

**ANDHRA UNIVERSITY
DEPARTMENT OF COMMERCE
AND MANAGEMENT STUDIES**



**Program - M.B.A
(Retail Management)**

Regulations and Syllabus
Effective from 2021-2022 batch

MBA (RETAILMANAGEMENT)
w.e.f from 2021-2022 Admitted Batch
Annexure-v

SEMESTER-I						
Paper Code	Titles	Internal	External	Total	Hrs. / Week	Credits
101	Perspectives of Management	20	80	100	4	4
102	Accounting for Management	20	80	100	4	4
103	Business Environment	20	80	100	4	4
104	Managerial Communication	20	80	100	4	4
105	Managerial Economics	20	80	100	4	4
106	Organizational Behavior	20	80	100	4	4
107	Quantitative Techniques for Management	20	80	100	4	4
SEMESTER-II Core Papers						
201	Marketing Management	20	80	100	4	4
202	Financial Management	20	80	100	4	4
203	Human Resource Management	20	80	100	4	4
204	Research Methodology for Management	20	80	100	4	4
205	Operations Management	20	80	100	4	4
206	Corporate Legal Framework	20	80	100	4	4
207	E-Business	20	80	100	4	4
SEMESTER - III						
301	Fundamentals of Retail Management	20	80	100	4	4
302	Retail Shoppers Behavior & CRM	20	80	100	4	4
303	Services Marketing	20	80	100	4	4
304	Store Operations	20	80	100	4	4
305	Sales Force Management	20	80	100	4	4
306	Retail Brand Management	20	80	100	4	4
307	Merchandise Management	20	80	100	4	4
308	Intellectual Property Rights					2
309	MOOC-I					2
SEMESTER – IV.						
401	Supply Chain Management	20	80	100	4	4
402	Visual Merchandising	20	80	100	4	4
403	E-Retailing	20	80	100	4	4
404	Marketing Research	20	80	100	4	4
405	International Retailing & Benchmark Retailers	20	80	100	4	4
406	Multi Brand Retailing	20	80	100	4	4
407	Retail Communications	20	80	100	4	4
408	MOOC-II					2
	Project Report			100		6
	Comprehensive Viva Voce			100		4
	GRAND TOTAL			3000		

OBE (OUTCOME BASED EDUCATION):

To impart qualitative and value based management & commerce education to the student's in terms of knowledge, skills and attitudes of social services to enable them to have all-round development.

Students are able to design the deserved careers and obtain better placements and compete with the premier institutions offering similar courses.

1. POs (Programme Outcomes) - MBA:

PO1: Students will be able to Understand and developing the knowledge of Management principles, practices and perspectives in decision making.

PO2: Students would be able to understand the tools and techniques in functional areas such as Production, Marketing, Finance and HRM and Systems with business applications.

PO3: Students will be able understand the application of methods and practices of functional areas such as Marketing, Finance, HRM and Production to solve problems in Business, Trade and Service Industry.

PO4: Foster analytical and critical thinking abilities for data-based decision-making in both Manufacturing and service sectors.

PO5: Students will be able to learn and apply innovative application of Banking and Finance areas of Management in Banking and Stock markets.

Programme Specific Outcomes (PSOs):

POS1: Students will be able to manage and operate the retail business-in Banking, manufacturing and trade and also exposed to logistics management to minimize the cost and time.

POS2: Students are exposed to areas of recent changes and challenges of business in Business, trade and Industry both in Manufacturing and Service sector in the dynamic business environment.

POS3: Students are given training and skills to become as Entrepreneurs for creating jobs and wealth to the nation

MBA SEMESTER I

101: PERSPECTIVES OF MANAGEMENT

Course Objectives:

- To help the students gain understanding of the functions and responsibilities of managers.
- To provide them tools and techniques to be used in the performance of the managerial job
- To enable them to analyze and understand the environment of the organization.
- To help the students to develop cognizance of the importance of management principles.

Learning outcomes:

- Demonstrate an appreciation of areas which are fundamental to managing people at workplace.
- Outline the major perspectives on managing in organizations.

Unit I: Management – Evolution of Management Thought -Principles of Management – Functions of Management - Social Responsibility of Management.

Unit II: Planning – Nature, Purpose and Importance of Planning-Types of Plans-Steps in Planning-Planning Premises and Forecasting – process of Decision Making-Decision Tree Analysis.

Unit III: Organization – Principles of Organization – Formal and informal Organization – types of Organization Structure – Line and Staff Relations – Delegation – Decentralization –Span of Control.

Unit – IV: Directing- Leadership Theories and Styles –Motivation –Theories: Maslow’s Theory and Herzberg’s Theory.

Unit- V: Control-Importance, Steps, Processes, Techniques-PERT/CPM-Total Quality Management.

(Case Study is compulsory in all Units)

Suggested Books:

1. Louis A Allen, Management & Organisation, McGrawHill,New York
2. A.Pardhasardhy & R.Satya Raju: Management Text and Cases, Prentice Hall of India.
3. AS Lather, M Handa, Cases in Management, Wsdom, Delhi
4. Heinz Wehrich & Harold Koontz, Essentials of Management, Tata-McGraw Hill,ND
5. JS Chandan, Management: Theory & Practice, Vikas, New Delhi
6. RW Griffin, Management: Principles and Applications, Cengage,New Delhi
7. Prem Vrat,KK Ahuja & PK Jain, Management Cases, Vikas, New Delhi
8. Laura P Hartman, A Chatterjee, Perspectives in Business Ethics, TMH, ND
9. Earnest Dale, Great Organisers, McGraw Hill
10. Peter F Drucker, The Practice of Management, McGraw Hill

102: ACCOUNTING FOR MANAGEMENT

Course Objectives:

- To develop an insight of postulates, principles and techniques of accounting and utilization of financial and accounting information for planning, and decision-making
- To introduce problems of financial accounting such as measuring and reporting issues related to assets and liabilities and preparing the financial statements.
- Develop the application skills to create adjusting journal entries in rectifying errors

Learning outcomes:

- Identify and interpret accounting information to inform users and make decisions.
- Apply critical thinking skills by identifying and analyzing accounting issues using relevant accounting frameworks.
- Analyze financial and contextual information to make decisions, estimate costs

Unit-I : Accounting for Management –Nature and Scope – Management Process and Accounting – Financial Accounting Vs Cost Accounting Vs Accounting for Management – Role of Accountant in Modern Organization

Unit – II: Financial Accounting System – Generally Accepted Accounting Principles and Accounting Standards Governing Financial Statements – Contents of Profit and Loss Account – Balance Sheet (Theory only)

Unit- III: Elements of Cost–Cost Sheet Preparation – Absorption Vs Marginal Costing –Cost – Volume – Profit Analysis – Cost Behaviour – Breakeven Analysis – Contribution Approach – Profit Planning.

Unit-IV: Cost Concepts for Decision making – Decision Making Process – Decision Situations- Sales Volume Decisions – Pricing and Special Order Pricing – Make / Buy Decisions – Product Decisions- Addition, Deletion and Alteration of Mix – Plant Shutdown Decision.

Unit- V: Budgeting – Types of Budgets – Financial Vs Operation Budgets – Short Term Vs Long Term Budgets – Preparation of Sales Budgets – Purchase Budgets- Expenditure Budgets for Material, Labour and Overheads – Construction of Cash Budget- Flexible Budget – Master Budget – Management Control and Budgeting – Performance Budgeting and Zero Based Budgeting. .

