**B.VOC (RETAIL MANAGEMENT)**

**SEMESTER - 1**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Sr. No.** | **Paper Code** | **Nomenclature** | **Credit Hours** | **Max External Marks** | **Max Internal Marks** | **Total Marks** |
| **1** | **BVRM - 101** | **FUNDAMENTAL OF MANAGEMENT** | **5** | **80** | **20** | **100** |
| **2** | **BVRM -102** | **BASICS OF MARKETING** | **5** | **80** | **20** | **100** |
| **3** | **BVRM -103** | **RETAIL CONCEPTS AND PRINCIPLES** | **5** | **80** | **20** | **100** |
| **4** | **BVRM -104** | **BUSINESS COMMUNICATION AND SOFT SKILLS** | **5** | **80** | **20** | **100** |
| **5** | **BVRM-105** | **FUNDAMENTALS OF COMPUTER** | **5** | **80** | **20** | **100** |
| **6** | **BVRM-106** | **HINDI/ ENGLISH** | **5** | **80** | **20** | **100** |
| **7** | **BVRM- 107** | **VOCATIONAL PRACTICE** | **2** | **-** | **50** | **50** |
|  |  | **Total** |  |  |  | **650** |

**B.VOC (RETAIL MANAGEMENT)**

**SEMESTER - II**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Sr. No.** | **Paper Code** | **Nomenclature** | **Credit Hours** | **Max External Marks** | **Max Internal Marks** | **Total Marks** |
| **1** | **BVRM -201** | **MANAGERIAL ECONOMICS** | **5** | **80** | **20** | **100** |
| **2** | **BVRM - 202** | **BUSNIESS STATISTICS** | **5** | **80** | **20** | **100** |
| **3** | **BVRM - 203** | **PRINCIPLES OF ACCOUNTING** | **5** | **80** | **20** | **100** |
| **4** | **BVRM - 204** | **RETAIL ORGANSATIONAL BEHAVIOUR** | **5** | **80** | **20** | **100** |
| **5** | **BVRM - 205** | **STORE OPERATIONS** | **5** | **80** | **20** | **100** |
| **6** | **BVRM - 206** | **E-TAILING** | **5** | **80** | **20** | **100** |
| **7** | **BVRM-207** | **COMPREHENSIVE VIVA-VOCE** | **2** | **-** | **50** | **50** |
|  |  | **Total** |  |  |  | **650** |

**Note:** At the end of the 2nd semester, students arerequired to undergo Summer Training of 6 to 8 Weeks duration in a business**/**commercial enterprise of repute .Students are also required to submit a report (carrying 100 marks) by September 30,the marks shall be carried to the 3rd semester

**B.VOC (RETAIL MANAGEMENT)**

**SEMESTER - III**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Sr. No.** | **Paper Code** | **Nomenclature** | **Credit Hours** | **Max External Marks** | **Max Internal Marks** | **Total Marks** |
| **1** | **BVRM - 301** | **RETAIL PLANNING** | **5** | **80** | **20** | **100** |
| **2** | **BVRM - 302** | **RETAIL LOGISTICS AND SUPPLY CHAIN** | **5** | **80** | **20** | **100** |
| **3** | **BVRM - 303** | **RETAIL INSTITUTIONAL FRAMEWORK AND ECOSYSTEM IN INDIA** | **5** | **80** | **20** | **100** |
| **4** | **BVRM - 304** | **INTRODUCTIONS TO INFORMATION TECHNOLOGY IN RETAIL** | **5** | **80** | **20** | **100** |
| **5** | **BVRM - 305** | **BUSINESS RESERCH METHODOLOGY** | **5** | **80** | **20** | **100** |
| **6** | **BVRM - 306** | **INDIAN BUSINESS ENVIRONMENTS** | **5** | **80** | **20** | **100** |
| **7** | **BVRM - 307** | **SUMMER TRAINING REPORT (EXTERNAL EVALUATION)** | **2** |  | **50** | **50** |
|  |  | **Total** |  |  |  | **650** |

**B.VOC (RETAIL MANAGEMENT)**

**SEMESTER - IV**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Sr. No.** | **Paper Code** | **Nomenclature** | **Credit Hours** | **Max External Marks** | **Max Internal Marks** | **Total Marks** |
| **1** | **BVRM - 401** | **RETAIL BUSINESS ENVIRONMENT** | **5** | **80** | **20** | **100** |
| **2** | **BVRM - 402** | **MALL MANAGEMENT** | **5** | **80** | **20** | **100** |
| **3** | **BVRM - 403** | **RETAIL ETHICS** | **5** | **80** | **20** | **100** |
| **4** | **BVRM - 404** | **MANAGING HUMAN RESOURCE IN RETAIL** | **5** | **80** | **20** | **100** |
| **5** | **BVRM - 405** | **RETAIL FINANCE MANAGEMENT** | **5** | **80** | **20** | **100** |
| **6** | **BVRM - 406** | **RETAIL BANKING** | **5** | **80** | **20** | **100** |
| **7** | **BVRM - 407** | **COMPREHENSIVE VIVA – VOCE** | **2** |  |  | **50** |
|  |  | **Total** |  |  |  | **650** |

**Note:** At the end of the 4th semester, students arerequired to undergo Summer Training of 6 to 8 Weeks duration in a business**/**commercial enterprise of repute .Students are also required to submit a report (carrying 100 marks) by September 30,the marks shall be carried to the 5th semester .

**B.VOC (RETAIL MANAGEMENT)**

**SEMESTER - V**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Sr. No.** | **Paper Code** | **Nomenclature** | **Credit Hours** | **Max External Marks** | **Max Internal Marks** | **Total Marks** |
| **1** | **BVRM - 501** | **STRATEGIC MANAGEMENT** | **5** | **80** | **20** | **100** |
| **2** | **BVRM - 502** | **RETAIL BRAND MANAGEMENT** | **5** | **80** | **20** | **100** |
| **3** | **BVRM - 503** | **RETAIL MARKETING COMMUNICATION** | **5** | **80** | **20** | **100** |
| **4** | **BVRM - 504** | **INTERNATIONAL RETAILING** | **5** | **80** | **20** | **100** |
| **5** | **BVRM - 505** | **MIS IN RETAILING** | **5** | **80** | **20** | **100** |
| **6** | **BVRM - 506** | **RETAIL SUCCESS STORIES** | **2** |  | **50** | **50** |
| **7** | **BVRM - 507** | **SUMMER TRAINING REPORT** | **2** |  |  | **50** |
|  |  | **Total** |  |  |  | **600** |

