict management strategies used in organizations.	PO1,2,3&4	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO5	Analyze individual and group behaviour, and understand the implications of Marketing Management on the process of management.	PO1,2,3&4	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

Continuous Internal Assessment - Components

Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation- 2	10	5
Workbook / recordbook / notebook	Neatness & Presentation- 3, Regularity – 2	5	5
Class activity 1	Presentation-(Content 3, Presentation 2)	5	5
Class activity 2	Case Study Analysis (Analytical Skills- 5, Presentation-5)	10	5
Class activity 3	Scrap Book (Content-5, Presentation-5)	10	5
Attendance	Marks will be given based on the attendance percentage of respective course	5	5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION- RETAIL MANAGEMENT	BATCH:2026-29
PART: III	COURSE COMPONENT: CORE X
COURSE NAME: E RETAILING	COURSE CODE: 26UBRM310
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. Explain the concept of e-retailing in comparison with traditional retailing.
2. Apply the various e-retail services
3. Analyze the features and nuances of an e-store
4. Evaluate the pros and cons of e-commerce.
5. Assess the importance of Customer Relationship Management (CRM) in e-retailing.

UNIT I

(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
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C	Essay Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

BREAK UP OF QUESTIONS

UNITS	SECTION A	SECTION B	SECTION C
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

PO – CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	3	2	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
Ave.	3	3	2.8	3	3

PSO – CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	1	2
CO 2	3	3	3	1	3
CO 3	3	3	3	2	3
CO 4	3	3	3	3	3
CO 5	3	3	3	1	2
Ave.	3	3	3	1.6	2.6

PO – PSO – CO QUESTION PAPER MAPPING

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Explain the concept of e-retailing in comparison with traditional retailing.	PO1, 2, 3,4,5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO2	Apply the various e-retail services	PO1, 2, 3,4,5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO3	Analyze the features and nuances of an e-store	PO1, 2, 3,4,5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO4	Evaluate the pros and cons of e-commerce.	PO1, 2, 3,4,5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO5	Assess the importance of Customer Relationship Management (CRM) in e-retailing.	PO1, 2, 3,4,5	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

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation- 2	10	5
Workbook / recordbook / notebook	Neatness & Presentation- 3, Regularity – 2	5	5
Class activity 1	Quiz Competition (Correct Answers - 3, Speed - 2)	5	5
Class activity 2	Online Store Mockup (Application of Retail concepts-2, Creativity-5, Presentation-3)	10	5
Class activity 3	Case Study Analysis- (Analytical Skills- 5, Presentation-5)	10	5
Attendance	Marks will be given based on the attendance percentage of respective course	5	5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION- RETAIL MANAGEMENT	BATCH:2026-29
PART: III	COURSE COMPONENT: CORE XI
COURSE NAME: MERCHANDISING MANAGEMENT	COURSE CODE: 26UBRM311
SEMESTER: IV	MARKS:100
CREDITS: 4	TOTAL HOURS: 75
THEORY	

COURSE OBJECTIVE:

To provide students with comprehensive knowledge of merchandising concepts, merchandise handling, pricing strategies, performance evaluation, and visual merchandising techniques for effective retail management.

COURSE OUTCOMES:

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

1. Explain the general concepts of merchandising.
2. Demonstrate and apply techniques to receive, present, and maintain merchandise effectively.
3. Analyze and apply merchandise pricing strategies in retail contexts.
4. Explain and evaluate pricing processes and methods for assessing merchandise performance.
5. Illustrate and assess the principles and impact of visual merchandising.

UNIT 1

(20 Hours)

Merchandising — Meaning - Definition — Scope - Importance- Functions - Objectives- Merchandise Manager functions - Types- Merchandise Mix - Components of Merchandise Management - Factors affecting Merchandising Decision- Role of Merchandising in Retail Success.

UNIT 2

(15 Hours)

Merchandise Planning – Steps Involved – Assortment Planning – Category Management – Open-to-Buy Planning – Vendor Selection and Management – Merchandise Procurement – Inventory Planning and Control – Merchandise Replenishment – Merchandising Stages..

UNIT 3

(15 Hours)

Merchandise Buying — Types — Merchandising Buying Process- Sources Of Supply — Identifying and Contracting - Sources- Branding Strategies .

UNIT 4

(15 Hours)

Retail Pricing — Pricing Objectives - Markup and Markdown Pricing- Discounts & Promotional Pricing- Price Bundling- Multiple Unit Pricing- Break Even Analysis- Gross Margin Analysis- Merchandise Performance — Merchandise Performance Analysis, Methods and Evaluation.

UNIT 5

(10 Hours)

Visual Merchandising - Meaning- Principles- Types of Display — Display Planning — Methods of Display -Exterior and Interior Display — Space Management — Planning Layout- Signage and Store Atmospherics –Colour and Lighting in Retail Displays – Impact of Visual Merchandising on Consumer Buying Behaviour.

RECOMMENDED TEXTBOOKS:

1. John Donnellan - Merchandise Buying and Management- Bloomsbury Academic2013

2. James Topps, Glenn Taylor - Managing the Retail Supply Chain- Kogan Page- 2018
3. Merchandise Buying and Management- John Donnellan- Fairchild Books and Visuals 2013
4. Retail Management- An Effective Management Strategy for Retail Store Managers Nestfame Creations Pvt. Ltd.- 2019
5. Berman- Retail Management: A Strategic Approach- Pearson Education- 2007

REFERENCE BOOKS:

1. Chetan Bajaj and Ranjith — Retail Management — Oxford University Press, Second Edition, 2005
2. Gillespie Hecht and Lebowitz — Retail Business Management, McGraw Hill Book Company, Third Edition, 2002
3. James Rogden, Denise T. Ogden - Integrated Retail Management, Wiley Pvt Ltd, 2005
4. Gibson G Vedamani — Retail Management — Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004.

E-LEARNING RESOURCES:

1. https://onlinecourses.swayam2.ac.in/imb19_mg02/preview
2. https://www.tutorialspoint.com/retail_management/merchandise_management.htm
3. <https://indiafreemotes.com/merchandise-management-concept-types-of-merchandisepinciples-of-merchandising/>
4. <https://ca.indeed.com/career-advice/career-development/merchandising-management>
5. <https://www.wallstreetmojo.com/merchandising/>

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 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

BREAK UP OF QUESTIONS

UNITS	SECTION A	SECTION B	SECTION C
I	3	2	2
II	2	1	1
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

PO – CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	2	2	1	2
CO 2	3	3	2	3	2
CO 3	3	3	3	2	2
CO 4	2	3	3	1	2
CO 5	3	2	3	2	2
Ave.	2.8	2.6	2.6	1.8	2

PSO – CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	1	2	2	2
CO 2	3	3	2	3	2
CO 3	3	2	3	3	3
CO 4	2	2	3	2	3
CO 5	3	3	3	2	3
Ave.	2.8	2.2	2.6	2.4	2.6

PO – PSO – CO QUESTION PAPER MAPPING

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Explain the general concepts of merchandising.	PO1,2,3,4,5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO2	Demonstrate and apply techniques to receive, present, and maintain merchandise effectively.	PO1,2,3,4,5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO3	Analyze and apply merchandise pricing strategies in retail contexts.	PO1,2,3,4,5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO4	Explain and evaluate pricing processes and methods for assessing merchandise performance.	PO1,2,3,4,5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO5	Illustrate and assess the principles and impact of visual merchandising.	PO1,2,3,4,5	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

Continuous Internal Assessment - Components

Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation- 2	10	5
Workbook / recordbook / notebook	Neatness & Presentation- 3, Regularity – 2	5	5
Class activity 1	Presentation-(Content 3, Presentation 2)	5	5
Class activity 2	Store Observation Report (Analysis of Merchandising Practices-5, Presentation-5)	10	5
Class activity 3	Case Study Analysis- (Analytical Skills- 5, Presentation-5)	10	5
Attendance	Marks will be given based on the attendance percentage of respective course	5	5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH:2026-29
PART: III	COURSE COMPONENT: CORE XII
COURSE NAME: AI IN BUSINESS MANAGEMENT	COURSE CODE: 26UBRM312
SEMESTER: IV	MARKS:100
CREDITS: 4	TOTAL HOURS: 75
THEORY	

COURSE OBJECTIVE:

To provide students with an understanding of Artificial Intelligence and its applications in various business functions for effective decision-making.

