CHHATRAPATI SAHU JI MAHARAJ UNIVERSITY, KANPUR

PROGRAMME: **BBA (RETAIL OPERATIONS)**

APPERENTICESHIP EMBEDDED DEGREE PROGRAM (AEDP)

IN COLLABORATION WITH

RETAILERS ASSOCIATION'S SKILL COUNCIL OF INDIA

Course Structure linear mode (With effect from 2025-26)

Semester-I			
Code	**Paper**	**Courses**	**Credit**
F120101	Core Course-I	Introduction to RetailOperations	4
F120102	Core Course-II	In Store Cashiering and Merchandising Operations– I	4
F120103	Core Course-III	Business Environment	4
F120104	Minor	Business Communication Skill	3
VOC166	Skill Enhancement Course (SEC)	Computer Application	3
Z011102	Co-Curricular Courses	Communicative English-I	2
		Total Credits	**20**
Semester-II			
F120201	Core Course-I	Managerial Economics	4
F120202	Core Course-II	In Store Cashiering and Merchandising Operations– II	4
F120203	Core Course-III	Sales Management and CRM	4
F120204	Minor	Fundamentals of Financial & Cost Accounting	3
VOC165	Skill Enhancement Course (SEC)	Financial Literacy	3
Z021202	Co-Curricular Courses	Communicative English-II	2
		Total Credits	**20**

Note:

1. Total Credits 40 till Semester –II
2. Student is entitled for certificate in Faculty after successful completion of first two semesters.

Semester-III			
Code	Paper	Courses	Credit
F120301	Core Course-I	Enterprise Resource Planning(ERP)	4
F120302	Core Course-II	FMCG/FMCD Sales&Distribution	4
F120303	Core Course-III	Non-Store Retailing	4
F120304	Minor	Logistics and Supply ChainManagement	3
VOC152	Skill Enhancement Course (SEC)	AI Driven Advanced E-Commerce Mastery Program	3
Z031301	Co-Curricular Courses	Physical Education and Yoga	2
		Total Credits	**20**
Semester-IV			
F120401	Core Course-I	Team Management –I	4
F120402	Core Course-II	Store Operations Management	4
F120403	Core Course-III	Team Management – II	4
F120404	Minor	Human Resource Management	3
F120405R	Project	Project I	3
Z041402	Co-Curricular Courses	Indian Language	2
		Total Credits	**20**

Note:

1. Co-Curricular Course Indian Language will be decided by the University/Department.
2. Total Credits 80 till Semester –IV
3. Student is entitled for certificate in Faculty after successful completion of Four semesters

Semester-V		
Code	Corse Title	Credit
F120501	Retail Marketing Strategy (MOOC Course)	2
F120502P	APPERENTICESHIP-I	23
	Total Credit	**25**

Semester-VI		
Code	Corse Title	Credit
F120601	Retail Management in Digital Era (MOOC Course)	2
F120602P	APPERENTICESHIP-II	23
	Total Credit	**25**

Note:

1. Total Credits 130 till Semester –VI
2. Student is entitled for Three Year BBA Retail Operations UG Degree after successful completion of Six semester.

Semester–I

Programme: BBA Retail Operations	Year: First	Semester: First
Course Code: F120101	Course Title: Introduction to Retail Operations	
Credit: 4	MAJOR (Total 60 Hours)	
Max Marks: 25+75	Min. Passing Marks: 10 + 25	
Total No of Lecture-Tutorials-Practical (In hour/week): L-3; T-1; P-0		

Sr.No.	Course Objectives
1	Torecognise thestructure&functioningofretailsector.
2	Toevaluatetheprocess ofretailstoresoperations.
3	Toinfertheprocesses associatedwithretailstorepractices.
Sr.No.	**Course Outcome**
1	Thestudents willbeable tocomprehendtheprocess,proceduresofRetailSector.
2	Thestudentswillbe able torelatethe systems&protocolsof retailstoresoperations.
3	Thestudentswillbeabletodeconstructtheprocedures ofretailstorepractices.

Unit 1	**IntroductiontoRetail & Product Displays:**
	Retail -Traditional and Modern Retail in India - Retail Formats - Modern Retailing, organogram ofa Modern Retail organisationunder allsub-sectors ofretail - Retail Supply Chain, setting up Product Displays: - Displaying Products on the Shelf - Labelling the product displays
Unit II	**Preparing Products for Sale & Customer Assistance**
	Different Store layouts - Grid, Angular, Racetrack, Free Flow etc., Fixtures Used in Preparing Products for Sale -Maintenance and Usage of Fixtures - Planogram - Putting Products for Sale - Putting Products Together for Sale Customer Assistance: Qualities Required of a Trainee Associate and Various Customer Styles
Unit III	**Resolving Customer Complaints& Promoting Loyalty Memberships**
	Customer Complaint Handling Process - Modes and Sources of Customer Complaints Promoting Loyalty Memberships: Loyalty Scheme Basics - Building Loyalty Memberships
Unit-IV	**Maintaining Store Security**
	The various types of security risks at the store - Identify and report the security risks to the concerned higher authorities - appropriate methods to handle the security risks that fall within the purview of self-authority - -the impact of not following statutory guidelines with respect to store safety and security. Types of security risk that can arise in your workplace -the authority and responsibility while dealing with security risks, including legal rights and duties - the approved procedure and techniques for protecting personal safety when security risks arise

Reference Book:

1. Introduction of Retail operations by RASCI publication
2. In store cashier and Merchandising by RASCI publication
3. Bajaj C, Tuli R. Shrivastava N.V. (2010) Retail Management, Oxford University Press.
4. K.V.S. Madaan, (2009) Fundamental of Retailing, Tata MC Graw Hill.