**B.VOC (RETAIL MANAGEMENT)**

**SEMESTER - VI**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Sr. No.** | **Paper Code** | **Nomenclature** | **Credit Hours** | **Max External Marks** | **Max Internal Marks** | **Total Marks** |
| **1** | **BVRM - 601** | **LAWS GOVERNING RETAILING IN INDIA** | **5** | **80** | **20** | **100** |
| **2** | **BVRM - 602** | **ENTREPRENUERSHIP DEVELOPMENT** | **5** | **80** | **20** | **100** |
| **3** | **BVRM - 603** | **RETAIL ANALYTICS** | **5** | **80** | **20** | **100** |
| **4** | **BVRM - 604** | **RETAIL CUSTOMER RELATIONSHIP MANAGEMENT** | **5** | **80** | **20** | **100** |
| **5** | **BVRM - 605** | **RETAIL SERVICE MANAGEMENT** | **5** | **80** | **20** | **100** |
| **6** | **BVRM - 606** | **RETAIL OUTLET VISITS AND CASE DEVELOPMENT** | **2** |  |  | **50** |
| **7** | **BVRM - 607** | **COMPREHENSIVE VIVA-VOCE** | **2** |  |  | **50** |
|  |  | **Total** |  |  |  | **600** |

**TOTAL MARKS OF ALL SEMESTERS**

|  |  |
| --- | --- |
| **SEMESTER WISE** | **MARKS** |
| SEMESTER 1 | 650 |
| SEMESTER 2 | 650 |
| SEMESTER 3 | 650 |
| SEMESTER 4 | 650 |
| SEMESTER 5 | 600 |
| SEMESTER 6 | 600 |
| **AGGREGATE MARKS** | **3800** |

**SEMESTER - 1**

**BVRM - 101 FUNDAMENTALS OF MANAGEMENT**

**Max Marks (External): 80**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note:** **The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory comprising of 4 questions of 4 marks each. Students are required to attempt five questions of 16 marks each.**

Management – nature and process, scope and process of management, managerial roles and skills, Approaches to management – classical, human relations and behavioral, systems and contingency approach; Functions of Management: Planning– concept, purpose and process of planning and types of planning; Decision making – nature and process, behavioral aspects of decision making, group decision making; Organizing- elements of organizing – division of work, departmentalization, distribution of authority, coordination; Organizational structure and design; leadership – nature and significance, leadership styles, behavioral and situational approaches to leadership, leadership theories; Management control – nature, purpose and process of controlling, Types of control system, prerequisites of effective control system, resistance to control, controlling techniques;Social audit.

**SUGGESTED READINGS:**

1. Weihrich, Heinz and Harold Koontz, **Essential of Management**: A Global Perspective, Tata McGraw Hill Education, New delhi
2. Griffin, Ricky W: **Management**, Biztantra, New Delhi
3. Rao, VSP, Management, Excel Books, New Delhi
4. Stoner, Freeman and Gilbert, Jr. Management, Pearson Education, New Delhi

**BVRM – 102 BASICS OF MARKETING**

**Max Marks (External): 80**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note:** **The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory comprising 4 questions of 4 marks each. Students are required to attempt five questions of 16 marks each.**

Concepts of Marketing: - Marketing Environment, Marketing Mix, STP (segmenting, targeting and positioning) approach to marketing; Marketing Information System: Meaning and Components of Marketing Research; Consumer Behavior: Meaning and Importance of study for Marketers. Product – Meaning, levels and product Mix; New Product development:Product Life Cycle, Branding and Packaging decision; Pricing: Meaning, procedure for setting a price; Distribution Channels: Levels and Roles; Management of Physical Distribution: Promotion, promotion Mix- A study of advertising, sales promotion, personal selling, direct marketing and public relations.

**SUGGESTED READINGS:**

1. Mc Carthy; E.J. : **Basic marketing** -A Managerial Approach
2. Rama Swamy : Marketing Management & Nama Kumari
3. Kotler, Philip : **Marketing Management Analysis Planning and Control.**
4. Still and Cundiff : Basic Marketing. 5. Stanton et. al. : Marketing Management.

**BVRM - 103 RETAIL CONCEPTS AND PRINCIPLES**

**Max Marks (External): 80**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note:** **The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory comprising 4 questions of 4 marks each. Students are required to attempt five questions of 16 marks each.**

Definition, nature and importance of retailing in the Indian economy: functions of retailers, classification of retailers; Concept of organized retail: difference between organized retailing and unorganized retailing; Non store retailing and service retailing, stages of the customer buying process, types of consumer buying behavior, factors affecting buying decision process, consumer decision-making procedure in retail perspective;Store Location: meaning, types of retail locations and factors for choosing a location; Store layout and Design: key considerations in store layout, factors of design decisions, importance of layout, steps for designing layout; The Retailing Organizations: Organization structures and HR functions in these organizations; Retail Merchandising: Meaning, the process of merchandise planning, merchandise budget, methods of merchandise procurement, controlling the merchandise.

**SUGGESTED READINGS:**

1. Pradhan,Swapna. Retailing Management,Tata McGraw-Hill Publishing Company Ltd.
2. Sheikh,Arif.Fatima,Kaneez. Retail Management, Himalaya Publishing House Pvt. Ltd.
3. Cox, Roger. Brittan Paul. Retailing- An Introduction,Pearson Education
4. Bajaj, Chetan. Tuli,Rajnish. Srivastava Nidhi V. Retail Management, Oxford University Press.
5. Hasty, Ron. Reardon, James. Retail Management, The McGraw-Hill Companies, Inc

**BVRM - 104 BUSINESS COMMUNICATION AND SOFT SKILLS**

**Max Marks (External): 80**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note:** **The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory comprising 4 questions of 4 marks each. Students are required to attempt five questions of 16 marks each.**

Business Communication – Nature and process, forms of communication, role of communication skills in business, communication networks and barriers to communication; Communication Skills: Listening skills – cognitive process of listening, barriers to listening, reading skills, speaking skills, public speaking, voice modulation and body language. Written Communication: Types, structures and layout of business letters: preventative letters – sales letters, claim letters, employment letters, writing memo, notice and circular; Business Reports : Purpose and types, framework of business reports, presentation of reports, brochures, issuing notice and agenda of meeting and recording of minutes of meetings.