COURSE OUTCOMES:

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

1. Explain the concepts, evolution, types, benefits, and challenges of Artificial Intelligence in business management.
2. Analyze the role of AI in Customer Relationship Management for enhancing customer service, engagement, and personalized experiences.
3. Apply AI-based tools and techniques in human resource functions such as recruitment, onboarding, performance management, and talent acquisition.
4. Evaluate the use of AI in marketing activities including market research, customer segmentation, sentiment analysis, and digital marketing.
5. Assess the applications of AI in financial planning, forecasting, fraud detection, and financial decision-making processes.

UNIT I

(15 HOURS)

Artificial Intelligence- Meaning- Definition – Evolution- Importance Of AI – Functions- Types Of AI – Benefits and Challenges Of AI In Business Management.

UNIT II

(15 HOURS)

Role Of AI In Customer Relationship Management – Benefits- Challenges- Personalized Shopping Experience – AI Based Customer Service And Support- Chatbots And Virtual Assistants – Recommendation Systems – Customer Behavior Analysis – AI In Customer Service And Engagement.

UNIT III

(15 HOURS)

AI in Human Resource Management - Meaning- Advantages of AI in HRM- Challenges- AI Based Recruitment and Selection- Types of AI in HRM - AI Applications in HR Operations-Application of AI in Onboarding-Role of AI in Performance Management- Future Trends in AI-Powered Talent Acquisition

UNIT IV

(15 HOURS)

AI In Marketing Management- Objectives- Significance- Benefits- Ethical Issues- AI-Driven Market Research And Consumer Insights- Benefits- Customer Segmentation And Target Marketing Using AI- Sentiment Analysis- AI In Digital Marketing And Social Media Marketing.

UNIT V

(15 HOURS)

AI In Finance- Significance- Benefits- Challenges- AI-Driven Financial Planning And Budgeting- Predictive Analytics For Financial Decision-Making- Fraud Detection And Prevention Using AI- AI-Powered Financial Reporting And Forecasting.

RECOMMENDED TEXTBOOKS:

1. Artificial Intelligence for Business, Hemachandran K, Raul V. Rodriguez, 2023, Taylor & Francis
2. *Artificial Intelligence*, S. Kaushik, Cengage Learning India in 2020.
3. *Artificial Intelligence for Business Applications*, P. K. Gupta, Sultan Chand & Sons in 2022.

REFERENCE BOOKS:

1. *Artificial Intelligence: A Modern Approach*, Stuart Russell and Peter Norvig, Pearson Education , 2021.
2. *Artificial Intelligence for Marketing*, Wiley Publications, 2017.
3. *Artificial Intelligence in Business*, Pavankumar Gurazada & Seema Gupta Vikas Publishing House, 2025

E-LEARNING RESOURCES:

1. <https://www.dealcode.ai/blog/what-is-ai-in-customer-relationship-management>
2. <https://www.mtu.edu/data-science/undergraduate/ai/what-is/>
3. <https://www.ibm.com/think/topics/ai-in-marketing>
4. <https://www.imd.org/blog/digital-transformation/ai-in-hr/>
5. <https://www.ibm.com/think/topics/artificial-intelligence-finance>

GUIDELINES TO THE QUESTION PAPER SETTERS
QUESTION PAPER PATTERN

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

BREAK UP OF QUESTIONS

UNITS	SECTION A	SECTION B	SECTION C
I	3	2	2
II	2	1	1
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

PO – CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	2	2	1	2
CO 2	3	3	3	2	2
CO 3	3	3	3	2	2
CO 4	2	3	3	2	2
CO 5	2	3	3	1	3
Ave.	2.6	2.8	2.8	1.6	2.2

PSO – CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	1	2	2	2
CO 2	3	2	3	3	2
CO 3	3	3	3	3	3
CO 4	3	2	3	2	3
CO 5	2	2	3	3	3
Ave.	2.8	2	2.8	2.6	2.6

PO – PSO – CO QUESTION PAPER MAPPING

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Explain the fundamental concepts, perspectives, and evolution of Artificial Intelligence and its relevance in Retail management.	PO1,2,3,4,5	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4
CO2	Analyze the role of AI in enhancing customer experience and professionalization in retail business.	PO1,2,3,4,5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO3	Apply AI tools and techniques for inventory management and supply chain optimization.	PO1,2,3,4,5	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4
CO4	Evaluate the use of AI in visual merchandising and improving store operations	PO1,2,3,4,5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO5	Determine the future trends, opportunities, and challenges of AI in the retail industry.	PO1,2,3,4,5	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4

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

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation- 2	10	5
Workbook / recordbook / notebook	Neatness & Presentation- 3, Regularity – 2	5	5
Class activity 1	Presentation-(Content 3, Presentation 2)	5	5
Class activity 2	Case Study Analysis- (Analytical Skills- 5, Presentation-5)	10	5
Class activity 3	Group Discussion- (Relevance-5, Communication-5)	10	5
Attendance	Marks will be given based on the attendance percentage of respective course	5	5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH:2026-29
PART: III	COURSE COMPONENT: ALLIED IV
COURSE NAME: STATISTICS FOR MANAGEMENT	COURSE CODE: 26UBRM3A4
SEMESTER: IV	MARKS:100
CREDITS: 5	TOTAL HOURS: 90
THEORY & PROBLEM	

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 of Statistical graphs and diagrams 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)

Introduction to Statistics - Introduction, Definition and limitations of statistics, Graphical representation: Simple Bar diagram, Histogram frequency and Histogram polygon.

UNIT II

(15 HOURS)

Measures of Central Tendency / Averages – Arithmetic Mean, Median, Quartiles, Mode, Combined Mean.

UNIT III

(20 HOURS)

Measures of Dispersion – Range, Quartile 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. P.R. Vittal, Business Statistics, 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.
3. Richard I. Levin, David S.Rubin, Sanjay Rastangi, and Masood H. Siddiqui, Statistics for management, Pearson.
4. Chidanand S. Mujawar and Arvind K.Joshi, Statistics for managers, Wiley.
5. Dr.P.N.Arora and S.Arora, Statistics for managers, S.Chand & Co.

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>
4. <https://nptel.ac.in/courses/109104182>
5. https://onlinecourses.nptel.ac.in/e-learning/preview/noc24_ma30

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

BREAK UP OF QUESTIONS

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

PO – CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	2	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
Ave.	3	2.8	3	3	3

PSO – CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	2	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	2
Ave.	3	3	3	2.8	2.8

PO – PSO – CO QUESTION PAPER MAPPING

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Analyze the need for data and various sources of data for business decision-making.	PO1,2,3,&4	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4, K5
CO2	Calculate and interpret measures of central tendency.	PO1,2,3,&4	PSO 1, PSO 2, PSO 3, PSO 4,	K1, K2, K3, K4, K5
CO3	Analyze and interpret measures of dispersion.	PO1,2,3,&4	PSO 1, PSO 2, PSO 3, PSO 4,	K1, K2, K3, K4,K5
CO4	Evaluate the results of correlation analysis.	PO1,2,3,&4	PSO 1, PSO 2, PSO 3, PSO 4,	K1, K2, K3, K4,K5
CO5	Apply and deduce outcomes using regression analysis techniques.	PO1,2,3,&4	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4,K5

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

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION- RETAIL MANAGEMENT	BATCH:2026-29
PART: IV	COURSE COMPONENT: Indian Knowledge Systems
COURSE NAME: GURU NANAK DEVJI'S PRINCIPLES IN BUSINESS MANAGEMENT	COURSE CODE: 26UIKS408
SEMESTER: IV	MARKS:100
CREDITS: 1	TOTAL HOURS: 15
THEORY	

COURSE OBJECTIVE:

To provide students with knowledge of Guru Nanak Dev Ji's teachings and their application in ethical leadership, business management, and sustainable organizational practices.

COURSE OUTCOMES:

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

1. Explain the teachings and philosophy of Guru Nanak Dev Ji in relation to business and management.
2. Apply Guru Nanak Dev Ji's ethical and leadership principles in workplace and organizational practices.
3. Analyze the relevance of Guru Nanak Dev Ji's teachings in sustainability and corporate social responsibility.

UNIT I

5 HOURS

Life And Philosophy Of Guru Nanak Dev Ji- Relevance Of Guru Nanak's Teachings In Business And Management- Guru Nanak Dev Ji's- Three Golden Rules - Leadership Principles: Kirat Karo (Honest Work & Integrity), Vand Chhako (Sharing And Empowering), Naam Japna (Mindfulness And Self-Reflection).