(Case Study is compulsory in all Units)

Suggested Books:

1. I. M. Pandey : Management Accounting Vikas Publishing House,ND
2. Needles, Financial Accounting, Cengage, New Delhi
3. Jawaharlal, Accounting for Management, Himalaya, Mumbai
4. Hilton, Ramesh & Jayadev, Managerial Accounting, TMH, New Delhi
5. B. Banerjee, Financial Policy & Management Accounting, PHI, New Delhi
6. P Periasamy, A Text Book of Cost & Management Accounting, Himalaya, Mumbai
7. Horngren, C.T., Introduction of Management Accounting,, Prentice Hall of India.
8. Khan and Jain, Management Accounting, Tata Mc Graw Hill , Delhi.
9. Blocher, Chen, Cokins and Lin, Cost Management, A Strategic Emphasis, TMH, ND
10. Porwal, LS, Accounting Theory, TMH, New Delhi

103: BUSINESS ENVIRONMENT

Course Objectives:

- To familiarize the students with the business environment conditions prevailing in India and understand its implications to business.
- To enable students to evaluate Indian economy and its environment
- To understand the policies that shaped Indian Economic Growth

Learning outcomes:

- Examine how different factors and trends in the external environment are likely to impact upon business
- To familiarize with students economic policies of India
- To have a critical study of liberalization, privatization and globalization.

Unit-I Business Environment: Components and Significance - Socio Cultural, Economic, Legal, Political, Technological and External Factors Influencing Business Environment, Dimensions of International Business Environment and Challenges

Unit-II: Structure of Indian Economy; Economic systems- Economic planning with special reference to last three plans, public, private joint and cooperative sectors Multinational Corporations, Impact of Multinational Corporations in Indian Economy.

Unit-III Industrial policies of the Govt., Policy resolutions of 1956 and 1991 and subsequent changes, Monetary and Fiscal policies, Export and Import policies with reference to latest policies.

Unit IV: Public Sector and Small Industry in India, Past, Present and Future of Public Sector. Performance, Problems, Privatisation, disinvestment, SEZS- their role, Role of SSIS, Procedure for establishing SSIS, Role of DICS, Problems of SSIS, Sickness in SSIs..

Unit V: Stock Markets, SEBI, its rules and regulations, Stock Exchange, Functions of Stock Exchanges, Primary and Secondary markets, Competition Act 2002 Competitiveness. Foreign Exchange Management Act, Social Responsibilities and Ethics in Business.

(Case Study is compulsory in all Units)

Suggested Books:

1. Francis Cherunilam :Business Environment (Text & Cases), himalaya Publishing House Bangalore.
2. S.K. Misra & V.K. Puri Economic Environment of Business, Himalaya Publishing House Mumbai.
3. Suresh Bedi Business Environment, Excel, New Delhi.
4. K. Aswathappa - Essentials of Business environment himalaya Publishing House Bangalore
5. Govt. of India - Latest Economic Survey.
6. latest, Handbook of Industrial policy and Statistics-2009-2010
7. Competition Act
8. Foreign Exchange Management Act.

104: MANAGERIAL COMMUNICATION SKILLS

Course Outcomes:

- To equip the students with the necessary techniques and skills of communication to inform others, inspire them enlist their activity and willing cooperation in the performance of their jobs.
- To provide an overview of Prerequisites to Business Communication
- To equip students with report writing skills and organizing reports.

Learning outcomes:

- Demonstrate the use of basic and advanced business writing skills.
- Produce clear and concise written business documents.
- Develop interpersonal communications skills that are required for social and business interaction.
- Plan and conduct effective meetings.
- Employ proper public speaking techniques

Unit – I : Role of Communication in Business – Objective of Communication – The Process of Human Communication – Media of Communication, Written Communication – Oral Communication – Visual Communication, Audio Visual Communication – Silence - Developing Listening Skills – Improving Non-verbal Communication kills – Understanding Cultural Effects of Communication.

Unit – II: Managing Organization Communication - formal and Informal Communication- Intra and Personal Communication – Models for Inter Personal Communication – Exchange Theory, Johari Window and Transactional Analysis.

Unit-III: Managing Motivation to Influence Interpersonal Communication – Inter-Personal Perception – Role of Emotion in Inter Personal Communication- Communication Styles – Barriers of Communication – Gateways to Effective Interpersonal Communication

Unit-IV: Business Writing Skills – Significance of Business Correspondence, Essentials of Effective Business Correspondence, Business Letter and Forms, Oral Presentations – Meetings, Telephone Communication – Use of Technology in Business Communication, E-mail Messages.

Unit-V: Report Writing – Meaning and Significance; Structure of Reports; Negative, Persuasive and Special Reporting; Informal Report – Proposals; Formal Reports; Organization of Press Report.

(Case Study is compulsory in all Units)

Suggested Books:

1. K Bhardwaj, Professional Communication, IK Int Pub House, New Delhi
2. Krizan, Merrier, Logan and Williams, Effective Business Communications, Cengage, New Delhi
3. HC Gupta, SG Telang, Business Communication, Wisdom, Delhi
4. Penrose, Business Communication for Managers, Cengage, New Delhi
5. McGrath, Basic Managerial Skills for All 5th ed., Prentice Hall of India.
6. Urmila Rai & S.M. Rai, Business Communication, Himalya Publishers,
7. Meenalshi Raman—Business Communication Oxford University Press.
8. Lesikar I Flatley, Basic Business Communication, Tata McGraw Hill.

105: MANAGERIAL ECONOMICS

Course Outcomes

- To enable the students to understand economic concepts and theories and their application in management decision-making.
- The purpose of this course is to apply micro economic concepts and techniques in evaluating business decisions taken by firms.
- Develop an understanding of the applications of managerial economics.

Learning outcomes:

- Apply supply and demand analysis to economic and business strategy issues;
- Explain how economies of scale, scope and learning determine the boundaries of a firm and market structure
- Identify the main characteristics of different market types, such as perfect competition, monopoly, monopolistic competition and oligopoly.

Unit I- Introduction: Nature and Scope of Managerial Economics; Objectives of the Firm-Traditional Theory, Sales and Revenue Maximizing Theories, Managerial Theories and Behavioral Theories; Profit Maximization. Vs. Wealth Maximization.

Unit II- Demand Analysis : Demand-Meaning, Determinations Of Demand, Demand Function; Law of Demand; Elasticity of Demand –Price, Income, Cross and Promotional or Advertising Elasticity of demand, Managerial Uses of Elasticity of Demand; Demand Forecasting. Demand Forecasting Methods for Existing and New Products, Criteria for Good Forecasting Method.

Unit III- Production Analysis: Production Function –Law of Variable Proportions, Isoquant and Isocost Curves, Least Cost Combination, and Returns to Scale; Economies of Large Scale; Cobb-Douglas Production Function and Constant Elasticity of Substitution - Production Function; Cost concepts and Cost Oriented Pricing Methods.

Unit-IV Market Analysis: Price and Output Determination under Perfect Competition; Profit-Meaning and Profit Theories-Profit Planning-Measurement.