5. Michael Levy, Barton Weitz, AjayPandit (2017) Retailing Management, Tata McGraw Hill.

Programme: BBA Retail Operations	Year: First	Semester: First
Course Code: F120102	Course Title: In Store Cashiering andMerchandisingOperations–I	
Credit: 4	MAJOR (Total 60 Hours)	
Max Marks: 25+75	Min. Passing Marks: 10 + 25	
Total No of Lecture-Tutorials-Practical (In hour/week): L-3; T-1; P-0		

Sr.No.	Course Objectives
1	Tocomprehendthesales &marketingpracticesatretailstores.
2	Toidentifythesystemassociatedwithstockmanagement.
3	Tointerprettheprocess ofmerchandising &otherauxiliaryfunctions.
Sr.No.	**Couse Outcomes**
1	TheLearnerswillbe abletodemonstratepromptpractices atretailstores.
2	Thelearnerswillbe able toassimilate theknowledgeinto practiceofmaintaining, inventory,warehousing,etc.
3	TheLearnerswillbe able todemonstratepracticalknowledgeassociatedwithVisual Merchandising.

Unit-I	**Service Cash Point/POS**
	Cash Points/POS- Purpose of POS- Cash points POS set up-Counterfeit payments- Different types of credit and debit cards that are accepted in the stores - Process of handling credit and debit card transactions -Process of handling other cash equivalents, discounts, refunds, fractions and currency conversions - Procedure of authorizing payments -Cash point security procedures -Process of resolving the problems that can occur in routine cash point operations and transactions -Procedures of handling customers and complaints at the POS. Meaning of age restricted products - Policies and procedures to be followed while selling age restricted products - Policies and procedures for refusing sale of age-restricted products- Documents that can be accepted as proof of age - Impact of not collecting prescribed proof of age - Impact of selling age restricted products to under-aged customer
Unit-II	**Processing Customer Orders and Exchanges**
	Procedures of processing customer orders - Identify and resolve problems while processing customer orders - - the importance of protecting confidentiality of the customer information - - procedures for validating customer credit limits - Process part exchange of goods/ products for the customers- Processing Part Exchange Sale Transactions: Need for a Customer to Part Exchange the Products Need for a customer to part exchange the products- Terms and conditions of sale for items that the store exchanges -Process of checking ownership of the items produced for part exchange • Consequences of not checking the ownership of the items.
Unit-III	**Processing Customer Payments and Goods Return**
	Procedures for processing cash and credit transactions - the impact of statutory guidelines and obligations of a retailer in relation to credits - Resolve customer concerns related to

	pricing of products - the procedures to accept and record the product/ goods returned by the customers. The need to process cash and credit transactions - the risks to the company of offering credit to customers - company guidelines for setting customer credit limits - the process of checking customer accounts effectively - - the process to identify overdue payments and customers who have gone over their credit limits. The reasons customers might have for returning goods - the need to process returned goods - the policies and procedures for replacements and refunds, including proof of purchase - authority of the cashier to agree to replacements and refunds - the charges that apply to the customers if company is not at fault - the steps involved in processing returns of goods - the process to find the replacement goods.
Unit-IV	**Health and Safety in Retail Sector**
	Identify the importance of health and safety in the store - the safety risks, hazards and the accidents that occur in the store - e the safety practices followed in the store - - the importance of housekeeping - the procedures for dealing with emergencies.

Reference Books:

1. Introduction of Retail operations by RASCI publication
2. In store cashier and Merchandising by RASCI publication
3. Swati Bhalla & Anuraag Singha , Visual Merchandising
4. Robert Colborne,Visual Merchandising: The Business of Merchandise Presentation Paul J. Russell, Field Visual Merchandising Strategy: Developing a National In-store Strategy Using a Merchandising Service Organization

Programme: BBA Retail Operations	**Year: First**	**Semester: First**
Course Code: F120103	**Course Title: Business Environment**	
Credit: 4	**MAJOR (Total 45 Hours)**	
Max Marks: 25+75	**Min. Passing Marks: 10 + 25**	
Total No of Lecture-Tutorials-Practical (In hour/week): L-3; T-1; P-0		

Sr.No.	**Couse Objectives**
1	Tohelpthelearnersinterpretvariousbusinessenvironments.
2	To applythe various regulatoryframework.
3	Tointerpretthevarioussales&marketingaspectsof managingretail.
Sr.No.	**Couse Outcomes**
1	Thelearners willbe abletocomprehend knowhow ofthebusiness environment.
2	Thelearnerwillbeabletooperatetheframeworkforeffectiveretailing.
3	Thelearner willbe ableto predictvarioussales &marketingstrategyforretail.

Unit-I	**IntroductiontoBusinessEnvironment**
	NatureandSignificanceofBusinessEnvironment-TypesofBusinessEnvironment EnvironmentalAnalysis–Process,ImportanceandLimitations-EnvironmentalFactorsaffectingBusinessDecisions-Techniques ofEnvironmentalanalysis-SWOC/SWOT,PESTLE, QUEST-Businessorganisationsandtheirgoals. RetailMarketingEnvironmentin India.
Unit-II	**RetailsectorinIndia**

	Retail sector in India: Evolution of retail-Factors leading to growth of retail in India -Role of International retailing and international players in retail sector-FDI and its impact on retail sector-Organized & Unorganized retail.
Unit-III	**Subsectorsofretail**
	BrickMortarStores-FMCG/Dsales&Distribution-E-Commerce/E-retailing-Directsales-Featuresof B2BandB2CbusinessmodelsinRetailsectorwithexamples
Unit-IV	**RetailSales &Marketing**
	Meaningof marketing&sales-MeaningandconceptsofSalesand Marketing-Productionconcept,Selling-concept,Societal,Marketingconcept. SellingVs marketing,MarketingMix,-4PsofMarketing-the various functions ofmarketing & sales & in a Retail organization andthe store-Introduction,TargetMarket&marketsegmentation-GaugingGrowthOpportunities-BuildingaSustainableCompetitiveAdvantage,

Reference Books:

1. Bajaj, Tuli and Srivastava, Retail Management, New Delhi: Oxford University Press
2. Gibson G. Vedamani, Retail Management, Mumbai: Jaico Publishing House
3. Lewison, D. M. and Delozier, W. M., Retailing, Columbus: Merrill Publishing Co.
4. Newman, A. & Cullen, P., Retailing: Environment and Operations, 9th Indian Reprint 2011, Cengage Learning.
5. Ogden, J.R. and Ogden, D.T, Integrated Retail Management, 1st Edition 2008, Bizantra.
6. Pradhan, S, Retailing Management, 2nd Edition 2007, Tata McGraw Hill.
7. S. L. Gupta & Arun Mittal, International Retailing