UNIT II

5 HOURS

Guru Nanak Dev Ji's Ethical Principles In Business- - Ethical Decision-Making In Organizations- Guru Nanak Dev Ji's Teachings On Work Culture- Equality, Respect, And Harmony In The Workplace Leadership Qualities Inspired By Guru Nanak Dev Ji.

UNIT III

5 HOURS

Contemporary Applications In Business Management- Guru Nanak's Principles In Global Business Environment- Application Of Oneness In Modern Business Practices- Environmental Stewardship In Business- Pavan Guru, Pani Pita, Maata Dharat (Ecological Awareness And Sustainable Business Models)- Corporate Social Responsibility.

REFERENCE BOOKS:

1. Singh, Pashaura (2004) , The Life and Teachings of Guru Nanak, Oxford University Press
2. Roopinder Singh (2007), Guru Nanak His Life and Teachings, Rupa.co
3. Jasleen Kaur (2011), Management Perspectives in Sikhism, Lap Lambert Academic Publishing

E-LEARNING RESOURCES:

1. <https://vajiramandravi.com/upsc-exam/what-were-the-major-teachings-of-guru-nanak-explain-their-relevance-in-the-contemporary-world/>
2. <https://www.wticabs.com/blog/india/festival/teachings-of-guru-nanak-dev-ji-peaceful-life>

Continuous Internal Assessment(CIA) will be for 50 percent and End Semester Examination(ESE) will be for 50 percent. The CIA marks for the two credit courses (NME, EVS, Value Education and Ability Enhancement skill courses) and one credit course on Indian Knowledge System coming under Part IV, shall be awarded based on the nature of the course or at the course instructor's discretion (Assignment/project/presentation). The mode of examination for IKS will be conducted through CIA with 5 out of 10 questions carrying 20 marks each.

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION- RETAIL MANAGEMENT	BATCH:2026-29
PART: IV	COURSE COMPONENT: ABILITY ENHANCEMENT SKILLS-IV
COURSE NAME: RESUME WRITING AND INTERVIEW SKILLS	COURSE CODE: 26USKL405
SEMESTER: IV	MARKS:100
CREDITS: 2	TOTAL HOURS: 30
THEORY	

COURSE OBJECTIVE:

To equip the students to acquire the relevant skills for better employability

COURSE OUTCOMES:

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

1. Prepare professional resumes, CVs, biodata and covering letters suitable for job applications.
2. Apprise the fundamental concepts, purpose and characteristics of job interviews.
3. Identify various types of interviews and their expectations in recruitment processes.
4. Apply interview techniques and strategies to effectively handle different stages of the interview process.
5. Demonstrate employability skills such as communication, personality development, time management, and presentation skills for career readiness.

UNIT I: Preparing Biodata / CV / Resume

(6 HOURS)

Essential characteristics of a job application – Difference between Biodata, CV, Resume – Covering letter – Tips to draft an application

UNIT II: Introduction to Interview Skills

(6 HOURS)

Definition – Meaning – Concept of interview – Purpose – Objectives of interview – Characteristic features of job interviews.

UNIT III: Types of Interview

(6 HOURS)

Traditional one-to-one job interview – Panel interview – Behavioural interview – Group interview – Phone interview – Preliminary interview – Patterned interview – Depth interview – Stress interview – Exit interview – Interview through tele and video conferencing

UNIT IV: Interviews – Techniques and Strategies

(6 HOURS)

Essential characteristics of a job Application-Difference between Biodata- CV-Resume-covering letter- Tips to draft an application

UNIT V: Leveraging Employability Skills

(6 HOURS)

Personality Development – Organizational skills – Time Management – Stress Management – Effective Communication Skills – Reasoning Ability – Verbal Ability – Group Discussion – Technical skills – Presentation skills.

RECOMMENDED TEXTBOOKS:

1. Monipally, Matthukutty M. (2017) *Business Communication: From Principles to Practice*
2. Peter, Francis. (2012) *Soft Skills and Professional Communication*. New Delhi: Tata McGraw Hill.

REFERENCE BOOKS:

1. Higgins, Jessica JD (2018) *10 Skills for Effective Business Communication: Practical Strategies from the World's Greatest Leaders*
2. Nicholas, Sonji (2023) *Interviewing: Preparation, Types, Techniques, and Questions*, Pressbooks
3. Storey, James (2016) *The Art of The Interview: The Perfect Answers to Every Interview Question*

E-LEARNING RESOURCES

1. <https://careermobilityoffice.cs.ny.gov/cmo/documents/Resume%20&%20Interviewing%20Handout.pdf> <https://edu.gcfglobal.org/en/interviewingskills/interview-etiquette/1/>
2. <https://findjobhub.com/en/types-of-interviews>
3. <https://egyankosh.ac.in/bitstream/123456789/23411/1/Unit-2.pdf>
4. https://bharatskills.gov.in/pdf/E_Books/CTS/ES/English/ES_Part_1_62%20hour_English.pdf
5. https://bharatskills.gov.in/pdf/E_Books/CTS/ES/English/ES_Part2_58hour_English.pdf

GUIDELINES TO THE QUESTION PAPER SETTERS
QUESTION PAPER PATTERN

Section	Question Component	Numbers	Marks	Total
A	Answer any 5 out of 7 questions (answer in 50 words)	1-7	2	10
B	Answer any 4 out of 6 questions (answer in 300 words)	8-13	5	20
C	Answer any two(Internal (Choice)	14-15	10	20
	Internal & Viva Voce		50	50

BREAK UP OF QUESTIONS

UNITS	SECTION A	SECTION B	SECTION C
I	2	2	----
II	2	1	1
III	1	1	1
IV	1	1	1
V	1	1	1
TOTAL			
SECTION A – 7		SECTION B - 6	SECTION C - 4

SEMESTER V

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION- RETAIL MANAGEMENT	BATCH:2026-29
PART: III	COURSE COMPONENT: CORE XIII
COURSE NAME: ENTREPRENEURIAL DEVELOPMENT AND START UPS	COURSE CODE: 26UBBA313
SEMESTER: V	MARKS:100
CREDITS: 4	TOTAL HOURS: 75
THEORY	

(Common to B.Com (GEN), B.Com (AF), B.Com (BM), B.Com (MM), B.Com (ISM), BBA & BBA-RM)

COURSE OBJECTIVE:

Introduction to fundamental concepts of Entrepreneurial Development in India

COURSE OUTCOME:

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

1. Describe the concept and role of entrepreneurship in economic development.
2. Explain the concept of startups and various business models and develop entrepreneurial competencies.
3. Categorise the institutions supporting the business enterprises at central and state-level and other agencies.
4. Describe the economic, technological, and social environment affecting entrepreneurship.
5. Examine the growth and challenges of women and rural entrepreneurship.

UNIT-I:

(15 Hours)

Concept of Entrepreneurship: Entrepreneur - Meaning - Evolution - Functions of an entrepreneur - Traits of an Entrepreneur - Classification of Entrepreneurs –Concept of Intrapreneur – Entrepreneur Vs Intrapreneur- Concept of entrepreneurship –Factors affecting entrepreneurial growth – Role of entrepreneurship in economic growth- Barriers to entrepreneurship.

UNIT-II:

(20 Hours)

Start Up - An Overview: Business Model - Generation of Ideas - Sources of New Ideas - Methods of Generating Ideas, Opportunity Recognition – Feasibility Study: Market, Technical/Operational, Financial, Legal & Social - Opportunity Assessment–Developing an effective Business Plan-Execution of Business Plan - Student Start-up Policy – Government Schemes to support start-ups.

UNIT-III:

(20 Hours)

Resource Mobilization & Institutional Support: Angel Resource Mobilization & Institutional Support: Angel investors – Crowd-funding - Venture Capital Funds- Franchising – Stock Market – Supply Chain Finance - Institutional support to entrepreneurs – Need - DIC, TANSIM, NSIC, MSMEDI, SSIC, SIDCO, SIPCOT, IIC, KVIC - Entrepreneurial Development Programs (EDP) – Objective, Need and Relevance of EDPs – Problems of EDPs- Entrepreneurship Development Institute of India (EDII) and its functions

UNIT-IV:

(20 Hours)

Managing Environments: Economic, Technological and Social Environment – Business Cycles – Industry Cycles - Role of Government in promoting entrepreneurship – Policies and Schemes for promotion of MSME in India – Incentives, subsidies & tax concessions – Supporting institutions -Failure, Causes and Preventive Measures – Turnaround Strategies

UNIT-V:**(15 Hours)**

Development of Women Entrepreneurship & Rural Entrepreneurship: Women Entrepreneurs – Concept – Growth – Challenges in the path of women entrepreneurship – Development of women entrepreneurship – Opportunities to Women Entrepreneurs – Initiatives, policies & schemes for women entrepreneurs – successful women entrepreneurs- Grassroot entrepreneurship through Self- Help Groups (SHGs)- Rural entrepreneurship – Need, Importance, Types –Opportunities for rural entrepreneurs – Risks and problems faced by rural entrepreneurs.