Unit – V: Economic Optimization: Economic Problems and Optimization Techniques – Unconstrained and Constrained Optimization; Unbounded Maxim – Optimization of Functions of One Variable and Optimization with Multivariate Function;

(Case Study is compulsory in all Units)

Suggested Books:

1. Dean, Joel: Managerial Economics, PHI., New Delhi
2. DN Dwivedi, Managerial Economics, Vikas, New Delhi
3. Trivedi M.L: Managerial Economics, Theory and Applications, TMH,ND
4. Mark Hirschey, Managerial Economics: An Integrative Approach, Cengage, New Delhi
5. Mehta, P.L: Managerial Economics, Text and Csaes, S.Chand & Co
6. Mittal A., . Managerial Economics, Text and Csaes, Wisdom, Delhi
7. Mithani, D.M: Managerial Economics, Theory and Applications, Himalaya Publishing.
8. Attmanad; Managerial Economics, Excel publications.
9. G.S.Gupa, Macro Economics: , Theory and Applications, Tata McGraw Hill.
10. Dwivedi, D.N. Macro Economics: Theory and Applications, Tata McGraw Hill

106: ORGANIZATIONAL BEHAVIOUR

Course Outcomes:

- To teach the student about the organizational dynamics
- To deeply understand the role of individual, groups and structure in achieving organizational goals effectively and efficiently.
- To understand the ways to motivate others and be self-motivated
- To familiarize with the concepts of conflict, change, culture

Learning outcomes:

- To discuss the development of the field of organizational behavior and explain the micro and macro approaches
- Analyze and compare different models used to explain individual behavior related to motivation and rewards
- Identify the processes used in developing communication and resolving conflicts
- Explain group dynamics and demonstrate skills required for working in groups (team building)
- Identify the various leadership styles and the role of leaders in a decision making process.

Unit-I: Meaning and scope of OB-Challenges and opportunities – Foundations of Individual behavior, values, attitude, job satisfaction, personality, perception and emotions.

Unit – II: Motivation-Theories, Group dynamics – Leaderships styles..

Unit –III: Organizational conflict-causes and consequences-conflict and Negotiation.

Unit-IV: Organizational change, change process resistance to change and Organizational Development

Unit–V: Organizational Culture-Creating an Ethical Organization-Managing Stress-Organizational Effectiveness..

(Case Studies are Compulsory)

Suggested Books:

1. Udai Pareek, Organizational Behaviour, Oxford University Press.
2. Karam Pal, Management Process and Organisational Behaviour, IK Int Pub House,ND
3. Moorhead & Griffin, Introduction to Organizational Behaviour, Cengage, New Delhi
4. Arun Kumar and Meenakshi, Organisational Behaviour, Vikas, ND
5. Fred Luthans, Organisational Behaviour, McGraw Hill, New Delhi
6. RK.Suri, Organizational Behaviour, Wisdom Publication
7. Aswathappa K, Organisational Behaviour, Himalaya, Mumbai
8. Neeraj Kumar, Organisational Behaviour, Prentice Hall

107: QUANTITATIVE TECHNIQUES FOR MANAGEMENT

Course Outcomes:

- To make the students familiar with the statistical and mathematical techniques and their applications in business decision making.
- To provide basic knowledge of analyzing data using various statistical and mathematical techniques for business decisions
- To orient the students to various hypotheses testing methods as to how and where appropriately they can be applied.

Learning outcomes:

- Demonstrate a professional understanding of the basic mathematical and statistical techniques needed for quantitative analysis
- Apply the concepts of probabilistic distributions in solving problems.
- Recall the knowledge of hypothesis testing for large and small samples.

Unit-I: Functions, Linear, Quadratic, Logarithmic and Exponential Functions- Permutations and Combinations – Matrices - Solving System of Equations with Matrix Methods – Differentiation and Integration of Simple Functions and their Applications.

Unit – II: Measures of Central Tendency – Measures of Dispersion –Simple Correlation and Regression Analysis – Concept and Applications of Multiple Regressions.

Unit –III: Concept of Probability- Probability Rules – Joint and Marginal Probability – Baye's Theorem- Probability Distributions- Binomial, Poisson, Normal and Exponential Probability Distributions.

Unit-IV: Sampling and Sampling Distributions – Estimation – Point and Interval Estimates of Averages and proportions of small and Large Samples –Concepts of Testing Hypothesis –One Sample Test for Testing Mean and Proportion of Large and Small Samples.

Unit – V: Tests Two Samples –Tests of Difference between Mean and Proportions of Small and Large Samples – Chi-square Test of Independence and Goodness of Fitness- Analysis of Variance.

Suggested Books:

1. K.V.Sivayya and K.Satya Rao Business Mathematics
2. Anderson, Quantitative Methods for Business, Cengage, ND
3. Nagar, Das – Basic Statistics, Oxford University press
4. CR Kothari, Quantative Techniques, Vikas, ND
5. Shenoy, Sarma and Srivatsava, Quantitative Techniques for Management, New Age,ND
6. N.D.Kothari, Quantitative Techniques, in Management, Tata McGraw Hill, 2001.
7. S.P.Gupta Statistical Methods for Management
7. Anand Sharma, Quantitative Techniques for Decision Making, Himalaya, Mumbai

SECOND SEMESTER

201: MARKETING MANAGEMENT

Course Outcomes:

- Develop an understanding of the concepts, issues and strategies in marketing and its management.
- Students will demonstrate analytical skills in identification and resolution of problems pertaining to marketing management.
- Gain insights on developing marketing strategies for business success

Learning Outcomes:

- Apply the knowledge, concepts, tools necessary to overcome challenges, and issues of marketing in a changing technological landscape.
- Creative Problem Solving: Develop creative solutions to marketing problems.
- To consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.
- Identify the scope of marketing covering different functions of a marketing manager.

Unit 1 Importance and Scope of Marketing: Concepts of Marketing; Marketing Management Tasks; Marketing Environment; Marketing and Customer Value - Industrial Marketing, Services Marketing, Global Marketing.

Unit -II: Marketing Information System and Marketing Research; Consumer Behaviour and Buying Decision Process - Organization Buyer Behaviour -Market Segmentation and Targeting.

Unit - III: Development of Marketing Offerings Strategy - New Product Development- Product line and Decisions-Product-mix-Product Differentiation- Product Life Cycle Management - Brand Management - Packaging.

Unit IV: Pricing Strategies and Programs; Setting the Price- Adapting the Price - Initiating Response to Price Changes - Delivering Value: Designing and Managing Value Networks - Channels of Distribution.

Unit - V: Communicating Value: Designing and Managing Marketing Communications - Advertising - Direct Marketing and Personal Selling - Sales Promotion - Events and Public Relations and Public Relations- Competitive Marketing Strategies- Emerging Trends in Marketing: Networking Marketing- Viral Marketing-Ambush/Guerilla Marketing-Green Marketing-Direct Marketing etc.

(Case Study is compulsory in all Units)

Suggested Books

1. Kotler, Keller, Koshy & Jha, Marketing Management, Pearson, New Delhi
2. William J Stanton, Fundamentals of Marketing, McGraw-Hill, New Delhi.
3. Arun Kumar and Meenakshi, Marketing Management, Vikas, New Delhi
4. Pride and Ferrell, Marketing Management: Planning, Implementation & Control, Cengage, ND
5. Rajan Sexena, Marketing Management: Text cases in Indian Context.
6. Keith Blois - Oxford Textbook of Marketing Oxford University Press.
7. Zinkota & Kotabe: Marketing Management, Prentice Hall of India.
8. Joel R.Evans & Barry Berman : Marketing, Wiley India, New Delhi

202: FINANCIAL MANAGEMENT

Course Outcomes:

- To equip the students with basic principles of Financial Management and Techniques.
- Provide an in-depth view of the process in financial management of the firm
- Develop knowledge on the allocation, management and funding of financial resources.
- Enhancing student's ability in dealing short-term dealing with day-to-day working capital decision; and also longer-term dealing, which involves major capital investment decisions and raising long-term finance.

