



CLARA'S COLLEGE OF COMMERCE

QUALITY HAND BOOK

SERVICE SECTOR MANAGEMENT

T.Y.B.M.S

SEM - V

The BMS programme has shown great promise through its student-centred approach, strong emphasis on teamwork and a culture that believes both faculty and student have much to learn from each other. Candidates receive a more holistic education through industrial visits, guest lectures and teamwork. Students are constantly required to rise up to new challenges and perform - an experience in itself. This programme enables its students to understand the technological, environmental and ethical challenges they will face in the world of accelerating change. It encourages education and research that are distinctively interdisciplinary and international.

The programme B.M.S focuses more on the intricacies of management and finance. The main function of the handbook is to align the subject matter of the course matter with the program objective. It describes the programme objectives and outcomes; course objectives and outcomes; teaching and learning methods used; course content and instructional plan. B.M.S Programme is a three year graduation course which offers a graduate degree in commerce to the learners. In the duration of the programme, the learner is required to study subjects like Accountancy, Business Communications, Introduction to Computer, Managerial Economics, Environmental Studies, Law, Financial Management etc.

This Hand book provides an insight into the B.M.S Programme Semester V (Service Sector Management) Course. This subject provides them an insight as to the difference between service marketing and product marketing. The various marketing mixes that are being used. The subject was also acquainted with the operational aspects involved in providing services.

Vision

The Vision of Clara's College of Commerce is as follows:

“Our vision is to provide value based education with new innovations and ideas, so that our pupils grow into aesthetically rich, intellectually aware and integrated young people, capable of fulfilling their dreams and aspirations”

Mission

The mission of Clara's College of Commerce is as follows:“Our mission is to instill qualities of leadership, ethics, values of good citizenship and above all a good human being through both modern & traditional education.”

Programme Educational Objectives

. B.com(B.M.S) aims at cultivating knowledge among students to be ideal managers/ entrepreneurs. The course lays specific emphasis on managing the financial and accounting aspects of business. The broad objectives of the programme are:

- A. to give an insight into business and modern management practices.
- B. to apply the concepts of statistics and research methodology in management.
- C. to develop competency skills to make learners employable.
- D. to develop professional knowledge and skills in the field of Accountancy, Marketing, Human Resource Management & Financial Management & to sensitize individuals towards the challenges in the global market..

Programme Outcomes

Programme outcomes are a set of competencies students acquire at the end of graduation. On successful completion, they shall:

- A. The acquired management practices shall facilitate budding professionals and managers .

- B. Capable to pursue higher studies in diverse fields of management like MMS, MBA, MHRDM & MFM
- C. Channelise student's energies to be entrepreneurs.

Communicate effectively with all the stakeholders

Course Objectives

On completion of this course, students should have an understanding of:

1. They make students acquainted with the fundamentals of Service Sector Management.
2. To make students understand the development and issues concerned to Service Sector Management.
3. To make the students understand the key difference between goods marketing and services marketing.
4. To acquaint the students with the key management requirements of service sector

COURSE OUTCOMES

On completion of this course, students would be able to:

1. accept challenges in the Service sector .
2. use various opportunities available in the Service industry.
3. evaluate the latest trend in the Service sector based upon the clarity of their concepts taught.
4. take up entrepreneurship in the service sector and would appreciate and implement key elements requirements of the service sector .

LINKING DIAGRAM

Service Sector
Management
Marketing Management

Advertising & Brand
Management

Operation Management

Consumer Behaviour

V.INSTRUCTIONAL PLAN:

Sr. No.	Chapter	Instructional Objectives	Contents	Teaching Methods	Instructional Material	Learning Material
1	Introduction to Services Marketing	To understand the key difference in service and goods marketing and essentials of service Marketing	Role, distinctive characteristics and challenges of services, key difference in goods and service marketing	Lecture & discussion method, case studies.	PPT	Notes
2	Key Elements of Service Marketing	To understand marketing mix for service marketing.	Service Pricing, communication Mix, distribution, positioning, branding of services.	Lecture & discussion method	PPT	Notes
3	Service Quality	To make the student understand the quality improvement methods	the importance of service quality, measuring the gap in quality, improving service quality and productivity, service recovery and complaint handling	Lecture & discussion method	PPT	Notes
4	Service Management	To understand operational aspect of services for meeting productivity and customer expectations	, Service strategy, service leadership, mapping, flowcharting, benchmarking and service productivity	Lecture & discussion method	PPT	Notes

VI. Evaluation Plan:

Evaluation Plan

Credit Based Evaluation System

Scheme of Examination

The performance of the learners will be evaluated in two Components.

One component will be the Internal Assessment component carrying 25% marks and the second component will be the Semester-wise End Examination component carrying 75% marks.

The allocation of marks for the Internal Assessment and Semester End Examinations will be as shown below:-

a) Internal Assessment – 25% 25 Marks For Courses without Practical

Sr. No.	Particulars	Marks
1	One class test*	20 Marks
2	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05 Marks

Question Paper Pattern for Periodical Class Test for Courses at UG Programmes Written Class Test (20 Marks)

1	Match the Column / Fill in the Blanks/ Multiple Choice Questions (½ Marks each)	05 Marks
2	Answer in One or Two Lines (Concept based Questions) (1 Mark each)	05 Marks
3	Answer in Brief (Attempt Any Two of the Three) (5 Marks each)	10 Marks

b) Semester End Examinations – 75%

75 Marks

1. Duration – These examinations shall be of 2.5 Hours duration
2. Theory question paper pattern
3. There shall be five questions each of 15 marks.
4. All questions shall be compulsory with internal choice within the questions.
5. Questions may be subdivided into sub-questions a,b,c... and the allocation of marks depends on the weight age of the topic.

c) Additional Examination

- There will be one Additional examination for Semester I/II for those who have failed or remained absent (Strictly on the medical Ground)
- Those who remain absent in internal & external examinations. Students with insufficient attendance as prescribed by the University (75% attendance minimum) are also debarred from appearing in the Additional Examination.
- A.T.K.T. (Allowed to keep Term) - only 2 ATKTs are allowed in each semester, he/she will not be promoted to the next Semester.
- Students who pass in the Internal Examination but fail in the theory exams of the subject shall reappear for internal exams of that course.
- Students promoted with ATKTs will have to clear those subjects in the next academic year's regular semester end examination.

Continuous and Comprehensive Evaluation is followed through different evaluation methods as follows:

- Seminars
- Assignments
- Powerpoint presentations

- Class Participation

VI. Instructional /Learning Material

The students are provided with notes as well as hand-outs in the class. During the lectures, powerpoint presentations, Videos, and case studies are also used to augment students' interest in the subject.

The students also have access to quality books in the library. They are provided with a list of reference books during the lectures for their reference.

Reference Books:

Essentials of Management - Koontz, Harold



CLARA'S COLLEGE OF COMMERCE

QUALITY HAND BOOK

**LOGISTIC & SUPPLY CHAIN
MANGEMENT**

T.Y.B.M.S

SEM - V

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This Hand book provides an insight into the B.M.S Programme Semester V (logistic and supply chain Management) Course. This subject provides them an opportunity to understand about maintaining transparency in operation,,to reduce the cost of operations, to make available the right quantity of right quality products at the right place and time in right condition.etc

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- D. to develop professional knowledge and skills in the field of Accountancy, Marketing, Human Resource Management & Financial Management & to sensitize individuals towards the challenges in the global market..

Programme Outcomes

Programme outcomes are a set of competencies students acquire at the end of graduation. On successful completion, they shall:

- A. The acquired management practices shall facilitate budding professionals and managers .

- B. Capable to pursue higher studies in diverse fields of management like MMS, MBA, MHRDM & MFM
- C. Channelise student's energies to be entrepreneurs.

D. Communicate effectively with all the stakeholders

Course Objectives

On completion of this course, students should have an understanding of:

1. To make available the right quantity of the right quality products at the right place and time in the right condition.
2. To offer the best service to consumers.
3. To reduce the cost of operations.
4. To maintain transparency in operations.

COURSE OUTCOMES

completion of this course, students would be able to:

Outcome 1: Transportation Management

evaluate both domestic and international transportation problems and effectively develop and present actionable solutions.

Outcome 2: Inventory Management

apply inventory models and techniques to create and recommend appropriate stocking solutions in various business settings.