Educational Tour: 2 to 5 days**RECOMMENDED TEXTBOOKS**

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

REFERENCE BOOKS

1. Desingu Setty, E., & Krishna Moorthy, P. Strategies for developing women entrepreneurship. Akansha Pub. House, (2010).
2. Drucker, P. F. Innovation and Entrepreneurship: Practice and Principles. Harper & Row, (1986).
3. Gupta, M. Entrepreneurial Development Raj Publishing House, (2006).
4. Shankar, R. Entrepreneurship Theory & Practice Vijay Nicole Imprints Private Ltd
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
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 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

BREAK UP OF QUESTIONS FOR THEORY

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

PO – CO mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	2	2	3	2	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	2	3	3	3
Ave.	2.80	2.80	3.00	2.80	3

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	2	2	2	3	2
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	2	3	3	3
Ave.	2.8	2.6	2.8	3	2.6

PO-PSO-CO-QUESTION PAPER MAPPING

CO No:	COURSE OUTCOME	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Describe the concept and role of entrepreneurship in economic development.	PO 1,3,4 & 5	PSO 1,4 & 5	K1, K2, K3, K4, K5
CO2	Explain the concept of startups and various business models and develop entrepreneurial competencies.	PO 1, 3, & 4	PSO 1,3, 4 & 5	K1, K2, K3, K4, K5
CO3	Categorise the institutions supporting the business enterprises at central and state-level and other agencies.	PO 1,3,4 & 5	PSO 2, 3, 4 & 5	K1, K2, K3, K4
CO4	Describe the economic, technological and social environment affecting entrepreneurship.	PO 1,3,4 & 5	PSO 2, 3 & 4	K1, K2, K3, K4
CO5	Examine the growth and challenges of women and rural entrepreneurship.	PO 1,3,4 & 5	PSO 1,3,4 & 5	K1, K2, K3, K4

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

Continuous Internal Assessment – Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Completeness - 3, Accuracy – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH:2026-29
PART: III	COURSE COMPONENT: XVI
COURSE NAME: RURAL MARKETING	COURSE CODE: 26UBRM314
SEMESTER: V	MARKS:100
CREDITS: 4	TOTAL HOURS: 75
THEORY	

COURSE OBJECTIVE:

To develop students' understanding of rural marketing concepts, consumer behavior, agricultural marketing, and digital marketing practices for effective decision-making in rural markets.

COURSE OUTCOMES:

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

1. Explain the concepts, characteristics, opportunities, and challenges of rural marketing and differentiate between rural and urban markets.
2. Analyze rural consumer behavior, purchase decision-making processes, and the influence of cultural and socio-economic factors on rural markets.
3. Apply product, branding, packaging, and distribution strategies suitable for rural markets to enhance marketing effectiveness.
4. Evaluate the significance, functions, challenges, and sustainable practices of agricultural marketing in India.
5. Assess the role of digital technologies, e-commerce, and government initiatives in promoting e-rural marketing and rural development.

UNIT 1

(20 Hours)

Rural Marketing- Meaning- Definition- Characteristics of Rural Market-- Classification of Rural Marketing- Challenges and Opportunities- Innovation in Rural Market- Potential of the Indian rural Market- Differences between Rural and Urban Markets- Advantages and Disadvantages of Rural Marketing- Qualities of Successful Rural Marketer.

UNIT 2

(15 Hours)

Rural Consumer- Characteristics of Rural Consumers- Consumer Buying Behavior in Rural Market- Myths about Consumers in Rural Areas - Factors Influencing Rural Purchase Decisions- Rural Lifestyle and Consumption Patterns- Market Segmentation, Targeting, and Positioning in Rural Areas- Role of Culture and Traditions in Rural Markets- Role of Central, State Government and other Institutions in Rural Marketing.

UNIT 3

(15 Hours)

Rural Products: Meaning, Nature and Types- Product Classification and Product Categories- Branding- Packaging, Labeling in Rural Markets- Rural Distribution channel management- Managing Physical distribution in Rural Marketing- Fostering Creativity & Innovation in Rural Marketing.

UNIT 4

(15 Hours)

Agriculture Marketing- Importance- Benefits- Challenges- Characteristics of Agricultural Products- Strategies for Sustainable Agriculture Marketing- Types of Agriculture Market- Functions of Agriculture Marketing- Agricultural Marketing in India.

UNIT 5

(10 Hours)

E-Rural Marketing- Scope of E-Rural Marketing- E-Commerce and Online Marketplaces for Rural Consumers- Digital Payment Systems in Rural Markets- Social Media and Digital Promotion in Rural

Marketing- Benefits and Challenges of E-Rural Marketing- Government Initiatives for Digital Rural Development-Future Prospects of E-Rural Marketing in India.

RECOMMENDED TEXTBOOKS:

1. Rural Marketing: Concepts and Practices – Balram Dogra & Karminder Ghuman, McGraw Hill Education (India) Pvt. Ltd., New Delhi, 2022.
2. Rural Marketing: Text and Cases – C.S.G. Krishnamacharyulu & Lalitha Ramakrishnan, Pearson Education India, New Delhi, 2021.
3. Rural Marketing: Text and Cases – U.C. Mathur, Excel Books, New Delhi, 2019.
4. Rural Marketing – Pradeep Kashyap, Pearson Education India, 2016 (3rd Edition).

REFERENCE BOOKS:

1. Rural Marketing in India – N. Rajagopal, Vikas Publishing House Pvt. Ltd., New Delhi, 2018.
2. Rural Marketing: Environment, Problems and Strategies – T.P. Gopalaswamy, Vikas Publishing House Pvt. Ltd., New Delhi, 2019.

E-LEARNING RESOURCES:

1. <https://testbook.com/ugc-net-commerce/rural-marketing>
2. <https://brainly.in/question/55946324>
3. <https://alterainstitute.com/blog/rural-marketing/>

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 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory

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

PSO – CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	3	2	2	3
CO 2	3	3	3	3	3
CO 3	3	3	3	0	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3	3	2.8	2.2	3

PSO – CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	2	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	2.8	3	2.8	3	3

PO-PSO-CO-QUESTION PAPER MAPPING

CO No:	COURSE OUTCOME	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Explain the concepts, characteristics, opportunities, and challenges of rural marketing and differentiate between rural and urban markets.	PO 1,2,3,& 4,5	PSO1,PSO2,PS O3, PSO4, PSO5	K1,K2,K3,K4
CO2	Analyze rural consumer behavior, purchase decision-making processes, and the influence of cultural and socio-economic factors on rural markets.	PO 1,2,3,4,5	PSO1,PSO2,PS O3,PSO4,PSO5	K3,K4
CO3	Apply product, branding, packaging, and distribution strategies suitable for rural markets to enhance marketing effectiveness.	PO 1,2,3 & 4,5	PSO1,PSO2,PS O3,PSO4,PSO5	K1,K2,K3,K4
CO4	Evaluate the significance, functions, challenges, and sustainable practices of agricultural marketing in India.	PO 1,2,3,4,5	PSO1,PSO2,PS O3,PSO4,PSO5	K1,K2,K3,K 4, K5
CO5	Assess the role of digital technologies, e-commerce, and government initiatives in promoting e-rural marketing and rural development	PO 1, 2,3,4 5	PSO1,PSO2,PS O3,PSO4,PSO5	K1,K2,K3,K4

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

Continuous Internal Assessment – Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Completeness - 3, Accuracy – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION- RETAIL MANAGEMENT	BATCH:2026-29
PART: III	COURSE COMPONENT: CORE XV
COURSE NAME: RESEARCH METHODS IN BUSINESS	COURSE CODE: 26UBBA315
SEMESTER: V	MARKS:100
CREDITS: 4	TOTAL HOURS: 75
THEORY	

(Common to B.Com (BM), (MM), BBA & BBA (RM))

COURSE OBJECTIVE:

Fundamentals of research concepts, Sampling methods, hypothesis, report writing

COURSE OUTCOMES:

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

1. Explain the fundamentals, types, and process of research, including identification of research problems and review of literature.
2. Describe the concepts and classification of research design and sampling techniques used in research studies.
3. Analyse the sources, methods, and process of data collection, processing, analysis, and interpretation.
4. Explain the concept, types, formulation, and testing methods of hypothesis in research.
5. Describe the process of report writing and the application of research in management and social sciences.