Programme: BBA Retail Operations	**Year: First**	**Semester: First**
Course Code: F120104	**Course Title: Business Communication Skill**	
Credit: 3	**MINOR (Total 60 Hours)**	
Max Marks: 25+75	**Min. Passing Marks: 10 + 25**	
Total No of Lecture-Tutorials-Practical (In hour/week): L-3; T-1; P-0		

Sr.No.	**Couse Objectives**
1	Tomakethe learners competent betteremployment opportunity& alsoacquireself employmentskill.
2	Toaugmentprofessionalskillsforthebettermentofsmoothcommunicationatthe workplace.
3	Toexplainvarious aspectsofeffectivecommunicationbyemphasizingontheconcept &theoriesofcommunication.
Sr.No.	**Course Outcomes**
1	Thelearnerwillbeabletoapplycommunicationskillswithproficiency.
2	Thelearnerswill bewellequippingwith effectivecommunicationskills withina professionalskill.
3	Thelearnerswillbeable tounderstandvariousnuancesof communicationtoagreater extent.

Unit-1	**EffectiveCommunication**

	Principlesofeffectivecommunication-thereasonsforbarriersin communication-thesolutionstotypicalcommunicationbarriers-theimportanceofeffectivelisteningskills-elementsofeffectiveverbal communicationskills-whenaskingquestions,providingandreceivinginformation.
Unit-1I	**ProfessionalSkills**
	The need forprofessional Skills-theelementsofprofessionalskillsrequiredat theworkplace-featuresandbenefitsoftheelementsofprofessionalskills-themethodstopracticetheprofessionalskillsatworkplace-DecisionMaking-Criticalthinking- InterpersonalSkills- Personalpresentationandgroomingetiquettes-theimportance/significanceofcommunicationskillsinpersonalandprofessionallife.
Unit-1II	**IntroductiontoBusiness CommunicationSkills**
	The need forbusiness communication- the methods to practice Business communication skills at theworkplace. WritingSkills–Resume&jobapplicationwriting,emailwriting,lettersof communication to different stakeholders / inter departments,preparing proposals and quotations, raising complaints, replies tocomplaints.
Unit-1V	**Meetings & Report Writing**
	Meetings –Plan,Prepare,Organise,Conduct &Report.(Online &Physicalmeetings) Reportwriting -businessreports,projectreports-ReadingSkills: -ReportReading-analyzebusinessreports,proposals-OralCommunication -onetoone,onetomany,deliveringbusinesspresentations.

Reference Books:

1. Shwom, B., & Snyder, L. G. (2016). Business communication: Polishing your professional presence (3rd ed.). Boston: Pearson
2. Business Communication, Raman – Prakash, Oxford
3. The Oxford Handbook of Commercial Correspondence, Ashley A, Oxford Business Communication for Managers: An Advanced Approach, Penrose, Thomson
4. Business Communication, Krizan, Thomson, 5. Understanding Human Communication, 9/e, Adler R Oxford

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Programme: BBA Retail Operations	**Year: First**	**Semester: First**
Course Code:VOC166	**Course Title: Computer Applications**	
Credit: 3	**MINOR (Total 45 Hours)**	
Max Marks: 25+75	**Min. Passing Marks: 10 + 25**	
Total No of Lecture-Tutorials-Practical (In hour/week): L-3; T-0; P-0		

Programme: Certificate	**Year: First**	**Semester: First**
Course Code: Z011102	**Course Title: Communicative English-I**	
Credit: 2	**CO-CURRICULAR COURSE (Total 30 Hours)**	
Max Marks: 25+75	**Min. Passing Marks: 10 + 25**	
Total No of Lecture-Tutorials-Practical (In hour/week): L-3; T-0; P-0		

Programme : BBA Logistics	Year: First	Semester: First
Course Code: Z011102	**Course Title: Communicative English – I**	

Course outcomes:

Proficient written and verbal communication in media settings.

Critical analysis and interpretation of media-related content.

Effective presentation and public speaking abilities.

Collaborative communication skills suitable for team environments.

Application of language skills in media and entertainment contexts.

Credits: 2	Co-curricular Course
Max. Marks: 25+75	Min. Passing Marks: 40

Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-0 P-0

Unit	Topics	No.of Lectures Total=30
	• Foundations of English Language • Reading Comprehension Strategies • Writing Techniques for Media • Verbal and Non-verbal Communication • Media Literacy and Critical Analysis • Presentation Skills for Media Professionals • Group Communication Dynamics Cultural Sensitivity in Communications	30 Hours

Suggested Readings:

Suggested Continuous Evaluation Methods:

Suggested equivalent online courses:

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Semester–II

Programme: BBA Retail Operations	**Year: First**	**Semester: Second**
Course Code: F120201	**Course Title: Managerial Economics**	
Credit: 4	**MAJOR (Total 60 Hours)**	
Max Marks: 25+75	**Min. Passing Marks: 10 + 25**	
Total No of Lecture-Tutorials-Practical (In hour/week): L-3; T-1; P-0		

Sr. No.	Course Objectives
1	To understand the concepts and applications of Managerial Economics.
2	To interpret the cost dimensions in a business venture.
3	To recognise the role of pricing in markets and market structures.
Sr. No.	**Course Outcomes**
1	The learners will be able to understand the role of managerial economist in a firm.
2	The learners will be able to apply the knowledge of costing in decision making.
3	The learners will be able to identify and analyse market practices and process in real life.

Unit-I	**Introduction to Managerial Economics**
	The concepts and application of managerial economics-Meaning, Nature-Scope, relationship with other sciences & its Significance. Economics applied to Business Decisions, Theory of firm & industry Demand Analysis – Law of demand, determinants of demand, demand curve, consumer surplus, Elasticity of demand & Demand forecasting.
Unit-II	**Elements of Costs**
	Elements of Cost-Average, Marginal & total cost, Basic cost curves-Relation between production & cost, Break Even Analysis – Break Even point-Managerial use of B.E.P. and its limitation-Factors influencing P/V decisions.
Unit-III	**Elements of Pricing**
	The elements of pricing, profit planning & management-Price output decisions, classification of markets-Structures and their making features, Pricing under Perfect Competition andMonopoly. Profit Planning & Management – Types of Profit, some concepts related to profit, factors determining, profit in short- & long-term Dynamics of surplus, Theory & residual claimant theory of Profit.