Learning Outcomes:

- Use finance concepts, techniques and models for qualitative and quantitative analysis.
- Communicate financial information and analysis effectively
- Apply financial knowledge/skills as a compass to guide business decisions

Unit 1: Nature, Scope and Objectives of Financial Management, Goals of FM-Profit Maximization Vs Wealth Maximization -Finance Functions - Financial Planning and Forecasting -Role of Financial Manager -Funds Flow Analysis -Cash Flow Analysis.- Ratio Analysis.

Unit-II: Financing Decision: Financial Leverage - EPS-EBIT Analysis -Cost of Capital - Weighted Average Cost Capital - Capital Structure- Factors Affecting Capital Structure- Theories of Capital Structure.

Unit III: Investment Decision: Nature and Significance of Investment Decision- Estimation of Cash Flows - Capital Budgeting Process - Techniques of Investment Appraisal: Pay Back Period; Accounting Rate of Return, Time Value of Money- DCF Techniques -Net Present Value, Profitability Index and Internal Rate of Return.

Unit-IV: Dividend Decision: Meaning and Significance -Theories of Dividend- Determinants of Dividend - Dividend policy - Bonus Shares - Stock Splits.

Unit V: Working Capital Decision: Meaning - Classification and Significance of Working Capital Component of Working Capital - Cash Management Models - Cash Budgeting - Accounts Receivables - Credit Policies - Inventory Management.

(Case Study is compulsory in all Units)

Suggested Books:

1. Brealey, Myers, Allen and Mohanty, Principles of Fin Management, TataMcGrawhill,ND
2. Pandey IM Financial Management, Vikas, New Delhi
3. JC Varshney, Financial Management, Wisdom, Delhi
4. Brigham and Houston, Fundamentals of Financial Management, Cengage, New Delhi
5. Banerjii, B., Fundamentals of Financial Management, PHI, New Delhi
6. Weston & Brigham, Managerial Finance, The Dryden Press, Illinois
7. James C.Van Horne -- Financial Management & Policy, Prentice Hall of India.
8. Khan & Jain - Financial Management, Tata McGraw Hill.
9. RM Srivasthava: Financial Management and Policy, Himalaya Publication.
10. Robert F Bruner, Case Studies in Finance: Managing for Corporate Value Creation, TMH,New Delhi

203: HUMAN RESOURCE MANAGEMENT

Course Outcomes:

- To equip the students with basic concepts of Human Resource Management and the various functions of HRM including Industrial Relations in the liberalized environment
- To develop the understanding of the concept of human resource management and to understand its relevance in organizations.
- To Enable the students to integrate the understanding of various HR concepts along with the domain concept in order to take correct business decisions

Learning Outcomes:

- Describe the basic knowledge and skills of the disciplines that comprise the human resources field; including: recruitment and selection, compensation and benefits, employee training and development, workforce planning and talent management, and performance management
- Understand the role of human resources in shaping the future of organizations
- Apply the principles and methods of HRM gained through this course for managing human resources at the workplaces.

Unit-I: Introduction: Definition and Functions of HRM; Principles of HRM; Changing Environment of HRM; Challenges; Ethical Aspects of HRM.

Unit -II: HR Planning; Concepts; Factors Influencing HR planning; HR Planning Process; Job Analysis; Recruitment and Selection; Tests and Interview Techniques.

Unit -III: Training and Development - Need, Process, Methods and Techniques, Evaluation, Management Development; Evaluating Employee Performance; Career Development and Counselling.

Unit - IV: Compensation - Concepts and Principles; Influencing Factors; Current Trends in Compensation - Methods of Payment - Incentives and Rewards.

Unit -V: Managing Industrial Relations - Trade Unions - Employee Participation Schemes - Collective Bargaining - Marketing Knowledge Workers.

(Case Study is compulsory in all Units)

Suggested Books:

1. Venkata Raman C.S., and Srivastiva BK Personnel / Human Resource Management, TMH,ND
2. Cynthia D. Fisher & Lyle F. Schoenfeld; / Human Resource Management, Wiley India, New Delhi.
3. DK Tripathi, Human Resource Management: Text & Cases, Wisdom, Delhi
4. Fisher, Managing Human Resource, Cengage, ND
5. N.K.Singh / Human Resource Management, Excel Publications.
6. Jyothi-/Human Resource Management, Pearso Education, New Delhi.
7. Biswajeet Pattnayak / Human Resource Management, Prentic hell of India New Delhi.
8. P.S Rao, Essentials of Human Resource Managemen & IR, Himaliya,Mumbai
9. Dwivedi & Agarwal, Human Resource Management, Vikas, ND
10. R. Wayne Mondy and Robert M.Noel, Human Resource Management, Pearson

204: RESEARCH METHODOLOGY FOR MANAGEMENT

Course Outcomes:

- To equip the students with the basic understanding of research methodology
- To provide insight into the application of modern analytical tools and techniques for the purpose of management decision making.
- To provide participants with an introduction to research methods and report writing.

Learning Outcomes:

- Demonstrate the ability to choose methods appropriate to research aims and objectives.
- Understand the limitations of particular research methods.
- Develop skills in qualitative and quantitative data analysis and presentation.
- Develop Research Report writing skills

Unit - I: Meaning and Importance of Research - Research Process - Types of Research - Defining Research Problem - Formulation of Hypothesis - Testing of Hypothesis.

Unit II: Research Design -Exploratory Research - Descriptive Research -Causal Research - Sampling and Sampling Design - Sampling Methods - Simple Random Sampling - Stratified Sampling Systematic Sampling - Cluster Sampling - Multistage Sampling, Non- Probability Sampling - Convenience Sampling - Judgement Sampling - Quota Sampling.

Unit - III: Data Collection - Primary and Secondary Data - Designing of Questionnaire - Measurement and Scaling - Nominal Scale - Ordinal Scale - Interval Scale Ratio Scale - Guttman Scale-Likert Scale - Schematic Differential Scale.

Unit - IV: Editing - Coding - Classification of Data - Tables and Graphic Presentation - Preparation and Presentation of Research Report.

Unit V: Non Parametric Tests – Kolmogorov- Smirnov Test-Runs Test for Randomness -Sign Test - Median Test - Multivariate Analysis - Multiple Regression Analysis - Concepts and Application of Discriminate Analysis and Factor Analysis.

Suggested Books:

1. Mark Saunders, Philip Lewis, Adrian Thornbill, Research Methods for Business Students, Pearson,ND
2. Churchill, Iacobucci & Israel, Marketing Research: A South Asian Perspective, Cengage, New Delhi
3. C.R. Kothari, Research Methodology, New Age International.
4. Carver & Nash, Data Analysis with SPSS, Cengage, New Delhi
5. Alan Bryman & Emma Bell, Business Research Methods, Oxford University Press.
6. Donald R. Cooper & Pamela S. Schindler, Business Research Methods 8th Edition, Tata McGraw Hill.
7. K.V.S. Sarma, Statistics made sample, do it yourself on PC, Prentice Hall.
8. VP Michael, Research Methodology in Management, Himalaya, Mumbai

205: OPERATIONS MANAGEMENT

Course outcomes:

- To acquaint the students with decision making process and various aspects of Production Management.
- An understanding of the different types of operations process types on which operational capability can be based
- Logically analyse and integrate knowledge to work with and apply operations management models and theories at the introductory level in both manufacturing and service environments.

Learning Outcomes:

- Know how to use different technical instruments for the analysis of operations
- Knowledge and skills required to determine and optimal inventory management policy.
- Knowledge and skills in the application of key operations scheduling methods to various types of processes.
- Learn the application of computers In production and operations management

Unit 1 Introduction: Nature and Scope of Production and Operation Management- Historical Evolution -Types of Manufacturing Systems - Differences Between Manufacturing and Service Operations -Role of Production and Operation Manager.

Unit-II: Production Planning and Control: Stages in PPC - Gantt- PPC in Mass, Batch, and Job Order Manufacturing-Aggregate Planning -Maintenance Management -Industrial Safety.

Unit-III: Plant Location: Facility Location and Layout Planning -Types of Layouts - Material Handling Equipment's - Material Handling Principles - Models Used in Lay Out Designs.

Unit- IV: Productivity: Factors, Affecting Productivity - Job Design - Process Flow Charts - Methods Study Work Measurement - Engineering and Behavioural Approaches.

Unit -V: Material Management -Cost Associated with Inventory - Economic Order Quantity - ABC Analysis- Materials Requirement Planning - Just In Time Production- Total Quality Management - Acceptance Sampling -Control Charts – Quality circles-Zero Defects Programmes - ISO 9000 - Application of Computer in Production and Operations.

(Case Study is compulsory in all Units)

Suggested Books:

1. Gaither & Frazier, Operations Management, Cengage, New Delhi
2. Panner Selvem, Production and Operation Management, Prentice Hall of India.
3. Chunnawals, Production & Operation Management Himalaya, Mumbai
4. Kanishka Bedi, Production & Operation Management, University Press.
5. Upendra Kachru: Operation Management, Excel Publications.
6. Adam, E.E& Ebert; R.J. Production and Operation Management, 6th Ed., Prentice Hall
7. Chary, S.N.Production and Operation Management, New Delhi, Tata McGraw Hill
8. K Aswathappa & Sridhar Bhatt, Production & Operations Management, Himalaya, Mumbai

206: CORPORATE LEGAL FRAMEWORK

Course outcomes:

- To assist students in understanding basic laws affecting a Business Enterprise.
- To appreciate the relevance of corporate law to individuals and businesses and the role of law in an economic, political and social context.
- Identify the fundamental legal principles behind contractual agreements.
- Apply basic legal knowledge to business transactions.

Learning Outcomes:

- Develop comprehensive understanding about the existing law in India
- Have basic knowledge about case law studies.
- Demonstrate an understanding of the contract act and partnership act of Business
- To make the students aware regarding consumer rights

UNIT-I: Significance of Business Laws-Indian Contract Act, 1872: Meaning and classification of contracts-Essential elements of a valid contract- performance of a contract-Discharge of a contract-Void agreements- Breach and remedies of a contract.

UNIT-II: The Sale of Goods Act, 1930: Meaning and Essentials of contract of sale- Sale and Agreement to sell-Conditions and Warranties-Transfer of property Performance of a contract of sale-Unpaid seller.

UNIT-III: The Indian Partnership Act, 1932: Meaning and Essentials of partnership-- Registration of partnership-Kinds of partners Rights and Liabilities of Partners -Relations of parties to third parties-Dissolution.

Unit-IV: The Consumer Protection Act, 1986: Meaning of Consumer, Service, Goods, Deficiency, Defect, Unfair Trade Practices-Rights of Consumers-Machinery For Redressal of Grievances-Remedies available to injured consumers

UNIT-V: The Companies Act, 1956: Nature and Registration-Kinds of Companies- Memorandum of Association-Article of Association-Kinds of Shares- Powers and duties of Directors-winding up.

SUGGESTED BOOKS:

1. N.D.Kapoor-Commercial Law-Sultan chand publishers, New Delhi.
2. S N Maheswaru & Suneed Maheswari-Commercial Laws-Mayoor Paper Backs— NOIDA
3. Tulisian P.C.-Business Laws-Tata Mc Graswhill Publishing house - New Delhi
4. Kucchal-Business Law-Vikas Publishing House, New Delhi.
5. Avatar Singh-Mercantile Law--EBC-New Delhi.

207: E-BUSINESS

Course outcomes:

- To provide basic concepts of e-business and equip the student with the skill of integrating business process with electronic technology.
- Analyse E-Business models and understand the nature of E-Businesses that are succeeding in the Virtual Market place
- Know about the different payment systems and ways to management e-payment risk.
- Familiarize with E-Marketing tools to improve Business success.

Learning Outcomes:

- Understand the basic concepts and technologies used in the field of E-Business
- Understand the risks around Security when doing business online
- Gain insights into the impact of E-commerce on business models and strategy.
- Knowledge about Technology resources available to meet E-commerce business needs

UNIT -I

Introduction- Traditional Business Vs. E-Business - E-Business, E-Commerce, E- Marketing and M-Commerce -Internet, WWW and Evolution of E-Business - Growth of E-Business in India

UNIT - II

Infrastructure for E-Business - Internet Protocols, Web-Based Client/Server, Internet Security, Media Convergence, Multimedia -Architectural Framework for E-Business- WWW as the Architecture

UNIT - III

E-Business Models based on Relationship of Transaction Parties and based on Relationship of Transaction Types - E-Business for Service Industry - Travel and Tourism, Employment Placement, Real Estate, Stocks Trading, Publishing - Mobile Commerce through different Apps

UNIT-IV

E-Payment Systems - Classification of Payment Systems - Risk and E-Payment Systems - E- Security-Privacy, Integrity, Authentication, Non Repudiation, Technical Attacks and Non-Technical Attacks

UNIT -V

E- Advertisement - E-Business Strategies and Implementation - E-Supply Chain Management - Legal Ethical Issues of E-Business

SUGGESTED READINGS:

Ravi Kalakota & Marcia Robinson, E-Business Road map for success, Pearson Education, Asia.

Ravi Kalkota & Andrew B. Whinston, Frontiers of Electronic Commerce, Addison Wesley.

P.T.Joseph, S.J. E-Commerce: An Indian Perspective, Prentice Hall of India

Kenneth C. Laudon, Carol Guercio Traver, E-Commerce: Business, Technology, Society, Pearson Education

Efraim Turban, Jae Lee, David King and H. Michael Chung, Electronic Commerce, Pearson Education

C.S.V. Murthy, e-commerce: concepts, models and strategies, Himalaya Publishing/

C.S. Rayudu, E-Commerce and E-Business, Himalaya Publishing House.

Kamalesh Bajaj and Debjani Nag, E-Commerce, Tata McGraw Hill.

N.Bandopadhyaya, E-Commerce Context, Concepts and Consequences, Tata McGraw Hill.

Abhjit Choudhary, E-Business and E-Commerce Infrastructure Technologies supporting

THIRD SEMESTER

301: FUNDAMENTALS OF RETAIL MANAGEMENT

The objective of this course is to familiarize the students with retail management concepts and operations.

Unit I Basic concept of retailing – retail development – types of retailers – multi channel retailing – organized retailing in India – services retailing.

Unit II. Retail strategy: market strategy – retail format and target market – building sustainable competitive advantage – growth strategies – strategic retail planning process.

Unit III Retail location – types, location opportunities – selection of location and site: financial strategy –strategic profit model – setting and measuring performance objectives.

Unit IV Store lay out and design, store operations and inventory management-merchandise planning, buying merchandise – developing assortment plan.

Unit V Retail pricing strategy, category management, customer services – retail branding- international retailing.

Reference books:

1. Michael lacy, Barton A Weitz and Ajay Pandit, Retail management, Tata Mc Graw Hill Education Pvt. Ltd. New Delhi.
2. KVC Madaan, Fundamental of retailing, Tata Mc Graw Hill Education Pvt. Ltd. New Delhi.
3. Swapna Pradhan, Retail management, Tata Mc Graw Hill Education Pvt. Ltd. New Delhi.
4. David Gilbert, Retail Marketing Management, Pearson Education, New Delhi.
5. Chetan banaj, Rajnish Tuli and N.V. Srivaslava, Retail Management, Oxford University Press.
6. Gibson G Vedamani, Retail Management, Jaico Publishing House, New Delhi.

302: RETAIL SHOPPERS BEHAVIOUR & CRM

Objective: To enlighten the students with the Concepts and Practical applications of Consumer Behaviour and CRM

Unit I: Importance of the study of consumer behavior; Determinants of Consumer Behaviour; Consumer and marketing strategy; The new age consumer.

Unit II: Consumer motivation; Perception; Learning; Attitude formation and change; Attitude measurement techniques.

Unit III: Personality and self concept; Social influences (family, reference group); Cultural influences; Different of innovations.

Unit IV: Consumer decision making process; Models of consumer decision making (Howard-Seth, Angel, Kollot and Blackwell, Nicosia models); Organizational consumer behavior; Post purchase behavior.

Unit V: CRM concept and applications; CRM frame work (CRM goals, organizational system, interaction process); E-CRM;

(Case Study is compulsory in all Units)

Suggested Books:

1. Leon G Schiffman, Leslie Lazar Kanuk and S. Ramesh Kumar: **Consumer Behaviour**, Pearson, New Delhi
2. Hawkins, Best and Coney: **Consumer Behaviour ; Building Marketing Strategy**, Tata McGraw Hill, New Delhi.
3. Michael R. Solomon: **Consumer Behaviour**, Prentice Hall of India, New Delhi
4. Jill Dyche: **The CRM hand Book**, Pearson, New Delhi

303: SERVICES MARKETING

Objective: To enlighten the students with the Concepts and Practical applications of Services Marketing.

Unit I: Importance of services marketing; Service characteristics and Marketing challenges; Reasons for growth of services sector; Services sector in the Indian economy.

Unit II: Consumer behaviors in services (Zone of tolerance, service perceptions and expectations); Services strategy (Service triangle (Case Study is compulsory in all Units), Service marketing mix); Market segmentation; Services demand and capacity management.

Unit III: Services product management (Basic service package, CVH, service flower, New service development, service life cycle); Services branding and positioning; physical evidence; Pricing of services.

Unit IV: Service Distribution strategies; Internal marketing; External marketing; Interactive marketing (Service encounter, Management of moments of truth, Interaction process design and efficiency).

Unit V: Service quality management (Gap model, SERVQUAL); Total quality services marketing; Services failures and recovery strategies

(Case Studies are Compulsory)

Suggested Books:

1. K.Rama Mohana Rao: Services Marketing, Pearson, 2 Ed. New Delhi.
2. Valeri Zeithmal, Mary Jo Binter, Dwayne D Gremler and Ajay Pandit: Services Marketing, Tata McGraw Hill, New Delhi.
3. Christopher Lovelock, Jochen Wirtz and Jayanta Chatterjee: Services Marketing: People, Technology, Strategy, Pearson, New Delhi.
4. Christian Gronroos: Services Management and Marketing, Maxwell Macmillan.
5. Harsh V. Verma, Services Marketing, Pearson, New Delhi.

304: STORE OPERATIONS

Objective: To develop an understanding of the issues, practices and strategies in store operations

Unit I Introduction to store operations- pre- store opening; merchandise sourcing and filling, support of human and other resources, ACE, loss prevention-distribution centre -store opening and closing.

Unit II Retail Arithmetic: stock value, sales value, growth, sales and productivity calculation, bill value, basket value, line fill, case fill, stock turn, stock valuation and verification, accounts receivable, day to day cash management, budgeting, dump and shrink calculation and control, gift voucher management.

Unit III. Stock management: stock check, negative stock, stock quality, returns and defective goods, gap check, product line management. Receiving stock –prioritizing-planogramming- End cap display.

Unit IV Store Audit; store appearance, presentation, customer services, stock, storage, cleanliness. HR in operations; recruitment; on bounding, training, grievance handling, loss prevention and shrinkage control.

Unit V Customer Service- customer loyalty programs- customer feed back. Furniture and fittings; 'A' boards, queuing system, counters, data strips displays, etc. Customer convenience and experience management.

Reference Books:

1. Sriram, B Iyer: Retail store operations, Tata Mc Graw Hill Education pvt. Ltd, New Delhi.
2. Vishal Agarwal, Store Operations, Biztantra, Talash.com.
3. Sriram Iyer, Retail store Operations, Book Shop of India.
4. Gibson G Vedamani, Retail Management, Jaico Publishing House, New Delhi.

305: SALES FORCE MANAGEMENT

Objectives:

- To consider the special human resource environment of retailing
- To describe the principles and practices involved with the human resource management process in retailing
- To gain a solid understanding of professional B2B sales including its planning and staffing, structure, and evaluation
- To understand how to manage and motivate a professional B2B sales force from the perspectives of a sales manager (authority) and a marketing manager (influence)

Unit I : Role of human factor in retail business: Introduction, Different personnel functions of a sales manager, Quantitative and qualitative requirements of sales force planning – Structure of Sales force, Strategic role of sales force.

Unit II : Recruitment and selection of sales force: Job analysis and determination of selection criteria, recruitment sources, Personal characteristics and sales aptitude: criteria for selecting sales personnel, selection procedure; testing sales ability.

Unit III : Sales force training and development: objectives, techniques for new recruits and experienced sales personnel, sales training methods; Areas of sales Training: Company Specific Knowledge, product knowledge, Industry and Market trend Knowledge, and Customer education evaluation.

Unit IV : Salesperson compensation and incentives: characteristics of sales compensation plans; compensation and incentives; straight salary, commission and combination plans; sales contests and rewards; expense accounts.

Unit V : Salesperson performance: Behavior, Role; Motivating the Sales Team; Motivation Programs; Performance measures-objective and subjective; Analysis of sales, Costs and Profitability, Evaluation of sales force performance.

Suggested Readings:

1. Churchill, Gilbert A; Ford, Neil A and Walker, Orville C; *Sales Force Management*; 6thed; McGraw Hill; 2001.
2. Johnston, Mark & Marshall, Greg, *Sales Force Management*, 10th edition, McGraw-Hill-Irwin, 2011
3. Mark W. Johnston (Author), Greg W. Marshall, *Sales Force Management: Leadership, Innovation, Technology*, 11thed, Routledge, 2006.
4. Reddy, D.M., & Chandra, S. (December, 2011). Human Resource Management Practices in Organized Retailing: A Study of Select Retailers. *International Journal of Multidisciplinary Research*, 1(8), 523-534.