Unit I

(15 Hours)

Fundamentals of Research: Meaning, Objectives and Significance. Types of Research: - Descriptive vs. Analytical, applied vs. Fundamental, Quantitative vs. Qualitative, Conceptual vs. Empirical Defining the research problem - identification of research problem -Review of literature , selecting the problem; technique involved in selecting a problem.

Unit II

(20 Hours)

Research design – Meaning, need, features of good research design. Sample design Meaning- Steps in sampling design – Characteristics of Good Sample Design –Classification of Sampling design: Brief about Probability sampling, Non- probability sampling, restricted, un- restricted sampling. Types: Quota sampling, Cluster sampling, Area sampling, Multi stage sampling, convenience sampling and purposive sampling.

Unit III

(20 Hours)

Sources and Methods of data collection - Primary and Secondary data. Meaning and Definition of Primary sources - Observation, Interview and Questionnaire. Meaning and definition of Secondary sources - Data processing – Tabulation – Data analysis and Interpretation.

Unit IV

(20 Hours)

Meaning, definition and importance of Hypothesis –Types: Simple hypothesis, Null hypothesis, alternate hypothesis and complex hypothesis. Formulation of hypothesis and various methods of testing of hypothesis - (Theoretical explanation only) Chi-square test, Correlation Co-efficient and Regression analysis.

UNIT V**(15 Hours)**

Report writing – layout of research report – Steps in report writing- Importance of research in management decisions- Application of research in various areas - Marketing Research, Government policies and economic systems, Social relationship.

RECOMMENDED TEXTBOOKS:

1. Dr.P.Ravilochanan, 2012 Research Methodology, Margham Publications
2. Research Methodology: Methods and Techniques Paperback by C R Kothari – New Age International Publishers
3. P.C. TRIPATHI , Research Methodology in social sciences – Sultan Chand & Sons.

REFERENCE BOOKS:

1. Ranjit Kumar – Pearson. 2005, Research Methodology: A Step by Step Guide for Beginners,

E-LEARNING RESOURCES:

1. <http://study.com/academy/lesson/research-methodology-approaches-techniques-quiz.html>

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 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory

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

PO – CO mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	0	0	2	2	3
CO 2	3	3	3	3	3
CO 3	3	3	3	0	3
CO 4	2	2	3	3	3
CO 5	3	3	3	3	3
Ave.	2.2	2.2	2.8	2.2	3

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	2	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	2.8	3	2.8	3	3

PO-PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	POs & PSOs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Explain the fundamentals, types, and process of research, including identification of research problems and review of literature..	PO 1,2,3,& 4	PSO1,PSO2,PS O3,PSO4,PSO5	K1,K2,K3,K4
CO2	Describe the concepts and classification of research design and sampling techniques used in research studies.	PO 1,2,3	PSO1,PSO2,PS O3,PSO4,PSO5	K3,K4
CO3	Analyse the sources, methods, and process of data collection, processing, analysis, and interpretation.	PO 1,2,3 & 4	PSO1,PSO2,PS O3,PSO4,PSO5	K1,K2,K3,K4
CO4	Explain the concept, types, formulation, and testing methods of hypothesis in research.	PO 1,2,3 &4	PSO1,PSO2,PS O3,PSO4,PSO5	K1,K2,K3,K4, K5
CO5	Describe the process of report writing and the application of research in management and social sciences.	PO 1, 2,3 & 5	PSO1,PSO2,PS O3,PSO4,PSO5	K1,K2,K3,K4

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

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Neatness & Presentation - 3, Regularity – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION- RETAIL MANAGEMENT	BATCH:2026-29
PART: III	COURSE COMPONENT: XVI
COURSE NAME: DESIGN THINKING AND ADVERTISEMENT MANAGEMENT	COURSE CODE: 26UBRM316
SEMESTER: V	MARKS:100
CREDITS: 4	TOTAL HOURS: 75
THEORY	

COURSE OBJECTIVE: To foster creativity, critical thinking, ideation, and advertising competencies for effective decision-making and communication.

COURSE OUTCOMES:

1. Explain the basic concepts of innovation and design.
2. Apply the concept of design thinking in problem-solving.
3. Analyze the strategies for innovation and design.
4. Understand the concepts, types, functions, and planning process of advertising.
5. Apply creative advertising techniques and appeals to develop effective advertisements.

UNIT 1 (20 Hours)

Design Thinking- Meaning- Definition- Importance of Design Thinking- Key principles of Design Thinking- Process of Design Thinking- Evolution of Design Thinking- Design Thinking Approaches- Open-Mindedness in Design Thinking- Importance of Open-Mindedness- Characteristics of Open-Minded Designers.

UNIT 2 (20 Hours)

Ideation in Design Thinking- Key aspects of Ideation in Design Thinking- Brainstorming- Purpose - Principles- Types of Brainstorming in Design Thinking- Techniques to Enhance Brainstorming - Challenges - Role of the Facilitator in Brainstorming- Role play- Components of Role-Play in Design Thinking- Steps in Role Play

UNIT 3 (15 Hours)

Pooling Ideas- Benefits of Idea Pooling in Design Thinking- Idea clustering- Benefits of Idea Clustering in Design Thinking-Evaluating Ideas: Pros and Cons- Criteria for Idea Ranking- Analysing, synthesizing and Integrating the Ideas.

UNIT 4 (10 Hours)

Advertising- Meaning- Definition- Objectives- Nature- Need & Importance, Advertising Planning Process- Growth of Modern Advertising –Advantages- Types & Classification of Advertisement- Functions- Key Players in Advertising.

UNIT 5 (10 Hours)

Creative Advertising- Meaning- Importance of Creative Ads- Features- Elements of Creative Advertising- Creative Techniques in Advertising- Advertising Appeals- Challenges in Creative Advertising.

RECOMMENDED TEXTBOOKS:

1. Brown T, *Change by Design*, 1st Edition, Harper Business (2019).
2. Micha L, Link P and Leifer L, *The Design Thinking Playbook: Mindful Digital Transformation of Teams, Products, Services, Businesses and Ecosystems (Design Thinking Series)*, 1st Edition, Wiley (2018).
3. Advertising Management by Dr. F. C. Sharma, SBPD Publications, 2020

REFERENCE BOOKS:

1. Cross N, Design Thinking: Understanding How Designers Think and Work, 1st Edition, Bloomsbury Visual Arts (2019).
2. Kumar V, 101 Design Methods: A Structured Approach for Driving Innovation in Your Organization, 1st Edition, Wiley (2012).
3. Ries E, The Lean Startup, 1st Edition, Random House Audio (2011).
3. Advertising Management, Jay Bansal SBPD Publications, 2021

E-LEARNING RESOURCES:

1. <https://management30.com/blog/design-thinking-explained/>
2. <https://ixdf.org/literature/topics/design-thinking>
3. <https://www.ideo.com/blogs/inspiration/what-is-design-thinking?srsId=AfmBOooFN880ihItkF26tKja6j3a2IgT77wXoRoaGhtdzB3NhXCZMLJc>
4. <https://www.mckinsey.com/featured-insights/mckinsey-explainers/what-is-design-thinking>
5. <https://www.excellentpublicity.com/blog/what-is-advertising-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 300 words)	13-19	6	30
C	Answer any 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

BREAK UP OF QUESTIONS

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

PO – CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	2	2	1	2
CO 2	2	3	3	2	2
CO 3	2	3	3	1	2
CO 4	3	3	3	2	2
CO 5	2	3	3	2	3
Ave.	2.4	2.8	2.8	1.6	2.2

PSO – CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	2	1	2	2	2
CO 2	3	2	3	2	3
CO 3	3	2	3	2	2
CO 4	3	3	3	3	3
CO 5	2	3	3	3	3
Ave.	2.6	2.2	2.8	2.4	2.6