Reference Books:

1. Managerial Economics-A Problem Solving Approach, Luke M. Froeb, Brian T. McCann, Michael R. Ward, and Mikhael Shor
2. Managerial Economics and Business Strategy, Michael Baye and Jeff Prince
3. Managerial Economics: Craig H Peterson and Jain, Pearson education
4. Managerial Economics: Vanith Agrawal, Pearson Education

Programme: BBA Retail Operations	Year: First	Semester: Second
Course Code: F120202	Course Title: In Store Cashiering and Merchandising Operations– II	
Credit: 4	MAJOR (Total 60 Hours)	
Max Marks: 25+75	Min. Passing Marks: 10 + 25	
Total No of Lecture-Tutorials-Practical (In hour/week): L-3; T-1; P-0		

Sr. No.	Course Objectives
1	To be able to identify the basics of POS.
2	To demonstrate planograms at retail stores.
3	To distinguish the organizing the POS.
Sr. No.	**Course Outcomes**
1	The learners will be able to understand the basics of POS.
2	The learners will be able to distinguish the mechanism of defining products in a retail store.
3	The learners will be able to analyse & interpret various activities linked to sales management.

Unit-1	Visual Merchandising
	Introduction to Visual Merchandising - Introduction to visual merchandising displays - Planning visual merchandising displays - Role of design brief - Principles to set up visual merchandising displays - Dressing up visual merchandising displays - Health and safety in displays
Unit-2	**Creating Positive Image of Self and Organisation in the Minds of Customers**
	The importance of creating a positive image in the minds of the customers - Explain the importance of establishing - Discuss the need to communicate accurate information to the customers - how to respond appropriately to the customers
Unit-3	**Working Effectively in a Team**
	The importance of working effectively in the team - the importance of information, instructions and documentation in retail workplace - the importance of effective work habits - the required etiquette of the workplace - the significance of a positive attitude at the workplace
Joining	**Employability & Entrepreneurship Skills**
	Personal Strengths & Value Systems -Digital Literacy: A Recap - Money Matters - Preparing for Employment & Self Employment -- Understanding Entrepreneurship - Preparing to be an entrepreneur.

Reference Books:

1. Introduction of Retail operations by RASCI publication
2. In store cashier and Merchandising by RASCI publication
3. Berman B. Evans J. R., (2004), Retail Management, 9th Edition, Pearson Education Berman, Barry. Evans, Joel R. Mahaffey Tom (2005). Retail Management: A Strategic Approach, Pearson Education
4. Gopal, R. Manjrekar, Pradip (2010), Retail Management, Excel Books, New Delhi Notes
5. Iyer, B. Sriram (2011). Retail Store Operations, Tata Mc Graw Hill
6. Levy IM. and Weitz B.A., (2004), Retailing Management, 5th ed. Tata McGraw Hill
7. Levy, Michale & Barton, Weitz, A (2003), Retailing Management, Tata Mc Graw
8. Hill. 3rd ed.
9. Menon, K. S., (2006), Stores Management, 2nd Ed. Macmillan India
10. Sivakumar, A., (2007), Retail Marketing, Excel Books, New Delhi

Programme: BBA Retail Operations	**Year: First**	**Semester: Second**
Course Code: F120203	**Course Title: Sales Management and CRM**	
Credit: 4	**MAJOR (Total 60 Hours)**	
Max Marks: 25+75	**Min. Passing Marks: 10 + 25**	
Total No of Lecture-Tutorials-Practical (In hour/week): L-3; T-1; P-0		

Sr. No.	Course Objectives
1	To understand the concept of managing retail sales and planning for effective sales management
2	To perform Retail Sales process by demonstrating specialist products to the customers
3	To understand the importance of personalized Sales & Post sales Service
4	To identify promotional opportunities and estimate their potential to increase sales.
Sr. No.	**Course Outcomes**
1	The learner will be able to identify the customer's preferences and buying decisions when making sales.
2	The learner will be able to apply sales techniques to suggest suitable products to customers.
3	The learner will be able to Demonstrate specialist products to customers.
4	The learner will be able to provide personalized sales and post sales service in retail store
5	The learner will be able to identify opportunities to increase sales of products

Unit-I	**Retail Sales Planning**
	Importance of planning, organizing schedules, significance of goal setting to achieve sales objectives, components of retail mathematics & its impact on profit & loss, elements of buying cycle for the customer, importance of product knowledge, features and benefits of products.
Unit-II	**Retail Sales Management**
	Basics of category management, rudiments of retail department management, retail sales process, demonstration of products & specialist products, proposing solutions by using FABING techniques, how to propose appropriate solutions / alternative products & handling customer objections, closing sale.
Unit-III	**Managing Sales**
	Upselling & Cross Selling and its impact on sales revenues, personalized sales & post sales service, process of sales on credit and credit application process management, managing sales promotions in retail stores

Reference Books

1. Levy, Michael, &Barton Weitz. Retailing Management. McGrawHill Education.
2. Berman, Barry, Joel R Evans &Ritu Srivastava. Retail Management: A Strategic Approach. Pearson Education.
3. Retail Operations - Dr. Satendar Singh
4. Retail Management | Fifth Edition | By Pearson authored by Dr. Gibson Vedamani

5. Hammond, Richard.Smart Retail: Winning ideas and strategies from the most successful retailers in the world. Pearson Education.
6. Singh, Harjit. Retail Management - A Global Perspective: Text and Cases. S. Chand
7.

Sr. No.	Course Objectives
1	To understand the concepts of CRM.
2	To identify the elements of CRM.
3	To understand the process and practices of customer services.
Sr. No.	**Course Outcomes**
1	The learners will be able to understand the role of Customer Relationship Management.
2	The learners will be able to describe the elements of CRM.
3	The learner will be able to manage customer engagement by providing customer service in B2B retail environment
4	The learners will be able to handle customer service concerns and efficiently resolve them to the satisfaction of the customers.