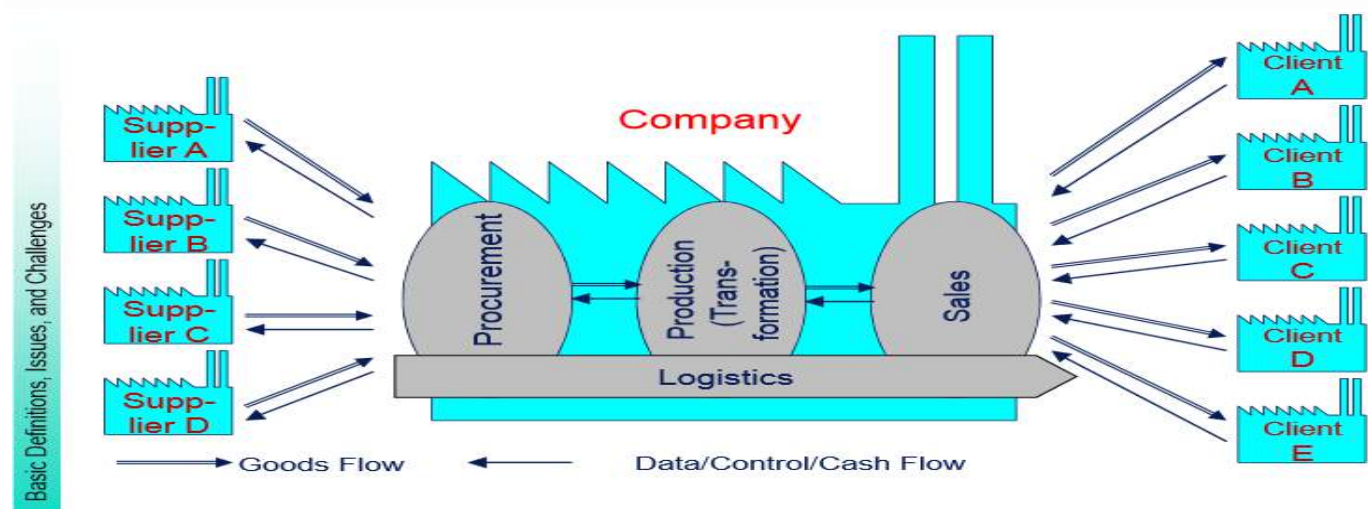
Outcome 3: Warehouse/Distribution Center Management

evaluate and recommend warehouse and DC strategies, tactics, and systems to ensure companies efficiently and effectively manage their distribution processes at the regional, national, and international levels.

Outcome 4: Logistics/Supply Chain Service to Cost Tradeoffs

identify and assess tradeoffs between the three key areas of transportation, inventory, and warehouse/DC management and recommend actionable plans and strategies.

LINKING DIAGRAM



INSTRUCTIONAL PLAN:

Sr. No.	UNIT	Instructional Objectives	Contents	Teaching Methods	Instructional Material	Learning Material
1	BACKGROUND	To understand i. Feature scope functions of LOGISTICS. ii. Evolution logistics & supply chain management.	i. Feature scope functions of LOGISTICS. ii. Evolution logistics & supply chain	Lecture & discussion method, case studies.	Ppt presentation	Notes
2	SUPPLY CHAIN MANAGEMENT	To understand i. Supply chain management ii. Global supply chain management iii. Bullwhip effect	i. Supply chain management ii. Global supply chain management iii. Bullwhip effect mand supply and forecasting techniques, concept of and methods o rightsing	Lecture & discussion method	Ppt presentation	Notes
3	ORGANIZATION STRUCTURE.	To understand i. Re-engineering ii. Matrix organization iii. Improving logistic organization	i. Re-engineering ii. Matrix organization iii. Improving logistic organization	Lecture & discussion method	Ppt presentation	Notes
4	CUSTOMER SERVICE AND ORDER PROCESSING.	To understand i. Levels of customer service ii. 7R'S iii. Order processing	i. Levels of customer service ii. 7R'S iii. Order processing.	Lecture & discussion method	Ppt presentation	Notes

5	DEMAND FORECASTING	To understand i. Importance of forecasting ii forecasting methods iii. approach to forecasting	i. Importance of forecasting ii forecasting methods iii. approach to forecasting	Lecture & discussion method	Ppt presentation	Notes
6	TRANSPORTATION	To understand i. Modes of transportation ii Freight rate structure iii. Hidden cost	i. Modes of transportation ii Freight rate structure iii. Hidden cost	Lecture & discussion method	Ppt presentation	Notes
7	WAREHOUSING	To understand i. warehouse design ii square root law iii. warehouse & distribution channel	i. warehouse design ii square root law iii. warehouse & distribution channel	Lecture & discussion method	Ppt presentation	Notes
8	MATERIAL HANDLING SYSTEM	To understand i. Types of material handling ii Methods/system of material handling	i. Types of material handling ii Methods/system of material handling	Lecture & discussion method	Ppt presentation	Notes
9	PACKAGING	To understand i. Types of packaging ii Benefits of good packaging iii. Unitization	i. Types of packaging ii Benefits of good packaging iii. Unitization	Lecture & discussion method	Ppt presentation	Notes
10	INVENTORY MANAGEMENT	To understand i. Types of inventory ii EOQ iii. MRP & DRP	i. Types of inventory ii EOQ iii. MRP & DRP	Lecture & discussion method	Ppt presentation	Notes

11	INFORMATION SYSTEM	To understand i. Importance of LIS ii Types of information system. iii. EDI	i. Importance of LIS ii Types of information system. iii. EDI	Lecture & discussion method	Ppt presentation	Notes
12	PERFORMANCE MANAGEMENT	To understand i. Performance measurement ii logistics report	i. Performance measurement ii logistics report	Lecture & discussion method	Ppt presentation	Notes
13	LOGISTICS COSTING	To understand i. Total cost analysis ii Mission based costing iii. ABC VS MBC	i. Total cost analysis ii Mission based costing iii. ABC VS MBC	Lecture & discussion method	Ppt presentation	Notes
14	LOGISTICAL NETWORK ANALYSES	To understand i. Importance of logistics network design ii Transportation network option	i. Importance of logistics network design ii Transportation network option	Lecture & discussion method	Ppt presentation	Notes
15	MODERN LOGISTICS INFRASTRUCTURE	To understand i. Golden quadrilateral ii maritime logistics iii. Dedicated freight corridor	i. Golden quadrilateral ii maritime logistics iii. Dedicated freight corridor	Lecture & discussion method	Ppt presentation	Notes

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i) Duration – These examinations shall be of 2.5 Hours duration

ii) Theory question paper pattern

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Reference Books:

Elements of logistics & supply chain management : Vishal & Mihir Metha

Logistics Management: Seema Gupta, Kumar Krishnan

Logistics Management: Agarwal



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**QUALITY
HAND
BOOK**

OPERATION RESEARCH PROGRAMME

T.Y.B.M.S

SEM - VI

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This Hand book provides an insight into the B.M.S Programme Semester VI (Retail management) Course. This subject provides them an opportunity to understand the core concepts of retailing, the role of retailers and the current status, growth and opportunities of retail in India etc

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Programme Outcomes

Programme outcomes are a set of competencies students acquire at the end of graduation. On successful completion, they shall:

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Course Objectives

On completion of this course, students will have an understanding of:

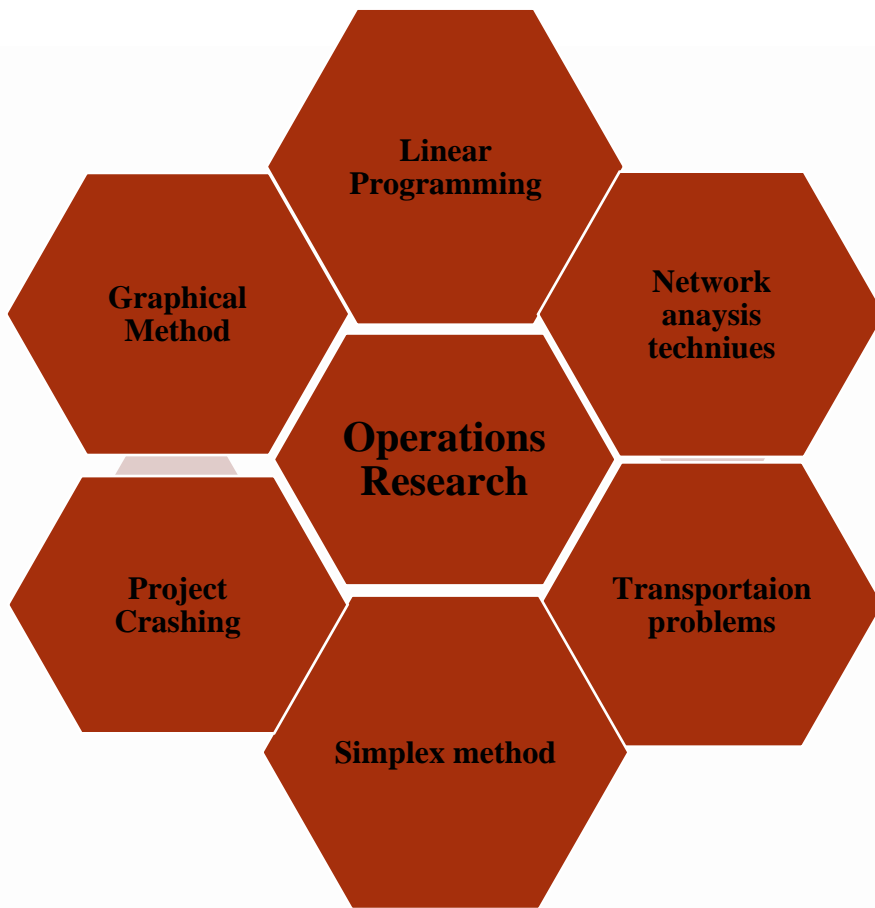
- 1. To help students to understand operations research methodologies
- 2. To help students to solve various problems practically
- 3. To make students proficient in case analysis and interpretation

Course Outcomes

On completion of this course, students would be able to:

- 1. Develop understanding of the concept of operation research and its methodologies.
- 2. Develop the understanding of problems on linear programming -graphical method, simplex method, assignment and transportation models.
- 3. Develop the understanding of network analysis techniques such as CPM, PERT.

LINKING DIAGRAM



Instructional Plan

Sr. No	Modules/Chapter	Instructional Objectives	Contents	Teaching Methods	Instructional Method	Learning Material
1.	Introduction to Operation Research and Linear Programming	To help students to understand operations research methodologies	a) Introduction to Operations Research b) Linear Programming Problems: Introduction and Formulation c) Linear Programming Problems: Graphical Method d) Linear Programming Problems: Simplex Method	Lecture-cum discussion	PPT, Lectures,	Handouts Notes
2.	Assignment and Transportation Models	.To help students to solve various problems practically	a) Assignment Problem Hungarian Method b) Transportation Problems	Lecture	PPT, Lectures,	Handouts Notes
3.	Network Analysis	To make students proficient in case analysis and interpretation	a) Critical Path Method (CPM) b) Project Crashing c) Program Evaluation and Review	Lectures	PPT, Lectures,	Handouts Notes

			Technique (PERT			
4.	Decision Theory, Sequencing and Theory of Games		a) Decision Theory b) Job Sequencing Problem c) Theory of Games	Lectures	PPT, Lectures,	Handouts Notes

Evaluation Plan

Credit Based Evaluation System

Scheme of Examination

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Reference Books:

1. "Introduction to Operations Research" by F S Hillier and G J Lieberman
2. "Nonlinear and Dynamic Programming" by G Hadley
3. "Operations Research – An Introduction" by H A Taha
4. "Operations Research" by Gupta Prem Kumar and Hira D S
5. "Operations Research" by Panneerselvam and R
6. "Operations Research: Principles and Practice" by Ravindran
7. "Operations Research" by S Kalavathy
8. "Operations Research" by Tiwari N K
9. "Operations Research: Theory and Application" by SHARMA
10. "Introduction to Operations Research" by F Hillier and G Lieberman



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**QUALITY
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INTERNATIONAL MARKETING

T.Y.B.M.S

SEM - VI

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- C. Channelise student's energies to be entrepreneurs.
- D. Communicate effectively with all the stakeholders

Course Objectives

The students should be able to understand:

1. Introduction to International Marketing
2. Product Packaging and Distribution
3. Pricing Policy in International Markets
4. Overseas Market Selection

COURSE OUTCOMES

On completion of this course, students would be able to:

1. Do market research before entering into international market.
2. Apply rightful packaging for international markets
3. Adopt right pricing strategies for international markets.
4. Determine potential markets to commence or promote exports.

LINKING DIAGRAM



Instructional Plan

Unit no. .	Modules	Instructional Objectives	Contents	Teaching Methods	Instructional-Method	Learning Material
1	Introduction	To define the basic terms used in the Marketing To determine the factors in domestic and international markets To classify the scope of Marketing Barriers Globally	Definition of international marketing-important features of international marketing-need for & advantages of international marketing-difference between international & domestic marketing, Basis of International trade. <u>International Business Environment</u> External factors: Social/Demographic/ Economic/ Commercial/ Political & legal- Trade Barriers, meaning, Objectives, effect of barriers on international trade, Types of barriers: Tariff & non Tariff barriers- Trading Blocs & Growing intra regional trade-WTO & trade liberalization-latest developments at WTO including Doha Round-Role of MNCs in International trade, FDI	Lecture & discussion method	PPT	Notes
2	Product Packaging and Distribution	Students should be able to understand the interrelation between product and importance of packaging. With perspective of International market.	Packaging as a part of product planning- Functions of packaging- Factors for package design in international markets- Criteria for export packing (transport packing) – role of Indian Institute of packaging- Export marking on outer packing- Purpose of export marking , selection of overseas distribution channels, factors influencing selection of distribution channels, types of foreign intermediaries.	Lecture and discussion method.	PPT	Notes

3	Pricing Policy in International Markets	The students should be able to determine pricing and pricing strategies for international markets. They should also be aware of all incentives promoted by government to promote export.	Factors determining price Export costing methods- Elements of cost -Factors influencing pricing policy- Information required for export pricing - Export pricing strategies Break even pricing - Impact of contract conditions on export price offers - INCOTERMS- Export assistances, incentives, Govt. of India's initiatives- Impact of export,incentives on export pricing.	Lecture & Discussion method	PPT	Hand-outs
4	Overseas Market Selection	Students should be able to identify the right international markets with potential. They should know all the parameters followed to conduct market research before making start in international setup.	Methods of market entry, Identifying foreign markets, selecting potential markets - Constraints in entering in some global territories -Market selection process- Objectives entering into international markets - Setting parameters, preliminary screening of the probable markets - sources of information- Short listing of markets, evaluation &selection of potential markets - Market segmentation based on overall market profile, Basis for segmentation, Factors for segment selection, essential characteristics of market segments - Preference available to Indian exporters.	Lecture & discussion method	PPT	Notes

Evaluation Plan

Credit Based Evaluation System

Scheme of Examination

The performance of the learners will be evaluated in two Components.

One component will be the Internal Assessment component carrying 25% marks and the second component will be the Semester-wise End Examination component carrying 75% marks.

The allocation of marks for the Internal Assessment and Semester End Examinations will be as shown below:-

a) Internal Assessment–25%

25Marks For Courses without Practical

Sr. No.	Particulars	Marks
1	Oneclasstest*	20 Marks
2	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit to leadership qualities in organizing related academic activities	05 Marks

**Question Paper Pattern for Periodical Class Test for Courses at UG Programmes
Written Class Test (20Marks)**

1.	Match the Column / Fill in the Blanks/ Multiple Choice Questions (½ Marks each)	05 Marks
2.	Answer in One or Two Lines (Concept based Questions) (1 Mark each)	05 Marks
3.	Answer in Brief (Attempt Any Two of the Three) (5 Marks each)	10 Marks

b) Semester End Examinations–75%

75 Marks

I. Duration–These examinations shall be of 2 ½ Hours duration

II. Theory question paper pattern

- i. There shall be five questions each of 15 marks.
- ii. All questions shall be compulsory with internal choice within the questions.
- iii. Question may be subdivided into sub-questions, a,b,c...and the allocation of marks depends on the weightage of the topic.

c) Additional Examination

- There will be one Additional examination for Semester I/II for those who have failed or remained absent (Strictly on the medical Ground)
- Those who remain absent in internal & external examination. Students with insufficient attendance as prescribed by the University (75% attendance minimum) are also debarred from appearing in the Additional Examination.
- Please note that there is no re-examination of additional examination.

d) A.T.K.T. Examination

- A.T.K.T. (Allowed to keep Term) only 2 ATKTs are allowed in each semester, he/she will not be promoted to the next Semester.
- Students who passes in the Internal Examination but fails in the theory exams of the subject shall reappear for internal exams of that course.
- Students who passes in Theory Examination but fails in the internal exam of the subject shall

- reappear for the Internal Exams of the course.
- Students promoted with ATKTs will have to clear those subjects in the next academic year's regular semester end examination.

Continuous and Comprehensive Evaluation is followed through different evaluation methods as follows:

- Assignments
- Class Participation

Reference Books

1. Principles of marketing, Kotler Philip
2. Winning global markets , Kotler, Philip ; Kotler, Milton
3. Marketing Management : global perspective Indian context, Ramaswamy, V



**CLARA'S COLLEGE OF
COMMERCE**

**QUALITY
HAND
BOOK**

RETAIL MANAGEMENT

T.Y.B.M.S

SEM - VI

The BMS programme has shown great promise through its student-centered approach, strong emphasis on teamwork and a culture that believes both faculty and student have much to learn from each other. Candidates receive a more holistic education through industrial visits, guest lectures and teamwork. Students are constantly required to rise up to new challenges and perform - an experience in itself. This programme enables its students to understand the technological, environmental and ethical challenges they will face in the world of accelerating change. It encourages education and research that are distinctively interdisciplinary and international.

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The programme B.M.S focuses more on the intricacies of management and finance. The main function of the handbook is to align the subject matter of the course matter with the program objective. It describes the programme objectives and outcomes; course objectives and outcomes; teaching and learning methods used; course content and instructional plan. B.M.S Programme is a three year graduation course which offers a graduate degree in commerce to the learners. In the duration of programme, the learner is required to study subjects like Accountancy, Business Communications, Introduction to Computer, Managerial Economics, Environmental Studies, Law, Financial Management etc.

This Hand book provides an insight into the B.M.S Programme Semester VI (Retail management) Course. This subject provides them an opportunity to understand the core concepts of retailing, the role of retailers and the current status, growth and opportunities of retail in India etc

Vision

“Our vision is to provide value based education with new innovations and ideas, so that our pupils grow into aesthetically rich, intellectually aware and integrated young people, capable of fulfilling their dreams and aspirations”

Mission

“Our mission is to instill qualities of leadership, ethics, values of good citizenship and above all a good human being through both modern & traditional education.”

Programme Educational Objectives

B.com(B.M.S) aims at cultivating knowledge among students .to be ideal managers/ entrepreneurs. The course lays specific emphasis on managing the financial and accounting aspects of business. The broad objectives of the programme are:

- A. to give an insight into business and modern management practices.
- B. to apply the concepts of statistics and research methodology in management.
- C. to develop competency skills to make learners employable.
- D. to develop professional knowledge and skills in the field of Accountancy, Marketing, Human Resource Management & Financial Management & to sensitize individuals towards the challenges in the global market.

Programme Outcomes

Programme outcomes are a set of competencies students acquire at the end of graduation. On successful completion, they shall:

- A. The acquired management practices shall facilitate to become budding professionals and managers.
- B. Capable to pursue higher studies in diverse fields of management like MMS, MBA, MHRDM & MFM
- C. Channelize student's energies to be entrepreneurs.
- D. Communicate effectively with all the stakeholders

Course Objectives

On completion of this course, students will have an understanding of:

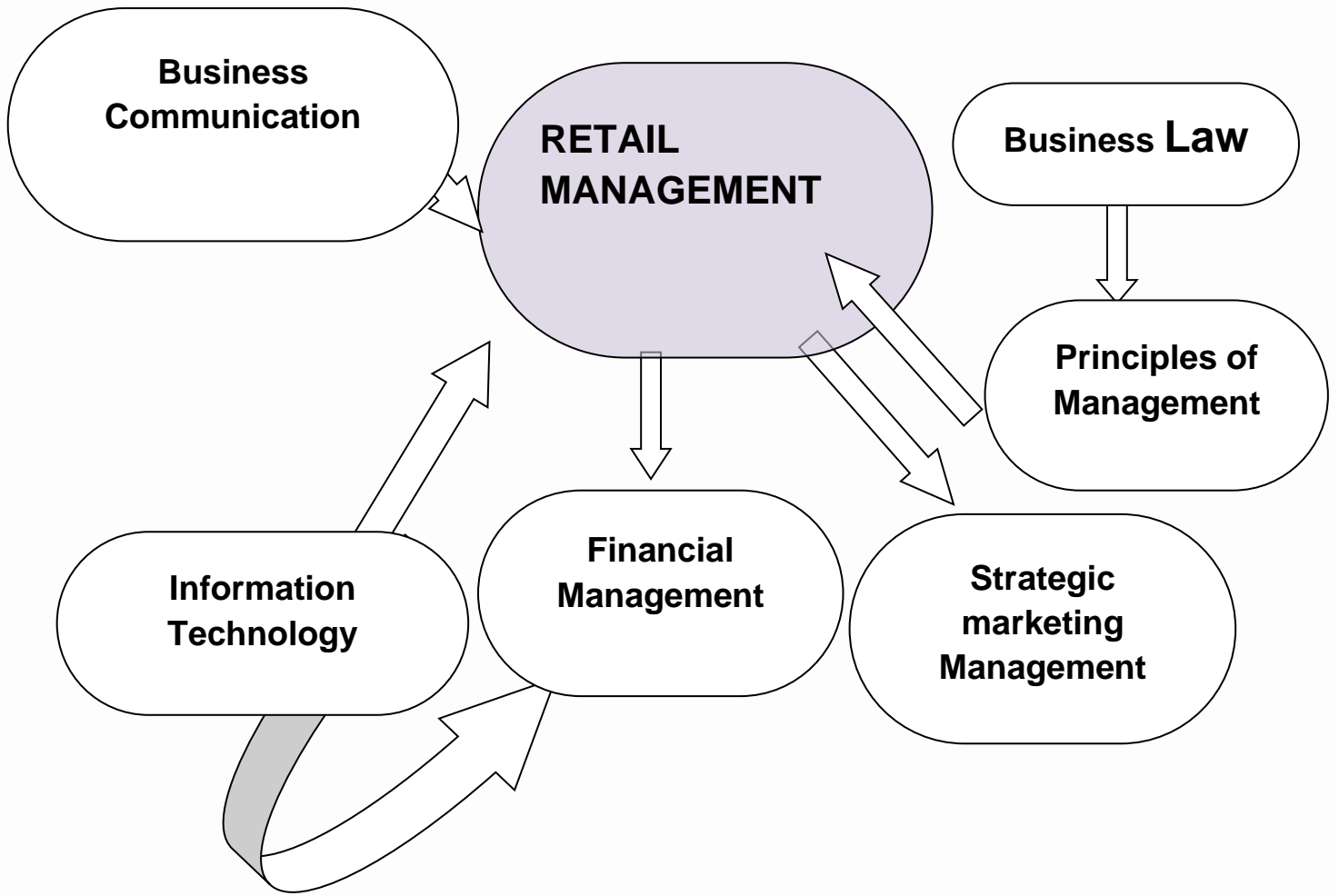
1. The core concepts of retailing, the role of retailers and the current status, growth and opportunities of retail in India.
2. The KRA retailers need to focus on, strategic approaches used by various retail organisations and strategies for developing sustainable advantages.
3. The basic concept of merchandising, its relevance at retail organisations and related concepts of grading and grouping, range planning and assortment planning, financial planning and merchandising organisation used by different retail organisations.
4. The basic knowledge of store location influencing factors, store designing, store design and layout decisions. The students should also understand store operations, store operating processes and parameters

Course Outcomes

On completion of this course, students would be able to:

1. Correlate the concepts learnt with retail stores they visit.
2. Analyze the dynamics of the working and differences between the organized and un- organized retail sector in India.
3. Implement the concept of range planning and assortment planning, financial planning and merchandising organization used by different retail organizations
4. Design and operate stores successfully.

LINKING DIAGRAM



Sr. No	Modules/Chapter	Instructional Objectives	Contents	Teaching Methods	Instructional Method	Learning Material
1.	Introduction to Retail	Students should be able to understand the core concepts of retailing, the role of retailers and the current status, growth and opportunities of retail in India.	<ul style="list-style-type: none"> ● Retailers' role in the distribution network ● Retailer characteristics ● Types of retailers ● Multi channel retailing ● Franchising 	Lecture-	PPT, Lectures,	Handouts Notes
2.	Retailing strategies	Students should be able to understand the KRA retailers need to focus on, strategic approaches used by various retail organisations and strategies for developing sustainable advantages.	<ul style="list-style-type: none"> ● Retail market strategies ● Role of information technology in retailing 	Lecture	PPT, Lectures,	Handouts, Notes
3.	Merchandise Management	Students should learn the basic concept of merchandising, its relevance at retail organisations and related concepts of grading and grouping, range planning and assortment planning, financial planning and merchandising organisation used by	<ul style="list-style-type: none"> ● Merchandise management ● Buying merchandise ● Price adjustments 	Lectures	PPT, Lectures,	Handouts Notes

		different retail organisations.				
4.	Store management	Students should get the knowledge of store location influencing factors, store designing, store design and layout decisions. The students should also understand store operations, store operating processes and parameters.	<ul style="list-style-type: none"> ● Store planning and location ● Responsibilities of store managers ● Effective retail space management 	Lectures	PPT, Lectures,	Handouts, Notes

Evaluation Plan

Credit Based Evaluation System

Scheme of Examination

The performance of the learners will be evaluated in two Components. One component will be the Internal Assessment component carrying 25% marks and the second component will be the Semester-wise End Examination component carrying 75% marks.

The allocation of marks for the Internal Assessment and Semester End Examinations will be as shown below:-

a) Internal Assessment–25% 25 Marks for Courses with Practical

Sr. No.	Particulars	Marks
1	Oneclasstest*	20 Marks

2	Active participation in routine class instructional deliveries and overall conduct as a responsible learner ,mannerism and articulation and exhibit to leadership qualities in organizing related academic activities	05 Marks
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Question Paper Pattern for Periodical Class Test for Courses at UG Programme Written Class Test (20Marks)

1.	Match the Column / Fill in the Blanks/ Multiple Choice Questions (½ Marks each)	05 Marks
2.	Answer in One or Two Lines (Concept based Questions) (1 Mark each)	05 Marks
3.	Answer in Brief (Attempt Any Two of the Three) (5 Marks each)	10 Marks

b) Semester End Examinations – 75%

75 Marks

- 1) Duration–These examinations shall be of 2.5 Hours duration
- 2) Theory question paper pattern
 - There shall be five questions each of 15 marks.
 - All questions shall be compulsory with internal choice within the questions.
 - Question may be subdivided into sub-questions a, b, c... and the allocation of marks depends on the weightage of the topic.

c) Additional Examination

- There will be one Additional examination for Semester I/II for those who have failed or remained absent (Strictly on the medical Ground)
- Those who remain absent in internal & external examination. Students with insufficient attendance as prescribed by the University (75% attendance minimum) are also debarred from appearing in the Additional Examination.
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- Students who pass in Theory Examination but fails in the internal exam of the subject shall reappear for the Internal Exams of the course.
- Students promoted with ATKTs will have to clear those subjects in the next academic year's regular semester end examination.

Continuous and Comprehensive Evaluation is followed through different evaluation methods as follows:

- Seminars
- Assignments

- Power point presentations
- Class Participation

Instructional/Learning Material

The students are provided with notes as well as hand-outs in the class. During the lectures, power point presentations, Videos, Assignments, Worksheets and case studies are also used to augment student's interest in the subject.

The students also have access to quality books in the library. They are provided with a list of reference books during the lectures for their reference.

Reference Books

1. 'Retail in India'- Vedmani and Gibson
2. Retail Management 10th edition - Michael Levy, Barton A. Weitz
3. Retail Management -Jain R.
4. Retail Management and Marketing – Sabana Ks.
5. Retailing Management (Special Indian End), 8th Edition- Michael Levy, Barton Weitz