PO – PSO – CO QUESTION PAPER MAPPING

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Explain the basic concepts of innovation and design.	PO 1,2, 3,4 & 5	PSO 1,4 & 5	K1, K2, K3, K4, K5
CO2	Apply the concept of design thinking in problem-solving.	PO 1,2, 3, 4,5	PSO 1,3, 4 & 5	K1, K2, K3, K4, K5
CO3	Analyze the strategies for innovation and design.	PO 1,3,4 & 5	PSO 2, 3, 4 & 5	K1, K2, K3, K4
CO4	Understand the concepts, types, functions, and planning process of advertising.	PO 1,3,4 &5	PSO 2, 3 & 4	K1, K2, K3, K4
CO5	Apply creative advertising techniques and appeals to develop effective advertisements.	PO 1,3,4 &5	PSO 1,3,4 & 5	K1, K2, K3, K4

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

Continuous Internal Assessment - Components

Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation- 2	10	5
Workbook / recordbook / notebook	Neatness & Presentation- 3, Regularity – 2	5	5
Class activity 1	Innovation Pitch Presentation -(Content 3, Presentation 2, Creativity-5)	10	5
Class activity 2	Brainstorming Session (Participation-4, Creativity-3, Team work-3)	10	5
Class activity 3	Surprise class tests (Correct Answers-5)	5	5
Attendance	Marks will be given based on the attendance percentage of respective course	5	5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION- RETAIL MANAGEMENT	BATCH:2026-29
PART: III	COURSE COMPONENT: ELECTIVE-I
COURSE NAME: RETAIL BUSINESS PROCEDURES	COURSE CODE: 26UBRM3E1
SEMESTER: V	MARKS:100
CREDITS: 4	TOTAL HOURS: 75
THEORY	

COURSE OBJECTIVE:

To provide students with practical knowledge of retail business establishment, licensing, MSME registration, franchising, and business financing procedures.

COURSE OUTCOMES:

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

1. Understand the fundamentals of retail entrepreneurship and the procedures involved in starting a retail business.
2. Explain the licensing requirements, registration procedures, and regulatory compliance applicable to retail businesses.
3. Analyze the role of MSMEs, government support schemes, and registration processes for retail enterprises.
4. Evaluate franchising models, franchise agreements, and factors contributing to successful franchise management.
5. Apply knowledge of business finance, loans, advances, and credit facilities to support retail business operations and growth.

UNIT I

(15 HOURS)

Retail Business- Meaning- Importance – Retail Entrepreneurship – Characteristics of a Successful Retail Entrepreneur – Identifying Retail Business Opportunities – Business Idea Generation and Validation – Steps in Starting a Retail Business – Business Plan Preparation – Location Selection and Store Setup – Legal Requirements for Starting a Retail Business – Challenges and Success Factors in Retail Start-ups.

UNIT II

(15 HOURS)

Licensing: Meaning and Importance – Types of Licenses Required for Retail Businesses – Shop and Establishment Registration – Trade License – Types of Trade Licenses- Documents Required- GST Registration – Types- Document Required for GST Registration- Procedure for GST Registration– Legal and Regulatory Compliance in Retail Operations – Consumer Protection and Retail Regulations.

UNIT III

(15 HOURS)

MSME- Meaning- Classification- Importance – Role of MSMEs in Economic Development –Documents Required for MSME Registration- Government Policies and Support for MSMEs – Udyam Registration Process – Incentives and Schemes for Retail MSMEs – Challenges Faced by MSMEs – Strategies for Sustainable Growth of Retail MSMEs.

UNIT IV

(15 HOURS)

Franchising: Meaning- Importance – Types of Franchising – Franchise Business Model – Advantages and Disadvantages of Franchising – Franchise Agreement – Selection of Franchise Opportunities – Key Pillars- Factors for Successful Franchise Management.

UNIT V

(15 HOURS)

Business Finance: Meaning and Importance – Sources of Finance for Retail Businesses – Loans and Advances: Meaning and Types – Working Capital Finance – Term Loans – Cash Credit and Overdraft Facilities – EMI Concept and Calculation – Financial Institutions Supporting Retail Businesses – Credit Assessment and Loan Application Procedures.

RECOMMENDED TEXTBOOKS:

1. Retail Management, Prabhu TL · 2019, Nestfame Creations Pvt. Ltd.
2. Micro, Small, and Medium Sized Enterprises (MSMEs): Moving Beyond Local Limits, Dr. Rajni Pathania, IIP Iterative International Publishers 2026

REFERENCE BOOKS:

1. *Retail Management*, Giri, Arunangshu, Paul, Pradip, Chatterjee, Satakshi, PHI Learning Pvt. Ltd, 2020
2. *Franchise Your Business*, Mark Siebert, John Leonesio, Entrepreneur Pr 2024
3. *Handbook for Entrepreneurs Empowering MSME*, Abhik Mitra ·, Notion Press Media Pvt. Limited, 2025

E-LEARNING RESOURCES:

1. <https://cleartax.in/s/msme-registration-india>
2. <https://www.investopedia.com/terms/f/franchise.asp>
3. <https://cleartax.in/s/gst-procedure>

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 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

BREAK UP OF QUESTIONS

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

PO – CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	1	2	1	2
CO 2	2	3	3	2	2
CO 3	3	3	3	2	2
CO 4	2	3	3	2	3
CO 5	2	3	3	1	3
Ave.	2.4	2.6	2.8	1.6	2.4

PSO – CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	1	2	2	2
CO 2	3	2	3	2	3
CO 3	3	3	3	3	3
CO 4	2	2	3	2	3
CO 5	2	3	3	3	3
Ave.	2.6	2.2	2.8	2.4	2.8

PO – PSO – CO QUESTION PAPER MAPPING

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Understand the fundamentals of retail entrepreneurship and the procedures involved in starting a retail business.	PO 1, 2,3,4,5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO2	Explain the licensing requirements, registration procedures, and regulatory compliance applicable to retail businesses.	PO 1, 2,3,4,5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO3	Analyze the role of MSMEs, government support schemes, and registration processes for retail enterprises.	PO 1, 2,3,4,5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO4	Evaluate franchising models, franchise agreements, and factors contributing to successful franchise management.	PO 1, 2,3,4,5	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO5	Apply knowledge of business finance, loans, advances, and credit facilities to support retail business operations and growth.	PO 1, 2,3,4,5	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

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation- 2	10	5
Workbook / recordbook / notebook	Neatness & Presentation- 3, Regularity – 2	5	5
Class activity 1	Presentation-(Content 3, Presentation 2)	5	5
Class activity 2	Case Study Analysis- (Analytical Skills- 5, Presentation-5)	10	5
Class activity 3	Surprise class tests (Correct Answers-5)	5	5
Attendance	Marks will be given based on the attendance percentage of respective course	5	5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION- RETAIL MANAGEMENT	BATCH:2026-29
PART: IV	COURSE COMPONENT: LIFE SKILLS-II
COURSE NAME: ENVIRONMENTAL STUDIES	COURSE CODE: 26UEVS401
SEMESTER: V	MARKS:100
CREDITS: 2	TOTAL HOURS: 30
THEORY	

COURSE OBJECTIVE:

Introduction to fundamental concepts environmental studies

COURSE OUTCOMES:

On completion of the course, the students will be able to

1. Define the scope and importance of environmental studies and its relevance to sustainable development.
2. Identify different types of natural resources and classify them as renewable, non-renewable, and potentially renewable.
3. Describe the concept of biodiversity and list major conservation strategies.
4. Identify the causes and types of environmental pollution and recall common prevention measures.
5. List basic disaster management plans for common environmental hazards and recall preparedness measures at community level.

UNIT I: MULTIDISCIPLINARY NATURE OF ENVIRONMENTAL STUDIES

Definition, scope and importance-Need for public awareness.

UNIT II: 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 forest 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 mineralresources, case studies.
- d) **Food resources:** World food problems, changes caused by agriculture and overgrazing, effectsof modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- e) **Energy resources:** Growing energy needs, renewable and non renewable energy sources, useof alternate energy sources. Case studies.
- f) **Land resources:** Land as a resource, land degradation, man induced landslides, soil erosion anddesertification. Role of an individual in conservation of natural resources.Equitable use of resources for sustainable lifestyles.

UNIT III: 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) Forest ecosystem
- b) Grassland ecosystem
- c) Desert ecosystem
- d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

UNIT IV: BIODIVERSITY AND ITS CONSERVATION:

- Introduction – Definition: genetic, species and ecosystem diversity.
- Biogeographical 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 bio diversity: habitat 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 V: ENVIRONMENTAL POLLUTION:

Definition: Cause, 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.