Unit-I	Introduction to CRM
	Characteristics of customer touch points at the store and their significance wrt Sales and Customer Service, how to identify customer needs and buying behavior, benefits of Customer Relationship Management (CRM) and its implication on Business, Components of CRM, Role of CRM in marketing and sales, Principles of CRM, Customer Relationship Management Strategies, Impact of CRM on business revenues
Unit-II	**Elements of CRM**
	Elements of customer service management (Types of customers, complaint handling & resolution, delivery of reliable service, process for continuous improvement, significance of teamwork in meeting the expectations of customers, CRM systems and their uses.)
Unit-III	**Customer Services**
	processes and practices of customer engagement, providing customer service in B2B retail environment, how to handle customer service concerns, best practices followed in resolving customer complaints, decision-making processes in addressing customer service problem, addressing customer grievances, Customer Redressal System & strategies

Reference Books

1. Consumer Behaviour: The Indian Context (Concepts and Cases) | Second Edition | By Pearson – S Ramesh Kumar
2. Retail Supply Chain Management (Series on Resource Management) - James B. Ayers (Author), Mary Ann Odegaard (Author)
3. e-Retailing Principles and Practice – Himalaya Publishing - by D. P. Sharma
4. Retail Marketing in the Modern Age - Prashant Chaudhary

Programme: BBA Retail Operations	Year: First	Semester: Second
Course Code: F120204	Course Title: Fundamentals of Financial &Cost Accounting	
Credit: 3	MINOR (Total 45 Hours)	
Max Marks: 25+75	Min. Passing Marks: 10 + 25	
Total No of Lecture-Tutorials-Practical (In hour/week): L-3; T-1; P-0		

Sr. No.	Course Objectives
1	To understand the basic concept of accounting practices in retail organization.
2	To recognize the role of cost accountancy and cost management in retail store operations
3	To describe the common practices of accounting in a department of a business organisation
Sr. No.	**Course Outcomes**
1	The learners will be able to understand basic accounting practices followed in retail environment.
2	The learners will be able to classify cost accountancy and cost management in retail store operations.
3	The learner will be able to perform accounting practices in retail store operations.

Unit-I	Introduction to Financial Accounting
	Basic accounting practices in retail organisations – meaning, definition, objectives, scope, basic, terms, accounting principles in retail business, branches of accounting uses & limitations of Accounting, Concepts & Conventions, Statements of Final Accounts in retail – Meaning, need & objectives, types of Trading Account – Meaning & need, Profit & loss Account – meaning & Need, Balance Sheet- Meaning &need * Meaning of final accounts with adjustment entry, Impact of profit & loss account and balance sheet on business goals of the organisation, markup & mark down practices in retail, impact of mark up and mark down on financial accounting & profits *
Unit-II	**Accounting Practices**
	Common practices of accounting in a department of a business organisation, Departmental accounting and role of Accountants, Basis of Allocation of Expenses and Incomes / Receipts, Inter Departmental Transfer: At Cost Price and Invoice Price, Stock Reserve, Departmental Trading and Profit and Loss Account and Balance Sheet
Unit-III	**Cost Accounting**
	Role of cost accountancy and cost management in retail storeoperations, Definitions: Cost, Costing and Cost Accounting, Classification of Cost on different bases, cost Allocation and Apportionment, Cost management, Cost control.

Reference Books:

1. Basics of Accounting – Jain & Narang

Basics of Accounting – T. S. Grewal

Programme: BBA Retail Operations	**Year: First**	**Semester: Second**
Course Code:VOC165	**Course Title: Financial Literacy**	
Credit: 3	**VOCATIONAL (Total 45 Hours)**	
Max Marks: 25+75	**Min. Passing Marks: 10 + 25**	
Total No of Lecture-Tutorials-Practical (In hour/week): L-3; T-0; P-0		

Programme: Certificate	**Year: First**	**Semester: First**
Course Code: Z011202	**Course Title: Communicative English-II**	
Credit: 2	**CO-CURRICULAR COURSE (Total 30 Hours)**	
Max Marks: 25+75	**Min. Passing Marks: 10 + 25**	
Total No of Lecture-Tutorials-Practical (In hour/week): L-2; T-0; P-0		

Semester–III

Programme: BBA Retail Operations	**Year: SEcond**	**Semester: Third**
Course Code: F120301	**Course Title: Enterprises Resource Planning (ERP)**	
Credit: 4	**MAJOR (Total 60 Hours)**	
Max Marks: 25+75	**Min. Passing Marks: 10 + 25**	
Total No of Lecture-Tutorials-Practical (In hour/week): L-3; T-1; P-0		

Sr. No.	**Course Objectives**
1	To outline the overall Framework of an enterprise system.
2	To understand the need for an ERP solution in a retailing organisation.
3	To describe the importance and functions of computer application system.
Sr. No.	**Course Outcomes**
1	The learners will be able discuss the features and factors that needs to be considered for ERP systems.
2	The learners will be able to describe the features, advantages and benefits of different functional modules of ERP used by Retail organisations (Small, Medium and Large).
3	The learners will be able to carry out accounting and other administrative functions of the job role on a computer.

Unit-I	**Introduction to ERP**
	Overarching structure of an enterprise system, evolution and utilities of Enterprise Resource Planning (ERP), risks and benefits of an ERP system, features of fundamental technology used in enterprise resourceplanning, factors that need to be considered in –Planning and designing of ERP systems; Implementation of cross functional integrated ERP systems
Unit-II	**ERP Solutions and Functional modules**
	Need for an ERP solution in a Retailing Organisation, characteristics and applications of ERP software solutions that areused by Small, medium and large retail organisations, e significance of Business Process Re-engineering (BPR) in ERPsolutions wrt to business processes of a Retail organisation, need for business process management (BPM), fy the co-relation between ERP solution and BPM of an organisation, elements of BPM lifecycle, functional modules used in various functions & departmentsof a retail store (Small, Medium & Large), features, advantages and benefits of different functional modules of ERP used by Retail organisations (Small, Medium and Large) , the emerging trends in ERP.
Unit-III	**Computer Skills**
	Software and related skills required to carry out accounting and other administrative functions of the job role on a computer, importance and functions of computer applications -MS Office, Internet applications & email applications, orientation to POS software(s) in retail, Introduction to CRM software