**SUGGESTED READINGS**:

1. Koneru, Arun, Professional Communication, Tata McGraw Hill, New Delhi
2. Monipally, M.M., Business Communication Strategies, Tata McGraw Hill, New Delhi
3. Das, Biswajit and Ipseeta Satpathy, Business Communication and Personality Development, Excel Books, New Delhi
4. McGrath, E.H., Basic Managerial Skills for All, Prentice Hall of India, New Delhi.

**BVRM - 105 FUNDAMENTALS OF COMPUTER**

**Max Marks (External): 80**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note:** **The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory comprising 4 questions of 4 marks each. Students are required to attempt five questions of 16 marks each.**

Introduction – Digital and analog computers, evolution of digital computers, major components of a digital computer, hardware, software, firmware, middleware and freeware, computer applications; Input devices, output devices, printers, plotters, other forms of output devices; main memory, secondary memory and backup memory; Decimal number system, binary number system, conversion of a binary number to decimal number, conversion of a decimal number to a binary number, addition of binary numbers, binary subtraction, hexadecimal number system and octal number system; Introduction to Operating System, functions, types, structure, memory management; file management system; Computer applications in different segments of society (education, banks, business etc.)

**SUGGESTED READINGS:**

1. Gill, Nasib, Computer Fundamental and Internet
2. Saxena, Computer Applications in Management, Vikas Publication, New Delhi
3. B. Ram, Computer Fundamentals, New Age Publications, New Delhi
4. Rajaraman, V., Computer Fundamentals, PHI, New Delhi.

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**BVRM- 106: English**

Max. Marks: 100

Theory: 80

Practical: 20

**Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of four short answer questions of four marks each. All questions shall carry equal marks.**

**Objectives: To extend the students vocabulary and to give them greater familiarity with and Practice in using sentences to make meaningful utterances.**

Text book (Prescribed): Developing English Skills edited by P.K. Thakur S.D. Desai and T. J. Purani (Bombay: Oxford University Press) (For intensive study)/

Text Book (Prescribed): Contemporary English Prose, edited by K.P.K. Menon 9Madras: Oxford University Press) (Expect Passages 5, 11 and 13) (For extensive Study).

Vocabulary and Sentence Formation

Items: Vocabulary/Conjunction, Preposition, Articles.Sentence-Formation.

(Involving remediation of common errors in the use in relevant contexts of the definite and indefinite article. Prepositions and tenses and of reported speech active/passive, relative clauses and questions.)

Translation (Hindi to English)

Retranslation (English to Hindi)

Writing Curriculum Vitae.

Synonyms/ Antonyms, Homophones, Prefix, Suffix, one-word substitution.

Objectives: To enables the students to take practice in writing English for Business use, employing their learning of usage.

Paragraph Writing (on topics of business interest)

Writing business letters and application

**BVRM – 107 VOCATIONAL PRACTICE**

**Max Internal Marks: 50**

**SEMESTER- II**

**BVRM - 201 MANAGERIAL ECONOMICS**

**Max Marks (External): 80**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note:** **The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory comprising 4 questions of 4 marks each. Students are required to attempt five questions of 16 marks each.**

Managerial economics: meaning nature and scope; Objectives of firm, equilibrium, utility, opportunity cost, marginal and incremental principles; Theory of demand: Nature of demand for a product, individual demand, market demand, determinants of demand. Law of demand, Elasticity of demand and its determinants; Theory of Consumer Behavior: Cardinal Utility analysis, indifference curve analysis, applications of indifference curves; Theory of production and costs: The concept of production function, production with one and two variable inputs, theory of cost in short run and long run, revenue function; Theory of firm and market organization: pricing under perfect competition, pricing under monopoly, price discrimination, pricing under monopolistic competition, selling cost, pricing under oligopoly.

**SUGGESTED READING**

Koutsoyiannis : Modern Microeconomics

Varshney & Maheshwari : Managerial Economics

Mote, Paul & Gupta : Managerial Economics

Ferguson & Gould : Microeconomics

**BVRM - 202 BUSNIESS STATISTICS**

**Max Marks (External): 80**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note:** **The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory comprising 4 questions of 4 marks each. Students are required to attempt five questions of 16 marks each.**

Measures of Central Tendency and Dispersion: Meaning and objectives of measures of central tendency, different measure viz. arithmetic mean, median, mode, geometric mean and harmonic mean; characteristics, applications and limitations of these measures; measure of variation viz. range, quartile deviation, mean deviation and standard deviation, co-efficient of variation and skewness; Correlation and Regression: Meaning of correlation, types of correlation – positive and negative correlation, simple, partial and multiple correlation, methods of studying correlation; scatter diagram, graphic and direct method; properties of correlation co-efficient, rank correlation, coefficient of determination, lines of regression, co-efficient of regression, standard error of estimate. Index numbers and time series: Index number and their use in business; construction of simple and weighed price, quantity and value index numbers; test for an ideal index number, components of time series viz. secular trend, cyclical, seasonal and irregular variations, methods of estimating secular trend and seasonal indices; use of time series in business forecasting and its limitations, calculating growth rate in time series.

**SUGGESTED READINGS:**

1. Gupta, S.P. & M.P. Gupta, Business Statistics
2. Gupta, C.B., An Introduction to Statistical Methods
3. Gupta, B.N., An Introduction to Modern Statistics
4. Sancheti, S.C. & V.K. Kapoor, Statistical Methods
5. Ellhans, D.N., Fundamentals of Statistics

**BVRM - 203 PRINCIPLES OF ACCOUNTING**

**Max Marks (External): 80**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note:** **The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory comprising 4 questions of 4 marks each. Students are required to attempt five questions of 16 marks each.**

Meaning and scope of accounting, nature of financial accounting principles, basis of accounting; Accounting process – from recording of business transaction to preparation of trial balance ;Depreciation accounting; preparation of final accounts (non-corporate entities) along with major adjustments; Rectification of errors; joint venture accounts; Hire purchase system and accounting; lease and installment purchase system accounting; consignment accounts .