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.MahaintaK.Kalita – Asiau Books.

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION- RETAIL MANAGEMENT	BATCH:2026-29
PART: IV	COURSE COMPONENT: INTERNSHIP
COURSE NAME: INTERNSHIP	COURSE CODE: 26UINT401
SEMESTER: V	MARKS:
CREDITS: 2	TOTAL HOURS: NIL
THEORY	

COURSE OBJECTIVE

To obtain hands on experience and practical knowledge/skill facilitate better employment opportunities.

COURSE OUTCOMES

On the completion of internship, the students will be able to:

1. Apply academic knowledge
2. Develop professional skills, domain skills, multi-disciplinary skills
3. Gain industry exposure
4. Practice ethical and sustainable approaches
5. Enhance career preparedness

An internship is a unique learning experience that integrates studies with practical work. Students will be sent for Summer Internship (Audit firm/Accounting firm/any other institution) of their choice for a period of 21 days after the completion of 4th Semester. Students will be informed to submit Log book on the work carried out by them during the period of internship. Students need to submit internship report carried out by them for evaluation. Students need to obtain Letter of Acceptance initially and letter of completion. It shall serve to clarify the internship educational purpose and ensure an understanding of the total learning experience. Students shall submit a Internship Report at the end of 5th Semester before the commencement of the End Semester Examination. The Internship credit will be awarded.

SEMESTER VI

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION- RETAIL MANAGEMENT	BATCH:2026-29
PART: III	COURSE COMPONENT: CORE XVII
COURSE NAME: CONSUMER BEHAVIOUR	COURSE CODE: 26UBRM317
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. Analyze the marketing implications of buyer behaviour
2. Explain and illustrate the role of consumer psychology in decision-making.
3. Examine internal influences on buyer behaviour.
4. Evaluate various consumer behaviour models.
5. Assess the characteristics of organizational 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 Organizational 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:

1. <https://www.omniconvert.com/blog/consumer-behavior-in-marketing-patterns-types-segmentation/>
2. <https://www.htmedia.in/blog/what-is-consumer-behaviour-types-importance-and-benefits>
3. <https://www.questionpro.com/blog/consumer-behavior-definition/>

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

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

BREAK UP OF QUESTIONS

UNITS	SECTION A	SECTION B	SECTION C
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

PO – CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	2	2	3	3
CO 2	3	2	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	2	3	3
Ave.	3	2.6	2.6	3	3

PSO – CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	2	2
CO 2	3	3	3	3	2
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	2
Ave.	3	3	3	2.8	2.4

PO – PSO – CO QUESTION PAPER MAPPING

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Analyze the marketing implications of buyer behaviour	PO1,2,3&4	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO2	Explain and illustrate the role of consumer psychology in decision-making.	PO1,2,3&4	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO3	Examine internal influences on buyer behaviour.	PO1,2,3&4	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO4	Evaluate various consumer behaviour models.	PO1,2,3&4	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5	K1, K2, K3, K4
CO5	Assess the characteristics of organizational buying behaviour.	PO1,2,3&4	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

Continuous Internal Assessment - Components

Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation- 2	10	5
Workbook / recordbook / notebook	Neatness & Presentation- 3, Regularity – 2	5	5
Class activity 1	Presentation-(Content 3, Presentation 2)	5	5
Class activity 2	Case Study Analysis- (Analytical Skills- 5, Presentation-5)	10	5
Class activity 3	Surprise class tests (Correct Answers-5)	10	5
Attendance	Marks will be given based on the attendance percentage of respective course	5	5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION- RETAIL MANAGEMENT	BATCH:2026-29
PART: III	COURSE COMPONENT: CORE XVIII
COURSE NAME: RETAIL FINANCE	COURSE CODE: 26UBRM318
SEMESTER: VI	MARKS:100
CREDITS: 4	TOTAL HOURS: 75
THEORY	

COURSE OBJECTIVE:

To provide students with a comprehensive understanding of retail finance, banking services, consumer finance, and FinTech applications for effective retail business management.

COURSE OUTCOMES:

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

1. Explain the concepts, scope, and importance of retail finance and financial planning in retail businesses.
2. Understand various sources of business finance and apply budgeting and financial decision-making concepts in retail operations.
3. Analyze banking services, business loans, digital payment systems, and cash flow management in retail businesses.
4. Evaluate consumer finance options, EMI schemes, and responsible credit management practices.
5. Examine FinTech applications, digital payment security measures, and emerging trends in retail financial services.

UNIT I

(15 Hours)

Retail Finance- Meaning- Importance – Scope of Retail Finance – Role of Finance in Retail Business – Advantages and Disadvantages- Types of Retail Finance- Financial Planning and Budgeting – Revenue, Cost and Profit Concepts – Types of Retail Business Expenses – Sources of Finance for Retail Businesses – Trends in Retail Finance.

UNIT II

(20 Hours)

Business Finance – Meaning and Importance – Sources of Finance for Retail Businesses – Own Funds and Borrowed Funds – MSME Financial Assistance Schemes – Understanding Income, Expenses, Assets and Liabilities – Measuring Retail Business Performance – Budgeting and Financial Planning – Financial Decisions in Retailing – Strategies for Business Expansion and Growth.

UNIT III

(20 Hours)

Banking Services for Retail Businesses – Meaning and Importance of Banking Services in Retail Businesses – Savings and Current Accounts – Loans and Advances – Types of Business Loans – EMI Concept and Calculation – UPI, Debit Cards, Credit Cards and Digital Wallets – Benefits of Digital Payments – Point of Sale (POS) Systems – Internet Banking and Mobile Banking – Cash Flow Management in Retail Business.

UNIT IV

(20 Hours)

Consumer Finance – Meaning and Importance – EMI- Meaning and Concept – Components of EMI– Advantages and Limitations of EMI – EMI Calculation Basics – Buy Now Pay Later (BNPL) Concept – Role of EMI in Consumer Purchase Decisions – Responsible Borrowing and Credit Management.

UNIT V

(15 Hours)

FinTech – Meaning and Importance – Evolution of FinTech in Retailing –FinTech Applications in Retail Business – Benefits of FinTech for Retailers and Customers – Digital Payment Security –

RECOMMENDED TEXTBOOKS:

1. Retail Management – S. C. Bhatia – Atlantic Publishers & Distributors Pvt. Ltd. – 2008.
2. Retail Management – Suja R. Nair – Himalaya Publishing House Pvt. Ltd. – 2015.
3. Banking Theory, Law and Practice – Gordon E. & Natarajan K. – Himalaya Publishing House – 2022.
4. Financial Technology (FinTech) – Parag Diwan – Taxmann Publications – 2021.

REFERENCE BOOKS:

1. Retail Management – Swapna Pradhan – McGraw Hill Education India – 2019.
2. Introduction to FinTech – T. R. Subramanya – Himalaya Publishing House – 2022.
3. Banking and Financial Systems – B. Santhanam – Margham Publications – 2020.

E-LEARNING RESOURCES:

1. <https://www.bajajfinserv.in/understanding-retail-loan-and-its-types>
2. <https://sabpaisa.in/blog/retail-finance/>
3. <https://fintechmagazine.com/financial-services-finserv/brief-history-fintechs-role-retail-environment>

GUIDELINES TO THE QUESTION PAPER SETTERS
QUESTION PAPER PATTERN

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

BREAK UP OF QUESTIONS

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

PO – CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	2	2	1	2
CO 2	3	3	3	1	2
CO 3	2	2	1	2	3
CO 4	3	3	3	2	2
CO 5	2	3	3	1	2

Ave.	2.6	2.6	2.4	1.4	2.2
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PSO – CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	1	2	2	2
CO 2	3	2	3	2	2
CO 3	2	1	1	3	2
CO 4	3	2	3	3	2
CO 5	2	2	3	2	3
Ave.	2.6	1.6	2.4	2.4	2.2

PO – PSO – CO QUESTION PAPER MAPPING

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Explain the concepts, scope, and importance of retail finance and financial planning in retail businesses.	PO1.2.3.4.5	PSO 1, PSO 3, PSO 4, PSO5.	K1, K2, K3, K4, K5
CO2	Understand various sources of business finance and apply budgeting and financial decision-making concepts in retail operations.	PO1.2.3.4.5	PSO 1, PSO 3, PSO 4, PSO5.	K1, K2, K3, K4, K5
CO3	Analyze banking services, business loans, digital payment systems, and cash flow management in retail businesses.	PO1.2.3.4.5	PSO 1, PSO 3, PSO 4, PSO5.	K1, K2, K3, K4, K5
CO4	Evaluate consumer finance options, EMI schemes, and responsible credit management practices.	PO1.2.3.4.5	PSO 1, PSO 3, PSO 4, PSO5.	K1, K2, K3, K4, K5
CO5	Examine FinTech applications, digital payment security measures, and emerging trends in retail financial services.	PO1.2.3.4.5	PSO 1, PSO 3, PSO 4, PSO5.	K1, K2, K3, K4, K5