Reference Books

1. Enterprise Resource Planning Concepts: Understanding the Power of ERP for Today's Businesses Second Edition- Dr. Jill A O'Sullivan (Author), Gene Caiola (Author)
2. Retail Store Operations A Complete Guide - 2020 Edition - by Gerardus Blokdyk (Author)

Programme: BBA Retail Operations	**Year: Second**	**Semester: Third**
Course Code: F120302	**Course Title: FMCG/FMCD Sales & Distribution**	
Credit: 4	**MAJOR (Total 60 Hours)**	
Max Marks: 25+75	**Min. Passing Marks: 10 + 25**	
Total No of Lecture-Tutorials-Practical (In hour/week): L-3; T-1; P-0		

Sr. No.	Course Objectives
1	To explain the concept of FMCG / FMCD.
2	To interpret the roles & responsibilities of stakeholders in FMCG distribution system.
3	To describe the best practices followed in managing distribution team.
Sr. No.	**Course Outcome**
1	The learners will be able to identify product categories in FMCG/FMCD.
2	The learners will be able to influence people through personal effectiveness.
3	The learners will be able to apply the best practices followed in distributor and retailer relationships.

Unit-I	**FMCG & FMCD**
	Product categories in FMCG / FMCD, supply chain system in FMCG /FMCD (Manufacturer, Transportationsystem, Storage, Distribution & retailing and post-sale services)
Unit-II	**Distribution System**
	Roles & responsibilities of stakeholders in FMCG distribution system, importance of influencing people through personal effectiveness, best practices followed in distributor and retailer relationship management
Unit-III	**Sales System**
	Importance of data analysis and planning in sales, roles and responsibilities of a distributor salesperson (Territory, dayto day planning, route & beat plans, target achievement, outlet categories, productivity metrics, merchandising & branding, stock management, order booking), objection handling and negotiation with retailers, process of effective sales calls

Reference Books

1. Distributor Salesman – RASCI Courseware
2. Sales and Distribution Management | Sixth Edition | By Pearson

Programme: BBA Retail Operations	Year: Second	Semester: Third
Course Code: F120303	Course Title: Non-Store Retailing	
Credit: 4	MAJOR (Total 60 Hours)	
Max Marks: 25+75	Min. Passing Marks: 10 + 25	
Total No of Lecture-Tutorials-Practical (In hour/week): L-3; T-1; P-0		

Sr. No.	Course Objectives
1	To understand the concepts of non-store retailing/ecommerce.
2	To identify the sales and marketing practices followed in e-retailing.
3	To explain the seller acquisition process for eCommerce platforms.
Sr. No.	**Course Outcome**
1	The learners will be able to describe the features of non-store retailing/ecommerce formats.
2	The learners will be able to explain the importance of technology platforms in e Retailing.
3	The learners will be able to perform the seller acquisition process for eCom platforms & Customer service fulfilment process.

Unit-I	Introduction to E-Retailing
	Features of non-store retailing formats, significance of ecommerce, growth prospects in eRetailing & e-commerce
Unit-II	**E-Retailing Platform**
	Sales and marketing practices in eRetailing, importance of stakeholder management in e-commerce environment, technology platforms in e Retailing, customer service/ product fulfilment process in eCommerce
Unit-III	**E-Retail Management**
	Significance of identifying competition and gathering marketinformation to enhance business performance, significance of product catalogues on the e-com website, basics of category management on eRetailing platforms, statutory guidelines for sales on e-com sites, seller acquisition process for eCom platforms.

Reference Books

1. e-Retailing Principles and Practice – Himalaya Publishing - by D. P. Sharma
2. Seller Activation Executive – RASCI course material

Programme: BBA Retail Operations	**Year: Second**	**Semester: Third**
Course Code: F120304	**Course Title: Logistics and Supply Chain Management**	
Credit: 3	**MINOR (Total 45 Hours)**	
Max Marks: 25+75	**Min. Passing Marks: 10 + 25**	
Total No of Lecture-Tutorials-Practical (In hour/week): L-3; T-1; P-0		

Sr. No.	Course Objectives
1	To understand the basics of supply chain and logistics.
2	To provide basic knowledge about Key Supply Chain Business Processes.
3	To provide basic knowledge about Purchasing and Supplier Management
	To understand role of IT in supply chain management.
Sr. No.	**Course Outcome**
1	The learners will be able describe the rudiments of supply chain management system
2	The learners will be able to outline the Key Supply Chain Business Processes.
3	The learners will be able to explain the importance of purchasing operations and supplier management.
4	The learners will be able to outline the role of IT in supply chain

Unit-I	**Supply Chain Management and Logistics**
	An Introduction – Integrated Logistics Management – Concept – Evolution and Development – Role – Scope – Functions and Importance – The new Manufacturing and Distribution Practices – Local and International Supply Chains – Benefits and Issues – Types of Supply Chains– Strategic, tactical, operational decisions in supply chain – SCM building blocks – Supply Chain Drivers and Obstacles – International Logistics and Supply Chain Management – The Total Cost Concept and Logistics and SCM Trade-Offs.
Unit-II	**Key Supply Chain Business Processes**
	Planning – Sourcing – Producing – Distributing and Paying – Managing material flow and distribution – Distribution and Planning Strategy – Warehousing and Operations Management – Transportation Management – Inventory Management.
Unit-III	**Purchasing and Supplier Management**
	Sourcing and Supplies Management, Outsourcing – Global Sourcing – Vendor Identification – Selection – Evaluation – Development – Supplier Relationship Management – Supplier Quality Management – Supply Chain Performance.
Unit-IV	**IT in supply chain management**
	SCM Relationships – Third Party Logistics and Fourth Party Logistics – SCM Network Design and Facilities Development – SCM Planning and Development Strategies – Supply Chain Uncertainties – Supply Chain Vulnerabilities. Role of IT–IT enabled SCM, Future of SCM.