306: RETAIL BRAND MANAGEMENT

Objective: To make the student aware about the brand power in retail marketing and to understand the strategies required to enhance the power of brand.

UNIT 1	Perspectives on Retailing World of Retailing, Retail management, introduction, meaning, characteristics, emergence of organizations of retailing-Types of Retailers -Multichannel Retailing -Customer Buying Behavior
UNIT 2	Retailing strategy and planning Retail Market Strategy -Financial Strategy -Site & Locations –Human Resource Management, Information Systems and supply chain management & Logistics
UNIT 3	Branding perspectives What is brand- Branding challenges and opportunities, the brand equity concept, strategic brand management process.
UNIT 4	Branding Strategies Identifying and establishing brand positioning and values, customer based brand equity, steps of brand building, brand building implications, brand positioning and values, positioning guidelines, defining and establishing brand values
UNIT 5	Brand Planning Planning and implementing brand marketing programs, choosing brand elements to build brand equity, options and tactics for brand elements, designing marketing programs to build brand equity, product strategy, pricing strategy, channel strategy, Integrating marketing communications, to build brand equity, leveraging secondary brand knowledge to build brand equity.

Reference:

1. Strategic brand management- Kevin Keller- Pearson Education
2. RETAILING MANGEMENT by Levy and Weitz. Tata McGraw-Hill
3. Brand management The Indian Context – Y L R Moorthi –Vikas Publication
4. Product Management by Donald R Lehmann and Russel S Winner, Irwin/McGraw Hill
5. Retail Management, Barry Berman- PHI, 9/E
6. Retail Marketing Management, David Gilbert- Pearson Education 1/e
7. RETAILBIZ, Magazine

307: MERCHANDISE MANAGEMENT

Objective: To develop an understanding of the concepts, issues and strategies in Merchandise management

Unit-I Merchandising philosophy - Introduction: Developing Merchandising plans - Setting objectives, Buying organization formats and processes, Devising merchandising plans. Category management, Merchandise software.

Unit-II Buying systems - Merchandise budget plans, Branding strategies, International sourcing decisions.

Unit - III Financial Merchandise Management - The cost and retail methods of accounting, Financial inventory control.

Unit - IV Merchandise Pricing - Pricing strategies, Approaches for setting prices, Price adjustments.

Unit - V Merchandise inventory management - Store layout, Design, and Visual merchandising space planning, Merchandise presentation techniques.

Reference books:

1. Swapna Pradhan, Retail Merchandising, Tata Mc Graw Hill Education Pvt. Ltd. New Delhi.

2. Berry Bennan and Joel Evans. Retail Management, TATA McGraw- Hill Publishing Company, New Delhi

3. Michael lacy, Barton A Weitz and Ajay Pandit, Retail management, Tata Mc Graw Hill Education Pvt. Ltd. New Delhi. 4. Davvidgilbert, Retail Management, Pearson Education.

FOURTH SEMESTER

401: SUPPLY CHAIN MANAGEMENT

Objective: The objective of this course is to introduce basic concepts and process of Supply Chain Management with a focused approach to Retailing Management.

Unit -1 Introduction to Supply Chain - Concept - Need and Evolution. Approaches, phases and processes of supply chain drivers and obstacles. SC strategies -strategic fit and scope.

Unit-II Planning Demand and Supply in SCM - Demand forecasting, aggregate planning, managing predictable variability. Customer Service and Integration of Technology in SCM(IT & E business)

Unit-III Inventory planning and managing inventory in SCM - Factors affecting inventory approaches and methods to manage inventory

Unit- IV Sourcing and Logistics - Purchasing & Sourcing Decisions in Supply Chain Management - Transportation, Logistics, Warehousing, Containerisation and packaging.

Unit-V Designing SC Network - Distribution network-Performance management and control. Benchmarking, Gap Analysis and Balance Score Card for Supply chain management.

Suggested Books:

1. Sunil Chopra and Peter M, SCM-Strategy, Planning & Operation, PHI
2. Rahul VAttekar, SCM-Concepts & Cases, PHI
3. Mohanty RP, & Deshmukh SG, Essentials of SCM, Jaico
4. Mentzer, John T., Fundamentals of SCM-Twelve Drivers of Competitive Advantage, Sage
5. Agarwal DK, Logistics & SCM, Mac Millan, India

402: VISUAL MERCHANDISING

Objective: To develop an understanding of the concepts, issues and strategies in visual merchandising

Unit-I Evolution, significance and basics of visual merchandising; retail store site and design, image mix- display elements.

Unit-II. Store exterior and interiors- AIDCS. Design and colour blocking, signage and understanding materials.

Unit-III Visual merchandising and planning-Store planning and fixtures, Circulation plan, planograms.

Unit-IV Merchandise presentation: window displays; hands on visual merchandising- visual merchandise tool kit- quality and process in visual merchandising.

Unit-V Experiential retailing-The Role of Visual merchandiser- visual merchandising in India.

Reference books:

1. Swati Bhalla and Anuraag S., Visual merchandising, Tata Mc Graw Hill Education pvt. Ltd, New Delhi.
2. Martin M Pegler, Visual merchandising and Display, Fashion Books. Amazon.com
3. Tony Morgan, Visual Merchandising,: Window and In-store Displays for Retail, Laurence king Publishers
4. Hearst Books, Visual Merchandising, St. Publications.

403: E-RETAILING

Objective: Objective of this course is to introduce basic E-Commerce concepts and its applications in retailing process and explain techniques of E-Commerce.

- Unit-I** Introduction: The concepts of E-Commerce, E-Business and E-Marketing, Evolution of E-Commerce, E-Commerce Vs Traditional Commerce, Net work infrastructure for E-Commerce, Internet, Extranet. Prospects in India.
- Unit-II** E-Commerce applications: Consumer Applications, Organisation Applications, Procurement - Online Marketing and Advertisement, Online Interactive Retailing, E-Commerce - Business Models: B2B, B2C, C2C, B2 Government, Government to Government, E-Business, Storefronts, Infomediary.
- Unit-III** E-Marketing: Information based marketing, E-Marketing Mix - Cost, Connectivity, Convenience, Customer, interface, Speed of delivery. Internet as an advertising media. Web retailing, Characteristics of web users, Role of the web, store- based retailer, Process of website development. E-Retailing/reverse Marketing.
- Unit-IV** E-Security: E Security Issues - Hacking, Spoofing and viruses: Network Security and Transaction Security, Cryptology, Digital Signatures, Security protocols for web commerce, Cyber laws - IT Act, 2000.
- Unit-V** Electronic Payment Systems: Introduction to payment systems, On-line payment systems-Prepaid E - payment systems, Post - paid E-payment systems, E-Cash or Digital Cash, E-Cheques, Credit cards. Smart cards, Debit cards.

Suggested Books

1. Jeffrey F. Rayport c£ Bernard J. Jaworski: *Indlroduction to E-Commerce*, Tata Mc-Graw Hill.
2. Kalakota & Winston- *Frontier of E-commerce*, Pearson Education.
3. David Whitely: *E-t ommerce - strategy technologies and applications*, Tata Mc-Graw Hill.
4. Kamalesh K. Bajaj 6: Debjani Nag: *E-commerce - The cutting edge of business*, Tata Mc-Graw Hill.
5. Efrain Turban, Jae Lee Kavid King and H. Michael Chung: *E-commerce - A Managerial Perspective*, Pearson Publication.

404: MARKETING RESEARCH

Unit I: Marketing Research Dynamics – Introduction, Meaning of Research, Research Characteristics, Various Types of Research – Marketing Research and its Management, Nature and Scope of Marketing Research, Marketing Research in the 21st Century (Indian Scenario), Marketing Research: Value and Cost of Information.

Unit II: Data Analysis: Introduction, Statistics in Data Analysis, Measures of Central Tendency, Measures of Dispersion, Bivariate Analysis, Multivariate Analysis.

Unit III: Data Analysis II: Introduction, Descriptive Statistics, Univariate Analysis, Bivariate Analysis, Correlation analysis, analysis of variance and analysis of covariance, Multivariate Analysis, Conjoint analysis.

Unit III: Applications of Marketing Research I: Introduction, Consumer Market Research, Business-to-Business Market Research, Product Research, Pricing Research, Motivational Research, Distribution Research.

Unit IV: Applications of Marketing Research II: Introduction, Advertising Research, Media research, Sales Analysis and Forecasting, Data Mining.

Unit V: Recent Trends in Marketing Research: Introduction, Marketing Information System and Research, Online Marketing Research, Recent Trends in Marketing Research, Research in Lifestyle Retail, Marketing Research and Social Marketing, Rural Marketing Research, Trends in Services Marketing Research, Brand Equity Research, International Marketing and Branding Research.

(Case Studies are Compulsory)

References:

1. S.L. Gupta, Marketing Research, Excel Books, New Delhi, 2007.
2. Nigel Bradley, Marketing Research: Tools and Techniques, Oxford Press, United Kingdom, 2010.
3. G.C. Beri, Marketing Research, Tata McGraw Hill Education, 5e.
4. Naresh K. Malhotra, Marketing Research: An Applied Orientation, Prentice Hall, 1996.
5. Robert J. Kaden, *Leading Edge Marketing Research: 21st Century Tools and Practices*, Sage Publications, New Delhi, 2012.
6. David A. Aaker, Marketing Research, Wiley-India, 2007.
7. Parasuraman, Marketing Research, Cengage Learning, USA, 2007.

405: INTERNATIONAL RETAILING & BENCHMARK RETAILERS

Objective: To develop an understanding of the Benchmark practices and strategies in retail management internationally

Unit -1 International Retailing: An over view

1. Introduction to International Retailing
2. Type of Retailers
3. Multi Channel Retailing
4. Global Customer Buying Behavior

Unit - II International Retailing Strategy - An Over View

1. Retail Market Strategy
2. Finance Strategy
3. Location Strategy
4. HR Strategy

Unit - III Retailing Practices - USA (Case Studies)

1. Wal-Mart
2. Kroger
3. Albertsons
4. JC Penny

Unit - IV Retailing Practices - EU (Case Studies)

1. J. Sainsbury (UK)
2. Carrefour (France)
3. Metro (Germany)
4. Ahold (Netherlands)

Unit - V Retailing Practices - ASIA (Case Studies)

1. Ito - Yokada (Japan)
2. Lianhua (China)
3. Big Bazar (India)
4. Reliance (India)

References:

1. Levy & Weitz, Retail Management, Tata McGraw Hill, New Delhi, 2005 (Unit 1 & 2)
2. Hand out to be prepared from various websites of companies for unit

406: MULTI BRAND RETAILING

OBJECTIVE: The main objective of this course is to bring out the difference between Multi-brand and single brand retailing and make the students understand the strategies required for successful operation of Multi-brand Retailing.

Unit-I Introduction to Retailing: Definition Nature and scope - evolution of retailing - types of retail-trends in retailing industry- Benefits of retailing- Retailing environment in India.

Unit-II Concept- Definition and Importance of Single Brand Retail - Concept and Definition of Multi Brand Retail –History of FDI in Single Brand retail in India-History of FDI in Multi Brand Retail in India-The pros and cons of allowing FDI in Single Brand retail in India-The pros and cons of allowing FDI in Multi Brand Retail in India-Government of India Policy on FDI in Single Brand Retail and FDI in Multiband retail.

Unit-III Retail marketing and promotion: Nature and scope of relationship marketing- Market strategies, retail research - Understanding the retail customer: Retail market - population analysis, demographic analysis- consumer Behaviour. Retail promotion Mix: - Retail promotion programme- Retail advertising media promotional budget. Customer services: importance of customer services - services quality gaps- service recovery.

Unit-IV Information system in retailing: Acquiring and using information strategies- technology in retail- information sources- retail information system- latest computer applications in Retail business.

Unit-V Retailing in India: Evolution and trends in organized retailing- Indian organized retail market- FDI in Indian organized retail sector- retail scenario in India- future trends of retail in India.

Ethical and legal issues in Retailing-Dealing with ethical issues, social responsibility, environmental orientation, waste reduction at retail stores.

References :

1. Berman B. & Evans J.R, (2007), "Retail Management-Astrategic approach", Prentice Hall of India Private Limited, New Delhi, Tenth edition.
2. Sheikh A. & Fatima K,(2008), "Retail Management",Himalaya Publishing House, First edition New Delhi.
3. Suja Nair "Retail Management", Himalaya Publishing House
4. SwapnaPradhan, "Retailing Management Text& Cases", Tata McGraw Hills.
5. Agarwal, P. and Tyagi, E. (2011). Foreign Direct Investment in Indian Retail Sector-An analysis. Retrieved from <http://www.legalindia.in/foreign-direct-investment-in-indian-retail-sector-%E2%80%93-an-analysis> . [Last accessed on 28-07-2012]
6. Dutta, M.K. and Sarma, G.K. (2008). Foreign Direct Investment in India since 1991: Trends, Challenges and Prospects. IIT Guwahati.

407: RETAIL COMMUNICATIONS

Objective: To develop an understanding of the need, importance and strategies in retail communications

Unit I Importance of retail communication- Communications for customers – communications for retail professionals. The communications model – elements of marketing communications- I M C- communication budget.

Unit II Customer communications – advertising, personal selling, sales promotion, publicity and public relations, events and experience, direct marketing – media planning, message development- communication program planning, execution and evaluation.

Unit II Advertising: Creative strategy and copy writing – Copy writing pyramid – Different types of appeals – copy layout. Direct response advertising – Catalogs, direct mail Telemarketing, Internet advertising – International advertising – Media planning – Media mix decisions – Developing media strategy- popular media vehicles used in Retail sector –Law and Regulations.

Unit IV Sales promotion: The scope and role of sales promotion - Consumer-Oriented sales promotion Techniques -Coordinating sales promotion with other tools of market promotion. Major Decisions in Sales Promotion - Establishing objectives -Selecting consumer - Promotion Tools - Developing the program -Pre-testing the program - Implementing & Controlling the program -Evaluating Results

Unit V. Communication to retail professionals – communication forms, communication challenges for retail sales persons. Communication in customer interactions – effective listening, team communication, non verbal communication in sales.

Reference books:

1. M. Ashraf Rizvi and Ramneek Kapoor, Communication for Retail Professionals, Tata Mc Graw Hill Education pvt. Ltd, New Delhi.
2. William Wills, John Brunet and Sandra Mariarty : Advertising Principles and practice, 5th edition, Pearson , New Delhi.
3. S.A. Chunnawala, Advertising Sales and Promotion Management, Himalaya Publishers, Mumbai.
4. Kazim SHH., & Satish K.Batra, Advertising and Sales Promotion, Excel Books