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

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Completeness - 3, Accuracy – 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

**PROJECT WORK
CORE XIX**

SUBJECT CODE : 26UBRM319	THEORY & PRACTICALS	MARKS : 100
SEMESTER : VI	CREDITS : 5	TOTAL HOURS : 90

COURSE OUTCOME

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

- 1: Apply domain-specific theories, principles, and methodologies to design and execute meaningful projects.
- 2: Identify complex problems and develop innovative, practical, and multidisciplinary solutions.
- 3: Demonstrate the ability to conduct research, analyse data, and interpret findings to support informed decision-making.
- 4: Integrate ethical practices, sustainability, and social responsibility into project work, contributing positively to society.
- 5: Present and document project outcomes, while cultivating adaptability and continuous learning.

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH: 2026-2029
PART: III	COURSE COMPONENT: ELECTIVE -II
COURSE NAME: HUMAN RESOURCE MANAGEMENT	COURSE CODE: 26UCOM3E2
SEMESTER: VI	MARKS:100
CREDITS: 4	TOTAL HOURS: 75
THEORY	

(Common to B.Com (GEN), B.Com (MM B.Com (ISM), BBA & BBA RM)

COURSE OBJECTIVE:

To make aware of students regarding Human Resource Management practices

COURSE OUTCOMES:

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

1. Evaluate the role and importance of human resource management and its challenges.
2. Assess different methods of recruitment and their processes, including the use of AI in recruitment.
3. Evaluate various methods and techniques of training and the concept of career development.
4. Interpret the concept and techniques of performance appraisal.
5. Summarize grievance handling, settlement machinery, human resource management, and human resource information systems.

UNIT-I

(15 Hours)

Human Resource Management-Concept and Functions, Role, Status and Competencies of HR manager, Emerging Challenges of Human Resource Management-Work force Diversity- Empowerment, Downsizing, Work Life Balance.

UNIT-II

(15 Hours)

Human Resource Planning – Job Analysis- Job description & Job Specification-Recruitment – Concepts & Sources –Selection – Methods of Selection – Process of Selection - Uses of various tests – Interview techniques in selection and placement- Application and Challenges of AI based Recruitment.

UNIT-III

(15 Hours)

Training and Development–Concept and importance- Methods – On the Job Training –Off the Job Training– Identification of the training needs – Effectiveness of Training- Career Planning and Development.

UNIT-IV

(15 Hours)

Performance Appraisal – Nature and objectives, Methods-Traditional and Modern Methods of Appraisal- Transfer–Promotion and termination of services-Compensation-Concept and Policies- Individual, Group Incentive plans, Fringe Benefits, Performance linked compensation-Monetary and Non- monetary Benefit

UNIT-V

(15 Hours)

Recent trends in HRM- Green HRM - Human Resource Audit–Nature–Benefits–Scope – Approaches- Human Resource Information System (HRIS)- Need- Benefits- Designing of HRIS Computerized HRIS.

RECOMMENDED TEXTBOOKS

1. Human Resources Management- Dr.T.K.Avvai Kothai, Charulatha Publication
2. Aswathappa, K. (2013). *Human resource management: Text and cases*. Tata McGraw-Hill Education.
3. 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-resourcemanagement>
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	Number s	Mark s	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 4 out of 6 questions (each in 1200 words)	20-25	10	40
TOTAL MARKS				100

Break up of questions for theory

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

PO – CO mapping

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	2	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3.00	3.00	3.00	3.00	3.00

PSO – CO mapping

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	2	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	3.00	3.00	3.00	3.00	3.00

PO-PSO-CO-question paper mapping

CO No:	COURSE OUTCOME	Pos ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Evaluate the role and importance of human resource management and its challenges.	PO 1,3,4 & 5	PSO 1,3 & 5	K1, K2, K3, K4 & K5
CO2	Assess different methods of recruitment and their processes, including the use of AI in recruitment.	PO 1,3,4 & 5	PSO 1,2, 4 & 5	K1, K2, K3, K4 & K5
CO3	Evaluate various methods and techniques of training and the concept of career development.	PO 1,3, 4 & 5	PSO 1,2 & 4	K1, K2, K3, K4
CO4	Interpret the concept and techniques of performance appraisal.	PO 1,3,4 & 5	PSO 1,3 & 4	K1, K2, K3, K4
CO5	Summarize grievance handling, settlement machinery, human resource management, and human resource	PO 1,3,4 & 5	PSO 1,2,4 & 5	K1, K2, K3, K4

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

Continuous Internal Assessment - Components			
Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
Model Examination	Written examination for 180 minutes	100	10
Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Neatness & Presentation - 3, Regularity - 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION, RETAIL MANAGEMENT	BATCH:2026-29
PART: III	COURSE COMPONENT: ELECTIVE III
COURSE NAME: SERVICE MARKETING	COURSE CODE: 26UBBA3E3
SEMESTER: VI	MARKS:100
CREDITS: 5	TOTAL HOURS: 90
THEORY	

COURSE OBJECTIVE:

Introduction of service marketing, marketing mix and quality services

COURSE OUTCOMES:

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

1. Comprehend the importance of Services in the Marketing arena
2. Apply the concepts of 7P'S in service marketing
3. Comprehend the understanding of the 'state of the art' service management thinking
4. Analyse critical issues its service design including the service products and markets , building the service model and creating customer value
5. To determine ability in evaluating service design

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://altitudemarketing.com/services/>
2. <https://courses.lumenlearning.com/boundless-marketing/chapter/service-quality/>

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

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

BREAK UP OF QUESTIONS

UNITS	SECTION A	SECTION B	SECTION C
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

PO – CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO5
CO 1	0	0	2	0	3
CO 2	3	3	3	3	3
CO 3	2	3	3	0	3
CO 4	2	2	3	0	3
CO 5	3	2	3	3	3
Ave.	2.2	2.2	2.8	1.2	3

PSO – CO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	2	3	0	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Ave.	2.8	3	2.4	3	3

PO – PSO – CO QUESTION PAPER MAPPING

CO No:	COURSE OUTCOMES	POs ADDRESSED	PSOs ADDRESSED	COGNITIVE LEVEL (K1 to K6)
CO1	Comprehend the importance of Services in the Marketing arena	PO 1,3,4 & 5	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4
CO2	Apply the concepts of 7P'S in service marketing	PO 1,3,4 & 5	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4
CO3	Comprehend the understanding of the 'state of the art' service management thinking	PO 1, 3,4 & 5	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4
CO4	Analyse critical issues its service design including the service products and markets , building the service model and creating customer value	PO 1,3,4 & 5	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4, K5
CO5	Determine ability in evaluating service design	PO 1,3,4 & 5	PSO1, PSO2, PSO3, PSO4, PSO5	K1, K2, K3, K4

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

Continuous Internal Assessment - Components

Assessment Type	Nature	Maximum Marks	Weightage
Mid-Semester Examination	Pen and Paper test for 90 minutes	50	10
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Assignment	Content -3, Presentation - 2	5	5
Workbook/record book/ notebook	Neatness & Presentation - 3, Regularity - 2	5	5
Class activity 1	Quiz with MCQ (Correct Answers - 3, Speed - 2) / Rapid Fire (Quick Response - 3, Accuracy - 2) / Concept Mapping (Understanding of Concept - 3, Logical Connections - 2) / Others	5	5
Class activity 2	Group Discussion (Subject Knowledge - 3, Communication Skills - 2) / Case Study (Application of Concepts - 3, Problem Solving Ability - 2) Discussion/Debate (Content Knowledge - 3, Argument Strength - 2) / Others	5	5
Class activity 3	Think-Pair-Share (Idea Generation - 3, Sharing with Class - 2) / Role Play (Creativity and Expression - 3, Team Coordination - 2) / Puzzle (Logical Thinking - 3, Speed - 2) / Others	5	5
Attendance	Marks will be given based on the attendance percentage of respective course		5
Total			50