Reference Books:

1. Martin Christopher. Logistics and Supply Chain Management
2. Sunil Chopra and Peter Meindal. Supply Chain Management
3. Donald J. Bowersox and David J. Closs. Integrated Logistics Management
4. N. Chandrasekharan, Supply Chain Management

Programme: BBA Retail Operations	**Year: Second**	**Semester: Third**
Course Code:VOC152	**Course Title: AI Driven Advanced E-Commerce Mastery**	
Credit: 3	**VOCATIONAL (Total 45 Hours)**	
Max Marks: 25+75	**Min. Passing Marks: 10 + 25**	
Total No of Lecture-Tutorials-Practical (In hour/week): L-3; T-0; P-0		

Programme: Certificate	**Year: Second**	**Semester: Third**
Course Code: Z031301	**Course Title: Physical Education & Yoga**	
Credit: 2	**CO-CURRICULAR COURSE (Total 30 Hours)**	
Max Marks: 25+75	**Min. Passing Marks: 10 + 25**	
Total No of Lecture-Tutorials-Practical (In hour/week): L-2; T-0; P-0		

Semester–IV

Programme: BBA Retail Operations	Year: Second	Semester: Fourth
Course Code: F120401	Course Title: Team Management-I	
Credit: 4	MAJOR (Total 60 Hours)	
Max Marks: 25+75	Min. Passing Marks: 10 + 25	
Total No of Lecture-Tutorials-Practical (In hour/week): L-3; T-1; P-0		

Sr. No.	Course Objectives
1	To understand the significance of leading a team
2	To Know the importance of work planning and implementation
3	To understand the aspects of team performance management
Sr. No.	**Course Outcome**
1	The learners will be able to explain the role and responsibilities of a team leader.
2	The learners will be able to explain the rudiments of work planning and work implementation.
3	The learners will be able to explain the elements of team performance management

Unit-I	Leading a Team
	Roles and responsibilities of a team leader, teams purpose, aims and targets, responsibility for contributing to the team's success, importance of sharing work fairly with team members, importance of being a reliable team leader, importance of maintaining team morale, the circumstances when morale is likely to flag, and the kinds of encouragement and support that are likely to be valued by colleagues, importance of following the company's policies and procedures, Handle business communication mediums effectively, Communicating effectively with stakeholders & customers, Developing and sustaining effective working relationships with stakeholders
Unit-II	**Work Planning and implementation**
	Elements of work planning, prioritizing, and scheduling, elements of high-performance team, importance of planning and selecting a team in alignment with team and business goals, interviewing skills, significance of business ethics and values, basic principles of leadership - main styles of leadership; how own skills and qualities relate to the main features of leadership; building Trust & respect in leadership; Planning & Organizing; Leading change & innovation; Virtual/ remote leadership techniques/ practices
Unit-III	**Performance Management**
	Principles of effective communication and how to apply them in managing a team, diversity of expertise, knowledge, skills and attitudes required to achieve the team purpose setting SMART (Specific, Measurable, Achievable, Realistic and Timebound) business goals, planning the achievement of store team objectives and the importance of involving team members in this process, co-relation between personal work objectives contributing to achievement of team objectives, coaching and feedback - purpose of coaching; situations when coaching is used; benefits of coaching; coaching styles and techniques

Reference Books

1. Retail Team Leader – RASCI Course Material
2. Retail Manager's Handbook – Andra Wheeler

3. The Art of Luxury Selling: How to Engage Sales Teams to Establish a Culture of Service Excellence - Peter Aristodemou

Programme: BBA Retail Operations	Year: Second	Semester: Fourth
Course Code: F120402	Course Title: Store Operation Management	
Credit: 4	MAJOR (Total 60 Hours)	
Max Marks: 25+75	Min. Passing Marks: 10 + 25	
Total No of Lecture-Tutorials-Practical (In hour/week): L-3; T-1; P-0		

Sr. No.	Course Objectives
1	To understand the concept of Inventory management.
2	To organise and manage visual merchandising displays at the retail store.
3	To organise and ensure availability of products for sale on the sales floor
Sr. No.	**Course Outcomes**
1	The learners will be able to importance of inventory management
2	The learners will be able to explain the process of managing product displays & visual merchandising displays.
3	The learners will be able to explain the importance of ensuring availability of products on the sales floor always.

Unit-I	Inventory Management
	Inventory management and its impact on profit margins, features of valuation of Inventories (Stock), Meaning, Definition, Applicability, Valuation of Inventory (FIFO, WAM), disclosure in Final Account, explanation with Illustrations, process of stock management on the sales floor
Unit-II	**Product Display**
	Elements in creating an attractive product display, methods of selecting appropriate products to suit the display types, positioning the product labels appropriately while conforming to the legal and operational standards, legal requirements for labeling the products on the shelf, standards of the product display throughout on the shelf, role of Visual merchandising displays in marketing, promotional and sales campaigns, principles of visual merchandising, design brief, role of design brief in creating a Visual merchandising display, merchandiser or buyer consultations for finalization of merchandise and props, potential places to put the display, role of light, colour, texture, shape, and dimension in VM.
Unit-III	**Sales Floor Product Management**
	Importance of vendor and supplier relationship management, guiding the staff to display the goods for sale, modifying or changing the product displays, organisational procedures for displaying products and aligned records, staff briefing for involvement, legal requirements for displaying descriptions and prices of goods, organisation's standards for putting displays together including standards for cleaning and preparation of shelf, security, health and safety requirements and procedures relating to displaying goods, lain customers' legal rights in relation to the display of goods, risks to security or health and safety that arise when evaluating displays, impact of different types of display in achieving sales targets.