**SUGGESTED READINGS:**

1. Gupta R.L., Advanced Accounting Vol. I, S. Chand & Sons, New Delhi

2. Grewal T.S. and M.C. Shukla, Advanced Accounting Vol. I, S. Chand & Sons, New Delhi

3. Monga, J.R., Financial Accounting, Margin Paper Bank, New Delhi

4. Maheshwari S.N., Advanced Accounting Vol. I, Vikas Publications.

**BVRM – 204 RETAIL ORGANSATIONAL BEHAVIOUR**

**Max Marks (External): 80**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note:** **The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory comprising 4 questions of 4 marks each. Students are required to attempt five questions of 16 marks each.**

Organization Behavior: Concept, Meaning and Function of Organization Behavior, Types of Groups, Reason for the Formation of Group, Group Cohesiveness, Group Conflicts, Team Building; Individual Differences; Causes of Individual Differences. Perception: Concept, Perceptual selectivity, Managerial implications of Perception Conflict: Meaning, Process of Conflict, Types of Conflicts:Individual, Group and Organizational Level; Change: Concept, Resistance to Change, Management of Change, Role of Change Agent; Stress – Causes, Effects and Coping Strategies; Power and Politics: Leadership – Concept, Theories, Path Goal Leadership Theory, McGregor’s Theory X and Theory Y, Charismatic Leadership, Transformational Leadership, Leadership Styles, Roles and Activities of Leadership, Leadership Skills; Organizational Culture (Definition, Characteristics of an organization’s culture, types of culture, role of culture, Negative effects of culture). Suggested Reading:

1. Aswathappa, K. Organizational Behavior, HPH, Mumbai, 1997.

2. Chandan, J.S., Organizational Behavior, Vikas Publishing House, Pvt. Ltd.1994.

3. Davis, Keith and Newstrom, J.W., Human Behavior at Work, McGraw Hill, 1985.

4. Griffin, R.W. and Moorhead, G., Organizational Behavior, Houghton Mifflin Co.1

**BVRM - 205 STORE OPERATIONS**

**Max Marks (External): 80**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note:** **The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory comprising 4 questions of 4 marks each. Students are required to attempt five questions of 16 marks each.**

Store Planning: Design and Layout, Retail Merchandising, Pricing in Retailing, Importance of Supply Chain Management in Retailing; Setting up Retail organization, Size and Space allocation, location strategy, Factors affecting the location of Retail, Retail location Research and Techniques, Objective of Good store Design; Store Layout and Space planning, Types of Layouts, role of Visual Merchandiser, Visual Merchandising Techniques, Controlling Costs and Reducing Inventories Loss, Exteriors and Interiors; Store Management: Responsibilities of Store Manager, Store Security, Store Record and Accounting System, Coding System and Material Handling in Stores.

**SUGGESTED READING**

1. Supply Chain Management – Planning and operation, Chopra, Sunil and Peter Meindl,Prentice Hall.
2. Supply Chain Management- Concepts, Practices and Implementation, Sunil Sharma, Oxford University Press.
3. Essentials of Supply Chain Management, Mohanty R .P. and S.G. Deshmukh, Phonix Publishing.
4. Business Logistics/ Supply Chain Management, Ballou,Donald H. and S.Srivstava Pearson

**BVRM - 206 E-TAILING**

**Max Marks (External): 80**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note:** **The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory comprising 4 questions of 4 marks each. Students are required to attempt five questions of 16 marks each.**

Introduction – meaning and concept of e-tailing. Planning online business: nature and dynamics of the internet, pure online vs. brick and click business, assessing requirement for an online business, designing, developing and deploying the system, one to one enterprise; Technology for online business – Internet, IT infrastructure; middleware contents: text and integrating e-business applications; mechanism of making payment through internet: online payment mechanism, electronic payment systems, payment gateways, visitors to website, tools for promoting website; plastic money: debit card, credit card; laws relating to online transactions; Applications of e-tailing in manufacturing, wholesale, retail and service sector.

**SUGGESTED READINGS:**

1. Murty, C.V.S., E-Commerce, Himalaya Publications, New Delhi

2. Kienam, Managing Your E-Commerce business, Prentice Hall of India, N.Delhi.

3. Kosiur, Understanding E-Commerce, Prentice Hall of India, N.Delhi.

4. Kalakota, Whinston, Frontiers of Electronic Commerce, Addison Wesley.

**BVRM – 207 COMPREHENSIVE VIVA VOCE**

**Max Internal Marks: 50**

**SEMESTER- III**

**BVRM - 301 RETAIL PLANNING**

**Max Marks (External): 80**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note:** **The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory comprising 4 questions of 4 marks each. Students are required to attempt five questions of 16 marks each.**

Importance of Retail planning – Types of planning – decision making process – Approaches to decision making – Decision models – Pay off Matrices – Decision trees – Break Even Analysis; Strategy formulation, Finance and Human Resource Mobilization; Operations Planning - Market and Channel Selection -Growth Strategies; Retail Format I: Classification of retailers – Store based Retailers – By Ownership ,Independent store , Chain store ,Franchise store, Price based retailers– discount store; off-price retailer;Factory outlet stores – Close out retailers, single price retailers, warehouse club – Catalog showrooms, By product Line – department store – supermarket – hypermarket; Retail Format II: Specialty retailers – Convenience stores, Non store based Retailer – Direct selling – Direct marketing – catalog marketing – telemarketing – TV home shopping; World Wide Web – Automatic vending – The impact of scalability of store formats.

**SUGGESTED READINGS**

1. Gibson Vedamani, Retail Management,Functional Principles and Practices,Jaico Books, Second Edition, 2004.
2. Michael Levy and Barton A. Weitz, Retail Management,Tata McGraw Hill, Fifth Edition, 2004.

**BVRM - 302 RETAIL LOGISTICS AND SUPPLY CHAIN**

**Max Marks (External): 80**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note:** **The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory comprising 4 questions of 4 marks each. Students are required to attempt five questions of 16 marks each.**

**Retail Logistics:** Introduction, Understanding Retail Logistics and its functions; Cross Docking and Reverse Logistics Method, Retail logistics – Dynamic Changes; Retail Supply Chain Management: The Significance of SCM, The Evolution of SCM, Challenges in developing the SCM Relationships in the Supply Chain, Significance of Relationship Management in SCM; Changing Buyer-Seller Relationship, Relationship between Manufacturers and Supplier; The Role of Logistics Service Providers; The Greening of Retail Logistics: Scenario, Environmental effects of retail logistics, Choice of Transportation Mode and Energy Efficiency of Retail Deliveries.

**SUGGESTED READINGS**

1. Retail Management – Levy and Weitz
2. Channel Management and Retail Management – Meenal Dhotre
3. Retail logistic Management – David Gilbert
4. Retail Management – Ron Hasty and James Reardon
5. The Art of Retailing – A.J. Lamba
6. Retail Management – W. Steward
7. Retail Management – Analysis, Planning and Control – David Walters

**BVRM - 303 RETAIL INSTITUTIONAL FRAMEWORK AND ECOSYSTEM IN INDIA**

**Max Marks (External): 80**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note:** **The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory comprising 4 questions of 4 marks each. Students are required to attempt five questions of 16 marks each.**

**Retail Institution:** Different forms of Retail business organizations- Proprietorship, Partnership firm, Private Company, Public company, Limited Liability Partnership, HUF Firm, Joint ventures etc.; Process of Opening a Retail Store, Legal formality to be taken into consideration (Shop and Establishment Acts); Introduction, Registration of Establishment, Classification of establishment as per local act of state. Operational Rules - opening, closing, working hours, working conditions, holidays as per act. Rules related to employment of child, young person and working women, Health and safety; Enforcement & Inspection, offences and Meaning, Characteristics by Ownership: Independent, Chain, Franchising, Leased, Department, Vertical Marketing System, Consumer-Cooperatives.

**SUGGESTED READING**

1. Swapna Pradhan- Retailing Management- Text and Cases, Tata McGraw Hill- 2nd edition, 2004.
2. Barry Berman and Joel R Evans- Retailing Management- A Strategic Approach, Prentice Hall of India, 8th Edition, 2002.
3. James R. Ogden, Denise Ogden- Integrated, Retail Management- Biztantra 2005.

**BVRM - 304 INTRODUCTION TO INFORMATION TECHNOLOGY IN RETAIL**

**Max Marks (External): 80**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note:** **The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory comprising 4 questions of 4 marks each. Students are required to attempt five questions of 16 marks each.**

Information and Communication Technology (ICT), Information systems; E-World- Computer Architecture: Input Hardware- Processing & Memory Hardware, Storage Hardware, Output Hardware, Communication Hardware; Operating Systems: Concept of operating system WINDOWS and its versions; Windows XP: Managing files & folders, Windows Explorer - Understanding computer customization, configuring screen, mouse, Printer, System Tools, Customizing windows –Protecting computer Communications: Protocols in Computer communications- Wired & Wireless communication Future of communications - Satellite Based systems - Beyond 3G to 4G Network: Networks-Benefits of networks, types of network: WANs. MANs, LANs, WLANs; Types of LAN, Intranet, Extranet- Virtual Networks, Sharing data and hardware in LAN environment- work group computing & groupware; Telecommuting & Virtual offices Network security Firewalls , Website Management

**SUGGESTED READINGS**

1. Fundamentals of Computers- P.K. Sinha
2. Computer Today- Suresh K. Basabdra
3. Essential of IT- Deepak Barihoke

**BVRM - 305 BUSINESS RESERCH METHODOLOGY**

**Max Marks (External): 80**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note:** **The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory comprising 4 questions of 4 marks each. Students are required to attempt five questions of 16 marks each.**

Meaning and nature of research: Significance of research in business decision-making. Identification and formulation of research problem, setting objectives and formulation of hypotheses; Research Design and Data Collection: Research Designs - exploratory, descriptive, diagnostic and experimental; Data Collection; Universe, Survey Population, Sampling and sampling designs; Data Collection Tools - Schedule, questionnaire, interview and observation. Scaling techniques: need for scaling, problems of scaling, types of scales (nominal, ordinal, interval, ratio), differences in rating and ranking scales, reliability and validity of scales, scale construction techniques - arbitrary approach, consensus scale approach (Thurston), item analysis approach (Likert); Interpretation and report writing: meaning of interpretation, techniques and precautions in interpretation and generalization; Report writing - purpose, steps and format of research report and final presentation of the research report.

**SUGGESTED READING:**

1. Shekharan Uma, Business Research Methods, John Wiley Publications
2. Zikmud, Business Research Methods, Cenage Publications
3. Copper, Business Research Methods, Tata McGraw Hill

**BVRM - 306 INDIAN BUSINESS ENVIRONMENT**

**Max Marks (External): 80**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note:** **The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory comprising 4 questions of 4 marks each. Students are required to attempt five questions of 16 marks each.**

Nature, components and determinants of business environment; basic structure of Indian economy and growth trends; basic nature of Indian economic system and its impact on social responsibility of business; Latest Economic Policy (Broad Features). Trend and pattern of industrial growth; industrial licensing policy; Privatization, trends and issues for public sector, RTI Act 2005: Purpose, Right to Information and Obligation of Public Authorities, Exemption from disclosure of information. Development banking finance for corporate Sector – trends pattern and policy; regulation of stock exchanges and the role of SEBI; SEBI guidelines relating to fresh issues of companies; banking sector reforms; challenges facing public sector banks; Trends and patterns of India’s foreign trade and balance of payment; latest EXIM policy – main features; policy towards foreign direct investment; role of MNCs; India’s policy commitments to multilateral institutions – IMF, World Bank and WTO.

**SUGGESTED READING:**

1. F. Cherunilum, Business Environment, Himalaya Publishing House, New Delhi.
2. N.K. Sengupta, Government and Business, Vikas, New Delhi.
3. K. Aswathappa, Business Environment for Strategic Management, Himalaya Publishing House, New Delhi.
4. Govt. of India, Economic Survey (latest year).

**BVRM – 307 SUMMER TRAINING REPORT (EXTERNAL EVALUATION)**

**Max Marks (External): 50**

**SEMESTER- IV**

**BVRM - 401 RETAIL BUSINESS ENVIRONMENT**

**Max Marks (External): 80**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note:** **The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory comprising 4 questions of 4 marks each. Students are required to attempt five questions of 16 marks each.**

Introduction to Retail Environment: The functions of retailing, Retail formats, Successful Retailing. Theories of Retail Development- Life cycle and phase in growth of retail markets- Business models in retail- other retail models. Opportunity Analysis: Retailing Environment; Economic Environment; Socio demographic change; Technological Environment; Changing Expenditure and shopping pattern; Legal & Ethical issues; Management opportunities; Entrepreneurial opportunities; Retail Change: A Review, Cultural Transformation and Retailing, New Approaches in Retailing, Emerging Themes and Niches, Building for the future: Learning from the past. Retail in India: Evolution and size of retail in India- Drivers of retail change in India; Foreign Direct Investment in retail- Challenges in retail developments in India.

**SUGGESTED READINGS**

1. Swapna Pradhan- Retailing business environment- Text and Cases, Tata McGraw Hill- 2nd edition, 2004.
2. F. Cherunilum, Business Environment, Himalaya Publishing House, New Delhi.
3. N.K. Sengupta, Government and Business, New Delhi.
4. K. Aswathappa, Business Environment for Strategic Management, Himalaya Publishing House, New Delhi.

**BVRM - 402 MALL MANAGEMENT**

**Max Marks (External): 80**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note:** **The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory comprising 4 questions of 4 marks each. Students are required to attempt five questions of 16 marks each.**

Fundamentals of Mall Management: Introduction to Mall Management, Strategic planning for malls, Aspects in Mall Management, Positioning a Mall, Zoning-formulating the right tenant mix and its placement in a Mall, Facility Management – infrastructure, traffic and ambience management; Mall Operations, Tenant Management, Financial Management, Site Selection, Space Management, Mall Maintenance Management, Aspects in Quality Management, Consumer Buying Behavior, Managing Customers in Mall, Effective Communication, Promotion and Marketing, Commercial Lease.

**SUGGESTED READINGS**

1. Barry Berman and Joel R Evans- Retailing Management- A Strategic Approach, Prentice Hall of India, 8th Edition, 2002.
2. James R. Ogden, Denise Ogden- Integrated, Retail Management- Biztantra 2005.
3. Gibson G Vedamani- Retail Management- Functional Principles and Practice, Jaico Publishing House, Second edition, 2004.

**BVRM - 403 RETAIL ETHICS**

**Max Marks (External): 80**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note:** **The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory comprising 4 questions of 4 marks each. Students are required to attempt five questions of 16 marks each.**

Retail Ethics: Meaning of ethics; why ethical problems occur in business. Ethical principles in business: Theories of Business Ethics, Globalization and Business Ethics. All alternative to moral principles; Moral issues in Business; Worker’s and employee’s right and responsibilities; profit maximization Vs social responsibilities. Ethics and Values: Personal Values, Social Values, Moral Values, Spiritual Values , Values Conflict and its Reconciliation ,Values and Behavior; Ethical Egoism, Ethics of Duties, Ethics of Rights and Justice, Feminist Ethics, Psychological Theories of Moral Development: Reflection on Personal Experiences of Moral Development, Social Responsibility of Retailing Business: Arguments for and Against Corporate Social Responsibility : The Indian Perspective

**SUGGESTED READINGS:**

1. Dr.F.C.Sharma, Business Values & Ethics – Shree Mahavir Book Depot, Nai Sarak, New Delhi.
2. C.S.V Murthy – Business Ethics, Himalya Publishing House.
3. Shina Parkashan – Managerial Ethics – Rajat Publications.

**BVRM - 404 MANAGING HUMAN RESOURCE IN RETAIL**

**Max Marks (External): 80**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note:** **The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory comprising 4 questions of 4 marks each. Students are required to attempt five questions of 16 marks each.**

Introduction Human Resource management : Concept and Fundamentals, Role, Status and competence of HR Manager, HR Policies, Emerging Challenges of Human Resource Management; Workforce diversity; Empowerment; Downsizing; VRS; Human Resource Information System , Acquisition of Human Resource for retail business– Quantitative and Qualitative dimensions; Job analysis, Recruitment, Selection, Test and Interview; Placement and Induction; Training and Development- Identifying Training and Development Needs for change management, Designing; Training Programmes; Role-Specific and Competency Based Training ;Evaluating Training; Effectiveness; Training Process Outsourcing; Management Development; Career Development. Performance Appraisal with Modern techniques, employee wage payments and incentive plans; fringe benefits.

**SUGGESTED READINGS:**

1. Human Resource Management: Concepts and Issues, by T.N. Chhabra, Dhanpat Rai & Co. New Delhi.
2. Human Resource Management by R. Wayne Mondy, Pearson Publications, Delhi.
3. Human Resource Management by C.B. Gupta.

**BVRM - 405 RETAIL FINANCE MANAGEMENT**

**Max Marks (External): 80**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note:** **The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory comprising 4 questions of 4 marks each. Students are required to attempt five questions of 16 marks each.**

Evolution, Scope and Functions of Finance Managers- Introduction; Scope of Finance; Financial Management System; Finance Functions ; Role of a Finance Manager Objectives of a Firm – Introduction; Profit Maximization; Shareholders’ Wealth Maximization (SWM) Financial Planning – Introduction; Meaning of Budget; Types of Budgets; Advantages of Budgeting; Responsibility Accounting Time Value of Money - Introduction; Concept of Time Value of Money; Compounding Method ; Discounting Method Cost of Capital Financial and Operating Leverage – Introduction; Meaning of Financial Leverage; Measures of Financial Leverage; Calculation of Earnings Per Share (EPS) and Return on Equity (ROE), Capital Budgeting Decisions, Capital Structure Theories, Sources of Finance - Short-term Finance ;Long-term Funds, Dividend Policy , Working capital Management of Cash – Introduction ; Motives for Holding Cash; Facets of Cash Management; Cash Planning; Cash Forecasting and Budgeting; Determining the Optimum Cash Balance.

**SUGGESTED READING**

1. Khan M.Y and.Jain P.K, Financial Management, Text, Problems and Cases - Tata
2. McGraw 2. Pandey I.M , Financial Management, Vikas Publishing House Pvt. Ltd.

**BVRM - 406 RETAIL BANKING**

**Max Marks (External): 80**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note:** **The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory comprising 4 questions of 4 marks each. Students are required to attempt five questions of 16 marks each.**

Introduction- History and definition, role within the bank operations, Applicability of retailing concepts, Wholesale Banking: Retail Products Retail Products Overview - Customer requirements, Products development process, Liabilities and Assets Products/Description of Liability products, Description of Asset Products, Approval process for retail loans, Credit scoring. Important Asset Products-Home Loans - Eligibility, Purpose, Amounts, Margin, Security, Disbursement, Moratorium, Prepayment issues, Repayments/Collection.Auto/Vehicle Loans - Eligibility, Purpose, Amounts, Margin, Security, Disbursement, Moratorium, Prepayment issues and Repayments, Collection; Personal Loans Eligibility, Purpose, Amounts, Credit / Debit Cards - Credit Vs Debit Cards.

**SUGGESTED READING:**

1. Pratap G Subramanyam, Investment Banking TATA McGraw Hill Latest edition

2. Ranjan Rakesh, Investment Banking Wiley Publication

3. Khatua, Project Management and Appraisal Oxford Publication Latest edition

**BVRM – 407 COMPREHENSIVE VIVA – VOCE**

**External Maximum Marks: 50**

**SEMESTER- V**

**BVRM - 501 STRATEGIC MANAGEMENT**

**Max Marks (External): 80**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note:** **The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory comprising 4 questions of 4 marks each. Students are required to attempt five questions of 16 marks each.**

Strategic management; Strategic decision making; Process of strategic decision making.Strategy formulation: Company's vision, mission and objectives; Environmental and organizational appraisal, Strategic alternatives and choice; Types of strategies; Corporate strategy, Concept of value chain, core competency, resource base theory and competitive advantage. Strategy implementation: Designing organizational structure and activating strategies; Matching Strategy Evaluation: Strategic evaluation and Control, Strategic and Operational Control; Techniques of evaluation and control.

**SUGGESTED READINGS:**

1. John A Pearce II and Richard B Robinson Jr., Strategic Management, Strategic Formulation and Implementation.,3rd Edition AITBS Publishers and distributors (Regd.) 1996 Delhi.
2. C. Roland Christerson, Etl. Business policy Text and cases, 6th Edn., 1987, IRWIN Homewook illions.
3. Cuno Pumpin, ‘The Essence of Corporate Strategy’, 1987 Gower Publishing Company, Ltd., England.

**BVRM - 502 RETAIL BRAND MANAGEMENT**

**Max Marks (External): 80**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note:** **The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory comprising 4 questions of 4 marks each. Students are required to attempt five questions of 16 marks each.**

Introduction to Brand- Concept and Importance of Retail Branding; Retail Brand Values; Brands and Consumer Psychology; Retail Branding Terminology- Brand Awareness, Brand Personality, Brand Image, Brand Identity, Brand Loyalty, Brand Extensions and Brand Equity. Major Retail Branding Decisions; Types of Retail Brands- Family versus Individual Brand Names; Multiple Branding; Private versus National Branding. Retail Branding in Specific Sectors- Consumer Market; Industrial Market; Service Brands Retail Branding for International Marketing; Brand Building and Communication; Retail Brand Positioning; Measurement of Retail Brand Equity.

**SUGGESTED READINGS**

1. Barry Berman and Joel R Evans- Retailing Management- A Strategic Approach, Prentice Hall of India, 8th Edition, 2002.
2. James R. Ogden, Denise Ogden- Integrated, Retail Management- Biztantra 2005.
3. Gibson G Vedamani- Retail Management- Functional Principles and Practice, Jaico Publishing House, Second edition, 2004.

**BVRM - 503 RETAIL MARKETING COMMUNICATION**

**Max Marks (External): 80**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note:** **The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory comprising 4 questions of 4 marks each. Students are required to attempt five questions of 16 marks each.**

Communication Process, nature and functions, A Basic Model of communication source, Encoding. Message, Channel, Receiver, Decoding, Noise, Response, Feedback, .Establishing objectives for retail marketing communication programme-The objectives- communications, planning & decision making; Determining Promotional objectives; The retail marketing communications-advertising, Sales Promotion, Personal Selling, Public Relations, Direct Marketing; The process of Public Relations-Developing & Executing the PR Programme and Publicity.

**SUGGESTED READINGS**

1. Das, Biswajit and Ipseeta Satpathy, Business Communication and Personality Development, Excel Books, New Delhi
2. McGrath, E.H., Basic Managerial Skills for All, Prentice Hall of India, New Delhi
3. Rai, Urmila and S.M. Rai, Business Communication, Himalaya Publishing House, Mumbai

**BVRM - 504 INTERNATIONAL RETAILING**

**Max Marks (External): 80**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note:** **The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory comprising 4 questions of 4 marks each. Students are required to attempt five questions of 16 marks each.**

International Retailing: Definition, nature, scope and benefits; reasons and motivations underlying International Business; basic modes for entry; process of International retailing; Domestic retailing versus International retailing. Factors influencing International market selection and segmentation, Selection strategies; International retail Planning and control. International product policy and planning International Product mix, Branding, labeling, packaging and organization of product warranties and services. International Pricing policies strategies, the process of price setting, pricing decisions, information for pricing decisions; International Advertising strategies; International Distribution Channels International distribution policy.

**SUGGESTED READINGS**

1. Sheikh,Arif.Fatima,Kaneez. Retail Management, Himalaya Publishing House Pvt. Ltd.Cox, Roger. Brittan Paul. Retailing- An Introduction,Pearson Education
2. Bajaj, Chetan. Tuli,Rajnish. Srivastava Nidhi V. Retail Management, Oxford University Press.
3. Hasty, Ron. Reardon, James. Retail Management, The McGraw-Hill Companies, Inc.

**BVRM - 505 MIS IN RETAILING**

**Max Marks (External): 80**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note:** **The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory comprising 4 questions of 4 marks each. Students are required to attempt five questions of 16 marks each.**

Managing Information Systems in Retailing: Introduction, Managing in the Internet Era, Managing Information Systems in retailing-the IT interaction model, Challenges for the manager, what information to build, how much to spend on information systems, what level of capabilities should be created with information systems, how centralized should the services be, what security levels are required, what is technology road-map for the retailing? Business Process Integration with IT: Introduction, Business Process Integration- Business processes-example of a complex process, Motivation for Enterprise Systems, Enterprise Resource Planning systems: finance and accounting module, human resource management module, manufacturing and operations module, sales and marketing module.

**SUGGESTED READINGS:**

1. Management Information System, Jerome Kanter, Prentice Hall of India.

2. Management Information System, Laudan and Laudan, Prentice Hall of India.

3. Management Information System, James A. O’Brien, Galgotia Publications, Fourth Edition.

4. Management Information System, D. P. Goyal, MacMillan India.

5. Electronic Commerce, Whitely, Mc Graw, Hill

**BVRM - 506 RETAIL SUCCESS STORIES**

10 case studies assigned by teacher **Max Marks (Internal): 50**

**BVRM - 507 SUMMER TRAINING REPORT Max Marks (External): 50**

At the end of fifth semester, all students will have to undergo summer training of 6-8 weeks with industrial, business or service organization.

**SEMESTER- VI**

**BVRM - 601 LAWS GOVERNING RETAILING IN INDIA**

**Max Marks (External): 80**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note:** **The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory comprising 4 questions of 4 marks each. Students are required to attempt five questions of 16 marks each.**

The Sale of Goods Act, 1930: Formation of a Contract, Distinction between Sale and agreement to Sell, Meaning of Goods, Condition and Warranties, Doctrine of Caveat Emptor, Rights of an Unpaid Seller; The Negotiable Instruments Act, 1881: Nature and Types, Holder and Holder in due Course, Negotiation and Assignment; Environment protection act, 1986, Goods and services tax, 2017

**SUGGESTED READING:**

1. N. D. Kapoor – Mercantile Law.
2. Bhole, Financial Institutions and Markets, Tata McGraw Hill

**BVRM - 602 ENTREPRENUERSHIP DEVELOPMENT**

**Max Marks (External): 80**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note:** **The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory comprising 4 questions of 4 marks each. Students are required to attempt five questions of 16 marks each.**

Concept of Entrepreneur: Entrepreneurship and Intrapreneur, Entrepreneur v/s Manager; Characteristics, Qualities and Pre-requisites of Entrepreneur; theories of Entrepreneurship. importance and relevance of entrepreneurs and entrepreneurship in Economic Development of a Country; Preparing a business plan: introduction, meaning, objectives and significance of business plan, component of business plan, legal formalities and documentation Entrepreneurship Development Programmes and its objectives Role of various institutions in Developing Entrepreneurship in India; SSI: meaning, definition, role of SSI in economic development, policies governing SSI's.

**SUGGESTED READINGS:**

1. Clarence Danhof. “Observation on Entrepreneurship in Agriculture” in R. Wohl’s Change and the Entrepreneur. Harvard University, Cambridge, 1949.
2. Udyamita (in Hindi) by Dr. M.M.P. Akhouri and Dr. S.P. Mishra, pub. By National Institute for Entrepreneurship and Small Business Development (NIESBUD), NSIC-PTC Campus, Okhla.
3. Trainer’s Manual on Developing Entrepreneurial Motivation, By M.M.P. Akhouri, S.P. Mishra and R. Sengupta, Pub. By (NIESBUD), NSIC-PTC Campus, Okhla.

**BVRM - 603 RETAIL ANALYTICS**

**Max Marks (External): 80**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note:** **The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory comprising 4 questions of 4 marks each. Students are required to attempt five questions of 16 marks each.**

Retail analytics: Meaning- Functions and special characteristics of Retailer; Retailing, Marketing, Retailer Equation- Marketing concepts applied to retailing-Retailing as a career, Trends in Retailing; Retail Model and Theories of Retail Development, Life cycle and phase in growth of retail markets, Business models in retail. other retail models. Strategic Planning in Retailing: Situation Analysis, Objectives, Need for identifying consumer needs, Overall strategy, feedback and control, consumer decision- making process. Retail in India: Evolution and size of retail in India- Drivers of retail change in India, Foreign Direct Investment in retail, Challenges in retail developments in India; Global retail markets: Strategic planning process for global retailers, Challenges and Threats in global retailing, Factors affecting the success of a global retailing strategy

**SUGGESTED READINGS**

1. Swapna Pradhan- Retailing Management- Text and Cases, Tata McGraw Hill- 2nd edition, 2004.
2. Barry Berman and Joel R Evans- Retailing Management- A Strategic Approach, Prentice Hall of India, 8th Edition, 2002.
3. James R. Ogden, Denise Ogden- Integrated, Retail Management- Biztantra 2005.
4. Gibson G Vedamani- Retail Management- Functional Principles and Practice, Jaico Publishing House, Second edition, 2004.

**BVRM – 604 RETAIL CUSTOMER RELATIONSHIP MANAGEMENT**

**Max Marks (External): 80**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note:** **The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory comprising 4 questions of 4 marks each. Students are required to attempt five questions of 16 marks each.**

Retail Customer Relationship Management (R-CRM): Concept, Nature, Scope and Importance of R-CRM. Retail Customer Relationship Marketing: Relationship development process - Planning and implementation of R-CRM programme; Integrating customer data into R-CRM strategy; Data mining and data warehousing for R-CRM; Role of IT & Internet in R-CRM; Customer Retention strategies.

**SUGGESTED READINGS**

1. Sheikh,Arif.Fatima,Kaneez. Retail Management and CRM, Himalaya Publishing House Pvt. Ltd.Cox, Roger. Brittan Paul. Retailing- An Introduction,Pearson Education
2. Bajaj, Chetan. Tuli,Rajnish. Srivastava Nidhi V. Retail consumer management, Oxford University Press.
3. Hasty, Ron. Reardon, James. Retail Management, The McGraw-Hill Companies, Inc.

**BVRM - 605 RETAIL SERVICE MANAGEMENT**

**Max Marks (External): 80**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note:** **The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory comprising 4 questions of 4 marks each. Students are required to attempt five questions of 16 marks each.**

Meaning, scope andUnique Characteristics of retail service management and Problems Associated with Services Management on Account of these. Overcoming Challenges Associated with Services Management; Goods-Service Categorization, Types of Services- Core and Supplementary; **Retail Service Marketing Environment and Mix-** Prominent Environmental Factors Influencing Service Marketing. A Bird’s Eye: View of Service Marketing Mix- Product, Price, Place, Promotion, Process, People, Physical Evidence and Productivity; **Service Management Triangle:** An Introduction to the Concept and its Variants viz. Internal Marketing, External Marketing and Interactive Marketing.

**SUGGESTED READINGS**

1. Zeithaml, V.A, D.D Gremler, M.J Bitner and A Pandit, Services Marketing, Tata McGraw Hill, 4th Special Indian Edition.
2. Hoffman, K.D and JEG Bateson, Marketing of Services, Cengage Learning, Indian Edition.
3. Lovelock, Christopher, Services Marketing, Pearson Education, 7th Edition.
4. Woodruff, H.E, Services marketing, Longman Group.

**BVRM - 606 RETAIL OUTLET VISITS AND CASE DEVELOPMENT**

**Maximum Internal Marks : 50**

**Note:** A**tleast 10 organized retail outlets shall be visited and case (s) thereon developed by each student. These cases shall be presented in the class and will be evaluated by the teacher concerned.**

**BVRM - 607 VIVA-VOCE**

**Maximum Marks : 50**