Reference Books

1. Urvasi Makkar & Harindar kumar Makkar "Customer Relationship Management" Tata McGraw hill; Education Private limited, New Delhi
2. Swapna Pradhan; "Retailing Management Text & Cases;" Tata McGraw hill; Education Private limited, New Delhi
3. David Gilbert "Retailing Management"; Pearson Education; New Delhi.
4. Ramanuja Majumdar "Consumer Behaviour: Insights from Indian markets" PHI learning Private Limited, New Delhi.
5. The Art of Luxury Selling: How to Engage Sales Teams to Establish a Culture of Service Excellence - Peter Aristodemou

Programme: BBA Retail Operations	**Year: Second**	**Semester: Fourth**
Course Code: F120403	**Course Title: Team Management-II**	
Credit: 4	**MAJOR (Total 60 Hours)**	
Max Marks: 25+75	**Min. Passing Marks: 10 + 25**	
Total No of Lecture-Tutorials-Practical (In hour/week): L-3; T-1; P-0		

Sr. No.	**Course Objectives**
1	To understand the concepts of conflict management.
2	To describe the process of conducting performance review.
3	To identify the importance of decision making and problem solving
Sr. No.	**Course Outcome**
1	The learners will be able to identify the methods and techniques that can be used to manage conflicts in team.
2	The learners will be able to describe the importance of feedback and coaching.
3	The learners will be able to know the importance of decision making and solving problems

Unit-I	**Team Conflict Management**
	Cause and effect of conflict in the place of work - causes of conflict between individuals, common causes of conflict between groups/teams, effects of conflict on individuals, effects of conflict on a group/team; types of behaviour that are unacceptable in a work situation - acceptable behaviour in the work place, types of behaviour that are unacceptable in a work situation; how conflict in a work situation can be prevented - methods that can be used in a work situation to prevent conflict, employer and team leader responsibilities with reference to conflict in the work place.
Unit-II	**Team Performance Review**
	Process of conducting performance review - the **appraisal** process, assess individual/ team performance against expected objectives, goals, constructive feedbacks through reflecting on individual personal strengths and weaknesses, preparing a development plan to support performance improvement, importance of keeping skills and knowledge up to date - how to improve own performance through learning, identify areas for development , produce an action plan for self-development, keeping a record of individual's learning.
Unit-III	**Decision making and solving problems**

	Importance of decision making; types of decision making and their importance; components of decision making; process of decision making; key leadership styles; types of decision making relating to leadership styles; problem solving process; decision making process to solve problems; making decisions in a crisis; creative decision making when solving problems.

Reference Books

1. Retail Team Leader – RASCI Course Material
2. Retail Manager's Handbook – Andra Wheeler

The Art of Luxury Selling: How to Engage Sales Teams to Establish a Culture of Service Excellence - Peter Aristodemou

Programme: BBA Retail Operations	**Year: Second**	**Semester: Fourth**
Course Code: F120404	**Course Title: Human Resource Management**	
Credit: 3	**MINOR (Total 45 Hours)**	
Max Marks: 25+75	**Min. Passing Marks: 10 + 25**	
Total No of Lecture-Tutorials-Practical (In hour/week): L-3; T-1; P-0		

Sr.No.	Couse Objectives
1	Tohelpthelearnersunderstand the concept of HRM.
2	To know how HR Managers create policies for effective people management.
3	Tointerprettherole of HR managers in contemporary organisations.
Sr.No.	**Couse Outcomes**
1	Thelearners willbe abletocomprehend thefunctions of HRM.
2	Thelearnerwillbeabletolearn how HR policies can be framed.
3	Thelearner willbe ableto draw strategies to maintain peaceful industrial relations.

Unit-I	IntroductiontoHuman Resource Management
	Human Resource Management: Concept, Functions, roles, skills & competencies, HRD definition, goals and challenges. The changing environment of HRM – globalization, cultural environment, technological advances, workforce diversity, corporate downsizing, changing skill requirement, HR role in strategy formulation & gaining competitive advantage. HRM issues in Indian Organizations
Unit-II	**Employee Acquisition and Development**

	HR Planning: Process, Significance and Integration with Strategic Planning. Job Analysis: Concept and Components. Recruitment: Concept, Sources and Assessment of Recruitment Techniques. Selection: Concept and Procedure. Placement and Induction, Job Design: Approaches and Techniques of Job Design. Training and Development: Concept, Need, Objectives and Methods, Stages in Training Process
Unit-III	**Employee Assessment and Compensation**
	Performance Appraisal: Concept, Objectives, Process and Techniques. Job Evaluation: Concept, Objectives and Techniques. Employee Remuneration: Concept of Wage and Salary, Reward Management. Fringe Benefits and Incentive Payments.
Unit-IV	**Industrial Relations**
	Industrial Relations: Concept, Objectives, Approaches and Actors of Industrial Relations. Discipline: Disciplinary Procedure, Objectives and Aspects of Discipline. Grievance Procedure: Characteristics, Need and Model Grievance Procedure. Trade Unionism: Concept, Functions, Objectives and Problems of Trade Unions. Collective Bargaining and Industrial Disputes.

Reference Books:

1. Dessler, G. &Varkkey, B. Human Resource Management; New Delhi: Pearson.
2. Armstrong, M. & S. Taylor. Armstrong's Handbook of Human Resource Management Practic;e London: Kogan Page.
3. Aswathappa, K. Human Resource and Personnel Management; Tata McGraw-Hill Education
4. Rao, P. S., & Rao, V. S. P. Personnel and Human Resource Management; Himalaya Publishing House.
5. Bernardin, John H. Human Resource Management; McGraw Hill.

Programme: BBA Retail Operations	**Year: Second**	**Semester: Fourth**
Course Code:F120405	**Course Title: Project-I**	
Credit: 3	**Project (Total 45 Hours)**	
Max Marks: 25+75	**Min. Passing Marks: 10 + 25**	
Total No of Lecture-Tutorials-Practical (In hour/week): L-3; T-0; P-0		

Programme: Certificate	**Year: Second**	**Semester: Fourth**
Course Code: Z041402	**Course Title: Indian Language**	
Credit: 2	**CO-CURRICULAR COURSE (Total 30 Hours)**	
Max Marks: 25+75	**Min. Passing Marks: 10 + 25**	
Total No of Lecture-Tutorials-Practical (In hour/week): L-2; T-0; P-0		

Semester–V

Semester-V		
Code	**Corse Title**	**Credit**
F120501	Retail Marketing Strategy (MOOC Course)	2
F120502P	APPERENTICESHIP-I	23
	Total Credit	**25**

Semester-VI		
Code	**Corse Title**	**Credit**
F120601	Retail Management in Digital Era (MOOC Course)	2
F120602P	APPERENTICESHIP-II	23
	Total Credit	**25**

Note: